

CANADIAN INTERNATIONAL TRADE FAIR

PRELIMINARY SURVEY: With a large proportion of the applications for space at the 1948 Canadian International Trade Fair now completed it is possible to give some idea of the firms and countries which will be exhibiting in the different trade classifications.

Among the new developments in 1949 is the extensive representation from Yugoslavia which is making a bid for business with other countries with 95 products exhibited in seven different classifications.

For the first time the United States automobile industry will be displaying its products in competition with British and Czechoslovak automotive manufacturers.

It must be borne in mind that the following listings, while accurate at the time of writing, are subject to constant revision and are by no means to be regarded as complete.

HOUSEHOLD FURNISHINGS: Booking of space in the household furnishings section indicates that Canadian and United Kingdom firms will be the heaviest exhibitors. A firm from the federation of Malaya, displaying a line of rattans, rattan products, malacca canes and kindred tropical products, is exhibiting at the Fair for the first time. Another initial exhibitor is from French Morocco, displaying a line of household furnishings.

The British china firms are returning, as are the Czechoslovakian glass and crystal exhibitors. Included in this section are ten Canadian and British firms, exhibiting at the Trade Fair for the first time.

JEWELLERY: The Siamese are coming back to display their Niello silver jewellery, hand-woven sarongs, precious and semi-precious stones and other handicraft. This year's exhibit is under the aegis of a semi-government organization formed as a direct result of last year's successful display.

A British firm has taken a large display space to exhibit jewellery and silver-plated flatware. Other British firms in this section are displaying flat and hollow-ware of silver, cigarette cases and boxes and candlesticks. The Czechoslovakian ornament manufacturers will be seen again in this section.

At the moment the United Kingdom has taken the largest space in this particular trade classification.

TEXTILES, APPARELS: Preliminary review of initial applications indicate that the Textile and Apparel group will again occupy greater floor space than any other of the twenty-one trade classifications in the mammoth show.

Special interest will be roused by the composite exhibit of British textiles which is expected to occupy from 15,000 to 20,000 square feet, according to Sir E. Raymond Street, CBE, Chairman of the British Textile Committee

on Exhibition and Fairs. Among the associated groups said to be reserving substantial space are twenty-five members of the National Wool Textile Export Corporation, and members of the Furnishing Fabric Federation and the rayon industry in the United Kingdom. The Czechoslovak textiles which attracted so much attention, and were reported to have done very substantial business at the first Trade Fair, will be back in full force.

IRON, STEEL, METALS: In the Iron, Steel and Non-Ferrous Metals Section, four firms have applied that were not present at last year's fair. Canada, United States, Sweden, and Yugoslavia are the four countries who have completed applications for space in this group. The display includes a newcomer to the Fair from Sweden with a metallic-resistance material for use in making electrical elements for industrial and domestic appliances.

ELECTRICAL TOOLS: Canada has the largest number of applications for space in the Electrical Tools, Motors and Supplies Section, followed by Britain and Czechoslovakia. Three firms in this category are making their initial appearance at the Trade Fair.

MACHINERY ENGINEERING: Preliminary applications for space in the Machinery, Engineering and Plant Equipment Section indicate that Canadian firms are the leading exhibitors, followed by Scotland, England, Wales and Northern Ireland.

FARM EQUIPMENT: At this time the United States and England dominate the Farm Implements and Equipment section.

CHEMICALS, RADIUM: Advance space-booking in the Chemicals and Radium Section reveals Canada as the dominant exhibitor, as was the case last year. On display will be radio-active materials for industry, research and medicine, radiograph capsules and accessory equipment for non-destructive inspection of castings and weldments.

BUILDING MATERIALS: In the Building Materials, Heating and Plumbing Section, nine Canadian, two British and one Swedish firm are exhibiting their wares for the first time. The Swedish firm will exhibit a model house, illustrating heating by air, radiated and contact.

FOOD AND BEVERAGES: Initial applications indicate that the Food and Beverages Section will form one of the major categories. Twenty-three firms from seven countries have contracted for space in this classification. A substantial group of British brewers is acquiring enough space to erect a replica of an English "pub" in which to display their products.

FARM CASH INCOME AT RECORD IN 1948

TOTAL OF \$2,449,856,000: Cash receipts of Canadian farmers from the sale of farm products reached an all-time high record total of \$2,449,856,000 in 1948, an increase of 25 per cent over the 1947 aggregate of \$1,962,276,000, the previous peak total. When supplementary payments are included, cash income in 1948 amounted to \$2,470,611,000 as against \$1,973,853,000 in 1947, the Bureau of Statistics reports.

