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## For expertise, equipment

# Canada's agricultural capabilities highly acclaimed

Urbane and highly industrialized, Canada remains a nation whose roots are firmly — and successfully — embedded in the ground!

Agriculture, in fact, is an extremely important part of Canada's economy, accounting for 30 per cent of the activity in the primary industry sector.

In terms of employment, agriculture continues to be the leading primary industry ahead of forestry, fishing, mining and oil production. In 1973, for instance, more than twice as many workers were engaged directly or indirectly in agriculture than in all other primary industries combined.

And little wonder, since in Canada there are more than two hundred million acres (81 million hectares) of land being farmed. A large portion of this land is suited to cultivation and harvesting by machine — a fact which has enabled Canadian manufacturers of farm equipment to become well-skilled in designing and producing machinery for use at home and abroad.

Export-wise, it is noteworthy that, in 1973, 150 firms located for the most part in Ontario, Manitoba, Saskatchewan and Alberta shipped to Canadian, American and international buyers a total of \$335 million in farm machinery that was designed primarily for use in soil preparation, seeding and fertilizing; haying, harvesting and threshing.

The value of farm machinery exported in 1974 rose to \$397 million of a total value of \$464.4 million shipped.

These exported products were sold principally to the United States, but also to North Africa, South Africa, Australia, France and Britain. Half the exports were haying, harvesting and threshing machinery; the remainder preparation and cultivation equipment; tractors and general farm machinery.

While a broad range of farming is carried out across Canada, there are five main types: dairy; livestock; grain; combination grain and livestock; and special crop farming. And Canadian manufacturers have available for export specialized equipment for each of these five types.

Machinery for horticultural and special applications illustrates Canada's specialized capabilities in manufacturing equipment for the production of certain vegetable and fruit crops.

For example, Canadian manufacturers can provide a full range of potato growing equipment; cultivation and harvesting machinery; tobacco production equipment which can be used through every phase of production from the transplanting of the seedlings to the curing of the harvested leaf; and specialized machines used in the production of fruit. Included here are rotary concentrate sprayers and flotation grading and separation equipment.

In addition to being a highly regarded manufacturer of agricultural equipment and machinery, Canada is noted for its high quality beef and dairy cattle. As well, the country is in the forefront in the field of scientific animal breeding and is engaged in such advanced techniques as embryo transplants, embryo freezing and the non-surgical transfer of embryos.

Some of the best equipment, machinery, services and techniques which Canadian agricultural companies are capable of offering world customers were seen recently at the 44th International Agricultural Fair held at Novi Sad, Yugoslavia.

Here nine Canadian companies — most of whom export internationally — exhibited specialized, dependable machinery for preparing the land, harvesting and processing produce; equipment for biological research; advanced scientific breeding methods; and global agro-industrial complex services on a turnkey basis.

Canadian frozen bovine semen is now used in more than 60 countries. Canada's artificial insemination industry was represented at Novi Sad by a consortium of 10 leading organizations.

The specialty of another Canadian company was embryo transfer, the latest of the new breeding methods. This company carries out embryo transfers in cows, horses and pigs, and has developed several programs for exporting frozen embryos of dairy and beef cattle.



Raising and breeding top-quality dairy cattle is just one facet of Canada's vast and diverse agricultural industry. Here Holstein dairy cows graze on a farm near Dufur, Prince Edward Island.

All the elements required in a global agro-industrial complex on a turnkey basis can be provided by another consortium of eight Canadian companies.

This consortium is expert in feasibility studies; consulting engineering and husbandry; personnel training; provision of stock, feed supplements, animal health products, fertilizers, pesticides and equipment. It can also supply plant and equipment for a variety of operations.

Two world-renowned Canadian companies displayed log skidders. For clearing virgin land for agricultural use, the skidders are the result of years of experience and provide rugged efficiency and safe operation.

Haying equipment that incorporates a shredder-harvester, stack former and stack mover was also

exhibited. The stack and mover produces greater stack density with no layering effect and provides a rain and wind resistant "thatched" outer layer. It is one of a full range of one-man haying systems that have won for its Canadian manufacturer markets in the United States, Australia, New Zealand, Africa, South America and Europe.

A leading Canadian producer of automated feed processing systems showed its automatic mill — a piece of equipment that won a gold medal at the 1976 Plovdiv International Fair in Bulgaria.

The mill blends, grinds and mixes feed all at the same time. Up to six ingredients can be blended simultaneously, the amount of each ingredient being controlled by a dial.

One of the most advanced tobacco harvesters of its type — it can harvest five rows of tobacco at one time

— was a major attraction. Well established in Eastern European markets, this equipment can be used with attachments for transplanting, cultivating, spraying and topping.

Many unique features and designs have been developed by a Canadian producer of environment controlled chambers for plant growth, seed germination and entomology research. This company exhibited a plant growth chamber with an exclusive patented feature that ensures uniform air distribution and identical environment around each plant.

The companies, as well as the products and services they displayed at Novi Sad, are detailed elsewhere in this edition of Canada Courier. They are representative of the expertise in equipment, services and techniques which the Canadian agricultural industry can offer its international clients.

## Foods that start hot stay hot with appliances from Cornwall

Keeping foods hot is one of the things Cornwall Appliances Limited does best — especially with its hot electric trays, deep dish hot server and electric crockery slow cooker.

The electric crockery slow cooker is a blessing for those who work outside the home all day. With it, dinner started in the morning is ready, hot and delicious by evening.

For only a few pennies a day, the electric crockery slow cooker will produce evenly cooked beef, poultry, vegetables and desserts. The three models consist of two four-quart and one six-quart, with wraparound heaters. There are also four and six-quart removable liners convenient for serving, easy to clean and dishwasher safe.

Also representative of Cornwall Appliances are two lines of hot electric trays. The deluxe models have decorated radiant glass heated surfaces with a hot spot, walnut trim and handles. Sizes vary from 11 by 7

inches (28 by 18 cm) to 21 by 12 inches (53.3 to 30.5 cm).

The second line, durable, practical and priced right, has a steel surface with acrylic finish. Sizes are 19 by 9 inches (48.3 by 23 cm) and 23 by 11 inches (58.4 by 28 cm).

The Cornwall, Ontario, company is interested in exporting its products to markets throughout the world.

