

Ottawa im Kongress

AUSSTELLUNGEN

MONTREAL AUSSTELLUNG

Ottawa im Kongress

zu J.Nr 541/37.

Konzept.

Montreal, den

1937.

Anadas

Auswaertige Amt
B e r l i n .

Betr.: National Produced in Canada
Exhibition.

1 Paket Drucksachen.

*Me 29/11.
auf Ottawa*

In der Zeit vom 3. bis 13. November d.J.
hat in Montreal die zehnte National Produced in Canada
Exhibition stattgefunden. Sie nahm zwei Stockwerke im
Gebaeude der Sun Life Assurance Company ein, aehnlich
wie in frueheren Jahren.

Es besteht der Eindruck, dass die Ausstel-
lung in der Oeffentlichkeit verhaeltnismaessig wenig
beachtet worden ist, wenn auch die Zeitungen berichten,
dass der Besuch sehr gut war. Sie kann an Ausmass kei-
neswegs mit der Canadian National Exhibition verglichen
werden, die Ende August bis Anfang September in Toronto
stattfand. Ueber die Anzahl der Besucher liegen keine
offiziellen Zahlen vor.

Der Charakter der Ausstellung war der glei-
che wie im vorigen Jahre (s. Bericht vom 21.11.36 - J.Nr.
1343). In der Hauptsache hatten Industriefirmen der
Provinz Quebec ausgestellt. Einen grossen Stand hatte
der chemische Konzern Canadian Industries Limited. Be-
sondere Erwaesthung verdienen ferner die Ausfuehrungen
des Verbandes der Architekten der Provinz Quebec sowie

die

die photographische Darstellung der baulichen und industriellen Entwicklung in Baie Comeau, Que., wo eine Zeitungspapierfabrik und Kraftstation errichtet wird, ferner die Ausstellung der École Technique von Montreal, in der ein Druckerei- und ein Giessereibetrieb sowie eine elektrische und eine Maschinenwerkstatt gezeigt und die Errichtung eines Holzhauses demonstriert wurde.

Die Regierung der Provinz Quebec war vertreten mit einer Ausstellung des Ministeriums fuer Bergbau, Laendereien und Forstwirtschaft sowie Jagd und Fischerei, ferner des Provincial Tourist Bureau. Die Provinz Nova Scotia zeigte in einem besonderen Stand ihre beruehmten Aepfel

Zugleich mit der National Produced in Canada Ausstellung fand eine Radio-Ausstellung statt, mit besonderen Rundfunkdarbietungen. Hier waren die neuen Modelle der Rundfunkapparate fuer 1938 zu sehen.

Attraktionen fuer ein weiteres Publikum bildeten die Ausstellung eines mechanischen Menschen, eine Gemaeldeausstellung und eine Ausstellung von Kunst- und Handwerksgegenstaenden der Caughnawaga Indianer der Provinz Quebec.

Die Ausstellung wurde hauptsaechlich gefoerdert von der Kanadischen Fabrikanten-Vereinigung; eroeffnet wurde sie vom Handelsminister der Provinz Quebec.

Verschiedene Drucksachen, die verteilt wurden, die aber kein vollstaendiges Bild der Ausstellung geben, liegen bei. Ein Katalog ist nicht herausgegeben worden.

WS 27/XI/27

**Deutsches Generalkonsulat
für Kanada.**

Zm' J. Nr. 541

~~Montreal,~~

Ottawa, den 30. November 1937

J. Nr. 1267

Betrifft: National Produced in
Canada Exhibition

1 Paket Drucksachen

Dijch. Stemp. Bureau
Eing. - 8. DEZ. 1937
Zageb. Nr.

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wird,

An das

Auswaertige Amt

B e r l i n .

