



CANADA

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foreign trade

Established in 1904

Published fortnightly by the Department of Trade and Commerce.
The Right Honourable C. D. HOWE, Minister,
WM. FREDERICK BULL, Deputy Minister.

OTTAWA, APRIL 17, 1954, Vol. 101, No. 6

Please forward all subscriptions and orders to:
The Queen's Printer, Government Printing Bureau, Ottawa.
Price: \$2.00 a year in Canada; \$3.50 abroad.
Single copies: 20 cents each.

Material appearing in this magazine may be freely reprinted, preferably giving credit to "Foreign Trade"

COVER This issue brings our readers a preview of the Seventh Canadian International Trade Fair, to be held in Toronto's Exhibition Park from May 31 to June 11. Last year the Fair attracted more than 28,000 business visitors from sixty different countries.

Mr. Jones Goes to the Fair

Mr. Jones is, of course, an imaginary character, but the things which he sees on his first trip to the Trade Fair are completely authentic, and his experiences there are drawn from those of other visitors in other years, and from their written comments.

O. MARY HILL,
Editor, *Foreign Trade*

THE WIND WAS WHIPPING UP WAVES on Lake Ontario and fluttering the flags on the Coliseum rooftop as Mr. Jones, briefcase in hand, came striding up to the registration hut at the Canadian International Trade Fair. From his wallet he extracted his card, identifying him as an Ohio businessman.

"We're glad to see you at the Fair, sir—and in Canada", said the girl on the registration counter. "We are asking all business visitors from outside Canada to register at the foreign business visitors' lounge. It's in that aluminum prefab just over there."

Inside the lounge Mr. Jones received the same cordial welcome.

Guest of Canada

"How did you hear about the C.I.T.F., Mr. Jones?" asked the girl, as he was completing the registration formalities.

"A business associate of mine, a Cleveland manufacturer, came up last year and found the trip very worthwhile. I was in his office one day last winter and saw some of the pamphlets on this year's Fair. Later, a Trade Fair representative called on me and told me about some of the equipment in my line that would be displayed. It should be worth seeing."

"Your hotel reservation is all fixed up?"

"Yes—I did as the representative suggested and wrote your office early for reservations. Told them I would be driving up and they recommended a motel out on the Lakeshore Road. Comfortable, too."

"Good. Here's your badge—a silver one to identify you as a buyer—your "Guest of Canada" ribbon, and your catalogue. No charge. The map and charts in the front of the catalogue will give you the booth locations. If you are pressed for time, we can supply you with a guide—or an interpreter, if you find you want to talk business with some of our foreign exhibitors whose English may be limited. And this lounge is specially for businessmen like you. We hope you'll use it as much as possible. If you want information on

Canada or on special trade problems, the government and trade association booths in the main reception area have experts on duty."

Voyage of Discovery

Before starting out, Mr. Jones took a few minutes to glance over the catalogue, carefully noting exhibitors showing plastics machinery and plastic products. Then he made for the Coliseum, with its aluminum facade gleaming in the sun and crowned with the great red "C"—the Trade Fair symbol. As he entered, he noted the red-jacketed Mounties on duty, a colorful touch.

Glancing around the reception area, his eye took in the provincial and federal government booths, the stands manned by the trade associations, and the busy information desk. A bit confused despite the catalogue, he stepped up to the counter.

"Plastics machinery?" said the girl. "That's in Plant Machinery. Some of those exhibits are in E3, the Industry Building. Turn to your right, walk through E1, and you'll come into the Industry Building. The rest of the Plant Machinery is in E4, the Automotive Building, across the main avenue."

That turn to the right brought Mr. Jones into the authentic Fair atmosphere. Up and down the long aisles stretched booths filled with pots and pans, with hi-fi equipment, with toys and lighting fixtures, and hundreds of other products. Almost immediately he was examining some plastic toys and discussing with the exhibitor whether plastics could continue to gain against wood and metal in this field.

When he moved on, he found himself in the midst of one of the biggest displays of office equipment he had seen, brought from half a dozen countries. He spotted a group of men gathered around a girl who was demonstrating a miniature adding machine. It looked something like a tiny cash register but it could add and subtract and work out a credit balance.

"Handy thing for men out in the field doing estimating or sales reports," said one of the men standing near him. "I met a man who has decided to act as agent for it in the West. Plenty of manufacturers' agents

come to the Fair looking for new lines to handle. By the way, if you employ any draftsmen, take a look at the pencil sharpener two booths to the left."

The office equipment section proved so interesting that it was after eleven when Mr. Jones remembered that he had come primarily to look at plastics machinery. But before he went into the Industry Building he stopped at a convenient snack bar for a reviving cup of coffee.

Attaining His Objective

The Industry Building, he discovered, had every appearance of a huge machinery display room. White-jacketed attendants bent over complicated machine tools while intent faces watched the machinery's performance. In some cases, business had progressed beyond the inspection stage; two or three men were grouped in a corner of the booth, obviously closing a deal. Above each stand was the company's name—some were English, some French, some Swedish, some Italian, some German. Altogether the building had the bustle and the hum of a great international marketplace.

Very soon Mr. Jones had located the booths which he had marked in his catalogue and was inspecting several plastic injection moulding machines exhibited by British firms. Each machine was in charge of a technician—usually with an unmistakably British accent—ready to talk about and to demonstrate its salient features. One hydraulic plastic moulding press held particular interest for Mr. Jones; a little farther on, he came upon an automatic precision moulding machine exhibited by a Canadian firm.

"I see your machine's made in the United States," he remarked to the booth attendant. "I come from Ohio and I'm in the plastics business, but I've never seen one just like that."

"We get lots of Americans at the Fair, sir, and some of them have made that same comment. They find it convenient to see machinery from so many different countries in one place. One man said to me that the Trade Fair was like a dozen buying trips all rolled into one. Now, we handle this machine in Canada; it moulds all kinds of thermosetting plastics and it's economical for low-production runs. Let me show you how it works . . ."

Watching the Road Show

That demonstration over, Mr. Jones decided to pursue his researches over in the Automotive Building. He stepped out into the bright sunshine and there, stretching between the Coliseum and the Automotive Building, were the outdoor exhibits. Powerful-looking pile drivers, crawler shovels, snow blowers and other equipment, painted bright red, orange or green, gave colour



to the scene. Road rollers shunted back and forth; great cranes swung up and down; fork-lift trucks shifted loads of lumber from place to place.

Watching a German-made power rammer at work tamping down earth, Mr. Jones fell into conversation with his neighbour, a British businessman from Birmingham. "My firm's been showing woodworking machinery at the Fair for the last three years," he said, "and we've been selling through a Canadian agent. Now we're just about ready to set up a branch plant in Canada. By the way, I'm thinking of having a drink out on the Marine Terrace. Won't you join me? Then you can look over the machines in the Automotive Building afterwards."

The Marine Terrace, overlooking the lake and bright with canvas umbrellas, was a welcome sight. Mr. Jones' new acquaintance was hailed, before they sat down, by two men at another table. One was an Italian machine-tool maker, the other a Venezuelan businessman. Soon the four men were discussing the Fair over a whisky and soda.

"Everyone connected with the Fair does his level best to be helpful," said the Englishman. "I've been talking

with Department of Trade and Commerce officials over in the reception area about setting-up a Canadian subsidiary, and they've been most co-operative."

"Their tariff experts have been advising me on machine tool imports into Canada," said the Italian, "and it was one of their Foreign Service men stationed in my country who first interested me in coming to the Trade Fair. The Canadian Importers and Traders Association has been helpful too."

For the next twenty minutes the talk turned on general business problems and especially on how to keep down production costs and encourage men to turn out more work. And though the four of them came from widely separated countries it was surprising, Mr. Jones reflected, how many problems they had in common.

Soon they separated and, after a quick lunch in the Cafeteria, the American began a methodical visiting of the displays in the Automotive Building. Because he was still plastics-minded, this time his eye was caught by a line of plastic elevator buckets and, not far away, a plastic pump for handling corrosive chemicals. Just as he had covered nearly all the plastics exhibits, including the display of fabrications from a well-known plastic manufacturer, he ran into an acquaintance from Buffalo.

An Afternoon Interlude

"If your feet are as tired as mine," said his friend, "perhaps you'd like to come back with me to the lounge. We can have a cup of coffee, read the papers, and compare notes a bit."

"Seen today's copy of the *Trade Fair News*?" the Buffalo man asked as they settled down in a quiet corner.

"No," said Mr. Jones, "didn't know there was such a paper. What's it like?"

"It's published every day and distributed free. I always pick up a copy. It has lists of buyers attending, news about special events, and some human interest stuff about the exhibits, unusual visitors, and so on. Some factual stuff on industrial development going on in Canada, too. Here's a copy."

For the next few minutes all was quiet as the two men made notes on products and equipment they had seen.

"I know it's not your line," said the Buffalo man, "but if you have time, walk through the Household Furnishings and the Ceramics sections. There are some unusual Austrian table decorations and Christmas ornaments, beautiful Belgian crystal, and interesting Italian handicrafts. I'm buying for our Christmas trade. By the way, I noticed some plastic dinnerware in Household Furnishings. You might want to look at it. Tell

you what—meet me in the reception area about two-thirty tomorrow and we might go round some of the exhibits together."

On that note the two men parted, and Mr. Jones, feeling that it had been a full day, walked over to the parking lot and soon was on the way to his motel.

Down to Brass Tacks

Nine-thirty the next morning found him back at the Fair. During the evening he had had time to think carefully about the special features of the machines he had examined and had come close to making a decision. But before he embarked on the serious business of the day, he had an excursion to make. As he was leafing through the catalogue after dinner, he had come upon the Austrian listings in the Sporting Goods sections. So, for a pleasant half-hour he examined fishing gear made in Vienna, cast an appreciative eye on the sporting rifles nearby, and discussed with the Austrian exhibitors hunting and fishing in the Austrian Tyrol.

When he came into the Industry Building business was in full swing, with buyers moving from booth to booth and the machines humming busily. He found the machine which seemed to come closest to meeting his needs and settled down to a long technical conversation with the operator and with the firm's export manager, who was in charge of the stand.

"I'm fairly satisfied that this is the machine I want," said Mr. Jones, "but I would like one of my engineering staff and the plant superintendent to see it. I am going home tonight but I'll send the two of them up to inspect the machine early next week. Probably the purchasing agent will come too; there's some office equipment that I would also like him to look at. If they all agree with my opinion of your machine, I'll give them authority to place the order. Now what about price and delivery date?"

"Why don't we discuss those details during lunch?" said the export manager. "Will you be my guest in the Palm Court about one o'clock? Perhaps you haven't been there yet; it's upstairs in W2 in the Coliseum and I'll be waiting for you at one sharp."

The *Trade Fair News* which Mr. Jones had picked up in the lounge that morning had carried a special story about the Aircraft Section, a new feature. With his immediate business settled, therefore, Mr. Jones returned to the Coliseum to look over these special exhibits. The complexities of aircraft design were slightly beyond his range but he found the model of the great A. V. Roe plant absorbing and some of the equipment for aircraft technically interesting.

He wasn't the only stranger drawn to this section; a reporter from one of the American export magazines was busy getting a story from the various stands.

Over the lunch table the business in hand was soon thrashed out and the conversation became more general.

"This is my first showing at the Fair," said the Englishman, and on the whole, I am well satisfied. My firm is keen to expand its sales in dollar markets and I'm surprised, frankly, at the number of Canadians and Americans who have made serious inquiries about my products. One Canadian wants to handle them in the Hamilton area; says he has already made arrangements to become the exclusive distributor for some of the Swedish woodworking machinery and is negotiating for some of that Dutch fire-fighting equipment. All in all, the Fair has certainly helped me in my approach to North American sales."

Lunch over, the two parted, after an exchange of business cards, and Mr. Jones remembered his appointment with his friend from Buffalo. As he came into the reception area he saw him waiting at the information booth.

A Final Tour

"Just got a telegram from my firm saying that they want me back to discuss an important deal tomorrow morning, so the transportation people have been fixing me up with a reservation. I've placed orders for those Christmas ornaments, for some of the Italian jewellery, and for several other unusual items that will please our gift shop trade. Now before I go, I want to take a look at some of the exhibits in the Institutional and Prestige section over in W2."

To Mr. Jones, that phrase "Institutional and Prestige" conveyed very little but once they reached W2, it took on colour and meaning. The two Americans spent some time on the displays arranged by some of the Canadian provinces—displays that lent substance to many of the articles they had read about Canada's rapid industrial progress. They stopped too at some of the information booths maintained by several European countries and their conversations with these exhibitors widened their understanding of postwar recovery on the continent.

Time was running short and they moved back to the reception area. "See you at the Fair next year," said his friend as they parted on the Coliseum steps.

Mr. Jones turned in again at the lounge, to pick up his briefcase and the pile of sales literature that he had been accumulating over the two days.

"I hope you've enjoyed your first visit to the Trade Fair, Mr. Jones," said the attendant in the lounge as he stopped to say goodbye.

"It's been a real experience," answered Mr. Jones. "Now I know why your visitor's leaflet called the Fair 'the crossroads of world trade'. And I'll certainly be back in 1955."●



Rt. Hon. Peter Thorneycroft

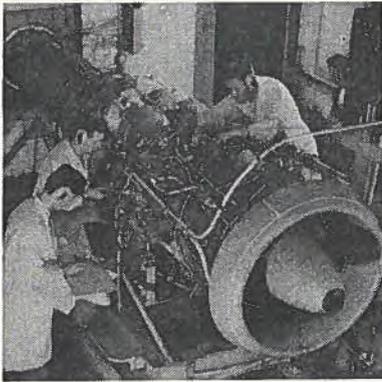
A CENTRAL FIGURE at the opening ceremonies of the Seventh Canadian International Trade Fair on Monday, May 31st, will be a man convinced of the value and steeped in the problems of expanding world trade. On the invitation of the Canadian Government, the Rt. Hon. Peter Thorneycroft, President of the United Kingdom Board of Trade, will come to Canada expressly to open the Fair.

At 45, Mr. Thorneycroft has already had a distinguished career at the Bar, in the Army, and in the House of Commons. During the war he served with the Royal Artillery and later, after graduating with distinction from the Staff College, helped to organize the North African landings.

Elected to Parliament in 1938 as member for his native Staffordshire, he now represents the Welsh riding of Monmouth. He early identified himself with the group of young Conservatives who formed the Tory Reform Committee and was also an earnest advocate of the European Movement and of closer collaboration between the United Kingdom and the United States.

His first political preferment came towards the end of the war with his appointment as Parliamentary Secretary to the Ministry of War Transport in Mr. Churchill's "caretaker government". With the return of the Conservatives to power in 1951, he was made President of the Board of Trade in the new Cabinet. Since then, he has been an untiring but realistic exponent of Britain's export drive.

Aircraft Machinery and Parts



EVERY FAIR has its innovations. This year sees the introduction of a special section displaying aircraft production machinery, aircraft parts and instruments and, in the outside area, complete aircraft. On Saturday, June 12, the day after the CITF officially closes, the fourth National Air Show will take place on the Exhibition Grounds and the aircraft section *only* will remain open to visitors. The National Air Show Committee is organizing this aerial display and the Trade Fair is developing the exhibits.

Aircraft manufacturers, airline operators, and key men in this field will find in this section new developments in fuel hose and accessories, in jet engine components, in undercarriage and brake gear. Canadian Pratt and Whitney will exhibit the world's most powerful jet engine; A. V. Roe Limited will set up a model of its plant, showing the various stages in plane production.

A Canadian firm will demonstrate modern trends in undercarriage and electro-hydraulic equipment used on fighter, bomber and civil aircraft. An American company plans to bring to the Fair a very small permanent magnet D.C. motor, designed for precision airborne accessory equipment, with size and weight kept to a minimum. A number of companies not strictly in the aircraft field will be included in this section, exhibiting products used in the aircraft industry, such as petroleum in various forms, rubber goods, alloys and extrusions. Three Canadian airlines will be also advertising their services.

Countries Exhibiting: Canada, United States, United Kingdom, France, Germany.

Leading Exhibitor: Canada.

Canada

Bata Engineering Batawa, Ontario.	Aircraft component parts and special equipment.	Ferro Technique Products of Canada Limited Lachine, Quebec.	Precision gauges; Vernier calipers, micrometers, thread gauges; pliers and chucks.
British General Electric Co. (Canadian) Limited, The Montreal, Quebec.	Everything electrical for industry and home; aircraft equipment.	Fleet Manufacturing Limited Fort Erie, Ontario.	Aircraft parts and components; aircraft tooling; helio "Courier" sales, service and manufacture; Doman model LZ5 helicopter sales, service and manufacture.
Canadian Pacific Airlines, Limited Vancouver, B.C.	Airline services to four continents and 62 points in Canada.	Found Bros. Aviation Co. Limited Malton, Ontario.	Static balancing machines for aircraft and automobile industries; toy helicopter; temperature bulbs.
Canadian Pratt & Whitney Co. Limited Ville Jacques Cartier, Quebec.	Aircraft engines, propellers.	High Duty Alloys (Canada) Limited Toronto, Ontario.	Semi-manufactured aluminum and magnesium castings, forgings, extrusions and sheets.
Canadian S K F Co. Limited Scarboro, Ontario.	Precision and standard ball and roller bearings; railway journal-boxes; pillow blocks.	Industrial Electronics of Canada Limited Toronto, Ontario.	Electronic and electro-mechanical controls, service systems, power supplies, analogue computers, pressure transducers, test equipment, control motors.
Canadian Steel Improvement Limited Toronto, Ontario.	Forgings in stainless steel, high temperature alloys, aluminum, and other non-ferrous alloys.	Leonard Electric Limited Toronto, Ontario.	Switches, relays, rectifiers, lighting equipment, miniature motors, indicator lights.
Cannon Electric Canada Limited Toronto, Ontario.	Electrical connectors for aircraft, radio, television and other electronic equipment.	Light Alloys Limited Toronto, Ontario.	Magnesium alloy extrusions, castings, fabrications; magnesium, calcium, titanium, zirconium, thorium.
Deloro Smelting & Refining Co. Limited Deloro, Ontario.	Aircraft and industrial investment castings; Stellite tools and machine components.	Lucas-Rotax Limited Toronto, Ontario.	Aircraft electrical and fuel system equipment.
Dominion Magnesium Limited Toronto, Ontario.	Magnesium alloy extrusions, castings, fabrications; magnesium, calcium, titanium, zirconium, thorium.	Maritime Central Airways Charlottetown, P.E.I.	Scheduled, charter and contract flying; maintenance and overhaul of heavy aircraft.
Dowty Equipment of Canada Limited Ajax, Ontario.	Under-carriage and brake gear, electro-hydraulic actuating equipment and jet engine fuel system components.	Mystik Tape Sales (Canada) Limited Toronto, Ontario.	"Mystik" pressure sensitive clock and paper tapes; "Mystik" print for industrial and advertising purposes.
Fairey Aviation Co. of Canada Limited, The Eastern Passage, N.S.	Aircraft hydraulic power control units; general aircraft parts and accessories.		

