

First showing of home products at Chicago fair

Canada will be participating for the first time with a national stand, sponsored by the Department of External Affairs, at the National Home Center Show in Chicago, Illinois, March 9-12.

The annual show, now in its eleventh year, features a complete range of products for the home, with particular emphasis on the do-it-yourself market. It is one of the largest North American home product shows and in 1984, some 1 300 exhibitors attracted more than 30 000 visitors.

Total access to industry

Telidon, a highly sophisticated Canadian videotex system that converts a standard television set into a powerful information centre, will be a major component of Canada's exhibit at the show.

The versatile, easy-to-operate system provides two-way communications between user and data bank and will allow visitors to access some 700 Canadian manufacturers that export hardware products, housewares, hand tools, electrical and plumbing supplies, and hardware store equipment to the United States. Buyers interested in a specific product will receive up-to-date descriptions and realistic graphic representations of any of 200 home-centre-related wares.

The Telidon system will also help direct visitors to the booth locations of the 40 leading Canadian manufacturers participating in the trade fair.

The 19 Canadian companies, that will participate at the national stand, offer an

extensive range of products from maintenance-free fencing, premium-quality tools, handy storage equipment, fine cabinetry, luxurious bathtubs and home sauna kits to versatile gardening tool systems and oscillating heater fans. The companies are:

- Almico Limited — whirlpool, therapeutic and combination models of acrylic bathtubs;
- Ayton Park Industries Inc. — a number of products including circuit-finder tools and child's portable sinks;
- Balzac Inc. — oak wall panelling, wainscoting, pine and oak fireplace mantel-



Allen Simpson Marketing and Design's garden tools are cast from a rust-free, high-strength aluminum alloy in a choice of finishes.

pieces, mouldings and accessories;

- Colonial Elegance Inc. — wooden staircase components, curtain rods, plate rails, mailboxes and paper towel holders;

- Creative Space, Division of Edfran Enterprises Limited — specialty hangers and ventilated storage bins;

- Garant Inc. — household tools including shovels, axes, hammers, sledges, snow scrapers, pushers and scoops;

- Giles Tool Agencies Limited — propane cylinders and torch kits;

- Gray Tool Company — hand tools for the professional and homeowner;

- Lorenzo Industries Inc. — simulated marble and onyx bathroom fixtures, vanity combinations, linen and utility cabinets;

- Manhattan Products Inc. — bathroom accessories, cabinets with co-ordinated lighting, tub enclosures and shower doors;

- Melnor Manufacturing Limited — shovels for house and car and roof racks;

- Niagara Triad Canada — high-strength PVC fencing and accessories;

- PALIMI — propane barbeques;

- Frank T. Ross & Sons Limited — weldbond adhesives;

- Seabreeze Electric Corporation — oscillating safety and heater fans;

- Allen Simpson Marketing & Design Limited — gardening tools with snap-on tool heads and household plant tool kits;

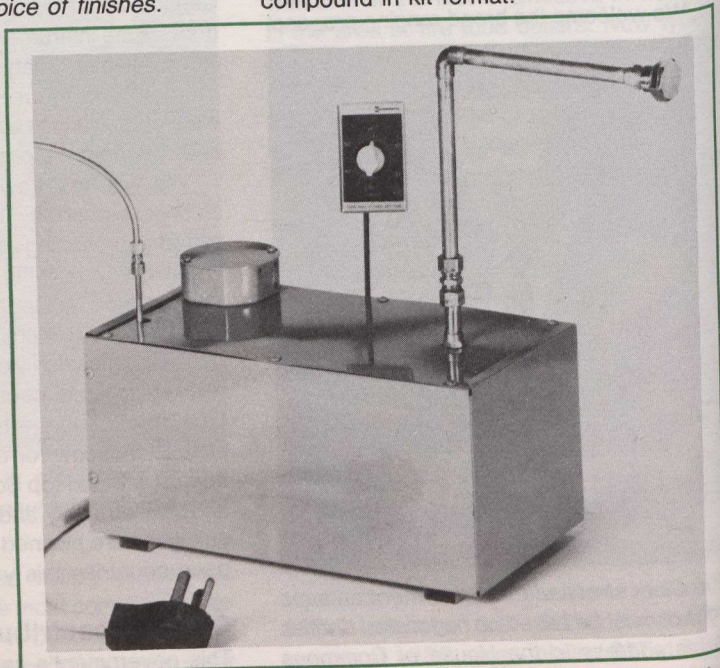
- Steam Sauna — household sauna kits;

- Swing Paints Limited — furniture stripper, lemon oil, tung oil, heavy body paint remover, teak oil and paste varnish; and

- Xypex Chemical Corporation — concrete waterproofing compounds, hydraulic cement compound in kit format.



Attractive maintenance-free, high-strength PVC garden furniture is manufactured by Niagara Triad Canada.



The easy-to-install steam generator from Steam Sauna, is one of the many new products at the home show.