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THE GAZETTE

BUILDING ADVANCES TO FEATURE FAIR

Produced-in-Canada Exhibi- tion to Be Staged in Sun Life Building

Increase in construction throughout Canada will be reflected at the National Produced-in-Canada Exhibition next month when the construction industry will play a greater part than at any previous display. In all parts of Canada construction is increasing, exhibition officials have been informed, and there is keen public interest in private and public building.

Features of the construction section of the exhibition opening on November 3 will deal with home construction, office buildings and home renovations, the latter indicating in many ways how Canadian citizens are taking advantage of the Home Improvement Plan. Millions of dollars are being spent renovating Canadian homes and manufacturers of equipment and supplies expect even greater increases after the new year.

Industrially, the exhibition this year will stress development in Canada during the past decade. Ten years ago the first National Produced-in-Canada Exhibition was held. Exhibitors were comparatively few and crowds were, compared to those of the last few years, small. During the past few years advance in display has been the outstanding feature of the exhibition until this year exhibits arranged by leading industries are equal to those shown at any of the world fairs or international exhibitions.

In securing the third and fourth floors of the Sun Life Building for the exhibition again this year, the management is able to present a complete display impossible in any other Montreal building. Availability of this space has assured continuity on manufacturing display in Montreal and permits this metropolis to rank among the leading exhibition centres in Canada.

EXHIBITION IS SET FOR NOVEMBER 3-13

10th Annual Produced in Canada Show to Be Held in Sun Life Building

9-25/18
10-7-18

Dates for the 10th annual National Produced in Canada Exhibition are November 3 to 13, it is announced by the exhibition management. When plans for the exhibition were made public a few weeks ago available dates at the Sun Life Building were not known. The 10 day period comes at the same time of year as previous fall exhibitions.

In spite of the fact that plans for the exhibition were suspended for some time owing to lack of suitable exhibition space in Montreal the management reports that the space reserved by industrial and other exhibitors is equal to that of former years. By the time final plans are completed, it is stated, the 10th annual exhibition may go on record as being the largest ever held in Montreal. Theme of the exhibition will be the change in industrial methods and advertising during the exhibition's decade of existence. Exhibitors are being encouraged to reproduce booths similar to those of 10 years ago alongside of the colorful, streamlined displays of today. In that way, it is pointed out by the management, Montrealers will appreciate the extensive growth in what has come to be a permanent annual institution in this city.

Strongly behind the anniversary exhibition is the Produced in Canada Association (Quebec) Incorporated. Neil C. Polson, president of the Produced in Canada Committee, is lending his personal and official support to the exhibition and is confident that it will surpass any industrial display seen in Montreal during the past few years. The exhibition will again be national in scope and will include representative exhibits from all parts of the Dominion. Educational exhibits will again be featured.

MENTAL TEST ORDERED

GRAPHOLOGIST STARRED

6-Year Harvey Golden Directs Show at Exhibition

Under the "managership" of a 16-year-old Montreal boy, Harvey Golden, a show called the Graphic League, whose star is Augustus Kingsley, handwriting expert, is now being presented to large crowds at the Produced in Canada Exhibition in the Sun Life Building. "Professor" Kingsley, as he is known, is analyzing handwriting for visitors to the exhibition. The graphologist has assisted the Quebec Provincial Police and the City of Toronto police department in solving crimes, according to the young impresario. Too, he uncovered a forgery in a noted English case, the "manager" declares.

Harvey has been four years in the show business, according to his publicity agent. He has toured eastern Canada and eastern United States with carnivals and sideshows, and has for some time now been an impresario.

The handwriting expert, settled down after his world travels, lives in Ste. Agathe, according to Harvey, where he is building a library for the Graphic League. Funds the League obtains from its exhibition stay will be used to buy books, it is said.

Following the Produced in Canada show, the company will move on to the Royal Winter Fair in Toronto, the young manager says, and he hopes to return to Belmont Park next summer. The boy is impressed with the Sun Life Building exhibits, but thinks there should be more sideshows, a "fat woman," perhaps, to go with the mechanical man.