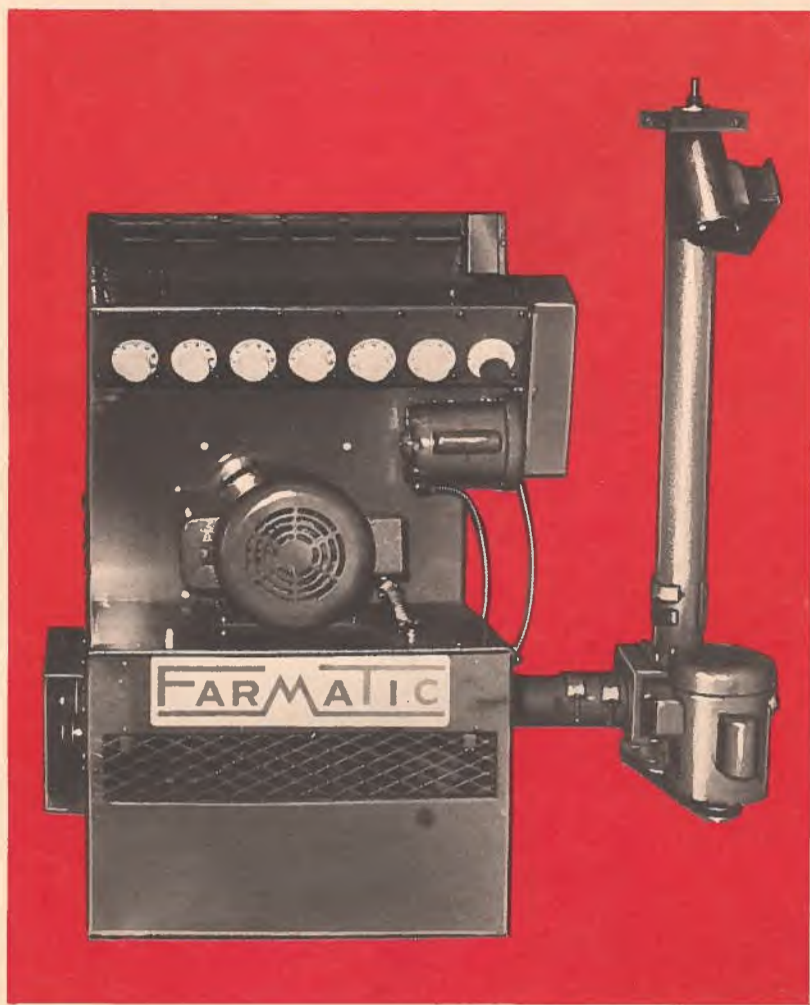
Code 1-162

Third helpings are as hot and tempting as the first when served in this deep dish hot server. Cornwall Appliances manufactures it in easy-to-clean material and with a transparent lid that locks in heat and flavour. With an element that uses 80 watts, the unit is 9 inches (22.8 cm) in diameter by 6 inches (15.2 cm). In colours of avocado or harvest gold, the hot server can be used for rolls, biscuits, vegetables and stews.



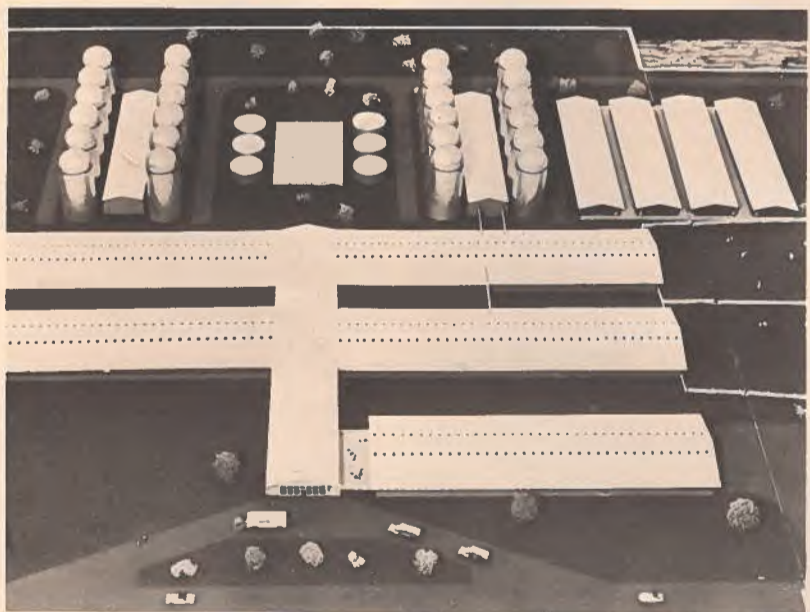
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## Farm factories, automated feed mills provided internationally by Farmatic



In just 10 years Farm Automatic Feeding Limited (Farmatic) has become Canada's leading producer of automated feed processing systems. The Gorrie, Ontario, company now has equipment operating on farms across Canada, Europe, the U.S.S.R. and South America. Shown here is the company's Model FA Maxi-Mill and Six Compartment Proportioner which won a gold medal at the 1976 Plovdiv International Fair in Bulgaria. This automatic mill blends, grinds and mixes feed all at the same time. Up to six ingredients can be blended simultaneously, the amount of each ingredient being controlled by a small auger connected through the gear and cam mechanism to a dial. The augers are powered by a 1/4 horsepower motor and provide a positive feed to the mill — an exclusive Farmatic feature that offers great flexibility. Every Farmatic mill is supplied with test containers to record accurate measurements of the ingredient amounts in the ration. The Maxi is available with a choice of electric motors, from 3 to 7 1/2 horsepower single phase and 3 to 20 horsepower three phase. Farm Automatic also produces complete, on-the-farm, bolted farm factories consisting of nine overhead storage bins and a milling room in the lower portion to accommodate the Farmatic equipment. Code 2-161

## Agro-industrial complexes provided on a turnkey basis



Each an expert in its field, the eight companies that form the Canadian Agro-Industrial Corporation Ltd. (CANACOR) can collectively offer — on a turnkey basis — all the elements required in a global agro-industrial complex. Services provided by CANACOR include: feasibility studies on irrigation, water supply, sewage treatment, housing and roads; consulting in engineering and husbandry; personnel training; and the provision of dairy and beef cattle, poultry and pork, feed supplements, veterinary drugs and animal health products, fertilizers, pesticides and equipment. The corporation also supplies plant and equipment, including meat packing facilities and equipment; machinery and rolling stock; artificial insemination centres, animal clinics, equipment and facilities. CANACOR projects, such as this modular turnkey dairy complex, are designed for installation throughout the world. The eight members of the CANACOR consortium are AGROVETERINARY Consultants Ltd.; G.D. Bergeron & Associates Inc.; Canadian World Wide Livestock Forwarders Ltd.; Côté, Benoit, Couture & Associates; Maverick Livestock Exporters Ltd.; Palmer Agricultural Development Consultants and Contractors Ltd.; Quebec International Livestock Sales Inc.; and Sigesco Ltd. Code 2-401

## Versatile, portable gun guarantees cleanliness

One of the most versatile and handy pieces of equipment on the market today is made by a North Vancouver, British Columbia, company — Wesgar Industries Ltd.

The product, the X-O Kleen Gun, is an inexpensive, lightweight, portable cleaning tool that is operated by tractor or vehicle exhaust. It is ideal for cleaning equipment in the field away from regular maintenance facilities. Downtime in transporting equipment to and from home base is eliminated — a definite time-saver for busy farmers, dirt contractors, field truck and equipment users.

The X-O Kleen Gun can be attached to the exhaust system of any four-cycle gas or diesel engine by means of a universal adaptor. Engineered to create equal pressure on both sides of the engine, its use will not damage either the valves or turbocharger.

The principle of operation is a venturi arrangement located inside the nozzle which provides suction to pull any non-flammable cleaning solution into the system. The solution is vaporized by heat and pressure and then blown out of a 5/8-inch

(1.6-cm) nozzle to form a powerful cleaning jet that operates in excess of 100 pounds (45.4 kg).

The special 5/8-inch (1.6-cm) nozzle allows 25 times more air volume than the average 1/8-inch (0.32-cm) air hose nozzle for extremely fast dry cleaning or blowing out. The pressure is controlled by the revolutions (RPMs) of the motor being used and can be adjusted by varying the speed of the engine.

