

*Supply—Trade and Commerce*

steps have since been taken to make sure that the garments exhibited were strictly Canadian products, but originally some of those exhibitors, who were asked to contribute fur garments to the exhibit, sent along some American imports and some French styles as well, apparently on the theory that European styles would have more appeal to Europeans at European trade fairs. I do not think that is the principal purpose. Rather the principal purpose of these exhibits, as I understand it, is to make Canada's wares known abroad.

**Mr. Howe (Port Arthur):** Mr. Chairman, that is quite correct. However, I doubt whether there was an exhibit of American furs. I refer particularly to the fair at Brussels, where Canada has had the most spectacular exhibit both of furs and of textiles. As far as I know all the furs and textiles in that exhibit were Canadian. The catalogue was beautifully gotten up. I think it was partly paid for by the trade and partly by the department. The exhibit was moved on to other European cities later on. I am told that the results were rather spectacular as far as the sales of Canadian furs are concerned.

**Mr. Fleming:** I am in a position to tell the minister that in the original exhibit some garments of American manufacture and also French styles were included in the exhibit. Part of the exhibit at least was contributed by the trade; but when the matter was raised—I happen to know the occasion; it was about two months ago—steps were taken to put Canadian-made garments in their place. I raise it now because I am quite sure the minister was not aware of it. I am sure there is no wish in the department to see garments other than of strictly Canadian manufacture included in the Canadian exhibits in these trade fairs abroad.

**Mr. Howe (Port Arthur):** The purpose of the exhibit of course is to help the Canadian fur trade. We arranged the facilities and the trade furnished the garments and the models, the exhibits generally. We shared in the cost of the catalogue and the exhibit space. It is possible, of course, that some of the Canadian exhibitors brought in foreign furs. That would be without the knowledge of the department. I must say that it looked very beautiful. I am not enough of a connoisseur to know which was Canadian and which was not.

Item agreed to.

436. Canadian participation in the Brussels universal and international exhibition 1958—preparatory expenses, \$50,000.

**Mr. Fleming:** At the bottom of page 528 there is an item as follows:

Brussels universal and international exhibition 1958—preparatory expenses.

Participation in Brussels universal and international exhibition, \$50,000.

Is it necessary to set up \$50,000 preparatory expenses three years in advance of this exhibition?

**Mr. Howe (Port Arthur):** The Brussels fair is a great world fair. We think there is no time to spare in getting the Canadian building up and the Canadian exhibit organized. I believe our appropriation for the fair is something over \$2 million. We are actively at work in preparation for it today. The Brussels world's fair is going to be the biggest thing that has been held in Europe since the war. We think it important that Canada be well placed in the exhibit.

437. Canadian international trade fair—to provide for the net operating deficit during the current fiscal year of the special operating account in the consolidated revenue fund; advances to be made to the account as required, but not to exceed in the aggregate, \$275,000.

**Mr. Hees:** Mr. Chairman, I would like to speak very strongly on behalf of continuing the international trade fair. I have some figures here which I would be glad to give to the minister, but I am sure he has the same figures. I have here a list of 48 foreign firms which exhibited at the trade fair between 1948 and 1953, which either have established or are in the process of establishing branch plants in Canada to manufacture their products in this country. There is no doubt about it that the great majority, if not all, of these firms learned of the potential Canadian market by first of all exhibiting their goods at this trade fair. There the potential buyers sampled these goods and decided whether they liked them and placed orders. If it had not been for that the firms certainly would never have thought of setting up branch plants here in Canada.

The establishment of 48 individual branch factories to produce goods in this country, which otherwise in all likelihood never would have been established here, is a very good advertisement for this trade fair. That in itself far more than justifies its continuance.

If 48 firms could be established through the fact that these firms were able to exhibit during six years, the indication is that more and more firms would be inclined to do the same thing if this fair were continued and additional foreign firms were able to come