CANADIAN PRODUCE TO APPEAR IN SHOW

Quebec, N.S. Governments Organize Displays for Ex- hibit Opening Wednesday

The Quebec Government will be represented by three distinct exhibits at the National Produced in Canada Exhibition and Radio Show opening Wednesday, with the Quebec Tourist Bureau using additional space to portray to Montrealers the travel attractions of this province.

Represented in elaborate exhibits are the departments of Game and Fisheries, Lands and Forests and Mines. The tourist exhibit, arranged as a special exhibition feature through the Montreal office, will be one of the most varied of displays in the national show. The mines exhibit, it is stated by Government officials, will do much to indicate the importance of the mining industry to the province and to show the advances that have been made in Quebec mining during the past few years.

In addition to the Quebec Government the Nova Scotia Government, represented last year for the first time, will also occupy considerable space. Last year Colin Groff of Nova Scotia brought to Montreal the Annapolis Valley Apple Queen. This year he will have two young Nova Scotian ladies, both of whom will appear in Evangeline costumes. In addition to the display of apples arranged last year, the Nova Scotia exhibit will include two miniature houses and typically quaint Nova Scotia scenes.

From the lower St. Lawrence comes one of the most unique exhibits of the show, a photographic history of the newest city in Canada, Baie Comeau, on the north shore of the Gulf of St. Lawrence. These photographs, taken by Melvin Hearn, show the entire process of constructing a city from beginning to end. Approximately 100 pictures are included in the pictorial biography of this city in a wilderness.

Plans for the opening Wednesday evening are now completed, according to the exhibition management. The opening dinner will be held in the Windsor Hotel, with Hon. Joseph Bilodeau listed as principal speaker. Following the dinner the official party will visit the exhibition where Mr. Bilodeau will declare this tenth annual all-Canada display officially opened. Leading industrialists, financiers and others will then make a tour of the exhibition aisles.

27/10/37

THE GAZETTE.

PLAN NEW EXHIBITS AT CANADIAN SHOW

Officials Report Unusual Interest in Display Here Next Week

With the tenth annual National Produced in Canada Exhibition and the Montreal Radio Show opening in the Sun Life Building next week, active display construction has now commenced on the two exhibition floors. Several hundred men are engaged on a job involving an expenditure of thousands of dollars by Canadian industries as they display to Canadians the industrial wealth of the Dominion.

The exhibition this year, partly because of the addition of the Radio Show, promises to be more colorful and varied than any previous display. Highlights of the exhibition already under construction include the Little Theatre, featuring industrial sound pictures, the chemical exhibit, the construction section illustrating activity in Canadian building and renovation under the Home Improvement Plan, the Gallery of Advanced Art introducing to Canada for the first time the work of the Dominion's most modern artists, a greatly enlarged food and women's section, educational exhibits and handicraft displays and the Radio Show with its special broadcasting station.

Evidence of the support being given the exhibition and the Produced in Canada movement by Montreal business men is illustrated by the statement issued by Norman J. Dawes, president of one of Montreal's largest industries. "A portion of every dollar spent in Canada on Canadian-made goods eventually finds its way back to the pockets of Canadian work people, doing a great deal to relieve unemployment," Mr. Dawes stated.

"The more wage-earners we have in Canada, the greater the spread of purchasing power of the population. Taxation costs will be more widely distributed and the necessity for unemployment relief reduced.

"The sponsors of the Produced in Canada movement are to be congratulated on their effort to keep before the public the high qualities and great range of Canadian-made products and it is gratifying to note that they ask for support only when price and quality are at least equal to imported merchandise of a similar nature. The forthcoming Produced in Canada Exhibition is one means of demonstrating to our public just what Canadian manufacturers are doing to keep ahead of the field in industry. Each year the range of products exhibited becomes more varied. Not only are the displays highly educational, but the beauty of many of the exhibits and the ingenuity utilized in their manufacture should attract people interested in both the arts and the sciences."

