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NOTE:

This preview of the Fifth Canadian International Trade Fair was prepared before the official Catalogue came from the press. The listings, therefore, are not complete and may, in some cases, contain certain errors or omissions.



DR. J. R. M. VAN DEN BRINK

**Netherlands Minister
of Economic Affairs**

The fifth Canadian International Trade Fair will be opened on June 2 by Dr. J. R. M. van den Brink, Minister of Economic Affairs in The Netherlands Government.

Since he took over his present post in 1948, Dr. van den Brink has become deeply interested in promoting Dutch exports to Canada and in furthering commercial and cultural relations between the two countries. These ties, made stronger by the coming of hundreds of Netherlands families to settle here, will be drawn even closer by the Minister's presence at the Fair on the invitation of the Canadian Government.

An economist by profession, Dr. van den Brink first joined the Ministry of Trade and Commerce in 1940, while he was completing the requirements for his doctor's degree. During the Nazi occupation he identified himself with the underground study group "Je Maintiendrai". With the coming of peace he was made professor of political economy and statistics at the University of Nijmegen. He has written widely on economic subjects and contributed to many professional journals.

Before his appointment to the Cabinet four years ago, Dr. van den Brink was a member of the Senate of the Netherlands, economic adviser to the Catholic Labor Movement, and a member of the executive committee of the Catholic Party.

THERE'S BUSINESS UNDER THE BIG



THIS year it's a new Fair.

The setting is the same. The flags will wave over the big buildings beside Lake Ontario; the Mounties will stand guard; the Minister of Trade and Commerce will again preside over the traditional opening ceremony. Inside, exhibitors and buyers who parted last June with a hearty, "See you at next year's Fair," will renew acquaintance. To the casual observer, the fifth CITF will be "the mixture as before".

But each succeeding Fair, as each new child in a family, has its distinctive character. Each reflects the developments and even the stresses of the year in which it is born. Each has its innovations. Each has its newcomers—and its absentees.

In the Wake of War

Trade Fairs seem to spring up, like fireweed, in the wake of war, in the confident hope that peacetime trading ties can be quickly re-established. The Lyons and the Utrecht Fairs began in 1916; Milan in 1919. Brussels, Paris, Prague, and other cities revived their Trade Fairs in 1946. That same year, the Canadian Government turned its attention to planning, for 1948, the first international Trade Fair in North America. Canada visualized the CITF as a great marketplace where business men the world over might come to trade with us and with each other. It was a gesture of faith in, and a practical step towards, the return of unhampered trading.

The goal is nearer but it still eludes our grasp. The absentees tell part of that story—China and Czechoslovakia, for example, withdrawn to work out their economic destinies in the Soviet orbit. Trade is still fenced in by import licences and currency controls, by customs restrictions and tariffs. In the past few months, the sterling area countries have been forced again to build up barriers against dollar goods, and eliminate or cut down their exhibits at the Trade Fair. Even the United Kingdom has reduced her display space by over 55 per cent.

Illustrates Europe's Recovery

But the fabric of the 1952 Fair has more bright threads than sombre ones. A visit to the Fair will illustrate, far better than mere statistics, Europe's dramatic postwar come-back. Western Germany has reserved over 14 thousand square feet, to show products ranging from machine tools to fine leatherwork—and ranks as the third largest exhibitor. Belgium is taking a strong interest; France too is bringing the largest exhibit yet. The Netherlands will be back again—and beaming with pride that her Minister for Economic Affairs has been chosen to open the Fair. Denmark is returning after an absence of four years. Finland is making her debut.

Last year, Canada's representation was down. Canadian businessmen, said the pessimist, were not interested in the Fair as a trading instrument. They had not realized that, in a time of trade restrictions, the Fair provides a place to discover new sources of supply or seek new markets. They were not using it to further their domestic as well as foreign business.

These doubts have been triumphantly resolved. Canadian firms have taken over 50 per cent of the space in a larger Fair and lead in almost every category. The 1952 Fair has full and lively Canadian support.

Canada, the United Kingdom, Germany, the United States, France—these will be the leaders. But the international flavour will be heightened by those smaller displays from far-off countries—from Iran, Lebanon and Finland, exhibiting for the first time; from French Morocco and Pakistan, from Barbados and South Africa. On the roster will be not less than 23 countries.

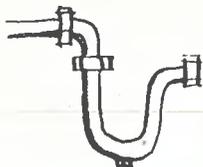
Every Fair has its innovations. This year, it's a "road show". It's not the circus type, but an outdoor display of the huge and ingenious machines that are revolutionizing roadbuilding and construction.

It does not need statistics (such as 35 thousand registered business visitors last year) to prove that the CITF has become a valued rendezvous for world traders—and that much of the trade developed there comes Canada's way. Originally, Canadian exhibitors looked for immediate results. They expected orders to flood in from contacts at the Fair. Now they recognize that the effect is a long-term one; several years later, new business may come of an almost forgotten meeting at the Fair.

One tangible proof of success can be discovered by taking a different approach. Some time ago, researchers investigated how many of the foreign companies exhibiting at the Fair later set up branch plants in Canada. Records disclosed that at least 31 of the exhibitors at the first four Fairs, drawn from seven countries, subsequently established plants in Canada.

The fifth Canadian International Trade Fair is both old and new. It inherits a tradition that stretches back to Tyre and Troyes, to Antwerp and Aix-la-Chapelle. It has adapted that tradition and made of the Fair a flexible and valuable means of promoting trade in a complex world. In 1952, as in the years before, there's business to be done under the big "C".





BUILDING MATERIALS, PLUMBING AND HEATING

Radiant glass heating, engineers predict, will outstrip other heating systems in popularity within ten years. Visitors to the plumbing and heating section of the Fair will see a preview of this heating system, arranged by the new Canadian subsidiary of the American firm that introduced it on this continent.

Radiant glass heating uses electrically heated glass panels that, unlike conventional heaters, send out rays which transmit most of their heat to the object they strike rather than dissipate it in the air. About 80 per cent of the heat released by steam radiators warms the air and only 20 per cent acts as radiant heat. In radiant glass heating, the proportions are reversed.

Heart of the heating panel is a glass plate with an aluminum grid fused on the back of it. The glass is mounted in an aluminum reflector pan that catches the heat and sends it back into the room. The reflector, in turn, is enclosed in a metal unit installed on the wall and connected with the normal electrical system. (Engineers will be on hand at the Fair to explain the technical points.)

Moving on to the building materials, the visitor's eye will be caught by improved locks and door handles shown by the Canadian branch of an American company. One lock features a "long backset", which knocks on the head the conventional idea that a lock has to be placed right at the edge of the door. The "long backset" means that it can be put wherever it fits in best with the architectural design. Other locks and door handles for hospitals, apartment buildings, clubs, etc., will be on display. Many of them have patented locking features.

A Canadian manufacturer anxious to develop export business is exhibiting new plastic signs lighted from inside, for display advertising.

Three countries are represented in this section—Canada, England, and the Netherlands—with Canada the major exhibitor. So far space totals 3,120 sq. ft., 1,000 sq. ft. more than last year.

Exhibitors in this classification are:

CANADA

American Merchandise Distributors Inc... Montreal, Que.	Lacquers, enamels, varnishes, newest European formulas for all types of industries.
Canadian Ventilating Shades Ltd. Peterborough, Ont.	Venetian blinds, folding doors and plastic roller shades.
Coleman Lamp and Stove Co. Ltd. Toronto, Ont.	Furnaces, heaters, lamps, stoves.
Glassheat (International) Ltd. Toronto, Ont.	Electric radiant glass heating.
Impexco Reg'd. Montreal, Que.	Electrical and mechanical displays.
Jenkinson and Co. Ltd. Toronto, Ont.	Hardware, heating and plumbing specialties.
Parsons Sign and Display Advertising Ltd. Tillsonburg, Ont.	Plastic indoor and outdoor electric signs.

CANADA (continued)

Roofers Supply Co. Ltd. Toronto, Ont.	Skid boxes and pallets, metal stampings, formed aluminum roofing, portable tropical buildings, sheet metal products.
Schlage Lock Co. of Canada Ltd. Vancouver, B.C.	Door locks, featuring designs for entrance doors.
Toronto Hardware Mfg. Co. Ltd. Toronto, Ont.	Automatic gas water heaters, domestic gas heating equipment.

NETHERLANDS

N.V. Ontwikkelingmaatschappij Polynorm Amersfoot.	Transportable, lightweight, prefabricated buildings.
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UNITED KINGDOM

Acrow (Engineers) Ltd. London, Eng.	Building and civil engineering plant and construction in concrete, including frame- work.
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CERAMICS, GLASSWARE, HOUSEHOLD ACCESSORIES

The finest Belgian glass, woodenware and delft blue pottery from Holland, ceramics from Italy, hand-woven draperies from Germany—these and other beautiful exhibits will draw large crowds to this section. One Canadian firm is bringing domestic earthenware in interesting patterns; displays by the European nations with a centuries-old tradition in these crafts are also sure to attract great interest.

One Belgian firm is sending carved wood and metal chandeliers, lampshades, and glassware; another is building its display around glassware for the table and decorated glass; a third is showing artistic pottery and ceramics. Certain to attract attention are the hand-decorated tiles to be shown by Ceramiques de la Dyle (Produits) S.A.

Those who remember the Dutch exhibits in this category at the 1951 Fair will look forward to seeing again the woodenware and souvenirs exhibited by Twentsche Souvenir Industrie En Handelond "Havo", and the table lamps, earthenware, giftware, souvenirs and novelties of the Studios for Industrial Art "Prik". Brass and copper gift articles, Dutch dolls, delft blue pottery, silverware, brassware, pewter, lamps, artistic pottery, handprinted and handwoven fabrics by three Dutch firms will be of real interest to the retail trade.

The Italian exhibits concentrate on ceramics, but include rugs, Sicilian toy cars, straw and raffia articles, handbags, costume jewellery, leatherwork and similar articles by Assessorato Industria E. Commercio, Romagli Oreste and Maioliche Deruta E Consorzio Italiano Maioliche Artistiche.

German firms are probably showing the most varied assortment of goods in this classification, ranging from handwoven draperies to vacuum food containers, and from musical instruments to posters and pamphlets.

Exhibitors are:

CANADA

St. Lawrence Ceramics Ltd. Exclusive domestic earthenware in decorated
Quebec City, Que. patterns, large selection of vases, etc.

BELGIUM

Van den Bogaerde G. & A. Picture frames, moulding for picture frames.
Ghent.
Federation des Industries Ceramiques de
Belgique Artistic, building and industrial ceramics,
Brussels. household ware, pottery.
Ceramiques de la Dyle (Produits) S.A. .. Hand-decorated tiles (specially for chimneys.)
Wijgmael (Brabant).
Hublet, Sylvain Artistic pottery and ceramics.
Mont-sur-Marchienne.
"Tchecover", A. Landgraf Blowing glass, table glassware, glass giftwares,
Boussu-lez-Mons. decorated glass.
Trade and Technique Corporation, S.A. .. Carved wood and metal chandeliers, lamp
Edegem-Antwerp. shades, commercial lighting fixtures, fluores-
cent light fixtures, glassware.
Federation Belge du Travail de la Femme
Brussels. Handicrafts, handmade carpets, knitting, em-
broidery, glassware, framed pictures, toys,
imitation jewellery.

GERMANY

C. Deffner, Metallwarenfabrik Silver-plated tableware and art metal work.
Esslingen a. Nechar.
Glass Manufacturers Association Crystal, mirrors, household glassware, vacuum
Munchen, Koniginstr. flasks, stained glass windows.
United Crystal Manufacturers Crystal and glassware, Gablonz style.
Oberursel, Germany.
Westdeutsche Glasindustrie Gubg Vacuum flasks, vacuum food carriers.
Oberursel, Germany.
Ausfuhrforderungestelle des Zentral-
verbandes des Deutzhen Handwerks .. Arts and crafts (wood, ivory, metal, ceramic,
Hanover. glass, cloth).
Hermann Schwalenberg Christmas angels, music boxes, fancy clocks,
Hildensheim. table decorations, small presents for all
festivals.

Aussenhandelsverband des Schnitzereiund
Drechslered Kunstgewarbes
Erbach/Odenwald.
Bayerische Grenzland-Glas-Industrie
GmbH
Hamburg.
Berchtesgardener Handwerkskunst
Berchtesgaden.
Beyer and Co., A.G. Kristallglasfabrik
Ullersrich
Neustadt-Waldnaab.
Deutsche Zentrale fur Fremdenverkehr
e.v.
Frankfurt/Main.
Waldemar Eichler
Diessen/Ammersee.
Lang Sel. Erben Gg.
Oberammergau.
Exportgemeinschaft Heimatvertriebener
Hamburg.
L. Fieckert-Koch
Hanau/Main.
Hayno Focken
Lahr/Baden.
Fraenkel, Hans and Hannelore
Berlin.
Kristallglasfabrik Fuger and Taube, GmbH
Vohenstraub/Opf.
Gral-Glas-Werkstattan
Goppingen.

Artwork, handicrafts, crystal, mirrors,
stained glass windows, etc. This applies to
the German firms in this group not having
any specific product details following their
firm names.

Erich Greiner-Perth
 Rielasingen/Singen.
 Handweberei Hablik-Lindemann
 Itzehoe/Holstein.
 Peller-Kunst
 Dreis, Kr. Daun/Eifel.
 Kristallglasfabrik Karl Hofbauer o.H.G. ...
 Neustady-Waldnaab/Bayern.
 Kugel, Wilhelm
 Garmisch-Partenkirchen.
 Kragler, Frans and Nelda
 Munchen.
 Kraus, Ludwig, Jun.
 Oberammergau.
 Mittinger and Co., K.G.
 Darmstadt.
 Paschke-Schmidt, Helene
 Schleissheim-Hochbruck.
 August Schoninger o.H.G.
 Munchen.
 Alwin Schreiber
 Unterhaching-Munchen.
 Lotte Sievers-Hahn
 Bremen.
 Kristallglasfabrik Staigerwald GmbH
 Regenhutte, Post Ludwigsthal-Neiderbay.
 Von Ruckteschell-Trueb
 Dachau b. Munchen.
 Kunsthandwerk Richard Uhlemeyer
 Hanover.
 Barnhard Rothfos
 Hamburg.
 Kathe Ruckenbrod
 Heidelberg.
 Walter Schieder, Karlsruher
 Glastechnisches
 Karlsruhe-West.

Artwork, handicrafts, crystal, mirrors,
 stained glass windows, etc. This applies to
 the German firms in this group not having
 any specific product details following their
 firm names.

ITALY

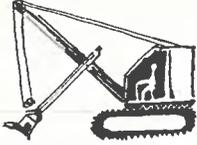
Assessorato Industria E. Commercio
 Palermo. Art ceramics, rugs, Sicilian toy carts, straw
 and raffia work, handbags.
 Maioliche Deruta E. Consorzio Maioliche ..
 Perugia. Maioliche art ceramics.
 Romagnoli Oreste
 Firenze. Art ceramics, costume jewellery, leatherwork,
 straw work.

NETHERLANDS

Studios for Industrial Art "Prik"
 Gouda. Table lamps, earthenware, giftware, souvenirs,
 novelties.
 Twentsche Souvenir Industrie En Hendel-
 sond "Havo"
 Enschede. Woodenware, wooden souvenirs.
 G. H. Scholten
 Hoorn. Brass and copper gift articles after old Dutch
 design.
 Central Federation for Artcrafts
 Delft. Exclusive handmade products, artistic pottery,
 handprinted and handwoven fabrics.
 P. C. Pastoor
 Enschede. Dutch dolls, delft blue pottery, silverware,
 brassware, pewter, etc.
 Fa. Jan de Boer
 Hoogeveen. Copper, brass, china, glass, pewter, furniture,
 paintings.
 Codum, N.V., Combined Dutch Mfrs.
 Rotterdam. Dutch art articles, earthenware, glassware,
 silverware, paintings.