The X-O Kleen Gun can be used for such jobs as cleaning out clogged radiators, removing dirt from crawler tracks and undercarriages, cleaning motors or other greasy areas before repairs are made, spraying disinfectants, washing down cattle, fumigating barns, grain bins and other structures.

With the attachment of a flamer head and the use of diesel fuel or kerosene, the Kleen Gun can be converted into a very effective burning tool that is useful for burning slash, rubble or grass. The fuel is pulled into the system in the same manner as the cleaning solutions and vaporized at the nozzle to produce a flame up to 12 feet (3.7 m) in length.



The X-O Kleen Gun from Wesgar Industries of North Vancouver, B.C., is a multi-purpose tool that can be used to clean equipment. To wash mud from machinery such as this combine, trucks or other equipment that can't be blown off dry, the neoprene hose is attached to the X-O Kleen Gun and water is siphoned from any can or container with the same high volume pressure for fast washing.

## Making hay the McKee way



Manufacturing a full range of one-man haying systems and equipment for the modern farm is the specialty of McKee Bros. Limited of Elmira, Ontario. Shown here is the McKee Model 1200 Stack 'n' Mover system which incorporates a Shredder-Harvester, Stack Former and Stack Mover. For use with a 90 horsepower or over tractor, the Model 1200 can stack from 100 to 125 tons (90.7 to 113.4 metric tons) of hay in an eight-hour day. The system has other benefits: it produces greater stack density with no layering effect and provides a rain and wind resistant "thatched" outer layer; its hydraulically operated discharge permits more operator control over stack forming; the stack mover's standard equipment includes adjustable flotation rollers, tilt cylinders and hoses. As well, the stack mover can be fitted easily with the McKee stack feeder whose unique rotary flail cutting head and separate, sturdier frame enable one man to feed out reloaded stacks of hay or other crops from the convenience of a tractor seat. McKee Bros. machinery is exported to such countries as Europe, the United States, Australia, South America and New Zealand. Code 2-361

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The Gun can also be used in many cold weather situations such as heating equipment to start stubborn engines.

The X-O Kleen Gun can be ready for use in just three minutes. It comes supplied with 20 feet (6 m) of flexible stainless steel tubing and 20 feet (6 m) of neoprene hose. Since it has no moving parts and requires no electricity or water pressure, it is simple and economical to operate.

On the market for 15 years, the X-O Kleen Gun has found acceptance in a number of countries including the United States, Britain, Australia, Malaysia, and Indonesia.

Code 2-264

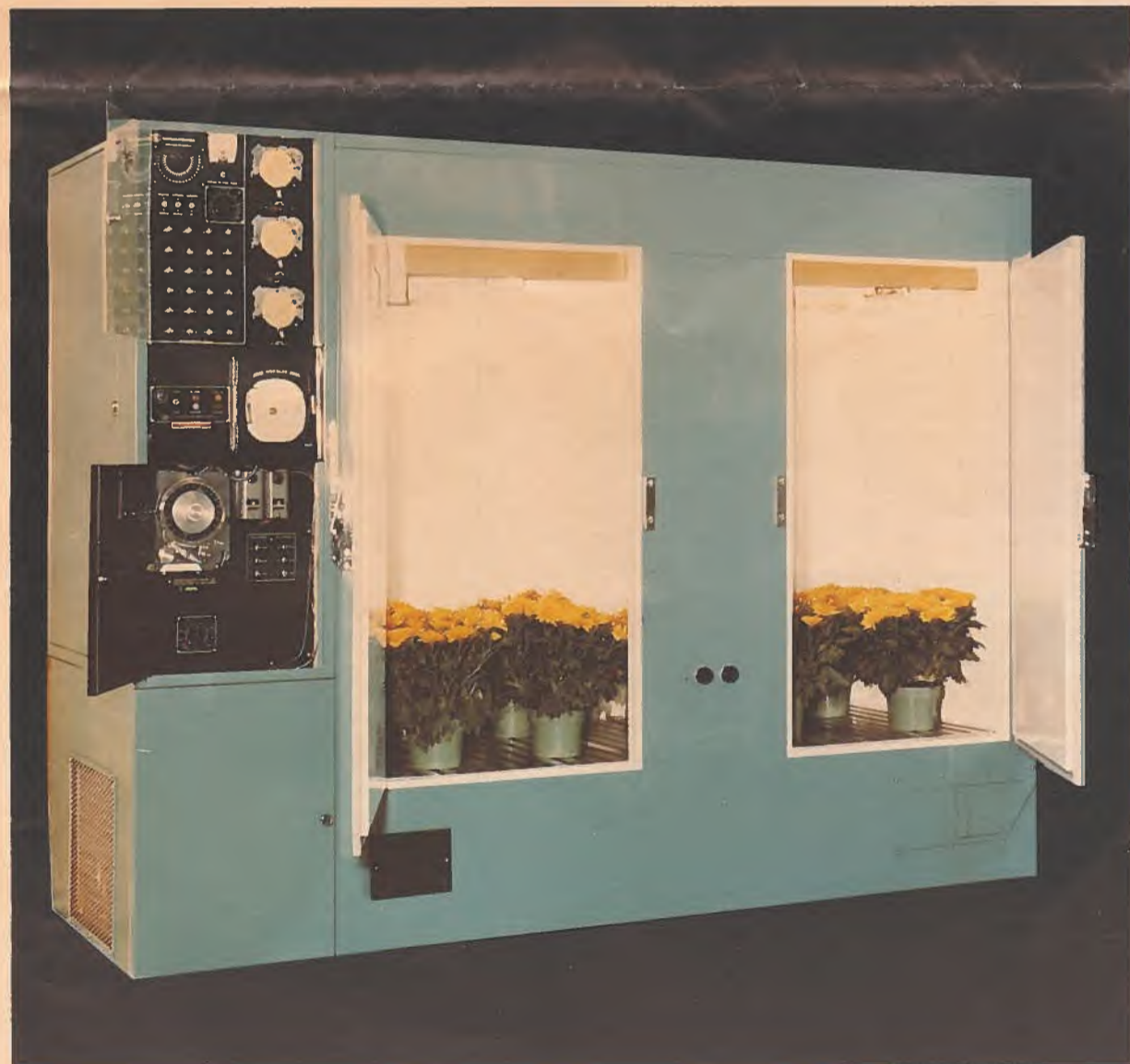
## Cable log skidder from Clark



Rugged and dependable, the Clark Ranger 664B is just one of five cable skidders — in the 82 to 304 horsepower range — produced by Clark Equipment of Canada Limited of St. Thomas, Ontario. Used by agricultural and forestry equipment industries throughout the world, the 664B has several important features: the Clark powershift transmission and matching torque converter; Clark planetary axles with final torque reduction at the wheel — the torque converter automatically adjusts torque output according to load and also serves as a hydraulic shock absorber between the engine and transmission; and the Clark winch that automatically adjusts to compensate for wear. Other advantages are twin double-acting steering cylinders and single lever "joystick" steering control — cylinders are interchangeable with blade cylinders — and a heavy-duty box construction utility blade equipped with fully enclosed cylinders. Clark Equipment also manufactures three models of grapple skidders, eight log loader models, eight models of tractor shovels and 35 different models of forklift trucks.