ALL-CANADA SHOW WILL CLOSE TODAY

Tenth Annual Display of Canadian Products Ends Most Successful Run

The curtain rings down tonight on the tenth annual National Produced in Canada Exhibition and Radio Show. For the final day radio again occupies the spotlight with manufacturers, dealers, broadcasting stations and entertainers co-operating to make this the second big Radio Day of the national display.

During the afternoon and evening there will be continuous programmes and broadcasts from the broadcasting room in the exhibition, the public being admitted to see radio shows going out over the air. Featured in the show is Larry Burke, Canadian-born NBC tenor, who concludes today his first Canadian engagement since he became known to American radio audiences. In spite of his appearance in some of the greatest motion pictures of the last three years, including the Academy Award film, "The Informer," and in spite of his guest star spots on such famous radio programmes as "The Magic Key," "The Ford Hour" and other network shows, Larry Burke came to Montreal's exhibition on Monday virtually an unknown star. Since then, by virtue of his magnificent voice and winning personality, he has collected a near-record number of fans. For days he has been besieged by autograph hunters and last night had to be escorted to and from the broadcasting room by a squad of policemen.

In the industrial section of the exhibition the chemical show, with bilingual lecturers, sponsored by Canadian Industries, Limited, the architectural section sponsored by the Quebec Association of Architects and the building display featuring an exhibit by the Home Improvement Plan have been outstanding attractions during the past nine days. Other highlights of the show have included the Gallery of Advanced Art which has attracted a record number of artists, art lovers and collectors, the exhibits of handicrafts and hobbies and the first public appearance of "Sir Oracle," the two-ton mechanical man who walks, talks and smokes an endless chain of cigarettes.

Before the exhibition doors close at eleven o'clock tonight the largest exhibition crowds in Montreal history will have visited the tenth annual display. Combining the two annual attractions, the Produced in Canada Exhibition and the Radio Show, has proved such a popular innovation that this policy is likely to be continued in future exhibitions.

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CANADA'S PRODUCTS WIDELY FEATURED AT NATIONAL SHOW

Hon. Joseph Bilodeau At-
tends Official Opening of
11th Exhibition

"BUY CANADIAN" SLOGAN

Neil Polson, President, Ap-
peals for Greater Support of
Dominion-produced
Goods

Merchants and industrialists who are taking part in the National Produced in Canada Exhibition are doing so not with the sole object of increasing their individual clientel, but also for the purpose of bringing together their goods to emphasize the strength that lies in unity. Hon. Joseph Bilodeau, Minister of Trade and Commerce in the Quebec Provincial Cabinet, said last night at the official opening of the Exhibition, which is now being held in the Sun Life Building, Dominion Square. A large crowd attended the opening.

"The worthwhileness of our economic reconstruction and our work of social and humanitarian stabilization are made possible by the sane collaboration of the essential elements of economic activity—human capital and monetary capital—placed at the service of our province and respectful of her political and social order," the Minister said.

The Canadian Products Exhibition, Mr. Bilodeau remarked, was a living witness to the continued improvement which had been manifesting itself for some time, and particularly during the last few months, in the economic life of the Province of Quebec. Quoting the most recent statistics issued by the Dominion Bureau of Statistics, the speaker explained that business conditions as a whole and labor in particular had progressed much more rapidly in this province than in other sections of Canada, and in Montreal more rapidly than, for example, in Toronto.

"If I have made use of comparisons," Mr. Bilodeau continued, "it was not for the purpose of flattering a fruitless vanity, nor of stirring up rivalry as between province and province or city and city. Far from it. My aim was only to give you perhaps a clearer idea of the encouraging results a people can achieve by the concerted efforts of its individual citizens with the help and foresightedness of its Government and industrial leaders. The figures ought to prompt us to draw still closer the bonds of our solidarity in the work of economic renaissance so well begun."