UNITED KINGDOM

Celluware Limited
 Gateshead-on-Tyne, England. Place mats decorated with selected British
 prints and Canadian views.



CONSTRUCTION EQUIPMENT

An outdoor show, with rock drillers, bulldozers, diesel graders, cranes, bush tractors and other equipment—most of it displayed in action—will be a brand-new attraction at this year's Trade Fair. Manufacturers of construction equipment in six countries have responded enthusiastically to the idea and contractors, engineers, highway-builders, etc., are making plans to come and see this "road show".

Most of the exhibitors in this category are new to the Fair and altogether they are reserving over 25 thousand square feet of space. In addition, makers of some types of construction equipment have reserved inside space.

One Canadian manufacturer is showing four-wheel drive equipment for use in difficult terrain where conventional trucks bog down. This firm is also displaying special truck and utility construction equipment and earth-boring machines.

Another Canadian firm is exhibiting a line of powerful, improved diesel graders, including one with a 107 h.p. two-cycle diesel engine, with eight speed transmission, four-wheel tandem drive, and four-wheel hydraulic brakes. All the graders feature patented "Hi-Lift" blade control. This permits the operator to place the blade in any working position up to 90 degree bank cutting without leaving the cab. The use of hydraulic controls is said to reduce the number of wearing parts and make for economy in operation.

Another product of this manufacturer is a four-wheel drive motor grader, selling for approximately one-third the cost of most graders. It requires only minimum operating skill because the driving controls and steering are like those in ordinary trucks. Power hydraulic controls position the blade, snow plough and wing. The heavy-duty, six-cylinder industrial engine develops 58 h.p. with a continuous operating rating of 47 h.p. With the four-wheel drive, weight and power are applied equally on all wheels for maximum traction.

One of the tractors is called "the world's most revolutionary high performance tractor". It delivers over three tons of push at the blade or pull on the drawbar, and is said to be the most efficient, lowest cost prime moving power on the market.

Its outstanding feature is the track suspension system, achieved by pivoting the track assemblies at the centre point between the driving sprockets and front idlers. This gives the tractor complete flexibility and enables it to run at full speed over the roughest ground, keeping maximum traction. The tractor also has a bulldozer blade mounted directly under the main frame of the tractor. The cantilever construction is so rigid that the full power of the tractor applied to one corner of the blade will not shift it sideways a fraction of an inch. This eliminates the need for rubbing plates.

This same firm is showing a cranemobile, with the chassis mounted on three dual wheels to give maximum traction and flotation and a high degree of stability. This design also makes it easy to manoeuvre the crane in a confined space.

Exhibitors in this section and the equipment they will be showing are:

CANADA

Canadian Broomwade Ltd. Toronto, Ont.	Details not yet available.
Canadian Vickers Ltd. Montreal, Que.	Scrip's models, one cargo winch model, and general machinery products.
Canadian Copco Ltd. Montreal, Que.	Atlas diesel rock drills and air compressors, Sandvik coromant drill steels.
Canadian Ingersoll-Rand Co. Ltd. Montreal, Que.	Industrial air compressors and pneumatic tools.
Contractors Machinery & Equipment Ltd. Hamilton, Ont.	Construction, industrial and farm machinery, all types of materials handling equipment.
Dominion Bridge Co. Ltd. Montreal, Que.	Steel fabrications (bridges, steel frame buildings, cranes, boilers, platerwork, gratings); warehouse steel supplies and aluminum scaffolding.
Dominion Road Machinery Co. Ltd. Goderich, Ont.	Heavy-duty road grader, 4-wheel drive maintainer with loading attachments.
European Machinery Ltd. Toronto, Ont.	Machine tools of all kinds and roadbuilding equipment.
Joslin Machinery & Equipment, A.E. Cooksville, Ont.	Diesel road rollers, three live axle tandem, 6-13 tons.
London Concrete Machinery Co. Ltd. London, Ont.	Concrete mixers, self-priming centrifugal pumps.
Plant Maintenance Equipment Co. Toronto, Ont.	Maintenance equipment for plant and municipal use. Sweepers (hand, power, mechanical, floor, road, municipal, street); suction cleaners; road marking and line marking machines; rug shampooing machinery.
Sumber Equipment Ltd. Toronto, Ont.	Specialized truck and utility construction equipment; earth-boring machines, 4-wheel drive trucks.
Warsop Power Tools Ltd. Toronto, Ont.	Gasoline-operated rock drills, road breakers, power rammers, centrifugal pumps.
F. H. Hopkins & Co. Ltd. Toronto, Ont.	Road rollers, steam or diesel power, 2½ to 13 tons; ¾-cubic yard all-Canadian-made diesel-powered shovel; mortar and concrete mixers up to 28-S.

GERMANY

Arbeitsgemeinschaft Swibert-Stinnes Speldorf.	Concrete block machinery, building materials, builders' and contractors' plants.
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ITALY

Fiorentini & C., Soc. F. Rome.	Crawler type excavators, (also called power shovels).
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SWEDEN

Vibro-Verken, A.B. Stockholm.	Concrete vibrators, road finishers, surfacers, soil compactors, vibrating feeders, screens, various types of vibrators for industrial purposes.
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UNITED KINGDOM

Broom & Wade Ltd. High Wycombe, Bucks.	Compressors (stationary and portable); pneumatic tools.
Messrs. F. Perkins Ltd. Peterborough, Northants.	Industrial and marine diesel engines, 50-100 brake h.p.
Consolidated Engines & Machinery Co. Ltd. Montreal, Que. (Canadian Agents)	Diesel engines and engineering products.
Aveling-Barford Ltd. Grantham.	Diesel and gasoline road rollers, dumpers; contractors' and builders' plant.
William Moss & Sons Ltd. Crinklewood.	Hydraulic working platform for overhead construction or maintenance work.
Priestman Brothers Limited Hull.	Priestman Panther Mark 14 ¼ cubic yd. excavator with power crowd shovel.
Winget Limited Kent.	Power barrow (winget mechanical moke) for building and industrial purposes.



ELECTRICAL EQUIPMENT (INDUSTRIAL)

The assignments that electric power can take over in this "electrical age" are strikingly illustrated in this large and important section of the Fair. Here visitors will find automatic feed pencil sharpeners and coffee brewing machines; small stationary diesel motors and heat treatment furnaces for metallurgical use; switchboards and police and fire-alarm systems, and hundreds of other electrical machines. Six countries are exhibiting, with Canada and the United Kingdom well in the lead.

Electric Motors, Generators, etc.

Outstanding in this group is the display of the British General Electric Co. (Canadian) Ltd., with its product description reading: "Everything electrical for the home and industry." Prominent also are Belgian, Swedish and German firms.

Exhibitors are:

CANADA

Area Equipment Co. Inc.	Grinders, automats, saws.
Montreal, Que.	
British General Electric Co. (Canadian) Ltd.	Everything electrical for industry and the home. (Inside and outside space.)
Montreal, Que.	
Canadian Sterling Electric Ltd.	Sterling speed-trol (variable speed) electric power drive; Sterling slo-speed (constant speed) gear motor.
Hamilton, Ont.	
Reliance Electric & Engineering (Canada) Ltd.	A. C. polyphase integral h.p. motors; distribu- tion transformer; various speed drive and electronic controls.
Welland, Ont.	

BELGIUM

A.C.E.C., Charleroi	Electric motors, generators, electric generator sets, switchgears, cables, wires.
Charleroi.	
Sadi S.p.r.l.	Capstans, power transmission equipment, geared motors, variators.
Brussels.	
"Super" Constructions Electriques	Electric motors for sewing machines, parts.
Tournai.	

GERMANY

Eberhard Bauer GmbH.	Three-phase gear motors; three-phase drum motors.
Esslingen a. Neckar.	
EMA Elektro-Maschinen K.G. Schultze & Co.	Induction heating surface-hardening; melting annealing by medium frequencies; motor generators; switchboards.
Hirschhorn/Neckar.	

SWEDEN

- Wazo-Verken, A.B. Goteborg. Adjustable lamps for all purposes; electric motors from 1/100th to 1/10th h.p.; hand vacuum cleaners and automatic feed pencil sharpeners.

UNITED KINGDOM

- Brook Motors Ltd. Huddersfield. Alternating current electric motors and control gear; fractional h.p. motors; electric controls.

Communications Systems and Equipment

In this category will be grouped telephone and intercommunicating systems of all kinds; police and fire alarm systems; testing and recording equipment and line transmission equipment.

Exhibitors are:

CANADA

- Stokes-Rees, Talbot & Co. Ltd., Toronto, Ont. Telephone and intercom systems, independent, private and institutional; police and fire alarm systems; layout equipment.

SWEDEN

- Telefonaktiebolaget L. M. Ericsson Stockholm. Telecommunication equipment, office intercommunication systems, industrial measuring, testing and recording instruments.

UNITED KINGDOM

- Telephone Manufacturing Co. Ltd. London. Telecommunications equipment, line transmission equipment, office and factory intercommunicating equipment.

Recording and Testing Equipment

Exhibitors are:

CANADA

- D. M. Fraser Ltd. Toronto, Ont. Recording instruments, ground detectors, industrial electrical equipment.

GERMANY

- Metrawatt A. G. Nurnberg. Recording instruments for electrical testing, measuring of voltage, current, frequency, resistance.

Electric Furnace

There is only one exhibitor in this section. (See also "Miscellaneous Machinery".)

UNITED KINGDOM

- Wild-Barfield Electric Furnaces Ltd. Herts. Electric heat-treatment equipment for metallurgical, ceramic, and glass industries.

General Electrical Equipment

This section will feature a diverse array of products from Canada, Germany, and the United Kingdom, and an interesting display by a United States firm. In addition, firms already mentioned will be showing secondary manufactures in this class.

Exhibitors are:

CANADA

Canada Wire & Cable Co. Ltd. Toronto, Ont.	Various samples of electrical conductors and accessories; steel wire rope.
Davis Automatic Controls Ltd. Toronto, Ont.	Solenoid valves; mechanically or magnetically held contactors; automatic transfer switches.
Electrical Insulation & Fibre Co. Ltd. Toronto, Ont.	Electrical insulation materials.
Area Equipment Co. Inc. Montreal, Que.	Automats, grinders, saws.

GERMANY

Dr. Stiebel Werke	Elements, immersion heaters, thermostats, coffee brewing machines, instantaneous geyser and hot water appliances for aviation and navigation.
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UNITED KINGDOM

Dubilier Condenser Co. (1925) Ltd.	Electrical power factor correction and paper condensers.
Enfield Cables Ltd. Brimsdown.	Electric cables, practical jointing demonstration of extra high-voltage cables.
Enfield Rolling Mills Ltd. Brimsdown.	Welding tips, contactors, electrodes, sheet copper and brass, copper rods, busbars, etc.
Horstmann Gear Co. Ltd. Bath.	Electric time switches, gas controllers, cooker lighters, precision gauges.

UNITED STATES

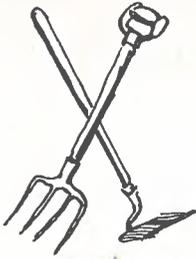
Aircraft Marine Products Inc. Harrisburg.	Solderless electric terminals and tools.
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Diesels

There are only two exhibitors in this category.

CANADA

Brush Aboc (Canada) Ltd. Toronto, Ont.	Diesel engines, diesel generating sets, electric motors.
East Asiatic Co. (P.Q.) Ltd. Montreal, Que.	Small stationary diesel motors. (Danish product).



FARM IMPLEMENTS AND EQUIPMENT

Side by side with Canadian-made tractors, combines, milk coolers, and other equipment, this section will display machinery from four other countries, designed to speed up a variety of farm operations. Last year Canada was the only exhibitor.

A firm in Munich, Germany, will be showing potato diggers, garden tractors, ploughshares, etc., and nearby a Dutch organization will display twines and ropes for farm use. Altogether, exhibits will cover about 2,000 sq. ft.

Exhibitors are:

CANADA

De Laval Co. Ltd. Peterborough, Ont.	Brewery, starch and oil centrifuges; plate heat exchanges; stainless steel processing equipment.
Massey-Harris Co. Ltd. Toronto, Ont.	Tractors, farm implements, combine harvesting machines.
W. C. Wood Co. Ltd. Guelph, Ont.	Milk coolers, milking machines, grain grinders and rollers, farm ventilators, special machine-shop work.

DENMARK

East Asiatic Co. Ltd. (Agents) Montreal, Que.	Milking machines, milking appliances.
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FRANCE

Vermorel Etablissements Villefranche.	Details not available.
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GERMANY

Bungartz & Co. Munich.	Agricultural and farm equipment, farm implements, garden tractors, mowers, ploughshares, potato diggers, rotary tillers, diesel tractors, farm and garden tractors.
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NETHERLANDS

United Ropeworks, N.V. Rotterdam.	Sisal binder twine, haybaling twine, manila-sisal ropes, twines, steel wire ropes.
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FOODS AND BEVERAGES, TOBACCO

Fast-frozen rabbit from Australia, canned lobster from Nova Scotia, cheeses from Italy, shortbread from Scotland—these and other specialized products will lure those who cater to gourmets to this section. Cheek by jowl with these luxury foods, the visitor will find more everyday fare—canned goods, pickles, butter, biscuits. Included under this category are alcoholic beverages (about 60 per cent of the space), food processing machinery, and tobacco products.

Canada leads in this section, with bookings of 4,000 sq. ft. Next comes Italy, with a number of native products such as olive oil, cheese, milk foods, and The Netherlands, with salted herring in kegs and barrels, and special dairy products.

Foods

The following are the food exhibitors:

CANADA

Canadian Cannery Limited	General canned food line (fruits, vegetables, jams, jellies, pickles, olives).
Hamilton, Ont.	
Maritime Packers (Can.) Ltd.	Canned lobster meat, frozen lobster meat, devilled lobster, canned kipper snacks, frozen scallops, vinegar-cured herring fillets.
Pictou, N.S.	

AUSTRALIA

Metrab Pty. Ltd.	Fast-frozen rabbit, selected, individually wrapped carcasses and filleted packs.
Melbourne, C.I.	

ITALY

Assessorato Industria E. Commercio	Citrus fruits, essential oils.
Palermo.	
Consorzio Agrario Provinciale	Olive oil.
Rieti.	
Dufour Gustavo & Figli	Candies.
Genova.	
Polenghi Lombardo	Cheese and milk foods.
Lodi.	
Motta S. p. A.	Confectionery.
Milano.	

NETHERLANDS

Frico, Friesche Cooperatieve Zuivel-Export-Vereeniging	Butter, cheese, milkpowder, casein.
Leeuwarden.	

NETHERLANDS

Holland Herring Fisheries Ass'n. Salted herring in kegs and barrels, cleaned
The Hague. herring in tins.

UNITED KINGDOM

McVitie & Price Ltd. Biscuits, shortbread, wafers and cakes.
Edinburgh.

Food Machinery

CANADA

Jagengerg, Turner & Co. Labelling, packaging and glueing machines;
Toronto, Ont. equipment for paper mills and paper
converters.
Super Pufft Popcorn Ltd. Popcorn machines, permanent and stadium
Toronto, Ont. models; popcorn supplies.

