

investment in Canada

'We also pay exceptionally low electricity rates,' Yates says, 'and there are excellent transportation and telecommunications facilities here. What's more, there is a clean environment, and the quality of life is superb.'

Hartt and Dack: putting its best foot forward

In 1898, Odbur M Hartt opened a shoe-making plant in Fredericton, New Brunswick. Today, the plant is still operating, producing some 2600 pairs of shoes a week that are made 'the old way'.

None of the automation found in many of the world's shoe plants is used. Instead, the company's 165 employees still make the shoes by hand.

As a result, Hartt and Dack, as the company is now called, has an enviable reputation for quality.

Hartt and Dack shoes are well-established in Canada, but the company's continuing success can

be attributed to a British investment made in the 1960s, when the company was finding it hard to compete with mass-production.

Ian Church, then vice-president of Church Shoes Ltd, Northampton, visited Fredericton in 1964, and was impressed by Hartt and Dack's determination to maintain its standards and its individuality. He recommended that Church Shoes buy into the company and give it the infusion of capital it needed to compete successfully.

Hartt and Dack shoes are now sold coast-to-coast through the company's 27 own shoe stores, as well as through more than 1000 independent shoe retailers.

Louis Durling, who started with the company 20 years ago as office boy and is now second-in command, believes the combination of Canadian craftsmanship and British investment worked out well for both Hartt and Dack and for Church.

'We've been producing the best shoes in Canada since the last century,' he says, 'and I like to think that we'll still be producing them well into the next.' ♦

Communications



Canada a pioneer in telecommunications

Companies like AEI (see accompanying article) have helped Canada develop a world reputation in the field of telecommunications. But perhaps the main reason behind Canada's success in this field is the sheer size of the country.

Canada — the second largest country in the world — spans seven time zones, so it has special telecommunications needs to help bring the country together. As a result, it has pioneered many telecommunications developments, and been closely associated with many telecommunications landmarks.

Among the more notable are the following:

- The world's first long-distance telephone call was made from Brantford to Paris, Ontario, in 1876.
- The world's first trans-Atlantic radio signal was sent from Cornwall to Signal Hill, Newfoundland, in 1901.
- The world's first digital microwave transmission system was set up in Canada in 1971.
- Canada also launched the world's first geostationary domestic satellite communications system in 1972.
- It introduced the world's first family of digital central office switching equipment in 1976.
- It set up the world's first packet-switching network in 1977.
- It created the world's most advanced videotext system, adopted as a world standard in 1978.
- It inaugurated the world's longest fibre optic communications network in 1985.
- And Canada is now working on plans for the development of the world's first domestic mobile satellite communications system.

Latest equipment on show

Some of the telecommunications equipment that Canada produces will be on show at the international exhibition and business forum, Communications '86, which will be held May 13–16 at the National Exhibition Centre in Birmingham.

Among the Canadian companies exhibiting will be:

- **Bell Canada International.**
- **Consultronics** — exhibiting instrumentation products for quality control.
- **Canadian Marconi.**
- **ForceTen Enterprises** — showing advanced software systems for telephone companies.
- **MDI** — showing mobile and portable data terminals.
- **NovAtel Communications** — exhibiting cellular radio telephone and control head assemblies.
- **TIAC Manufacturing** — showing computer systems designed for the IBM PC and compatibles.
- **TSB International** — showing the Call Collector II compact microprocessor.
- **Westronic** — exhibiting the WESTDAC M3000 remote terminal unit.
- **DATAP Systems** — showing the Iris 7 remote monitor and control system.
- **Microtronix Systems** — the Model 60 telephone test set for measuring electronic and acoustical properties.