Please note: The listings of exhibitors are complete up to March 15th; space reserved after that date is not included. The pictures at the beginning of each category were taken at previous Fairs and do not necessarily represent products to be shown this year.

Parker Imports Reg'd.
Montreal, Quebec.

A. V. Roe Canada Limited
Malton, Ontario.

Shell Oil Co. of Canada
Limited
Toronto, Ontario.

Trans-Canada Air Lines
Toronto, Ontario.

France

Office General de l'Air
Paris.

Germany

Albrecht, J.
Esslingen/Neckar.

Putsch, C. Gust.
Wuppertal-Cronenberg.

Precision measuring instruments,
tools and gauges for the engi-
neering and allied industries.

CF-100 all-weather fighter and
components; Orenda turbo-jet
engines.

Petroleum products—hydraulic
oils, cutting oils, turbine oils,
aircraft oils, lubricants, chemi-
cals.

Airline industry.

Photographs and prototypes of
aircraft.

Precision gauges, Vernier calipers,
micrometers, thread gauges,
pliers and chucks.

Precision gauges, Vernier calipers,
micrometers, thread gauges,
pliers and chucks.

Stiefelmayer, C.
Esslingen/Neckar.

Wille, Eduard
Wuppertal-Cronenberg.

United Kingdom

Birmingham Asbestos
Limited
Halesowan.

Deloro Stellite Limited
Birmingham.

General Electric Co. Limited,
The
London.

Precision gauges, Vernier calipers,
micrometers, thread gauges,
pliers and chucks.

Precision gauges, Vernier calipers,
micrometers, thread gauges,
pliers and chucks.

Aircraft fuel hose, accessories;
oilfield rubbers; industrial rub-
bers; packings; mouldings.

Stellite tools and machine com-
ponents.

Everything electrical for industry
and home; aircraft equipment.

United States

Lear Incorporated
Grand Rapids, Michigan.

Aeronautical accessories, electro-
magnetic systems, automatic
flight stabilizers, rapid com-
munications equipment.

Building Supplies and Materials, Heating and Plumbing Equipment



LAST YEAR many visitors to this section of the Fair showed particular interest in a newcomer from the United Kingdom—Dexion slotted angle. Put on the market about five years ago, this slotted steel or aluminum strip, bent to form a right angle, can be bolted on to other strips and used as a framework for houses or filing cabinets, storage racks or construction platforms. This year two Canadian companies will be demonstrating the versatility of this material.

A Manchester firm plans to exhibit a new type of steel rolling door, designed to fit in with modern architectural trends which favour plane surfaces. The steel laths of which the door is made interlock throughout their length and automatically fit closely against the guide channel, keeping out wind and weather. Nearby, a Canadian company will display soundproof barriers,

soundproof doors, and sound traps. Incidentally, this company knows something about dealing with noise because it also builds mufflers for jet-engine planes.

In this category, fair-goers will find materials for domestic and industrial building—fancy wood panels, for instance, and chipboard; fire doors; wooden and steel shutters—plus plumbing, heating, air-conditioning and lighting equipment.

Countries Exhibiting: Canada, United Kingdom.

Leading Exhibitor: Canada.

Canada

Boileau-Fergusson Limited
Toronto, Ontario.

Cameron Associates Limited,
Dugald
Malton, Ontario.

Canadian Plywoods Limited
Montreal, Quebec.

Coleman Lamp and Stove
Co. Limited
Toronto, Ontario.

Haskins Rolador rolling steel
shutters, rolling portcullis
grilles, rolling wood shutters.

"Dexion" slotted steel or alumi-
num angle.

Imported fancy wood panels and
Plaswood—a hard, high-density,
general utility chipboard.

Kerosene and gasoline burning
pressure and non-pressure
appliances for lighting, heating,
cooking and ironing.

Day Sign Co. Limited
Toronto, Ontario.

Fennia Limited
Montreal, Quebec.

Gas Equipment Distributors
of Canada
Toronto, Ontario.

Hughes & Associates Inc.,
Francis
Montreal, Quebec.

Industrial Sound Control,
Canada Limited
Toronto, Ontario.

Metal, plastic and wood signs,
letters, building directories,
neon illumination.

Plywood, hardwood, paper, sani-
tary china.

Gas meters, infra-red heating,
regulators, insulating unions,
odorizers, diaphragms.

"Dexion" slotted steel or alumi-
num angle.

Jet engine mufflers; soundproof
barriers, doors, room; air con-
ditioning; sound traps.

Interlocking Block & Brick Patents, Limited
Vancouver, British Columbia.
Trafalgar Mills Limited
South Nelson, New Brunswick

Wilson Lighting and Display Limited, J.A.
Toronto, Ontario.

Winnett Boyd Limited
Toronto, Ontario.

Interlocking cement blocks and bricks.

Plaswood, a hard, high-density general utility panel, and Compoboard, a Plaswood core with hardboard surfaces.

Commercial and industrial fluorescent and incandescent lighting equipment; louvred and luminous lighted ceilings.

Jet engine mufflers; soundproof barriers, doors, rooms; air conditioning; sound traps.

United Kingdom

Braby & Co. Limited,
Frederick
Glasgow.

Brady & Co. Limited, G.
Manchester.

Coleman Quick Lite Co.
Limited
London.

Haskins, (E. Pollard & Co.
Limited)
London.

Partitions, windows, shelving, barrows, and other products, mainly for the building industry.

Brady wood and steel rolling doors, fire doors, dumb waiters.

Kerosene and gasoline burning appliances for lighting, cooking and heating.

Haskins Rolador rolling steel shutters, rolling portcullis grilles, rolling wood shutters.

Electrical Equipment (Industrial), Electrical Tools, Motors and Supplies



BUYERS WITH A PARTICULAR INTEREST in new developments in electronics, electrical equipment and electrical appliances for industry will be spending much of their time examining the displays in this section. Among the products certain to draw attention is a "progressing cavity" pump to be shown by a Canadian company, which will pump anything that will flow through a pipe—resins, asphalt, mud, rubber cement, and other abrasive or viscous fluids. Nearby will be fans designed for use under acid or alkali conditions or where excessive temperatures make it necessary to mount the motor outside the air stream.

One outstanding piece of equipment in this field to be introduced to Canada at the Trade Fair is a standby power unit for the simultaneous operation of several circuit breakers. Developed in France and exhibited by a Canadian representative of the French company, this unit is said to use only 10 per cent of the space normally provided for batteries in similar service. It will give power for supervisory controls, telemetering, and emergency lighting, or can be used to start diesel engines. Major component is the "Voltbloc", a sintered-plate, hermetically sealed wet cell which requires no maintenance and can be used in unattended sub-stations.

Practically all the large electrical companies in Canada have reserved space in this area, in addition to many well-known foreign firms.

Countries Exhibiting: Canada, the United Kingdom, United States, Austria, Belgium, France.

Leading Exhibitor: Canada.

Canada

Adams Engineering Limited
Montreal, Quebec.

Ainsworth Electric Co.
Limited
Toronto, Ontario.

Bach-Simpson Limited
London, Ontario.

Electrical, aircraft, electronic components.

Electrical apparatus and equipment; electric motors and controls.

Panel and switchboard meters; electronic instruments; high stability resistor and components.

Benco Television Associates
Limited
Toronto, Ontario.

British General Electric Company (Canadian) Limited,
The
Montreal, Quebec.

Brush Aboe (Canada) Limited
Toronto, Ontario.

Television antennae; amplifiers and distribution systems; field strengthmeters and allied equipment.

All types of electrical equipment.

Diesel engines; diesel generating sets; electric motors.

Bulldog Electric Products Company Canada Limited Toronto, Ontario.	Electric distribution equipment for industry, commerce and the home.	Austria	
Canada Wire & Cable Co. Limited Toronto, Ontario.	Every type of electrical conductor; steel wire rope for every purpose.	Kraus & Naimer Vienna.	Electric switchgear.
Canadian General Electric Co. Toronto, Ontario.	Motors, control devices, motor control centre, capacitors and testing instruments.	Maier, Dipl. Ing. Ernst Linz-Donau.	Hydraulic turbines, turbine regulators, carbon brushes for motors and dynamos.
Canadian Westinghouse Co. Limited Hamilton, Ontario.	Electrical equipment for industry.	Belgium	
Gas Accumulator Co. (Canada) Limited Toronto, Ontario.	Agastat electro-pneumatic time delay relays; Buchanan wire connectors, terminal lugs; insulated bushings, knockout plugs, terminal blocks.	E. S. Ateliers de Constructions Electriques Eupen.	Contactors, relays and connectors.
International Resistance Co. Limited Toronto, Ontario.	Resistors of all types, controls, rheostats, attenuators, chokes.	France	
Longstaffe Co. Limited, J. R. Toronto, Ontario.	Electronic components and test equipment; timing devices; relays; "Amphenol".	Société des Accumulateurs Fixes et de Traction Romainville.	"Voltabloc" alkaline storage battery, hermetically sealed; DC power units (switchgear control).
Renfrew Electric & Refrigerator Co. Limited Renfrew, Ontario.	Electrical appliances; wiring devices; soldering irons; heater elements.	United Kingdom	
Robbins & Myers Co. of Canada Limited, The Brantford, Ontario.	Industrial fans; industrial and domestic pumps; electric hoists and cranes; electric motors from 1/200 h.p. to 75 h.p.; commercial and domestic fans.	General Electric Co. Limited, The London.	Everything electrical for industry and the home.
Square D Co. Canada Limited Toronto, Ontario.	Low voltage distribution equipment and control equipment.	Standard Telephones and Cables Limited London.	S.H.F., V.H.F., H.F. telecommunication equipment; cables, capacitors; rectifiers; germanium devices.
TMC (Canada) Limited Ottawa, Ontario.	Radio communication equipment.	United States	
Volta Manufacturing Co. Limited, The Welland, Ontario.	Arc melting electric smelters, heat-treating furnaces, winches, magnetic brakes.	Servomechanisms, Inc. Garden City, New York.	Electronic and electro-mechanical controls, servo systems, power supplies, analogue computers, pressure transducers, test equipment, control motors.
		Taylor Fibre Co. Norristown, Pennsylvania.	Laminated plastics; vulcanized fibre; polyester glass rod; fabricated parts.

Farm Implements and Equipment

TWO PIECES OF EQUIPMENT to be shown by a Canadian and a United States firm seem to have been designed with the leisure-time farmer, the smallholder, and the home gardener in mind. The first is a garden tractor of 2-3½ horsepower, one and two-wheel type, with various implements ready to be attached; the second is a digger-type tiller to take the drudgery out of cultivating. The only other company which has reserved space in this section will show poultry-processing machinery.

Electric pumps and barn equipment will also be on display but are listed under the category into which fall the major items to be shown by that manufacturer.

Countries Exhibiting: Canada, United States.

Leading Exhibitor: Canada.

Canada

Callwood Can Co. Limited St. Boniface, Manitoba.	Poultry processing machinery.
The Chief Tractor Limited Grimsby, Ontario.	One and two-wheel garden tractors and implements, 2-3½ h.p.; new digger-type tillers.

United States

The Great Lakes Tractor Co. Rock Creek, Ohio.	One and two-wheel garden tractors and implements, 2-3½ h.p.; new digger-type tillers.
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Food Products, Beverages



TWO OF CANADA'S MOST IMPORTANT EXPORTS—wheat flour and fish—will be spotlighted in this section. The Canadian Flour Export Committee will return with a pictorial display and the Fisheries Council of Canada will again present a composite exhibit of fish and shellfish in various forms. Speaking of fish, visitors to the first Fair in 1948 may remember an exhibitor from North Bay who showed black sturgeon caviar—and secured so many orders that he felt no need to exhibit again! But he'll be back this year, seeking new customers.

Side by side with domestic foodstuffs, buyers will see products of Asian and European countries which find a place on most Canadian pantry shelves. India will be showing spices, pickles, curries, canned fruits and vegetables, and cashew nuts; a Netherlands firm, a famous variety of Dutch chocolate; Belgian and Austrian exhibitors, biscuits and confectionery; Italy, candied

fruit. Spain will be a newcomer to this section, displaying the well-known Seville bitter oranges, lemons, olive oil, olives, nuts, etc.

The beverage exhibits take up a large proportion of the space in this category, and run the gamut from German beer to Cuba's Bacardi rum and from Scotch whisky to Canadian rye and American liqueurs.

Countries Exhibiting: Canada, India, Belgium, the United Kingdom, Cuba, Austria, Germany, Italy, the Netherlands, Spain.

Leading Exhibitor: Canada.

Canada

Adams Distillers Limited,
Thomas
New Westminster, British
Columbia.

Brading Breweries Limited
Ottawa, Ontario.

Brading's Cincinnati Cream
Brewery Limited
Windsor, Ontario.

Calvert Distillers Limited
Montreal, Quebec.

Canadian Cannery Limited
Hamilton, Ontario.

Canadian Flour Export
Committee
Toronto, Ontario.

Captain Morgan Rum Distil-
lers Limited
Montreal, Quebec.

Christopher Columbus Rum
Limited
Montreal, Quebec.

Fisheries Council of Canada
Ottawa, Ontario.

Gilbey, Limited, W. & A.
New Toronto, Ontario.

Adams antique Canadian whisky,
Adams old rye Canadian
whisky, Adams export Cana-
dian whisky, Adams private
stock Canadian whisky, Adams
A-1 Canadian whisky, Adams
silver fizz London dry gin.

Brading's old stock ale, Brading's
brown stout.

Brading's Cincinnati cream lager.

Lord Calvert Canadian whisky,
Calvert House Canadian
whisky, Calvert London dry
gin, Calvert Grand Reserve
Canadian whisky, Calvert Old
Rye Canadian whisky, Vickers
London dry gin, Paul Masson
liqueurs.

Canned fruits, vegetables, soups,
baby foods, frozen foods, jams,
pickles, olives and specialties.

Wheat flour.

Captain Morgan Gold Label rum,
Captain Morgan Black Label
rum.

Christopher Columbus White
Label rum.

Fish and shellfish, fresh, frozen,
canned, smoked, dried, salted,
pickled; by-products.

Canadian rye whiskies, London
Dry and other fine gins,
imported Scotch whiskies, rums,
wines and liqueurs.

Johnson & Sons Limited,
Arthur
Toronto, Ontario.

Jubilee Brewery Limited
Ottawa, Ontario.

Labatt Limited, John
London, Ontario.

McLaren's Limited
Hamilton, Ontario.

Melchers Distilleries, Limited
Montreal, Quebec.

Northern Caviar Co. Limited
North Bay, Ontario.

Parkdale Wines Limited
Etobicoke, Ontario.

Seagram & Sons Limited,
Joseph E.
Montreal, Quebec.

Southern Comfort
Montreal, Quebec.

Walker & Sons Limited,
Hiram
Walkerville, Ontario.

Austria

Schmidt & Soehne NE, Victor
Vienna.

"Belmar" brand packaged soup
powder.

Stout and ale.

Ales, beer and pilsener.

"Invincible" brand plain and
stuffed olives, sweet pickles,
pudding powders, ice cream
powder, peanut butter.

Geneva gins, dry gins, Highland
whiskies, rye whiskies, imported
Scotch whisky.

Black sturgeon caviar.

Fine wines.

Seagram's V.O. Canadian whisky,
Seagram's "83" Canadian
whisky, Seagram's King's Plate
Canadian whisky, Burnett's
London dry gin, Sandy Mac-
Donald special, Paul Masson
liqueurs.

Liqueur.

Alcoholic beverages.

Confectionery, candies, choco-
lates, biscuits.

Belgium

De Beukelaer Biscuits & Chocolates S.A. Antwerp.	Biscuits, chocolates, confectionery, wafers.
Delacre, Biscuits (Les Industries Alimentaires S.A.) Vilvorde.	Biscuits.

Cuba

Cia "Ron Bacardi", S.A. Santiago de Cuba.	Bacardi rum; Hatuey's Cuban beer from Canadian malt.
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Germany

Cana-Handel, W. R. von Schenk K.G. Schweinsberg.	Beer and selected wines, alcoholic beverages.
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India

India, Government of High Commissioner for India, Ottawa, Ontario.	Spices, cashew nuts, flavoured condiments, tea, canned fruits, canned vegetables, pickles, curries.
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Italy

Motta S.p.A. Milan.	Cakes, chocolate, candies, torrone, candied fruit, dragees, fruit in liquor.
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Netherlands

Droste's Cocoa & Chocolate Works Limited Haarlem.	Cocoa and chocolate products.
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Tonnenfa en Cie M.V. Sneek.	King peppermint.
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Spain

Spanish-Canadian Trading Limited Toronto, Ontario.	Dried fruit, nuts, Seville bitter oranges, lemons, olive oil, olives, corkboard, cork floats.
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United Kingdom

Buchanan & Co. Limited, James Glasgow.	Black and White Scotch whisky, Buchanan's Deluxe Scotch whisky.
Dewar & Sons Limited, John Perth.	Dewar's Special Scotch whisky, Dewar's Ne Plus Ultra Scotch whisky.
Gordon, Tanqueray & Co. Limited London.	Gordon's dry gin.
Haig & Haig Limited Markinch.	Haig & Haig Five Star Scotch whisky, Haig and Haig Pinch Scotch whisky.
Hope and Anchor Breweries Limited Sheffield.	Special old English beer, Golden Mead ale, Royal Jubilee stout.
McCallum Limited, D. & J. Edinburgh.	McCallum's Perfection Scotch whisky.
Walker & Sons Limited, John Kilmarnock.	Johnnie Walker Red Label Scotch whisky, Johnnie Walker Black Label Scotch whisky.
White Horse Distillers Limited Glasgow.	White Horse Scotch whisky.

Footwear, Leather and Leather Products

THE APPEAL OF FINE LEATHER, worked by skilled craftsmen into products that combine beauty with durability, draws visitors to this rather small section of the Fair. A Vienna firm is bringing hand-made shoes for men and women; fellow Austrians will be showing handbags and travelling bags. Belgian firms are exhibiting luggage, handbags, and smaller leather articles. A Newfoundland company which exhibited last year is returning to show its line of rubber footwear and foam rubber products; other Canadian manufacturers will tempt buyers with photo albums and lighters, as well as the more usual leather products.

Countries Exhibiting: Canada, Austria, Belgium, Germany.

Leading Exhibitor: Austria.

Canada

Janzen's Photo Company Winnipeg, Manitoba.	Photo albums, photo corners, book albums; portfolio books, leather novelties.
Superior Rubber Co. Limited Holyrood, Newfoundland.	Foam rubber products; rubber footwear; mechanical rubber goods; druggist and stationery sundries.
Tiberghien, Charles Montreal, Quebec.	European and Moroccan novel- ties, rugs and bags; blown glass; handicrafts, religious articles; textile raw products.

