

Supply—Trade and Commerce

Mr. Howe: A year ago an announcement made it clear that the future of the fair beyond 1952 would depend on increased participation by Canadian exhibitors. In the 1951 fair, space sold to Canadian exhibitors amounted to less than 42,000 feet out of a total of 145,000 feet. The latest reports for this year indicate total space sales of 184,420 square feet, about 30 per cent higher than last year, of which 91,240 feet have been taken by Canadian firms. That is nearly two and a half times the space Canadian firms had last year.

Mr. Quelch: Have you the names of the nations who are exhibiting?

Mr. Howe: Yes. This is for the 1952 fair: Australia, Bahamas, Barbados, Belgium, British Guiana, Canada, Colombia, Denmark, England, Finland, France, French Morocco, Germany, Iran, Italy, Lebanon, Netherlands, Pakistan, Portugal, Scotland, South Africa, Sweden, Switzerland, United States of America.

Mr. Fleming: Is Ireland not there?

Mr. Howe: Not this year.

Mr. Macdonnell (Greenwood): Does the department have any means of assessing the success of the fair, other than by the space rented and the admission paid? Is there any other test in the way of business flowing from the fair?

Mr. Howe: That is very difficult to get, because the transactions are private between exhibitors and customers. All I can say is that most of them come back year after year. The expense is considerable, and I assume they must be satisfied with the results or they would not come back.

Mr. Macdonnell (Greenwood): When the minister says most of them come back, is he referring to individual firms or countries as a whole?

Mr. Howe: Individual firms. I have had some very surprising stories from Canadians. I remember that a man came to me and wondered if he could advertise Canadian caviar. I said I did not know there was such a thing, but he said he made it in a small way and wondered if it would pay to take a booth. I said it would not cost very much, that he might try it. He has had so much business since then that people have forgotten caviar ever came from Russia. Similarly, last year a man came to see me. He had a small furniture factory in the maritime provinces, and he put in an exhibit of school desks. During the later days of the fair he came to me and said he had taken so many orders he had to put an addition on his factory, and that it would be touch and

go whether he would be able to fill the orders he had taken while at the fair. A great deal of business is done there. Buyers have a chance to look over Canadian products and Canadians have a chance to look over the products of other countries. I believe buying is on a very satisfactory scale.

Mr. Fleming: I am glad to hear that statement by the minister, because, if I remember correctly, about a year ago he expressed some doubt as to the wisdom of continuing the fair.

Mr. Howe: That was because of the lack of interest shown by Canadian exhibitors. We had more Canadian exhibitors the first year than in succeeding years, and I felt we were not justified in running a fair at a deficit for the benefit of foreign exporters. I made the statement that we would try it one more year, and unless there was a great deal more interest on the part of Canadian exhibitors than had been displayed at the last one or two fairs I thought we would wind it up. In other words it must be a two-way show; the foreign buyers must have something to look at from Canada just as Canadian buyers want something to look at from abroad. Strangely enough, when it was suggested that it might be wound up every organization in Canada protested vigorously, including organizations which I thought were very lukewarm towards the fair. They became great advocates.

Mr. Macdonnell (Greenwood): Did they take space?

Mr. Howe: Apparently they did.

Mr. McLure: Is the administrator of the Canadian international trade fair the same gentleman as the director of exhibitions?

Mr. Howe: Yes.

Mr. McLure: Then the \$2,000 he gets here is in addition to his other salary? The director gets \$9,000, and if he is the same man as the administrator this is just \$2,000 extra?

Mr. Howe: I was mistaken in my answer. Mr. Bannerman is the director of the exhibition branch. He is in charge of all fairs, including the trade fair. Mr. Hoffman is the administrator of the Canadian international trade fair, and has no other duties except the Canadian trade fair.

Mr. Fleming: Mr. Bannerman is a very capable official.

Mr. Howe: We think so.

Mr. Catherwood: I should like to ask the minister if any action has been taken by the department to encourage Canadian exhibitors to show at this fair. I have attended this fair for the last two years, and I think it is