Code 3-161

## Environmental chamber enhances plant growth



Designing and manufacturing scientific equipment for research in biological science, Controlled Environments Limited of Winnipeg, Manitoba, specializes in the production of chambers for use in plant growth, seed germination and entomology research. Such specialization has led to the development of many unique features and designs, as well as significant economy in manufacturing. The company's plant growth chambers provide a uniform environment for each plant with temperature, humidity and lighting being precisely controlled and programmed. This fine example of the company's quality equipment, the E-15 plant growth chamber, provides 1.4 square metres of actual growth area and up to 180 centimetres in growth height. The exclusive patented UNIFLOOR feature ensures uniform air distribution and identical environment around each plant. The adjustable counter-balanced lighting fixture allows lighting intensities to be precisely adjusted as plants grow and as lamps age. Controlled Environments Limited manufactures 16 models of growth chamber, nine incubator or entomology cabinets, one seed germinator and many sizes of controlled environmental rooms. The larger units are made in sections for easy installation. The company exports one-third of its production to the United States and 15 per cent to such other countries as Yugoslavia, Britain, Sweden, The Netherlands and Austria. It ships both small installations and large phytotrons — as many as 50 chambers.

Code 3-464

## Embryo transfer offers benefits

Embryo transfer — a method of removing an embryo from its biological mother and transferring it to a foster mother who bears and nurtures it — is the specialty of Auld Croft Farms Limited of Mississauga, Ontario.

One of the world's leading commercial embryo transfer centres, the company carries out embryo transfers in cows, horses and pigs.

The technique of embryo transfer offers a number of advantages: it can substantially increase the number of calves obtainable from a cow; it offers reliable twinning; and avoids disease and quarantine problems in breeding.

Other benefits include the long-term storage of embryos by freezing (making it possible to

stockpile embryos), the opportunity to produce any desired mating, and sex-determination prior to implanting the embryos.

Auld Croft Farms Limited has developed several programs for exporting frozen embryos of Canadian dairy or beef cattle to countries that are prevented from importing live animals because of heat stress or local environmental conditions.

These programs can help buyers increase milk production and produce superior beef. As well, the company's staff of veterinarians, animal health technicians, embryologists and reproductive physiologists provides technical advice and on-the-spot assistance and training where required.

Code 3-202

## Bovine semen is big business

A group of 10 Canadian artificial insemination organizations, Semex Canada is the major frozen semen export-import organization for Canada's artificial insemination industry.

The Guelph, Ontario, group is responsible for much of the frozen bovine semen which is now used in more than 60 countries.

The use of frozen bovine semen has been found to have many advantages: milk production, butterfat percentage and mammary systems have been dramatically improved — particularly with respect to Canadian Holstein-Friesians and Canadian

Ayrshires. Canadian Hereford semen has also been in demand for the improvement of beef herds.

Canada's highly developed evaluation system makes it possible for breeders to select bulls whose female offspring will have the good-quality traits they are looking for: size, high production, butterfat test, udders, feet and legs.

Semex Canada ships semen stored in liquid nitrogen to any country that permits it. Once arrived, the semen can be stored indefinitely.

Code 3-302



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# COMING TO CANADA?

By Lydia Huber Canada Courier Staff Writer

With a view to the future and a great view of the Canadian Rockies, Calgary, Alberta, is a city that spells success.

Not only is it one of Canada's fastest growing industrial meccas, it also boasts a variety of unique recreational pastimes.

And all because of its strategic location. Nestled 3,439 feet (1048 m) above sea level where the fertile plains become the rolling foothills, Calgary is the gateway to

those fabulous mountain playgrounds, the Canadian Rockies.

More important still is Calgary's proximity to the rich oil and gas reserves of Turner Valley, 24 miles (38.6 km) southwest. The discovery of petroleum there in 1914 has earned Calgary the title of Oil and Gas Capital of Canada.

As well the city is the centre of the natural gas fields of Alberta with a great variety of hydrocarbon, sulphur and carbon dioxide content.

The large-scale export of gas to the United States and Eastern Canada, which has been underway since 1961, has contributed substantially to Calgary's development.

Of the 608 oil and gas exploration, development and production companies with head offices in Canada, 482 or 79 per cent are in Calgary. In a recent survey of Canada's largest companies, Calgary placed third as a head office location of major companies (by assets and sales). This is due almost entirely to Calgary's being the centre of the Canadian petroleum industry and affiliated businesses.

Canada's petroleum industry accounts for an approximate daily expenditure of \$4,500,000. In terms of employment and produced revenues, this makes Calgary home of the second largest industry in western Canada.

This vital sector employs more than 15,000 persons with an annual payroll exceeding \$150,000,000 and occupies over 3,000,000 square feet (278,700 m<sup>2</sup>) of the city's building space — representing an investment of nearly \$100,000,000.

With rising prices, shortages and a growing demand for all forms of energy, world markets are now taking a hard look at yet another Calgary industry — the coal mines.

The Coal Association of Canada, established in 1974, is headquartered in Calgary, as is Canada's largest coal producing company, Malalta Coal Ltd. This company produced about 7.5 million tons (6.8 metric tons) of coal last year from six mines in Alberta and Saskatchewan — that's about one-third of Canada's total tonnage.

Gasification of coal, for which technology already exists, will cement coal's key role in the industrial expansion of Calgary. Predictions are that by the 1980s employment in this area will climb from the present 1,900 to 9,300.

Understandably, the manufacture of equipment for the industry's field use — oil well equipment, metal pipe, electrical products and tracked vehicles — is a growing segment of Calgary's economy. Much of the equipment is custom-made under the tender-contract system so that it's

convenient for purchasers to visit local plants while the products are being manufactured. Related industries, such as sulphur production, the manufacture of commercial fertilizers and synthetic rubber, are enjoying a similar growth pattern.

Thus Calgary, as the administrative and financial focal point of the industry which is Canada's largest source of mineral wealth, is prominent in all phases of the steady and undiminished growth of the petroleum and gas industry.

The city's active secondary industries segment consists of iron, steel and aluminum foundries, excellent machine shop facilities, fabricating plants, metal forming and rolling mills.

Diversified probably best describes Calgary's metal products and metal using industries. Included here are primary metal companies, metal fabrication, machinery manufacturers, transportation equipment and electrical products. Statistics for 1976 show that factory shipments from these plants totalled \$1,500,000,000 and that 26,000 employees earned in excess of \$324,000,000.

In non-ferrous metal, the most spectacular gains in recent years have been made by Calgary's aluminum manufacturers. Two new extrusion plants have been established in addition to the number of existing plants that assemble aluminum windows, doors and architectural fronts.

Another plus for the city is the presence of Petro-Canada, the federal Crown corporation for oil development. From its Calgary base, Petro-Canada explores for oil and gas, develops and exploits deposits and produces, distributes, refines and markets fuels.

Paralleling the city's industrial vitality is the growth of its skyline, with 1976 being a record year for construction.

