



foreign trade

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COVER. . . Men and women from many countries will pass under the gleaming aluminum facade of the Coliseum when they visit the Canadian International Trade Fair early in June. In the last few years the red "C" has become known among businessmen the world over as the symbol of a great international marketplace on the shores of Lake Ontario.

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Hon. L. B. Pearson

to Open

Trade Fair



THE CHOICE OF Hon. Lester B. Pearson to open the Trade Fair this year seems a particularly appropriate one. The Fair is Canadian in origin and setting but international in scope; Mr. Pearson has won distinction both in Canada and in the international sphere. His fellow citizens know him best as the Secretary of State for External Affairs but he became a world figure last fall when he was appointed president of the General Assembly of the United Nations.

His long connection with government began when, as a young man of 31, he entered the Department of External Affairs. He climaxed his career as a civil servant by becoming the Under Secretary of State for External Affairs. Two years later he was elected to Parliament and joined the Cabinet as the Minister for External Affairs.

Through the years he has taken an active part in the work of the United Nations, first as chairman of the Interim Commission on Food and Agriculture and later as a member of a number of UN committees. Thus his experience both at home and abroad has given him a deep understanding of international problems.

On June 1st, when he stands on the steps of the Coliseum in Toronto's Exhibition Park, with the flags of many nations unfurled above him, and declares the CIFT open, Mr. Pearson will be the right man in the right place. For, as a meeting-place of many nationalities, minds, skills and opportunities, the Trade Fair too represents a venture in international co-operation.

The Fair in Fifty-Three

With a record amount of display space sold, with quickened buyer interest, the sixth annual CITF offers opportunities businessmen should not miss.

THE TWO BUSINESSMEN met over dinner in the buffet car of a train on the Montreal-Toronto run.

"Going to the Trade Fair this year, Bert?" asked one.

"I certainly am; our firm reserved display space months ago. Fact is, we are bringing in our distributors from the West and the Maritimes to see it and holding a sales meeting afterwards. It's going to be a busy two weeks for us. How about your company?"

"We're not exhibiting, but several of our executives and some of the plant personnel will be there. We're looking around for some new equipment."

. . . This conversation is typical of the hundreds current in the five weeks before the Sixth Canadian International Trade Fair opens. It demonstrates that the Fair means many things to many people. To the overseas exhibitor it represents an opportunity to find urgently needed dollar markets; to the Canadian company, a chance to push export business or widen domestic contacts. There, foreign manufacturer and Canadian or American agent may meet and come to terms. There the engineer can find the equipment to do his job more efficiently and the retailer new products to attract the buying public. And there both buyers and exhibitors can study the consumer's reaction. In fact, the CITF is at once a marketplace, a meeting-ground, and a sales research laboratory.

The Largest Ever

Statistically speaking, this Fair promises to be the biggest yet. Exhibitors booked space so eagerly that by mid-April the figures added up to 260 thousand square feet, far outdistancing 1952's 190,322 square feet. The machinery and plant equipment section—always the leader—will overflow the Industrial Building and take over part of the Automotive Building too. The outdoor "road show", cautiously dubbed an experiment last year, will sprawl over a much larger section of the Exhibition Grounds. Before opening day, June the first, merchandise from at least 25 countries will pour into the buildings beside Lake Ontario and be fashioned into exhibits designed to capture the attention of international buyers.

In the six years since it was initiated, the CITF has won a sound reputation as an international marketplace. Many countries eager to increase their dollar earnings are seizing the opportunity which the Fair offers them. The British exhibits, for example, will cover over 46 thousand square feet in many different classifications, but with emphasis on heavy machinery and plant equipment, hardware and smallwares, etc. German

manufacturers will be there in force; their reservations already total 20 thousand square feet; close behind them come the United States, with 15 thousand square feet, and France with 9,000.

Other countries will be seeking customers, though on a somewhat smaller scale. Belgium is making a strong showing; so, for the first time, is Austria, with 34 booths. Next in order, at the time of writing, come the Netherlands, India, France, Sweden, Japan and Ireland. The Irish Dollar Export Corporation, whose activities have lately been featured in the Canadian press, has stimulated the Irish exhibits. The remaining exhibitors at the time of writing are Colombia, Denmark, Finland, Guatemala, Hong Kong, Italy, Jamaica, Norway, Peru, South Africa, Spain, and Switzerland.

Exhibits Bring Results

The experience of overseas exhibitors at past Fairs testifies to its value as a marketplace. A Swedish furniture exhibitor found Mexican customers; an Italian manufacturer sold two dyeing machines to Canadian mills; an English company opened thirty new wholesale accounts with Canadian firms; a German jewellery exporter received orders for 60 per cent of the goods he displayed. These success stories are all drawn from CITF records—and they could be multiplied indefinitely.

Canadian exhibitors have the same story to tell. They report that “the Fair tends to make our own people export-conscious and possibly makes us strive a little harder to do export business which is essential to our economy.” For a time the feeling persisted that it was an exporters’ show only; that feeling has since died out. A Toronto export manager’s experience is typical. “In the beginning,” he said, “we considered the CITF as an affair of interest only to our export division. However. . .we have found many of our Canadian domestic customers, some of them from

What You’ll See . . .

- *Exhibits from over 25 different countries, arranged under 19 trade classifications.*
- *A machinery and plant equipment display that will cover 106 thousand square feet and include exhibits from eleven countries.*
- *Heavy construction and road-building equipment displayed outdoors, where you can watch it at work.*
- *Major exhibits from Canada, the United Kingdom, Germany, the United States, France, Belgium, Austria, Netherlands—in order of space taken.*
- *Display of household furnishings and appliances covering over 18,300 square feet.*

faraway provinces, visiting the Fair." This year Canadian companies have reserved more than half the space—over 140 thousand square feet—and their displays will illustrate dramatically the range, the quality, and the value of our national production. In those twelve days of June, many Canadian exhibitors will do business with buyers from 60 different countries. Even more will be booking orders from fellow Canadians, especially from outside Ontario and Quebec, who now make a CITF visit part of their yearly buying schedule.

The exhibitor isn't the only one who profits from the Fair; it simplifies business for the potential customer too. The X Company, for example, needs some intricate and expensive machine tools for its plant. It could obtain sales literature and quotations by mail, or it could send one of its men on an expensive and time-consuming scouting trip. Instead, company executives visit the Trade Fair and inspect machine tools from eleven different countries. Technicians are there to operate the machines and answer questions and sales representatives to quote prices and delivery dates. The company can pick and choose on the spot.

The opportunity to examine products from many countries, to weigh and compare, to inspect the newest models, means equally as much to Canadian importers—and particularly to retailers. Said one of them: "This Fair is for retailers too; it's a pity more don't make use of it. The Fair gives us a chance to see new lines we might never see otherwise . . . We have found it keeps us up-to-date on the latest things and we have added new items to our selling line every year so far."

Provides a Meeting-Ground

The Trade Fair is more, however, than a great emporium; it provides a meeting-place for businessmen from many different countries. Exhibitor and buyer, manufacturer and potential agent, newcomer and seasoned fair-goer—they study what each has to offer; they sit down together to talk terms and deliveries, and in the process they come to appreciate one another's problems. Old-timers at the Fair have often seen these business relationships lead to greater mutual understanding. They see a South American buyer and a Pakistani deep in conversation with American and Canadian exhibitors over the lunch table or, at the close of the day, a Canadian buyer entertaining Dutch and Swedish visitors in the International Lounge. They see businessmen of many nations mingle at the social functions held in Fair week; they see overseas visitors entertained in Canadian homes. They hear of many who come primarily for the Fair and who are stimulated to travel through Canada afterwards. They realize it all adds up to greater international goodwill.

On the strictly commercial level, the CITF has proved an excellent place for the overseas manufacturer to find a reliable and efficient Canadian agent—and for distributors to make profitable new connections. The British machine tool industry, for example, gives the Trade Fair the major share of the credit for establishing its agencies in Canada. A Dutch firm reported as one Fair closed: "We've already got a Canadian agent and that's our biggest job." A South American buyer once described the Fair as "perfect" because he had made satisfactory arrangements to represent a Canadian packaging and labelling machine company, a

Dutch firm making office duplicating equipment, a Scottish distillery, a Canadian maker of washing machines, irons and pumps, and a French typewriter firm.

Studying the Customer

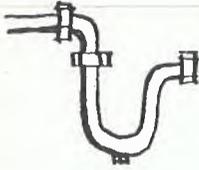
One of the Trade Fair's more unusual functions is that of a milieu for carrying out market research. Overseas exhibitors who found their limited acquaintance with North American tastes and market practices handicapping their dollar sales were among the first to recognize this. They brought their products to the Fair; they studied the buyers' reactions; they went home to put their findings into practice. One Dutch cigar maker said: "The CITF is the biggest schoolroom in the country. The lesson to be learned is that the manufacturer must adapt his product to fit the market, not try and change the market to fit his product." A British association of scientific instrument makers reached this conclusion: "Experience at the Fair indicated the association's members must revolutionize sales methods in Canada."

What is true for foreign exhibitors is true for Canadians also—in a slightly different way. Last year nearly 90 per cent of the 24,592 registered business visitors were Canadians—and thousands more poured into the Fair on the two public days. This means that the CITF is an excellent place to introduce new products and study the consumer's reaction to them. Many large Canadian companies set up their displays to do a public relations job. Through conversation with those who stop to examine the exhibits, they find out something of the public's attitude towards the company and have the chance to correct misapprehensions.

And so, on June the first, the doors will open on another Fair, with all the opportunities it offers to manufacturer, distributor, agent, and buyer. Those who have exhibited at previous Fairs will use it to renew and expand their contacts; the newcomer will seize the chance to break into fresh markets. The shrewd buyer will find the world's goods displayed in one great bazaar, with purchasing made simple; the foreign visitor will learn much about North American tastes and buying habits. For all the Fair will be, in this year as every other, marketplace, meeting-ground and sales research laboratory.

"Quite apart from the rather large actual business we enjoy during the duration of the Fair itself, is the broad factor of making new contacts. From these contacts—sometimes after a period of months—concrete business develops. Too, the Fair has given us the opportunity of learning, at first hand, the type of equipment in which our potential customers are interested. We also consider participation in the Fair a most successful advertising medium. In fact, we are definitely sold on the Canadian International Trade Fair."—Letter to the CITF Administrator from a Canadian company.

Building Materials, Plumbing, Heating



PLYWOODS and ceramic tiles for interior finishing, electric heaters and ranges, air-conditioning units, and the indispensable plumbers' supplies rub shoulders in this section with equipment designed to simplify and speed up building operations. Among the many exhibits certain to interest contractors or those who handle builders' supplies are:

- An aluminous cement, exhibited by the Canadian agent of a British firm. This cement hardens rapidly, yet does not liberate free aluminum.
- An all-steel portable elevator for raising brick, tile, gravel, etc., from low to high levels. It can be operated by one man; will handle loads up to 750 pounds.
- Elevator doors and door operators controlled by push button or by radio remote control.
- Seamless tube welding elbows, made in Great Britain.

Space Taken: 9,460 sq. ft. Last year: 8,410 sq. ft.

Countries Exhibiting: Canada, Belgium, Italy, Netherlands, United Kingdom, United States.

Leading Exhibitor: Canada, with 7,660 sq. ft.

CANADA

Boileau-Ferguson Ltd.	Toronto, Ontario.	Rolling steel shutters, rolling portcullis grilles, rolling wood shutters.
Boon-Strachan Coal Co. Ltd.	Montreal, Quebec.	Coal, oil and space heaters, gas heaters.
Canadian Armature Works Inc.	Montreal, Quebec.	All types of electric heaters.
Canadian Javelin Foundries and Machine Works Ltd.	Montreal, Quebec.	Cast iron kitchenware, sanitary plumbing fixtures, cooking ranges.
Canadian Plywoods Ltd.	Montreal, Quebec.	Hardwood chip board, French and German plywoods.
Carlo Della Vallee	Montreal, Quebec.	Ceramic mosaic tile for interior and exterior decoration.
Ciment Fondu Lafarge (Canada) Ltd. ...	Montreal, Quebec.	Aluminous cement (hydraulic product).
Coleman Lamp and Stove Co. Ltd.	Toronto, Ontario.	Kerosene and gasoline burning pressure and non-pressure appliances for lighting, heating and ironing.
Design Craft Ltd.	Toronto, Ontario.	Interlocking rubber floor tile; perforated masonite and corrugated masonite.
Diamalloy Welding Works	Toronto, Ontario.	Hot water and steam boilers; warm air conditioning units.
Enamel and Heating Products Ltd.	Sackville, New Brunswick.	Ranges, heaters, furnaces for coal, wood, oil, gas and electricity.
F. Fentiman and Sons Ltd.	Ottawa, Ontario.	Industrial and residential doors and scientific door operators.
Markwill Industries Ltd.	St. Boniface, Manitoba.	Portable auger-type grain loaders, wheel-skis, farm wagons.
McDermid Bros. Ltd.	Toronto, Ontario.	Portable elevators for conveying building materials and warehoused goods.

E. W. Playford Ltd. Montreal 28, Quebec.	Electrode type steam boilers and hot water circulators; speedy electric jet cleaner.
Rosco Metal and Roofing Products Ltd. .. Toronto, Ontario.	Steel skids, metal stampings, aluminum roofing, roofing.
Sarnia Bridge Co. Ltd. Sarnia, Ontario.	Steel scaffolding.
Timberland Machines Ltd. Woodstock, Ontario.	Pack tractor; truck mounted timber-tosser log loader; yarder-type winch; various blocks and pulleys.
Trafalgar Mills Ltd. South Nelson, New Brunswick.	Plaswood, a hard, high-density general-utility panel, and Compoboard, a Plaswood core with hardwood surfaces.
Tremco Manufacturing Co. (Canada) Ltd. Toronto, Ontario.	Protective coatings for maintenance construction; mastics, paints and enamels; asphalt emulsions.

BELGIUM

Allard, S.A. Usines and Acieries Mont-sur-Marchienne.	Steel and iron castings, nails, wires, bolts, nuts and rivets.
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ITALY

Ceramic Mosaic "JOO" Milan.	Ceramic mosaic tile for interior and exterior decoration.
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NETHERLANDS

Automatic Screw Works, N.V. Nymegen.	Water heaters, liners, aluminum foils; sanitary, firefighting, ship and solder fittings; gas-meters.
N. V. Industrie v/h Van Lohuizen & Co. Vaassen (G).	Water heaters, liners, aluminum foils; sanitary, firefighting, ship and solder fittings; gas-meters.
N. V. Ontwikkelingmaatschappij Polynorm Amersfoort.	Samples of prefabricated utility and domestic buildings.
Stokis' Royal Metalworks N. V. Arnhem.	Water heaters, liners, aluminum foils; sanitary, firefighting, ship and solder fittings; gas-meters.
United Ropeworks (N. V. Vereenigde Touwvfabrieken) Rotterdam.	Sisal bindertwine and haybaling twine, manila and sisal rope and twines, steelwire ropes, sisal carpeting and rugs.

UNITED KINGDOM

B. K. L. Alloys Limited Birmingham.	Seamless tube welding elbows, return bends, reducers, branch bends.
Haskins, (E. Pollard & Co. Ltd.) London.	Rolling steel shutters, rolling portcullis grilles, rolling wood shutters.

UNITED STATES

American Tubular Elevator Co. Zelienople, Pa.	Tubular steel scaffolding; tubular steel material hoisting towers; adjustable steel post shores.
Canadian Patent Scaffolding Co. Ltd. Long Island City 1. N.Y.	Sectional scaffolding, suspended scaffolds, junior scaffolds, aluminum rolling scaffolds.
Scheu Products Co. Upland, Calif.	Oil burning salamanders, forced air heaters.
Unistrut Products Co. Chicago, Ill.	All purpose metal framing and system of mechanical supports.
Universal Manufacturing Corp. Zelienople, Pa.	Tubular steel scaffolding and material hoisting towers, adjustable steel post shores.

Drugs, Cosmetics, Tobacco



THIS CATEGORY covers a fairly wide group of products. An English firm, for example, is showing perfumes "distilled from fragrant English flowers". Hard-by, a fellow Britisher will display his special line of asthma preparations, inhalers, and other pharmaceuticals. A German company is introducing its line of paper products, from tissues and disposable diapers to gift wrappings and shoulder pads. Two Dutch firms are featuring cigars and one Canadian company will show cigarettes and other tobacco products.

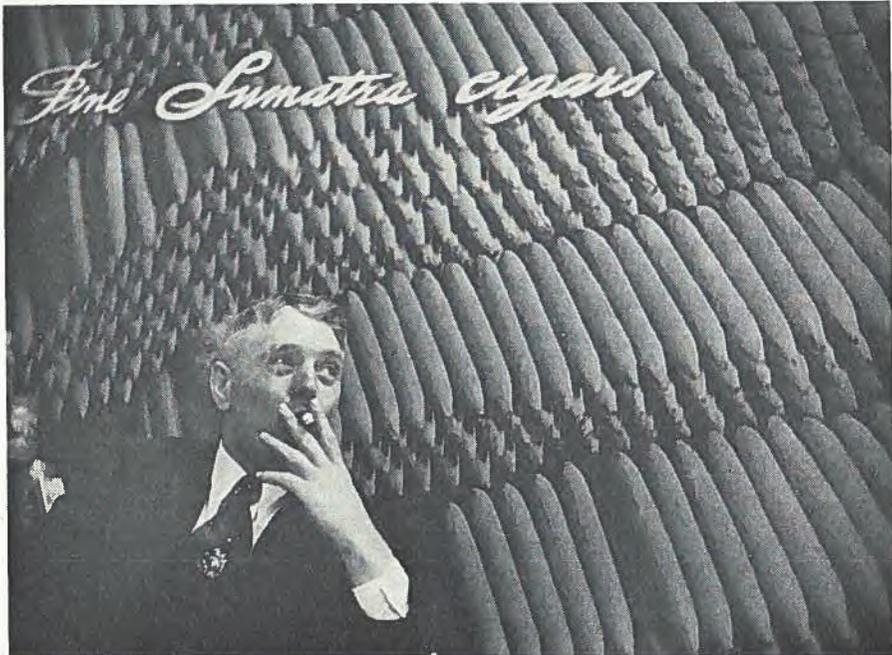
Space Taken: 840 sq. ft. (Comparative figures are useless because in 1952 this category included scientific instruments and excluded tobacco.)

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

Leading Exhibitors: Germany, Netherlands, and the United Kingdom, each with 240 sq. ft.

CANADA

W. C. Macdonald Inc. Tobacco products.
Montreal, Quebec.



AUSTRIA

Adolf Lichtblau & Co. Smokers' supplies.
Wien VII.

GERMANY

"4711" Ferd Muehlers Eau de Cologne, perfumed eau de Cologne,
Koeln Ehrenfeld. perfumes, soaps, powder, brillantine, creams,
lotions.
Vereinigte Papierwerke Schickedanz & Co. Sanitary napkins, paper napkins, drop
Nurenberg. absorbers, paper handkerchiefs, disposable
diapers, gift wrappings, cover papers,
shoulder pads.

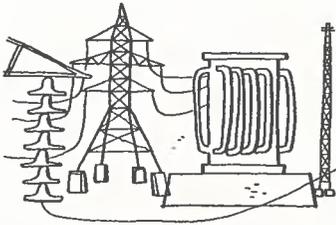
NETHERLANDS

Royal Cigar Works Smit & Ton Hove.... Dutch cigars.
Kampen.
N. V. Vereenigde Tabaksindustrielen
Mignot & De Block Cigars.
Eindhoven.

UNITED KINGDOM

D. S. Badwal High-class perfumes, obtained from fragrant
Blackpool. English flowers.
Riddell Products Ltd. Asthma preparations, inhalers, pharma-
London. ceutical preparations.

Electrical Equipment



CANADA takes pride of place in this particular category, with exhibits that run the electrical gamut. One of the interesting devices on display will be an infra-red pyrometer for locating faulty joints on overhead power lines. High fidelity fans will find speakers and radio cabinets from Canada and microphones and loudspeakers from Austria. New developments in the electronics field, and industrial and power equipment of many types, complete the picture.

Space Taken: 8,400 sq. ft. Last year: 8,820 sq. ft.

Countries Exhibiting: Canada, Austria, Belgium, Germany, United Kingdom, United States.

Leading Exhibitor: Canada, with 4,200 sq. ft.

CANADA

Bedard-Girard Ltd. Bull motors; electric motors, standard, indus-
Montreal, Quebec. trial and super silent.
Brush Aboe (Canada) tLd. Diesel engines, diesel generating sets, electric
Toronto, Ontario. motors.