Austria

Froehlich, Johann Vienna.	Leather goods; travelling articles; air luggage; suitcases of fibre and vulcanized fibre.
Gross Vienna.	Hand-made shoes for men and women.
Huszarek oHG., O.P. Vienna.	Women's handbags.
Schulz, Franz Vienna.	Women's handbags; briefcases, suitcases, travelling bags; small leather goods and luxury articles.

Belgium

De Potter Brussels.	Luggage, travelling bags.	Anderlecht, Brussels.	loose leaf binders, paper containers, portfolios, religious articles, school supplies, smokers' accessories, remembrance articles.
Jauniaux, Emile Brussels.	Leather bags, cases, trunks and straps.		
Rama Brussels.	Handbags, belts, novelties.	Germany	
Schevenhals, S.A., Etablissements Antoine	Billfolds, cigarette cases, leather, leather travelling requisites,	Werner, Herbert A. Frankfurt-Main.	Leather bags, suitcases, etc.; modern and antique china (Dresden); gifts; toys.

Household Furnishings and Appliances Musical Instruments, Sporting Goods and Toys



FROM THE MUNDANE TO THE AESTHETIC, from vacuum cleaners to oil paintings, this section contains perhaps the widest variety of any in the Fair. There are ceramics, wrought iron ornaments, paintings and furniture to make a home beautiful—and floor polishers, vacuum cleaners, washing machines, soaps and waxes to keep it shining. Among the more unusual products is a “door viewer” through which the householder can see out but the caller cannot see in; from the outside it appears to be a mirror. One of the aisles might be called “sewing machine lane”, because it displays the latest models from Canada, Italy, Japan and the Netherlands. A Canadian exhibitor is showing a newly designed sewing machine that sews, embroiders, darns, fancy-stitches, sews on buttons and makes buttonholes, but requires no attachments.

The young and the older, the sportsman and the stay-at-home, are catered to by exhibitors in this category who are showing toys made of wood, of plastic and of willow-cane; some mechanical, some electrical and some stuffed; dolls in national costume and dolls that walk, and Christmas tree ornaments. Among the sporting equipment are shotguns, rifles, fishing tackle, skiing equipment, hunting knives and a sail-equipped sports dinghy. Portable record players and high fidelity units built into furniture of original design have appeal for the music lover, and for the amateur photographer there are home-ciné cameras and projectors. One Canadian manufacturer is showing TV masks, a strapping to bind the screen to the cabinet.

Countries Exhibiting: Canada, Austria, Belgium, Germany, India, Indonesia, Ireland, Italy, Japan, Korea, Netherlands, Norway, Sweden, United Kingdom.

Leading Exhibitor: Canada.

Canada

Abbott of England Toronto, Ontario.	Kitchenware; cutlery; silverware; toys.	Estrex (Canada) Limited Montreal, Quebec.	Chandeliers, lamps, electric fixtures.
A la Vieille Forge Enrg. St. Cesaire, Quebec.	Art metalwork, furniture, mirrors, lamps, ashtrays, candlesticks, giftware.	General Steel Wares, Limited Toronto, Ontario.	Aluminum, enamelled and galvanized kitchenware; housewares; “McClary” electric ranges, coal and wood stoves, refrigerators, washing machines, driers.
Alfa Sewing Machines Montreal, Quebec.	Sewing machines and accessories.		
Beatty Bros. Limited Fergus, Ontario.	Electric pumps; barn equipment; electric home appliances.	Gilchrist Limited, R. C. Toronto, Ontario.	Coin and non-coin operated music systems for homes, offices, factories, hotels and restaurants.
Canadian Toy Trading Co. Toronto, Ontario.	Dolls in national costumes; walking dolls; educational toys in wood and plastic; novelties; souvenirs.	Hopf & Hopf Montreal, Quebec.	German toys, novelties and gifts.
Copper Wire Products Limited Toronto, Ontario.	Speakers of all sizes, hi-fi equipment; transformers, radio cabinets.	MacEachern, Gordon A. Toronto, Ontario.	Soaps, waxes, floor finishes; rubber tile cleaner; scrubbing and polishing machines; industrial vacuums.
Dominion Laminations Limited Kitchener, Ontario.	Plastic refrigerator parts, dishes, trays, T. V. masks.		

Magic Mirror Associates,
Canada, Limited
Toronto, Ontario.

Maple Leaf Plastics Limited
Toronto, Ontario.

Necchi Sewing Machines
(Canada) Limited
Montreal, Quebec.

The New Williams Mfg. Co.
Limited
Montreal, Quebec.

Pfaff Sewing Machine Co. of
Canada Limited
Montreal, Quebec.

Rhine Hansa Limited
Toronto, Ontario.

Sigmar Manufacturing Co.
North Park, Ontario.

Stoermer Bell & Brass
Foundry
Kitchener, Ontario.

Supreme Aluminum Industries
Limited
Toronto, Ontario.

Swedish Products Co.
Toronto, Ontario.

Vigorelli of Canada Limited
Montreal, Quebec.

White Sewing Machine
Products Limited
Toronto, Ontario.

Austria

Eggeling & Co., J.
Vienna.

Eumig
Vienna.

Janke Gerhard
Vienna.

Lizka, R. and B.
Vienna.

Neuzeughammer
Neuzeug b. Steyr.

Otto, Rudolf
Vienna.

Piegel, Karl
Vienna.

Sarnitz, Franz
Vienna.

Semperit Gummiwerke AG
Vienna.

Steurer, Fritz
Vienna.

Tiroler Maschinenbau und
Holz-Industrie GesmbH
Kufstein.

Belgium

Anciens Etablissements U.
Cordiez S.A.
Roisin-Autreppe.

Patent door viewer: "you can see
out without being seen".

Melamine break-resistant dinner-
ware and other molded plastic
products.

Necchi sewing machines and
accessories.

Sewing machines (domestic and
industrial); sewing machine
parts.

Home and industrial sewing
machines with exclusive Dial-
a-Stitch feature.

Plastics; household and industrial
brushes; vacuum bottles.

Portable record players and high
fidelity units built into furni-
ture of original design.

Church and ship bells; fire gongs.

Complete assortment of nationally
advertised, modernly designed
aluminum cooking utensils.

Swedish furniture; gifts; glass,
copper and brassware.

"Vigorelli" domestic sewing machi-
nes and accessories.

Domestic sewing machines for all
kinds of household sewing.

Christmas tree ornaments (glass);
table decorations; tinsel articles
such as stars, metal ribbons.

Home-cine cameras; home cine-
projectors; photocopiers.

Skiing equipment; skis; ski-
bindings; ski accessories (edges
and sticks); skiing blouses.

Modern household articles; novel-
ties.

Silver-plated cutlery, spoons,
forks and knives; kitchen
knives, butchers' knives, pocket
knives, hunting knives and
forks; pruning shears for vines
and blades; knife blades, all
made of stainless steel.

Original oil paintings.

Material for window decoration,
stands, labels; material for
propaganda.

Shotguns, rifles; hunting equip-
ment.

Semperit sport dinghy with sail-
ing equipment and accessories
for outboard motor type 54.

Fishing gear: reels, gaffs, landing
nets, spinners, flies, lines, peryl,
monofilament.

Sporting rifles for hunting and
target shooting.

Novelties of marble; clocks, desk
sets, table tops, lamps, ashtrays.

F. Hallez-Ceurvelt, S.A.
Antwerp.

van den Bogaerde Limited,
G. and A.
Ghent.

Le Super S.A.
Brussels.

Germany

Basti-Puppen, Sophie Lehmann
Diessen/Ammersee.

Berchtesgadener
Handwerkskunst
Berchtesgaden.

Bergann, G. & P.
Munich.

Heuschneider, F.
Aidenbach.

Hopf & Hopf
Coburg-Esbach, Bayern.

Janacek, Rudolf
Berlin.

Kluckner, Hans
Oberammergau.

Kragler, F. & N.
Munich.

Kraus Jun., Ludwig
Oberammergau.

Mueller, Berthold
Kressbronn/Bodensee.

Nagel, Paul
Wesseling.

Scharfen, Maschinenfabrik,
Hermann
Witten.

Schreiber, Alwin
Unterhaching.

Sonnenhof-Werkstaette
Bad Harzburg.

Ulbricht, Otto
Lauingen/Donau.

Wyland, Carl
Cologne.

Zwick, Alfred Oskar
Oberammergau.

India

India, Government of
High Commissioner for
India,
Ottawa, Ontario.

Indonesia

Indonesia, Government of
Djakarta.

Ireland

Irish Ropes Limited
Droichead.

Italy

Necchi S.p.A., Vittorio
Pavia.

Basketware; willow-cane furni-
ture; children's willow-cane
toys.

Wooden picture frames and ovals;
picture mouldings; wooden
furniture ornaments.

Balex electrical household appli-
ances; Titan combined vacuum
cleaner-polisher.

Raffia figures.

Wood carvings.

Wood carvings.

Wood carvings.

Toys; novelties; porcelain; gifts;
Christmas ornaments; figurines;
beer steins; dolls.

Art metal work.

Wood carvings.

Wood carvings; hand painted
match-wood boxes.

Wood carvings.

Mosaic tables.

Art metal work.

Slicers; chopper.

Ivory carvings.

Straw and raffia figures.

Wooden decorated articles, hand-
turned and painted.

Wrought iron work.

Wood carvings.

Handmade in India novelties;
brassware; ivory figures;
woodenware; ladies' handbags;
jewellery.

Arts and handicrafts, batiks
(hand painted and printed),
coconut products, coffee, fibres,
kapok, palm oil, pepper, quin-
ine, rubber, spices, sugar, tap-
ioca, tea, tin, tobacco, wood
products.

Sisal woven carpets.

Sewing machines and accessories.

Japan

Japanese Committee for International Trade Fairs
Tokyo.

Porcelain wares; bamboo products; foods; toys; sewing machines; sporting goods; metal wares; wooden products.

Korea

Korea, Republic of
Economic Bureau
Ministry of Foreign Affairs,
Seoul.

Korean art goods, lacquerwares, potteries, brass utensils, bamboo products.

Netherlands

Avros
Amsterdam.
Fridor Factories Limited
The Hague.
Ponsen's Trading Co.
Amsterdam.

Full colour reproductions of old and modern masters.
Electrical household sewing machines and vacuum cleaners.
Vacuum cleaners; furniture; cocos carpets, rugs; kitchenware; cattle cleaners; lamps; dinnerware; earthenware.

Norway

Eltecco
Oslo.

Furniture, ceramics, silverware, wrought iron, gift items, sporting ware and goods.

Sweden

Mjolby Intarsia
Mjolby.

Inlaid door skins, decorative screens, inlays for fine furnishings, hollywood.

United Kingdom

Easiclene Porcelain Enamel
(1938) Limited
Darlaston.

Kitchen equipment and domestic appliances, absorption refrigerators, electric washing machines.

Joseph Limited, N. C.
Stratford-on-Avon.

Domestic aluminum holloware; aluminum and light alloy industrial equipment; aluminum barrels and drums; pressings in aluminum and stainless steel; stainless steel domestic holloware.

Mansell Hunt Catty & Co.
Limited
London.

Christmas crackers, table decorations, Christmas novelties, doilies, baking cases.

Nutbrown Limited, Thos. M.
Blackpool.

Kitchenware; knives.

United States

Schuco Toy Co. Inc.
New York, New York.

Mechanical, electric and stuffed toys with movable head.

Institutional Exhibits



is being prepared by the Central Mortgage and Housing Corporation for its booth. The model will show the community as it is today—with factories, homes, shopping centre and schools—and the developments planned for the future, such as a civic centre, more houses and factories.

Almost every Canadian province has taken space this year—the Manitoba display includes 18 firms; Saskatchewan's represents ten major centres; the Maritime Provinces will, for the first time, sponsor a combined exhibit; and some of the leading cities in Quebec will be advertising their industrial attractions.

Countries Exhibiting: Canada, Belgium, Colombia, Denmark, Finland, Germany, Ireland, Italy, Netherlands, Norway, Spain, Sweden, United Kingdom, United States, Venezuela.

Leading Exhibitor: Canada.

Canada

British Columbia, Government of the Province of, Department of Trade and Commerce

Statistical and pictorial exhibit of British Columbia's industries and attractions.

Victoria, British Columbia.

Central Mortgage and Housing Corp. Ottawa, Ontario.	Ajax: a planned community for new industry.	
City of Sherbrooke Sherbrooke, Quebec.	Industrial development information.	
City of Victoriaville Victoriaville, Quebec.	Industrial development information.	
City-wide Telephone Services Limited Toronto, Ontario.	Answering service; mobile telephone service; burglar alarm service.	
Crown Life Insurance Co. Toronto, Ontario.	Conference room for the convenience of all Trade Fair exhibitors.	
Halifax, City of Halifax, Nova Scotia.	Canada's ocean playground—a progressive Canadian city.	
Industrial Welding Schools Limited Toronto, Ontario.	A complete course in gas and electric welding.	
Manitoba, Province of Winnipeg, Manitoba.	Department of Industry and Commerce.	
National Harbours Board Ottawa, Ontario.	Graphic display of national harbours of Canada.	
National Industrial Design Council Ottawa, Ontario.	Manufactured articles of Canadian origin winning NIDC Design Awards 1954.	
New Brunswick, Province of Department of Industry & Development Fredericton, New Brunswick.	Industrial, trade and tourist information.	
Newfoundland, Province of St. John's, Newfoundland.	Products of Newfoundland.	
Niagara Falls Industrial Committee Niagara Falls, Ontario.	Prestige exhibit.	
Port of St. John New Brunswick.	Canada's leading all-year-round port.	
Rimouski, Rivière du Loup, Quebec.	Industrial development information.	
Saguenay Region Quebec.	Industrial development information.	
Saskatchewan, Province of, Department of Co-operation and Co-operative Development Regina, Saskatchewan.	Trade and business information on Saskatchewan and its leading centres of distribution.	
Sun Life Assurance Co. of Canada Montreal, Quebec.	Institutional exhibit.	
Thetford Mines Quebec.	Industrial development information.	
Toronto, Port of, The Toronto Harbour Commissioners Toronto, Ontario.	Complete shipping service by water, road and rail. Airport facilities.	
Trans-World Industrial Services Corp. Limited Montreal, Quebec.	Engineering and contracting services for industry.	
Belgium		
Belgian Committee for Fairs, Exhibitions and Expansion Brussels.	Organization of the private companies for Belgian participation.	
Belgian Foreign Trade Office Brussels.	Information on Belgian import and export trade.	
Belgian Ministry of Economic Affairs, Bureau of Fairs and Exhibitions Brussels.	General organization of Belgian participation.	
Brussels, Fair of Brussels.	Information office.	
Ghent, Fair of Ghent.	Information office.	
Colombia		
Flota Mercante Grancolombiana S.A. Bogota.		Regularly scheduled fast freight services from East Coast Canadian and American ports direct to principal ports in Colombia and Ecuador.
Denmark		
Danish Government Committee on Exhibitions Abroad Copenhagen.		Information on Danish exports.
Finland		
Government of Finland c/o Legation of Finland Ottawa, Ontario.		Prestige exhibit sponsored by the Government of Finland.
Germany		
Association of German Machinery Manufacturers Dusseldorf.		Trade information.
German Tourist Association Frankfurt/Main.		Tourist information.
German Trade Information Centre Cologne.		Trade information.
Nordwestdeutsche Ausstellungen-Gesellschaft m.m.H.		Information booth.
Ireland		
Irish Export Promotion Board Dublin.		Products of Ireland.
Italy		
Istituto Nazionale per il Commercio Estero (Italian Institute for Foreign Trade) Rome.		Information booth.
The Italian Association of Optics and Precision Mechanics Manufacturers Milan.		Enquiry services on Italian suppliers; publishers of the Directory of Italian manufacturers in this industry.
Netherlands		
Holland-America Line Rotterdam.		Shipping services.
Holland-America Line Montreal, Quebec.		Advertising transatlantic passenger services and various cruises.
Netherlands Institute for the Promotion of Foreign Trade The Hague.		Trade information.
Oranje Lijn Rotterdam.		Fast passenger and freight service between the Continent, Canada and Great Lakes.
Norway		
Norges Varesmesse Oslo.		Trade information.
Spain		
Spanish Commercial Office Ottawa, Ontario.		Information on Spanish products.
Sweden		
Swedish Information Office The General Export Association of Sweden Stockholm.		Information on Swedish products.

United Kingdom

United Kingdom Board of Trade
London.

Information service on British export trade.

Norwegian Export Council Representative
New York, New York.

Trade information.

United States

New Orleans, Port of New Orleans, Louisiana.

Port shipping facilities and transportation services, ocean and inland.

Venezuela

Compania Anonima Venezolana de Navegacion
Caracas. Regularly scheduled fast freight services from East Coast Canadian and American ports direct to principal ports in Venezuela.

Jewellery, Silverware, Glass and Ceramics



CRYSTAL CHANDELIERS and fancy jewellery, hand-blown and decorated art glass, pottery and earthenware, gold and silver novelties—all these will make this one of the most eye-pleasing sections in the Fair.

Ireland is sending its Waterford glass again this year; last year the entire exhibit was bought by a Toronto department store. The making of this glass is an 18th century craft which was revived in 1947 when 30 skilled craftsmen undertook the training of apprentices. Belgium's famous glassware will, as always, be a major attraction. A new entry will be a Canadian pottery and earthenware manufacturer from the Maritimes, with figurines, teapots, souvenirs, planters and advertising novelties.

Germany, the largest exhibitor, is bringing art goods and handicrafts in wood, ivory and metal, as well as ceramics, glass and cloth. Austria's exhibits include fancy and imitation jewellery; pipes and cigarette holders made from

Meerschaum, calabash, ivory, silver, amber and artificial resin; lamp shades and bases; artistic pottery in faience with underglaze painting, and novel fancy goods in bronze, silver and gold or with antique petit-point finish. Several Canadian firms will exhibit clocks—travel, alarm, desk, marine and fancy, spring-wound and electric.

Countries Exhibiting: Canada, Austria, Belgium, Germany, Netherlands, Ireland, Italy.

Leading Exhibitor: Germany.

Canada

Canuck Potteries
Saint John, New Brunswick.

English Clocks Limited
Toronto, Ontario.

Rensi Clocks (Canada) Limited
Toronto, Ontario.

Smith & Sons (Canada) Limited, S.
Toronto, Ontario.

Pottery, earthenware, figurines, souvenirs, teapots, planters, advertising novelties, giftwares.

Travel, alarm, desk and fancy clocks.

Travel, alarm, desk and fancy clocks.

Spring-wound clocks; electric clocks; marine clocks; instruments.

Austria

Bauer & Sohn, Andreas
Vienna.

Benedikt, Eugen
Vienna.

Forster, Edmund
Vienna.

Hofer & Sohn, Thomas
Vienna.