The value of building permits issued to the end of December, 1976, amounted to \$448,000,000 compared with \$393,000,000 for the same period in 1974. To the end of December, 1976, Calgary had acquired 38 new industrial plants employing a total of 903 people. As well, 10 plants expanded their facilities.

The value of these new industries and expansions amounted to an es-

timated \$18,700,000 and accounted for approximately 808,000 square feet (51,745.3 m<sup>2</sup>) of working space.

The biggest permit for a single project went to the Oxford Square Complex — \$28,000,000 for a three-level retail mall and a 2 1/4-acre (.910 hectare) Devonian Garden — a glass-enclosed park which features an artificial skating rink seven months of the year.

More industries mean more industrial parks. In all, there are approximately 579 acres (234 hectares) of serviced industrial land readily available within Calgary. Of this, 264 acres (107 hectares) are located in the city-developed parks of McCall, Airways and Foothills. The private developments of Skyline, Franklin and Mayland Industrial Parks are also enjoying a high degree of success in attracting new business and industry. Rail service to these parks, as well as to the Foothills Industrial is another feature.

Calgary's strategic location at the junction of the all-weather, east-west Trans-Canada Highway and the north-south No. 2 and Alaska Highways helps make the city a major distribution and warehousing centre. These highways permit economical and practical movement of all types of freight to the United States, Alaska, Yukon, Northwest Territories and the oilfields of Alberta.

Wholesale trade figures for Calgary in 1973 amounted to a staggering \$908,454,000 — tops in the province! In warehousing, the value of permits issued from 1975 to 1976 doubled from \$18,700,000 to \$38,200,000. Calgary also boasts several of the largest storage and distribution facilities in the West, with ample yard, dry and frozen storage areas.

Export-wise, "Made in Calgary" logos are now found at the receiving docks of hundreds of foreign nations. Export sales of sophisticated oil equipment and related products are now worth at least \$40,000,000 annually to the Canadian economy — a tenfold increase in as many years. And more and more foreign-based companies are looking to Calgary to establish their own production facilities.

Agriculture has always played an important role in Calgary's economy. Serving an extensive area covering central and southern Al-



Calgary even offers visitors a natural high — 63 seconds later and 4,000 feet (1219 m) above sea level is the well known Calgary Tower. The visual sensation of the city below in contrast with the distant panorama of prairies, foothills and mountains makes this a favourite getaway spot. Shown here is the view from the Tower's Panorama Room.



Calgary is a city with something for everyone. As the oil and gas capital of Canada and a leading manufacturing centre, it offers a wide range of business opportunities. As the passport to the great adventures of the Canadian Rockies and the home of the famous Calgary Stampede, it offers unique recreational facilities.



At the nucleus of the rapidly expanding Western Canadian market of more than six million people, Calgary has achieved one of the highest rates of growth in North America in terms of population and economic prosperity. Proof of this lies in Calgary's physical make up which is changing as rapidly as industry is growing. Shown here is an aerial view of expanding Calgary.

# ...CALL ON CALGARY!

berta, the city's markets include grain and livestock marketing and processing; and equipment manufacturing, sales and service.

The Calgary Public Stockyards rates as the most important livestock market in Canada — it's the par delivery point for all of Canada for cattle traded through beef futures. The quality of cattle is one of the highest in North America and the facilities for marketing livestock among the most modern.

All livestock is weighed on government supervised scales by approved and impartial weighmasters. From this one location all types of slaughter and replacement stock are moved to all parts of Canada and the United States.

The foothill district surrounding Calgary is the most productive ranching area in Alberta. All beef breeds are raised and the importation of European and British breeds makes Calgary an important distributing centre for breeding stock throughout the world.

Transportation, whether it's international or inner-city, is an uncomplicated matter in Calgary.

The Calgary International Airport is ideally located only five miles (8.05 km) from the city centre. Covering more than 4,000 acres (1618 hectares), it is served by the two major Canadian Trans-Continental air carriers (Air Canada and CP Air), a major regional carrier (Pacific Western), two U.S. carriers, as well as smaller feeders and charter operations. To accommodate more traffic, construction of a new terminal building is underway — a \$100,000,000 project scheduled for completion in the fall of 1977.

Going by rail? Calgary is the hub of CP Rail's Alberta operations, situated astride the company's main transcontinental line. In addition to the regular freight schedule, CP Rail operates numerous solid trains of grain, sulphur, potash and coal. As well, Calgary is the terminal for the Canadian National Railway's line from Saskatoon.

Inter-city travelling, by car or bus, is also relatively simple. Most thoroughfares are numbered and as a general rule avenues run east to west and streets from north to south.

A favourite convention city, Calgary now boasts a magnificent new Convention Centre — 200,000 square feet (185,800 m<sup>2</sup>) of luxurious interior surroundings, part of a

\$30,000,000 block-long redevelopment of downtown Calgary.

Fully air conditioned, the centre is wired for closed circuit television, and has simultaneous translation facilities, several sophisticated sound systems, and a full range of acoustic and visual aids. Spacious meeting halls, excellent dining places plus the added feature that the centre is connected to two major hotels and a museum and art gallery — all combine to make Calgary-held conventions enjoyable and successful.

Despite this emphasis on industry and business, Calgary is not a city of all work and no play! Indeed, there are many forms of recreation.

Thousands of visitors come to Calgary each July — to join exuberant Calgarians at the Greatest Outdoor Show on Earth — the famous Calgary Stampede.

A major event for the past 65 years, the Stampede is now held in the new \$14,500,000 Stampede Park Grandstand located in the heart of downtown Calgary. The Stampede was the originator of Chuckwagon Racing — the thrill packed, heart-stopping event that invariably brings spectators to their feet.

Besides the famous rodeo events, there are parades, midways, fireworks, stock shows, stage entertainment, exhibitions and downtown celebrations. In addition, some of Canada's earliest citizens contribute colour, skill and entertainment to the Indian displays — with the Indian Village, and native dancing, arts and crafts.

Even when the Stampede is not on, there is little chance of being bored.

One of Canada's largest zoos, laid out on a river island close to the city core, is home to more than 1,150 inhabitants. Also on this well maintained site are a tropical aviary, a dinosaur park featuring 53 life-size replicas of prehistoric creatures, and a children's miniature zoo — where human and animal youngsters can get acquainted in supervised safety.

During the summer months, the city's Heritage Park offers visitors a historic glimpse of how the West was won. The complete turn-of-the-century village with the staff in period costumes makes those golden days come alive again.

Located high on a hill with a panoramic view of Calgary is the Jubilee Auditorium, one of the finest

of its kind in North America. Seating 2,760 people in near acoustically perfect surroundings, the auditorium hosts Calgary's own Philharmonic Orchestra and Theatre groups as well as many noted travelling repertoires and performers.

And for those whose interests lie in history or in art, there are museums depicting Western Canada's cultural heritage and art galleries featuring many Canadian and American paintings.

Making the city interior more pleasurable and picturesque, are more than 10,000 acres (4047 hectares) of park and recreational land, of which 5,000 acres (2023 hectares) are extensively developed.

When it comes to accommodation, visitors and businessmen alike have a choice that ranges from luxury suites to small private bungalows at friendly family-oriented motels. And when it's time to eat, Calgary has a spot to suit any palate — from restaurants featuring delicious ethnic dishes to those serving world famous Alberta beef. The city also has a great variety of department stores, shopping malls and specialty and gift shops.