Canada EMA Co. Thornbury, Ontario.	Induction heating equipment for hardening, brazing, melting, motor generating sets, 10 to 140 kw.
Canada Wire & Cable Co. Ltd. Toronto, Ontario.	Every type of electrical conductor, steel wire rope for every purpose.
Canadian Marconi Co. Mount Royal, Quebec.	Electronic and radio communication devices.
Canadian Westinghouse Co. Ltd. Hamilton, Ontario.	Electrical apparatus for industry and power companies.
Copper Wire Products Ltd. Toronto, Ontario.	Speakers of all sizes; transformers; radio cabinets.
Eastern Electrical Supply Co. Montreal, Quebec.	Air-cooled transformers, fuses, lightning arresters.
Elox Corporation of Canada Ltd. Montreal, Quebec.	Dual-purpose electron drills, drills and die salvage.
International Resistance Co. Ltd. Toronto, Ontario.	Speakers of all sizes, transformers, radio cabinets, resistors of all types, controls, radio, television and electrical components.
J. R. Longstaffe Ltd. & Associates. Toronto, Ontario.	Radio, television and electrical components.
Renfrew Electric Co. Ltd. Renfrew, Ontario.	Electrical appliances and hardware.
Rogers Majestic Electronics Ltd. Toronto, Ontario.	Apparatus.
Sinclair Radio Laboratories Ltd. Toronto, Ontario.	Special antennas, microwave measurement equipment, radio frequency equipment and components, infra-red pyrometer for the location of faulty joints on overhead power lines.
Square D Company Canada Ltd. Toronto 15, Ontario.	Low voltage distribution equipment and motor controls.
Swedish General Electric Ltd. Toronto, Ontario.	Industrial and power equipment of all types.

AUSTRIA

AKG—Akustische und Kinogeraete GesmbH. Wien XV.	Various types of microphones and loud-speakers.
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BELGIUM

E. S. Appareillage Electrique Eupen.	Electrical apparatus.
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GERMANY

Buettner-Werke A.G. Krefeld.	Dryers and crushers.
Eberhard Bauer GmbH. Esslingen A.N.	Electrical motors, three-phase gear motors, three-phase drum-motors.
Erma Elektro-Maschinen K. G. Schultze & Co. Hirschhorn/Necker.	Induction heating equipment for hardening, brazing, melting; motor generator sets, 10 to 140 KW.
Meister & Schlingen/Siepen Wuppertal Cronenberg.	Tools of every description.
Metabowerk K. G. Nuertingen/Wuertt.	Gasoline hand drills; hand tools; electric tools.
Osram GmbH KG. Berlin NW 87.	Special electric lamps, photoflashes, diamond dies, tungsten and molybdenum moulded parts.
H. von Wichmann Kom.-Ges. Hamburg.	Centrifuge motor with separator; band saw, tools.

UNITED KINGDOM

Brentford Transformers Ltd. London.	Voltage regulators for controlling industrial equipment, stabilizing supply systems.
British Insulated Callender's Cables Ltd. London.	Shunt bank capacitors, crane current collector equipment, high voltage cables.
Brooks Motors Ltd. Empress Works Huddersfield.	Alternating current electric motors, control gear, fractional h.p. motors.
Brush Aboe Group of Companies London.	Diesel engines, diesel generating sets, electric motors.

General Electric Co. Ltd. London.	Everything electrical for industry and the home.
Keith Blackman Ltd. London.	Fan engineering equipment, dust collecting units, etc.
Pearce Transformer Co. Ltd. & Pearce Signs Ltd. London.	Various types of illuminated lettering, various types of transformers for electronic and power application.
A. West & Co. Ltd. Brighton, Sussex.	Industrial motor controls, magnetic starters, manual and automatic control accessories.

Diesel Engines, Power Equipment

CANADA

Canadian Car and Foundry Co. Ltd. Montreal, Quebec.	Diesel engines.
Russel-Hipwell Engines Ltd. Owen Sound, Ontario.	Diesel engines.
F. Perkins (Canada) Ltd. Toronto, Ontario.	High speed diesel engines for agricultural, industrial and marine use.

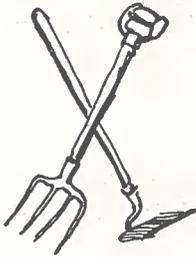
GERMANY

Hinz Elektromaschinen und Aggregatebau Braunschweig.	Diesel motors.
Ad Struver, Aggregatebau Hamburg 20.	Self-contained, air-cooled diesel-generator for power and lighting; portable welding set with air-cooled diesel engine for arc welding.

UNITED STATES

Cummins Engine Co. Inc. Columbus, Ind.	Diesel engines.
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Farm Implements and Equipment



MODERN AGRICULTURAL MACHINERY that simplifies and speeds up the farmer's work will hold the spotlight in this small but important section. Four well-known Canadian companies have taken space to display tractors and farm machinery, centrifuges, food processing equipment, freezers, milk coolers, etc. One German firm will also participate.

Space Taken: 1,080 sq. ft. Last year: 1,940 sq. ft.

Countries Exhibiting: Canada, Germany.

Leading Exhibitor: Canada, with 960 sq. ft.

CANADA

The De Laval Co. Ltd. Peterborough, Ontario.	Centrifuges—for chemical, brewery, starch, oil industries; plate heat exchangers; stainless steel processing equipment.
Massey-Harris Co. Ltd. Toronto, Ontario.	Tractors and modern farm machinery.

Thermidaire Corporation Ltd. Toronto, Ontario.	Steam traps; hydro-misers; boiler water treatment; descalent; degreasant compound.
W. C. Wood Co. Ltd. Guelph, Ontario.	Home and farm freezers, milk coolers, grain grinders and rollers.

GERMANY

Paul Funke & Co., GmbH. Berlin N 65.	Milk testing centrifuges and appliances, sedi- mentary centrifuges.
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Food Products, Beverages



EXHIBITS UNDER THIS HEADING range from the staple foods that make up a large part of Canada's exports to delicacies from foreign countries to tempt the jaded palate. New features include a display arranged by the Fisheries Council of Canada, covering fresh, frozen, canned, smoked, dried, salted and pickled fish, and also fish by-products. Another

Canadian newcomer is the Saskatchewan Co-operative Producers Ltd., showing wheat flour. Several Canadian firms will show alcoholic beverages.

To turn to more exotic foods, India, a first-time exhibitor under this category, will display currie, pickles, special condiments, and Indian tea. From Ireland come fruit cakes and specialties like "Irish pot still whisky"; from Britain, beverages with unmistakably English names—Golden mead ale and oyster stout. South Africa is sending a selection of its well-known wines and brandies.

Space Taken: 7,560 sq. ft. Last year: 7,080 sq. ft.

Countries Exhibiting: Canada, Australia, Austria, Bahamas, Belgium, British Guiana, British West Indies, France, India, Ireland, Italy, South Africa, United Kingdom.

Leading Exhibitor: Canada, with 4,920 sq. ft.

CANADA

Beardmore & Co., Ltd., Gordon Oakville, Ontario.	Dehydrated food products, soups, etc.
Brading Breweries Ltd. Ottawa, Ontario.	Ale, lager, brown stout.
Calvert Distillers Ltd. Montreal, Quebec.	Whisky, gin, rye whisky.
Canadian Cannery Ltd. Hamilton, Ontario.	Canned fruit, fruit juices, jams and conserves, olives, pickles, tomato ketchup and paste.

Canadian Flour Export Committee	Canadian wheat flour.
Toronto, Ontario.	
Captain Morgan Rum Distillers Ltd.	Rums.
Montreal, Quebec.	
Chateau-Gai Wines Ltd.	Port, sherry, champagne, sparkling burgundy,
Toronto, Ontario.	dinner wines, vermouths, grape juice.
Christopher Columbus Rum Co. Ltd.	Rum.
Montreal 2, Quebec.	
The Distillers Co. Ltd.	Scotch whisky.
Toronto, Ontario.	
Fisheries Council of Canada	Fish and shelled fish—fresh, frozen, canned,
Ottawa, Ontario.	smoked, dried, salted, pickled; fish by-
	products.
The Gaspesian Marine Products Ltd.	Canned cod filets, canned cod liver, canned
Montreal, Quebec.	peas, canned lobster, canned cod liver oil
	(medicinal and feeding), fishmeal.
W. & A. Gilbey Ltd.	Rye whisky, gin, Scotch whisky, rum, wines,
New Toronto, Ontario.	liqueurs.
Gooderham & Worts Ltd.	Alcoholic beverages.
Toronto, Ontario.	
Johnson & Sons, Ltd., Arthur	Packaged soup powder
Toronto, Ontario.	
Jubilee Brewery Ltd.	Golden mead ale, stout, oyster stout, old
Ottawa, Ontario.	English ale.
John Labatt Ltd.	Fine ales, pilsener and lager beer.
London, Ontario.	
Alfred A. Lieblich	Holland's tested foods.
Montreal, Quebec.	
McLarens, Ltd.	Plain and stuffed olives, sweet pickles, pudding
Hamilton, Ontario.	powders, ice cream powders, peanut butter.
Melchers Distilleries Ltd.	Geneva gins, dry gins, highland rye and
Montreal, Quebec.	imported Scotch whiskies.
O'Keefe Brewing Co. Ltd.	Ale, beer, double stout.
Toronto, Ontario.	
Ontario Cheese Producers' Marketing	
Board	Cheese.
Belleville, Ontario.	
Saskatchewan Co-operative Producers	
Ltd.	Flour.
Regina, Saskatchewan.	
Joseph E. Seagram & Sons Ltd.	Canadian whisky, gin.
Montreal, Quebec.	
Southern Comfort	Liqueur.
Montreal, Quebec.	
Hiram Walker & Sons Ltd.	Alcoholic beverages.
Walkerville, Ontario.	

AUSTRALIA

Seppelt & Sons Ltd. B.	Sherrics and ports.
Adelaide.	

AUSTRIA

Napoli-Ragendorfer & Co.	Candies.
Wien VI.	

BAHAMAS

Myers Rum Co. Ltd.	Jamaica rum.
Nassau.	

BELGIUM

Sardinerie Du Littoral, Sprl.	Canned fish products
Bredene-Ostende.	
Usines De Beukelaer, Biscuits et	
Chocolats, S.A.	Biscuits and chocolates.
Antwerp.	

BRITISH GUIANA

Davson & Co. Ltd., S.	Demerara rums.
Georgetown.	

BRITISH WEST INDIES

Doorly & Co. Ltd., Martin Barbados rum.
Bridgetown, Barbados.

FRANCE

Cointreau Cointreau liqueur.
Angers.
Godet, Etab. du Cognac French cognacs
La Rochelle.
Lanson Pere & Fils Champagne.
Rheims.

INDIA

Government of India Indian tea, currie, pickles, condiments, unique
New Delhi. Indian flavoured foods.

IRELAND

Bolands Ltd. Irish rich fruit cake, Irish sultana fruit cake.
Dublin.
Gato's Limited Cake, rich fruit cake, flour confectionery,
Dublin. Irish fruit cake, Irish rich fruit cake.
John Jameson & Son Ltd. Irish pot still whisky.
Dublin.
Tullamore Distillery Co. Liqueur, Irish pot still whisky, Irish mist
Tullamore. whisky liqueur.
D. W. Williams Ltd. Liquor, Irish pot still whisky, Irish mist
Tullamore. whisky liqueur.

ITALY

Martini & Rossi S.A. Sweet and dry vermouth, Asti Spumante,
Torino. Chianti Melini and Orvieto Melini.

SOUTH AFRICA

Co-operative Winegrowers Association
of S.A. Brandies, wines, sparkling wines, liqueurs,
Paarl. vermouths.

UNITED KINGDOM

Ballantine & Son Ltd., George Scotch whiskies
Dumbarton.
Buchanan & Co., Ltd., James Scotch whiskies.
Glasgow.
Bullock Lade & Co. Ltd. Liqueur whiskies.
Glasgow.
Castletown Brewery Ltd. Manx oyster stout containing real oysters.
Isle of Man.
Dewar & Sons Ltd., John Scotch Whisky.
Perth.
Gonzalez, Byass & Co. Ltd. Sherries and ports.
London.
Grant & Sons Ltd., William Scotch Whisky.
Glasgow.
Haig & Haig Ltd. Scotch Whisky.
Edinburgh.
Hope and Anchor Breweries Ltd. Beers and stouts.
London.
Maconochie Foods Ltd. Canned meat, fish, fruits, pickles.
London.
McCallum Limited D. & J. Scotch Whisky.
Leith.
Ross & Brother Ltd., W.A. Sloe gin, apricot brandy, cherry brandy,
Leith. cherry whisky and orange bitters.
Tanqueray, Gordon & Co. Ltd. Dry gin.
London.
Walker & Sons, Ltd., John Scotch whisky, whisky.
Kilmarnock, Scotland and
London.
White Horse Distillers Ltd. Scotch whisky.
Glasgow.

Footwear, Leather, Leather Products



IN OTHER YEARS, this section has concentrated on attractive leather goods for the retail trade—carefully crafted handbags, wallets, briefcases, travelling sets. Now Irish Tanners Ltd. is introducing a new note by showing sole and insole leathers and other pieces for the shoemaking trade. From Newfoundland comes a display of rubber footwear and clothing, foam rubber mattresses, industrial and medical rubber goods.

Space Taken: 1,440 sq. ft. Last year: 720 sq. ft.

Countries Exhibiting: Canada, Austria, Belgium, Germany, Ireland, Spain.

Leading Exhibitors: Austria, Belgium, and Germany, with 240 sq. ft. each.

CANADA

Superior Rubber Co., Ltd. Rubber footwear and clothing, foam rubber
Holyrood, Newfoundland. mattresses and cushions; rubber products
for industrial and medical purposes.

AUSTRIA

Schulz, Franz Leather goods.
Wien 1.
Semperit-Oesterreichisch-Amerikanische.. Rubber goods.
Wien 1.
Sipka, Michael Shoes.
Wien 1.

BELGIUM

Godtbil (Firme Georges) Piora Leather goods.
Brussels.
Ipsa, S.A. Soft plastic goods by electronic sealing; leather
Brussels. goods.
Lacher (Etablissements M.) Leather goods.
Brussels.
Van Den Bogaerde G. & A. Picture frames, oval, and mouldings.
Fabrique de Cadres et Moulures d'enca-
drement.
Ghent.

GERMANY

Baier, Hanack & Rauch, Lederwaren Leather goods.
Offenbach am Main.
Karg & Haertlein, Lederwaren Leather goods.
Offenbach am Main.
United Trading Company GmbH Leather goods.
Frankfurt am Main.

IRELAND

Irish Tanners Ltd. Sole and insole leather of all types; bends,
Portlaw. bellies and shoulders.

SPAIN

F. Nestares, S. L. Leather goods, handbags, jewellery boxes.
Madrid.

Hardware, Smallwares



THE AVERAGE MAN seldom passes up an opportunity to spend a half-hour or so browsing in a well-stocked hardware store. It's therefore hardly surprising that this section of the Trade Fair never fails to attract attention. The displays will cover all types of hardware, lighting appliances, flatware, tinware, cutlery, flashlights, gardening equipment, etc.

One Canadian company which specializes in woodenware writes that it will be exhibiting "almost every conceivable type of manufactured wooden article, from a toothpick to a lawn chair". Another Canadian firm will show the latest in aluminum extension ladders. From England comes the newest in saws and in gardening tools; Germany will show tools for the automotive and hardware trades, scissors, hairdressers' and barbers' tools.

Space Taken: 3,120 sq. ft. Last year: 4,200 sq. ft.

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

Leading Exhibitor: Canada, with 1,920 sq. ft.

CANADA

Baribeau & Son	Woodenwares and housewares.
Levis, Quebec.	
Chesley-Sarnes of Canada Ltd.	Aluminum extension ladders.
Essex, Ontario.	
Horn & McKellar Trading Co.	Toys, sponges, polishing materials, car
Toronto, Ontario.	cleaners.
Imex Co. of Canada	Cutlery; clocks; dental instruments; garden
Toronto, Ontario.	tools; kitchenware; tools; precision instru-
	ments.
Kruger Manufacturing Co. Ltd.	Canadian manufactured flashlights.
Toronto, Ontario.	
Precision Gear (Canada) Ltd.	Magic mirrors; door hardware products.
Toronto 13, Ontario.	
Frank H. Scott & Sons	Leather goods, manicure sets, scissors, hair-
Montreal 1, Quebec.	dressers' and barbers' tools.
Welland Vale Manufacturing Co. Ltd. ...	Axes, steel bars, hacksaw blades, crowbars,
St. Catharines, Ont.	cultivators, farm forks, hoes, spades, saws.
G. Wolff	Hand tools, scissors, pinking shears, wood
Montreal, Quebec.	screws.

AUSTRIA

Neuzeoughammer, Messer- und Stahl-	
warenfabrik GesmbH.	Cutlery.
Neuseug/Steyr, O. Oe.	

FRANCE

Minel, Pierre	Cutlery.
Paris (9e).	

GERMANY

Giesen & Forsthoff	Leather goods, manicure sets, scissors, hair-
Solingen.	dressers' and barbers' tools.
Gedore Werkzeugfabrik	Hand tools, single and sets, for automotive
Remscheid Luettringhausen.	and hardware trades.
Maschinenfabrik Hermann Scharfen	Slicing machines.
Witten Ruhr.	

SWEDEN

Filfabriks-Aktiebolaget Forserum.	Saw files.
Jarnbirger Aktiebolag Orsa.	Saws and chains of different types; (does not include power saws).
Kronan Metallfabrik Eskilstuna.	Wood chisels.
Andersson, Carl Mora.	Hunting knives.

UNITED KINGDOM

Abraham Ashton & Sons Ltd. Sheffield 3.	Saws—hand, tenon, compass, printing, and nests of saws.
Brookfield Tool Co. Ltd. Walsall.	Garden tools; secateurs, garden shears.
Wm. Cooper Hand Tools Ltd. Sheffield 3.	Shoe, linoleum, palette, putty, stripping and hacking knives; artist's painting knives.
Elliott, John H. Sheffield.	Monoloy cold chisels.
Lawson & Heaton Birmingham.	Bricklayers' trowels, stainless steel garden trowels and weed forks.
Wilson (Sheffield) John Sheffield.	Double shear process butchers' knives; boning knives and steels.

Heavy Construction and Road-Building Equipment



MIDWAY BETWEEN the Coliseum and the Automotive Building, the visitor will come upon a mechanized "road show". Great machines, gaily painted in red, blue, green or orange, lend colour to the scene. Earth-moving equipment, diesel dump trucks, mobile cranes, concrete mixers, stand ready for visitors to examine and perhaps take a hand in operating them.

One company will show a new five-yard transit mixer for preparing concrete, plus transmission equipment for the mix operators and a new tool for placing the concrete. Another will exhibit a self-propelled mobile crane that features special safety devices, such as a safe load indicator, safety limit switches, and gasoline-electric control, replacing clutches.

A mammoth exhibit in this section is a hook block weighing eight tons that is capable of lifting 90 tons. Exhibited by a Canadian firm, the hook block stands eight and a half feet and is used in steel foundries and other heavy industries. This firm will also exhibit a model of the Granville Street Bridge in Vancouver, which it is building—the only eight-lane highway bridge on the continent outside of New York.

Firms which handle scrap metals will make a point of seeing a portable baling press which turns out scrap metal bales at the rate of about 1½ to 2 tons an hour.

Initiated as an experiment last year, this section now is the second largest in the Fair, with Canada, the United Kingdom and the United States making a particularly strong showing.

Space Taken: 44,380 sq. ft. (Approximately double that of last year, but some re-arrangement of categories makes accurate comparison impossible.)

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

Leading Exhibitor: Canada, with 25,420 sq. ft.

CANADA

Chaseside Engineering Co. (Canada) Ltd. Unionville, Ontario.	Front-end loaders.
Construction Equipment Co. Ltd. Montreal, Quebec.	Contractors and industrial equipment.
Contractors Machinery and Equipment Ltd. Hamilton, Ontario.	Construction, industrial and farm machinery, materials handling equipment.
Dominion Bridge Co. Ltd. Montreal, Quebec.	Steel fabrication, including bridges, steel frame buildings, cranes, boilers, platework, gratings, etc., also warehouse steel supplies and aluminum scaffolding.
Eirich Mixers of Canada Toronto, Ontario.	Counter-current rapid mixers for every manu- facturing and testing application in construc- tion, chemical and other major industries.
G. H. Godsall Equipment Ltd. Toronto, Ontario.	Construction and road-building equipment.
Hamilton Bridge Co. Ltd. Hamilton, Ontario.	Trucks and detachable containers, hydraulic balers for metals, hydraulic presses for baling metals.



F. H. Hopkins and Co. Ltd. Montreal, Quebec.	Power shovel, 20-ton capacity transit crane, tractors, bulldozers and loaders, concrete and plaster mixers, road rollers.
London Concrete Machinery Co. Ltd. London, Ontario.	Concrete mixers; self-priming centrifugal pumps; hoists; portable irrigation.
Plant Maintenance Equipment Co. Toronto, Ontario.	Maintenance equipment for plant and municipal use.
Skiltools Ltd. Toronto, Ontario.	Portable electric and pneumatic hand tools; radial saws; woodworking equipment.
Sumner Equipment Ltd. Toronto, Ontario.	Specialized truck and utility construction equipment; earth boring machines; four-wheel drive trucks; brush chippers and hydraulic hoists.
Truck Engineering Ltd. Woodstock, Ontario.	Low-bed machinery trailers, utility bodies, winches, transport semi-trailers.
United Steel Corporation Ltd. Welland, Ontario.	Concrete mixers; weight batchers; central mix plants; concrete transporting equipment.