Alcoholic Beverages

Foreign exhibitors of alcoholic beverages find at the Trade Fair an opportunity to gauge market possibilities in Canada. For Canadian producers, the Fair is an excellent place to advertise their lines. Eight Canadian distilleries, three breweries, and two wine producers are showing their products in this section. Space bookings are not yet complete; it is expected that more Italian firms will be represented and possibly firms from one or two other countries.

Exhibitors are:

CANADA

Brading Breweries Limited Old stock ale, cream lager, brown stout.
Toronto, Ont.
Bright's Wines Limited Vermouth, sparkling wines, table wines.
Niagara Falls, Ont.
Calvert Distilleries Ltd. Dry gin (London).
Montreal, Que.
Captain Morgan Rum Distillers Ltd. Alcoholic beverages, rum.
Montreal, Que.
Distillers Co. (Canada) Ltd. Alcoholic beverages.
Toronto, Ont.
W. & A. Gilbey Limited Canadian rye whiskys, gins, Scotch whiskys,
New Toronto, Ont. rums, wines, liqueurs.
John Labatt Ltd. Alcoholic beverages, ales, pilsener and stout.
London, Ont.
Guido Beale Wines, liqueurs, cheese, salami, (also toys,
Toronto, Ont. ceramics, novelties).
Melchers Distilleries Ltd. Geneva gins, dry gins, highland whiskys, rye
Montreal, Que. whiskys, imported Scotch whiskys.
Molson's (Ontario) Ltd. Alcoholic beverages, beers, stouts.
Toronto, Ont.
Joseph E. Seagram and Sons Ltd. Alcoholic beverages, gin, whiskys, Scotch
Montreal, Que. (domestic).
Hiram Walker and Sons Ltd. Alcoholic beverages.
Walkerville, Ont.
Watt and Co. Alcoholic beverages.
Toronto, Ont.

(The three firms below are exhibiting through their Canadian agent,
Gooderham & Worts Limited, Toronto.)

BAHAMAS

Myers Rum Co. Ltd. Rums.

BARBADOS

Martin Doorly and Co. Ltd. Rums.

BRITISH GUIANA

S. Davson and Co. Ltd. Rums.

ITALY

Martini and Rossi Sweet and dry vermouths, other wines.
Torino.

SOUTH AFRICA

Co-Operative Winegrowers' Association
of South Africa Ltd. Brandies, wines, sparkling wines, liqueurs,
Paarl. vermouths.

Tobacco and Accessories

Three firms, one Canadian and two Dutch, have so far registered in this
classification.

CANADA

Macdonald Tobacco Company Tobaccos, cigarettes.
Montreal, Que.

NETHERLANDS

Mignot and De Block, N.V. Cigars.
Eindhoven.

Smit and Ten Hove Cigars.
Kampen.





FURNISHINGS, HOUSEHOLD APPLIANCES

Something new and different can usually be seen in the furniture section at the Trade Fair. The Sklar Furniture Manufacturing Company has taken space this year to unveil its combination chesterfield and continental bed. Another Canadian firm, Canadian Public Booth Co. Ltd., will show silverware cabinets and other wood products. Quidoz Pianos Ltd. will exhibit its line of organs and pianos and the Zenith Radio Corporation of Canada Ltd. will show radios, television and F.M. receivers, and hearing aids.

A newcomer to the Fair is Karske Ltd. of Finland with household furniture, copper coffee pots and a variety of knives. The German firm of Franz Wonneman, Mabelfabrik will display complete bedroom suites.

Rattan furniture by P. G. Schulting, fold-up furniture and easy-to-move furniture by Mobile Interior, and chairs and tables for the kitchen or fireside and cinema will represent the Netherlands in this section.

Following are the firms listed in this section so far:

Furnishings

CANADA

Zenith Radio Corporation of Canada Ltd... Windsor, Ont.	Zenith hearing aids, radios, television and F.M. receivers.
Sklar Furniture Mfg. Co. Oshawa, Ont.	Dual purpose furniture, combination chester- field and continental bed.
Universal Products Reg'd. Montreal, Que.	No details.
Quidoz Pianos Ltd. Montreal, Que.	Organs and pianos.
Canadian Public Booth Co., Limited Arnprior, Ont.	Silverware cabinets, filing cabinets, telephone booths.

FINLAND

Karske Ltd. Helsinki.	Household furniture, copper coffee pots, knives.
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GERMANY

Franz Wonneman, Mabelfabrik Batenhorst b. Wiedenbruck, Westf.	Complete bedroom suites.
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NETHERLANDS

P. G. Schulting Noordwolde.	Rattan furniture.
The Mobile Interior The Hague.	Easy-to-move and fold-up furniture for bungalows and small houses.
Erven & Co., Meaublefabrik The Hague.	Kitchen or fireside chairs and tables; cinema chairs.

Household Appliances

Modern contributions to easier housekeeping in the home and the institution will be featured in these displays. Outstanding are combination vacuum cleaners and floor polishers, electric floor scrubbers, aluminum cooking utensils, pressure cookers, washing machines, sewing machines, new types of waxes and detergents. A German firm will show illuminating glassware, an English firm is bringing automatic gas control machines and gauges, and a Canadian firm is sending electric pumps and barn equipment.

Canada has the largest number of exhibits in this classification. Other countries represented are the United Kingdom, Germany, Italy and the Netherlands.

Exhibitors are:

CANADA

Beatty Bros. Ltd. Fergus, Ont.	Electric pumps, barn equipment, electric home appliances.
Fillery Distributors (Canada) Ltd. Toronto, Ont.	Floor polishers, vacuum cleaners, combined vacuum cleaners and floor polishers.
Frank P. Lalonde Ltd. Dorval, Que.	Electric floor machines, mopping trucks, industrial vacuum cleaners, flux recovery units.
L'Hoir Inc. Levis, Que	Aluminum and stainless steel processing equipment for the chemical and food industries, domestic and institutional aluminum cooking utensils.
Gordon A. MacEachern Toronto, Ont.	Waxes, carpet detergents, floor finishers, floor polishing machines, electric floor scrubbers, rubber mats, school supplies.
Supreme Aluminum Industries Ltd. Toronto, Ont.	Aluminum cooking utensils, steam cookers, kettles, smallwares, sheet and fabricated aluminum.
Steel Kitchen Equipment Co. Ltd. Toronto, Ont.	Steel cabinets, kitchen-wall, base, sink units.
Wilkins-Servis Electric Washing Machine Co. (Canada) Ltd. Toronto, Ont.	Cabinet and conventional style electric washing machines.

GERMANY

Speigelglas-Union A.G. Furth-Bay.	Illuminating glassware.
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ITALY

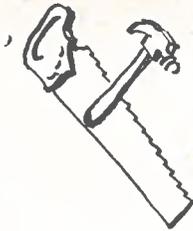
Necchi Vittorio, S.p.a. Pavia.	Sewing machines.
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NETHERLANDS

H. Berk & Zoon Kampen.	Enamelled and aluminum kitchen utensils.
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UNITED KINGDOM

Automatic Gas Control Co. (London) Ltd. London.	Automatic gas control machines and gauges, pressure cookers with electric element.
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HARDWARE, SMALLWARES

This section, already twice as large as last year, will display a wide variety of products from six countries—artists' materials, toothpicks and clothespins, mail boxes, Christmas tree ornaments, cylinders for liquid petroleum gas, beauty parlour supplies, etc.

Canada is the major exhibitor with 2,500 sq. ft., almost 500 sq. ft. more than the total taken by the five countries in this section last year. United Kingdom, Germany, Belgium, Sweden and the Netherlands are the other exhibitors—in order of the size of their exhibits.

A large Canadian agency will show a wide assortment of hardware specialties from a number of countries, ranging from game traps and bottle openers to rotary pumps and utensils.

These are the exhibitors:

CANADA

Baribeau & Son. Levis, Que.	Woodenware and housewares. (Artists' materials, coathangers, drawing materials, saladware, toilet seats, clothespins, toothpicks, etc.)
British Industrial Agencies Montreal, Que.	Oil cans, cutlery, casters, cash boxes, street orderlies, auger bits.
E.T.F. Tools Limited St. Catharines, Ont.	Hammers, pliers, wrenches, tinner's snips, garden and pruning shears, nail pullers.
Raoul Lasconde St. Hyacinthe, Que.	Stainless steel cutlery and flatware, industrial knives.
Metalite Company Limited Cape de la Madeleine, Que.	Popular-priced aluminum utensils, metal stampings, toys, novelties, foils, latex cups.
National Plastics Inc. Montreal, Que.	Die casters; plastic mouldings; aluminum, zinc, magnesium casters.
Welland Vale Manufacturing Co. St. Catharines, Ont.	Farm implements: shovels, bars and repair handles, axes, forks, rakes, hoes.
Brodie Brush Co. Ltd. Vancouver, B.C.	Brushes and brooms for industry and household use, domestic and export.
Chesley-Sarnes of Canada Ltd. Essex, Ont.	Ladders—aluminum, extension, household and industrial, step, sectional.
Gray-Bonney Tool Co. Ltd. Toronto, Ont.	Hand tools for automotive, aviation, marine, refrigeration, industrial and agricultural use.
Darrah Brothers Ltd. Sutton, Que.	Lumbering and agricultural tool handles, softball bats, rough-turned dowels.
Imex Co. of Canada & Bona Werk Boentgen & Sabin Toronto, Ont.	Diamond cutting tools, desk sets, cutlery, clock movements, compacts, knives, gauges, scissors, shears, optical instruments.
Kruger Mfg. Co. Ltd. Toronto, Ont.	Flashlights.
McGlashan, Clarke Co. Ltd. Toronto, Ont.	Silverplated flatware, stainless steel flatware for the home, institutions, hotels, restaurants.
Newey Brothers (Canada) Ltd. Granby, Que.	Smallwares and notions, fasteners of all types, hook-eye tape.
Reiner Trading Limited Montreal, Que.	Glassware, china, ceramics, figurines, Christmas tree ornaments, lamp parts, chandelier parts, candelabras, souvenirs, giftware.

CANADA

Bureau & Son Agencies Ltd. Small tools, mail boxes, garden equipment,
Montreal, Que. game traps, rotary pumps, kitchen tools,
utensils, cutlery.

BELGIUM

Travail Mecanique de la Toile Plain and corrugated galvanized steel sheets,
Brussels. household utensils, steel barrels, drums,
cylinders for liquid petroleum gas.
Taecke Fils & Co., S.A. Band, hack and slitting saws, woodcutting
Brussels. saws.

GERMANY

Grasoli-Werk Gebr. Grah. Children's desk and chair sets, cutlery, knives,
Solingen, Schwertstr. scissors, silver-plated tableware.
Muller & Schmidt, Pfeilringwerk Barber's and beauty parlour supplies, cigar
Solingen. cutters, cutlery, desk sets, files, tweezers.
Puma-Werk, Lauterjung & Sohn Household and industrial cutlery, knives,
Solingen. scissors, razor blades.
Gedore Werkzeugfabrik, Otto Dwidat Wrenches and spanners for motor cars,
Remscheid-Luttringhausen. machinery, other technical purposes.
Haas, C. W. Remschied Cutting parts for harvesting machines, circular
Remscheid. saws.
Herbertz & Schmidt Saws and machine-planing knives for the
Remscheid-Hasten. wood industry.
Anton Wingen jr. Butchers' supplies, cooking utensils, hardware,
Solingen. knives, scissors.

NETHERLANDS

Tomado N.V. Domestic and industrial wire works, curtain
Dontrechet. rails and accessories.

SWEDEN

Swedish Three Crowns Products Giftware of copper, brass, glass and wood;
Birger. knives of Swedish steel; handwoven textiles.
Edsbyn Industri Aktiebolag Saws, saw blades, lumbering tools, files,
Edsbyn. carpenters' tools, garden tools.

UNITED KINGDOM

Thos. M. Nutbrown Ltd. Household kitchen utensils, gadgets, hollow-
Blackpool. ground and serrated-edge knives.
Cook and Clark Ltd. Scissors, shears, knives, kitchen gadgets, dom-
London. estic utensils, manicure sets.
Christopher Leng & Sons Ltd. High-grade paint, varnish, enamel and kalso-
Birmingham. mine brushes.





INSTITUTIONAL EXHIBITS

Not all exhibitors at the Fair have products to sell—some have come to advertise or sell *services*. These services cover a wide range—telephones, air transportation, hydro-electric power, port facilities, hotels, shipping lines, periodicals. The sponsors of these exhibits, drawn from 11 countries, constitute a diverse group. Included are government departments, insurance companies, airlines, port authorities, transportation firms. Imagination, allied with skilful use of photographs, movies, and displays, make a visit to this section one of the most rewarding in the whole Fair. Exhibitors in this category have increased over last year and have taken altogether about 12 thousand sq. ft.

Exhibitors are:

CANADA

Central Mortgage & Housing Corporation Ottawa, Ont.	Details not yet available.
Crown Life Insurance Company..... Toronto, Ont.	Details not yet available.
Saskatchewan, Province of, Department of Co-operation	Details not yet available.
Regina, Sask.	
Sun Life Assurance Company of Canada.. Montreal, Que.	Details not yet available.
National Harbours Board..... Ottawa, Ont.	Graphic display on national harbours of Canada.
British Columbia Electric Co. Ltd., and British Columbia Power Commission Vancouver, B.C.	Display featuring electric power in B.C.
Alberta, Province of Department of Economic Affairs..... Edmonton, Alta.	A combined theatre and salon, showing stills and movies on resources for industry and the scenic beauty of the province.
British Columbia, Province of Department of Trade and Industry.. Victoria, B.C.	Statistical and pictorial exhibit of British Columbia industries.
City-wide Telephone Services Ltd. Toronto, Ont.	"Wake-up service covering Toronto 24 hours a day".
Department of Labour, Government of Canada	Government display on employment service and unemployment insurance.
Ottawa, Ont.	
Hotel Association of Province of Ontario.. Toronto, Ont.	Travel folders, leadership and service to the hotel industry.
Newfoundland, Government of	Display featuring many of the natural resources of the province.
St. John's, Nfld.	
Canadian Pacific Airlines	Information on transpacific routes.
Vancouver, B.C.	
KLM Royal Dutch Airlines	Airline passenger and freight services to all parts of the world.
Toronto, Ont.	
Quebec, Province of	Selection of handicrafts made in the province.
Quebec, P.Q.	
Saint John Board of Trade	Prestige booths.
Saint John, N.B.	

Institutional Exhibits (continued)

BELGIUM

Port of Antwerp.....	Photographs of port activities.
Economic Information Bureau	
Belgian Foreign Trade Office	Information on Belgian import trade.
Brussels.	
Belgian Ministry for Economic Affairs....	Grouped space for individually listed Belgian firms.
Brussels.	Photographs.
International Brussels Fair	Photographs, graphics.
Brussels.	
International Fair of Ghent	
Ghent.	

COLOMBIA

Flota Mercanti Grancolombiana, S.A.	Freight shipping information.
Bogota.	

DENMARK

Danish Government Committee on Exhibitions Abroad	Information on Danish exports.
Copenhagen.	

FINLAND

Government of Finland	Institutional and prestige exhibit sponsored by Government of Finland.
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FRANCE

Air-France	Details not yet available.
Paris.	
Office Cherifien de Controle et d'Exportation	Details not yet available.
Paris.	
Centre National du Commerce Exterieur..	Details not yet available.
Paris.	
Syndicat National des Exportateurs de Publications Periodiques Francaises ..	Technical publications, magazines, publications.
Commissariat General du Tourisme	Details not yet available.
Paris.	
Comite Permanent Des Foires à l'Etranger	Details not yet available.
Paris.	

GERMANY

German Trade Information Centre	Trade information.
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NETHERLANDS

Netherlands Trade Information Service... The Hague.	Trade information.
Oranje Line	Display showing scope of Oranje Line services, steamship lines.
Rotterdam.	

