

Supply—Trade and Commerce

believe that the Canadian tariff boards knows only about Canadian tariffs. That does not seem to make sense. I am still going to look for the man who can tell me that he is looking for needless duplication. However, the minister says it is not him, or perhaps he says "he".

Item agreed to.

447. Exhibitions generally, \$253,236.

Mr. Coldwell: This item is a large amount, and I notice there are what strike me as two relatively small amounts included in the breakdown for the kind of work one would expect to be done. In the details on page 492 we find an item of \$5,000 for literature for distribution at exhibitions abroad and an item of \$2,500 for displays for trade commissioners' offices. We have a number of trade commissioners abroad, and it struck me that department displays costing only \$2,500 would not permit very much of a display even in one or two of the offices. As to literature for distribution at exhibitions abroad, a number of exhibitions are held in European countries and in the United Kingdom, and it seems to me that is a very small amount for literature for this purpose. Perhaps there are other places where money is provided for literature for distribution at exhibitions. Perhaps the minister might explain.

Mr. Howe: There are certain publications that come under the information vote such as the Canadian trade bulletin which is a weekly publication. This is a sum for taking part in exhibits. We build up exhibits over the years. For instance, we have exhibits in Europe that we show at Milan and the various trade fairs in Europe. We add to them each year, freshen them up and bring them up to date, but we try to keep the expense modest because it is questionable in times such as these how much return there is from an exhibit at a trade fair. However, we think a creditable but not lavish job is being done, one which allows us to exhibit at the principal trade fairs in Europe and South America.

Mr. Fleming: In these exhibitions what aspects of Canadian life or Canadian production are featured?

Mr. Howe: It is production that is likely to be sold in the area. In Milan I believe it would be furs. It depends on the nature of the fair. With respect to the British trade fair, at the present time we are concentrating on showing market opportunities for British goods in Canada. We do not put on an exhibit to sell Canadian goods in England because we know we have not much

opportunity anyway, and we think we will do the over-all situation more good by advertising opportunities for the sale of British goods in Canada. At the machinery exhibition held in the north of England there are certain Canadian manufacturers who exhibit goods such as heavy construction equipment, stoves and material of that kind that they believe they can sell in the area.

Mr. Thatcher: Would the minister tell us how many exhibitions of this nature were held in the past fiscal year and whether they were all held on foreign soil?

Mr. Howe: They are all foreign. Our only domestic fair is the Canadian trade fair which is covered by a separate vote. We exhibited at the Milan international trade fair, the Brussels international trade fair, the British industries fair, London, the British industries fair, Birmingham, the industrial textile exhibition at Lisle, where we showed furs and textiles, the world tobacco conference at Amsterdam where we exhibited Canadian tobacco, the Colombo plan exhibition at Colombo, Ceylon, where we displayed Canadian technological achievements, and the Canadian permanent exhibit at Rockefeller centre, New York, where we exhibit a series of manufactured products which are changed from time to time.

Mr. McLure: Is there any place where you show furs?

Mr. Howe: We show furs in most of these exhibits.

Mr. Thatcher: I take it from the minister's answer that there are nine fairs overseas in which we participate. Would he say whether they take actual orders for the merchandise exhibited or make any endeavour to sell it? I should also like him to tell me if any of these exhibitions are held in the wintertime.

Mr. Howe: Most of the fairs are held in the wintertime. We take a general exhibit and we encourage Canadian merchants to exhibit as well. The Canadian government does not take orders but the merchants who also exhibit are of course prepared to take orders. They go there for that purpose.

Mr. Bater: I notice that under the item for the Canadian international trade fair, 1951, there is an item under expenditure of \$718,087, and an item of \$415,043 under revenue. Is the revenue derived from admissions to the fairs and the renting of stalls?

Mr. Howe: Yes. We have not come to that item yet. We are talking about fairs generally. We will come to it in a moment.