BELGIUM

S.G.M.E. (Societe Generale de Materiel d'Entrepreneurs, S.A.) Antwerp.	Bar croppers and bar benders; concrete road machines; contractors' equipment.
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GERMANY

Delmag Maschinenfabrik Esslingen A N.	Power rammers for tamping earth and concrete.
H. Weyhausen Maschinenfabrik Bremen.	Cranes, hydraulic, industrial and agricultural; tractor mounted leader, hydraulic, industrial; agricultural tractor mounted.

NETHERLANDS

Mulder, N. V. Boskoop.	Contractors' hoists, rubber wheels, automatic variable hoists, electric and gasoline.
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UNITED KINGDOM

Acrow (Engineers) Ltd. London.	Plant and equipment used in building and civil engineering construction.
John Allen and Sons (Oxford) Ltd. Cowley.	Ditcher (trencher), motor scythe.
Aveling Barford Ltd. Invicta Works Grantham.	Diesel and gasoline road rollers, dumpers, contractors' and builders' plant.
George Fowell Ltd. Birmingham.	Light dumper and concrete mixer.
Holman Bros. Ltd. Camborne.	Compressed air equipment for mining, construction and other industries.
Padley and Venables Ltd. Sheffield.	Pneumatic tool accessories, breaker steels, coal cutter bits, tungsten carbide steels.
Priestman Bros. Ltd. Holderness Engineering Works Hull.	Crowd shovel and clamshell crane.
Telehoist Ltd. Cheltenham.	Underbody tipping gears and hydraulic equipment for loading materials.
Vickers-Armstrong London.	Construction and road-building equipment.
Winget Ltd. Rochester.	Continuous type trench excavating machine.

UNITED STATES

American Hoist and Derrick Co. St. Paul, Minn.	Locomotive cranes, truck-mounted cranes, crawler excavators, contractors' hoists, steel derricks, cable clips.
American Tractor Corp. Churubusco, Ind.	Gasoline and diesel tractors, angledozers, bulldozers and loaders.
Baldwin-Lima-Hamilton Corp. Lima-Hamilton Division Lima, Ohio.	Construction and road equipment.
Bucyrus-Erie Co. South Milwaukee, Wis.	$\frac{3}{4}$ cu. yd. power shovel and 20 ton capacity transit crane.

Davey Compressor Co. Kent, Ohio.	Contractors' and industrial air compressors, power take-offs, field service trucks.
Dreyer Vibrator Co. Los Angeles, Calif.	Concrete vibrators, gasoline and electric- driven.
The Euclid Road Machinery Co. Cleveland 17, Ohio.	Construction and road equipment.
Gilson Bros. Co. Fredonia, Wis.	Concrete and plaster mixers, pulverizers.
Griffin Wellpoint Corp. New York, N.Y.	Dewatering systems, pumps, wellpoints.
Harnischfeger Export Corp. Milwaukee, Wis.	Power cranes and shovels, single pass soil stabilizers, electric mining shovels, truck cranes.
Knickerbocker Co. Jackson, Mich.	Concrete and plaster mixers.
Marlow Pumps Ridgewood, N.J.	Pumps—contractors, irrigation, centrifugal, diaphragm, sludge, gasoline, etc.
Schild Bantam Co. Waverly, Iowa.	Truck mounted cranes, excavators.
The Thew Shovel Co. Lorain, Ohio.	Power shovels, draglines, etc.
Upright Scaffolding Inc. Berkeley, Calif.	Aluminum alloy scaffolding.
Yale and Towne Mfg. Co. Philadelphia.	Gas, electric, diesel-powered industrial trucks; worksavers; warehouse; hand lift trucks; hand and electric hoists.

Household Furnishings and Appliances



ONE OF THE LARGEST and most popular in the Fair, this section features "everything for the house". That phrase covers crystal chandeliers and a special cleaner for rubber tiles; hair-dryers and Venetian glassware, rattan baskets and Dutch baroque furniture. The buyer can examine carpets from Germany, cutlery and cowbells from Austria, aluminumware from Hong Kong, floor polishers from the Netherlands, a variety of up-to-date kitchen equipment made in Canada—all without leaving this one section.

Among the exhibits will be:

- A sewing machine sold by a Montreal firm which sews forward and reverse, makes buttonholes, monograms, embroiders, appliques, and sews on buttons, without using special attachments.
- A display of hand-made Oriental rugs and carpets from ten different countries.
- A line of ovenware, designed especially for cooking in electric stoves.

Space Taken: 18,900 sq. ft. (including Handicrafts and Ornamental Goods). Last year: 13,540 sq. ft.

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

Leading Exhibitor: Canada, with 8,940 sq. ft.

Household Furnishings

CANADA

<p>S. J. Aliman Toronto, Ontario.</p> <p>Amrex Co. Toronto, Ontario.</p> <p>Bacon Basketware Ltd. Toronto, Ontario.</p> <p>Burman Importing Co. (Canada) Ltd. Toronto, Ontario.</p> <p>Ekco Products Co. (Canada) Ltd. Toronto, Ontario.</p> <p>Electro International Ltd. Toronto, Ontario.</p> <p>Steel Kitchen Equipment Co. Ltd. Toronto, Ontario.</p> <p>Supreme Aluminum Industries Ltd. Toronto, Ontario.</p> <p>A. L. Wynston Jr. Ltd. Toronto, Ontario.</p>	<p>Oriental rugs, carpets.</p> <p>Tableware, hotelware, stainless steel cutlery, gift cutlery, shaving brushes, advertising specialties and smallwares.</p> <p>Willow and rattan baskets.</p> <p>Enamelled kitchen ware, stainless steel kitchen tools, kitchen strainers, etc.</p> <p>General housewares, kitchenware, cutlery, gadgets, flatware, tinware, kitchen tools.</p> <p>Commercial, industrial and residential fluorescent lighting.</p> <p>All steel kitchen sink units and wall cabinets, office equipment, factory equipment in steel.</p> <p>Aluminum cooking utensils.</p> <p>Lighting fixtures, portable lamps, floor lamps.</p>
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AUSTRIA

<p>Collini, Johann Hohenems, Vorarlberg.</p>	<p>Cutlery.</p>
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BELGIUM

<p>Laminoirs De Thimeon, S.A..... Brussels.</p> <p>Simon & Denis S.A. (Etablissements) Carnieres.</p> <p>Trade and Technique Corporation S.A.... Antwerp.</p> <p>Travail Mecanique de la Toile, S.A. Brussels.</p>	<p>Enamelled household ware.</p> <p>Household articles.</p> <p>Chandeliers (carved wood, metal, etc.); shades for lighting fixtures; lighting fixtures; fluorescent lighting fixtures and accessories; glassware.</p> <p>Sheet metal work.</p>
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GERMANY

<p>Algrohget Gardinenmanufaktur Berlin.</p> <p>Braun & Kemmler Reutlingen-Betzingen.</p> <p>Busch-Mobel-Werk, Inh. Hans Busch Hamburg.</p> <p>Deyhle, Silberwarenfabrik, Gebrueder ... Schwaebisch-Gmuend.</p> <p>Ernst Palme Bredelar-Westfalen.</p> <p>Grasol Werk GERB. GRAH. Solingen.</p> <p>Textilwerk Franken GmbH. Franken.</p>	<p>Carpets and rugs; Brussels curtain materials, posamentiers.</p> <p>Enamelled kitchenware; stainless steel kitchen tools; kitchen strainers; frying pans.</p> <p>Dutch baroque furniture.</p> <p>Silverware.</p> <p>Crystal chandeliers.</p> <p>Stainless steel tableware; scissors and scissor sets; letter openers; desk sets.</p> <p>Upholstery cloth.</p>
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HONG KONG

<p>Diaward Steel Works Hong Kong.</p>	<p>Hardware, aluminum and enamelware.</p>
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UNITED KINGDOM

<p>S. J. & E. Fellows Ltd. Wolverhampton.</p> <p>Harrison Fisher & Co. Ltd. Sheffield.</p> <p>N. C. Joseph Ltd. Stratford-on-Avon.</p> <p>Nutbrown Ltd., Thos. M. Blackpool, Lancs.</p>	<p>Hollow-ware and metal pressings for all purposes.</p> <p>Carving sets, hunting knives, steak sets.</p> <p>Stainless steel copper bottomed cooking utensils, domestic hollow-ware, industrial equipment, barrels and drums, pressings in aluminum and stainless steel.</p> <p>Household kitchen utensils and gadgets, hollowground and serrated knives.</p>
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Household Appliances

CANADA

Alfa Sewing Machines	Sewing machines and accessories .
Montreal, Quebec.	
Beatty Bros. Ltd.	Electric home appliances, electric pumps, barn equipment.
Fergus, Ontario.	
Designs for Industry	Industrial designs of products, product packaging, merchandising techniques, production machinery.
Port Credit, Ontario.	
John Inglis Co. Ltd.	Wringer washing machines, automatic washers and dryers, gas and water heaters, fishing tackle.
Toronto, Ontario.	
Frank P. Lalonde Ltd.	Electric floor machines, mopping trucks, industrial vacuum cleaners and flux recovery units.
Dorval, Quebec.	
Gordon A. MacEachern	Soaps, waxes, floor finishes, rubber tile cleaners, scrubbing and polishing machines.
Toronto, Ontario.	
Mortemp Co. of Canada Ltd.	Portable space heaters.
Toronto, Ontario.	
Necchi Sewing Machines (Canada) Ltd..	Plain and universal zig-zag sewing machines for domestic use and light industry.
Montreal, Quebec.	
Pfaff Sewing Machine Co. of Canada Ltd.	Sewing machines with exclusive "dial-a-stitch" feature.
Montreal, Quebec.	
Sigmar Manufacturing Co.	Record players and amplifier combinations.
Toronto, Ontario.	
Silvene Products Co. of Canada Reg'd....	Dip type cleaner
Toronto, Ontario.	
Wilkins-Servis Electric Washing Machine Co. (Can.) Ltd.	Washing machines and refrigerators.
Toronto, Ontario.	
F. Vos Reg'd.	No details available.
Montreal, Quebec.	

AUSTRIA

Grassmayer, Johann	Cowbells.
Innsbruck.	
Messerschmitt GesmbH.	Sewing machines.
Innsbruck, Tirol.	
Payer, Eduard	Electric razors, mixers, vacuum cleaners.
Graz.	

GERMANY

FR M. Daubitz Gummiwerk	Surgical, household and industrial protection gloves, special rubber drains.
Berlin Rudow.	
Porit Gummifabrik Conrad Zucht KG	Sponge rubber articles, sponges, bathroom mats, sheets, strips, liners and bases.
Berlin Marienfelde.	
T. A. V. Technische Apparate-Vertriebs Ges. GmbH.	Electric radiators, washing-pots, stoves, auto-coffee-machines; temperature regulators; massage apparatus.
Koeln.	

HONG KONG

Dah Chung Industrial Co. Ltd.	Hand sewing and art needles; wood and machine screws.
Hong Kong.	

NETHERLANDS

N. V. Rudolf BLIK	Vacuum cleaners, floor polishers, combined vacuum cleaners and floor polishers, mixers, hairdryers, electric heaters.
The Hague.	
Verkoopkantoor Van Der Heem N. V.	Domestic and industrial cleaners, single and three disc floorpolishers, fans, drills.
The Hague.	

UNITED KINGDOM

Boyle and Son	Soaps, waxes, floor finishes, rubber tile cleaners, scrubbing and polishing machines, industrial vacuum cleaners, woven carpet.
Leeds.	Food mixers.
Kenwood Manufacturing Co. Ltd.	Domestic and industrial oil, gasoline and kerosene space heaters, manual and mechanical.
Old Woking.	Surgical and household scissors, hospital equipment, oil stoves and lamps.
Lion Stamping Co. Ltd.	
Stratford, London.	
Richards & King (Gt. Britain) Ltd.	
Stratford, London.	

Handicrafts, Ornamental Goods



CONCENTRATED in this one section of the Fair, buyers can find crystalware, ceramics, brass and copper objects, the work of highly skilled craftsmen in many countries. From Vienna come original oil paintings; from the Tyrol, crystal and ceramics; from India, intricately carved furniture made from native woods and Indian rugs; from Japan, bamboo products, and from Ireland, decorated Waterford glass. Austria and Ireland, incidentally, are newcomers to this section and Japan has enlarged her exhibit considerably.

A Nova Scotia firm is showing religious articles in a mother of pearl finish derived from fish scales, over a plastic base. This particular technique is said to be new to Canada.

Because this is a sub-category under "Household Furnishings and Appliances", there are no separate statistics.

Countries Exhibiting: Canada, Austria, Belgium, Germany, India, Ireland, Japan, Korea, Netherlands.

Leading Exhibitor: Austria.

CANADA

Bel Art Metal Casting Reg'd. Montreal, Quebec.	Metal giftware and trophies.
Bombay Trading Co. Ltd. Montreal, Quebec.	Art objects, sporting goods, footwear and rugs from India.
The Venetian Artglass Co. Ltd. Toronto, Ontario.	Hand-made venetian glasswares; Italian pottery and chinaware; electric fittings; ash-trays.
Hand Enterprises Dartmouth, Nova Scotia.	Lamps, preserved baby shoes, plastic novelties.
Noel Lighting Ltd. Toronto, Ontario.	Christmas lighting decorations.
Quebec Handicraft Centre Montreal, Quebec.	Handicrafts produced in Quebec.
Rhine Hansa Ltd. Toronto, Ontario.	Brushes (toilet, shaving, household); toiletries; chinaware, brass and silverware; vacuum flasks; decorative artwork; plastics.
Swedish Products Co. Toronto, Ontario.	Swedish art handicraft in copper, brass and glass.
Charles Tiberghien Montreal 8.	European and Moroccan novelties, blown glass, carved wood and metal, leathercraft.

AUSTRIA

Ahrner Gessellschaft Leonische Fabrik.. Tirol	Christmas tree decorations.
Goldscheider, Weiner Manufaktur Freidrich Wien XVIII	Ceramics.
Otto, Rudolf Wien XIII	Original oil paintings.
Steinberger, Emanuel Wien III	Chinaware.
Thomasch, Wilhelm Sierndorf, N. Oe.	Ceramics.
Tiroler Glashuette Johann Loetz Enkel.. Kufstein, Tirol.	Crystalware.



- Wechsler, Sepp Ceramics.
 Schwaz, Tirol.
 Frank, Wilhelm Cut glass tableware.
 Wien VII.
 Witt, Carl Crystalware.
 Salzburg.

BELGIUM

- Cordiez (Anc. Ets. U.) S.A. Ucr..... Gift articles of marble, onyx and metal.
 Roisin-Antwerp.
 Tchecover (Verrerie de Luxe A.
 Landgraf) Decorated glass, hand-blown glass.
 Boussu-les-Mons.
 Verreries De Boussu, (S.A. des) Blown glass production.
 Boussu.
 Verreries De Laeken, S.A. Glassware.
 Brussels.

GERMANY

- Antica Objets d'art, antiques, china, Meissen and
 Groebenzell bei Muenchen. Dresdenware, silverware.
 Ausfuhrforderungsstelle des Zentralver-
 bandes des Deutschen Handwerks Arts and crafts (wood, ivory, metal, ceramics,
 Hanover. glass, cloth).
 Bayerische Metallwarenfabrik GmbH. ... Tableware, glassware, hotelware, serving trays.
 Nurnberg.
 Dorotheenhuetten, Schwarzwaelder Glas-
 werkstaetten Petersen & Co. KG Genuine lead crystal, hand-cut and hand-
 Wolfach-Schwarzwald. blown.
 Export Service Handwerk GmbH Gift items.
 Berlin Dahlem.
 Freies Westberliner Handwerk Gift items.
 Export Service Handwerk GmbH.
 Berlin.
 Glasbau Heinrich Hahn All-plate vitrines, glass cement, glass etching,
 Frankfurt am Main. glass scales, glass showcases, mirror-paper
 (flexible), museum equipment.

Porzellanfabrik F. Thomas	Chinaware; figurines; glassware; lamps; tea sets.
Marktrechwitz, Werk Sophienthal.	
Porzellanfabrik Waldershof Aktiengesellschaft	Chinaware; figurines; glassware; lamps; tea sets.
Waldershof.	
Rosenthal-Porzellan Aktiengesellschaft ..	Chinaware; figurines; glassware; lamps; tea sets.
Abteilung, Muenchen.	
Rosenthal-Porzellanfabrik Bahnhof Selb..	Chinaware; figurines; glassware; lamps; tea sets.
Bahnhof Selb.	

INDIA

Government of India	Delicately carved furniture of India woods, incense, perfumes, gift novelties.
New Delhi.	

IRELAND

Waterford Glass Ltd.	Glass, decorated glass, household glassware.
Waterford.	

JAPAN

Japanese Committee for International Trade Fairs	Porcelainware, bamboo products, glassware, wooden products, toys, sewing machines, bicycles and parts, metalwares.
Tokyo.	

KOREA

Republic of Korea	Dolls; lacquerware, pottery; books; rubber goods; brass utensils; rush, textile and bamboo products.
Seoul.	

NETHERLANDS

P. C. Pastoor	Silverware, brassware, pewter, woodenware, original oil paintings.
Enschede.	

Institutional Exhibits



A VISITOR to this part of the Fair, whether he comes from Canada or from a foreign country, will find himself both instructed and entertained. It has an authentic international flavour: fifteen different countries have already reserved space—more than in any other category. Among the newcomers is Guatemala, with an attractive exhibit prepared by the National Tourist Bureau, Guatemala City. First-time Canadian exhibitors include the City of Sherbrooke and the Greater Niagara Chamber of Commerce, who will publicize the industrial advantages and the tourist attractions of their cities.

Many a weary fair-goer will feel grateful to the companies which provide lounge areas where he may chat with business acquaintances or merely rest his feet. One Canadian firm is setting aside a conference room for the convenience of exhibitors.

Space Taken: 11,720 sq. ft. Last year: 14,120 sq. ft.

Countries Exhibiting: Canada, Austria, Belgium, Colombia, Denmark, Finland, Germany, Guatemala, Ireland, Jamaica, Netherlands, Norway, Sweden, United Kingdom, United States.

Leading Exhibitor: Canada, with 7,560 sq. ft.

CANADA

British Columbia Electric Co. Ltd. Vancouver, British Columbia.	No details available.
City of Halifax Halifax, Nova Scotia.	No details available.
City of Sherbrooke Sherbrooke, Quebec.	Products, manufacturing facilities and industrial advantages of City of Sherbrooke.
City-Wide Telephone Services Ltd. Toronto, Ontario.	Telephones answered via city-wide switchboards.
Crown Life Insurance Co. Toronto, Ontario.	Conference room for convenience and use of all exhibitors.
Government of the Province of Saskatchewan Regina, Saskatchewan.	Information centre.
Greater Niagara Chamber of Commerce.. Niagara Falls, Ontario.	Information centre.
National Harbours Board Ottawa, Ontario.	Graphic display of national harbours.
Province of British Columbia Department of Trade and Industry Victoria, British Columbia.	Information centre.
Province of Newfoundland St. John's, Newfoundland.	Local products.
Saint John Board of Trade Saint John, New Brunswick.	Prestige exhibit of New Brunswick products.
Sun Life Assurance Co. of Canada Montreal, Quebec.	Lounge area.
The Toronto Harbour Commissioners Toronto, Ontario.	Information centre.

AUSTRIA

Austrian Federal Chamber of Commerce.. Wien 1.	Information booth.
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BELGIUM

Belgian Congo and Ruanda-Urundi..... Brussels.	Information on Belgian Congo and Ruanda-Urundi.
Belgium Foreign Trade Office Brussels.	Information on Belgian import and export trade.
Brussels, Fair of Brussels.	Photographs.
Port of Antwerp Antwerp.	Photographs of different port activities.

COLOMBIA

Flota Mercante Grancolombiana S.A. Bogotá, Colombia.	Information on fast freight services from East Coast Canadian and American ports direct to principal ports in Colombia, Ecuador, Venezuela.
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DENMARK

Danish Government Committee on Exhibitions Abroad Copenhagen.	Information booth.
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FINLAND

Government of Finland % Legation of Finland Ottawa, Ontario.	Information centre.
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GERMANY

Deutsche Zentrale Fur Fremdenverkehr Frankfurt am Main.	Posters and pamphlets.
German American Tool Industry..... Duesseldorf-Oberkassel.	Pamphlets and posters.
German Information Centre Koln-Rhein.	Information centre.
Nordwestdeutsche Ausstellungsgesell- schaft GmbH. Dusseldorf.	Information booth.

GUATEMALA

National Tourist Bureau of Guatemala .. Information booth.
Guatemala City.

IRELAND

Coras Trach Tala Co. Irish Dollar Export Corporation display.
Dublin.

JAMAICA (BWI)

Jamaica Tourist Trade Development
Board Tourist information.
Kingston.

NETHERLANDS

K.L.M. Royal Dutch Airlines Air passenger and freight services to all parts
The Hague. of the world.
Netherlands Institute for the Promotion
of Foreign Trade Trade information.
The Hague.
Oranje Lijn Fast passenger and freight service between
Rotterdam. Europe, Canada and Great Lakes.
Radio Nederland, International Service.. Panel giving information on Dutch shortwave
Hilversum. transmissions directed to Canada.
Utrecht International Trade Fair, Information on the Utrecht International
Utrecht. Trade Fair.

