

INTERNATIONAL TRADE FAIR

SPECIAL SERVICES ARRANGED: Many special services for foreign and domestic exhibitors have been arranged by the directors of the first Canadian International Trade Fair, which will be held under the management of the Canadian government in Toronto, May 31 to June 12 next year.

Realizing that foreign exhibitors, particularly, will require assistance with their displays, Trade Fair authorities have compiled a list of fourteen prominent display firms in Montreal and Toronto who are now prepared to carry out the design, installation and construction. This list will be forwarded to each exhibitor with their contract, so that they may make direct contact with any firm they wish.

The booths themselves are a new type of modern pre-fabricated design and are provided without extra charge in the cost of floor space. There will be an open booth for displays of heavy industry, while light and medium industries will be displayed in a closed booth of the same general design painted in the official Trade Fair colours of blue, grey, rust and yellow.

CHOICE FOR EXHIBITORS

All booths will have a uniform depth of 12 feet, and the frontage will be in multiples of 10 feet up to a maximum of 40 feet. They will have linoleum covered floors with masonite walls and fascia, and an ornamental lattice grille in the rear wall for ventilation. All lighting will be directed from inside the fascia. Exhibitors will have the choice of a decorative railing, a closed counter, or completely open front. Railings will be of wooden construction, painted in off white, while the counters will be wood frame with masonite ends, corrugated iron sheeting in front, and a 3/4 inch fir plywood top varnished in natural colour. The space rental charges of \$2.50 per square foot include the complete booth, with facades and general lighting, ready for the exhibitor to instal his display.

Providing approximately 165,000 feet of floor space, the Coliseum building in the Canadian National Exhibition grounds will be the main lobby or "brains" of the Trade Fair. Situated north of the Prince's Gate, this building will house the administrative offices and all such services as telegraphs, cables, telephone, banking, brokerage, translation, general information, and a unit of the Corps of Commissionaires.

Although the applications for space from foreign exhibitors will continue to be received until September 1st, it is already probable that still more space will be required, in which event additional buildings adjoining the Coliseum will be used.

Increasing eagerness is evident on the part of manufacturers and producers to make their bid for two-way trade at Canada's first International Trade Fair. Of the many letters

expressing this thought to reach the Trade Fair headquarters, one from a large Canadian firm states: "The Canadian International Trade Fair is really worth something to our company, inasmuch as we would be able to display products to people from all over the world in a most advantageous way. As we have had many inquiries from many countries in the world during the last six to eight months, it seems reasonable to believe that we might be able to develop a great export business, perhaps at a time when it might be a very desirable thing to have."

DEFENCE MEDAL: Manufacture of the Defence Medal at the Royal Canadian Mint in Ottawa will commence as soon as dies are received from the United Kingdom, it is announced by National Defence Headquarters, Ottawa, following an overseas announcement that striking of the Defence Medal there has begun.

The Overseas announcement stated that the Medal will bear on one side the uncrowned effigy of His Majesty, while the reverse shows the Imperial Crown over an oak tree defended by a lion and a lioness, with inscription "1939-1945" and "The Defence Medal". Approximately 342,000 Canadians qualify for the medal.

The Ottawa mint is now working on the various campaign stars and medals, but distribution will be commenced only when sufficient quantities are available. These include the 1939-45 Star, the France-Germany Star, the Africa Star, etc., as well as the War Medal, and Canadian Volunteer Service Medal.

BATTLEFIELD MASCOT

HORSE WITH WOUND STRIPES: Princess Louise, the horse which men of the 8th New Brunswick Hussars snatched from death on an Italian battlefield, adopted as regimental mascot, and brought to Canada last year in a shower of oats and confetti, recently left her green pastures of retirement to attend Army summer camp at Utopia, N.B.

She went with her equally famous regiment -- now the 5th Armoured (Reserve Force) -- and soon after arrival galloped off to the ranges to smell the smoke of "battle" and hear the roar of Sherman tanks once more.

"The Princess" is a great friend of Field Marshal the Viscount Montgomery. Last autumn, when "Monty" visited Canada, he personally inspected Princess Louise at Fredericton, N.B. as he had done on more than one occasion in the past in Italy and Northwest Europe.

Lt.-Col. G.R.H. Ross, officer commanding the regiment, said his Reserve Force boys could not go to camp without their horse. They picked "the Princess" off a battlefield near Coriani, Italy, where she was wounded three times with shrapnel and her mother was killed. Still only a colt, the unit took her with it when it left Italy for Europe, and carried her

by truck through southern France and the battles of Northwest Europe until the end of the war.

On parade, "The Princess" is replete in her regimental garb consisting of shoulder flash, divisional patch, three wound stripes and her service ribbons denoting the theatres of operations in which she has served.