Kroepfel, G.
Linz.

Smokers' accessories: pipes, cigarette holders, in Meerschaum, calabash, ivory, silver, amber and artificial resin.

Fancy jewellery: necklaces, bracelets, in Eloxal.

Imitation jewellery.

Imitation pearls and costume jewellery.

Fancy jewellery.

Malzer, Ernst
Vienna.

Markones, Karl
Vienna.

Stoelzle Glasidustrie AG
Vienna.

Thomasch, Wilhelm
Vienna.

Tiroler Glashuette Komm.
Ges. Altmann-Althausen
Kufstein.

Vienna Schmuck
Paul Hoerbiger & Co.
Vienna.

Metal articles with petit-point embroidery, such as ash trays, mirrors, pendants.

Imitation jewellery, such as brooches, clips, earclips, earrings, bracelets, necklaces; imitation pearls, pearl necklace.

Crystal chandeliers, chandelier parts and trimmings; lamp bases and shades; vases; laboratory glass; fireproof glass for kitchen.

Artistic pottery in faience with underglaze painting, such as statuettes, animals, vases, candelabra, ash trays, small boxes, etc.

Crystal, plain or cut, painted, engraved and etched; lead crystal.

Novel fancy goods in bronze, silver, gold or with antique petit-point finish: trays, jewel boxes, cigarette boxes, music boxes, ash trays, mirrors, perfume bottles, toilet sets.

Wallpach, Arno
Salzburg.

Witt, Carl
Salzburg.

Belgium

Landgraf, A. (Verrerie de
Luxe TCHECOVER)
Boussu-Le-Mons.

Verreries de Boussu
Boussu.

Germany

Ausfuhrforderungsstelle Des
Zentralverbandes des Deut-
schen Handwerks
Hannover.

Blachian Antik-Schmuck
Neucetting.

Deusche & Co., Metall-
porzellanfabrik
Waldhausen.

Deutsche Filigrankunst-
werkstaetten
Guenzburg-Donau.

Costume jewellery; metal fashion
buttons; souvenirs.

Crystal salt and pepper shakers;
mustard and jam jars; oil and
vinegar bottles; cruet sets; ash
trays.

Hand-blown and hand-decorated
Belgian art glass, gift and
tableware; flower vases. Exclu-
sive designs.

Glassware—handblown, plain, cut,
decorated; giftware.

Arts and crafts done in wood,
ivory, metal, ceramics, glass,
cloth.

Handmade silver jewellery from
antique models; gift and sou-
venir articles.

Silver porcelain vases, lamps, sets.

Hand-made leonice silver filigree.

Hanhart, Uhrenfabrik, Adolf
Schwenningen a. Neckar.

Kagel, Wilhelm
Garmisch-Partenkirchen.

Kasper, Kristallglaswerk,
Franz
Neckarsimmern.

Perli,
Schwaeb.-Gmuend.

Clary von Ruckteschell-Trueb
Dachau.

Uhlmeyer, Richard
Hannover.

Ireland

Waterford Glass Limited
Waterford.

Italy

Romagnoli, Oreste
Florence.

Netherlands

Bonda Trading Co.
Schiedam.

Stop, wrist, alarm-wrist watches;
electric switch-in and cable
timers; chronographs of high
precision; tourists' alarm-
watches; "Duostop" battery
watches.

Ceramics.

Crystal, lead crystal: vases, plates,
glassware.

Jewellery: cloisonne, enamel.

Ceramics.

Ceramics, glassware, raffin figures.

Lead-crystal cut and engraved
glassware.

Art metalwork, costume jewellery,
novelties.

Pearl essence for imitation pearls,
buttons; nail polish, lacquers
for decoration.

Machine Tools



THE MACHINE TOOLS SECTION has always proved a top-ranking Trade Fair attraction. This year it promises to provide a better-balanced show; Germany, the United Kingdom, and France are reserving less space but both Italy and Austria are sending more exhibits. Many buyers will find the wide range of woodworking equipment of special interest. One machine featured is an automatic single-end tenoner, used in furniture making, and capable of turning out straight tenons, at a simple angle, or at compound angles. The manufacturer says that in four to seven seconds the machine will cut the tenon, lop it off to length, round the ends, and haunch it.

A Canadian company is bringing an automatic shaper for turning out, with the aid of suitable jigs, small components such as brush handles and furniture parts. The table is so arranged that it will slow up for heavy cuts or intricate shapes and turn faster for straight cuts. Equipment for making veneers

is being exhibited by a Swedish firm. Among the other machines to be shown are:

- A twist drill grinder of a new design, made in Britain. It handles drills of from $\frac{1}{4}$ inch to 1 inch and is said to obtain identical form of both lips automatically at one clamping. Clearances produced increase towards the tip of the drill.
- A hydraulic cold bending machine for forming steel sections, beams, rounds, and plate. British-made, this machine was put on the Canadian market last year and sold so well that a special modification was made to meet Canadian requirements. It now handles beams up to 24 inches deep in the cold set.
- A universal copying attachment made in France. Controlled either electrically or hydraulically, it is said to be capable of producing any type of form that can be made by turning.

- Semi-jig borers of particular interest to technical schools, because of their simplicity and low price.
- A semi-automatic, high-speed threading machine, which its British manufacturer is showing for the first time in North America. It will produce better concentricity at lower cost and can be used for other machining operations—such as turning, facing and boring—in the same chucking.

Countries Exhibiting: Canada, United Kingdom, Italy, Germany, France, United States, Belgium, Austria, Sweden, Switzerland.

Leading Exhibitor: Canada.

Canada

Acme-Bertram Machine Tools Limited Toronto, Ontario.	Machine tools; small tools and gauges.	Elliott (Canada) Limited, B. Port Hope, Ontario.	Millers; shapers; drills; grinders; hacksaws; lathes, ironworkers'; filters; engineering equipment.
Alexander & Orlick Limited Brantford, Ontario.	Gauges; diaphragm chucks and arbours, cone lock jigs, granite surface plates, angle plates and parallels; bench punch presses and milling machines.	Ferrovolt (Canada) Limited Toronto, Ontario.	Metal-working machine tools and industrial equipment.
Alison Machinery Company Limited, The Toronto, Ontario.	Cutting tools of all types; machine tools.	Gross Machinery and Supply Co. Limited Toronto, Ont.	Vertical, horizontal milling machines; engine lathes; turret lathes; grinding machines—rotary, surface, tool, cutter.
Bainbridge Hunter Co., The Lakeview, Ontario.	Bending, sawing, threading machines; sheers, punches, notchers; general metal-working machinery; small tools.	Huron Lathe Company Limited Toronto, Ontario.	Turret lathes, automatic lathes.
Barber Machinery, F. F. Division Massey-Harris-Ferguson Limited, Toronto, Ontario.	Hydraulic, automatic and standard machine tools; materials handling equipment; small tools; mill supplies.	International Machinery Co. Limited Hamilton, Ontario.	Machine tools; Weld-o-Matic spot welders; mill supplies; materials handling equipment.
Barer Engineering & Machinery Co. Montreal, Quebec.	Ball and roller bearings, machine tools, lathes, milling machines, grinders, tappers.	Jones & Shipman (Canada) Limited Montreal, Quebec.	Precision grinding machines; surface, tool and cutter and universal grinders.
Burnett Machinery (Canada) Toronto, Ontario.	Production machinery; turret, capstan and engine lathes; presses.	Lion Grinding Wheels Limited Brockville, Ontario.	Grinding wheels for toolroom and production departments; also mounted points.
Burnett Woodworking Machinery Limited Toronto, Ontario.	Woodworking machinery for manufacturing furniture, plywood and joinery.	McDougall Co. Limited, The R. Galt, Ontario.	Machine tools; lathes—engine, gap, toolroom, extension bed; special machinery.
Callander Foundry & Manufacturing Co. Limited Guelph, Ontario.	"Beaver" brand woodworking tools.	Modern Tool Works Limited Toronto, Ontario.	Metal-working machines.
Canadian Fairbanks-Morse Co. Limited Montreal, Quebec.	Machinery; machinists' tools; industrial supplies; materials handling equipment.	Moody & Sons Limited, Matthew Montreal, Quebec.	Woodworking machinery
Canadian Siempelkamp Limited, Hamilton, Ontario.	Veneer, plywood, hardboard, plastic presses; metal-working presses; veneer dryer, slicer.	Pathex (Canada) Limited Toronto, Ontario.	Machine tools.
Canwoodma Machinery Corp. Limited Toronto, Ontario.	Woodworking machinery for all industries.	Precco Progress & Engineering Corp. Limited Toronto, Ontario.	Machine tools.
Churchill (Canada) Limited, Charles Toronto, Ontario.	Production and precision machine tools; engineers' supplies and measuring equipment.	Preston Woodworking Machinery Co. Limited, The Preston, Ontario.	Production woodworking machinery; veneer, plywood and hardwood machinery; lumber handling equipment.
Colonial Tool Co. Limited Walkerville, Ontario.	Hobs and broaches; high-speed cutting tools; end mills; gear shapers.	Rex Machine Tool Co. Limited Toronto, Ontario.	European machine tools; lathes, turrets, milling machines, radials.
Cosa Corp. of Canada Limited Toronto, Ontario.	Machine tools and accessories.	Roberts Machinery and Supplies, H. H. Toronto, Ontario.	Machine tools; small tools and accessories.
Durham Industries (Canada) Limited Montreal, Quebec.	Hydraulic cold-bending machine, manufactured by Finley Engineering Limited of Newport, Monmouthshire, England.	Rudel Machinery Co. Limited Montreal, Quebec.	Machine tools; small tools; welding and materials handling equipment.
		Ruhl Machinery, H. Toronto, Ontario.	Machine tools and industrial equipment of highest rated German firms.
		Sandvik Canadian Limited Mount Royal, Quebec.	Tungsten carbide-tipped tools.
		Sarnia Marine and Machine Limited Sarnia, Ontario.	Air compressors; band saws; new type of portable flood light for emergency lighting.

Scott Ltd., Paul R.
Toronto, Ontario.

Sehl Engineering, Limited
Kitchener, Ontario.

Sykes Tool Corp. Limited
Toronto, Ontario.

Transocean Machine Co. Inc.
Montreal, Quebec.

Upton Bradeen & James
Limited
Toronto, Ontario.

Wickman (Canada) Limited,
A. C.
Toronto, Ontario.

Austria

Krause & Co., Ernst
Vienna.

Lipowsky, Franz
Vienna.

Pini & Kay
Vienna.

Reiter Komm. Ges., Heinrich
Vienna.

Ruesch-Werke
Dornbirn.

Schiessl & Co. GesmbH
Vienna.

Zuckermann K. G.
Vienna.

Belgium

Demoor, S. A. (Ateliers)
Brussels.

S. A. Forges, Usines &
Fonderies de Gilly
Gilly.

Imperia, S. A.
Nessonvaux-les-Liege.

Pegard S. A., Ateliers Marcel
Andenne.

France

A.F.M.O.
Paris.

Alliance de Constructeurs
Francais de Machines-
Outils
Paris

O T U A
Paris.

Germany

Blohm, Fabrik fur
Werkzeugmaschinen, Robert
Hamburg.

Bohle KG. Werkzeugmaschinen-
fabrik, Reinhard
Horstheide.

"Mitchell Granor" gema lathes;
"Granor" shapers; "Rush-
worth" sheet metal equipment.

Small routing machines; router
bits.

Gear-cutting machines and tools;
general machine tools, includ-
ing woodworking machinery.

Lathes, grinding machines, thread-
rolling machines, cold saws,
tool grinders, ironworkers' mill-
ing machines, nibbling shears.

Machine tools; small tools;
materials handling equipment
and industrial supplies.

Wickaloy cemented carbide tools,
tips and gauges; Wickman dia-
mond wheels; small tools and
gauges.

Precision boring machines, one
and multi-spindle.

Saws and saw blades for manual
and mechanical use; woodwork-
ing and machine knives.

Heavy-duty log-saw frames; high-
speed edge circular saws.

Circlips.

Heavy-duty hydraulic metal cut-
ting machines.

Multi-purpose milling machines.

Woodworking machines, 3 and 4
cutters; special machines for
the manufacture of shoe-heels,
shoe trees and parquetry.

Lathes, centre; lathes, engine;
lathes, heavy-duty; lathes, tool-
room; threading machines.

Horizontal boring and milling
machines.

Tool and cutter grinder; carbide
tool grinder.

Horizontal boring machines; pre-
cision machine tools.

Horizontal boring, surface grind-
ing, capstan lathes; millers;
automatic drill press.

Machine tools.

Machine tools.

Precision surface grinding mach-
ines.

Universal milling machines; ver-
tical milling machines; plain
horizontal milling machines.

Boley & Leinen
Esslingen.

Collet & Engelhard A. G.
Offenbach.

Deckel, Friedrich
Munich.

Festo-Maschinenfabrik G.
Stoll
Esslingen.

Gildemeister & Comp.
Akt.-Ges.
Bielefeld.

Hahn & Kolb
Stuttgart.

Heller Machine Co.
Stuttgart.

Hessische Industrie Werke
G.m.b.H.
Wetzlan.

Index-Verkaufs GmbH
Stuttgart.

Jung G.m.b.H., K.
Goepfingen.

Ludwigsburger Maschinenbau
G.m.b.H.
Ludwigsburg.

MSO Maschinen-und Schleif-
mittelwerke AG
Offenbach.

Peddinghaus, Paul Ferd.
Gevelsberg.

Pfauter, Hobbing Machine
Works, Hermann
Ludwigsburg.

Schuette, Alfred H.
Cologne.

Torwegge, Franz
Bad Oeynhausen.

Torwegge, Spezialfabrik
Moderner Holzbearbeitungs-
maschinen, Franz
Bad Oeynhausen.

Trumpf & Co.
Stuttgart.

Italy

Berardi R. Officine
Brescia.

Camut S.p.A.
Turin.

Caser Casati Ernesto & Figli
Pavia.

Ceruti Officine Meccaniche
Milan.

Cima S.p.A.
Costruz. Ital. Macchine
Attrezzi
Bologna.

Conti Luigi & C.
Varese.

High precision engine toolroom
short-bed lathes; precision tur-
ret lathes.

Horizontal boring and milling
machines.

Machine tools; letter-engraving
machines; die-sinking machines;
tool millers; tool grinders.

Portable and stationary wood-
working machine.

Drum-type turret lathe.

Machine tools.

Cold-sawing machines, milling
machines, centering machines;
saw-sharpening machines.

High duty drilling machines.

Single spindle automatic screw
machines up to 1" capacity.

Surface grinder.

Precision fine boring machines.

High production plain grinding
machines; universal grinding
machines.

Universal steel workers; billet
shears; bar benders and flame-
hardening machines.

"Pfauter" gear hobbing machines.

Multi-spindle automatic, universal
tool and cutter grinder.

Woodworking machinery.

Veneer composer; double-cut-off
saw.

Special machine tools.

Multi-spindle upright drill.

Surface grinder (horizontal wheel
spindle).

Radial drilling machines.

Universal horizontal boring
machines.

Gear-hobbing machine.

Floor-type boring machine with
sliding column.

Fiat-Gestione Macchine Utensili Modena.
F I C E P
 Fabbrica Ital. Cesoi e & Punzonatrici Varese.
 Giustina S.p.A. Turin.
 Grazioli Off. Mecc. S.r.l. Milan.
 Magnaghi Brugherio S.p.A. Milan.
 Maserati Officine Alfieri S.p.A. Modena.
 Minganti Giuseppe & C. S.p.A. Bologna.
 Misal-Macchine Industriali Soc. Acc. Leto Macchine Utensili Milan.
 Morando Fratelli & C. S.A. Officine Meccaniche Turin.
 Morini & Bossi di Morini, Amadori & C. Milan.
 Nebiolo Societa Turin.
 Novarese F. LLI Bologna.
 Oerlikon Italiana Soc. Ind. Le p.A. Milan.
 Olivetti Off. Mecc. Turin.
 O.M.A. Soc. An. Bologna.
 Orlandi Off. Metalmecc. di Orlandi Bruno Milan.
 Pensotti Ezio Stab. Costruz. Meccaniche Busto Arsizio.
 S.I.M.A. Milan.
 U.C.I.M.U. Unione Costruttori Italiani Macchine Utensili Milan.

Sweden

Arboga Maskiner, A. B. Arboga.
 Eriksson, Jr., Erik Torshalla.
 Johansson Press & Mejarverktyg Bofors.
 Jonserefs Fabrikers A.-S. Jonserefs.
 Rosenfors Bruk, A. B. Rosenfors.
 Thorn A. B., L. S. Stockholm.
 Varnamo Maskin A. B. Varnamo.

Radial drilling machine; upright drill.

Universal punching and shearing machines; bar cutter and shear.

Hydraulic precision universal grinders and centreless grinders.

Centre lathe.

Vertical broaching machine.

Vertical milling machines; universal milling machines.

Vertical milling machines (floor type).

Universal milling machines.

Heavy-duty engine lathe.

Machine tools.

Vertical milling machine.

Internal and face grinder.

Universal milling machine; vertical milling machine.

Hydraulic grinding machines.

Universal grinder.

Hydraulic feed cold-sawing machine.

Vertical boring and turning mill.

Vertical jig borer.

National Machine Tools Builders' Association information booth.

Drill presses, radial drills.

Lathes.

Universal grinding machines.

Woodworking machinery.

Universal and vertical milling machines; lathes.

Universal tool and cutter grinder.

Universal milling machines and shapers.

Switzerland

Maegerle Brothers Limited Uster.

Heavy-duty precision surface grinding machinery.

United Kingdom

Archdale & Co. Limited, James Birmingham.

Vertical, radial, multi-spindle drilling machines; horizontal, universal, vertical milling machines.

Colchester Lathe Co. Limited, The Colchester.

Toolroom and engine lathes, 12" to 17" swing.

Cri-Dan (London) Limited London.

Sentinel Cri-Dan type "E" semi-automatic, high-speed threading machine.

Dean, Smith & Grace Limited Keighley.

Precision engine lathes, 21" swing x 72" centres and 17" swing x 72" centres.

Elliott & Co. Limited, B. London.

Millers, shapers, drills, grinders, hacksaws, lathes, ironworkers, filters, engineering equipment.

Herbert Limited, Alfred Coventry.

Capstan, turret and automatic lathes; drilling, grinding and milling machines.

Lumsden Machine Co. Limited Newcastle.

Rotary table vertical spindle grinders.

Meddings Limited, W. J. Slough Trading Estate.

Drill presses.

Robinson & Son Limited, Thomas Rochdale.

Woodworking and sawmilling machinery.

Rye Engineering Limited High Wycombe.

Special machines for furniture manufacture.

Rye Machinery Sales (High Wycombe) Limited High Wycombe.

Woodworking machinery: automatic shaping, tenoning, slot morticing, bending, boring.

Sagar & Co., J. Halifax.

Woodworking machinery.