NORWAY

Norwegian Information Bureau Information booth.
Skoyen, Aslo.

SWEDEN

The General Export Association of
Sweden No details available.
Stockholm.

UNITED KINGDOM

United Kingdom Board of Trade Information on British export trade.
London S.W. 1.

UNITED STATES

Board of Commissioners of the Port of
New Orleans, Port shipping facilities and transportation
New Orleans 6, La. services, ocean and inland.

Publications

CANADA

Age Publications Ltd. Publishers of Heating, Plumbing and Air Con-
Toronto 5, Ontario. ditioning Age; Oil and Gas Heat.
MacLean-Hunter Publishing Co. Ltd. Industrial publications serving the printing,
Industrial Newspapers Division. metalworking, marine, power engineering,
Toronto, Ontario. and packaging fields.

UNITED KINGDOM

Engineering Published weekly since 1866; covers the whole
London, W.C. 2. industry.
Iliffe & Sons Ltd. Publishers of technical, business and
London, S.E. 1. specialized journals.
Farmer & Stock-Breeder Publications Ltd. Publishers of agricultural journals.
London, S.E. 1.
Machinery Lloyd British Engineering Export Journal; overseas
London, W. 1. edition of Machinery Lloyd.
Machinery Publishing Company Ltd. Machinery, Britain's weekly engineering
London. machine tool journal, Machinery's annual
Buyer's Guide.



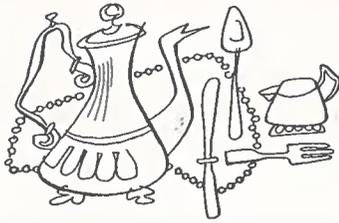
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| <p>The Machinist
London, E.C. 4.</p> <p>Morgan Brothers (Publishers) Ltd.
London, W.C. 2.</p> <p>Temple Press Ltd.
London.</p> <p>Tothill Press Ltd.
London, S.W. 1.</p> | <p>Technical journal of the metal-working industry.</p> <p>Publishers of the Engineer, The Ironmonger, the Chemist & Druggist, the Export Review of the British Drug and Chemical Industries, Electronic Engineering.</p> <p>Technical, business and trade journals for industry.</p> <p>Trade and technical newspapers and journals.</p> |
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UNITED STATES

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| <p>Time International
New York 20.</p> | <p>U.S.A. and International Editions of:
TIME.
TIME Pacific.
TIME Latin America.
TIME Canadian.
TIME Atlantic.</p> |
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“Our display was carefully examined by many foreign buyers and representatives. From the export sales point of view, the display served some useful purpose in keeping our name and products before potential future buyers. For domestic sales promotion the Fair proved to be an excellent medium. There is no doubt that continued participation in the Trade Fair has added greatly to our prestige in the industry. The Trade Fair is the best possible means of demonstrating the scope of products that we handle and our new lines.”—Comment by a Canadian manufacturer and CITF exhibitor.

Jewellery and Silverware



BUYERS in search of the unusual will find something new in this section—silverware and handicrafts of distinctive design from Peru. Canadian companies will prove their versatility with displays featuring watches, watch movements, fountain pens, hollow-ware, and many types of giftware. Germany will show watches, porcelain, crystal, silverware, and the ever-popular cuckoo clocks.

Space Taken: 1,680 sq. ft. Last year: 1,400 sq. ft.

Countries Exhibiting: Canada, Austria, Germany, Netherlands, Peru.

Leading Exhibitor: Canada, with 960 sq. ft.

CANADA

The Canadian General Agencies	Watches, watch movements, watch cases, clocks, costume jewellery, hollow-ware.
Montreal, Quebec.	
Elias Bros. Inc.	Cutlery, fountain pens, leather goods, novelties, pencils, toilet sets, wallets.
Montreal, Quebec.	
Green Star Manufacturing Co.	Chromium-plated giftware, cruet sets, butter and jam dishes, teapot stands.
Toronto, Ontario.	
Oak-Birds Co.	Silverplated hollow-ware and giftware.
Toronto, Ontario.	
Parker Pen Co. Ltd.	Fountain pens, mechanical pencils, jewellery gift boxes, powder cases and watches.
Toronto, Ontario.	

AUSTRIA

Baar, Fritz	Watch straps, handbags, fancy jewellery, smokers' supplies.
Klagenfurt.	
Hoerbiger & Co., Paul, Vienna Schmuck..	Fancy jewellery.
Wien VII.	
Jarosinski, L., & J. Vaugoin	Silverware.
Wien VII.	
Karla, Oskar	Toilet sets.
Wien III.	
Liszka Komm. Ges. R. & B.	Cuckoo and talking clocks.
Wien I.	
Pfang & Pfluger	Wrist and pocket watches.
Vorarlberg.	

GERMANY

Gebruder Jauch Clock Factory	Table and wall clocks, movements.
Deisslingen, a. N.	
Graf Schaffgotsche Josephinenhuette, GmbH	Leather goods, porcelainware, crystalware, silverware, clocks, thermos bottles, special leaf-wood products.
Schwaebisch-Gmuend.	
J. M. Jackle Inh. K. H. Hauser	Cuckoo clocks and 400-day clocks.
Schwenningen, a. N.	
Karlsruher Glastechnisches Werk, Walter Schieder	Crystalware.
Karlsruhe-West.	
Kredt, Wolfgang P.	Chandeliers, crystal; figurines, glassware—household and illuminating lampholders, porcelainware.
Wuppertal-Vohwinkel.	
Krister Porzellan-Manufaktur Aktiengesellschaft	China-ware; figurines; glassware; lamps; tea sets.
Landstuhl.	
Kulka, W.	Leather goods, porcelainware, crystalware, silverware, clocks, thermos bottles, special leaf-wood products.
Oberursel, Taunus.	

Lacher & Co. Pforzheim.	Watches; watch movements, lever and auto- matic.
United Trading Company GmbH. Frankfurt am Main.	Silverware, watches, porcelainware, crystal- ware, clocks and other gifts.
Wehrle Uhrenfabrik GmbH.	Alarm clocks, kitchen and bracket clocks, cuckoo clocks.

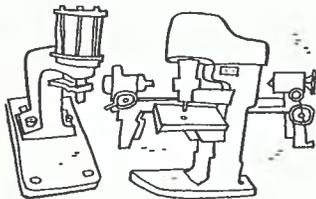
NETHERLANDS

Handelmij G. Litsche Ltd. The Hague.	Costume jewellery, aluminum jewellery, necklaces and bracelets, pins, powder com- pacts, Delft blue and mother of pearl articles.
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PERU

Government of Peru.....	Silverware, leatherware and some Peruvian articles.
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Machinery, Machine Tools, Plant Equipment



TOP BILLING in this year's CITF goes unquestionably to the machinery section. Reservations flowed in so rapidly that the Industries Building was soon completely booked and late-comers were given space in the Automotive Building. Last year, materials handling and construction machinery were included in this category; they have since become separate sections. Even with this re-arrangement, the machinery section is already 6,000 sq. ft. larger than last year.

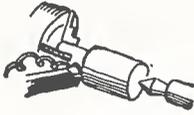
With the machines come technicians to operate them, and to answer the serious buyer's many questions. This section offers the potential customer a rare opportunity to see what machinery the various countries have to offer, to weigh and compare values before making his choice, and to find new types of machines to make his plant more efficient.

Space Taken (including the sub-categories following): 106,965 sq. ft.
Last year: 100,000 sq. ft.

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

Leading Exhibitor: Canada, with 56,145 sq. ft.

Machine Tools



THE CITF invariably presents the machine tool buyer with an unrivalled opportunity to examine the products of many countries and to choose according to his needs. One Canadian exhibitor will show several new models, including a Canadian-made lathe, an American press brake, and a Swiss universal miller.

Over fifty member firms of the Machine Tool Trades Association in Great Britain have reserved space for a display that will rival that of the 1950 Fair. Germany will be there in strength, bringing, among other products, an upsetting machine for the precision forging of bar stock and a boring mill newly designed to give maximum performance with carbide tools. From Paris comes a multi-tool lathe with an automatic hopper; from the United States, a toolroom slotter, with an 8-inch stroke. Metal-working equipment appears to lead in this classification.

CANADA

Alison Machinery Co. Ltd. Toronto, Ontario.	Machine tools, cutting tools of all kinds.
Allegheny Industrial Equipment of Canada Ltd. Toronto, Ontario.	Metal band saws, surface grinders, forming rolls, milling machines, lathes.
F. F. Barber Machinery Division of Massey-Harris Co. Ltd. Toronto, Ontario.	Machine tools, small tools, materials handling equipment.
Barer Engineering & Machinery Co. Montreal, Quebec.	Machine tools, lathes, grinders, wire-working machinery, special machinery, ball and roller bearings.
John Bertram & Sons Co. Ltd. Dundas, Ontario.	60" vertical boring mill, 25" engine lathe, 26" shaper.
S. N. Bridges & Co. Ltd. Toronto, Ontario.	Copying equipment for lathes; millers; electronic lathes, special type machine tools.
British Oxygen Canada Ltd. Toronto, Ontario.	Oxygen cutting machines, oxyacetylene welding and cutting equipment, etc.
Brown Boggs Foundry & Machine Co. Ltd. Hamilton, Ontario.	Sheet metalworking machinery, brakes, shears, presses, formers, punches, etc.
Burnett Machinery (Canada) Toronto, Ontario.	Woodworking machinery for the furniture, joinery, lumber and plywood industries.
Canada Machinery Corporation Ltd. Galt, Ontario.	Machine tools, woodworking machinery, valves and fittings.
Canadian Fairbanks-Morse Co. Ltd. Montreal, Quebec.	Machinery, machinists' tools, industrial supplies, materials handling equipment.
Canadian Liquid Air Co. Ltd. Montreal, Quebec.	Welding and cutting processors, silver brazing alloys.
Canadian Machine Tool Builders Ass'n. .. Toronto, Ontario.	No details available.
Chapat Engineering & Sales Co. Ltd. Hamilton, Ontario.	Tungsten carbide tools and dies for wire and wire industry.
Churchill (Canada) Ltd., Charles Toronto, Ontario.	Complete range of precision and production machine tools and small tools.
Colonial Tool Co. Ltd. Walkerville, Ontario.	Hobs and broaches; high-speed special cutting tools; end mills; gear shapers.
Copper & Horton Ltd. Toronto, Ontario.	Woodworking machinery and selected metal working machines.
Cosa Corporation of Canada Ltd. Toronto, Ontario.	Machine tools.

DoAll Company of Canada Ltd. Toronto 10, Ontario.	Machines for contour sawing and filing; surface grinders; precision measuring equipment.
Dominion Welders & Machinery Ltd. Toronto, Ontario.	Spot and butt welding machines, welder timing devices, machine tool and sheet metalworking machines.
B. Elliott (Canada) Ltd. Port Hope, Ontario.	Milling, shaping, drilling, grinding, backsaw- ing machines; lathes; ironworkers, engi- neering equipment.
Ferro Machinery Co. Toronto, Ontario.	Machine tools, woodworking machinery.
The Ford-Smith Machine Co. Ltd. Hamilton, Ontario.	Grinding, polishing, buffing, abrasive cut-off, nibbling machines, backstand idlers.
Gross Machinery & Supply Co. Ltd. Toronto, Ontario.	Engine and turret lathes, milling machines, radial drills, surface grinders.
Handy & Harman Co. of Canada Ltd. Montreal, Quebec.	Welding and cutting processes, silver brazing, alloys.
Hayward Gordon Ltd. Toronto, Ontario.	Machine tools, small tools, automatic lubrica- tors, electric instruments, pumps, con- tractors equipment.
E. Hoffman Machinery Supply Toronto, Ontario.	Machine tools, lathes, shapers, millers, grind- ers, drills, presses.
International Machinery Co. Ltd. Hamilton, Ontario.	Materials handling equipment, machine shop supplies, machine tools, sheet metal equip- ment, welders of various types.
Lincoln Machine Tool Corp. Toronto, Ontario.	Toolroom engine relieving lathes, precision jigborers, cold forging machines, grinders, millers, planers.
Lion Grinding Wheels Ltd. Brockville, Ontario.	Grinding wheels, mounted wheels and points, resinoid snagging, plate-mounted and nut inserted segments, discs, etc.
R. McDougall Co. Ltd. Galt, Ontario.	Gear head engine and cap lathes.
Modern Tool Works Ltd. Toronto, Ontario.	Metal working machine tools.
Moore Machinery Co. Toronto, Ontario.	Inspection equipment, materials handling equipment, machine tools.
Newage (Canada) Ltd. Toronto, Ontario.	Machine tools, pumps, hardness testers, diesel and gasoline engines, alternators, grinders.
Pathex (Canada) Ltd. Toronto 5, Ontario .	Imported machine tools for the metal working industry.
The H. W. Petrie Ltd. Toronto, Ontario.	Woodworking machinery and supplies.
Prenco Progress and Engineering Corp. Ltd. Toronto, Ontario.	Machinery, pittler-turret, copying, milling machine, tools and plant equipment, Hahn and Kolb machinery.
Preston Woodworking Machinery Co. Ltd. Preston, Ontario.	Production woodworking machinery; veneer, plywood and hardboard machinery; lumber handling equipment.
Rex Machine Tool Co. Ltd. Toronto, Ontario.	High grade European machine tools, lathes, turrets, milling machines, radial, etc.
Ringball Ltd. Montreal, Quebec.	Ball and roller bearings, oil-seals, lathe chucks, grinding spindles, electric shears, surface grinders.
H. H. Roberts' Machinery and Supplies.. Toronto, Ontario.	Machine tools, small tools and accessories.
Donald Ross and Partners of Canada Ltd. Toronto, Ontario.	Welding positioners and appliances, cutting machines, spot welders.
Rudel Machinery Co. Ltd. Toronto, Ontario.	Machine tools of many types.
H. Ruhl Machinery Toronto, Ontario.	Machine tools and industrial equipment from German firms.
Ryder Machinery Co. Ltd. Toronto, Ontario.	Machine tools, fork lift trucks, towing trac- tors, electric hoists, cranes, mono-rail systems.
Paul R. Scott Ltd. Toronto, Ontario.	Engine lathes, shaper, air chucking equip- ment, hydraulic equipment.
Standard Machine and Tool Co. Ltd. Windsor, Ontario.	No details available.
Staroba Industrial Research Co. Ltd. Toronto, Ontario.	Machine tools, gauges, measuring instruments, mechanics tools, textile machines.
Gilbert C. Storey Machinery Co. Toronto, Ontario.	Resistance welding equipment and controls, machine tools, sheet metal working machin- ery.
Sykes Tool Corporation Ltd. Toronto, Ontario.	Gear-cutting machinery and general machine tools, including lathes, grinders, milling, woodworking machinery.
Transocean Machine Co. Inc. Montreal, Quebec.	Machine tools and heavy machinery, lathes, grinding machines, rolling mills and auxiliary equipment, lapping and nut tapping machines.

Transocean Trading Inc. Montreal, Quebec.	Building machinery, woodworking machinery.
Upton Bradeen and James Ltd. Toronto, Ontario.	Machine tools, small tools, materials handling equipment and industrial supplies.
A. C. Wickman (Canada) Ltd. Toronto, Ontario.	Lathes, multiple spindle automatics, optical profile grinders, vertical boring mills.

AUSTRIA

Ziamal's Nachf. Guido Schafer, J. Wien XIV.	Woodworking tools.
Zuckermann, Maschinenfabrik Wien XVIII.	Woodworking machines.

BELGIUM

C.I.M.A. Brussels.	Sawblades for woodworking; tools for wood- working.
de Buyser (Ateliers de Construction J.) .. Brussels 3.	Machine tools.
Demoor, S.A. Ateliers Forest-by-Brussels.	High-precision centre lathes; airpower ham- mers.
Federation de l'Industrie des Fabrications Metalliques "Fabrimetal" Brussels.	Machinery and tools.
Imperia, S.A. Nessonvaux-lez-Liège.	Machine tools; grinders.
L.A.P. Constructions Mecaniques Brussels 11.	Machine tools, universal lathes and turret lathes.
Marcel Pegard Andeene.	Radial drilling machines.
Raskin (Les Ateliers Hubert) Angleur-lez-Liège.	Power presses for metalworking; guillotine shearing machine; shear blades.
S. A. Forges, Usines and Founderies de Gilly Gilly, near Charleroi.	Horizontal boring and milling machines.
Van Malcot Brussels.	Woodworking machines.

FRANCE

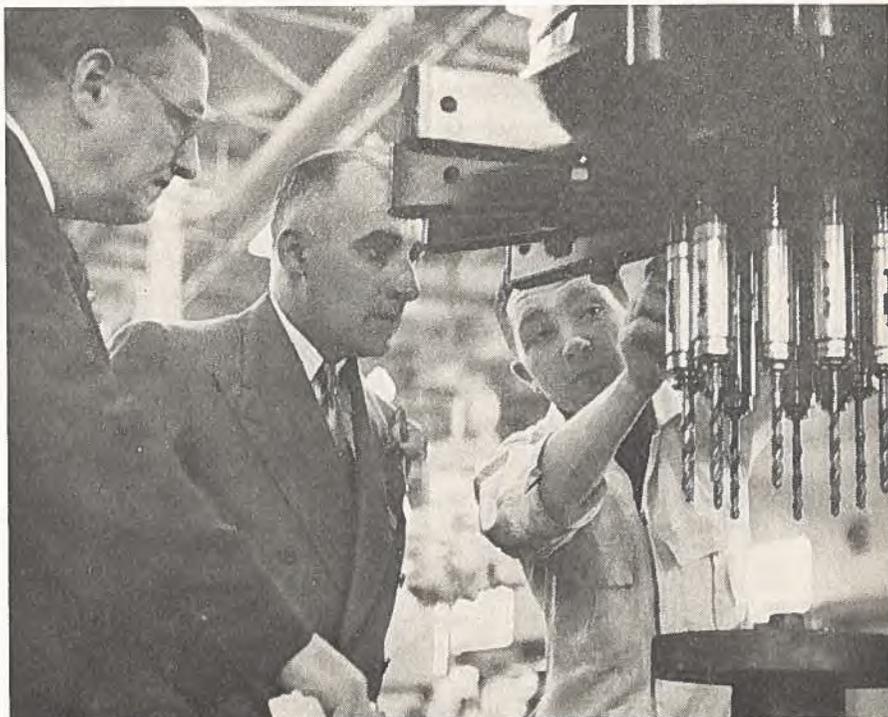
Association Francaise de Constructeurs de Machines-Outils Paris.	Machine tools.
Alliance de Constructeurs Francais de Machines-Outils Paris.	Machine tools.
Arduino Paris.	Surface planer, thicknesser, slotter, vertical spindle moulder, horizontal spindle moulder, circular saw, tool sharpener.
Bechet Paris.	Bar automatics.
Bombed Paris.	Sheet metal working machinery.
Constructions Mecaniques de Chambly .. Paris.	Surface grinding machines.
Cornac Paris.	Boring machines, fixed or travelling column.
Ets. Gaston Dufour Montreuil.	Universal milling machines with vertical head attachments.
Ernault-Batignolles, H. Machine Tool Division of Batignolles- Chatillon. Paris.	Pilot lathes, high precision centre lathes, copying lathes.
Noel Ernault Paris.	Capstan lathes, small tools.
Gambin Paris.	Universal milling machines.
G.S.P. Paris.	Vertical drilling and boring machines.
G.S.P. Alliance de constructeurs, de Machines Outils Paris.	Radial drilling machines, multi-tool lathes, shaping machines, milling machines.
Line-Jost Paris.	Radial drilling machines, sensitive drills, planers, balancing machines, slotters.

Mopco	Universal flat grinders, plain grinders.
Paris.	
Otalu	Machine tools for light alloys.
Paris.	
Precimo	Production gear jobbers, universal gear cutting machines.
Paris.	
Precis	Drilling machines and precision work machines.
Paris.	
Rev	Horizontal and vertical broaching machines.
Paris.	
Sculfort	High speed lathes; lathes and special machines for railway yards; locomotive and carriage wheel turning lathes, roughing lathes.
Paris.	
Societe des Forges et Ateliers du Creusot, Usines Schneider	Compressors, machine tools, lifting appliances; inland navigation vessels and harbour craft; iron and steel products.
Paris.	
Siome	Universal machines, plain lathes.
Paris.	
Societe des Forges et Ateliers du Creusot (SFAC)	Cold sawing machines, planers, crankshaft turning machines, sliding and screwcutting machines, special purpose machines, vertical and horizontal boring mills.
Paris 8e.	
Somaco	Hydraulic surface grinding machines, hydraulic internal grinding machines.
Paris 16e.	
Somua	Sliding and screwcutting lathes, production lathes, milling machines.
Paris 8e.	
S.P.M.	Drilling and tapping machines, automatic feed drilling and boring machines, automatic tapping and drilling units.
Paris 16e.	
Vernets	Universal punching and shearing machines, motor driven blanking machines.
Paris 16e.	
Wermelinger	Sliding and surfacing lathes.
Paris 8e.	