PAKISTAN

High Commissioner for Pakistan	Products of Pakistan.
Ottawa, Ont.	

UNITED KINGDOM

United Kingdom Board of Trade	Information service on British export trade.
Toronto, Ont.	

UNITED STATES

Time International	Lounge area with copies of U.S. and international editions of <i>Time</i> magazine.
New York.	
Foreign Commerce Club of New York Inc., The Port of New York Authority	Exhibit covering the Port of New York and its facilities.
New York.	Details not yet available.
Rohner, Gehrig & Co. Inc.	Details not yet available.
New York.	
Sheraton Corporation of America	Details not yet available.
Boston.	



JEWELLERY

The jewellery section, one of the smaller ones at the Fair, will present eye-catching displays of watches, silverware, mosaic work, jewel boxes, etc., and other merchandise usually sold by retail jewellers.

Some of the more exotic products will be shown by a new exhibitor from the Lebanon, who is bringing with him rosaries, silver and brocade jackets, and mosaic goods. Iran too is a newcomer to the Fair, with silver and brass handicrafts which it will display with its other exhibits in the textile section.

Canada, Germany and Sweden are the only other countries exhibiting under this category and they are concentrating largely on clocks and watches, pens and pencils, and assorted giftware. The jewellery group so far covers 1,000 square feet. Over in the household furnishings section, some exhibitors (mainly Dutch and German) will be showing handicrafts and ornamental goods.

The following are the exhibitors:

Clocks and Watches

CANADA

Smith's English Clocks..... All types of domestic and industrial clocks, St. Laurent, Quebec. watches and timing units.

GERMANY

Lacher & Co. Wrist watches, watch movements, automatic Pforzheim. watches, lever, 15-22 jewels.
Uhrenfabrik C. Schuler, K.G. Travelling alarm clocks in leather cases, Schwenningen a.N. midget alarm clocks, cycle and motorcycle clocks, clock movements.

Pens, Pencils

CANADA

Eversharp Inc. Fountain pens, ball point pens, mechanical Toronto, Ontario. pencils, razors and blades.
Parker Pen Co. Ltd. Fountain pens, mechanical pencils, inks, leads, Toronto, Ontario. erasers, jewellery gift boxes.

Jewellery, Giftware

GERMANY

Schwalenberg, Kunstgewerbe-Industrie.. Wooden fancy goods and toys. Hildesheim.
Zimmermann, E. G. Marble, bronze and onyx giftwares.
W. Klaar Buttons, jewellery, imitation pearls. Schwabisch-Gmund.

LEBANON

A. Matossian Rosaries, mosaic boxes, silverware, silver and Beirut. gold brocade jackets, mosaic ornamental articles.

SWEDEN

Silva A B Broderna Kjellstrom Compasses, cutlery, field glasses. Stockholm.



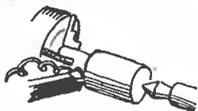
LEATHER PRODUCTS

Eight German firms are coming to the Fair this year to display the work of German craftsmen in leather. These high-quality products, the exhibitors hope, will find a continuing market in Canada and they are designed to sell at competitive prices. The perennial traveller will be interested in the lightweight aviation trunks and boxes, the briefcases, the bank bill cases. Those who cater to feminine customers will be attracted by manicure and sewing sets, fitted travelling cases, handbags, jewel boxes.

Exhibitors are:

GERMANY

Inselsberger, E. Nurnberg.	Small leather goods, manicure sets, sewing sets, imitation petit point.
Anton Kiefer Kuppenheim/Baden.	Light aviation trunks and boxes, cases for diplomats, travelling bags, portfolios, suitcases, trunks.
Adolf D. Kopp, G.m.b.H. Offenbach/Main.	Handbags.
Massoth and Klug Offenbach/Main.	Fitted and unfitted travelling sets, manicure sets, sewing kits, travelling requisites.
Reinhard and Eberhard Offenbach/Main.	Ladies' handbags in leather and plastic.
Johann August Walter Offenbach/Main.	Writing cases, briefcases, bank bill cases.
Weingarth and Co., Johannes Offenbach/Main.	Manicure sets, sewing kits, sewing baskets, jewel boxes, compacts.
Wornlein and Zellhofer Progrebwerk Nurnberg.	Manicure sets, sewing sets, toilet sets, compacts, travelling kits.



MACHINERY, PLANT EQUIPMENT

The Trade Fair this year is featuring the largest and most comprehensive machinery show ever held in Canada. Almost every phase of industrial production is included in the variety of exhibits. Ten countries are represented in a total of 85 thousand sq. ft. of space.

Canadian products dominate the show. About half the total space in the machinery section is taken by Canadian firms. England, the largest exhibitor last year, has reserved 18 thousand sq. ft. The decrease in the volume of British exhibits is due partly to the British Industries Fair

and partly to the decision of a number of British trade associations to take part in Canada's Trade Fair every second year. This procedure is common among countries that exhibit regularly in Trade Fairs.

The United States is making a much stronger showing than ever before with more than 7,000 square feet already booked. German firms have taken 6,000 square feet to show a range of machine tools and other equipment for which a continuing market is believed to exist in Canada. Other exhibitors in this section are France, Italy, Belgium, Switzerland, the Netherlands, and Sweden.

The machinery section encompasses a wide field of industrial production. For convenience, we are breaking it down into nine parts.

Machine Tools

Seven countries are showing machine tools of every description. Among them are a number that embody new developments and some that are entirely new to the North American market.

A German "multi-purpose machine," for example, performs 11 different operations at any angle with maximum precision, an innovation in the machine tool field. An unusual feature of the machine is that nearly all work pieces can be machined in their original position because the tools for the different operations can be applied to any angle of the work piece with a few simple manipulations. The versatile machine is equipped to handle turning, drilling, milling, jig boring, reaming, slotting, planing, cutting, grinding, sharp grinding, and gear cutting. It is said to be well suited to mass production work in a medium-size shop.

Among the many machine tools exhibited by the Canadian agent for a number of British firms is a universal grinder which features centralized controls, automatic feed mechanism, and automatic lubrication. Another product exhibited by this firm is a universal tool head which bores, counterbores, faces, undercuts, turns, trepans, recesses and back faces in either a milling machine, jig borer, or drill press as easily as a lathe. The cut is adjustable without stopping the spindle.

Another Canadian exhibitor is showing holding and positioning equipment for welding which can be used singly or in groups, either for setting up on the welding table or for holding work pieces in place. It is powerful enough to hold the work for tacking up and yet can be easily removed when the job is finished. The clamps are designed for use with either gas or arc welding on butts, seams, or fillet work.

The same exhibitor is bringing an electrically controlled oxygen cutting machine with a "sixth sense". The machine has the standard five drives—hand-guided, automatic strip template, single roller, cone roller, and magnetic—plus a new drive. In this, the tracer wheel is controlled automatically to follow a path corresponding to the lines of the drawing and, using mechanical control, causes the cutting burner to reproduce the shape exactly as if the tracer wheel were in contact with the drawing.

One of the largest European manufacturers of gear cutting machinery and equipment, an English firm, is showing a range of horizontal and vertical gear generating and universal hobbing machines, hobbys, gear-shaper cutters and gear-testing equipment.

Exhibitors are:

CANADA

Brown Boggs Foundry & Machine

Co. Ltd.

Hamilton, Ont.

Cascade Saw & Tool

New Westminster, B.C.

Sheet metalworking machinery, brakes, shears, presses, formers, punches, etc.

Carbide circular saws, knives, lathe knives, cutter heads, etc.

CANADA (continued)

Ferro-Metals Machinery Co. Toronto, Ont.	Woodworking machines, machine tools.
Gross Machinery & Supply Co. Ltd. Toronto, Ont.	Automatic machines, electric motors, lathes, shapers.
Hoffman Machinery Supply, E. Toronto, Ont.	Machine tools, lathes, shapers, millers, grinders, drills, presses.
International Machinery Co. Hamilton, Ont.	Machine tools, spot welders, sheet metal equipment (allied lines).
Matthew Moody & Sons Co. Montreal, Que.	Machine tools, materials handling equipment, woodworking machinery, pumps, chain hoists.
The H. W. Petrie Ltd. Toronto, Ont.	Complete line of machine tools, woodworking and metalworking machinery.
Prenco Progress & Engineering Corp. Ltd. Toronto, Ont.	Machinery, pittler-turret, copying milling machines, tools and plant equipment, turret lathes.
Preston Woodworking Machinery Co. Ltd. Preston, Ont.	High-speed production woodworking machinery, conveyor systems, small tools.
Rex Machine Tool Co. Ltd. Toronto, Ont.	High-grade European machine tools, lathes, turrets, milling machines, radials, etc.
H. H. Roberts Machinery & Supplies Toronto, Ont.	Machine tools, small tools and accessories.
Donald Ross & Partners of Canada Ltd. .. Toronto, Ont.	Magnetic pipe welding clamps; cutting flame planer; pipe cutting and tube profiling machines; welding accessories and machines.
Rudel Machinery Co. Ltd. Toronto, Ont.	Machine tools.
H. Ruel Machinery Toronto, Ont.	Machine tools and industrial equipment of highest rated German firms.
Staroba Industrial Research Co. Ltd. Toronto, Ont.	Machine tools, gauges, measuring instruments, mechanics' tools.
Udesen & Baker Limited Toronto, Ont.	Precision-built portable electric hand tools, wood and metal precision lathes, drafting machines.
Upton Bradeen & James Ltd. Toronto, Ont.	Machine tools, engineering specialties, mill supplies, sensitive drills.
The Alison Machinery Co. Ltd. Toronto, Ont.	Machine tools, cutting tools, woodworking machinery, machine shop supplies.
British Industrial Agencies Montreal, Que.	Drills, taps and dies, wood screws, precision tools, mill supplies.
Dominion Welders & Machinery Ltd. Toronto, Ont.	Resistance welding equipment and controls, machine tools and accessories.
Industrial Steel Products Co. Toronto, Ont.	Hydraulic grinding machines, (centreless, cylindrical, surface, internal tool and cutter grinders) twist drills and twist drill grinding machines.
Levine Machinery & Supply Co. Montreal, Que.	Engine and turret lathes, grinders, horizontal and vertical milling machines, radial drills and shapers.
Lincoln Machine Tool Corporation Toronto, Ont.	Tool room lathe, high production heavy-duty lathe with copying attachment.
The Bainbridge Hunter Co. Oakville, Ont.	Bending and screwing machines shears, rod cutters, welding equipment, small tools.
Alfred Jurma Toronto, Ont.	Lumberman's "one-man" power saw (gasoline).

BELGIUM

Demoor, S.A., Ateliers Forest-by-Brussels.	Centre lathes, air-power hammers, machine tools.
Dutrannot, S.p.r.l., Ateliers Charleroi.	Slotting machines, turret lathes, face lathes, shearing machines, friction screw presses, metalworking presses, and machines.
Les Ateliers H. Raskin, S.A. Angleur-lex-Liege.	Machine tools, shearing machines, metalworking machines, presses.

FRANCE

Alliance de Constructeurs Francais de Machines-Outils Paris.	Metal and woodworking machine tools, (drilling, milling, broaching, grinding, gear cutting).
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FRANCE (continued)

Association Française de Constructeurs de Machines Outils (A.F.M.O.)	Drilling machines, borers, lathes, grinders.
Ateliers G. S. P. Paris.	Drilling machines (horizontal, multiple, spindle, vertical); radial drilling machines; boring and drilling machines (horizontal and vertical).
H. Ernault Batignolles Paris.	Copying lathes; revolving and sliding lathes.
Bechet Cluses (Haute-Savoie).	Automatic lathes, bar automatics.
Constructions Mecaniques de Chambly ... Chambly (Oise).	Face grinders, plain grinders, surface grinders.
Cornac Castres (Tarn).	Boring machines (fixed or travelling column).
Societe des Forges et Ateliers du Creusot (S.F.A.C.)	Machines—crankshaft, turnings, screwcutting-planers; circular sawing. Machine tools.
Societe Cri-Dan (Siene-et-Oise).	Automatic lathes, milling machines, screwing machines, milling machines.
Nouvelles "Cuttat" Nevilly (Seine).	Capstan lathes, tools.
Noel "Ernault" Lisleux (Calvados and Angouleme) (Charentes).	Horizontal and universal milling machines; boring and drilling machines (horizontal and vertical); drilling machines (horizontal, multiple spindle, vertical).
Leon Hure & Co. Paris.	Radial drilling machines, sensitive drills, balancing machines, planers, slotters.
Line Jost Albert (Somme).	Machine tools.
Syndicat General de l'Outillage Mecanique Paris.	Flat, universal, plain grinders; machine tools for light alloys.
Mopco Saint Quentin (Aisne).	Machine tools for light alloys.
Otalu Paris.	Machine tools, metalworking and turret lathes.
Marcel Pegard Paris.	Horizontal drilling machines, drilling machines, precision work machines.
Precis Courevoile (Seine).	Machines—milling universal; plain lathes.
Siome Aubervilliers (Seine).	Lathes, machinery.
Etablissements Vermorel Villefranche (Rhone).	Sliding and surfacing lathes.
Wermelinger Vincennes (Seine).	

GERMANY

John Adolf & Co., GmbH, Maschinenfabrik Nanau a. Main.	Universal multiple blade circular saws.
G. Bluthardt, Werkzeugmaschinen Nurtingen/Wttgb.	Drilling machines, vertical ½"-3" capacity.
Diskus Werke Frankfurt-Main Akteingesellschaft Frankfurt-Main-Fechenheim.	Surface grinders.
Festo-Maschinenfabrik, G. Stoll Esslingen/Neckar.	Special woodworking machines for carpenters, cabinetmakers, glaziers, sawmills, forestry, shipyards.
Forte GmbH, Maschinenfabrik Stuttgart-Unterturkheim.	Bandsaws, bandsawing machines, hacksawing machines, hacksaws.
Ferrostaal, A. G. Essen.	Machine tools, woodworking machines, industrial machinery, complete industrial plants.
Wilhelm Grupp, O. H. G. Oberkochen, Wttbg.	Machines, tools and saws for the woodworking industry.
Heyligenstaedt & Co., Werkzeugmaschinenfabrik Gieben/Lahn.	High precision centre lathe, model 250 Ea/1500; height of centres 10", distance between centres 60".
Hommelwerke GmbH Mannheim, Kaefertal.	High precision gauging and cutting tools; universal multi-purpose machines for any kind of metal cutting.
German Kolb, Maschinenfabrik GmbH ... Köln-Ehrenfeld.	One peak capacity radial drilling machine type NKR 42.