Schubert Limited, H. London.

Woodworking machinery.

Smith & Co. (Engineers) Limited, J.J. Liverpool.

Machinery for sash doors, planing mills and joinery work.

Stenners of Tiverton Limited Devon.

Stenner band resaw and other Stenner woodworking machines.

Sykes Limited, W. E. Staines.

Machines, equipment, tools for gear production.

Wadkin Limited, Leicester.

High-speed woodworking machinery, including specialized types for pattern makers.

Webster & Bennett Limited Coventry.

Vertical boring and turning mills.

White & Sons Limited, Thomas Paisley.

Woodworking machinery for saw-milling, joinery and furniture.

Wickman, Limited Coventry.

Wickman five-spindle bar automatic; Hilmor tube benders.

United States

Allison Co. Bridgeport, Connecticut.

Abrasive cutting-off wheels.

Benchmaster Manufacturing Co. Gardena, California.

Punch presses; roll feeds; back-gear presses; milling machines and accessories.

Brown & Sharpe Mfg. Co. Providence, Rhode Island.	Machinists' tools; electronic measuring equipment; milling cutters.	Racine Hydraulic & Machinery Inc. Racine, Wisconsin.	Metal-cutting machines; railway portable machines; variable column hydraulic pumps and valves.
Commander Mfg. Co. Chicago, Illinois.	Adjustable multi-drills, tappers, multi-angle drills, new lead-matic tappers.	Reuland Electric Company Alhambra, California.	Grinding equipment.
Dana Machine Corp. Utica, New York.	Multi-purpose industrial wood-working machine.	Rockwell Manufacturing Co. Delta Power Tool Division, Pittsburgh, Pennsylvania.	Power tools.
Dumore Co. Racine, Wisconsin.	Precision lathe grinders and hand grinders.	Sheldon Machine Co. Inc. Chicago, Illinois.	Lathes.
Giddings & Lewis Machine Tool Co. Fond du Lac, Wisconsin.	3" spindle table-type horizontal boring, drilling and milling machine.	South Bend Lathe Works South Bend, Indiana.	"South Bend" precision machine tools: lathes, shapers, drill presses, pedestal grinders and accessories.
Gorton Machine Co., George Racine, Wisconsin.	Milling machines; pantograph machines; die and mould duplicators; cutter grinders.	Thompson Grinder Co. Springfield, Ohio.	Hydraulic surface grinders; tool-room grinders; truforming machines and broach grinders.
National Automatic Tool Co. Richmond, Indiana.	Multiple drilling and tapping machines.	Walker-Turner Division of Kearney & Trecker Corp. Plainfield, New Jersey.	Metal woodworking machine tools.

Metals, Chemicals and Raw Materials



YEAR BY YEAR this section of the Fair reflects progress in the development of raw materials for specific industrial uses. One Canadian company is exhibiting a plastic material known as "Micro balloons", which attacks the problem of evaporation losses in oil storage tanks. A one-inch layer of these tiny hollow particles is poured on the top of a full tank and forms a tight seal, cutting down evaporation by as much as 3½ barrels out of 100. Steel takes a leading place here. The French steel industry will set up a booth to provide information on French steels; one German and one Swedish company will be displaying various types of steel. A Canadian foundry will be bringing castings of stainless steel, alloy steel and carbon steel; two American firms will exhibit pre-plated and bonded metals and pre-painted metals.

The lightweight metals are well represented, with two Canadian manufacturers showing extrusions, castings and fabrications of magnesium alloy and another exhibiting aluminum products. Copper, tinplate, pig iron, plastics, and brass will all join the metals parade.

Countries Exhibiting: Canada, United States, United Kingdom, Germany, France, Sweden.

Leading Exhibitor: Canada.

Canada

Aluminum Co. of Canada, Limited Montreal, Quebec.	Aluminum products.	Dominion Magnesium Limited Toronto, Ont.	Magnesium alloy extrusions, castings, fabrications; magnesium; calcium; titanium; zirconium; thorium.
Anaconda American Brass, Limited New Toronto, Ontario.	Cooper and copper alloy sheets, strips, rods, tubes and special shapes; panel grids for radiant heating.	Lebanon Steel Foundry of Canada, Limited Montreal, Quebec.	Stainless, special alloy, and carbon steel castings.
Bakelite Co. Belleville, Ontario.	Fabricated products from phenolics, polyethylene, polystyrene plastics manufactured by Bakelite.	Light Alloys Limited Toronto, Ontario.	Magnesium alloy extrusion, castings, fabrications; magnesium, calcium, titanium, zirconium, thorium.
Dominion Foundries & Steel Limited Hamilton, Ontario.	Tinplate; cold rolled steels; plate; castings; pig iron.	Noranda Copper and Brass Limited Montreal, Quebec.	Copper and copper base alloys, sheet, strip, plate, rolls, rod, wire, pipe, tubing, special shapes.

Uddeholm (Canada) Limited
Toronto, Ontario. High-quality steels in various forms.

Werner Co. (Canada) Limited, R.D.
Oshawa, Ontario. Extruded, drawn and cold roll-formed metal sections.

France

Office Technique pour l'Utilisation de l'Acier
Paris. French steels.

Germany

Ruhrstahl A. G. Henrichshuette
Hattingen/Ruhr. Steel.

Sweden

Uddeholms Aktiebolag
Uddeholm. High-quality steels in various forms.

United Kingdom

Hill Ltd., C. & L. Willenhall. "Chil" cast phosphor bronze bars, cored and solid; aluminum alloy gravity die castings.

Rigby & Sons, Ltd. John Bradford. Brass pinion rods and precision drawn sections; florists' wire.

United States

American Nickleloid Company
Peru, Illinois. Pre-plated metals; bonded metals.

Rodney Metals, Inc.
New Bedford, Massachusetts. Pre-painted metals.

Worcester Pressed Steel Company
Worcester, Massachusetts. Heavy and light metal stampings.

Office Equipment and Supplies, Paper Products, Publications



FOR THE THIRD SUCCESSIVE YEAR the Canadian Business Manufacturers Association has taken a leading part in promoting this section at the Fair, which offers something for almost every business and businessman—the tools to simplify and speed up office operations. One example is a new electric calculating machine, manufactured in Germany and exhibited by the Canadian agent, which has a seven bank full keyboard, with ten digits in the answer and six digits in the revolution counter. The manufacturers claim that their machine makes division particularly simple. Foam-rubber-lined for quiet operation, it comes in both fully and semi-automatic models, and the price is said to be low. This exhibitor is also showing a German-made portable typewriter only 2½ inches high.

A two-way pencil sharpener from Switzerland should interest visitors to this section. Its clear plastic container has two openings: one shaves off the wood

without sharpening the lead—useful for draftsmen who work with a flat point; the other sharpens both wood and lead.

The Canadian agent of an Italian manufacturer will introduce at this year's Fair a versatile adding, calculating and bookkeeping machine which has, he says, unlimited uses in operations such as accounts payable and receivable, billing and payroll. The carriage on the machine permits extensions and postings to be done simultaneously.

These are a few of the wide variety of modern office equipment, furniture and supplies on display, including industrial and technical magazines, atlases, advertising specialties and calendars.

Countries Exhibiting: Canada, Germany, Italy, Liechtenstein, Sweden, Switzerland, the United Kingdom, the United States.

Leading Exhibitor: Canada.

Canada

Acrow (Canada) Limited Montreal, Quebec.	Mobile steel storage equipment for office and industrial uses; steel partitioning.	and Gas Heat; Propane World; Tavern; Restaurants and Institutions; Electronics and Communications.
Addressograph-Multigraph of Canada Limited Toronto, Ontario.	Business machines for all name and data writing, addressing, duplicating.	Bell teletype, management's sure link between units; mobile telephone service.
Age Publications Toronto, Ontario.	Publishers of Heating, Plumbing and Air Conditioning Age; Oil	
	Bell Telephone Co. of Canada, The Montreal, Quebec.	

Burroughs Adding Machine of Canada, Limited Windsor, Ontario.	Complete line of business machines, microfilming equipment and business machine supplies.	Royal Typewriter Co. Limited Montreal, Quebec.	Royal electric, standard and portable typewriters; Rototype supplies.
Business Gifts Limited Toronto, Ontario.	Advertising specialties; goodwill gifts; premiums, prizes and calendars.	Rubery Owen, Canada Limited Toronto, Ontario.	Steel office furniture: desks, files, chairs; industrial storage equipment.
Canadian National Telegraphs Toronto, Ontario.	Teletype service: instantaneous typewritten, two-way communication for messages or multiple-copy sprocket-feed forms.	Ben Sanders Co. Toronto, Ontario.	Office appliances; telephone equipment; fountain pens; ballpoints; stationery; Hadinor pencil sharpener; Balacuir imitation leather.
Canadian Pacific Telegraphs Toronto, Ontario.	Teletype service: instantaneous typewritten, two-way communication for messages or multiple-copy sprocket-feed forms.	Sankey & Sons Canada Limited, Joseph Smiths Falls, Ontario.	Steel office furniture; office and factory shelving and partitioning.
Canadian Universal Supplies Toronto, Ontario.	Calculators.	Steel Equipment Co. Limited, The Ottawa, Ontario.	Steel executive desks; filing cabinets; cupboards; counters; card index cases; horizontal card sections; lockers; waste baskets; library bookstacks.
Dawson Subscription Service Limited Toronto, Ontario.	Magazines and publications (trade and technical).	Sunshine Waterloo Co. Limited Waterloo, Ontario.	Steel office equipment; steel lockers; steel shelving.
Display in Motion Long Branch, Ontario.	Standard and special mechanical displays made and designed to order.	Taylor Limited, J. & J. Toronto, Ontario.	Safes; vault doors; safety deposit boxes; jail cells; cash chests.
Electro-Vox Inc. Montreal, Quebec.	Electronic communication equipment for industry, schools, hospitals, institutions, ships; music transmission and paging systems.	Underwood Limited Toronto, Ontario.	Adding and accounting machines; standard and electric typewriters and portables.
Executone Communication Systems Limited Toronto, Ontario.	Electronic communication, light signal, voice paging, sound and music systems; fire alarm, air raid alarm and time systems.	Visirecord of Canada Limited Toronto, Ontario.	VISIrecord: vertical visible record-keeping system; VISIriter: hand spirit duplicator; Triposter: manual single-write posting machine; Flexisort: business machine.
Futuramic Pencil Sharpener Canada Limited Toronto, Ontario.	Patent pencil sharpener with camatic action and 10 point control.	Weber Costello of Canada Limited Toronto, Ontario.	Chalkboards, chalk, erasers, art materials, maps, globes; school and office supplies.
General Adding Machine Co. Toronto, Ontario.	Office machines.		
Gordon & Gotch (Canada) Limited Toronto, Ontario.	British technical magazines covering all trades.	Germany	
Haloid Co., The Toronto, Ontario.	XeroX copying equipment—direct positive copies by fast, dry electrical process.	Addiator-Rechenmaschinenfabrik C. Kuebler Berlin.	Small-size calculating machines for addition and subtraction; multiplication tables.
Herring-Hall-Marvin Safe Co. of Canada Limited Toronto, Ontario.	Bank equipment; chests; safe record files; safes; vault doors; wall safes.	Adlerwerke, A. G. Frankfurt/Main.	Office machines.
Hofstetter Limited, M. P. Toronto, Ontario.	Adding machines; calculating machines; printing calculators and typewriters.	Bruening, Maschinenfabrik, Paul Berlin-Borsigwalde.	"Resulta" small adding machines: direct subtraction, credit balance, multiplication, visible control.
International Business Machines Co. Limitea Toronto, Ontario.	Electric punched card accounting machines, electric typewriters, time equipment.	Gustav A. Muecher Munich.	Office machines.
MacLean-Hunter Publishing Co. Limited Toronto, Ontario.	Industrial publications serving the metal-working, printing, marine, power engineering and packaging fields.	Walther K. G. Niederstotzingen.	Office machines.
Maison du Livre Français de Montreal Inc. Montreal, Quebec.	Les editions encyclopediques, Quillet, Paris, France.	Italy	
Mars Store Fixtures Co. Toronto, Ontario.	Showcases, wallcases, display stands; store equipment.	Olivetti & C., S.p.A., Ing. C. Ivrea.	Printing calculators.
Office Specialty Mfg. Co. Limited Newmarket, Ontario.	Office furniture, steel and wood; filing cabinets and system supplies.	Liechtenstein	
Photostat Corporation Toronto, Ontario.	"Photostat" photographic copying apparatus and supplies; "Photostat" instant copier.	Contina Limited Vaduz.	Office machines.
Preston-Noelting Limited Stratford, Ontario.	Techniplan sectional wood office furniture and filing equipment.	Sweden	
Rotaprint Co. of Canada Montreal, Quebec.	Lithographic printing presses; offset duplicators; process cameras; platemaking equipment.	Aktiebolaget Addo Malmo.	Addo-x adding machines and multo calculators.
		Switzerland	
		Egli, Limited, H. W. Zurich.	Madas calculators.

United Kingdom

Acrow (Engineers) Limited London.	Mobile steel storage equipment for office and industrial uses; steel partitioning.
B.B.C. London.	British technical magazines.
Benn Bros. Limited London.	British technical magazines.
Chubb & Sons Lock & Safe Co. Limited London.	Vault doors; safe deposit lockers; safes; fire-resisting office equipment; locks.
Economist, The London.	British technical magazines.
Engineering London.	British technical magazines.
Evans Bros. Limited London.	British technical magazines.
Geographical Magazine London.	British technical magazines.
Harvey & Co. (London) Limited, G. A. London.	Steel office and works storage equipment; perforated metals; woven wire cloth.
Iliffe & Sons Limited London.	British technical magazines.
Industrial Newspapers Limited London.	British technical magazines.
Leabank Office Equipment Limited London.	Office and industrial seating; steel office furniture.
Lomax Erskine Co. London.	British technical magazines.
Machinery Lloyed London.	British technical magazines.

Machinery Publishing Co. Brighton.	British technical magazines.
Marshall, Percival London.	British technical magazines.
McGraw Hill Publishing Co. Limited London.	British technical magazines.
Milners Safe Co. Limited London.	Safes; vault doors; bank and security equipment; steel rolling shutters.
Morgan Bros. (Publishers) Limited London.	British technical magazines.
National Trade Press London.	British technical magazines.
Rubery, Owen & Co. Limited Darlaston.	Steel office furniture; desks and filing cabinets; steel shelving; lockers.
The Owen Organization Rubery Owen & Co. Limited Darlaston.	Office furniture and industrial seating; steel shelving; lockers; domestic appliances.
Temple Press Limited London.	British technical magazines.
Tothill Press London.	British technical magazines.

United States

Coxhead Corp., Ralph C. Newark, New Jersey.	Vari-Typer and DSJ composing machine and headliner.
Mosler Safe Co., The New York, New York.	Safes; vaults; safe deposit boxes; bank vaults; night depositories; insulated record containers.
Weber Costello Co. Chicago Heights, Illinois.	Chalkboards, chalk, erasers, art materials, maps, globes; school and office supplies.

Optical and Medical Instruments and Equipment

THIS SMALL SECTION carries equipment of primary interest to laboratory and research workers and those concerned with testing and control operations. Up to the time of writing, Italy was the leading space-holder, with the Italian association of makers of scientific and optical equipment organizing a composite display.

One Canadian firm is displaying a novel piece of equipment known as the "Projectomat". An automatic slide projector, it takes from 18 to 50 slides and is designed to operate continuously. Each slide is shown for a certain number of seconds, then another takes its place. It can be set at any desired speed and is proving particularly useful in display work and at conventions. The Projectomat has a high-quality German lens.

Countries Exhibiting: Canada, Italy, Germany.

Leading Exhibitor: Italy.

Canada

Carveth Limited, Walter A. Toronto, Ontario.	Microscopes; laboratory instruments; cameras; photographic equipment.	Leitz (Canada) Limited, Ernst Midland, Ontario.	Microscopes; laboratory instruments; cameras; photographic equipment.
Dynamic Displays-Bernard Toronto, Ontario.	Automatic slide projectors, enlarging apparatus, turntables, advertising novelties of German origin.	Wakefield Company, The Montreal, Quebec.	Laboratory supplies, apparatus and equipment.

Germany

Leitz GmbH, Ernst
Wetzlar.

Praezisions-Technik
G.m.b.H.
Wertheim/Main.

Microscopes; laboratory instruments; cameras; photographic equipment.

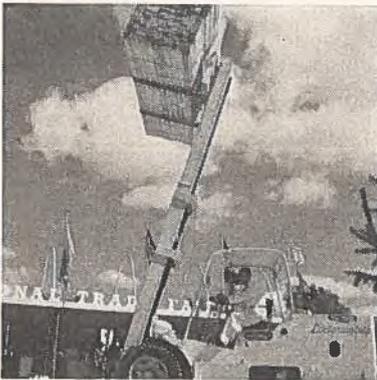
Optical projection profile form grinder.

Italy

Industria Scientifica
Optica Soc. r.l
Milan.

Microscopes, optical products, spectacle frames.

Packaging and Materials Handling Equipment



KEEPING DOWN PRODUCTION COSTS has become one of management's major concerns—and bulking large in those costs is the storage, transport, and handling of materials. Most of the equipment in this category has been designed to step up efficiency in this field and thus make economies possible. In the outside area, for example, one Canadian company will show a fork-lift truck with electrically operated chain hoists; another will bring cranemobiles and lodormobiles. From Sweden comes a hydraulic crane for mounting on trucks; from Britain, an exhibit of belt conveyors for bulk transport; from the United States, industrial towing tractors and electric fork trucks.

A Canadian subsidiary of an American company is bringing new products—a novel type of adjustable pallet racks, storage and shelving racks, and will also be demonstrating a new method of assembling guard rails. Many of

last year's exhibitors—Canadian, U.S., and British—will be returning and one Canadian company will be showing set-up paper boxes, food and ice-cream cartons.

Countries Exhibiting: Canada, United States, Sweden, United Kingdom.

Leading Exhibitor: Canada.

Canada

Armstrong Limited, S.A.
Toronto, Ontario.

Industrial, hand and battery trucks; elevators, hoists and service lifts.

Atlas Polar Co. Limited
Toronto, Ontario.

HIAB hydraulic crane for mounting on trucks.

Automatic Paper Box Co.
Limited
Toronto, Ontario.

Set-up paper boxes; food and ice-cream cartons.

Canadian Mobile Co. Limited
Vancouver, B.C.

Bull Moose fork-lift trucks; cranemobiles and lodormobiles.

Conveyancer Fork Trucks
Division of Electro-Hydraulics (Canada) Limited
Toronto, Ontario.

Fork-lift trucks; battery chargers; truck attachments; tractors; hand trucks.

Kee-Klump Division
Dairy-Brewery Equipment & Engineering
Toronto, Ontario.

Kee-Klump adjustable storage, pallet and shelving racks.