And in Calgary even winter gets a break with the periodic appearance of the famous Chinook wind. A dry westerly wind from the Pacific, the Chinook has been known to raise temperatures as much as 50 degrees Fahrenheit (27 degrees Celsius) in a few hours — melting snows and modifying what would otherwise be long periods of sub-zero weather.

Last but definitely not least is Calgary's proximity to unsurpassed summer and winter recreation offered by the Canadian Rockies. Winter provides skiing, hot-pool swimming, skating, power-tobogganing and sleigh riding. Hiking, swimming, golfing, fishing, mountain climbing, or simply relaxing in superb surroundings are only a few of the summer possibilities.

Few, if any, Canadian cities can offer these so-near, so-unique and so-interesting outdoor pleasures.

How all this came to be goes back to 1875 when a small contingent of Mounties built an outpost at the junction of the Bow and Elbow Rivers. They named it Calgary — the Gaelic

word for "clear running water." Eight years later came the Canadian Pacific Railway and the arrival of settlers. In 1893 Calgary was granted a city charter and 11 years later the discovery of oil at the city limits initiated the scenario that is seen today.

Richly endowed by nature, Calgary enjoys the best of all worlds. Golden prairies, green foothills, blue mountains and clear air continue to attract visitors and settlers from all

over the world.

And today, even as the city's population exceeds 480,000, Calgary still rides high on friendliness and neighbourly traditions of good old western hospitality.

So whether it's time for business or time for fun — the place for both is Calgary, Alberta. Code 5-100



An air-conditioned, over-the-traffic pedestrian bridge is one of the many elements of Calgary's magnificent new Convention Centre. The Centre offers 200,000 square feet (185,800m<sup>2</sup>) of meeting and exhibition space. The pedestrian bridge connects the Centre with Palliser Square, an office complex.



Shown here is the Earth Sciences Centre of the growing University of Calgary. The campus, located in the northwest section of the city, consists of 314 acres (127 hectares), with additional land reserved for future use. Established in 1945, the university has eight faculties, three schools and a Division of Continuing Education, and continues to attract leaders in every field of human endeavour from some 50 countries.



Served by six airlines, the Trans-Canada Highway and the Canadian Pacific Railway, Calgary is an ideal convention city. This \$30,000,000 all-under-one-roof complex offers the ultimate in service, versatility, convenience and atmosphere. Shown here is Macleod Hall, an elegant 20,000 square foot (18,580 m<sup>2</sup>) banquet hall capable of seating 2,000 for meals, or 2,428 for meetings.

## Fishing for sales!

Anyone having anything to do with the fishing industry is certain to be in Canada between August 31 and September 7, 1977.

The reason is the World Fishing Exhibition being held in Halifax, Nova Scotia.

Already more than 75 percent of the available space has been booked by exhibitors from such countries as Canada, the United States, Britain, The Netherlands, Norway, Sweden, Denmark, Germany, Spain, Portugal, France, Japan, Greece and Iceland.

Under one roof and on an international basis, the Exhibition will feature displays of the best materials, systems and services the world fishing industry has to offer.

This marks the first time this prestigious event has been held outside Europe. All indications are that Canada, and Halifax particularly, is the ideal location for a fishing exhibition.

And little wonder! The provinces on the Atlantic seaboard, the Pacific Coast province of British Columbia and the inland provinces can boast a sea and freshwater fishery which in 1975 had a marketed value of \$700,000,000.

Indeed, Canada ranks as the fourth largest fisheries exporting country and has a fleet of more than 30,000 vessels.

The fleet is serviced by numerous large and small processing factories involved in canning, freezing, smoking, drying and pickling the various catches for both home consumption and export.

To support such a vast industry it is necessary to have the best material and equipment available. That's what Canadian and other companies will offer at the World Fishing Exhibition, Halifax, Nova Scotia.

Code 6-104

## Skidding logs in 73 countries!



When it comes to skidding logs there is hardly a company in the world that can match Eaton Yale Ltd. for experience and equipment. Since the Woodstock, Ontario, company introduced the Timberjack articulated rubber-tired log skidder in 1961 — then a breakthrough in the logging industry — Eaton Yale Ltd. has shipped more than 20,000 machines to logging operations in 73 countries! The 225D shown here is one of 11 models of Timberjack log skidders which are manufactured in ranges of 74 to 185 horsepower. Eaton Yale's Timberjack log skidders are available in cable and grapple versions and with standard and power shift transmissions.

Code 6-361

## Versatile landbreaker levels tough terrain

Superior in design, performance and quality, the Madge Rotary Landbreaker from Can-A-Mex Mfg. Ltd., Calgary, Alberta, is rugged enough to go over any terrain and mulch the ground in one operation.

The Landbreaker features an hydraulic lifting mechanism that raises the rear end and rotor assembly up out of the ground when turning corners or when travelling from job to job. Electric hydraulic and throttle controls and an emergency shut-off with safety pull-out plug to disconnect the control box from the machine help ensure trouble-free performance. Also, the Landbreaker is chain tightened spring loaded for even tension at all times to avoid slack chain and excessive wear. A single 200-gallon (450-litre) fuel tank is designed for all day operation and saves extra fueling time.

A full float five ball suspension allows the rotor and hood to remain free to float independent of the main frame and to follow the contour of the ground.

All moving parts are protected against shock and jamming by a torque converter drive that also adds additional power when needed in tough work. Maximum horsepower at all times is provided by General Motors diesels which perform well under all conditions.

The stub axle and bearing housing is designed for rugged work. Its bolts and seals are protected to prevent wear and damage.

The Landbreaker's high speed rotor pulverizes, mixes and levels unbroken land to permit immediate planting. The

wide 7 1/2-foot (2.3-m) rotor gives smooth, fast mixing at a faster ground speed for more acreage per hour.

For clearing timber and brush, the Madge Landbreaker will chew, mulch and bury stumps, roots and underbrush to a depth of seven or eight inches (17.8 or 20.3 cm) leaving the top soil ready for planting. Depending on conditions, the machine can cover 1 to 1 1/2 miles (1.61 to 2.4 km) per hour for a total of 1 to 1 1/2 acres (0.4047 to 0.60705 hectares) per hour.

The Landbreaker will also break up packed, hard pasture land for increased productivity. In many areas, the use of this machine eliminates the need to burn debris. It can also be used for fire breaks to slow or stop the progress of bush or forest fires. With the stumps, roots and debris buried under the soil, nothing is left for the fire to burn.

Reforestation programs can also benefit from the use of the Landbreaker since it can thin areas, help speed up operation and improve the uniformity of the layout for new planting. The machine can also assist in the control of growth in areas where underbrush growth could interfere with power line and road right of ways.

The Landbreaker is useful too in rice and corn fields. It leaves a good smooth seed bed for rice planting and harvesting and, in corn fields, removes corn stalks so a fertilized cultivated seed bed will be ready for the next season's crop.

Can-A-Mex currently exports to the United States and Mexico and is interested in developing contacts in South American countries.