GERMANY (continued)

Emil Krenzler, Machine Tools Factory ... Wuppertal-Barmen.	Single horizontal milling machines.
MSO Maschinen-und Schleifmittel- werke A.G. Offenbach-Main.	Drilling machines, horizontal and vertical, boring and facing machines.
Max Muller Brinker Maschinenfabrik Hanover.	Production lathes, height of centres: 250 and 300 mm (10" and 12"), distance between centres.
Nutap, Schuhl & v.d. Steinen Hagen-Westf.	Machines, tapping machines, tapping horizon- tal nut and bolt machinery.
Karl M. Reich, Maschinenfabrik Nurtingen a. Neckar.	Bandsawing machines, woodworking machines, mortisers, planers.
Reichle & Knodler, Werkzeugmaschinen- fabrik Beilbronn a.N.	Grinders, surface machines, planing.
August Rugeberg Marienheide/Rhld.	Flexible shaft grinding, filing and polishing machines, flexible shaft machines and accessories.
Scharmann & Co., GmbH, Rheydter Werkzeugmaschinenfabrik Rheydt.	Boring and drilling machines, horizontal.
Wilhelm Somon, Maschinenfabrik Frankfurt-Main-1.	Grinders, bench and pedestal; grinders, carbide tool; grinders, double-ended pedestal.
Stachely Maschinenfabrik, Rudolf Stachely Wuppertal-Nachstebreck.	Rigid gear hobbing machines for spur, helical and worm gears.
Alfred C. Toepfer Hamburg.	Machine tools, metalworking machinery, wood- working machinery, industrial plant.
Gustav Wagner, Maschinenfabrik Reutlingen Reutlingen.	Saw-sharpening machines, saws, circular metal cutting.
Eugen Weisser & Co., K.G. Werkzeugmaschinenfabrik Heilbronn/Neckar.	Lathes, precision lathes, production lathes.
Peter Wolters GmbH & Co. Kratzenfabrik & Maschinenfabrik Mettmann.	Lapping machines, grinders, carbide tools.
A. G. Gildemeister & Co. Bielefeld, Am Hauptbahnhof.	Turret lathes, multispindle automatics, piano- type longitudinal milling machines.

ITALY

Giustina & C. S.p.a. Torino.	Grinding machines.
Soc. San Giorgio Genova-Sestri.	Machinery, precision instruments, etc.

NETHERLANDS

N. V. Industrie & Handelsmaatschappij "Laagland" Rotterdam.	Metalworking machine tools, shears, shapers, grinders, cutting-off machines.
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SWEDEN

Svetsmekano, A. B. Goteborg.	Pullmax plate-cutting machines for straight, circular and figure shearing.
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UNITED KINGDOM

James Archdale & Co. Ltd. Birmingham.	Vertical, radial, multispindle drilling machines; horizontal and vertical milling machines.
R. S. Brookman Ltd. Leicester.	Woodworking machine tools; automatic dove- tailers; dowel boring machines; automatic drills.
Alfred Herbert Limited Coventry.	Capstan, turret and automatic lathes, drilling, grinding and milling machines.
Stenners of Tiverton Ltd. Devon.	Band, resaw and other woodworking machines.
George H. Alexander Machinery Ltd. Birmingham.	Engraving, die-sinking, nut-tapping and uni- versal toolmilling machines.
Edgar Allen & Co. Ltd. Sheffield.	Butt-welded tools, athweld tool and cutters, twist drills, etc.
Brades & Nash Tyzack Industries Ltd. Stourbridge.	Edge tools, garden tools, garden shears, saws, builders' tools.
Flory Patents Ltd. Bromley, Kent.	Wrapping machinery, machine tools, jigs, and fixtures.
Machine Tool Trades Association	Organizers of the International Machine Tool Exhibition, London, 1952.

The Midland Saw and Tool Co. Ltd. Birmingham.	Machines, bandsaws and saw benches.
Messrs. D. Mitchell & Co. Ltd. Yorkshire.	One 17" swing (8½" centres) lathe; one 29" swing (14½" centres) lathe.
Messrs. Rushworth & Co. Yorkshire.	Shapers, press blades, sheers.
W. E. Sykes Limited Middlesex.	Machines, tools and equipment for gear production.
Wadkin Limited Leicester.	High-speed woodworking machinery, including specialized types for patternmakers.

UNITED STATES

Cosa Corporation New York City.	Machine tools for production and toolroom, imported from Switzerland, Germany, England and Sweden.
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Printing Machines

Recent developments in the printing field will be shown at the Trade Fair.

Exhibitors listed so far are:

CANADA

Stone Printing Equipment Ltd. Toronto, Ont.	Stereotype equipment, paper cutters, printing machines, printing presses.
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UNITED KINGDOM

R. W. Crabtree & Sons Ltd. Leeds.	High-speed, fully automatic perfecting offset press and rotary blocking press for book backs; bookbinding machinery; printing presses.
Soag Machinery Company London.	Machines, letterpress, paper cutters, paper drills, carton gluers, bookbinding machines.

Materials Handling Equipment

The equipment grouped in this section comes with interesting names attached—the "Beanstalk", the "Flexlink", the "trackmobile". Most of it is built to undertake special jobs in the materials-handling field.

The aptly named "Flexlink" is a conveyor that consists essentially of a link chain moving in steel tubes. The horizontal links slide on the lubricated surface of slotted tube flanges while the vertical links carry the load with welded hooks. The design gives great flexibility, because all dips and corners that offer small radius turns may be adjusted to any desired angle.

This same firm produces the trackmobile for hauling, spotting and switching railway cars. Small and compact, the gasoline-powered trackmobile can travel either on the railway track or on the ground; can change from one operation to the other in less than 30 seconds. The hydraulic jacking power is also uniquely employed to develop an adhesive force which gives the trackmobile a pulling power much greater than that of plant locomotives weighing much more than its 6,000 pounds.

The trackmobile uses four standard steel wheels for track travel. The four rubber-tired wheels for ground travel are hydraulically retracted when it is running on tracks. One operator can control the transfer from one set of wheels to the other.

An ingenious device which has been shown at previous Trade Fairs is the "Beanstalk", a mobile hydraulic working platform. Although it is not, strictly speaking, materials handling equipment, it is included here because it is much closer to this type of equipment than any other. The "Beanstalk" consists of a working platform which can be raised or

lowered on a steel telescopic ram by one man operating a pump attached to the platform. The models range from a working height of 12 feet to 25 feet, and can be telescoped to clear the average doorway.

A new electric hoist is one of the products being exhibited by the Canadian subsidiary of an American firm. It features all-steel construction; double braking, whereby the spring-operated motor brake locks instantly when the control cord is released, while the self-locking work gear provides positive load breaking; interchangeable parts; lightweight, one-hand control.

Exhibitors in the classification are:

CANADA

Industrial Truck Co. Toronto, Ont.	Battery-operated forklift and platform trucks, industrial hand trucks.
McKinnon Columbus Chain Ltd. St. Catharines, Ont.	Coll chain, tire chains, chain hoists and trolleys.
J. B. Webb Company of Canada Ltd. Hamilton, Ont.	Conveyors, (overhead-log-troughing-belt).
Whiting Corporation (Canada) Ltd. Toronto, Ont.	Overhead conveyors; electric chain hoists; niagara vibrating screens; trackmobiles for spotting, switching and hauling railway cars.

UNITED KINGDOM

Conveyancer Fork Truck Co. (Canada) Ltd Warrington, Lancs.	Comprehensive range of fork trucks and attachments, load capacities 2,000/6,000 lbs.
Owen Organization South Staffs.	Fork trucks, agricultural machinery, office furniture, bolts and nuts, pressings, shelvings.
Ransomes, Sims & Jefferies Ltd. Ipswich.	Battery-operated forklift trucks, fixed and elevating platform; industrial truck and tractors.

UNITED STATES

Clark Equipment Co. Battle Creek, Mich.	Gas and electric powered forklift trucks; industrial towing tractors and powered hand trucks.
Mercury Mfg. Co. Chicago, Ill.	Industrial trucks, tractors, trailers, hand trucks and accessories.
The Moto-Truc Company Cleveland, Ohio.	Complete line of "walkie type" motorized hand-lift trucks; hydraulic lifts.

Hand Tools

The section devoted to hand tools promises to be as large as ever, with Canada and the United Kingdom taking the major part of the space. The designation "hand tools" appears to cover everything from saws and scissors to garden tools, manicure instruments, and equipment for wood-workers. The Federation of British Hand Tool Mfrs. from world-famous Sheffield will have a special display.

Exhibitors are:

CANADA

Equipment Sales Co. Toronto, Ont.	Oil seals, steel forgings, hand tools, electrical wiring and fixtures, plastic shades, steam traps, perforated steel screens.
Belgian Diamond Tool Co. Reg'd. Montreal, Que.	Diamond drills, saws, discs, grinding wheels, tool hardness testers, wire dies.
British Oxygen Canada Ltd. Toronto, Ont.	Oxygen-cutting machines, oxy-acetylene welding and cutting equipment, arc welding supplies.
Manark Holdings Ltd. Calgary, Alta.	New method oxy-acetylene sprocket-cutting machine.
G. R. Marshall & Co. Ltd. Toronto, Ont.	Blades, blowers, fans, gears, hacksaws, garden tools, scissors, trowels, vises.
Progressive Welder (Canada) Ltd.	Resistance welding equipment.
Sandvik Canadian Limited Mount Royal, Que.	High-quality Swedish steels, saws, tools, and pulp and paper equipment.
Simonds Canada Saw Co. Ltd. Montreal, Que.	Saws, machine knives, files, grinding wheels.

CANADA (continued)

J. Taylor Tool Co. Ltd. Toronto, Ont.	Metal cutting tools, taper pins, stainless steel nuts and bolts, etc.
Production Tools Toronto, Ont.	Precision tools, measuring instruments, drills, counting devices, files, die sets.

UNITED KINGDOM

Anglo Scottish Tool Co. Ltd. Durham.	Joiners' and engineers' hand tools, including planes, screwdrivers, hacksaws, braces and breast drills.
Charles Baynes Ltd. Blackburn.	Hacksaw blades, hand and power regular quality, high-speed steel.
John Bedford & Sons, Ltd. Sheffield.	Drill steels, tools, wrenches, hammers, chisels, files, manicure instruments, shovels.
B.S.A. Tools Ltd. Birmingham.	Engineers' small tools, including drills, hacksaws, cutters, screwing tackle, etc.
Easterbrook Allcard & Co. Ltd. Sheffield.	Engineers' cutting tools, including twist drills, reamers, taps and dies.
English Steel Corp. Ltd. Sheffield.	Engineers' small tools, permanent magnets, files, hacksaws, high-speed steels.
Federation of British Hand Tool Mfrs. ... Sheffield.	Hand tools made in Great Britain.
William Marples & Sons Ltd. Sheffield.	Tools for woodworkers, including chisels, planes, screwdrivers, small vices, etc.
Mawhood Brothers Ltd. Sheffield.	Chisels, plane irons, joiners', painters' and glaziers' tools.
National Federation of Engineers' Tool Mfrs. Sheffield.	Engineers' cutting tools made in Great Britain.
James Neill & Co. (Sheffield) Ltd. Sheffield.	Hacksaw blades and frames; other hand and cutting tools.
William Ridgway & Sons Ltd. Sheffield.	Auger bits, augers and wood-boring tools of all types.
Sanderson Brothers and Newbound Sheffield.	Hacksaw blades (hand, power), files, tool bits, carbide tools, drills.
Abraham Shaton & Sons Ltd. Sheffield.	Hand, tenon, compass, pruning and nest of saws.
The Stalker Drill Works Ltd. Sheffield.	Engineers' tools, twist drills, milling cutters, reamers, hacksaws, tungsten carbide.
Peter Stubs Limited Warrington, Lancs.	Genuine stubs engineers, precision, needle files, sculptors broaches, scrapers.

UNITED STATES

The L. S. Starrett Co. Athol, Mass.	Mechanics' hand measuring tools and precision instruments; steel tapes; dial indicators; hacksaws, band saws and bank knives; precision-ground flat stock.
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Textile Machinery

Textile machines are being exhibited in a special spot this year, slightly removed from neighbouring displays so that the noise of the machines will not disturb other exhibitors. Three countries are so far represented in this category—The Netherlands, Switzerland, and the United States.

The one U.S. firm is showing an all-purpose worsted loom that incorporates new features. The most versatile of the line can be operated in three ways: one, as a 4 x 1 box automatic, using four shuttles, either all the same size or colour of filling or up to four sizes or colours, with two picks from each shuttle; two, as a 4 x 2 box automatic filling-mixing, which utilizes three shuttles with a solid colour of filling and running in an unbroken one-two-three sequence, taking bobbins from all four cells of the magazine. (This feature is especially good where contrasting warp and filling is being woven, because it tends to alleviate heavy bar effects where the filling yarn is not uniform.) Finally, this loom can be operated as a 4 x 4 box non-automatic operation where up to seven shuttles can be run and the filling placed in the shuttles by hand. This latter loom will be equipped with something new—a No. 41 electro-mechanical feeler

which will knock off the loom before the filling runs out in a shuttle. This makes it possible to increase the weavers' load during operation.

Exhibitors are:

NETHERLANDS

Lignostone Co., Maatschappij AGO n.v. .. Lignostone hammers, accessories for textile machinery (shuttles, picking sticks, etc.)
Ter-Apel.

SWITZERLAND

Adolph Saurer S.A. Broad and narrow looms for all sections of the weaving industry. All types of textile and cable machinery.
Arbon.

UNITED STATES

Crompton & Knowles Loom Works W-3 automatic bobbin changing convertible
Worcester, Mass. worsted loom.

Motors, Power Units

Three countries are represented in this classification, but only brief details on the products are available.

Exhibitors are:

CANADA

Brant-Canadian Distributors Ltd. Variable hydraulic drives, speed reducers and
Vancouver, B.C. motor reducers. Oilhydraulic valves, variable speed units.

The General Engineering Co. Ltd. Low and high frequency induction and di-
Toronto, Ont. electric heating of metals and non-metals.

Swedish General Electric Ltd. Capacitors, electric motors, AC and DC; gener-
Toronto, Ont. ators, gear units, industrial control equip-
ment, rectifiers, relays, surge absorbers, switchgear, steam turbines, voltage regulators.

GERMANY

Klockner-Humboldt-Deutz, A.G. Diesel marine engines, electric lighting plant,
Hohn-Deutz. electricity generating sets, locomotives, marine auxiliary sets, tractors, marine diesel power units.

Ad. Struver, Aggregatebau Mobile generator set for power and lighting
Hamburg. with air-cooled diesel engine.

UNITED KINGDOM

British Overseas Engineering & Con- Automatic AC and DC generating plants with
struction Corp. Ltd. petrol/diesel engines.
London.

West, Allen & Co. Ltd. Electric motor control, H.V. & L.V. metal-clad
Sussex. switchgear.

Presses

Presses, although they occupy only a small section of the machinery and plant equipment display, attract a great deal of interest because of the scope of their application.

A 125-ton automatic hydraulic preforming press exhibited by an English firm meets the demand for a machine to produce larger pellets used in making bigger thermosetting mouldings. These larger pellets reduce handling time and take advantage of high-frequency pre-heating.

This press, said to be the first of its type, has been designed to produce tablets which are too large to be made on the conventional type of mechanical tableter. The tablets can weigh up to six pounds and each tablet is sufficient for a moulding. (One moulding would require a large number of the tablets made on a normal preforming machine.) The press makes any shape which can be contained in a circle six inches in diameter, and there is a maximum depth fill of six inches. A core-pin carrier can

be used to produce tablets with a central hole. The machine is fully automatic. It can, however, be set to perform a single cycle when hand filling of awkward materials is required.

Exhibitors in this line are:

GERMANY

Beche & Brohs GmbH, Masschinenfabrik u. Eisengiesserei	Hammers, pneumatic and steam.
Huckeswagen/Rhld.	
Elmeg, Elektro-Mechanik GmbH	Electro-magnetic presses, power heads, c/w indexing tables, feed attachments.
Osterode/Harz.	
G. Siempelkamp & Co., Maschinenfabrik..	Hydraulic veneering presses, hydraulic deep- drawing sheet metal presses.
Krefeld, Ritterstrasse.	

UNITED KINGDOM

T. H. & J. Daniels Ltd.	Presses for plastics.
Stroud, Glos.	

Miscellaneous Machinery, Plant Equipment

Exhibits in the machinery section cover so many fields that they cannot be completely classified. But every business man will find something to interest him and, if it is really unusual, he can probably find it in the miscellaneous section.