GERMANY

Alkett Altmaerkische Kettenwerke GmbH. Berlin-Borsigwalde.	Swaging press for internal profiling.
Banning, A. G., J.	Pipe and tube bending machines, forging machines, forging hammers, pneumatic hammers, hydraulic and pneumatic presses, rolling mills.
Hamm/Westfalen.	
Beche & Grohs GmbH	Pneumatic power hammer.
Huckeswagen, Rhld.	
B. M. W. Maschinenfabrik Spandau GmbH.	Precision punch presses, automatic screw machines, gear de-burring machines.
Berlin-Spandau.	
Rheinhard Bohle KG.	Vertical milling machines.
Horstheide Uber Bielefeld.	
Bluthardt Maschinenfabrik, G.	Drill presses, heavy duty drilling machines, single spindle drilling machines, multi-way drilling machines.
Neurtingen/Necker.	
Brueckner, Gustav	Vertical surface grinders.
Coburg-Neuses.	
Collet & Engelhard	Horizontal boring and milling machines.
Offenbach am Main.	
Friedrich Deckel	Machine tools.
Munchen.	
Demag Aktiengesellschaft	Hammer drills.
Duisburg.	
Elmeg Elektro Mechanik GmbH.	Electro-magnetic presses.
Osterode, Harz.	
Freies Berliner Handwerk Schmidtchen & Co.	Cutting, punching, drawing and combined dies; punched parts.
Berlin.	
Graebener, Theodor	Power presses, punch presses, power shears.
Werthenback Post Irmgarteichen.	
Hagen and Goebel, Maschinenfabrik.....	Tapping machines.
Soest.	
Hartex GmbH	Centreless and plain-grinding machines.
Berlin-Marienfelde.	
Carl Hasse & Wrede GmbH.	Combination turret lathe.
Mannheim.	
Gebr Heinenmann AG	Lathes, shapers.
Werkzeugmaschinenfabrik.	
St. Georgen-Schwarzwald.	

Ibag, Internationale Baumaschinenfabrik AG Neustadt.	Production machines.
Index-Verkaufs-GmbH. Stuttgart-Nort.	High-speed automatic screw machines, chuck capacity up to 8".
Klaeger Fortuna-Kaltsaegenfabrik, Hermann Stuttgart-Untertuerkheim.	Cutting-off machines—band, circular, hack; hack sawing machines.
Krenzler Maschinenfabrik, Emil Wuppertal-Barmen.	Milling machines, shaping machines.
Hermann Lade Waiblingen/Rems.	Drilling chucks and machine vises.
Jung GmbH, K. Goepfingen-Wuertt.	Surface grinders.
Jung GmbH Lokomotivfabrik, Arn..... Jungenthal near Kirchen Sieg.	Vertical boring and turning machine, 42/48".
Jung Schleifmaschinen H. Gaub. GmbH... Berlin.	Internal grinders.
Koelle Maschinenbau GmbH Esslingen a.N.	Bandsaw machines.
Lindemann Maschinenfabrik GmbH. Dusseldorf.	Scrap shear.
Ludw. Loewe & Co., AG Aktiengesellschaft. Berlin.	Toolroom lathe, vertical and universal millers.
Maschinenfabrik Froriep GmbH. Rheydt/Rheinland.	Single column vertical boring and turning machine, type KE 16.
Matra-Werke, GmbH Frankfurt am Main.	9' and 10' centre lathes; 24" x 8" hydraulic sur- face grinders.
Mayr, Hoernann & Cie., K.G. Pfronten-Steinach/Allgaeu.	Die making and die sinking machines.
Mueller Brinker Maschinenfabrik, Max.. Hannover.	Vertical, horizontal, universal milling mach- ines; heavy-duty production lathes with electronic control.
MSO Maschinen und Schleifmittelwerke AG Offenbach am Main.	Grinding machines.



Nassocia Maschinenfabrik Frankfurt.	Punch shaping machines, die sinkers, die shapers, filing and band sawing machines.
Niederhessische Maschinenfabrik Becker and Van Hullen Krefeld.	Open gap oil hydraulic 63-ton press, with highest ram speed.
Paul Ferd Peddinghaus Gevelsberg.	Universal steel workers billet shears.
Pfeifer & Soehne GmbH., B. Heilbronn-Boeckingen.	Precision toolroom lathes.
Prahoma-Werk Kehren & Company. Hennef/Sieg.	Surface grinding machines.
Reinhard & Adam Maschinen & Apparate- bau, GmbH. Stuttgart-Sindelfingen.	Press brakes, sheet metal working machines.
August Ruggerberg Marienheide-Rhld.	Machines with flexible shaft, rotary tools, pneumatic grinders.
Scharmann and Co., GmbH. Rheydt/Rheinland.	Boring, milling and drilling machine, horizontal type W.B. 75.
Schiess Aktiengesellschaft Dusseldorf.	Vertical turret lathes for high speeds, horizontal boring mill with 6¼" spindle-diameter.
Freies Westberliner Handwerk Schmidt- chen and Co. Berlin.	Cutting, punching, drawing and combined dies, punched parts.
Schmaltz GmbH Friedrich Schleifmaschine-und Schleifradwerke Offenbach am Main.	Circular table surface grinding machine with 700 mm. table diameter.
Schneider O. H. G. Werkzeug and Maschinenfabrik, Heinrich Siegburg/Rhld.	Surface grinding machines, horizontal, vertical and rotary table types.
Schulze and Naumann Werkzeugmas- chinenfabrik Essen.	Shearing machines with circular knives.
Alfred H. Schutte Köln Deutz.	Tool and cutter grinders.
Spfina Schwingscheleiftechnik Wieck and Heim KG. Köln.	Oscillating superfinishing attachment Hwa 26; centreless superfinishing machine SM 52.
Maschinenfabrik Rudolf Staehely Wuppertal-Niechstebeck.	Heavy duty rigid gear hobbing machines and gear hobbing automatics.
Albert Strasmann Präzisionswerkzeug-und-Maschinen- fabrik. Remscheid.	Surface grinding machines.
Toepfer, Alfred C. Hamburg.	Machinery.
Trumpf and Co. Stuttgart, Weilmündorf.	Curve cutting-out and nibbling machines (universal shears).
Vereinigte Drehbank-Fabriken Boehringer, Goppingen.	Turret lathes.
Verkaufs A. G. Peewee und Grob Konstanz.	Thread-rolling generator with automatic feed.
Gustav Wagner Maschinenfabrik Reutlingen.	Semi-automatic hydraulic cold circular saws for cutting iron and steel.
Weberwerke KG Siegen in Westfalen.	Double-standard plate shear; beading and flanging machine.
"WEBO" Gemeinschaft Westdeutscher .. Dusseldorf.	Drilling machines.
Eugen Weisser and Co. KG Werkzeugmaschinenfabrik. Heilbronn-Neckar.	Lathes, engine and screw cutting, with copying attachment.
Fritz Werner AG Maschinen-und Werkzeugeggabrik. Berlin-Marienfelde.	Vertical milling machines, universal milling machine, production milling machine.
Westdeutsche Werkzeugmaschinen AG .. Dusseldorf Holthausen.	Semi-automatic internal grinders; horizontal boring and milling machine B 3"; vertical boring mill E 85; single column vertical turret lathe.
Wiler G. Werkzeugmaschinenfabrik..... Herzogenaurach-Nürnberg.	High-duty precision lathes—screwcutting, engine, toolroom; 5" x 32" centres (2 models); 6-Station Turret (Capstan), 5" centre, 1-½" bar capacity (Model).
Wohlenberg & Co.	No details available.
Wotan-Werke GmbH. Dusseldorf.	Vertical and horizontal boring mills, internal grinders.

ITALY

Giustina, S.p.A. Turin.	Hydraulic precision universal grinder.
Misal S.A. Leto Milan.	Lathes, slotters, turret lathes, millers, shapers, grinding machines, drilling machines.

SWEDEN

Albin Motor Co. Kristinehamn.	Tool cutters, grinders, fine boring machines.
Kopings Mekaniska Verkstads Aktiebolag Koping.	Universal milling machines, vertical milling machines with accessories.
Kopings Mekaniska Verkstads Aktiebolag Koping.	Lathes.
Maskinfabriks Thule AB Malmo.	Production shaper, hydraulic hacksaws, verti- cal production slotters.
A. B. Svetsmekeno Gothenburg.	Plate and sheet metal working machines.
Wahlbeck Aktiebolag, Ingeniorsfirman Alb. J. Halmstad.	Woodworking machinery.
Svetsmekano, Aktiebolag Gothenburg.	Machines for sheet and plate cutting.
Maskinfabriks A/B Thule Malmo.	Hydraulic surface grinding machine, type 24" x 8" with horizontal spindle.

SWITZERLAND

Maag Gear-Wheel Co. Ltd. Zurich.	Gear cutting machines, gear grinding machines, gear testing machines, precision gear pumps.
Mikron, S.A. Bienne.	Gear and pinion cutters.
Pawert, A. G. Basel.	Wood briquetting presses and allied equipment.
Perrin A. G., Gebr. Moutier.	Jig boring machines and precision cross tables.
Reiden Milling Machine Co. Reiden.	Milling machines, universal and vertical.

UNITED KINGDOM

James Archdale and Co. Ltd. Birmingham.	Vertical, radial, multispindle drilling mach- ines, horizontal and vertical milling machines.
Asquith, Williams Ltd. Halifax, Yorks.	Radical and portable drilling machines.
Associated British Machine Tool Makers, Ltd. London.	Precision metal working machine tools.
Bourdon Tools Ltd. Croydon, Surrey.	Vertical spindle grinding machines.
S. N. Bridges & Co. Ltd. London.	No details available.
Brookman Ltd., R.S. Leicester.	Woodworking machinery; specialized lines— dovetailers, morticers, borers; multi-drilling systems.
BSA Tools Ltd. Birmingham.	Automatic bar and chucking machines, multi- tool lathes, engineers small tools.
F. Burnard and Co. Ltd. Kidbrooke, London.	Precision lathe chucks, independent and self- service; quick change turning toolholders.
Butler Machine Tool Co. Ltd. Halifax, Yorks.	Planing, slotting and shaping machines.
Tom Carrington and Co. Ltd. Lyndon Tool Works. West Bromwich.	Pipe cutters, taps, cut and ground thread; stocks and dies.
Churchill Machine Tool Co. Ltd. Manchester.	External, internal and surface precision grind- ing machines.
V. L. Churchill & Co. Ltd. London.	Vertical spindle chucking lathe, hydraulic and mechanical presses, engineers tools.
Charles Churchill & Co. Ltd. Birmingham.	Vertical spindle chucking lathes, hydraulic and mechanical presses, engineers tools.

Churchill-Redman Ltd. Halifax, Yorks.	12" and 14" swing lathes, profiling lathe, universal shapers, hobber.
Colchester Lathe Co. Ltd. Colchester, Essex.	Lathes—centre, chasing, engine, general pur- poses, light precision toolroom.
Coventry Gauge and Tool Co. Ltd. Coventry, War.	No. 16 universal thread grinders, No. 33 tap grinders, precision gauges.
Craven Brothers (Manchester) Ltd. Vauxhall Works. Reddish, Stockport, Cheshire.	Lathes, vertical boring mills, planers, paper roll grinders, gear hobbers, horizontal boring machines.
Dean, Smith and Grace Ltd. Keighley, Yorks.	Lathes, 13" to 21" swing, tool room relieving lathes.
Denham's Eng. Co. Ltd. Empire Works. Holmfild, Halifax, Yorks.	Lathes, heavy duty; precision machines.
Desoutter Brothers Ltd. London.	Portable electric and pneumatic drills, screw- ings, nibblers, shears, grinders, etc.
Drummond Asquith (Sales) Ltd. Birmingham.	Hydraulic presses, pedestal grinding machines.
Drummond Brothers Ltd. Guildford, Surrey.	Multi-tool and profile turning lathes, gear shapers.
Eastbrook, Allcard and Co. Ltd. Sheffield 6, Yorks.	Twist drills, reamers, taps, stocks and dies, chaser diestocks.
Frank Guylee & Son Ltd. Archer Tool Works. Millhouses, Sheffield, Yorks.	Drill chucks, sleeves, sockets, centres, tappers, mandrels, wheel dressers, camclamps.
T. S. Harrison and Sons Ltd. Heckmondwike, Yorks.	9", 11" and 14" swing, sliding, surfacing and screwcutting lathes.
Alfred Herbert Ltd. Coventry, War.	Capstan, turret and automatic lathes, drilling, grinding and milling machines.
Horden, Mason & Edwards Ltd. Birmingham.	Power presses.
Interwood Ltd. London.	Veneer and special woodworking machines, including fully automatic saw sharpeners.
C. E. Johansson Ltd. Dunstable, Beds.	Taps; screw, ring, plug and plain gauges; thread chasers.
A. A. Jones & Shipman Ltd. Leicester, Leics.	Precision grinding machines, external, univer- sal, surface and tool and cutter models; small tools.
E. H. Jones (Machine Tools) Ltd. Portslade.	Machine tools; C.V.A. automatics, dieing presses.
Jones (Machine Tools) E. H. London.	Automatic screw machines, high speed presses, milling machines, toolroom equipment.
Kearns & Co. Ltd., H. W. Manchester.	No. 3 horizontal surfacing and boring machine, horizontal toolroom boring machine.
Kendall & Gent Ltd. Manchester.	Broaching machines; cutters, threading, screw- ing; vertical and plane milling machines.
Kerry's (Great Britain) Ltd. London.	Engine lathes, bench lathes, drilling machines, hacksawing machines, grinding machines.
Knowles & Co. (Engineers) Ltd. Bradford, Yorks.	No details available.
John Lang & Sons Ltd. Johnstone, Renfrewshire.	Sliding, surfacing and screw-cutting lathes; surfacing and boring lathes.
Lehmann Archer & Lane, Ltd. Barkingside, Essex.	High speed and carbon steel screwing tools, cut or ground threads.
Richard Lloyd Ltd. Birmingham.	Inserted, serrated blade cutters for milling, facing, boring, reaming.
Lumsden Machine Co. Ltd. Gateshead, Durham.	Rotary surface grinders, 24" to 100".
Maiden & Co. Ltd. Hyde, Cheshire.	Threading machines, tangential threading machines, chamfering machine.
D. Mitchell & Co. Ltd. Keighley, Yorks.	One 29" swing (14½) centres lathe.
J. E. Morrison & Sons Ltd. Sheffield, Yorks.	Auger bits, machine augers, mortice square chisels, fluted bits, routers.
Newall Group Sales Ltd. Old Fletton, Peterborough, Northants.	Grinding machinery, optical measuring machines.
A. & S. Osmond Bristol, Gloucs.	Model C-16 high speed abrasive cut-off machine.
J. Parkinson & Son (Shipley) Ltd. Shipley, Yorks.	Plain and universal milling machines, gear planers.
Henry Pels & Co. Ltd. London.	Universal ironworker, combination punch, shear and cropper, nibbler.
Pultra Ltd. Salford, Manchester.	Micro lathes.
George Richards & Co. Ltd. Manchester.	Vertical and horizontal boring machines; key- way cutting and large planing machines.
Rushworth & Company Sowerby Bridge.	One 29' swing (14½" centres) lathe.

Scottish Machine Tool Corp. Ltd. Glasgow.	Lathes, bending rolls, horizontal borers, drilling, power presses and planing machines.
Sheepbridge Equipment Ltd. Chesterfield, Derby.	Automatic tile press (under licence from Collingham and Owen Ltd.).
Smart & Brown (Machine Tools) Ltd. .. London.	Precision toolroom, production and turret lathes.
Snow & Co. Ltd. Sheffield, Yorks.	Grinders.
The Stalker Drill Works, Ltd. Sheffield, Yorks.	Twist drills, milling cutters, shank tools, reamers, hacksaw blades.
Startrite Engineering Company Limited.. Gillingham.	$\frac{1}{2}$ " drill presses; variable speed bandsaws; disc sanders; circular saw benches.
Stenners of Tiverton Ltd. Tiverton.	Band resaw and other woodworking machines.
G. Swift & Sons Ltd. Halifax.	Lathes, centre, surfacing and boring, heavy and medium-duty.
W. E. Sykes Ltd. Staines, Middx.	Gear cutting machinery and general machine tools, including lathes, grinders, milling and woodworking machinery.
Joseph Thompson (Sheffield) Ltd. Townhead Street Engineering Works. Sheffield, Yorks.	Milling cutters, hobs, end mills, shank tools, reamers, slitting saws.
Fredk. Town & Sons Ltd. Halifax, Yorks.	Five foot all-electric radial drilling machine.
Wadkin Ltd. Leicester.	High-speed woodworking machinery, including specialized types of pattern makers.
H. W. Ward & Co. Ltd. Birmingham 29.	Capstan and combination turret lathes.
Webster & Bennett Ltd. Coventry.	Vertical boring and turning mill.
Wickman Ltd. Coventry.	Multiple spindle automatics; optical profile grinder; vertical boring mill; tube benders.
Wilkins & Mitchell Ltd. Darlaston.	Mechanical power presses.
Thomas White & Sons Ltd. Paisley.	Woodworking machinery for furniture and veneer manufacture, sawmilling, joinery.
Wilson Lathes Ltd. Ovenden, Halifax, Yorks.	Lathes.
Wilson Bros. (Leeds) Ltd. Leeds, Yorks.	Woodworking machinery.
Wyvern Machine Ltd. Leicester, Leics.	Engine lathes.

UNITED STATES

Allison Company Bridgeport, Conn.	Abrasive cut-off wheels.
American Sip Corporation New York.	Machine tools.
American Society of Tool Engineers Detroit, Mich.	Technical society for advancement and dissemination of scientific knowledge in the field of tool engineering.
Baker Brothers Toledo, Ohio.	Shears.
Bardons & Oliver Inc. Cleveland, Ohio.	Universal turret lathe.
Edward Blake Co. West Newton, Mass.	Flue grinders.
The Bradford Machine Tool Co. Cincinnati, Ohio.	Engine lathes.
Brandes Press Co. Cleveland, Ohio.	Heavy duty automatic presses.
Brown & Sharpe Manufacturing Co. Providence, R.I.	Machinists tools, precision gauging equipment, milling cutters, automatic screw machines.
Burg Tool Manufacturing Co. Los Angeles, Calif.	Turret type drilling and tapping machines, floating tool holders, tapping heads.
Andrew C. Campbell Division of American Chair & Cable Co. Inc. Bridgeport, Conn.	Abrasive cutting machines, nibbling machines.
Cincinnati Bickford Tool Co. Oakley, Cincinnati, Ohio.	Radial and upright drilling machines.
Cincinnati Lathe & Tool Co. Cincinnati, Ohio.	Toolroom lathes, radial drills, sliding head box column drills.
Cincinnati Shaper Co. Cincinnati, Ohio.	Press brakes, all steel shears, shapers.
Columbia Machinery & Engineering Corp. Hamilton, Ohio.	Steel plate power squaring shears.
Commander Manufacturing Co. Chicago, Ill.	Multi-drill tappers.

The DeVlieg Machine Co. Detroit, Mich.	Boring and milling machines.
Diversified Metal Products Co. Los Angeles, Calif.	Grinding machines.
Gisholt Machine Co. Madison, Wis.	Turret lathes, balancing machines.
The Herald Machine Co. Worcester, Mass.	Toolroom internal grinding machine; single end bore-matic.
The Hill Acme Co. Canton Division. Cleveland, Ohio.	All steel alligator scrap shears.
The Ingersoll Milling Machinery Co. Rockford, Ill.	Inserted blade milling and boring tools; cutter grinder in operation.
Landis Machine Co. Waynesboro, Pa.	Threading machines, chasers, die heads.
K. O. Lee Co. Aberdeen, S.D.	Keyless drill chucks, arbour and adapters; tool and cutter grinders.
Linley Brothers Co. Bridgeport, Conn.	Rivetting machines and jig borers.
Lodge & Shipley Co. Cincinnati, Ohio.	Toolmakers and manufacturers of lathes, oil country lathes, copymatic tracer lathes, duomatic production lathes.
National Automatic Tool Co. Richmond, Ind.	Drilling, tapping and boring equipment.
The New Britain Machine Co. New Britain, Conn.	Single spindle automatic turret lathe; large and small contour turning and boring machines.
New Britain-Gridley Machine Div. New Britain, Conn.	Machine tools, automatic machinery.
Niagara Machine & Tool Works Buffalo, N.Y.	Presses, press brakes, shears and tools for sheet metal work.
Nife Inc. Copiague. Long Island, N.Y.	Universal tool and cutter grinders.
Norton Behr-Manning Overseas Inc. Worcester, Mass.	Grinding and lapping machines.
Oliver Machinery Co. Grand Rapids, Mich.	Metal and woodworking machinery.
O'Neil-Irwin Mfg. Co. Lake City, Minn.	Benders, painters, slitters, brakes, shears, etc.
Oster Manufacturing Co. Cleveland, Ohio.	Pipe and bolt threading tools and machines, pipe cutting machines.
D. H. Prutton Machinery Co. Cleveland, Ohio.	Planetary thread rolling machines.
Racine Hydraulic & Machinery Inc. Racine, Wis.	High speed metal cutting machines; railroad maintenance tools; hydraulic variable volume pumps and controls.
Rockford Machine Tool Co. Rockford, Ill.	24" hydraulic universal shaper; 48" hydraulic openside shaper.
Simplex Machine Tool Division of Stokernit Corp. Milwaukee, Wis.	Precision boring machines, hydraulic and mechanical types.
S-M-S Corp. Detroit, Mich.	Welding tips, holders and accessories.
Standard Electrical Tool Co. Cincinnati, Ohio.	Carbide tool grinders.
Thompson Grinder Co. Springfield, Ohio.	Hydraulic surface grinders, tool room and production types.
Vapor Blast Manufacturing Co. Ltd. Milwaukee, Wis.	Vapour blast machines for liquid honing.
Walker-Turner Division of Kearner & Trecker Corp. Plainfield, N.J.	Metal and woodworking equipment.
Westfield Metal Products Westfield, Mass.	Automatic screw machines.