Code 6-232

## In the tobacco business it's better with Balthes



Specialized equipment for tobacco growing operations is marketed worldwide by Balthes Farm Equipment Manufacturing Limited. The Tillsonburg, Ontario, company's Super Harvester, shown here, with five picking units, is one of the most advanced of its type. Two of the units are suspended and three trail behind the harvester. This arrangement permits five rows of tobacco to be harvested at one time with all pickers gathering leaves from either right or left hand rows. Continuous research and development by Balthes has led to the production of several attachments for transplanting, cultivating, spraying and topping. The two-row Balthes transplanter adapts easily to the basic self-propelled drives of the Balthes Harvester. With it, two rows of tobacco plants can be transplanted together, with each plant receiving exactly the amount of water and fertilizer it needs. Balthes Farm Equipment exports its equipment to such countries as Australia, Hungary, Brazil, Cuba, Czechoslovakia, France and the United States.

Code 6-461



The Madge Rotary Landbreaker from Can-A-Mex Mfg. Ltd. of Calgary, Alberta, can go over any terrain and mulch the ground in one operation, eliminating the need for stump or root picking before following machines come along.

# Canada flies high at Paris Air Show

Canada's reputation in the aerospace industry is firmly established. The industry is also flying high — a fact international customers saw for themselves between June 2 and 12, 1977.

That's when 29 Canadian companies participated in the 32nd Salon International de l'aéronautique et de l'espace (Paris International Air Show) held at Le Bourget, near Paris, France.

This marked the eighth time Canada participated in this international show which saw Canadian displays ranging from avionics, turbo-prop engines and space equipment to examples of high technology in prime manufacturing.

Highlighting Canada's presence were flying demonstrations of the Dash-7 STOL airliner. There was also a full scale mock-up of the Challenger, the new executive jet which is now entering the pre-production phase.

More than 70 orders have already been placed and metal is now being cut for the first of three pre-production planes which will fly in early 1978. First deliveries are scheduled for the second quarter of 1979. With a range of over 4,000 nautical miles (7,400 km) at 49,000 feet (15,000 m), the Challenger will have a long range cruise speed of mach 0.80 and will fly faster and

further than any other business aircraft.

Canada's aerospace industry, which exports approximately 75 per cent of its output to world markets, offers its international clients a great deal, especially in the areas of product innovation, expansive prime and sub-contracting facilities, and in competitive support services.

For instance, new Canadian concepts in ground and airborne electronics range from emergency ATC systems to RNav, data recording and remote sensing systems.

Canada is a recognized leader in the development of STOL aircraft and systems. Production for commercial service of the Dash-7, the world's first true STOL airliner, is now underway and already eight airlines in six countries have signed agreements indicating their intention to purchase the Dash-7.

Also supplied by Canada to world markets are utility aircraft for a variety of commercial and military roles. More than 530 turbo-prop Twin Otters are in service in 57 countries.

And the CL-215, the world's first specially designed water bomber for forest firefighting, is operated in Greece, France and Spain as well as in Canada. The Super Buffalo, successor to the famous DHC-5 Buffalo STOL military transport, is now in

production for delivery to foreign air forces.

Design and production facilities for life support and cargo air-drop systems are also available from Canada — a country whose diversified and competitive components industry has proved itself a reliable and well established supplier to international producers of aircraft and spacecraft.

In the components field, Canadian expertise covers small gas turbines, engine transmission systems, landing gears for STOL aircraft and helicopters, and metallic and composite material structural components. The industry is a leading developer of spacecraft antennas, remote manipulator systems and special devices for domestic communications satellites and NASA's space shuttle program.

And, when it comes to service support, Canada's fast turn-around capabilities are appreciated and used by many foreign and domestic customers. With the second largest civil air fleet in the world, Canada has had to become adept at keeping the fleet in the air. Today, Canada's service industry has the know-how and parts inventories and fast turn-around time equal to the original manufacturers who more and more are using Canada's overhaul, repair and maintenance facilities. Code: 7-132



More than 70 firm orders have already been placed for the Challenger, the new executive jet aircraft manufactured by Canadair Limited of Montreal, Quebec. With a range of over 4,000 nautical miles (7,400 km) at 49,000 feet (15,000 m), the Challenger will have a long range cruise speed of mach 0.80 and will fly faster and further than any other business aircraft. A full size interior mock-up was displayed at the Paris Air Show. Code: 7-232



Flying past the CN Tower on its approach to Toronto Island Airport is the Dash-7 quiet STOL aircraft which is designed and manufactured by The de Havilland Aircraft of Canada Limited, Downsview, Ontario. The Dash-7 is a 50-passenger four-engined Turbo-prop short-haul airliner — and one that makes a little fuel go a long way. Now in production for a number of foreign as well as Canadian carriers, the Dash-7 has a variety of outstanding characteristics, one of which is its ability to land and take-off on 2,000-foot (600-m) runways. The Dash-7 demonstrated its many capabilities at the recent Paris Air Show. Code: 7-332

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## Come on in, the water's fine!

Fun in the sun is a certainty with an all-aluminum Blue Harbor™ pool designed and manufactured by Coleco Canada (1974) Ltd., one of the world's largest manufacturers of above-ground swimming and wading pools.

Many factors make the Blue Harbor™ an attractive and pleasurable addition to any location. Its fashionable blue panel walls have a large six-inch (15-cm) wide top rail and six-inch (15-cm) aluminum vertical supports with matching strips. The pool has a Double-Kote™ baked enamel finish on the walls, top rail, vertical supports and connectors and its patented Lock-Frame™ construction ensures easy assembly and lasting durability.

Other standard features include

deluxe painted aluminum in-pool ladder, swing-up safety stairway and self-latching safety gate. For maximum privacy and enjoyment there's painted fencing with panels surrounding the deck and a rung fence around the pool. And for added safety there's an anti-skid painted finish on the extruded patio and walk-around section.

The complete pool comes with heavy duty winterized Gold Seal registered vinyl liner with limited warranty and 10 year consumer service policy, plus the same warranty and policy on the frame and wall.

Blue Harbor™ is available in two styles — round and oval. The round package includes a 75-square foot (6.9 m<sup>2</sup>) three section aluminum fantail deck with preas-

sembled and welded plank floor. Available in sizes of 24 x 48 feet (7.3 x 14.6 m) with a 13,500 gallon capacity (51,097 litres) and 27 x 48 feet (8.2 x 14.6 m) with a 17,100 gallon capacity (66,237 litres). The oval style includes a 100-square foot (9.29 m<sup>2</sup>) aluminum end deck with preassembled and welded plank flooring. It also comes in two sizes: 24 x 12 x 48 feet (7.3 x 3.6 x 14.6 m) with a 7,700 gallon capacity (29,144 litres); and 30 x 15 x 48 feet (9 x 4.5 x 14.6 m) with a 12,000 gallon capacity (45,420 litres).

Based in Montreal, Quebec, Coleco is currently exporting to Europe, Britain, Iran, Saudi Arabia, Kuwait and the Philippines and wishes to extend its export activities to include all international markets.

Code: 8-162



Cool off in this all-aluminum Blue Harbor™ above-ground swimming pool featuring deluxe painted in-pool ladder swing-up safety stairway and safety gate with latch. Painted aluminum fencing ensures total privacy.