There is, for instance, a metallizing process that can be used in almost every industry. The latest developments in metallizing—a rebuilding and production-line process to save material, time and replacement costs—are being shown by the American firm that introduced it 25 years ago.

Briefly, the process is this. A metallized coating is applied by a gun which consists of two essential assemblies. A power unit feeds the wire at a constant selected speed through the combustion unit, where it is melted in a reducing flame. As fast as the wire is melted, a concentric air blast atomizes and projects the molten metal against the surface being coated. The fine particles of metal strike the surface at machine-gun speed and drive themselves into any fissures in their path. This process helps to form a protective layer against corrosion, rebuilds worn parts, or corrects mistakes in machining. It has proved valuable in a number of industries.

A Belgian company is making its first appearance in Canada, bringing a range of diamond drills, diamond saws, diamond grinding wheels and polishers for varied industrial purposes. The manufacturer believes the market in Canada is an extensive one, because of the growth in mining and industry generally.

One Canadian exhibit sure to attract attention is a miniature sawmill designed and built by a British Columbia field engineer for a large saw company. A complete unit, perfect in every detail, the mill is operated by tiny levers and push buttons. The miniature logs move from haul-up to the head band and by conveyors to gang saws, edgers and trimmers. Before your eyes the mill, which took 10,000 hours to build, reduces tiny "logs" into neat, miniature boards.

Canadian product too is a portable and stationary spot welder for welding stainless steel, mild steel, and galvanized steel up to two pieces, 18 gauge. It is not an attachment for a stationary spot welder, but a self-operating unit suitable for auto and truck body shops, manufacturers of blower and ventilation systems, skylights, kitchen equipment, steel metal specialties, wire fences, etc.

Exhibitors are:

CANADA

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| Barer Engineering & Machinery Co.
Montreal, Que. | Ball and roller bearings, casters, die sets (press tool), tappers. |
| H. Barnard Stamp & Stencil Co. Ltd.
Hamilton, Ont. | Marking devices, rubber printing plates, engravers and die sinkers. |
| Bear Equipment & Services Ltd.
Toronto, Ont. | Industrial dynamic balancing machines for practically all rotating bodies. |
| Keith Blackman Ltd.
Toronto, Ont. | Fan engineering equipment, high and low pressure blowers, dust collectors. |
| Joseph Roediger
St. Catharines, Ont. | Saw sharpening machines, planer knife sharpening machines, tooth setting machine gang saw. |
| Tecalemit (Canada) Ltd.
Toronto, Ont. | Lubricating equipment, grease guns and fittings. |
| Fischer Bearings (Canada) Ltd.
Toronto, Ont. | Ball bearings, roller bearings, balls (steel, brass, aluminum, etc.), pillow blocks. |
| The General Fireguard Corp. Ltd.
Windsor, Ont. | Fire extinguishers, linen fire hose, racks, cabinets and fire department accessories. |
| E. F. Houghton & Co. of Canada Ltd.
Toronto, Ont. | Metalworking products; textile processing oils; hydraulic packings; leather and rubber packings; oils, cutting, hydraulic, quenching, rust preventive wool, finishings. |
| Beaconing Optical & Precision Materials Co. Ltd.
Montreal, Que. | Optical instruments, cameras, surgical lights, precision measuring and testing, electronic devices. |
| Hildon Corporation Ltd.
Toronto, Ont. | Precision measuring instruments for engineering trade. |
| F. W. Chambers & Co. Ltd.
Toronto, Ont. | Air conditioning equipment; air diffusers; alarms, low and highwater; dust collectors, exhaust ventilation; fans; filters; gauges; meters (air); cement plant precipitators; power plant precipitators. |
| Wheelco Instruments of Canada Ltd.
Toronto, Ont. | Instruments for temperature indicating, recording and controlling for industrial use; electric recording meters; industrial process timers. |
| Killan Mfg. Corp. (Canada) Ltd.
Toronto, Ont. | Unground ball bearings, ball bearings, casters. |
| Monarch Belting Co.
Toronto, Ont. | Leather belting; hydraulic and textile leathers; rawhide products; motor bases. |
| Tewes Engineering Sales Co. Ltd.
Toronto, Ont. | Boilers, steam generators, forgings, chemical process equipment. |
| Thermidaire Corporation Ltd.
Toronto, Ont. | Velan steam traps, hydro misers, boiler water treatment descalant and degreasant compounds. |
| Vancouver Engineering Works Ltd.
Vancouver, B.C. | Welding fittings, forged steel flanges, valves, screwed fittings, machinery castings. |
| Viking Pump Co. of Canada Ltd.
Windsor, Ont. | Rotary, sanitary, truck mount, centrifugal, turbine, fuel oil and hydraulic pumps. |
| Volta Mfg. Co. Ltd.
Welland, Ont. | Heat-treating furnaces, ceramic kilns, winches, magnetic brakes. |
| Welland Electric Steel Foundry Ltd.
Welland, Ont. | Stainless steel castings, valves, fittings, fabricated stainless steel process equipment. |
| Phil Wood Industries Limited
Windsor, Ont. | Hydraulic truck equipment. |
| Metallizater Co. of Canada Ltd.
Ottawa, Ont. | Metallizing guns and extensions, metallizing wire, dot welding guns replacement parts, maintenance and overhaul of impregnating equipment, metallizing equipment. |
| Western Canada Ropes
Vancouver, B.C. | Wire rope for oil-well drilling, mining, logging, marine and general engineering. |
| George T. White & Co.
Windsor, Ont. | Riveters, clinchers, air and hydraulic cylinders, remote controls, milling cutters. |

BELGIUM

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| Ed. Courtrey, Atelier de Construction
Hal. | Automatic tablet machines, chemical and pharmaceutical machinery. |
| Optibel, S.A.
Brussels. | Optical machines (with diamond-set tools). |

GERMANY

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| Plutte Koache & Co.
Wuppertal-Barmen. | Fully automatic original bacoba fillings, braider, bobbin and quill winders. |
| Russ Elektroofren Kommanditgesellschaft
Cologne. | Electric low frequency induction melting furnaces. |
| Spinnbau GmbH
Bremen-Farge. | Perfect ring spinning frame. |

GERMANY (continued)

- Friedrich Uhde, K.G. Flow diagram of different chemical plants and Dortmund. high pressure equipment.
Demag Aktiengesellschaft Mechanical equipment for mining, blast Duisburg, Germany. furnace plants, rolling mills, loading installations, crane equipment, bagger excavators, special machines, steel structures, bridges.
- Bungartz & Co. Maschinenfabrik All-round approved motor-tillers and two- Munchen. wheel tractors for multiple use.
Askania-Prakla Modern seismic equipment for geophysical Berlin. prospecting.

ITALY

- F.R.A.M. Fabbrica di Molle e Accessori Springs and valves.
pe Rotabili S.p.A.
Torino.

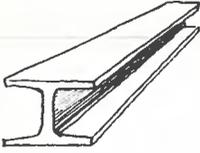
UNITED KINGDOM

- Air Industrial Developments Ltd All types of spray painting and industrial London, Eng. finishing equipment.
Automatic Weighing & Packing Machine Precision filling, weighing and packaging Co. machines for food, chemical and pharma- Birmingham. ceutical industries.
G. Brady & Co. Ltd. Wood and steel rolling doors, fire doors, dumb Manchester, Eng. waiters.
British Engineers Small Tools & Equip- Drill bushes, bushes for moulding boxes and ment Co. Ltd. flasks.
Toronto, Ont.
Castral Electric Washing Machine Co. Ltd. Electric washing machines, complete with Yorkshire, Eng. wringer, (4 lbs. washing capacity).
Easiclene Porcelain Enamel (1938) Ltd. ... Kitchen sinks and lavatory basins in stainless South Staffordshire, Eng. steel and vitreous enamel.
Gasel Appliances Ltd. Domestic refrigerators (absorption type)—elec- South Staffordshire, Eng. tric, kerosene, town and petroleum gas models.
Had-Mil (Canada) Ltd. Slitting and rewinding machines, for paper Montreal, Que. and foil paper machines.
Kenneth Hudson & Son Agricultural and farm equipment, 3-furrow Yorks, Eng. disc plough.
Lawson & Heaton Bricklayers' trowels, stainless steel garden Birmingham. trowels and weed forks.
Ch. J. Neuman Limited Greasing equipment, grease fittings, hand com- Surrey. pressors, grease guns, grease nipples.
Newall Group Sales Limited Universal grinding machines and optical Peterborough. measuring instruments.
The Periodical Proprietors Assn. Ltd. ... Combined exhibit representing Britain's trade, London. technical and specialized publications.
Rubery Owen & Co. Ltd. Shelving, automobile pressings, stud bolts, South Staffs. axles, office furniture, bolts, nuts.
R.H. Windsor, Ltd. Plastic injection moulding machines, extrusion Surrey. machines, moulds, dies and accessories.
Charles E. Douglas & Co. Semi-automatic wrapping machines, washing London. machines (ampoule).

UNITED STATES

- Byron Jackson Co. Centrifugal and turbine pumps.
Los Angeles.
Layne & Bowler Inc. Vertical turbine pumps, water well screens, Memphis. gravel wall wells.
American Society of Tool Engineers Technical society for advancement and dis- Detroit. semination of scientific knowledge in the field of tool engineering.
Clinton Machine Company (Warner Divi- Machines for metal disintegration, arc weld- sion) ing, brazing, cold welding, magnetizing, etc.
Detroit. Air compressors, portable; mobile repair unit-
Davey Compressor Company truck, power take-offs.
Kent, Ohio.





METALS AND CHEMICALS

A new Canadian chemical industry will introduce its products at this year's Trade Fair, some of which—pentaerythritol, methanol (synthetic), n-propanol, isobutanol, and n-propyl acetate—have never before been manufactured commercially in Canada. The exhibit will feature details of a multi-million dollar petrochemical plant being constructed at Edmonton which is expected to provide a constant supply of basic chemicals.

The products of a new plant at Prince Rupert—wood pulp acetates for the production of yarns, fibres, plastic film for packaging and similar materials—will be shown, with a graphic illustration of the Canadian forest management program undertaken at this plant.

Another Canadian firm exhibiting for the third consecutive year will show a greater range of extruded aluminum shapes than ever before. Featured will be a complete display of the various types of extruded shapes for industrial and consumer use. This company, established in Canada in 1947, has expanded rapidly and is now said to be Canada's largest producer of extruded aluminum shapes. Among the products will be cold rolled forms turned out by a new division of the company.

The metals and chemicals section of the Trade Fair covers 6,800 square feet, twice the area of last year. Canadian products dominate the show, but Belgium, the United Kingdom, and the United States are also entered. Exhibits range from paint and glue to steel and coal products.

Following are the exhibitors:

CANADA

Aluminum Company of Canada Limited... Montreal, Que.	Aluminum cables, couplings, fittings, ingots.
Anaconda American Brass Limited New Toronto, Ont.	Copper alloys, brass and bronze, sheets, tubes, nickel products, silver products.
Bettger Industries Limited Stratford, Ont.	Cast iron V-belt sheaves, alternating current and direct current, lighting plants.
Dow Chemical of Canada Limited Toronto, Ont.	Paint, pharmaceutical chemicals, plastic film.
Shawinigan Chemicals Limited Montreal, Que.	Acetic acid, pharmaceutical and industrial chemicals, paint solvents, stainless steel, castings.
Unifin Tube Company London, Ont.	Tubes—aluminum, condenser, copper, and heating finned.
The B. Greening Wire Co. Ltd. Hamilton, Ont.	Wire and wire rope, cloth and screen, per- forated sheet metals.
Canadian Chemical Co. Ltd. Edmonton, Alta.	Organic chemicals, acetate yarn and staple fibre, plastic, high alpha cellulose.
Dominion Steel and Coal Corp. Ltd. Montreal, Que.	Steel and coal products.
International Nickel Co. of Canada Ltd.... Toronto, Ont.	Nickel and nickel alloys (monel, inconel, incoloy) palladium.
Perkins Glue Company of Canada, Ltd.... Kitchener, Ont.	Resin, casein and vegetable woodworking glues and glueing equipment.
Anti-Chem Limited Toronto, Ont.	Chemical resisting cements, coatings, piping, jointing and membrane lining materials.
Atlas Steels Limited Welland, Ont.	Steel—tool, stainless, high speed and special purpose.

CANADA (continued)

Bardahl Lubricants Ltd. Montreal, Que.	Oil and fuel additives to disperse carbon and reduce friction.
R. D. Werner Co. (Canada) Ltd. Oshawa, Ont.	Aluminum (cold rolled form), roll formed steel, trim and weatherstrip, extruded trim.

BELGIUM

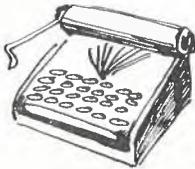
Comet, Sprl Malines.	Fierced steel plates, liquid petroleum gas cylinders, pressings, fire extinguishers, helmets, stainless steel beer barrels.
Federation des Industries Chimiques de Belgique Brussels.	Chemicals—industrial, laboratory, metal working, pharmaceutical, photographic, technical, perfumery; glue.
Manufacture de la Tole a Malines. S.A..... Malines.	Cold rolled steel sheets, cold drawn steel sections, steel sheets cut to dimensions.

UNITED KINGDOM

Watford Chemical Co. Ltd. London, Eng.	Emulsifying agents, formaldehyde, plastics, polishing machines, pentaerythritol, and range of fatty esters.
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UNITED STATES

Taylor Fibre Co. Norristown, Pa.	Laminated plastics; textile bobbins; fibre-sheets; rods, tubes, arc barriers; water pump seals.
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OFFICE EQUIPMENT AND SUPPLIES

The office equipment section probably attracts more visitors to the Fair than any other single group, because the products displayed can be used in every business. This year brings a wider variety and greater volume of office equipment than ever before.

Firms from eight countries have booked almost 10 thousand square feet of space. About 25 member companies of the Canadian Business Equipment Manufacturers' Association, which is supporting the Canadian part of the display, will be exhibiting and a number of Canadian manufacturers are also taking space individually.

Canadians have booked 5,520 square feet in this section, United Kingdom firms have taken 1,500 square feet, and Dutch and German manufacturers close to 1,000 square feet each. The United States, Belgium, Sweden and Italy are also represented.

Business Machines

This is practically a complete vertical fair of Canadian business machines, providing an outstanding display. Among the business machines exhibits (which comprise about half the office equipment space) is a unique calculating machine that you can operate with one hand. It represents the life-work of a Swiss technician. Exhibited by a German firm, it does

every standard calculation quickly and simply. The calculator weighs only eight ounces; has a series of finger-control number levers on the sides and a driving handle and clearing lever on top of the carriage. The calculator will produce results to 11 columns. It is intended particularly for travellers, technicians and other business men who need to make rapid calculations when regular office machines are not at hand.

The same German exhibitor is showing an electric adding and listing machine and a range of streamlined typewriters.

The well-known Olivetti firm of Italy, at the Fair for the second time, is exhibiting the calculating machines that created great interest last year.