Plant Equipment, Processing Machinery

THIS CLASSIFICATION embraces such a wide variety of machinery and equipment, for practically every type of industrial production, that it is difficult to single out special features.

Among the exhibits expected are:

- A 400-pound an hour automatic heat-treating unit, using 100 per cent forced convection heating and operating at temperatures up to 1,850 degrees Fahrenheit. It is made by a U.S. firm.
- A hand-operated veneer guillotine which can cut straight, cross-cut or mitred joints.
- Self-adhesive, aluminum foil appliquéés for permanent identification, which are said to take the place of decals. Backed with a high tensile bonding material, they can be applied to any smooth, cohesive surface.

CANADA

Allanson Armature Mfg. Co. Ltd. Toronto, Ontario.	Replacement, automotive, generator and starter armatures.
Armson Iron Works Ltd. Windsor, Ontario.	Tubular steel scaffolding products.
Aro Equipment of Canada Ltd. Toronto, Ontario.	No details available.
Automotive Spring Mfg. Co. Ltd..... Montreal, Quebec.	Automotive leaf springs and leaves; coil springs.
Barnard Stamp & Stencil Ltd. Hamilton, Ontario.	Marking tools and equipment.
Bear Equipment & Services Ltd. Toronto, Ontario.	Industrial balancing machines for practically all rotating bodies.
Bellows Pneumatic Devices of Canada Ltd. Toronto, Ontario.	Air cylinders, drill press feeds, work feeders and work holders.
Bestall Chemicals Ltd. Windsor, Ontario.	Coolants, featuring a new approach to difficult machining operations.
Bull Dog Lacer Co. of Canada Ltd..... Hamilton, Ontario.	Belt hooks; rawhide pins; vise tools, and closing machines.
Callwood Can Co. Ltd. St. Boniface, Manitoba.	Poultry processing machinery.
Cameron Associates Ltd., Dugald..... Malton, Ontario.	Slotted steel or aluminum angle.
Canada Pumps Ltd. Kitchener, Ontario.	Pumps.
Canadian Blower & Forge Co. Ltd. Kitchener, Ontario.	Blacksmiths' forges, blowers, drills, power drills, heating and ventilating equipment.
Canadian Vickers Ltd. Montreal, Quebec.	Steel barges, steam condensers, steam marine engines, cement kilns, general machinery products.
Chatham Erecting Co. Ltd. Chatham, Ontario.	Steel water tube boilers.
Clyde Tube Forgings of Canada Ltd. ... Weston, Ontario.	Seamless steel and alloy butt welding fittings; prefabricated pressure piping assemblies.
Crysler Machine Works St. Catharines, Ontario.	Large and small container filling machines.
B. W. Deane & Co. (Division of ISBRU Co. Ltd.) Montreal, Quebec.	Chemical processing compounds, complete metal spraying equipment, hot vapour degreasers and metal-cleaning equipment.
DoAll Co. of Canada Ltd. Toronto, Ontario.	Machines, contour, sawing and filing; surface grinders; precision measuring equipment.

Dodge Manufacturing Co. (Division of United Steel Corp. Ltd.) Toronto, Ontario.	Conveying equipment and machinery for the mechanical transmission of power.
Dominion Auto Accessories Ltd. Toronto, Ontario.	Automotive protective lighting equipment.
Dominion Fasteners Ltd. Hamilton, Ontario.	Spring steel speed nuts; clips and clamps; miscellaneous fasteners.
Dominion Rubber Company Ltd. (Textile Division) Kitchener, Ontario.	Felt vibration dampening material.
Fischer Bearings (Canada) Ltd. Toronto, Ontario.	Ball bearings, roller bearings, balls (steel, brass, aluminum, etc.), pillow blocks.
Forano Ltd. Toronto, Ontario.	Log debarking machines, gang saw mills, saw-mill machinery, furring machines, planers.
Gordon & Gotch (Canada) Ltd. Toronto, Ontario.	High-speed automatic spacing cutter; trimmer knives.
Hamilton Gear and Machine Co. Ltd. Toronto, Ontario.	Machine cut gears; transmission appliances and speed reducers.
Francis Hughes & Associates Inc. Montreal, Quebec.	Slotted steel or aluminum angle; flexible and suspended formwork; scaffolding.
Hewitt-Robins (Canada) Ltd. Montreal, Quebec.	Industrial screens, idlers, brushes, mechanical rubber goods and hose.
E. F. Houghton & Co. of Canada Ltd. Toronto, Ontario.	Cutting oils, grinding oils, lubricants, hydraulic oils and hydraulic packings.
Howard Engineering Sales Co. Toronto, Ontario.	Hydraulic working platform and trestles for overhead construction or maintenance work.
Interlocking Block & Brick Patents Ltd. Vancouver, British Columbia.	Interlocking cement blocks and bricks.
International Products Kingston, Ontario.	Ice cream making machine.
Kilian Mfg. Corp. (Canada) Ltd. Toronto, Ontario.	Unground ball bearings, ball bearings, casters.
Gordon A. MacEachern Toronto, Ontario.	Electric blowers, vacuum cleaners, dust collectors, floor machines (polishing and scrubbers).
G. R. Marshall & Co. Ltd. Toronto, Ontario.	Broachers, cutter fans, furnaces, (electrical and industrial), grinders, heat resisting alloys, etc.
Massey-Harris Company Ltd. (Electro-forged Division) Toronto, Ontario.	Upsetting and stock-gathering machines, with built-in electrical heating unit for heating alloys, steels and non-ferrous metals.
The R. McDougall Company Ltd. Galt, Ontario.	Machine tools; lathes, engine and gap; special machinery.
Metal-Cal Ltd. Vancouver, British Columbia.	Self-adhesive aluminum foil appliques replacing nameplates and decalcomanias for permanent identification.
Midland Foundry & Machine Co. Ltd. Midland, Ontario.	Air compressors, industrial jacks, piston rings.
Morheat Corp. Chatham, Ontario.	Steel water tube boilers.
Pattern Matchplate Company Ltd. Toronto, Ontario.	No details available.
Perkins Glue Co. of Canada Ltd. Kitchener, Ontario.	Synthetic resin, casein and vegetable wood-working glues and gluing equipment.
Joseph Roediger Hamilton, Ontario.	Saw-sharpening machines, gang saws, planer knife grinders.
Sehl Engineering Ltd. Kitchener, Ontario.	Routering machines and router bits.
Sheldons Engineering Ltd. Galt, Ontario.	Industrial air-conditioning, heating and ventilation equipment.
Stanley Manufacturing Co. Ltd. Toronto, Ontario.	Fully automatic capsuling machines and adhesive aluminum capsules designed for distilleries.
Strombert Manufacturing Co. Regina, Saskatchewan.	Plunger and rotary type barrel pumps.
Super Pufft Popcorn Ltd. Toronto, Ontario.	Popcorn machines and popcorn machine supplies.
Sylvester Steel Products Co. Ltd. Lindsay, Ontario.	Railway inspection and maintenance-of-way vehicles.
Tewes Engineering Sales Co. Ltd. Toronto, Ontario.	Boilers, steam generators, paper slitting and rewinding machines, printing and wood briquetting presses.
Thompson Products Ltd. St. Catharines, Ontario.	Detachable steel and tungsten carbide rock drill bits.
Toronto Iron Works Ltd. Toronto, Ontario.	Bins, hoppers, pressure and storage tanks in steel plate, stainless steel, stainless clad, etc.

United Steel Corp. Ltd. (Dodge Manufacturing Company). Toronto, Ontario.	Conveying equipment and machinery for the mechanical transmission of power.
Vancouver Engineering Works Ltd. Vancouver, British Columbia.	Welding fittings, forged steel flanges, valves, screwed fittings, machinery castings.
Veeder-Root of Canada Ltd. Montreal, Quebec.	Automatic counting and computing devices.
Viking Pump Co. of Canada Ltd. Windsor, Ontario.	Rotary, sanitary, turbine, centrifugal, hydraulic and truck mount pumps for industrial application.
Volta Mfg. Co. Ltd. Welland, Ontario.	Heat-treating furnaces, winches, magnetic brakes, electric smelters.
Walker Metal Products Ltd. Walkerville, Ontario.	Industrial furnaces; heat resisting alloy cast- ings and resistance wire.
Walker-Wallace Ltd. Toronto, Ontario.	Plate type heat exchanger; all stainless steel industrial high pressure model centrifuge; stainless steel single shell tank.
Weatherhead Co. of Canada Ltd. St. Thomas, Ontario.	Automotive fittings; brake hose; gas and oil lines.

AUSTRIA

Lipowsky, Franz Wien X.	Special saws.
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BELGIUM

Courtoy Chemical and Pharmaceutical Machinery Hal.	Automatic tableting machines.
Metalar, Sprl Mont St. Amand-Grand.	Hosiery press and calendar.
Optibel, S. A. Brussels.	Optical machinery.

DENMARK

Andersen & Bruun's Fabriker Ltd. Copenhagen.	Fully automatic capsuling and adhesive aluminum capsules designed for distilleries.
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FRANCE

Aro Paris.	Spot welders.
C.E.I. (Compagnie des Entreprises Indus- rielles) Paris.	Crushing and screening plants.
De Dietrich & Cie Strasbourg.	Glass-lined chemical process equipment.
Fives-Lille (Companie de) pour Con- structions Mecaniques et Entreprises .. Paris.	Models of sugar mill, cement factory, and suspension bridge; materials handling equip- ment; steam, electric, diesel-electric loco- motives for main railway lines and works; road rollers; thermal and hydraulic power plants.
Gillet, W.	Mobile log band saws, log-dividing carriages.
Meudon (Forgin et Ateliers de) Meudon.	Pneumatic tools for mines and public works, rock drills, pick hammers, air legs, stopers, concrete breakers, rotary drills, pneumatic saws, spade hammers, sand hammers.

GERMANY

Artmann Ludwig Eis enkonstruktionen, Maschinen-und Apparatebau. Hamburg.	Press brakes.
Helios Apparate Wetzel & Schlosshauer. Heidelberg.	Lubricating equipment.
Robert Hildebrand Oberbolhingen/Wurttbhg.	Drying machines for wood; humid-air super- heat drier HD 75.
Arthur Klink GmbH. Niefern-Baden.	Broaching machines and broaches.

Maschinenfabrik Hasenclever AG	Electric upsetting machine; vincent friction screw press.
Dusseldorf.	
Meyer Roth & Pastor	Chain and wire-making machinery; spring washer-making machinery.
Koeln-Radeberg.	
Pleuger & Co.	Submersible water pumps.
Hamburg.	
Stock & Co., AG., Fa. R.	Stock conditioning machines.
Berlin-Marienfelde.	

UNITED KINGDOM

L. J. H. Ballinger	Abrasive wheel cutting-off machines, automatic and manually-operated.
Gloucestershire.	
Joshua Bigwood & Son Ltd.	Plate benders, tube stretchers, heavy machinery.
Wolverhampton.	
Broom & Wade Ltd.	Compressors (stationery and portable), pneumatic tools.
High Wycombe.	
Th. & J. Daniels Ltd.	Pre-forming machines; presses, moulding, rubber and plastics; tableting machines.
Stroud.	
J. Goulder & Sons Ltd.	Gear testing instruments and machines.
Kirkheaton.	
Guyson Industrial Equipment Ltd.....	Shot blasting equipment
Otley.	
Hancock & Co. (Engineers) Ltd.....	Oxygen cutting and profiling machines.
Croydon.	
Hilmor Ltd.	Motorized mandrel tube bender, universal portable hydraulic tube bender.
London.	
Jackson & Bradwell Ltd.	Dynamic balancing machinery for balancing all types of revolving components.
Birmingham.	
B. & S. Massey Ltd.	Electrically driven pneumatic power hammers.
Manchester.	
Masson Seeley & Co. Ltd.	Showcard marking machines and machines for marking on materials.
London.	
Murex Ltd.	Hard metal products—tungsten, molybdenum, tantalum, zirconium; sintered permanent magnets.
Rainham, Essex.	
Ch. J. Neuman Ltd.	Greasing equipment, grease fittings, hand compressors, grease guns, grease nipples, lubricating equipment.
South Croydon.	
Parramore & Sons (1924) Ltd. F.....	Vices—bench, mechanics' machinists' and woodworkers; higher tensile quality clamps.
Chapelton, Sheffield.	
The Polygram Casting Co. Ltd.	Automatic shell mould investing for foundries.
London.	
Projectile & Engineering Co. Ltd.	Injection moulding machines and die casters.
London.	
John Rigby & Sons Ltd.	Brass pinion rods; precision cold drawn sections.
Bradford, Yorks.	
Shaw & Co. Ltd., Francis	Plastic extrusion machines; internal mixers for rubber and plastics.
Manchester.	
Taylor & Sons, (Bolton) Ltd., John.....	Ropes and twines.
Bolton, Lancs.	
Tecalemit Ltd.	Mechanical and hand operated lubricating equipment; grease guns and fittings.
London and Plymouth.	
Windsor Ltd., R. H.	Plastic injection moulding machines; extrusion machines; moulds; dies and accessories.
South Chessington, Surrey.	
Matthew Wylie & Co. Ltd.	Wood box mailing machines, wood box printing machines.
Glasgow.	

UNITED STATES

Acro Welder Manufacturing Co.	Spot projection seam, flash and butt, brazing and portable gun-type welders.
Milwaukee, Wis.	
Aeroil Products Inc.	Steam cleaners, kettles, torches, sprayers, hot tanks.
South Hackensack, N.J.	
Ampco Metal Inc.	Resistance welding holders, tips, wheels and dies.
Milwaukee, Wis.	
Big Joe Manufacturing Co.	Hydraulic foot operated and electrically operated platform and fork lifts.
Chicago, Ill.	
Bil-Jax Inc.	Trestles for overhead construction or maintenance work.
Archbold, Ohio.	
Geometric Tool Company Division Greenfield Tap and Die Corp.	Dieheads, taps, chasers and fixtures.
New Haven, Conn.	
Greyhound A.C. Arc Welder Corp.	Portable and stationary spot welders.
Brooklyn, N.Y.	

Honan-Crane Corp. Lebanon, Ind.	Cartridge and bulk-type oil purification equipment and water oil separator.
Ipsen Industries Rockford, Ill.	Heat-treating furnaces for bright, clean hardening, carbonitriding or carburizing.
Jaco Devices Inc. Hingham, Mass.	Hitch-type press feed and stock reels.
Johnson Manufacturing Corp. Albion, Mich.	Metal cut-off bandsaws, wet and dry models.
Manheim Mfg. & Belting Co. Manheim, Pa.	Veelink adjustable V-beltting; stocking distributors.
Manley Popcorn Machines Kansas City, Mo.	Popcorn machines.
Metallizing Engineering Co. Inc. Long Island City, N.Y.	Metallizing guns and accessories, special metallizing wires.
The Michigan Chrome & Chemical Co. .. Detroit, Mich.	Layout dye.
A. H. Nilson Machine Co. Bridgeport, Conn.	Wire-forming machines, combination press and wire-forming machines, stock reels.
Optical Gaging Products. Rochester, N.Y.	Optical gauging equipment and screens; contour projectors; optical comparators.
Poole Foundry & Machine Co. Baltimore, Md.	Flexible couplings for industrial equipment, mines and mills.
Precision Welder & Flexopress Corp. Cincinnati, Ohio.	Resistance welders; spot, projection, seam, bench, flash and portable gun-type welders; automatic roll feed presses.
Rowe Machinery & Mfg. Company Inc. .. Dallas, Tex.	Easy load coil cradles; pinch roll attachments; automatic straightening machines.
Struthers Wells Corp. Titusville and Warren, Pa.	Boilers; steam generators; forgings; chemical process equipment.
G. H. Tennant Co. Minneapolis, Minn.	Industrial floor machines, power sweepers, floor treating materials and supplies.
Tinius Olsen Testing Machine Co. Willow Grove, Pa.	Universal testing machines; statistic dynamic balancing machines; elongation and compression testing machines.
Topper Equipment Co. Ltd. Rahway, N.J.	Vapour degreasers and power spray washers.
Turco Products Inc. Los Angeles, Calif.	Flaw detection through surface active chemistry; specialized industrial chemical compounds.
Wilson Mechanical Instrument Division of American Chain & Cable Co. Inc. ... New York, N.Y.	Rockwell hardness testers and micro-hardness testers.
Worcester Pressed Steel Co. Worcester, Mass.	Heavy and light metal stampings.

Printing Machinery and Equipment

CANADA

Canadian Beaver Co. Ltd. Toronto, Ontario.	Printing machinery, paint and ink manufacturing machinery, turnstiles.
Graphic Equipment Ltd. Toronto, Ontario.	Automatic printing presses and automatic cylinder printing press.
Manton Bros. Ltd. Toronto, Ontario.	Automatic wrapping machine, paper cutter, poly automatic cylinder press, rotary offset press.

FRANCE

Bouzard (V.)—Calmels (H.) Paris 12e.	Photo-mechanical equipment for photo-engraving, photo-litho and photogravure, rotogravure carbon tissue transferring machines, rotogravure proofing machines.
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GERMANY

Goebel, A.G. Darmstadt.	Paper slitting and rewinding machines; rotogravure presses; printing presses for continuous forms and labels.
Krause Wohlenberg and Co. Hannover.	Paper cutters, guillotines, three knife trimmers.

Small Tools, Testing Equipment, etc.



IN THIS SECTION, British exhibitors are far out in front. The Federation of British Hand Tools Manufacturers and the National Federation of Engineers' Tools Manufacturers, who made their debut at the 1950 Fair, will again be sending composite displays. Other British tool firms, many of them from Sheffield, city of steel, will be exhibiting individually. Four Canadian firms will be represented; Germany and the United States complete the list of exhibitors.

CANADA

Bestec (Canada) Ltd. Toronto, Ontario.	Gauges, measuring equipment, engineers' optical instruments, cutting tools, etc.
Gray-Bonney Tool Co. Ltd. Toronto, Ontario.	Hand tools for automotive, aviation, marine, refrigeration, industrial and agricultural industries.
Seco Sales and Service, Ltd. Toronto, Ontario.	High-grade mechanics' tools.
A. C. Wickman (Canada) Ltd. Toronto 14, Ontario.	Cemented carbide tools, tips and gauges; microbore, end-cutting tools, diamond wheels.

GERMANY

Mahr, Carl Esslingen a.N.	Precision instruments.
Maschinenfabrik Rucoco Walter Cordier K.G. (21b) Menden.	Metal-cutting hacksaws.

UNITED KINGDOM

Edgar Allen & Co. Ltd. Sheffield.	Cutting tools, tool bits, carbide tools, twist drills.
Arthur Balfour & Co. Ltd. Sheffield.	Twist drills, centre drills, track drills, hacksaw blades, toolholder bits.
Charles Baynes Ltd. Blackburn.	Hacksaw blades—regular, tungsten and high-speed quality steel.
John Bedford & Sons Ltd. Sheffield.	Drill steels, tools, wrenches, hammers, chisels, files, shovels.
British Indicators Ltd. St. Albans.	Gauges; measuring equipment; engineers' optical instruments; cutting tools; engraving machines.
Brooke Tool Works Ltd. Birmingham.	Gauges; measuring equipment; engineers' optical instruments; cutting tools; engraving machines.
B. F. Carter & Co. Ltd. Bolton.	Gauges; measuring equipment; engineers' optical instruments; cutting tools; engraving machines.
Coventry Gauge & Tool Co. Ltd. Coventry.	Gauges; measuring equipment; engineers' optical instruments; cutting tools; engraving machines.
Crawford & Co. (Tottenham) Ltd. Whitney.	Gauges; measuring equipment; engineers' optical instruments; cutting tools; engraving machines.
Elliott-Lucas Ltd. Birmingham.	Pliers, nippers, pincers, plumbers' and joiners' tools.
Engineering Products Ltd. London.	Dial gauges.
English Steel Corporation Ltd. Sheffield.	Engineers' cutting tools, permanent magnets, files, hacksaws, high-speed steels.
Thos. R. Ellin (Footprint Works), Ltd. .. Sheffield.	General hand tools covering joiners, engineers', plumbers', woodboring and edge tools.
Federation of British Hand Tool Mfrs. .. Sheffield.	Hand tools made in Great Britain.
Garringtons Ltd. Bromsgrove.	Steel forgings, hand tools.