ARMY TRADES TEST BOARDS: A number of boards for the "trades testing" of members of the Active Force have been authorized on the basis of one at each Army Command Headquarters, one at each corps school in a Command, and one at Army Headquarters.

Soldiers drawing trades pay -- extra pay for technical or clerical skills -- will be tested from time to time by the boards and graded accordingly. Dependent upon their craftsmanship, they become eligible for any of four groups of extra pay if employed at their trade. Trade groupings are numbered and range from \$4 per month for group one to \$28 for group four.

There are roughly 90 trades recognized in the Canadian Army today and a large percentage of the soldiers now serving are skilled tradesmen or specialists of one kind or another.

EXPORT TRADE INCREASES

JUNE TOTAL IS \$272,700,000: Canada's merchandise export trade reached a new peacetime monthly high in June at \$272,700,000, exceeding the May figure by \$5,100,000, and 63.5 per cent above the June 1946 total of \$166,700,000, according to trade returns released by the Dominion Bureau of Statistics. Aggregate value for the first six months of the year was \$1,328,500,000, 25 per cent above the first half of 1946 and more than three and a half times as high as in the first six months of 1938.

The expansion in Canada's export trade in the first half of 1946 was virtually worldwide in extent, shipments to most of the 121 countries listed in the returns being at a higher level. Exports to countries of the British Empire were valued at \$552,317,000, showing a sharp rise of 38 per cent over the similar period of 1946, while the aggregate to foreign countries was \$776,142,000 compared with \$663,377,000, an increase of 17 per cent.

Six-months' exports to the United States totalled \$482,006,000 compared with \$396,442,000 in the first half of last year, while shipments to the United Kingdom, showing an almost identical gain, totalled \$352,639,000 compared with \$266,080,000. The Union of South Africa was the third largest purchaser of commodities, up from sixth last year, at \$40,157,000 compared with \$25,753,000.

France and the Netherlands were in fourth and fifth position, respectively, six-month export trade with the former country amounting

to \$35,233,000 compared with \$38,462,000, and the latter, \$31,816,000 compared with \$19,176,000. Australia followed with \$30,200,000 compared with \$14,428,000, Belgium \$22,923,000 compared with \$36,650,000, Newfoundland \$22,506,000 compared with \$15,138,000, Italy \$19,604,000 compared with \$11,371,000, China \$18,956,000 compared with \$13,301,000, and India \$17,362,000 compared with \$31,520,000.

Half-year exports were higher to all Latin-American countries, the aggregate for the group rising from \$41,819,000 last year to \$63,961,000.

There was a general advance shown for all nine main commodity groups of exports in June, gains being outstanding in agricultural and vegetable products, and wood and paper products. In the six-month period, two groups showed reduction -- animals and animal products, and fibres, textiles and textile products. As in June, most pronounced advances during the half year were shown in the agricultural and wood and paper products sections.

In the agricultural and vegetable products group, wheat exports rose from \$124,251,000 in the first half of 1946 to \$130,023,000, wheat flour from \$60,319,000 to \$102,418,000, other grains from \$10,842,000 to \$18,222,000, and rubber and products from \$11,326,000 to \$17,033,000. In the animals and animal products group, bacon and hams rose slightly from \$33,116,000 to \$33,248,000, but fish and fishery products showed a small decline, from \$38,608,000 to \$38,280,000. Other meats showed a substantial decline from \$36,421,000 to \$26,909,000, and furs from \$22,696,000 to \$16,014,000.

In the wood and paper group, newsprint rose sharply from \$119,886,000 a year ago to \$162,360,000 in the first six months of this year. Planks and boards also recorded a marked advance from \$43,816,000 to \$90,723,000, wood pulp from \$54,671,000 to \$82,074,000, and other unmanufactured wood from \$20,438,000 to \$34,204,000. In the iron and products group, exports of automobiles advanced from \$28,843,000 to \$42,690,000, farm implements and machinery from \$16,382,000 to \$21,005,000, and machinery other than farm from \$6,084,000 to \$17,878,000, while exports of locomotives and parts fell from \$16,720,000 to \$10,720,000.

Six-month exports of aluminum and products increased from \$18,530,000 in 1946 to \$27,152,000, copper and products from \$17,733,000 to \$24,661,000, lead and products from \$8,363,000 to \$14,972,000, nickel from \$26,331,000 to \$30,164,000 and zinc and products from \$13,874,000 to \$15,593,000. Non-metallic minerals as a group moved up from \$24,099,000 a year ago to \$34,183,000, and chemicals and allied products from \$33,010,000 to \$42,698,000.

Exports of fibres, textiles and textile products were valued at \$24,406,000 as compared with \$29,175,000 in the similar period of 1946, wool and products falling from \$11,794,000 to \$4,002,000.