Exhibitors of business machines are:

CANADA

Acousticon Dictagraph Co. of Canada Ltd. Toronto, Ontario.	Interior telephone systems and paging systems, intercommunication systems.
Addressing Machines & Business Systems (BRADMA) Ltd. Toronto, Ontario.	Addressing and listing machines, facsimile letter-writing machines.
Addressograph-Multigraph of Canada Ltd. Toronto, Ontario.	Imprinting equipment, addressing and list- ing machines, office and payroll writing machines, stock control equipment, multilith and addressograph machines.
Burroughs Adding Machine of Canada, Ltd. Toronto, Ontario.	Complete line of business machines and business machine supplies.
R. C. Coxhead Corporation of Canada Ltd. Toronto, Ontario.	Writing machines for composition of matter to be reproduced by offset printing or duplicators.
Dictaphone Corp. Ltd. Toronto, Ontario.	Dictaphone electronic dictating and transcrib- ing machines.
Ditto of Canada Ltd. Toronto, Ontario.	Duplicators, gelatin and spirit process; dupli- cating supplies, carbons, fluids, cleaners.
Thomas A. Edison of Canada Ltd. (Ediphone Division) Toronto, Ontario.	Dictating equipment.
Electro-Voc Inc. Montreal, Quebec.	Intercommunication, paging, nurses' call, and educational sound systems. Bells (electronic) for churches. Loudspeakers.
Executone Communication Systems Ltd.... Toronto, Ontario.	Electronic communication, light signal, voice paging, sound and music systems.
Gestetner (Canada) Ltd. Toronto, Ontario.	Duplicating machines and supplies.
M. P. Hofstetter Limited Toronto, Ontario.	Adding and calculating machines, printing calculators.
International Business Machines Co. Ltd.. Toronto, Ontario.	Electric punched card accounting machines, electric typewriters, time recording systems.
National Cash Register Co. of Canada Ltd. Toronto, Ontario.	Cash registers, accounting and bookkeeping machines, adding machines, forms and books for office and stores. Desks and chairs.
Nauta Bros. Toronto, Ontario.	Duplicators, addressing machines, calculating machines.
Northern Electric Co. Ltd. Belleville, Ontario.	Office dictating and transcribing equipment Gray Audograph soundwriter.
Pitney-Bowes of Canada Ltd. Toronto, Ontario.	Postage meters, mailing machines, folding machines, postal scales, tickometers, letter openers.
Remington Rand Limited Toronto, Ontario.	Business machines.
Rotaprint Co. of Canada Ltd. Toronto, Ontario.	Lithographic presses, photomechanical equip- ment and supplies and accessories.
Royal Typewriter Co. Ltd. Montreal, Quebec.	Electric, standard and portable typewriters, rotype supplies.
L. C. Smith & Corona Typewriters of Canada Ltd. Toronto, Ontario.	Typewriters, adding machines, cash registers, duplicators.
Underwood Limited Toronto, Ontario.	Typewriters, adding machines, accounting machines.
Veeder-Root of Canada Ltd. Montreal, Quebec.	Automatic counting devices, counters, (print- ing, ratchet, revolution, steel-office, stroke, tally). Automatic computing devices.

GERMANY

Gustav A. Mucher Adding, calculating and accounting machines,
Munchen. typewriters.

ITALY

Ing. G. Olivetti & C., S.p.A. Calculating machines.
Ivrea.

Office Furniture and Equipment

This section runs the gamut from the indispensable filing cabinet to locks, safes, composing room equipment, and even prison cells!

To be conventional first, a Canadian firm is showing a new type of executive and senior clerical chair with an adjustable sliding seat and tilting back instead of the conventional tilting action. The same firm will exhibit for the first time flush-type partitions with a patented glazing bead and streamlined window frames. This manufacturer will also exhibit all-steel partitions and shelving for factories and offices and standard steel furniture.

A Canadian manufacturer of office furniture has recently designed a new line of cabinets and filing systems, some of plastic and others all-steel, which will make its debut at the Fair. Among them is a desk-cabinet with an improved type of rotary filing system.

As a deterrent to the light-fingered, an English lock and safe company is showing, for the third time, a representative line of burglar-proof, fire-resistant safes and filing cabinets. These safes and strongboxes are made of an undrillable alloy, impervious to any known cutting tool and fairly resistant even to the oxy-acetylene blow torch. The manufacturer says that none of his safes of anti-blowpipe construction has been successfully burglarized, although many attempts have been made.

Another English exhibitor, back for the fourth year, will be showing a range of craftsman-built steel office equipment specially designed for North American requirements.

Among the many other products are rotary filing cabinets, safety deposit boxes, burglar-resistant chests, steel and wood office furniture.

Exhibitors in this category are:

CANADA

Burrowes Mfg. Co. Steel printers' composing room equipment,
Toronto, Ontario. steel map and plan cabinets, steel storage
cabinets, steel shoproom equipment.

Dominion Safe & Vault Co. Ltd. Fireproof safes, burglar-resistant chests, safety
Niagara Falls, Ontario. deposit boxes, vault doors.

House of Otho Gibbons Aluminum chairs, filing cabinets, cameras,
Dartmouth, N.S. storage equipment, steel tables, X-ray and
microfilm storage cabinets, etc.

Office Specialty Mfg. Co. Ltd. Office furniture of steel and wood, filing
Newmarket, Ontario. cabinets and system supplies.

Preston-Noelting Ltd. Office furniture and filing supplies.
Stratford, Ontario.

Sankey Sheldon Steel Furniture Division
Lysaght's Canada Limited Steel office furniture, chairs, steel shelving
Aurora, Ontario. bins, racks and partitions.

Seeley Systems Corp. Ltd. Rotary filing of card records on portable
Toronto, Ontario. wheels and wheels in cabinets, Office chairs,
card index cabinets, steel office furniture
and equipment.

Steel Equipment Co. Ltd. Steel executive desks, filing cabinets, cup-
Ottawa, Ontario. boards, counter card index cases, horizontal
card sections, lockers, waste baskets, book-
stacks (library).

J. & J. Taylor Limited Safes, cabinets, vault doors, deposit boxes,
Toronto, Ontario. steel chests, prison cells.

GERMANY

- Peter Ruppel Showcases, wall fixtures, display units.
Can. Agents, Toronto, Ontario. counters, store fixtures.

NETHERLANDS

- Ahrend & Zoon, N.V. Wed. J. Complete line of steel office furniture, steel
The Hague. shelving for office and factory, drawing
tables with parallel rules, drafting machines.
ODA Staalwerk, N.V. H.J. v.d. Kamp Steel furniture in standard and special designs.
St. Oedenrode.

UNITED KINGDOM

- Waddells (Stratford Steel Equipment)
Ltd. Industrial steel equipment, lockers, cupboards,
Enfield. racking, partitioning and mobile storage.
Milners Safe Co. Ltd. Safes, vault doors, bank and security equip-
London. ment, steel rolling shutters.
G. A. Harvey & Co. (London) Ltd. Steel office equipment, works storage equip-
London. ment, perforated metals, woven cloth (wire).
Chubb & Son's Lock and Safe Co. Ltd. .. Safe cabinet equipment, burglar and fire-
London. resisting safes, vault doors, locks.
E. N. Mason & Sons Ltd. Drafting stands, filing cabinets, photo printers,
Colchester. photographic papers, photo-printing paper.

UNITED STATES

- Mosler Safe Co. Safes, vaults, safe deposit boxes, bank vaults,
New York City. night depositories.

Office Supplies

If you are looking for something in this section outside the usual line of office supplies, you will be interested in a full line of advertising specialties, such as rulers, yardsticks, drawing materials, and blackboard equipment, shown by a Canadian firm. They even display cribbage boards. A German firm is displaying paper goods which include gift wrappings and drop absorbers.

A Dutch exhibit will include blueprint paper and machinery, artists' supplies, precision instruments and self-adhesive labels.

Exhibitors of products of this type are:

BELGIUM

- Pelletier (Usines) S.A. Paper, typewriter paper, airmail paper,
Brussels. papetries.
Dresse, (Anc. etabl. Hubert) S.A. Printing inks.
Brussels.

CANADA

- Acme Ruler & Advertising Co. Ltd. Full line of advertising specialties: rulers,
Toronto, Ontario. yardsticks, drawing boards and blackboards
(also equipment for them), cribbage boards,
drawing materials.
Encyclopaedia Britannica of Canada Ltd.. Encyclopaedia Britannica-24 volumes and
Toronto, Ontario. Britannica Junior-15 volumes, both with year
book and personalized information service
for ten years.

GERMANY

- A. W. Faber-Castell Pencils, slide rules, scales, pencil sharpeners,
Stein beim Nurnberg. penholders, drawing instruments, crayons.
Vereinigte Papierwerke Schickedanz
& Co. Paper goods (paper napkins, gift wrappings,
Nurnberg. drop absorbers).

NETHERLANDS

De Atlas, N.V. Lichtdrukpapierfabriek.... Blueprint, ammonia and semi-dry paper, ammonia blueprinting machines, stencils, artists' supplies, drawing pencils, precision instruments, self-adhesive labels.
Delft.

UNITED KINGDOM

Ofrex Limited Manufacturers of patented office supplies.
London. carbons, ribbons, stencils, staplers, tapes, pencils.



SCIENTIFIC AND MEDICAL INSTRUMENTS

The instruments that will be exhibited in this section of the Fair can carry out, precisely and efficiently, an amazing variety of operations. There's a "sliver tester," for example, that measures the thickness of material; a track levelling and aligning telescope, designed for railway maintenance work; geophysical equipment for prospectors; fracture instruments, optical flats, centrifuges, and hundreds of other devices to be used by doctors, hospitals, and laboratory workers.

Canadian exhibitors have booked 50 per cent of the 3,200 sq. ft. in this section. Next comes Germany (1,100 sq. ft.). Belgium, France, the Netherlands, Sweden, and the United Kingdom also plan displays.

Medical and Hospital Equipment

One Swedish firm, which began to market its products in Canada about a year ago, will feature scales for hospital, medical and industrial use. Certain to create interest is a baby scale so designed that the platform can be lifted off and the entire mechanism cleaned and disinfected. The same company will show a scale for packinghouses that has an electrical register and prints tickets showing individual weights—useful in computing the day's production. One type of scales features a double pendulum mechanism that compensates for off-level conditions, and another a patented shifting device that replaces individual weights.

In the medical field, the displays will include electrocardiograph machines, instruments for surgical and obstetrical procedures, dental equipment, optical flats and lenses. Two firms—one Canadian and one English—will exhibit drugs, pharmaceuticals, and hospital supplies.

Exhibitors in this classification are:

CANADA

Precision Optics Lenses, prism binoculars, optical flats, mirrors,
Toronto, Ont. magnifiers, made-to-order optical systems.

CANADA (continued)

Swedish Scale & Hydraulic Company Toronto, Ont.	Scales, (computing, dial, industrial, for medical profession).
Starkman Chemists	Chemicals, drugs, hospital and surgical supplies.
Hevesy Corporation	Fracture and surgical instruments, hospital and laboratory equipment, X-ray apparatus.
Montreal, Que.	

BELGIUM

Manufacture Belge de Gembloux S.A. Gembloux.	Surgical instruments, hospital furniture and equipment.
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GERMANY

Gebr. Brasseler	Special dental machines, dental burrs.
Lemgo/Lippe.	
Fritz Hellige & Co., GmbH.	Electrocardiographs, electrohaemoscope, colorimetric equipment, microscope cover glasses, pipettes, curvettes, polarimeters.
Frieburg i. Brsg. Heinrich v. Stephanstr.	
Jenaer Glaswerk Schott & Gen.	Chemical and laboratory glassware, medical instruments, optical instruments, filters, vacuum disks, etc.
Landshut/Bay.	
Arnold H. Jurgensen & Co.	Surgical, obstetrical, dental, veterinary instruments, (syringes, needles, sterilizers), microscopes, thermometers.
Hamburg.	Scientific and optical instruments.
J. Rumold	Scientific and optical instruments.
Stuttgart-Zuffenhausen.	
Wernicke & Co., K.G.	Chemical glassware, capillary fittings, vacuum flasks, vacuum tubes.
Dusseldorf-Eller.	Scientific and optical instruments.
Wertheim Glaswerk	
Wertheim/Main.	
Winter, Ph.M.	Scientific and optical instruments.
Furth/Bayern.	

NETHERLANDS

"Mema-Export" Export combine of Dutch mfrs. in the medical line	X-ray diagnostic equipment, electrosurgical apparatus, electromedical and infrared apparatus, centrifuges.
Delft.	

UNITED KINGDOM

British Chemotheutic Products Ltd. Bradford, England.	Details not yet available.
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Scientific and Laboratory Equipment

An optical divider, mounted on a milling machine for toolroom or high precision work, will be on display in this section. A micrometric reader, visible at the top of the divider, makes angle reading easy, says the Canadian firm which will exhibit this device.

A Belgian manufacturer is showing an interesting range of microscopes. One is a stereoscopic type which gives both a pronounced effect of perspective and a large field of view; it is particularly useful in inspecting structure. The same firm is showing a microprojector for classroom demonstration, lecturing, etc., which flashes an enlarged image of a specimen onto a screen.

Other products in this category include specially designed binoculars that reduce "observation fatigue"; high vacuum equipment; cameras and other photographic equipment, and a wide range of laboratory apparatus.

Exhibitors are:

CANADA

Canadian Research Institute	Scientific apparatus, industrial control equipment, electronic devices, electrical instruments.
Toronto, Ont.	
Instruments (1951) Limited	Engineering, surveying, drafting instruments, photogrammetric equipment, blueprinting and whiteprinting machines, compasses, levels, microscopes, plane tables, viewfinders.
Toronto, Ont.	

CANADA (continued)

Optimec	Signal lamp, optical, mechanical and plastic instrument parts, plastic demonstrator.
Toronto, Ont.	
Polytronics Co.	Wheatstone and Kelvin temperature bridges, precision resistors, temperature controller, potentiometer, resistance boxes, laboratory oven.
Toronto, Ont.	
Roydes & Edwards Limited	Sales and service of scientific and industrial instruments.
Toronto, Ont.	
Scientific Exports (Great Britain) Ltd. Canadian Division	Scientific laboratory and high vacuum equipment, fine chemicals, surveying equipment.
Toronto, Ont.	
Scientific Instrument Mfrs. Ass'n, of Canada	Industrial and scientific instruments, chemical electrical, electronic, mechanical, optical.
Toronto, Ont.	Precision measuring instruments, mechanics tools and gauges.
Staroba Industrial Research Co. Ltd.	Glass apparatus to specifications for industry, research and schools.
Toronto, Ont.	Aluminum tubes, ball and roller bearings, measuring instruments, precision devices, signal lamps, temperature controls.
Sullivan Glass Co.	Pressure and vacuum gauges, industrial dial thermometers and recording thermometers.
Toronto, Ont.	
John Herring & Co.	
Toronto, Ont.	
Winter's Thermogauges Ltd.	

BELGIUM

Mees, G. (S.A.)	Testers for textile industry, sound projectors.
Destelbergen (Near Ghent).	
Optique & Instruments de Precision (Societe Belge d' (S.A.)	Microscopes, laboratory and scientific microprojectors, magnifiers, glass and spare parts for the optical trade.
Ghent.	

FRANCE

Berbier Benard & Turenne	Scientific instruments, microscopes, surgical lights, refractometers, binoculars, pyrometers, photographic equipment, cameras, projectors, cinematograph, measuring instruments and equipment, photographic lenses, gauges (caliper indicator), gauging equipment, hand tools for industry.
Paris.	
Compagnie Generale de Metrologie	Electrical and electronic measuring and testing instruments and equipment.
Anney.	