Pedlar People Limited, The
Oshawa, Ontario.

Steel shelving; storage bins; cabinets and lockers; expanded metal.

Ryder Machinery Co.
Limited, J. H.
Toronto, Ontario.

Fork-lift trucks; towing tractors; electric hoists, cranes, monorail systems.

Taymouth Industries Limited
Toronto, Ontario.

Roll-formed channel.

Upton Bradeen & James
Limited
Toronto, Ontario.

Power trucks; materials handling equipment.

Sweden

Hydrauliska Industri AB
Hudiksvall.

Hydraulic crane for mounting on trucks.

United Kingdom

Felco Hoists Limited
London.

Short headroom lifting appliances; chain hoists; adjuster equalizing slings; ratchet hoists.

Moss & Sons Limited, Wm.
London.

Hydraulic working platforms; scaffolding and maintenance trestles for overhead maintenance and construction.

Neal and Co. Limited, R. H.
London.

Mobile cranes, diesel and gasoline-powered.

Ransomes Sims & Jefferies
Limited
Ipswich.

Industrial trucks, both fork-lift and platform types.

Sutcliffe Limited, Richard
Horbury, Wakefield.

Belt conveyors for bulk transport in industry.

Vaughan Crane Company
Manchester.

Hand and electric hoists.

United States

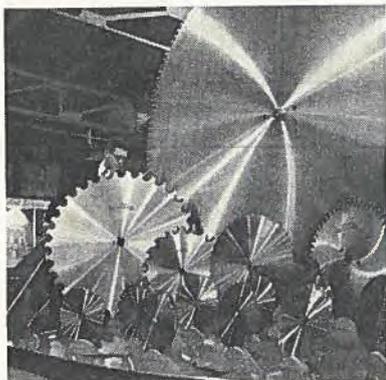
Clark Equipment Co., Industrial Truck Division
Battle Creek, Michigan.

Gas and electric-powered fork-lift trucks; powered hand trucks; industrial towing tractors.

Lewis-Shepard Products Inc.
Watertown, Massachusetts.

Spacemaster electric fork trucks; jackknife electric trucks, walkie and riding types.

Plant Machinery and Equipment, Hand Tools



ONE OF THE SMALLEST PRODUCTS to be shown in this section has been developed by a British company—balls for ball bearings, made of ruby and sapphire. These balls are said to be much harder than steel, they do not corrode, and they have lower friction than the standard type. Even more diminutive is a ball only 3/1,000 of an inch in diameter, for use in gramophone needles. Another British firm is exhibiting a high-precision slitting and reeling machine that will work on a variety of materials, from paper to film, aluminum, tin and lead foil, fabrics, and rubber.

Plastics manufacturers will be interested in a machine produced in the United States and exhibited by the Canadian agent. An automatic precision moulding press, it is said to be particularly economical for low-production lines. It moulds all types of thermosetting plastics, including alkyds, at unusually high speeds. And speaking of plastics, a plastic body pump used

to handle corrosive chemicals which eat into metal will also be on display.

Attaching fittings to wire rope is made simpler by a new method which will be demonstrated to fair-goers. Heart of the method is an hydraulic press which exerts great pressure on the metal ferrule. These ferrules are applied to the rope under such pressure that the metal in the ferrules flows into the spaces between the strands of wire to form a tight bond.

In another line, a Canadian company will be showing a 36-inch universal cutting machine which will cut steel up to six inches thick and to any desired shape within the 36-inch diameter circle. The finished cut face, the maker says, is almost equal to a machined finish. The same company is also showing a quasi arc-welding transformer. This oil-cooled, double-wound stepdown transformer has a welding range of 20 to 300 amperes and needs only a single operator. The operator can select instantly any one of 79 different welding currents.

Plant equipment covers such a wide range—from pneumatic tools to marking machines, from dust collectors to spray-painting guns, from hand tools to power sweepers—that a comprehensive preview is impossible. The visitor will have to see for himself.

Countries Exhibiting: Canada, United Kingdom, United States, Germany, Austria, Belgium, France, Italy, Netherlands, Sweden.

Leading Exhibitor: Canada.

Canada

Aro Equipment of Canada Limited Toronto, Ontario.	Portable pneumatic tools and air hoists.	Canadian Vickers Limited Montreal, Quebec.	Cargo vessels; custom-made machinery; oil and chemical process equipment.
Barnard Foundries Limited Brantford, Ontario.	Non-ferrous castings.	Crysler Machine Works St. Catharines, Ontario.	Large and small container-filling machines.
Bellows Pneumatic Devices of Canada Limited Toronto, Ontario.	Air cylinders; drill press feeds; work feeders and work holders.	Dominion Bridge Co. Limited Montreal, Quebec.	Variety of steel fabrication, including bridges, steel frame buildings, cranes, boilers, plate-work, gratings; warehouse steel supplies; aluminum scaffolding.
Binks Mfg. Co. of Canada Limited Toronto, Ontario.	Spray painting and finishing equipment; water-cooling equipment.	Donald Ropes & Wire Cloth Limited Hamilton, Ontario.	Steel wire rope; "Talurit" wire rope slings; wire cloth; perforated metals.
Bradley Machine Co. Limited Brantford, Ontario.	Press brake; brake dies.	Dowty Equipment of Canada Limited Ajax, Ontario.	Hydraulic pumps and components for industrial application.
British American Oil Co. Limited, The Toronto, Ontario.	Petroleum products, cutting oils, heat treatment oil, quenching oils, gasoline, diesel fuel, hydraulic fluids.	Fischer Bearings (Canada) Limited Toronto, Ontario.	Ball bearings; roller bearings; balls (steel and aluminum); pillow blocks.
British Oxygen Canada Limited, The Toronto, Ontario.	Oxy-acetylene welding and cutting equipment; oxygen cutting machines; arc welding supplies.	Fisher & Ludlow (Canada) Limited Ajax, Ontario.	Conveyors; pallets; steel and aluminum flooring, shelving, lockers; slotted angles.
B. S. A. Tools Toronto, Ontario.	Engineers' small tools; machine-shop equipment.	Fluor Corp. of Canada, Limited Toronto, Ontario.	Cooling towers; pulsation dampeners; petroleum and petrochemical engineering and construction equipment.
Bull Dog Lacer Co. of Canada, Limited Hamilton, Ontario.	Belt hooks, rawhide pins, vise tools and closing machines.		
Burton Griffiths & Co. Limited Toronto, Ontario.	Engineers' small tools; machine shop equipment.		

- Force (Canada) Limited,
Wm. A.
Grimsby, Ontario.
- General Welding and
Industrial Supplies Limited
Toronto, Ontario.
- Greening Wire Co. Limited, B.
Hamilton, Ontario.
- Had-Mil (Canada) Limited
Montreal, Quebec.
- Hayward Gordon Limited
Toronto, Ontario.
- Houghton & Co. of Canada
Limited
Toronto, Ontario.
- Imperial Oil Limited
Toronto, Ontario.
- Kilian Manufacturing Corp.
(Canada) Limited
Toronto, Ontario.
- Kipp Kelly Limited,
Winnipeg, Manitoba.
- Mall Tool Limited
Toronto, Ontario.
- Marshall & Co. Limited, G.R.
Toronto, Ontario.
- Pattern Matchplate Co.
Limited
Toronto, Ontario.
- Plant Maintenance Equipment
Co.
Toronto, Montreal and
Vancouver.
- Plate and Structural Steel
Limited
Toronto, Ontario.
- Ringball Limited
Montreal, Quebec.
- Roediger, Joseph
Hamilton, Ontario.
- Seco Tool Co. Limited
Toronto, Ontario.
- Sheldons Engineering Limited
Galt, Ontario.
- Sparkler International
Limited
Galt, Ontario.
- Standco Canada, Limited
Toronto, Ontario.
- Star Expansion Bolt Co.
Limited
Toronto, Ontario.
- Stokes Machine Co., F.J.
Montreal, Quebec.
- Stromberg Manufacturing
Company
Regina, Saskatchewan.
- Steel marking dies, marking
machines, steel stamps, and
type.
- Welding equipment, gas and elec-
tric; hand tools, electric tools;
air tools.
- Wire mesh partition panels; wire
mesh stacking baskets; wire
mesh Cargotainers.
- Paper slitters and winders; paper
mill machinery and accessories.
- Small pumps; deep-well submer-
sible pumps; automatic lubri-
cators; electric instruments;
corrosion coatings and linings.
- Cutting oils, drawing compounds,
quenching oils, lubricants and
packings.
- Industrial lubricants.
- Unground ball bearings; ball-bear-
ing casters.
- Dry-separating equipment, dust
collectors, plastic elevator
buckets.
- Electric, gasoline and pneumatic
chain saws; portable power
tools; flexible shaft machine
concrete vibrators.
- Industrial and engineering sup-
plies.
- Pressure-cast products.
- Industrial powered maintenance
equipment.
- Fabricated steel products; engin-
eering facilities.
- Ball and roller bearings; oil seals;
lathe chucks; grinding spindles;
electric hand power tools; chain
drive.
- Saw-sharpening machine; planer;
knife grinder; gang saws; swage
machines; saw-tooth setting
machines.
- High-grade mechanics' tools.
- Air-conditioning, heating and
ventilating equipment for indus-
trial purposes.
- Filters; industrial horizontal plate
and semi-automatic heavy duty
vertical plate.
- Socket screw products; self-lock-
ing nuts; shop equipment of
steel.
- Anchoring and drilling devices for
fastening to masonry surfaces.
- Automatic moulding equipment
for the plastic industry.
- Plunger and rotary-type barrel
pumps.
- Sun Oil Co. Limited
Toronto, Ontario.
- Super Oil Seal Mfg. Co.
Limited
Hamilton, Ontario.
- Superior Propane Limited,
Toronto, Ontario.
- Taylor Tool Co. Limited,
J.A.M.
Toronto, Ontario.
- Toronto Iron Works, Limited,
The
Toronto, Ontario.
- Transocean Trading Inc.
Montreal, Quebec.
- Vancouver Machinery Depot
Limited
Vancouver, Toronto and
Montreal.
- Veeder-Root of Canada
Limited
Montreal, Quebec.
- Walker Metal Products,
Limited
Walkerville, Ontario.
- Petroleum and products; lubricat-
ing oils; hydraulic oils; metal-
working oils; waxes; process
oils for rubber, textile and
leather industries; petro-chemi-
cals.
- "Perfect" oil seals; precision
moulded rubber products;
"Rawhide" hammers and mal-
lets.
- Industrial propane gas-burning
equipment and storage systems.
- Metal-cutting tools; masonry an-
choring products; taper pins
and keys.
- Bins, hoppers, storage and pres-
sure tanks, in steel plate, stain-
less steel, stainless clad; low-
pressure boilers; blast furnaces.
- "Marathon" fine steel, hard
metals, cold rolls; "Ruhrstahl"
forgings, iron and steel castings.
- Valves, welding fittings, high pres-
sure fittings, gauges, alloy cast-
ings and fittings.
- Automatic counting and comput-
ing devices.
- Industrial heat-treating furnaces;
heat-resisting alloy castings and
resistance wire.
- Spray painting guns.
- Protective coating, auxiliary
material, insulating materials
for builders. Carboline in col-
ours—red, green, brown and
natural.
- Tabletting and preforming mach-
inery; chemical and pharma-
ceutical machinery.
- Cyratory rock and ore crushers
of an entirely new design.
- Hacksaws for metal and steel;
"Orion-Hako" fully hydraulic,
cross-cut saws.
- Modern quality tools for the
automotive and engineering
trades.
- Universal balancing machine.
- Deep-well submersible pumps.
- Saw-blade sharpening machines.

Austria

M. A. W. Maschinen-
Apparate—und Werkzeug-
fabrik
Vienna.

Murexin chem. Fabrik
Forster & Haendel
Vienna.

Belgium

Ed Courtoy
Hal.

France

Compagnie des Entreprises
Industrielles-Babitless
Paris.

Germany

Donbzinski, Gerd.
Dusseldorf.

Dowidat-Werke, Willi Dowidat
Remscheid-Luettringhausen.

Losenhausenwerk Dusseldorfer
Maschinenbau A. G.
Dusseldorf.

Pleuger & Co.
Hamburg.

Wagner Machine Tools
Works, Gustav
Reutlingen.

Feature of the Trade Fair is the trained personnel in charge of various stands, and the technicians thoroughly versed in the operation of the machines. Here, preliminary inspection of a complicated machine finished, two buyers get down to cases with the man in charge. To make this a truly 'business' Fair, it is open to the public on two days only.



Wetzel & Schlosshauer
Heidelberg.

Italy

Officine di Villar Perosa
S.p.A., RIV
Turin.

Netherlands

Grasso's Machinefabriek
N. V.
's-Hertogenbosch.

P. C. Andre de la Porte &
Co. N. V.
Haarlem.

van Heijst & Zonen N. V.,
J. B.
's-Gravenhage.

Sweden

Bergmans Chuckfabrik, A. B.
Tyringe.

United Kingdom

Alexander Machinery Limited,
Geo. H.
Birmingham.

Bigwood & Son, Limited,
Joshua
Wolverhampton.

British Manufactured Bearings
Limited
Crawley.

Burnerd & Co. Limited, F.
London.

Automatic lubricators.

Ball and roller bearings.

Air-conditioning, refrigeration,
deep-freezing, compressed air
equipment; pneumatic tools;
tanks; compressors.

"Tracta" ball and roller bearing
extractor.

Central heating equipment; heaters
(commercial and domestic);
boilers.

Lathe chucks.

Die-sinking engraving machines;
nut tappers; toolmakers' optical
accessories.

Plate benders, tube stretchers,
heavy machinery.

Precision miniature ball bearings;
steel and jewel balls.

Precision lathe chucks, inde-
pendent and self-centering, 2"
to 28"; quick-change turning
toolholders.

Daniels, T. H. & J., Limited
Stroud.

E. M. B. Co. Limited
West Bromwich.

Federation of British Hand
Tool Mfrs.
Sheffield.

Foster, Yates & Thom
Limited
Blackburn.

Harden Limited, C. A.
Hyde.

Masson Seeley and Co.
Limited
London.

Merrill Pumps Limited
Sheffield.

National Federation of
Engineers' Tools Mfrs.
Sheffield.

Neuman Limited, Ch. J.
South Croydon.

Projectile & Engineering Co.
Limited
London.

Shaw & Co. Limited, Francis
Manchester.

Tecalemit Limited
London, Plymouth.

Universal Grinding Wheel
Co. Limited
Stafford.

Windsor Limited, R. H.
Surbiton.

Downstroke self-contained mould-
ing presses for plastics and rub-
ber.

Pneumatically operated, high-
speed, cold chamber die-casting
machine.

Hand tools.

"Lancastrian" hydraulic plastic
moulding press; "Rotocube"
dry powder mixers.

Paper slitters and winders; paper
mill machinery, accessories.

Machines for production of plates,
instrument dials, panels; textile
marking machines.

Glandless, self-priming, tube dia-
phragm pumps for acids and
chemicals.

Hand tools.

Greasing equipment; grease fit-
tings; hand compressors; grease
guns and grease nipples.

Die-casting machines; injection
and extrusion machines for
plastics.

Plastics and rubber machinery.

Mechanically and hand-operated
lubricating equipment; grease
guns and fittings.

Grinding wheels and all types of
abrasive products.

Plastic injection moulding mach-
ines; extrusion machines;
moulds, dies and accessories.

United States

- | | | | |
|---|---|--|---|
| Ampco Metal Inc.
Milwaukee, Wisconsin. | Amcoloy resistance welding holders, tips, wheels and dies. | Prairie Tool Company
Prairie du Chien, Wisconsin. | Hand grinders; bench vises; utility grinder. |
| Grobet File Co. of America, Inc.
New York, New York. | Swiss precision and rotary files for machinists, jewellers and die-makers. | Rahn-Granite Surface Plate Co.
Dayton, Ohio. | Black granite precision surface plates, angle plates, parallels and straight edges. |
| Holo-Krome Company,
Hartford, Connecticut. | Socket head cap screws; set screws; stripper bolts. | Shalco Engineering Corp.
Palo Alto, California. | Foundry machines and supplies. |
| Jabsco Pump Co.
Burbank, California. | Small pumps. | Shallway Corp.
Connellsville, Pennsylvania. | Foundry machinery and supplies. |
| Jones & Lamson Machine Company
Thread Tool Division
Springfield, Vermont. | Automatic opening die heads, chasers and related products. | Standard Pressed Steel Co.
Jenkintown, Pennsylvania. | Socket screw products; self-locking nuts; shop equipment of steel. |
| Manheim Manufacturing & Belting Co.
Manheim, Pennsylvania. | Veelink V-belting adjustable to any length, adaptable to any drive. | Sweco Separator Division
Southwestern Engineering Company
Los Angeles, California. | Industrial screens for chemical and food industries and sewage disposal. |
| New Hermes Engraving Machine Corp.
New York, New York. | Portable and bench type engraving machines for engraving name plates, dials, panels, milling and profiling on metals or plastics. | Tennant Co., G. H.
Minneapolis, Minnesota. | Heavy-duty industrial floor machines; power sweepers; floor-treating material. |
| Northwestern Tool & Engineering Co.
Dayton, Ohio. | T-nuts, flanged nuts, studs, step blocks and clamps, etc. | Tinius-Olsen Testing Machine Co.
Willow Grove, Pennsylvania. | Universal and* compression testers; brinell testers; static and dynamic balancing machines. |
| Precision Welder & Flexo-press Corp.
Cincinnati, Ohio. | Resistance welders—spot, seam and flash types; roll feed presses. | Wilson Mechanical Instrument Division of American Chain & Cable Co.
New York, New York. | Rockwell hardness testers, regular and superficial; Tukon micro-hardness testers. |

Power Equipment



LAST YEAR, exhibits of this type were included under plant equipment; this year, with a larger number of entries, a separate category has been established. The displays will reflect the increasing postwar popularity of diesel engines in many applications. One Canadian company will be taking space at the Fair for the first time to show stationary diesel engines made at its big new plant in London. Another Canadian manufacturer will set up a complete 1,000 kw. diesel power plant, consisting of a diesel engine, starting and cooling equipment, and generator control panels. Denmark is another first-time exhibitor in this section, with a line of diesel engines.

A U.S. firm will be demonstrating a liquid drive which has a wide range of applications in the distribution of power. It uses water as a driving medium instead of the more usual oil; has never before been shown at any exhibition.

Nearby, a Canadian firm will have a display built around a mobile training unit, which includes a motivated cutaway engine. Many other famous names in this field, such as Rolls Royce, Vickers Inc., and Burmeister and Wain, will be represented.

Countries Exhibiting: Canada, United States, Germany, Denmark.

Leading Exhibitor: Canada.