Burton Griffiths & Co. Ltd. Birmingham.	Engineers' small tools and machine shop equipment.
John Harris Tools Ltd. Warwick.	Taps, dies, gauges, measuring equipment, all types engineers' small tools.
Hilger & Watts Ltd. London.	Gauges; measuring equipment; engineers' optical instruments; cutting tools; engraving machines.
William Marples & Sons, Ltd. Sheffield.	Woodworkers' tools, chisels, planes, screw-drivers, spirit levels, small vices, etc.
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.
Samuel Osborn & Co. Ltd. Sheffield.	Twist drills, reamers, milling cutters, lathe tools, chisels, hacksaw blades.
Alfred Ridge & Sons Ltd. Sheffield 1.	General hand tools covering joiners, engineers, plumbers, woodboring and edge tools .
Sanderson Brothers and Newbould Ltd. .. Attercliffe Steel Works, Sheffield.	Hacksaw blades, segmental saws, small tools, files, ground flat stock.
Peter Stubs Ltd. Warrington.	Hand tools.
Taylor, Taylor & Hobson Ltd. Leicester.	Gauges; measuring equipment; engineers' optical instruments; cutting tools; engraving machines.
Gordon Tools Ltd. Sheffield.	Hand and garage tools.
W. Tyzack, Sons & Turner, Ltd. Sheffield 8.	Hand saw, tenon saw, circular saws, saw files.
Cornelius Whitehouse & Sons, Ltd. Cannock.	Auger bits, shears, hammers, chisels, hatchets.
T. Williams' (Tilton Road Works) Ltd. .. Birmingham 9.	Double-ended spanners, pliers, pincers, adjustable wrenches, screwdrivers.
Wynn, Timmins & Co. Ltd. Birmingham 1.	Pliers, various types; nippers for hard wire.

UNITED STATES

Biddle Co. Philadelphia, Pa.	Vibrating reed tachometers; frequency meters.
Prairie Tool Company Prairie du Chien, Wis.	Hand grinders; bench vises; utility grinders.
The Sheffield Corp. Dayton 1, Ohio.	Gauging and measuring instruments; precision thread, form and crush grinders; gear chamfering and burring machines.
The L. S. Starret Co. Athol, Mass.	Mechanics' hand measuring tools and precision instruments; steel tapes; dial indicators; hacksaws; band saws; band knives.
United Precision Products Shabbona, Ill.	Plug gauges.

Textile Machinery and Equipment

CANADA

Ludmer Sewing Machine Co. Ltd. Montreal, Quebec.	Special and industrial sewing machines for all branches of the clothing, shoe and other needle trades.
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GERMANY

Adler Sewing Machine Mfrs. Bielefeld.	Sewing machines.
Durkopp Sewing Machine Mfrs. Bielefeld.	Sewing machines.
Groz-Beckert K.G. Ebingen/Wuertt.	Knitting machine needles.
Hilscher, J. M. Wiesbaden.	Knitting machines.

Ruester K.G. Knitting machine slider, sinkers and jacks.
 Deggingen-Wuertt.
 Strobel Special Sewing Machine Mfrs. Sewing machines.
 Munich.

ITALY

San Giorgio S.I.P.A. Knitting machines.
 Genova.

SWEDEN

AB Maschinenfabriken I Oernskoeldsvik.. Sewing machines.
 Oernskoeldsvik.

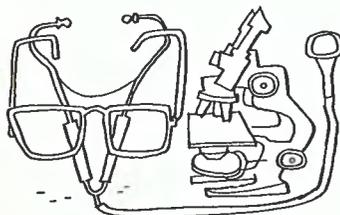
SWITZERLAND

Blaser, H. Knitting machines.
 Munsingen, near Berne.

UNITED KINGDOM

Bellow British Industrial Sewing
 Machines Industrial sewing machines.
 Leeds.

Medical and Optical Equipment



NEARLY EVERY Canadian town or city is today enlarging its hospitals or building new ones, and many companies are adding to their research departments. This section of the Fair, formerly included under "Scientific Instruments and Equipment" offers doctors, research workers,

and purchasing agents for hospitals and laboratories the opportunity to examine new devices and equipment in this field. Germany has reserved 720 sq. ft. to show a complete line of optical goods and instruments, microscopes, etc.; three other countries are also exhibiting.

Space Taken: 960 sq. ft.

Countries Exhibiting: Canada, Austria, Belgium, Germany, United Kingdom.

Leading Exhibitor: Germany.

CANADA

American Optical Company Canada Ltd... Microscopes, photomicrographic cameras,
 Toronto, Ontario. microtomes, optical and scientific instruments, metallographs, hemoglobinometers.

AUSTRIA

Eumig-Elektrizitaets und Metallwaren
 Industrie Cameras and projectors.
 Wien X.
 Optische Werke C. Reichert AG Microscopes and accessories.
 Wien XVII.

BELGIUM

Manufacture Belge De Gembloux, S.A. ... Surgical instruments; hospital furniture and
Gembloux. equipment.

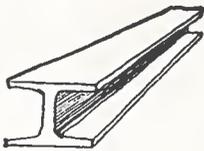
GERMANY

Berliner Optische Werkstatter GmbH. ... Microscopes.
Berlin.
Export Service Handwerk GmbH. Medical and optical instruments, implements
Berlin Dahlem. and attachments.
Freies Westberliner Handwerk Optical instruments.
Export Service Handwerk GmbH.
Berlin.
Herman Schmitt GmbH. Photographic equipment, enlargers, luminaires
Vrand. and magnifiers.
Hertel & Reuss Binoculars, monoculars, research and students'
Kassel. microscopes.
Leitz, Ernst GmbH. Machine tool optical testing equipment.
Wetzlar.
Steindorff & Co. Microscopes, polarimeters.
Berlin.
Wilhelm Will Optik Optical instruments.
Wetzlar.
Dr. F. A. Wohler Optische Fabrik Binoculars, cameras, loupes, microscopes,
Kassel. opera glasses, ophthalmic instruments, optical
instruments, rifle sights, spectroscopes, tele-
scopes (marine, military).

UNITED KINGDOM

Austen Ltd., Chas. Small air compressors for medical purposes.
West Malling, Kent.
MSE (Canada) Ltd. Specialized precision production and inspec-
London. tion equipment.
Technaphot Limited Optical surfacing machinery, ophthalmic and
Rugby. precision equipment, diamond generators
and tools.

Metals, Chemicals, Raw Materials



THIS SECTION always contains striking and imaginative displays, with some of the larger Canadian companies doing both a selling and a public relations job. The visitor can study, for example, how certain raw materials such as aluminum are made and see, at the same time, some of the many products fabricated from them. One Canadian chemical firm will build its exhibit around styron, which lends itself to colour and display effects, and around some of the newer plastics. Chemical manufacturers will show products that will take over jobs as diverse as weed-killing, rustproofing, attacking insects, etc., and many industrial assignments.

Space Taken: 5,130 sq. ft. Last year: 7,440 sq. ft.

Countries Exhibiting: Canada, United Kingdom, United States.

Leading Exhibitor: Canada, with 4,890 sq. ft.

CANADA

Aluminum Company of Canada Ltd. Montreal, Quebec.	Aluminum products.
Anaconda American Brass Ltd. New Toronto, Ontario.	Copper and copper alloy sheets, strips, rods, tubes and special shapes.
Atlas Steels Ltd. Welland, Ontario.	Alloy tool steels, drill steels, stainless steels.
Bakelite Company (Canada) Ltd. Belleville, Ontario.	Phenolic moulding compounds and resins, industrial laminated sheets, rods and tubes,
Canadian Hanson and Van Winkle Co. Ltd. Toronto, Ontario.	Electroplaters' and polishers' supplies and equipment.
Canadian Plastic Fabricators Co. Toronto, Ontario.	"Lucoflex", rigid P.V.C.
Crystal Glass and Plastics Ltd. Toronto, Ontario.	Plexiglas plastic in many of its current appli- cations—signs, lighting, glazing.
Dominion Foundries and Steel Ltd. Hamilton, Ontario.	Tin plate, cold rolled steel plate, castings, pig iron.
Dominion Wire Rope & Cable Co. Ltd. ... Lachine, Quebec.	Synthetic cordage; wire rope.
Dow Chemical of Canada Ltd. Toronto, Ontario.	Canadian moulded plastic articles, Saran fabrics, chemicals.
National Chemical Exterminating Co. Ltd. Montreal, Quebec.	Insecticides.
Noranda Copper and Brass Ltd. Leaside, Toronto 17, Ontario.	No details available.
Edward M. Webster and Co. Hamilton, Ontario.	Hard vinyl plastics, sheets, tubes, bars, and moulding powder.
R. D. Werner Co. (Canada) Ltd. Oshawa, Ontario.	Extruded aluminum and roll-formed sections.

UNITED KINGDOM

J. B. and S. Lees Ltd. West Bromwich.	Steel strip—hardened and tempered for saws of all kinds; steel strip—lead coated for conduit tubes, etc.
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UNITED STATES

American Chemical Paint Company Ambler, Pa.	Rustproofing chemicals, pickling acid inhibi- tors, plant hormones, weedkillers.
Taylor Fibre Co. Norristown, Pa.	Vulcanized fibre and laminated plastics.



Office Equipment, Paper Products



ALTHOUGH NOT NORMALLY part of the business scene, jail cells will be exhibited in this section by one Canadian firm—right beside safes, vault doors and safety deposit boxes. From five countries will come all the furnishings for a well appointed modern office, including sound and music systems, micro-

filming equipment and the *Encyclopaedia Britannica*.

One of the features of the office equipment section this year will be a low-priced automatic folding machine, described as the newest in the world. It will fold 200 letters a minute with any fold desired, the manufacturer claims.

Nowadays, one of the up-to-date executive's jobs is keeping in touch with the periodicals covering both general business conditions and his special field. It therefore seems fitting that a magazine subscription service has, for the first time, taken space in this section.

Space Taken: 8,800 sq. ft. Last year: 10,080 sq. ft.

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

Leading Exhibitor: Canada, with 6,360 sq. ft.

CANADA

Addressograph-Multigraph of Canada Ltd. Toronto 13, Ontario.	Name and date-writing machines of all kinds.
Apeco Auto-Stat Sales and Service..... Toronto, Ontario.	Photocopy machines.
Automatic Paper Box Co. Ltd..... Toronto, Ontario.	Set-up paper boxes; food and ice cream cartons, etc.
The Bell Telephone Co. of Canada Toronto, Ontario.	Teletype service.
Burroughs Adding Machine of Canada Ltd. Toronto, Ontario.	Business machines and supplies, micro-filming equipment.
Burrowes Manufacturing Co. Toronto, Ontario.	Printers' steel composing room equipment and galleys; steel stationery and wardrobe storage cabinets; steel factory and shop equipment.
Wm. Dawson Subscription Service Ltd. ... Toronto 12, Ontario.	Subscriptions to any periodical.
Earl A. Denton Apeco Auto-Stat Sales and Services. Toronto, Ontario.	Photocopy machine.
Ditto of Canada, Ltd. Toronto, Ontario.	Duplicators, gelatine and spirit process; carbon, fluids, cleansers, etc.
Encyclopaedia Britannica of Canada Ltd... Toronto, Ontario.	Encyclopaedia Britannica, 1953.
Executone Communications Systems Ltd. Toronto, Ontario.	Electronic communication, light signal, voice paging, sound and music systems, etc.
Herring Hall Marvin Safe Co. of Canada Ltd. Toronto, Ontario.	Safes, chests, vault doors, safe record files, wall safes, bank equipment.
M. P. Hofstetter Ltd. Toronto, Ontario.	Adding and calculating machines, printing calculators.
International Business Machines Co. Ltd. Toronto, Ontario.	Electric punched card accounting machines; electric typewriters; time recording, signaling and hospital communicating systems.
The National Cash Register Co. of Canada Ltd. Toronto, Ontario.	Mechanized equipment for the control of cash and records.
The Nauta Bros. Toronto, Ontario.	Folding machines, duplicating machines, stencils and spirit models, typewriters, adding machines, addressing machines.

Northern Electric Co. Ltd. Belleville, Ontario.	Office dictating and transcribing equipment, centralized telephone dictating systems.
Office Specialty Mfg. Co. Ltd. Newmarket, Ontario.	Office furniture, steel and wood; filing cabi- nets and filing system supplies.
Preston-Noelting Ltd. Stratford, Ontario.	Executive suites; office furniture, G.-W. Techniplan; filing cabinets and supplies.
Remington Rand Ltd. Toronto, Ontario.	Typewriters, adding-calculating machines, accounting machines, punched-card tabulat- ing machines, visible record systems, safe file record protection, micro-filming equip- ment, photo-copying equipment, filing systems, supplies and equipment.
Royal Typewriter Co. Ltd. Montreal, Quebec.	Electric, standard and portable typewriters, Roytype supplies.
Rotaprint Co. of Canada Ltd. Toronto, Ontario.	Lithographic presses, offset duplicators, photo- mechanical equipment, plate-making (offset) machines.
Sankey Sheldon Aurora, Ontario.	Steel office furniture, chairs, steel shelving, bins, racks and movable steel partitions.
Sonograph Ltd. Toronto, Ontario.	Office dictating equipment, magnetic tape recorders.
Steel Equipment Co. Ltd. Ottawa, Ontario.	Steel executive desks, filing cabinets, horizon- tal card sections, lockers.
Sunshine Waterloo Co. Ltd. Waterloo, Ontario.	Steel office equipment, steel lockers, steel shelving.
J. & J. Taylor Ltd. Toronto, Ontario.	Safes, vault doors, safety deposit boxes, jail cells, cash chests.
Underwood Ltd. Toronto, Ontario.	Typewriters, adding machines, accounting machines.
Visirecord of Canada Ltd. Toronto, Ontario.	Vertical visible record-keeping systems.

AUSTRIA

Oesterreichischer Verlegerverband Wien 1.	Books.
Pangraphic GesmbH Wien V.	Paint books, greeting cards.
Schubert, Ing., Otto Dornbirn.	Magnetophones and dictaphones.
Ulrich, August Wien VI.	Labels, greeting cards.

GERMANY

Paul Bruening Maschinenfabrik, Berlin-Borsigwalde.	Adding machines, calculators.
Brunsviga Maschinenwerke AG Braunschweig.	Calculating, adding and listing machines.
Muecher, Gustav A. Muenchen 25.	Adding machines; calculators; typewriters; numbering machines.
Roto-Werke AG Koenigalutter.	Office duplicating machines.
Uhu-Werk Fischer GmbH H. u. M. Buehl/Baden.	Glue in tubes, starch, fountain pens, automatic repeater pencils.

ITALY

Olivetti & C., S.p.A., Ing. C. Ivrea.	Printing calculator.
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SWEDEN

Aktiebolaget Addo Malmo.	Adding machines.
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UNITED KINGDOM

Acrow (Engineers) Ltd. London.	Steel storage equipment for factories, ware- houses, stores and offices.
John Dickinson & Co. Ltd. Hertfordshire.	Stationery, packaging materials, paper house- hold goods, including napkins.
G. A. Harvey & Co. (London) Ltd. London.	Steel office and works storage equipment; perforated metals; woven wire cloth.
Milners Safe Co. Ltd. London.	Safes, vault doors, bank and security equip- ment; steel rolling shutters.

UNITED STATES

Gray Manufacturing Co. Ltd. Hartford, Conn.	Office dictating and transcribing equipment; centralized telephone dictating system.
The Haloid Co. Rochester, N.Y.	Copy equipment for preparing offset paper masters for office duplicators.

Packaging, Materials Handling Equipment



THE EXHIBITS grouped in this section demonstrate the surprising ease with which modern machinery can move even the heaviest and most bulky materials from place to place. Fork lift trucks, mobile cranes, pallet trucks, electric and hand-operated hoists—largely of Canadian or American manufacture—all will be

on display at the booths in this area.

One Canadian firm will exhibit a line of materials handling equipment that incorporates a specially designed, two-piece, die-cast aluminum alloy wheel. These wheels are said to make for easier going over uneven floors and in sand, mud and snow.

This is a new category; formerly these displays were included under "Machinery and Plant Equipment".

Space Taken: 12,020 sq. ft.

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

Leading Exhibitor: Canada, with 5,880.

CANADA

Canadian Mobile Co. Ltd.	Fork lift trucks, cranes, mobile and gas-powered.
North Vancouver, British Columbia.	
Conveyancer Fork Trucks (Canada) Ltd.	Fork trucks, gasoline, diesel and battery powered, 2,000/6,000 lb. capacity; battery chargers; special attachments.
Toronto, Ontario.	
Fisher & Ludlow (Canada) Ltd.	Flowstrut slotted angle system.
Ajax, Ontario.	
Industrial Truck Division of Kenneth S. Fraser Co. Ltd.	Lift trucks and materials handling equipment.
Toronto, Ontario.	
Mathews Conveyor Co. Ltd.	Miscellaneous types of package handling equipment; roller, chain belt specialties.
Port Hope, Ontario.	
Matier Lumber Products Ltd.	Clinch-lock pallets.
Toronto, Ontario.	
Maur Products of Canada Ltd.	Materials handling equipment, hand trucks, trailers, pallet trucks, industrial wheels—(solid, rubber and pneumatic).
Peterborough, Ontario.	
Moore Machinery Co.	Fork lift trucks, hydraulic pallet trucks, tote boxes, hoists, hand trucks.
Toronto, Ontario.	
Herbert Morris Crane and Hoist Co. Ltd.	Portable hand and electric hoists, cranes and conveying equipment.
Niagara Falls, Ontario.	
Rudel Machinery Co. Ltd.	Fork lift trucks.
Montreal, Quebec.	
Steel Engineering Products (Can.) Ltd.	One-man operated, self-propelled gasoline-electric mobile crane, with full swing and unique safety features.
Leaside, Ontario.	

FRANCE

Stephanoise De Constructions Mecaniques Saint Etienne (Loire).	Belt conveyors, scraper chain conveyors and retarders, hoists, scrapers and scraper hoists, pit bank and bottom equipment, screening and handling plants.
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UNITED KINGDOM

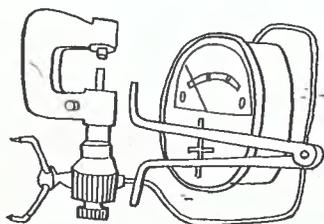
Ayers and Grimshaw Ltd.	Machine for bundling and wrapping packetted units, e.g., cigarettes, etc.
Barnstaple.	
Coventry Climax Engines Ltd.	
Widdrington Road Works	Diesel fork lift trucks and materials handling equipment.
Coventry.	

Felco Hoists Ltd. London.	Lifting appliances, chain hoists, adjuster equalizing slings, ratchets, hoists.
Fisher and Ludlow Ltd. Birmingham.	Shelving, lockers, chain conveyors, belt conveyors, pallet, steel and aluminum.
Ransomes, Sims & Jefferies, Ltd. Ipswich.	Lift trucks and materials handling equipment.

UNITED STATES

Clark Equipment Co. Battle Creek, Mich.	Electric industrial trucks, fork lift trucks.
Coles Cranes Inc. Joliet, Ill.	One-man-operated self-propelled gasoline-electric mobile crane with full circle swing and safety features; electro lifting magnet.
The Hyster Co. Danville, Ill.	Industrial lift trucks, mobile cranes, straddle trucks.
The Mercury Manufacturing Co. Chicago, Ill.	Industrial trucks, tractors and trailers.
Moto-Truc Company Cleveland, Ohio.	Motorized hand lift trucks.
Lewis Shepard Products Inc. Watertown, Mass.	Fork lift trucks; hydraulic pallet trucks; tote boxes; hoists; hand trucks.

Scientific and Precision Equipment



EVERYTHING in the way of scientific equipment—from microscopes to electronic communication devices to radar—will find a place in this section. Canadian exhibits lead by a wide margin and visitors cannot fail to be impressed with the variety and range of our production in this field.

Among the more unusual exhibits will be:

- A high-speed, automatic, roller-bearing sorting gauge, shown by the Canadian agent of a U.S. firm. It sorts over 2,000 bearings an hour into six classifications and rejects the sub-standard ones.
- The Boeing electronic analogue computer, originally designed for the study of guided missiles. It is used now to solve mechanical, hydraulic, thermal or electrical problems in industry and engineering. This will be its first showing in Canada.

Space Taken: 4,440 sq. ft. (Category was changed slightly, so comparative figures would have no value.)

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

Leading Exhibitor: Canada, with 4,200 sq. ft.

CANADA

Beaconing Optical & Precision Materials Co. Ltd. Montreal, Quebec.	Precision industrial measuring instruments.
Canadian Arsenals Ltd. Ottawa, Ontario.	Military equipment, ammunition, small arms, radar and instruments.