The substantial gain in farm cash income in 1948 can be largely attributed to rising prices and the large sums distributed by the Canadian Wheat Board and western grain companies in the form of grain equalization and participation payments. During the year these payments totalled \$178,590,000, equalling approximately one-third of the gain in the 1948 cash income over 1947.

High levels of domestic purchasing power as a result of full employment and high wages together with a strong world-wide demand for short supplies of producer and consumer goods were important factors affecting the general level of agricultural prices which averaged almost 20 per cent higher than in 1947.

Early in 1948 it was announced that the United Kingdom had agreed to pay Canada higher prices for purchases of bacon, beef, eggs and cheese. As a result of the contract entered into by Canada and the United Kingdom, grade "A" sizeable Wiltshire sides at the seaboard were boosted from \$29.00 to \$36.00 per cwt. and beef prices were increased by varying amounts up to \$3.25 per cwt. The spring price of eggs was advanced five cents per dozen, followed by an additional five-cent increase at July 1 and a further increase of two cents at September 1. Cheese prices were increased from 25 cents to 30 cents a pound at the factory.

Prices of poultry meat were also strengthened during the year as a result of the lowering of the United States tariff on January 1, 1948 and the subsequent substantial shipments

FISHERIES OF CANADA: The marketer value of the products of Canada's fisheries reached a new peak figure of \$124,069,000 in 1947, and showed an increase of 2.4 per cent over the preceding year, according to the advance report on the industry by the Bureau of Statistics. The total quantity of all kinds of fish taken during the year was 12,208,000 cwt., a decrease of 7.4 per cent from 1946. The sea fisheries accounted for \$110,443,000 or 89 per cent of the total marketed value, and 93.5 per cent of the landings in 1947.

The industry gave employment to 84,050 persons in 1947, although not all of these found year-round employment. The primary operations of catching the fish accounted for

southward. On April 1, the initial price to Prairie wheat producers for No. 1 Northern at the Lakehead was advanced from \$1.35 to \$1.55 per bushel. At the same time the Canadian Wheat Board prepared to disburse payments which made this 20-cent boost retroactive to August 1, 1945. In August, further strength was injected into livestock prices with the lifting of export controls which since September, 1942 had embargoed Canadian shipments to the United States of beef cattle and calves, and beef and calf products.

Advanced marketings during the last quarter of the year helped to increase the total number of cattle and calves passing through commercial channels to a level about 30 per cent higher than in 1947. This, together with higher prices, placed the estimated cash income from this source above the total realized from the sale of any other individual farm commodity. Although the marketings of wheat were somewhat lower in western Canada in 1948 than in 1947, this decline was more than offset by increased prices and somewhat higher marketings in Ontario. As a result, cash income from this source ranked second on the list, followed by dairy products.

Without exception, gains in the cash income from the sale of farm products occurred in all provinces. In absolute terms, the largest was registered in Ontario, while on a percentage basis the greatest increase took place in Manitoba.

Cash income follows by provinces in 1948, totals for 1947 being in brackets (excluding supplementary payments): Ontario, \$668,400,000 (\$541,300,000); Saskatchewan, \$520,600,000 (\$429,500,000); Alberta, \$449,000,000 (\$344,000,000); Quebec, \$352,200,000 (\$285,100,000); Manitoba, \$242,900,000 (\$181,400,000); British Columbia, \$101,100,000 (\$92,500,000); New Brunswick, \$44,900,000 (\$38,500,000); Nova Scotia, \$36,600,000 (\$32,200,000); and Prince Edward Island, \$22,500,000 (\$17,800,000).

65,419 persons -- 47,249 in the sea fisheries and 18,170 in those of the inland waters -- while the fish processing end of the industry employed 18,631 persons. The primary industry recorded a decrease of 8,095 in the number of employees, and the secondary phase a decline of 765 persons.

The salmon fishery retained the leading position in 1947, the quantity landed increasing by nine per cent. The marketed value was \$36,451,000, an increase of \$11,221,000 or 44 per cent over 1946. Part of the increase was due to the canning in 1947 of cold-storage salmon caught in 1946. Other leading species in order of value: herring, \$17,945,000; cod, \$14,467,000; lobsters, \$10,751,000.