Canada

- | | | | |
|--|---|---|---|
| Brush Aboe (Canada) Limited
Toronto, Ontario. | Diesel engines; diesel generating sets; electric motors. | General Motors Diesel Limited
London, Ontario. | Diesel engines. |
| Dodge Manufacturing Company
(Division of United Steel Corp. Limited)
Toronto, Ontario. | Conveying equipment and machinery for the mechanical transmission of power. | Leyland Motors (Canada) Limited
Longueuil, Quebec. | Diesel power units. |
| | | Line & Cable Accessories Limited
Toronto, Ontario. | Pole line hardware; transmission line materials; sub-station equipment; power connectors. |

Perkins (Canada) Limited, F. Toronto, Ontario. High-speed automotive, industrial, agricultural and marine diesel engines.

Rolls-Royce of Canada Limited Montreal, Quebec. "C" Range of rationalized oil engines.

Denmark

Burmeister & Wain Copenhagen. Diesel engines and ship models.

Germany

Klockner-Humboldt-Deutz A. G. Cologne. Air-cooled diesel engines for all purposes and relevant equipment specimens.

United States

Burmeister & Wain American Corp. New York, New York. Bukh diesel engines for stationary, industrial, auxiliary and marine application.

Hydraulic Press Mfg. Co., The Hydraulic Power Division Mount Gilead, Ohio. Hydraulic pumps; motors; cylinders; valves; power units; accessories.

Liquid Drive Division G. E. Nelson Company Holly, Michigan. Hydraulic variable speed and traction drives for industry.

Poole Foundry & Machine Co. Baltimore, Maryland. Flexible couplings for industrial equipment, mines and mills.

Vickers Inc. Detroit, Michigan. Complete line of hydraulic pumps, controls, cylinders, power units and transmissions.

Road-Building and Construction Equipment



IN THE WEEK before the Fair opens, power cranes, crawler excavators, pile drivers, road rollers, and many other machines lumber into the Exhibition Grounds and wheel into position in the area sometimes called the CITF "midway". In this section of the Fair, the machinery that tackles big construction and highway jobs goes on display—and the prospective buyer often has the opportunity to watch it at work.

A Canadian company making its debut at this Fair is showing a driverless shuttle truck for transporting bulk materials such as concrete. It operates on a single rail which requires a support only at 12-foot intervals. This means that the truck can carry materials over rough ground without the necessity of prepared runways.

Another firm, established in Canada as a result of last year's Fair, will exhibit a line of power rammers for tamping earth and concrete, and also a pile-driving machine. In this section the visitor can also see a midget $\frac{1}{4}$ cubic-yard crawler shovel, which will be produced at a factory soon to be opened in Kitchener, Ontario.

A self-propelled crane to be shown by a U.S. company is said to be the only gasoline-electric powered crane of its type. One of its special features is an automatic safe-load indicator, which limits the safe work load of the crane at any radius by cutting off the motion automatically when the safety limit is exceeded.

Among the other highlights in this busy section will be:

- Peat-winning machinery and soft land tractors, shown by an Irish firm.
- A self-contained, pneumatic-tired unit for transport hauling by standard-type tractors. The unit has a capacity of up to 60 tons per hour.
- A four-axle truck, made in the United States, useful for carrying extra heavy weights of concrete, etc.

Countries Exhibiting: Canada, United Kingdom, United States, Germany, Ireland.

Leading Exhibitor: Canada.

Canada

Almar Specialty Machines Limited Toronto, Ontario. Counter current rapid mixers for every manufacturing and testing application in construction, chemical and other major industries.

Ardelt Industries Kitchener, Ontario. "Ardelt" Midget D200" $\frac{1}{4}$ cu. yd. crawler shovel.

Burnett Machinery (Canada) Toronto, Ontario. Manually-operated post drivers, concrete breakers, sheeting drivers, post lifters.

Canadian Ingersoll-Rand Co. Limited Montreal, Quebec. Rock drilling equipment; contractors' air tools; portable air compressors.

Chaseside Engineering Co.
(Canada) Limited
Unionville, Ontario.

Contractor's Equipment
Division United Steel Corp.
Limited
Welland, Ontario.

Contractors Machinery &
Equipment Limited
Hamilton, Ontario.

Dominion Brake Shoe Co.
Limited
Joliette, Quebec.

Dominion Engineering Co.
Limited
Montreal, Quebec.

Drayton Construction
Equipment Limited
Toronto, Ontario.

Godsall Equipment Limited,
G. H.
Toronto, Ontario.

Koehring-Waterous Limited
Brantford, Ontario.

Nordic Truck & Equipment
Co. Limited
Weston, Ontario.

Special Construction
Machines Limited
Toronto, Ontario.

Steels Engineering Products
(Canada) Limited
Toronto, Ontario.

Truck Engineering Limited
Woodstock, Ontario.

Front-end loaders and dumpers.

Concrete mixing and moving
machinery; central and ready
mix plants; weigh-batching
equipment.

Construction, industrial and agri-
cultural machinery; all types
mechanical handling equipment.

Mining, contracting, quarrying,
lumbering, miscellaneous man-
ganese castings.

Power cranes and shovels, crawler
and truck-mounted.

Mono-rail concrete transporter;
small weighbatching equipment
for concrete.

Euclid equipment for moving
earth, rock, coal and ore.

$\frac{1}{2}$ yard shovel; 8-12 ton tandem
road roller; 1,000 lb. portable
asphalt plant.

"Sicard" sanivans, snow blowers,
flushers, trucks; "Federal"
trucks; "Rootes" gulley emp-
tiers; "Wayne" sweepers.

Delmag power rammers for tamp-
ing earth and concrete; pile
drivers.

Self-propelled or truck-mounted
gasoline-electric cranes.

Low-bed machinery trailers; utility
bodies; winches; transport semi-
trailers.

United Steel Corporation
Limited
Welland, Ontario.

Warsop Power Tools Limited
Toronto, Ontario.

Germany

Delmag-Maschinenfabrik
Esslingen A. N.

Demag Aktiengesellschaft
Duisburg.

Stoehr, Wilhelm
Offenbach.

Ireland

Thompson & Sons Limited,
Thomas
Carlow.

United Kingdom

Aveling-Barford Limited
Grantham.

Frederick Parker Limited
Leicester.

Road Machines (Drayton)
Limited
West Drayton.

United States

Coles Cranes Inc.
Joliet, Illinois.

Koehring Co.
Milwaukee, Wisconsin.

Mono-rail concrete transporter;
small weighbatching equipment
for concrete.

Gasoline, operated portable rock
drills; rammers; road breakers;
centrifugal pumps.

Power rammers for tamping earth
and concrete; pile drivers.

Floating crane model; hammer
drills; furnace model; ozoniser.

Small bucket loader.

Mole drainers and soft-land
tractors; peat-winning mach-
inery.

Road rollers, diesel and gasoline;
earthmoving and civil engineer-
ing equipment.

Rock and gravel crushers; con-
crete mixers.

Mono-rail concrete transporter;
small weigh-batching equipment
for concrete.

Self-propelled or truck-mounted
gasoline-electric cranes.

Power shovels; cranes; concrete
paver and mixers; power wheel-
barrows; trenching machines;
dumpsters; materials batching
and handling equipment.

Scientific Equipment and Supplies, Precision Tools and Gauges



the "Tachimedion", makes possible the immediate reading of the *average* speed of the vehicle. The same company will display a new set of speedometers engineered expressly for the new light motorcycles and motor scooters being made in Italy.

"A FEATURE OF THE POSTWAR ENGINEERING SHOP", says a British expert, "is the growing number of precision optical and measuring instruments . . . Their accuracy and quality compare with the instruments of a scientific laboratory, yet they are constructed to allow reliable and easy use under workshop conditions." Careful examination of the products displayed in this part of the Fair will confirm this observation. Well-known Canadian, American, British, Italian, Austrian and Swedish firms will be showing precision equipment such as contour projectors, gauging inspection equipment, hardness testers, industrial measuring instruments, Wheatstone bridges, etc. This section also carries time recorders, marine and watchmen's clocks, electrical indicating meters, and allied equipment.

A prominent Italian manufacturer will be bringing a line of measuring instruments for cars, motorcycles, and other vehicles. The newest of these,

The instruments exhibited here are used by a wide range of industries. Meteorological control instruments, automatic and manual control devices used in heating and refrigeration, centrifuges for laboratories and research departments, meters for measuring moisture in timber, process and machine timers—these and many other types of equipment are included in this interesting section.

Countries Exhibiting: Canada, United Kingdom, Italy, Austria, Sweden, United States, Germany.

Leading Exhibitor: Canada.

Canada

- Beaconing Optical and Precision Materials Co. Limited
Montreal, Quebec. Precision industrial measuring instruments.
- Bestec (Canada) Limited
Toronto, Ontario. Cutting tools, measuring instruments, gauges.
- Can Aero Consultants Limited
Toronto, Ontario. Carl Zeiss optical tools; surveying transits; high-speed drills; reamers, cutters.
- Canadian MSE Limited
Toronto, Ontario. Specialized precision, production and inspection equipment; laboratory and research centrifuges; microtimes; homogenisers.
- Davis Automatic Controls Limited
Toronto, Ontario. Automatic and manual control devices for heating, refrigeration and industry.
- Hammond Manufacturing Co. Limited
Guelph, Ontario. Single and polyphase dry-type air-cooled industrial control circuit transformers.
- Hughes Owens Co. Limited
Montreal, Quebec. Engineering, architectural, artists' and photographic supplies; scientific instruments and materials.
- I X L Engineering Co.
Toronto, Ontario. Gauging inspection equipment; angles, surface plates, cubes, parallels, straight edges.
- Lufkin Rule Co. of Canada, Limited, The
Barrie, Ontario. Precision tools, measuring tapes and rules.
- Negretti & Zambra (Canada) Limited
Montreal, Quebec. Meteorological control instrumentation.
- Satchwell Controls (Canada) Limited
Montreal, Quebec. Automatic temperature controls.
- Stark Electronic Instruments Limited
Toronto, Ontario. Electrical indicating meters, panel and portable; tube testers; volt, ohm milliammeters; vacuum tube voltmeters; signal generators; oscilloscopes and allied equipment.
- Staroba Industrial Research Co. Ltd.
Toronto, Ontario. Gauges; measuring instruments; machine tools; knitting and textile machines.

Austria

- Norma Fabrik Elektr. Messgeraete Ges.m.b.H.
Vienna. Electrical measuring, recording, switchboard, handy-type, multi-range and precision instruments; bridges; electronic moisture testers.
- Seibold, Ludwig
Vienna. pH measuring instruments; pH recording and regulating appliances for laboratories and industries; hydorit water purification plants (electrodialytic system).

Germany

- Askania Werke A.G.
Berlin. Geophysical, surveying, engineering instruments.

- Lotter, Johann Chr. Neustadt. Drawing instruments.
- Nestler A.G., Albert Lahr. Drawing instruments.
- Zeiss Ikon A.G. Stuttgart. Cameras, photographic equipment.

Italy

- Borletti Frat. S.p.A. Milan. Inspection and measuring instruments; dashboard instruments for automotive industry; average speed indicator; clocks and watches.
- Boselli Enrico S.p.A. Milan. Electric time recorders, time switches, time systems; watchmen's clocks; marine clocks.
- Cinemeccanica S.p.A. Milan. 35 mm. sound projection equipment and accessories; projection screens.
- Filotecnica Salmoiraghi S.p.A. Milan. Surveying, meteorological and other optical, scientific and precision instruments.
- Industria Scientifica Ottica Soc. r.l. Milan. Cameras, drawing instruments.
- Officine Galileo di Milano Milan. Microscopes, metallographic and toolmakers'; analytical and microbalances; hardness testers; extensometers; movie projection lenses.

Sweden

- Instrument A.B. Metron Stockholm. Dial indicators.

United Kingdom

- Albion Twist Drill & Tool Co. Middlesex. Carl Zeiss optical tools; surveying transits; high-speed drills; reamers, cutters.
- Dawe Instruments Limited London. Precision electronic instruments; pulse generators; valve voltmeters; stroboflash; dynamic balancing machines; moisture-in-timber meters.
- Machine Shop Equipment Limited London. Precision, production and inspection equipment; laboratory and research centrifuges; microtimes; homogenisers.
- Tennant, Sons & Co., Limited, C. London. Penetrastroscope hardness tester.
- Waddington Tool Limited Wolverhampton. Production gear tester for checking pitch, line, concentricity, tooth uniformity.

United States

- Automatic Switch Co. Orange, New Jersey. Solenoid valves; mechanically or magnetically held contactors; automatic transfer switches.

Eagle Signal Corp.
Moline, Illinois.

Furnas Electric Co.
Batavia, Illinois.

Helicoid Gage Division of
American Chain & Cable
Co.

Bridgeport, Connecticut.

Hickok Electrical Instrument
Co.
Cleveland, Ohio.

Single and multiple circuit process and machine timers; controlling counters.

Hand and foot-operated drum switches; pressure switches; magnetic starters.

Pressure and vacuum gauges.

Electrical indicating (panel and portable) meters; tube testing, volt, ohm milliameters; vacuum tube voltmeters; signal generators; oscilloscopes and allied equipment.

Optical Gauging Products Inc.
Rochester, New York.

Sheffield Corp., The
Dayton, Ohio.

Starret Co., The L. S.
Athol, Massachusetts.

Warrick Co., Charles F.
Berkley, Michigan.

Woodworth Co., N. A.
Detroit, Michigan.

Contour projectors and optical gauging designs and equipment.

Gauges, precision measuring instruments, automation gauges, machine tools.

Mechanics' hand measuring tools and precision instruments; steel tapes; dial indicators; hacksaws, band saws and band knives; precision-ground flat stock.

Floatless liquid level controls for pump, boiler and industrial applications.

Precision gauges; cone-lok jigs; diaphragm chucks and arbours.



Smallwares and Hardware

THE CAR-OWNER who is overtaken by a sudden shower when he is busy polishing his car will find a product here that solves the problem. Developed in the United Kingdom, it's a non-silicone base polish, which is non-abrasive and can be used on many different surfaces. One of its main selling points is the fact that it is equally efficient on hot or wet surfaces; it cleans as it polishes.

Many of last year's exhibitors will be returning to show such things as woodenware, aluminum ladders of many types, flashlights and fuse plugs, and knives made of quality Sheffield steel.

Countries Exhibiting: Canada, United Kingdom, Germany.

Leading Exhibitor: Canada.

Canada

Baribeau & Son
Levis, Quebec.

Chesley-Sarnes of Canada
Limited
Essex, Ontario.

Kruger Manufacturing Company
Limited
Toronto, Ontario.

Ladore & Co. Limited
Walkerville, Ontario.

Taylor, Phipps and Mustard
Limited
Toronto, Ontario.

Household chemicals; housewares; woodenwares; giftware; notions; saladware.

Ladders; aluminum, straight, extension, step.

Canadian manufactured flashlights; household fuse plugs.

Overhead doors; hardware; porch railing; steel bathroom cabinets; chromium accessories.

Nails, bicycles, tie-rod ends and coil springs, sprayers, tool kits.

Germany

Weltersbach, Stahlwarenfabrik,
Wilhelm
Solingen.

United Kingdom

Bernard J. Ellis Limited
London.

Pasco Limited, T. T.
Swansea.

Whiteroy Engineering Limited
London.

Wilson (Sheffield), John
Sheffield, Yorkshire.

Hunting knives, pocket knives, pruning knives.

Apollo, a non-silicone base polish, designed for all polishing purposes: woods, glass, cars, metals, paintwork.

Nails, bicycles, tie-rod ends and coil springs, sprayers, tool kits.

Decorative metal flower holders; sweet and fruit containers; metal trays.

Double shear process butchers' knives, boning knives, steels.

Textile Products, Carpets, Upholstery



YEAR AFTER YEAR, the stands in this area continue to present a variety of yarns, materials, clothing and knitwear, but the roster of exhibiting countries changes. In 1953, Italian manufacturers were not represented; this year some twenty Italian firms will be exhibiting, with the emphasis on woollens and worsteds. Hong Kong is another newcomer, with sanforized men's dress shirts; Austria and Belgium have each taken a block of space. One German manufacturer will be showing a special type of all-season coat, suited to spring and fall wear and treated to withstand six hours of driving rain. A separate lining is zipped in for winter warmth.

Textile machinery will be displayed in a special section set aside in the Automotive Building. Focus of interest here will be a machine developed by Prince-Smith & Stells Limited and shown in conjunction with the Patons and Baldwins exhibit. This machine incorporates the Raper autoleveller system for the drawing of wool tops into yarns and was introduced at the textile machinery exhibition in Manchester, England, last October. The Trade Fair showing marks its debut on the American continent. The apparatus produces a wool sliver of absolutely constant weight, irrespective of the variations in the feed in the early stages of the drawing process. This means that the number of operations can be cut down without affecting yarn regularity; hand-knitting yarns, for example, can be produced with three drawing operations instead of the usual six or seven. Yarns and fabrics made on the new system will be on display.

Countries Exhibiting: Canada, Austria, Belgium, France, Germany, Hong Kong, India, Italy, Japan, Netherlands, United Kingdom, United States.

Leading Exhibitor: India.

Canada

GERCA (German Canadian Import & Export Company) Winnipeg, Manitoba.

Peeters Textile Mills Limited Montreal, Quebec.

Austria

Actien Gesellschaft der Voelauer Kammgarn-Fabrik Bad Voetslau, N.Oe.

Becker & Sohn, Ernst Marchtrenk, O.Oe.

Elias, Siegfried Vienna.

Hummer, Leopold Vienna.

Kugler, Franz Vienna.

Marx & Co. Vienna.

Oelmann & Hatzon Vienna.

Pischl, Franz Vienna.

Viktoria Salzburg.

Women's suits; hosiery; cork novelties; cork luxury shoes; umbrellas.

Royaloom cotton carpeting—twist, cut and Kalibar types.

Worsted and woollen weaving and knitting yarns, natural and in colour; hand-knitting yarns.

Carpet yarns.

Jersey dresses and suits.

Women's knitted wear in Vienna style.

Knitted wear: jumpers, cardigans, sportswear, in Vienna style.

Tyrolean costumes, "Loden" (waterproof).

Girdles and belts for men and women.

Woollen fabrics; "Loden" waterproof cord for skiing dresses.

Knitted wear for men and women; cardigans, sweaters, pullovers, skiing pullovers, in pure wool.

Belgium

Apollo St.-Nicolas Waes.

Biot-Believre, L. Brussels.

Duvieusart S. A., ets. H. Eekle.

Lainiere de Sclessin, S. A. Sclessin.

Swallow, The St. Nicolas.

Tissamex Coutrai.

Van, Houtte, Delcour Bissegem.

Vrancken Saint Niklaas.

France

Manufacture Parisienne de Mouchoirs Fantaisie Paris.

Germany

Grimm, Bettenmanufaktur Eisenfeld/Sieg.

All kinds of knitwear for men, women, and children.

Lace, linens, tablecloths; linen bed sheets; cotton and linen towels.