## Thinklab makes education an edifying experience

Thinklab 2, a thinking/reading skills kit published by Science Research (Canada) Limited (SRA Canada) encourages insight, perception, creativity, logical reasoning and reflection.

Written by K.J. Weber, Professor, Ontario College of Education, Thinklab 2 develops skills not always exercised in a regular school curriculum. It presents a wide variety of cognitive challenges that stimulate the reluctant reader, challenge the bright academic student, and give the non-academic student the chance to excel. As a supplementary for grades five and up, this kit is ideal for use in remedial, develop-

mental, elementary, adult, and non-English speaking classrooms.

Each kit comes complete with 160 problems in six different colour-coded categories grouped as follows: quantitative analysis, logic, object manipulation, creative insight, just for fun, and brainstorming. Problems range from easy, with diagrams and little reading; to the more difficult, with fewer diagrams and increased reading. Some motivate a student's mathematical ability while others are a matter of common sense. The content has been approved by the Canadian Federal Government's Metric Commission.

Just for fun includes games and

tricks that stimulate the logical thinking of the participants. Brainstorming has a number of open-ended problems; no solution is provided and the students may go to the limit of their imagination.

Different from the usual curriculum experience, Thinklab 2 offers both students and teachers many advantages. It's immune to cultural or racial differences, is adaptable to any classroom situation or size, and utilizes student progress charts.

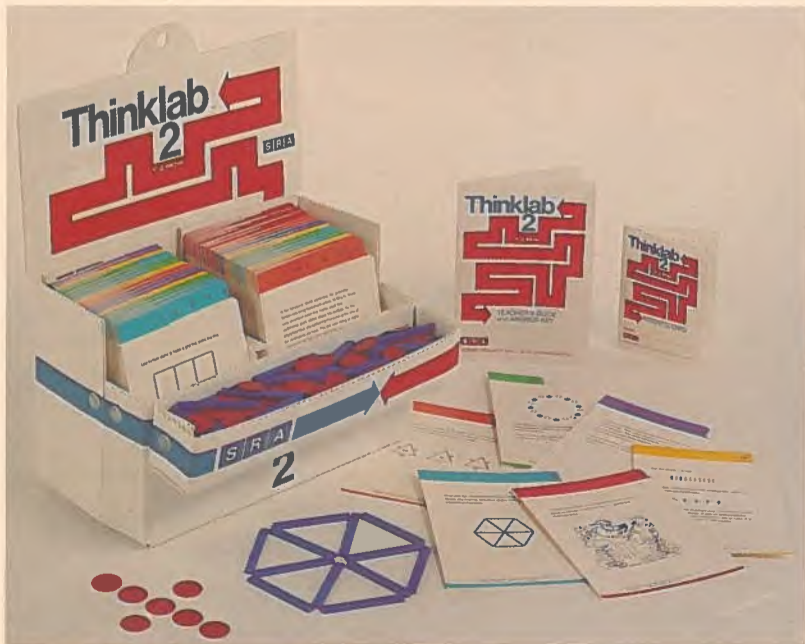
And it incorporates social and cooperative activities, does not require any specialized training or equipment, is extremely simple to operate and frees the teacher for one-to-one counselling.

From a modest beginning in 1965, SRA Canada has grown to become one of the top educational publishers and one of the largest exporters of elementary-secondary learning materials in Canada today. Two of its international editions of reading laboratories are used by millions of students in 75 countries, and its Schoolhouse™ Word Attack Skills kit is used in more than 40,000 classrooms around the world.

In addition to Thinklab 2, the company's educational publications include Schoolhouse™ Comprehension Patterns, Schoolhouse™ Mathematics 1 and 2, Mathematics Learning System and Thinklab. SRA Canada has also adapted and developed products for use in French-speaking classrooms.

From its Willowdale, Ontario, location, SRA Canada exports to the United States and Britain, Australia, France, Germany, Jamaica and Trinidad, and is interested in all English/French speaking countries and locations where English is considered a second language.

Code: 8-480



Each Thinklab 2 kit from SRA Canada contains approximately 160 puzzle cards in quadruplicate, plastic sticks for the manipulative problems, 40 pupil progress cards, plus a teacher's guide and answer key.

## No pawn this, Canadian jade is King!

From its gallery in Waterdown, Ontario, Telfer has supplied jade sculpture to His Holiness Pope Paul, Her Majesty Queen Elizabeth II and many other dignitaries around the world.

Many of the company's carvings, some owned and some on consignment, are on display in Canada's four largest museums. The collection at Waterdown concentrates on Canadiana sculpture, with clean flowing lines and a feeling of movement — a definite contrast to the detailed static style of old world jade carvings.

Artists select a block of jade and carve what they see, usually Canadian wildlife such as seal, beaver, bear, fish, and birds. Each signed and registered piece is the work of a single artist from the moment of inception through every stage of its execution.

In the four years it's been in business, Telfer has grown from a small retailer to a large wholesaler and manufacturer, as well as direct sales

agency for raw jade on behalf of the mining site. The company is presently equipped to accept raw jade shipments ranging from square inches to multi-tonnage orders and intends to fully guarantee the quality of the jade material.

The type of jade Telfer handles is called nephrite and is strip mined in British Columbia, now one of the world's major sources of nephrite for the jewellery and carving industries. Predominantly green with its rarer forms of jet black and white, nephrite is so hard to cut it requires an industrial diamond tip saw for carving.

In addition to jade, the sculptors at Telfer handle opal, Canadian gems and a large variety of other gemstones.

Currently exporting raw jade and carvings to the United States and Europe, Telfer is also actively seeking markets in Britain, Australia, New Zealand, Japan and Taiwan.

Code: 8-239



This black and green chess set, exquisitely carved in nephrite jade from British Columbia, is part of the largest collection of Canadian jade carvings in North America, and is one of the many sculptures marketed by Telfer Art Promotions Ltd.

## Clearly creative



Talents are creatively expressed with this new Vallauris clay modeling kit from Schola Inc. of Marieville, Quebec. Ideal for children aged six and older, as well as for beginner artists, this kit consists of two pounds (9.08 kg) Vallauris clay; two 1-ounce (8 dram) jars of liquid tempera paint; one 1-ounce jar of Schola Plastika high gloss medium acrylic paint; plus one artist's brush and two modeling tools. The kit's key ingredient is Vallauris — a non-toxic, easy-to-manipulate, self-hardening clay that dries in open air — no dangerous hot ovens to fool around with. And it's economical too! If the user doesn't like his creation, he simply immerses it in water and waits a few days. The clay becomes completely reusable, even if it's been allowed to dry for several days. Drying time is 24 hours per 1/4-inch (.635 cm) thickness, and when hard, it can be painted with tempera, acrylic paint or cold setting enamel. Four years of preparation and testing, plus two years of actual use in Quebec public schools have made the Vallauris clay kit a popular item in both school and creative environments. Established in 1965, Schola also makes a variety of artists' paints in a wide selection of colours. These include non-toxic liquid tempera, acrylic base Acryligouache, plastic base Plastika and finger paint. In addition Schola manufactures crushed stones and pottery clay and distributes modeling tools, plastic work trays, Plastercraft modeling material, and artists' paint brushes. A dynamic and aggressive company, Schola is interested in expanding its markets to include the United States, Britain, Africa and Australia.

Code: 8-380