GERMANY

Askania-Werke A. G.	Precision instruments for science and industry.
Berlin-Friedenau.	
Kuhlmann, K. G., Fr.	Oversize, standard, miniature and special drafting machines and stands.
Wilhelmshaven.	Scientific and optical instruments.
Mayr, Hormann & Cie, K. G.	Slide rules, drawing tables, drafting machines, drafting material, surveying equipment.
Pfronten-Steinach (Allgau).	Modern seismic equipment for geophysical prospecting, geophysical instruments, gravitometer contacts.
Albert Nestler Verkaufsgesellschaft	X-ray apparatus for testing materials, diffraction apparatus, and cameras.
Lahr/Baden.	Cameras, (cine and miniature), flashlights, enlargers, lenses, photographic equipment.
"Prakla" Gessellschaft fur Praktische	Cameras, (cine and miniature), flashlights, enlargers, photographic equipment and material, lenses, (photographic).
Lagerstättenforschung, Hanover.	
Rich, Seifert & Co.	Laboratory and scientific equipment.
Hamburg.	
Verband Feinmechanik & Optik e.V.	
Cologne, Rhineland.	
German Camera Export Section	
c/o Verband der feinnach. und optischen Industrie e.V.	
Kohn/Rhein.	
Phywe Aktiengesellschaft	
Göttingen.	

NETHERLANDS

"Luctor" Mr. A. D. Baart, Director	Physical and chemical instruments for demonstration at schools.
Baarn.	

SWEDEN

Aktiebolaget Stathmos	Scale and weighing machines.
Eakilstuna.	
Domkraft A/B Nike	Hydraulic lifting jacks.
Eakilstuna.	
Handelsaktiebolaget Nemea	Drawing sets and instruments, jewellery.
Stockholm.	



TEXTILE PRODUCTS

The visitor to the textiles section will see fabrics ranging from luxurious velvet to sturdy cottons; household furnishings, from carpets to upholstered chairs, delicate linens, and blankets; wearing apparel from many countries; sewing machines, and a number of indispensable small goods such as buttons, fasteners, buckles, and elastics.

France leads in this group, with 3,300 sq. ft. of exhibits out of a total of 11 thousand sq. ft. (The Association of Lingerie Manufacturers is displaying the wares for which Paris is famous.) Next come Italy (2,400 sq. ft.), Belgium (1,800 sq. ft.), and Germany (1,000 sq. ft.). Four Canadian firms are participating. For the first time, Iran is coming to the Fair, bringing Iranian prints on natural silk. The Belgian Ministry for Economic Affairs is sponsoring the large display of the Belgian Clothing Federation.

Piece Goods, Fabrics

Piece goods and fabrics comprise the largest single division in the textiles section, with five countries showing cloths for almost every use. Exhibitors include:

CANADA

Granby Elastic & Textiles Ltd. Granby, Que.	Woven, braided and knitted elastics of all types; artificial silk and spun rayon; lastex; cotton; nylon tufting; rayon. (Also automotive seat covers, bathing suits and sportswear.)
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BELGIUM

Bevernage Freres (Tissage) S.A. Courtrai.	Ticking, furnishing fabrics, furnishing goods.
Buaschaert (Tissage) Deerlijk.	Furnishing fabrics, upholstered fabrics.
Loth Nouvelle S.A. Loth.	Cloth for coats and costumes, dress goods, woollens and worsteds, suitings.
Peeters, Van Haute & Duyvers, S.A. St. Nicolas, Waas.	Velveteen cloth, velour, imitation fur, upholstery cloth, furnishing fabrics.
Tissages des Flanders Brussels.	Furnishing fabrics, ticking, upholstered furniture.

GERMANY

Bartelsmann & Niemann Bielefeld.	Fine upholstery fabrics, cut and uncut moquettes, mohair, velours.
Bussmaate Spinnweberei Nordhorn/Hann.	Printed, bleached and piece-dyed cotton, spun rayon, artificial silk fabrics.
Exportvereinigung Deutscher Leinenwebereien G.m.b.H. Hanover.	Linen and print cloth, cotton piece goods, household linen.
Gesellschaft fur Elbersdrucke Hagne/Westf.	Fabrics, furnishing prints.
Handstickerei-Gesellschaft Hanover.	Linen and print cloth, cotton piece goods, household linen.

GERMANY (continued)

Carl Weber & Co., G.m.b.H. Linen and print cloth, cotton piece goods,
Oerlinghausen/Lippe. household linens.

IRAN

Ahmed A. Ghaissarieh Iranian prints on natural silk; silver and brass
Tehran. handicrafts.

ITALY

Associazione de l'Industria la Niera
Italiana Worsteds and serges, wool yarns.
Biella.
Drighi E. Petracchi Wool fabrics.
Prato.
S.A.A.T.I. Bolting cloth.
Appiano Gentile (Como).
Angora Luisa Spagnoli Angora rabbit yarns, fabrics.
Perugia.
Manifattura Toscana Fur skins, dressed.
Firenze.

NETHERLANDS

Codu, N. V. Textiles of all kinds, including woollen and
Rotterdam. rayon piece goods, blankets, towels.
Industrie-en Handelsonderneming
"Vicam" Textiles, jewellery.
Amsterdam.

UNITED STATES

Vanetta Velvet Corp. Corduroys, plain and fancy, velveteens,
New York. velvets, plushes, pile fabrics.

Clothing

The British will be displaying made-up fur coats, capes and jackets, and dyed skins for the first time. The Belgians will concentrate on wearing apparel—woollen knitted goods, coats and suits for men and women, and a fairly complete line of children's and infants' clothing. Shirts, blouses, underwear of cotton and rayon, and women's clothing will feature the German exhibits. Exhibitors include:

BELGIUM

Belangor, S.A. Angora yarns, woollen knit goods.
Edelare.
Linfm, S.A. Blouses, hosiery, lingerie and underwear.
Tournai.
Smolderen Lingerie, household linens.
Antwerp.
Fédération Nationale des Industries du
Vêtement et de la Confection Men's, women's and children's clothing, suits,
Brussels. etc.: waterproof garments; hats and caps;
gloves, and underclothing.

FRANCE

Chambre Syndicat de la Lingerie Fine
de Paris Lingerie.

GERMANY

Marg v.d. Boogart Clothing for ladies and misses.
Berlin.
"Felika" Strumpf-und-Wirkwarenfabrik.. Blouses, infants' wear, knitwear, shirts, under-
Bielefeld. wear, rayon and cotton fabrics, cloth.
B. Rawe and Company Household linens, woven apparel, textiles.
Nordhorn.
Fa. Edm. Wisolek Clothing for men and women.
Berlin.

NETHERLANDS

- N. V. Amsterdamsche Tricot-en
Kunstzijdefabrieken "Atek" Knitted cotton outer and underwear, sweat-
shirts.

UNITED KINGDOM

- Philip Deyoung Co., Ltd. Made-up fur coats, capes, jackets, fur plates,
London. and dyed skins.

Clothing Accessories

Included under this category, with a number of small goods such as buttons and fasteners, is a unique adhesive that sticks to fabrics but not to the fingers. Demonstrations of its many uses created a good deal of interest at the 1951 Fair.

Exhibitors in this group include:

CANADA

- Newey Brothers (Canada) Ltd. Smallwares and notions, fasteners of all types,
Granby, Que. hook-eye tapes.

ITALY

- Bottonifici L. Lozio, & F. Buttons.
Brescia.

NETHERLANDS

- Kaha Ltd. Buttons and buckles for men's, women's and
children's wear.

UNITED KINGDOM

- Sakweld, Ltd. Adhesives.
Bristol.

Rugs and Carpets

Two Belgian firms are exhibiting for the first time and showing an extensive lines of rugs and carpets.

- Bruggeman, S.A. Cotton and woollen carpets, jute carpets,
St. Nicolas-Waas. cotton, woollen and jute rugs, table covers,
uncut Wilton carpets, upholstered furniture.
- Peeters-Van Roye (Établissements) S.A... Axminster, Brussels, Wilton and Tournay
St. Nicolas-Waas. carpets and rugs, piece goods, chenille rugs.

Blankets, Handkerchiefs, etc.

Blankets, towels, polishers, tablecloths, handkerchiefs, mufflers and a variety of similar products, all of high quality, will be exhibited by:

BELGIUM

- Manta, S.A. Cotton and woollen blankets, dusters, polishers,
Waasmunster. dish cloths, household goods, virgin wool
and mixed wool.
- Federation of the Belgian Textile
Industry Cloth, carpets, blankets, felts, hosiery, uphol-
Brussels. stery, rugs, velvets, yarns, fabrics.
- Textraco, S.A. Bedding, blankets, handkerchiefs, tablecloths,
Brussels. tickings.

GERMANY

- Spinnerei & Weberei Pfersee Screen-printed handkerchiefs, mufflers, table-cloths, cottons and spun rayon fabrics.
Augsburg.

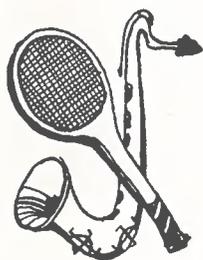
NETHERLANDS

- Van Wijk & Co., N. V. Woollen blankets, woollen and cotton socks, Leiden. woollen yarns for hand knitting.

Sewing Machines

CANADA

- Dominion Sewing Machine Co. Ltd. Portable electric sewing machines with revolutionary free arm.
Toronto, Ont.



SPORTING GOODS, TOYS

Toys and sports and recreational equipment will be exhibited by manufacturers from Canada, Belgium, The Netherlands and Germany. Their products will include rubber, plush, educational and construction toys, dolls and dolls' furniture, games, athletic clothing and crests, fishing tackle, and bicycles.

Exhibitors are:

CANADA

- Reliable Toy Co. Ltd. and Reliable
Plastics Co. Ltd. Dolls, plush toy animals, plastic toys,
Toronto, Ont. infants' houseware, stationery, novelties.
Unique Crests & Athletic Supplies Ltd. ... Crests, athletic team wearing apparel, sporting
Toronto, Ont. goods.
Universal Products Reg'd. Coloured lead pencils, rubber baby needs,
Montreal, Que. character dolls, rubber toys.
Schell Industries Ltd. Educational and construction toys, mechanical
Woodstock, Ont. toys, model builders, dolls and dolls' furniture, crokinole and combination boards.

BELGIUM

- Tecommin (Etablissements) Rubber goods, sporting goods.
Brussels.

GERMANY

- Held and Seekamp, Mechanische
Spieleseuge Mechanical toys, rockets, etc.
Hamburg.
Hopf & Hopf Toys, dolls, novelties, Christmas tree ornaments,
Coburg-esbach. glass novelties, ornamental chinaware,
porcelain.

NETHERLANDS

- S. Weinberg Fishing tackle, other sports goods.
Hilversum.
Rijwielafabriek "Joco" Sporting, racing, standing and balloon
Amsterdam. bicycles; accessories; auxiliary motors.



TRANSPORTATION EQUIPMENT AND PARTS

A Nova Scotian manufacturer of small boats and hulls that have created wide attention is exhibiting for the first time this year. This firm supplies molded hulls to assembly plants throughout Canada and the United States. At the Trade Fair it will show the latest models in watercraft, from small runabouts to 15-foot fishermen's outboards.

This same manufacturer has perfected a spray control system which is highly effective in keeping passengers dry even at high speed in rough water. He has also developed standardized longitudinal frames locked with a combination seat-back bulkhead, which gives these molded boats a greater degree of rigidity.

Canada and the U.K. are the only countries so far exhibiting in this section. An English firm is sending motorcycles and car components and a Canadian company will display a complete line of motorcycles. No automobile exhibits have yet appeared.

Exhibitors are:

CANADA

Industrial Shipping Co. Ltd. Mahone Bay, N.S.	Laminated molded outboard motor boats; car tops; dinghies; hulls.
International Cycle Co. Ltd. Montreal, Que.	Motorcycles.
Super Oil Seal Mfg. Co. Ltd. Hamilton, Ont.	Oil seals, precision molded rubber parts, hammers and mallets.

UNITED KINGDOM

S. D. Sullam Ltd. London, Eng.	Motorcycles, car components and accessories.
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The Trade Fair Tradition

When it opened in 1948, the CITF was new to the North American continent. But Trade Fairs are not an innovation, suddenly appearing in the twentieth century. They date back to long-forgotten Tyre—and the year 574 B.C. Since the sixth century A.D. fairs—some national, some international—have flourished.

Many of them have been associated with famous cities: Paris, Prague, Birmingham, Milan. By the 19th century England, Holland, Belgium, France, and Germany all had their established fairs. Disrupted by the 1914-18 war, they were revived at its close. Britain re-opened the British Industries Fair, but confined it, as she does today, to manufacturers and producers within the Commonwealth and Empire.

The years 1939-1945 saw the fairs closed again. Once again, they were revived close on the heels of peace. Then, in 1948, Canada pioneered in Trade Fairs in the New World—and is building up a tradition of her own.

TO HELP YOU . . .

The officers of the Department of Trade and Commerce listed below will be attending the Trade Fair on the dates given opposite each name. They will be on duty at the Trade and Commerce desk in the main Reception Center and will be glad to give advice to businessmen on any trade problems.

Area Trade Officers

Latin America	June	2-7	A. Savard.
United States.			
Europe	June	2-13	K. Nyenhuis
Commonwealth	June	9-10	A. B. Brodie.
Asia, Middle East	June	10-12	R. K. Thomson.

Commodity Officers

Agriculture	June	3-5	G. F. Clingan	Plants and products
Automotive, Agricultural and Construction Equipment	June	9-13	H. B. Scully	Chief of section
	June	11-12	G. C. Clarke	Agricultural machinery and implements
Chemicals, Oils and Minerals	June	4	R. T. Elworthy	Organic chemicals, oils, fats
	June	9-10	S. G. Barkley	Chief of section
	June	10	E. J. Bankoff	Non-metallic minerals
Fisheries	June	10-12	T. R. Kinsella	Fish and products
General Products	June	2-5	P. G. Jones	Toys, recreational products, electrical appliances, photo- graphic equipment
	June	5-10	D. G. W. Douglas	Office, hospital, radio and store equipment
	June	9	P. E. Jensen	Handicrafts, general manu- factured products
	June	11-13	G. R. Rahm	Plumbing, heating, and hard- ware products
Imported Foods	June	2-4	E. B. Paget	
Machinery and Metals	June	2-7	E. C. Thorne	Chief of section
	June	9-11	J. D. Moorman	Miscellaneous capital goods
	June	12-13	A. M. Tedford	Non-ferrous metals
Textiles, Leather and Rubber	June	4	A. C. Fairweather	Fibres and products
	June	5-7	G. R. Poley	Chief of section
	June	9	F. T. Carten	Leather, rubber
	June	9	E. G. Gerridzen	Wearing apparel
Wood and Products	June	5-6	J. C. Dunn	Lumber, manufactured wood products
	June	6	M. W. Murphy	Pulp
	June	9-10	G. H. Rochester	Chief of section
	June	11	E. Clarke	Paper

Import Division

June	2-7	C. F. McGinnis	Director of Division
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Industrial Development Division

June	2-7	B. R. Hayden	Asst. Director of Division
June	9-13	W. J. Moloughney	Technical officer

Tariff Research Officers

United States	June	2-4	B. Shapiro.
Commonwealth	June	5-7	Miss H. K. Potter
Europe	June	9-11	F. P. Weiser.
Latin America	June	12-13	A. M. Baldwin

GUIDE TO EXHIBITS

In the Coliseum, you will see . . .

Ceramics, Glassware, Household Accessories
Food and Beverages, Tobacco
Furnishings, Household Appliances
Hardware, Smallwares
Institutional Exhibits
Jewellery
Leather Products
Office Machinery and Equipment
Sporting Goods, Toys
Textile Products

In the Automotive Building, you will see . . .

Building Materials, Plumbing and Heating
Electrical Equipment (Industrial)
Farm Implements and Equipment
Metals and Chemicals.
Scientific and Medical Instruments
Transportation Equipment

In the Industry Building, you will see . . .

Hand Tools
Machine Tools
Materials Handling Equipment
Motors, Power Units
Presses
Printing Machines
Textile Machinery, etc.