W. A. Carveth Limited	Toronto, Ontario.	Machine tools, optical testing equipment, metallurgical specimen preparations equipment.
Computing Devices of Canada Ltd.	Ottawa, Ontario.	Analogue computers, intercommunication systems, electronic test equipment, electronic components.
Davis Automatic Controls Ltd.	Toronto, Ontario.	Automatic and manual control devices for heating, refrigeration and industry.
E. A. C. Canada Ltd.	Toronto, Ontario.	Electric motor control apparatus and electrical indicating instruments.
Ferro Technique Products of Canada Ltd.	Lachine, Quebec.	Precision gauges, automotive tools and chucks, micrometers.
Field Aviation Co. Ltd.	Oshawa, Ontario.	Aeronautical supplies — including aircraft instruments, safety equipment and aircraft components.
Hammond Manufacturing Co. Ltd.	Guelph, Ontario.	Single and polyphase dry-type air-cooled industrial control circuit transformers.
John Herring and Co. Ltd.	Toronto 9, Ontario.	Electronic street light controls; electrical instruments.
Hildon Corporation Ltd.	Toronto, Ontario.	Engineers' precision measuring instruments and dial indicators.
Horton (Canada) Inc.	Montreal, Quebec.	16 mm. cinema projectors.
Hughes Owens Co. Ltd.	Montreal, Quebec.	Engineering, architectural, artists' and photographic supplies; scientific instruments and materials.
Lufkin Rule Co. of Canada Ltd.	Barrie, Ontario.	Measuring tapes, rules and precision tools.
Mondo Photo Ltd.	Toronto, Ontario.	Binoculars, cameras, enlargers, optical instruments and appliances, photographic equipment, tripods.
National Research Council	Ottawa, Ontario.	Stroboscopic wavemeter.
Parker Imports Reg'd.	Montreal, Quebec.	Precision measuring instruments; tools and gauges for the engineering and allied industries.
*PSC Applied Research Ltd.	Toronto, Ontario.	Electronic, mechanical and optical devices for industry, air surveys, navigation.
Physical Enterprises	London, Ontario.	Canadian-built, high vacuum rotary pumps, gauges and associated equipment.
Polytronics Co.	Toronto 4, Ontario.	Temperature controllers, voltage regulator, wheatstone bridge, kelvin bridge, precision resistors, decade boxes.
*Rogers Majestic Electronics Ltd.	Toronto 17, Ontario.	Industrial and scientific electronic equipment, electronic measuring instruments, X-ray apparatus, research and control instruments, X-ray diffraction apparatus, electron microscopes.
Rovdes & Edwards Ltd.	Toronto, Ontario.	Sales, service and repairs of scientific and industrial instruments.
Scientific Instrument Manufacturing Association of Canada	Toronto, Ontario.	Industrial and scientific instruments—chemical electrical, electronic, mechanical, optical.
Sidam Ltd.	Toronto, Ontario.	Educational, scientific and laboratory equipment.
James W. Stevenson and Co.	Toronto, Ontario.	Drafting and surveying instruments and equipment, scientific equipment.
Winter's Thermogauges Ltd.	Toronto 2, Ontario.	Pressure and vacuum gauges, industrial dial thermometers and recording instruments.

AUSTRIA

Gillet Co.	Bregenz, Vorarlberg.	Measuring instruments.
Gmundner Keramik Komm. Ges.	Gmundner, O. Oe.	Measuring instruments.
Norma, Fabrik Elektrischer Messgeraete GesmbH	Wien XI.	Electric measuring instruments.
Seibold, Ludwig	Wien 1.	Measuring instruments.

FRANCE

FOPEX (Groupe d'Industriels pour l'Exportation)	Paris.	Photographic cameras and accessories; scientific instruments; medical, dental and surgical instruments; microscopes.
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GERMANY

Askania Werke AG	Berlin Friedenau.	Geodetic and geophysical instruments; instruments for science and industry.
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Balda Kamera Werk	Cameras.
Buende.	
Deutscher Innen- und Aussenhandel.....	Posters and pamphlets.
Abteilung Optik	
Dresden.	
Diax Kamera Werke	Cameras.
Ulm/Donau.	
Hiller, Jr., Albert	Flashguns.
Dornstetten.	
Ihagee Exakta	Cameras.
Dresden.	
Kilfitt GmbH.	Lenses and optical specialties.
Muenchen.	
Kordt & Co. GmbH	Thread gauges.
Eschweiler Kr. Aachen.	
Kritzler K. G. Lederwarenfabrik.....	Leather cases for cameras.
Rebberloth.	
Mueller Jr., Novoflex Karl	Optical specialties.
Memmingen.	
Albert Nestler AG	Drawing machines, drawing tables, drawing
Lahr/Baden.	materials, scales, slide rules, surveying rods.
Optische Werke C. A. Steinheil, Soehne..	Lenses, binoculars, prism glasses.
Muenchen.	
Robot-Berning & Co.....	Robot cameras.
Duesseldorf.	
Seifert Metallwarenfabrik, Gebr.....	Tripods.
Luedenscheid.	
Widmer, Robert	Photographic accessories.
Neuberg, Donau.	

ITALY

Durst A. G.	Enlargers, projectors.
Bozen.	

NETHERLANDS

Phillips Industries	Industrial and scientific electronic equipment,
	electronic measuring instruments, X-ray
	apparatus.

SWEDEN

Aktiebolaget C. E. Johansson	Precision gauging equipment, JO block indi-
Ekstilstuna.	cators, micrometers, plug and ring gauges.

SWITZERLAND

Fr. Sauter S. A., Electrical Apparatus	
Mfg. Works	Controls for temperature, pressure, humidity,
Basle-16.	level, density, monocontroller for machines.

UNITED KINGDOM

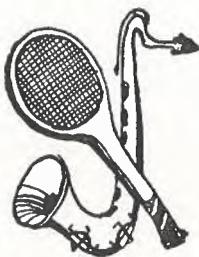
A. Capp & Son	Dial indicators for the engineering trades.
Crayford.	
Jas. Chesterman Co. Ltd	Engineers' precision measuring instruments.
Sheffield.	
G. A. Gray	Precision measuring instruments, tools and
Bishop's Stortford.	gauges for the engineering and allied
	industries.
The Horstmann Gear Co. Ltd.	Precision measuring instruments, tools and
Bath.	gauges for the engineering and allied
	industries.
Machine Shop Equipment Ltd.	Specialized precision production and inspec-
London.	tion equipment.
Thomas Mercer Ltd.	Dial indicators for the engineering trades.
St. Albans.	
Moore & Wright (Sheffield) Ltd.	Engineers' precision measuring instruments.
Sheffield.	
Pitter Gauge & Precision Tool Co.	Precision measuring instruments, tools and
Woolwich SE 18.	gauges for the engineering and allied
	industries.

UNITED STATES

Automatic Switch Co.	Solenoid valves, mechanically or magnetically
Orange, N.J.	held contactors, automatic transfer switches.
Buehler Ltd.	Metallurgical specimens preparation equip-
Chicago, Ill.	ment.

Eagle Signal Corporation	Single and multiple circuit process and machine timers, controlling counters.
Moline, Ill.	
Federal Products Corp.	Dial indicator, air, electrical and automatic sorting and dimensional gauges.
Providence, R.I.	
Furnas Electric Co.	Hand and foot-operated drum switches, pressure switches, magnetic starters.
Batavia, Ill.	
Helicoid Gage Division	
American Chain & Cable Co.	Pressure and vacuum gauges.
Bridgeport, Conn.	
North American Phillips Co. Inc.	Research and control instruments, X-ray diffraction apparatus, electron microscopes.
Mount Vernon, N.Y.	
Trombetta Solenoid Corp.	AC & DC solenoids, recipromotors, semotors, solenoid brakes.
Milwaukee, Wis.	
Charles F. Warrick Co.	Floatless liquid level controls for pumps, boiler and industrial application.
Berkeley, Calif.	

Sporting Goods, Toys, Musical Instruments



THIS SECTION always draws crowds on public days at the Fair, and the exhibitors have a good opportunity to do a bit of market research. Dolls that walk and dolls that dance, and some dolls in national costume are included among the toys. Germany is showing fishing tackle for the first time this year, and Canada, Austria, and the United States are bringing sports equipment. A Quebec firm will display pianos, organs and other musical instruments.

Space Taken: 1,920 sq. ft.

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

Leading Exhibitor: Austria.

CANADA

Canadian Toy Trading Co.	Educational toys, walking dolls, dancing dolls, souvenir dolls in national costumes.
Toronto, Ontario.	
Hopf & Hopf	Toys and dolls, glass novelties, porcelain ware, figurines, Christmas tree ornaments.
Montreal, Quebec.	
Outboard, Marine & Mfg. Co. of Canada Ltd.	Outboard motors, rotary lawn mowers, gasoline engines and generators.
Peterborough, Ontario.	
Quidoz Pianos Ltd.	Pianos, organs, musical instruments.
Montreal, Quebec.	

AUSTRIA

Gatchnitzer's Nachf. H. Gessele	Toys.
Salzburg.	
Hofman & Czerny AG	Pianos.
Wien XIV.	
Jaspo, Gerhard Janke	Skis and accessories.
Wien VII.	
Sodia, Franz	Hunting rifles.
Ferlach, Kaernten.	
Vereinigte Ferlacher Jagdwaffenerzeuger GesmbH.	Hunting rifles.
Ferlach, Kaernten.	

GERMANY

Deutsche Angelgerate Manufaktur Dam
Hellmuth Kuntze Fishing tackle.
Berlin.

IRELAND

Gaeltarra Eireann Dolls, soft toys, hand-woven Donegal tweed,
Dublin. hand-embroidered linen, lace, gloves.

UNITED STATES

Firearms International Corp. Imported rifles, shotguns, pistols.
Washington 22, D.C.
Schuco Toy Co. Ltd. Mechanical toy cars and animated figures.
New York 10, N.Y.

Textile Products



HAND-EMBROIDERED BLOUSES and petit-point from Vienna, silks from Japan, velveteens from Spain, linens from Ireland—these and many other goods will draw the visitors to this section. The habitual fair-goer will note some absentees—Italy, for example. But there are newcomers.

Ireland, as part of its export drive in dollar markets, will display hand-woven cloths, its famous linens, other fabrics and clothing. An exhibit assembled by the Indian Jute Mills Association will feature jute bags, cloths and furnishings, in an effort to step up North American sales. The Netherlands is sending an exhibit; Canada's representation is up over last year.

Space Taken: 8,160 sq. ft. Last year: 11 thousand sq. ft.

Countries Exhibiting: Canada, Austria, Belgium, France, Germany, India, Ireland, Japan, Netherlands, Spain, the United States.

Leading Exhibitors: Belgium, Germany, Netherlands, 1,080 sq. ft. each.

CANADA

W. J. Erly Reg'd. Imported textiles, lace curtains, fur pile for
Montreal, Quebec. sweaters.
Olympia Corduroy, Ltd. Corduroys and draperies.
Montreal, Quebec.
Textile Sales Ltd. Woollen, worsted and rayon suitings, cloakings
Toronto, Ontario. and sportswear fabrics.
Verney Corporation of Canada, Ltd. Textile products.
Montreal, Quebec.
Verney-Corduroys Ltd. Textile products.
Montreal, Quebec.

AUSTRIA

Aktiengesellschaft der Voeslauer Textiles.
Kammgarn Fabrik
Wien.
Alpenlandkaufhaus Kastner & Oehler.... Ladies' dresses and lingerie.
Graz.
Baumann Webwarenfabrik Brueder Printed drapery fabrics.
Gmuend, N. Oe.

Charnaux GesmbH Wien 1.	Blouses and lingerie.
Eckhardt, A. Voecklabruck, O. Oe.	Knitted wear.
Elias, Siegfried Wien 1.	Jersey dresses.
Elsye Strickmoden GesmbH Wien 1.	Knitted wear.
Fuerth & Co., Sportstrickerei Rudolf Wien V.	Knitted wear.
Kugler, Franz Wien III.	Knitted wear.
Lenzing AG, Zellwolle/ Lenzing, O. Oe.	Rayon staple fibre.
Liszka Komm. Ges., R. & B. Wien 1.	Hand-embroidered blouses (Viennese styles), knitted vests.
Loew-Zimmerman Wien IV.	Petit-point articles.
"Rositta" Wien 1.	Hand-embroidered blouses, Vienna style.
Sportstrickerei Wispo-Pschikal & Co. Wien VII.	Knitted wear, bathing suits.
Stapf, Martin Imst, Tirol.	Braid, curtains, table cloths, etc.

BELGIUM

Apollo, P.V.B.A. St. Nicolas-Waes.	Knitted wear and textiles.
Belgian Hosiery and Knitwear Manufacturers' Federation Brussels.	Hosiery and knitwear.
Bevernage Freres (Tissage) S.A. Export Depot Tissages des Flanders Brussels.	Bedtickings, furnishing fabrics.
Busschaert A. (Tissage) Export Dept. Tissages des Flanders Brussels.	Furnishing fabrics and moquettes (frieze).
Derby (Fabrique de Bonneterie et de Confection, Schelfaut Frans) St. Nicolas-Waes.	Knitwear.
Etoile, S.A. (Manufacture de Bonneterie) Brussels.	Knitwear, woollen knitted garments for women and children.
Schelfaut Frans (Fabrique de Bonneterie et de Confection "Derby") St. Nicolas-Waes.	Knitwear.
Textile Industry (Federation of the Belgian) Textile fabrics Brussels.	Textile fabrics.
Tissages Des Flanders Brussels.	Furnishing fabrics; bedtickings, uncut mo- quette (frieze).
Tyberghein (Ets. Gustave) S.P.R.L. Tissages de Velours Menin.	Velvets and plush.
Vercammen-Van Acker (Ets.) S.A. Mont Saint Amand-Grand.	Hosiery, underwear.

FRANCE

Societe Africaine de Filature & Tissage Rabat (Maroc) Paris.	Hand-knotted carpets and rugs; upholstery and curtain materials in Arabic and Parisian designs.
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GERMANY

Dierig A.G., Christian Augsburg.	Dress prints; bleached and dyed goods; lingerie materials; shirtings; pyjama cloth; damasks.
Kemper KG Gelsinkirchen.	Men's and ladies' clothing.
Margaret van den Boogaart Berlin W. 15.	Clothing, ladies' and misses', haute couture styles.
Niehues & Dutting Nordhorn.	Piece-dyed and coloured woven spun rayon and cotton piece goods.

Spinnerei und Weberei Pforsee Augsburg 2.	Cotton and spun rayon fabrics, screen printed handkerchiefs, mufflers, table cloths, etc.
Strumpfabrik Sulida Felix Schuh Dachau bei Muehen.	Round-knitted jacquard hosiery for men, women and children, Perlon reinforced.
Ursel Port Freising/Bayern.	Cloth; poplin overcoats; sportswear; poplin jackets with seal skin; camp equipment, ladies' one-piece seal skin slippers.
Val. Mehler A. G. Fulda.	Raincoats and sportswear of cotton, poplin and gabardine.

INDIA

Government of India New Delhi.	Cotton textiles, georgettes, muslins, silks, jute and coir products.
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IRELAND

The Crock of Gold Ltd. Dublin.	Handwoven, hand-dyed dress, blouse and costume tweeds; scarves, stoles, rugs, ties.
Irish Worsted Mills, Ltd. Portlaoighise.	Woollen and worsted suitings, dress and mantling cloths.
D. Pinnock & Co. Dublin	Blouses, cardigans, children's wear, clothing, dresses, embroidery, hosiery, infants' wear, jumpers, linens and apparel.
Sunbeam Wolsey Ltd. Cork.	Men's, women's and children's hosiery, underwear, knitting wools, woollen and worsted cloths.

JAPAN

Japanese Committee for International Trade Fairs Tokyo.	Textiles.
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NETHERLANDS

H. Berghaus NV Amsterdam.	Coats, suits and shorties for ladies and juniors.
N. V. Janssens Van Buren's Woollen-Stoffenfabrieken Tilburg.	Woollens and worsteds for ladies, misses, nuns, priests; ladies' and men's woollen scarves.
Scholten & Zonen N. V., J. F. Enschede.	Coloured, woven and undyed cotton and rayon piece goods; scarves, handkerchiefs.
Ter Weeme & Zonen N. V. Neede.	Plain and terry towels, white and coloured table cloths, nylon dress material.
Van Vlissingen & Co.'s Katoenfabrieken.. Helmond.	Printed cottons and rayons, handkerchiefs, flags.
"LUCKY" B. Waterman N. V. Amsterdam.	Ties, scarves, squares, underwear, handkerchiefs, yard goods for neckwear manufacturing.
Woolenstofffabrieken Van L. E. Van .. Tilburg.	Fancy and plain ladies' coatings and dress goods, woollens and worsteds.
Zaalberg & Zoon, J. C. Royal Holland Blankets Factory. Leiden.	Blankets, rugs, uniform cloth, scarves, coatings, tweeds.
Zaalberg Woollen Cloth Factory Leiden.	Blankets; rugs; scarves; cloth (coating); cloth (tweeds); cloth (uniform).

SPAIN

Julio Munoz Barcelona.	Cotton velvets, velvet corduroys and moquettes.
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UNITED STATES

Indian Jute Mills Association, Inc. New York 17, N.Y.	Jute (burlap) bags, cloth and furnishings.
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Transportation Equipment



SOME OF THE EXHIBITS classed under this head will be housed in the Coliseum; the larger pieces of equipment will be on view outdoors. Among the displays planned are:

- Crude oil, industrial lubricants, etc., to be shown by Imperial Oil Ltd., a new exhibitor.
- Twenty-four h.p., medium-size engines made by the German Volkswagen firm.
- Fire trucks and other fire-fighting equipment made in Canada.
- Oil seals and precision moulded rubber parts.
- For the boating enthusiast, a display of dinghies, tenders, and other types of boats, and hulls to be finished.

Space Taken: 3,840 sq. ft. Last year: 3,760 sq. ft.

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

Leading Exhibitor: Canada, with 1,920 sq. ft.

CANADA

American Marsh Pumps Canada Ltd. Stratford, Ontario.	Fire trucks, firefighting equipment, all types of pumps.
British American Oil Co. Ltd..... Toronto, Ontario.	Petroleum products, cutting oils, engine oils, heating treatment oil, quenching oils, gasoline, diesel fuel, hydraulic fluids, etc.
Imperial Oil Ltd. Leaside, Ontario.	Petroleum products, industrial lubricants and hydraulic oils, industrial process products, solvents, fuels, caseins and waxes, industrial and automotive products.
Industrial Shipping Company Ltd. Mahone Bay, Nova Scotia.	Dinghies and tenders, boats, (life, race, outboard and auto top); hulls to be finished.
Sun Oil Company Ltd. Toronto, Ontario.	Petroleum and its products, oils (lubricating motor, hydraulic and metal working); waxes.
Super Oil Seal Manufacturing Co. Ltd. .. Hamilton, Ontario.	Oil seals, precision moulded rubber parts, rawhide hammers and mallets.
Phil Wood Industries Ltd. Windsor, Ontario.	Hydraulic tailgate loader; busy body.

BELGIUM

Sabel Brussels.	Automotive accessories and equipment.
Transak Brussels.	Cycles; cycle accessories; agricultural machines.

FRANCE

Henin-Lietard (Acieries d') Paris.	Mine trucks and spare parts.
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GERMANY

Optik Werk GmbH & Co. Kommandit Gesellschaft. Hauptverwaltung Essen.	Saws, gasoline-chain; motors for cycles, motor-cycles.
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Rex-Motoren-Werk, E. & K. Bagusat.... Muenchen 25.	Bicycle motors; motor bicycle.
Steinbach and Co. Werkseugfabrik. Gevelsberg.	Automobile tools.
Volkswagenwerk GmbH. Wolfsburg (20a).	Stationary engines, 4 strokes, 4 cylinders.

SWEDEN

AB Wikstrand & Berg Ltd. Mora.	Aircraft gangways, portable staircases of aluminum alloy tubing.
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UNITED KINGDOM

Industrial Exports Ltd. London.	Motorcycles and accessories, bicycles and light motorized vehicles.
Wilmot Breeden Ltd. Birmingham.	Automobile and refrigerator die-cast and plastic components and accessories.

UNITED STATES

Armstrong Rubber Export Division of Drake American Corp. New York, N.Y.	No details available.
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At Your Service . . .

“THE SERVICE AREA”—that is the name sometimes given to the Reception Centre just inside the main entrance. This part of the Fair is devoted to making the visitor’s stay more pleasant, to helping him with his problems, and to smoothing his path.

In this section you will find interpreters, public stenographers, a place to send telegrams or cables, to make transportation reservations, to check on time-tables, to leave messages. Guides will direct you to the exhibits in which you are especially interested; customs officers will answer your questions.

Several organizations reserve booths here and staff them with trained representatives. The Canadian Chamber of Commerce, the Canadian Manufacturers’ Association, the Canadian Exporters Association, the Canadian Importers and Traders Association, the International Service of the CBC, and the United Kingdom office of the Canadian Government Exhibition Commission all have taken space this year and are at your service. In addition, the Department of Trade and Industry in every province will have representatives on hand.

Certain officers of the Department of Trade and Commerce, which sponsors the Trade Fair, will also be attending. They will be on duty at the Trade and Commerce desk in this section and will be glad to give advice on all types of trade problems.