Curtain piece-goods, marquises and veilings (plain and fancy).

Blankets.

All kinds of knitwear for men, women and children.

Furnishing fabrics, damask, brocade, uncut fabrics, silk fabrics.

Hosiery; sweaters; men's, women's and children's underwear; sport clothes.

Knitwear for men, women and children.

Fancy handkerchiefs, scarves in linen, cotton, silk; embroidery, shirtings.

"Toscana" quilts; feather bedding.

Lodenfrey
Munich.

Oberbadische Angorawerke
GmbH
Hailingen.

Staudinger, Rita

Vertriebsgesellschaft des
Bekleidungswerks Liening
m.b.H.
Kappeln/Schlei.

Hong Kong

Dah Chung Industrial Co.
Limited
Hong Kong

Tai Tung Company
Hong Kong.

India

India, Government of
High Commissioner for
India,
Ottawa, Ontario.

Italy

Associazione dell'Industria
Laniera Italiana
Biella.

Barbera & C., Carlo
Vercelli.

Bertotto S. p.A., Fratelli
Vercelli.

Bertotto S. p.A., Modesto
Vercelli.

Bona, Basilio
Turin.

Bozzalla & Lesna S. p.A.
Vercelli.

Men's and women's "Loden"
wool coats, water repellent.

Men's and women's underwear of
angora rabbit hair.

Women's and children's original
bavarian skirts: handwoven,
pleated, 100 per cent worsted
wool or 100 per cent cuprama.

Women's, children's and teen-
agers' coats.

Hand sewing, industrial and
household needles; woodscrews,
nails, tacks.

"Doctor" and "University" brand
men's high-standard sanforized
dress shirts.

Brocades, saris, scarves, cotton
grey goods, tickings and fur-
nishing fabrics.

Wool products.

Worsteds and woollens.

Worsteds and woollens.

High-quality worsteds and wool-
lens.

Worsteds and woollens.

Worsteds and woollens.

Cangioli, Lanificio
Florence.

Faini & Figli, Donato
Vercelli.

Fila S.p.A., Fratelli
Vercelli.

Filatura di Grignasco
Novara.

Filatura e Tessitura di
Tollegno
Vercelli.

Ing. Loro Piana & C.
Vercelli.

Lanificio di Pollone Piacenza
& C.
Vercelli.

Lanificio di Somma S. p.A.
Varese.

Magnaghi, Piero
Milan.

Pria S. p.A., Alfredo
Vercelli.

Rivetti S. p.A., Lanifici
Vercelli.

S.A.M.I.T.
Vercelli.

Tessitura di Lane in Borgosesia
S. p.A.
Vercelli.

Zegna & Figli, Ermenegildo
Vercelli.

Japan

Japanese Committee for Inter-
national Trade Fairs
Tokyo.

Netherlands

"HOLLANDIA" Tricotage-
fabriek N.V.
Veenendaal.

Woollens, blankets and rugs.

Worsteds yarns for hand knitting;
hosiery.

Worsteds and woollens; worsted
yarns for hand knitting and
industry.

Worsteds yarns for hand knitting
and industry.

Worsteds and woollens; worsted
yarns for hand knitting and
industry.

Worsteds and woollens.

High-class woollen fabrics for
women.

High-class blankets and rugs;
worsted and woollens.

High-class woollen hosiery and
yarns.

Worsteds and woollens.

Worsteds and woollens.

Carpets.

Worsteds and woollens.

High-class worsteds and woollens.

Textiles, porcelain ware, bamboo
products, foods, toys, sewing
machines, sporting goods, metal-
ware, wooden products.

Cotton men's, women's and child-
ren's underwear; rayon and
nylon slips.

Textile Machinery

Canada

Nilus Leclerc Incorporated
L'Islet, Quebec.

Metiers Nadeau Looms Inc.
Montreal, Quebec.

Universal Knitting Machine
Factory
Park Road P.O., Ontario.

Germany

Lustra-Ludwig Strauss
Strickmaschinen,
Munich.

Weaving looms for hobbyists,
education and occupational
therapy.

Aluminum hand loom; weaving
accessories; assorted fancy
yarns; warping service.

New flat knitting machine, half
and fully automatic; service
and parts available in Canada
and the U.S.

Knitting machines.

United Kingdom

William Bywater Limited
Leeds.

Prince-Smith & Stells Limited
Keighley.

United States

Hand-Skill Looms, Inc.
Woonsocket, Rhode Island.

High production needle loom for
manufacture of felts and car-
pets.

Raper auto-leveller system of
worsted drawing, from top to
roving.

Aluminum hand loom; weaving
accessories; assorted fancy
yarns; warping service.

Tobacco and Accessories

THIS AROMATIC SECTION is dominated by the cigars and cigarillos being shown by three Netherlands firms. Always a small group, the only other exhibitor this year is a Canadian tobacco company. Not included in this category but to be found in other sections at the Fair are smoking accessories and related articles.

Countries Exhibiting: Canada, Austria, the Netherlands.

Leading Exhibitor: The Netherlands.

Canada

Macdonald Tobacco Co., The EXPORT cigarettes.
Montreal, Quebec.

Austria

Eduard Payer Electric razors, "Payer Lux";
Graz. electric time limit switches.

Netherlands

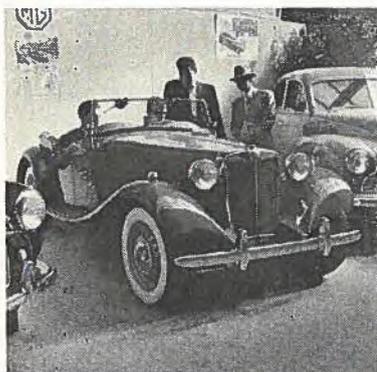
Mignot & de Block, N.V. Cigars.
Vereenigde Tabaksindus-
trieën
Eindhoven.

Royal Cigarworks Smit & Cigars.
Ten Hove
Kampen.

Van Schuppne's Ritmeester Cigars and whiffs.
Cigarworks Limited, Gebr.
Veenendaal.

Willem 11 Sigarenfabrieken, Willem world-famous Dutch Sum-
N.V., V/B H. Kersten atra cigars and cigarillos.
& Co.
Valkenswaard.

Transportation Equipment



DRAWING THE DIVIDING LINE between exhibits in this category and those in the aircraft section has proved rather difficult. This category covers largely automotive transport and equipment, outboard motors, garage equipment, and railway equipment. Certain to attract businessmen managing construction or other projects are the trailer units built by an Ontario firm, including a mobile machine-shop and bunkhouses that can be moved from place to place. This company will build to order trailers suited to any commercial use. Another manufacturer is exhibiting mobile homes, completely equipped before they leave the factory with everything from beds and bathroom fixtures to chairs and window drapes. These homes can be attached to a motor car for hauling.

A special type of wire-rope ending to be shown by one exhibitor is used on wire-rope slings and assemblies, increases their safety and strength, and makes handling easier. The wire ends are permanently secured under steel collars. The same company is demonstrating "push-pull" controls for transmitting motion between two points when one or both are changing their relative positions. Other Canadian exhibits include outboard motors which operate on "whispering power", eliminating the usual noise.

The Netherlands is reserving space in this section to exhibit fire-fighting equipment of various types, portable fire engines, and fire hose, and also tires and tubes for motor vehicles. (The man who has to battle with snow rather than fire can inspect the efficient Sicard snow-blowers.)

A variety of automotive equipment—generator and starter armatures, tire chains, brake hose, gas and oil lines, leaf springs and leaves, heavy-duty trailer axles—completes this category.

Countries Exhibiting: Canada, United Kingdom, Netherlands, Germany.

Leading Exhibitor: Canada.

Canada

Allanson Armature Mfg. Co., Replacement automotive genera-
Limited tor and starter armatures.
Toronto, Ontario.

Automotive Spring Mfg. Co. Automotive leaf springs and
Limited leaves, coil springs.
Montreal, Quebec.

Dominion Auto Accessories, Limited Toronto, Ontario.	Automotive protective lighting equipment.	Weatherhead Company of Canada Limited St. Thomas, Ontario.	• Automotive fittings, brake hose, gas and oil lines.
Dominion Chain Company Limited Niagara Falls, Ontario.	"Manley" garage equipment; tire chains; chain and wire rope slings.	Germany	
General Coach of Canada Limited Hensall, Ontario.	A mobile home complete in every detail for comfortable living.	Massey-Harris-Ferguson G.m.b.H. Westhoven.	Roller chains.
Hamilton Gear and Machine Co. Limited Toronto, Ontario.	Machine cut gears, transmission appliances and speed reducers.	Netherlands	
Lawrence Radiators Limited, J. W. Montreal, Quebec.	Coolant and oil radiators: aircraft, automotive and industrial applications.	Kronenburg N.V., Gebr. Hedel.	Fire-fighting equipment; portable fire engines; fire hoses.
McGuinnes Limited, H. B. Peterborough, Ontario.	Mobile homes and custom commercial trailers.	Vredestein International The Hague.	Tires and tubes for motor vehicles and bicycles; rubber footwear, mats, flooring, hoses, conveyor belting, sheeting, moulded articles.
Outboard Marine & Mfg. Co. of Canada Limited Peterborough, Ontario.	Johnson, Evinrude, Elto outboard motors; Lawn Boy power mowers; Iron Horse engines.	United Kingdom	
Sylvester Steel Products Co. Limited Lindsay, Ontario.	Railway inspection and maintenance-of-way vehicles.	Rubery Owen (Warrington) Limited Warrington.	Heavy-duty automobile trailer axles.
Trailmobile Canada Limited Toronto, Ontario.	Trailmobile commercial truck trailers; Trailmobile pilot hydraulic hoists and bodies.	Wilmot Breeden Limited Birmingham.	Automobile and refrigerator die-cast and plastic components and accessories.

Guide to the Fair

MAIN RECEPTION AREA

General Information Office
Public Stenographers, Interpreters
Transportation Information and Booking
Post Office, Telephones, Telegraphs and Cables
C.I.T.F. Exhibitors' and Visitors' Committee
Department of Trade and Commerce
Commodities Branch
Industrial Development Division
International Trade Relations Branch
Trade Commissioner Service
Export Credits Insurance Corporation
Canadian Broadcasting Corporation, International Service
Provincial Government Offices
Canadian Manufacturers Association
The Canadian Chamber of Commerce
Canadian Importers and Traders Association
Canadian Exporters Association

INDUSTRY BUILDING

Canadian Standards Association
St. John Ambulance Association

W 1-COLISEUM

Aircraft Machinery and Parts
Footwear, Leather and Leather Products
Household Furnishings and Appliances, Musical Instruments, Sporting Goods, Toys
Institutional Exhibits
Jewellery, Silverware, Glass and Ceramics
Textile Products, Carpets, Upholstery
Textile Machinery
Transportation Equipment

W 2-COLISEUM

*Food Products, Beverages
Institutional Exhibits
Tobacco and Accessories*

E 1-COLISEUM

*Building Supplies and Materials, Heating and
Plumbing Equipment
Household Furnishings and Appliances, Musical
Instruments, Sporting Goods, Toys
Office Supplies and Equipment, Paper Products,
Publications
Smallwares, Hardware*

E 3-INDUSTRY BUILDING

*Machine Tools
Plant Machinery and Equipment, Hand Tools
Power Equipment*

E 4-AUTOMOTIVE BUILDING

*Building Supplies and Materials, Heating and
Plumbing Equipment
Electrical Equipment (Industrial)
Electrical Tools, Motors and Supplies
Farm Implements and Equipment
Institutional Exhibits
Machine Tools
Metals, Chemicals and Raw Materials
Optical and Medical Instruments and Equipment
Packaging and Materials Handling Equipment
Plant Machinery and Equipment, Hand Tools
Power Equipment
Scientific Equipment and Supplies, Precision
Tools, Gauges
Transportation Equipment*

OUTSIDE AREA

*Construction and Road-Building Equipment
Packaging and Materials Handling Equipment
Plant Machinery and Equipment, Hand Tools
Power Equipment
Transportation Equipment*



trade and tariff regulations

Austria

CUSTOMS TARIFF REVISED—The customs tariff of Austria has recently been revised, partly to establish new classifications for some products which were not manufactured in Austria when the present tariff was introduced in 1924.

The items affected are of minor importance in Canadian exports to Austria. For example, cellulose nitrate for manufacturing plastics, varnish, etc., and esters and ethers for the manufacture of penicillin may now be admitted duty-free by permission. On the other hand, the exemption from duty on certain iron sheets and plates for the manufacture of pipes has been revoked. Previous duties on penicillin based on weight have been replaced by a duty of 15 per cent ad valorem, and on bobbins for textile machines and shuttles for weaving by a 12 per cent duty ad valorem—Berne, March 23.

Information on individual changes may be obtained from the International Trade Relations Branch of the Department.

Belgium

VARIOUS GOODS FREED FROM IMPORT LICENCES—Effective March 10, a number of products from all sources have been freed from official import licences required on import into Belgium and Luxembourg.

About a third of these products remain subject to dollar restrictions. The others, however, may be imported from Canada and other dollar countries free from government control on the basis of a simple "declaration in lieu of a licence" issued by a bank.

Among the products which are now admitted freely into Belgium and Luxembourg, the following appear to be of interest to Canadian exporters: automobile parts; electric starting, lighting, signalling and driving apparatus for automobiles; newsprint, wallpaper and various other types of paper; industrial transfers; canned meat soups; preserved fruits; fodder preparations treated with molasses; natural silk stockings; felt hats and hat forms; and silversmiths' wares—Brussels, March 19.

Copies of the complete list of dollar products affected by this measure may be obtained from the International Trade Relations Branch of the Department.

FAMILY ALLOWANCE TAX ABOLISHED—Effective March 6, Belgium abolished the Family Allowance Tax—a tax of 7½ per cent on the value of mer-

chandise imported by the State or by local governments. This tax had been levied only on goods of a kind produced in Belgium. Imports from all countries other than the United Kingdom and certain European countries were subject to this tax.

The legality of this tax had been questioned at recent Sessions of the Contracting Parties to the General Agreement on Tariffs and Trade. Belgium had undertaken at those Sessions to take early steps to remove the tax—Brussels, March 26.

Costa Rica

NEW TARIFF—A new tariff promulgated by Costa Rica is effective April 1, 1954. Under this legislation the entire tariff structure, including the nomenclature, has been changed on the advice of the Costa Rican Tariff Commission created in 1952.

The new rates are generally higher than those of the 1951 tariff, with substantially increased duties provided for semi-luxury and luxury imports. According to the Costa Rican authorities, the objectives of this revision are to provide increased government revenue needed for its economic development program, to facilitate the import of goods of popular consumption while discouraging the import of semi-luxuries and luxuries, and to encourage the import of capital goods.

Provision is made for the application of former rates of duties on all goods in transit before April 1.

Complete details of the new tariff are available from the International Trade Relations Branch.

Greece

BANKS AUTHORIZED TO ACCEPT DEPOSITS IN FOREIGN CURRENCY—Under a recent law on "Investment and Protection of Foreign Capital", four main commercial banks in Greece have now been authorized by Cabinet decision to accept deposits in foreign exchange, with effect from March 1, 1954. Such deposits may be made by natural persons of foreign or Greek nationality residing permanently abroad or by legal entities with registered offices abroad. The equivalent of \$10,000 is set as the minimum amount of deposit. The currencies authorized for this purpose are the United States dollar, the Canadian dollar and the Swiss franc, and also the pound sterling. The rate of interest may not exceed 8 per cent per annum and the term of the deposit is not to be less than six months. At the request of the beneficiary, the amount of foreign currency originally

deposited, plus accrued interest, shall be freely transferable abroad upon expiration of the term of the deposit—Athens, March 19.

Ireland

PLANT RESTRICTIONS—The Department of Agriculture, Dublin, has warned importers who propose importing plants into the Republic of Ireland that a licence should be obtained in advance from the Department of Agriculture, and that the conditions attaching to such licence must be complied with strictly. Plants imported without being licensed will be destroyed or returned to the sender.

For the purpose of this notice, "plants" includes trees and shrubs, raw vegetables (including potatoes, potato haulms and leaves), tomatoes, grapes, cider apples, cut flowers, tubers, bulbs, rhizomes, corms, roots, layers, cuttings and other parts of trees, shrubs and plants.

(Imports from dollar countries require, in addition, an exchange permit.)

St. Lucia, Antigua

IMPORT LICENCES—The Control authorities in St. Lucia and Antigua announced in February that importers in those colonies are not required to obtain licences to import the following items:

Onions	Powdered and canned
Potatoes	milk
Split peas	Cheese
Dried, smoked, pickled and salted fish	Animal feedingstuffs
Canned fish	Newsprint
Meat	Kraft paper.

Union of South Africa

IMPORT RESTRICTIONS RELAXED—The Minister of Economic Affairs of the Union of South Africa has announced a relaxation of South African import restrictions as follows:

(a) An automatic increase of 50 per cent in the value of the letters of authority to import agricultural implements, equipment, machinery and spare parts; agricultural tools; raw materials; consumable stores, and maintenance spares.

(b) Applications further to this automatic increase for additional allocations for raw materials, consumable stores and maintenance spares will be considered on their merits.

(c) Additional quotas will be granted to import machinery.

(d) An increase in quotas to import consumer goods. The quota to importers previously announced was 25 per cent of their 1948 imports; this is to be increased to 40 per cent, a rise of 15 per cent.

Because South Africa has removed discrimination against dollar goods, an importer may now use his entire quota to purchase such goods.

United Kingdom

PRIVATE IMPORTS OF OILS AND FATS—From June 1, 1954, imports of all oilseeds and vegetable oils will be resumed by private traders, in some cases after 15 years of government imports. Sunflower and rape seed and oils, together with soya beans and oil, amongst others on the list, will be admitted into the U.K. under open individual licences from any source and with no restrictions on use. Margarine, compound cooking fats, premier jus and oleo stock will also be imported under the same arrangements, with no restrictions on the use of the latter. Importers must make a monthly report of imports under such licences, which will be valid until 31st December 1954.

The derationing of cheese, butter, margarine and cooking fats is due to take place on May 8, 1954, and preparatory to this the consumer subsidies on these products have been removed.—London, March 24.

trade commissioners on tour

FROM TIME TO TIME Canadian Trade Commissioners return to Canada to bring themselves up-to-date on conditions here and to renew their contacts with businessmen. Details of their itineraries appear under this heading, as a service to exporters and importers who wish to discuss trading problems with them.

M. R. M. DALE, Commercial Secretary in Santiago, Chile, began his Canadian tour in Windsor on March 30; his itinerary follows. On completion of his tour, Mr. Dale will be posted to Cairo, Egypt.

Montreal: April 19-May 1 Quebec: May 3 and 4
Ottawa: May 5-7

Businessmen may get in touch with Mr. Dale through the Board of Trade in Montreal and Quebec City, and at the Department of Trade and Commerce in Ottawa.