DINNER PRECEDES OPENING.

The Minister of Trade and Commerce spoke at a dinner held in the Windsor Hotel, attended by officials of the Produced in Canada Association (Quebec) Incorporated and prominent businessmen of Montreal. Chairman at the dinner was Neil C. Polson, jr., president of the association, who spoke on the objects of the exhibition.

The Produced in Canada Association, he said, aimed to increase interest in, and extend practical support for, the object of the name which it carried. "Produced in Canada" applied to everything that came out of the country, whether it was from the soil, from the seas, or from industrial establishments.

"We do not advocate support of the Produced in Canada movement, simply from patriotic or selfish motives," Mr. Polson stated, "and we always try to make it quite clear that we seek support for it only if produced-in-Canada merchandise is at least equal to the quality of similar merchandise which comes in from abroad. Our idea is not Utopian. It has a very direct relationship to the prosperity of Canadians as individuals and in a collective sense."

In this connection the speaker enumerated a list of goods which had in the past year been imported by this country, of which a considerable proportion could have been produced here. If that had been done, he claimed, the direct result would have been to create more employment in Canada. These unnecessary imports, he added, were not manufactured goods alone; a considerable quantity of agricultural produce was also bought from abroad.

Admitting the truth that Canada as a nation could not live alone; that she must have imports in order to maintain a balance of trade, there was no reason why deeper thought should not be given to the matter, Mr. Polson said.

"It is not a question of being selfish; it is a question of being

sensible," he remarked. "We cannot expect others to buy from us if we do not buy from them. At the same time we have to provide as far as possible work for our own people. How else then can we provide this work and help to reduce the taxes which are collected to help pay for unemployment relief if we do not buy our own products on every possible occasion?"

The matter was one for education of the nation as a whole and of women in particular, since figures showed that they were responsible directly or indirectly for 87 per cent. of the purchases of the Dominion.

"Foreign buying is a serious matter to us, but it is one in which we shall not make much headway until we realize the implications behind it. Every purchase of foreign goods puts money into the pockets of workmen outside of this country and when I say 'workmen' I mean all classes. If therefore we are to improve this situation, we must find ways and means of persuading our own people to give more thought to the Produced in Canada movement and to remember at all times the slogan: 'Be Canadian—Buy Canadian.'"

Guests at the head table at last night's dinner were: Mr. Bilodeau, Mr. Polson, Senator C. P. Beaubien, E. M. Wilcox, Kenneth Dawes, Alfred Charpentier, Rene Morin, J. McA. Murphy, Alderman Leo McKenna, Gustave Francq, Hon. Gilbert Layton and Joseph Beaubien. Entertainment was given by the Welsh Male Choir, under the direction of Tommy Edmonds.



NATIONAL PRODUCED-IN-CANADA EXHIBITION

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NOV. 3rd-13th

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E. M. WILCOX, Exhibition Manager
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DECADE'S PROGRESS SHOWN IN DISPLAYS AT NATIONAL FAIR

Produced-in-Canada Exhibition, Opened Yesterday, Offers Many Novelties

RADIO MODELS FOR 1938

Colorful, Varied and More Comprehensive Than Ever Before, Show Has Great Popular Appeal

"New" is the catchword of the tenth annual National Produced-in-Canada Exhibition and Radio Show which opened last night in the Sun Life Building. Two entire floors are occupied by the national display and fully 90 per cent. of the exhibits are new to Montreal.

Concluding its first decade, the exhibition has set out to illustrate the vast difference between Canada of 1927 and Canada of today. To accomplish this the management has introduced new policies, brought in new educational, artistic and entertainment features, co-operated with exhibitors in presenting new designs and adopted a new type of ceremony for the opening.

Hon. Joseph Bilodeau, Quebec Minister of Trade and Commerce, officiated at the opening, speaking at the official dinner held in the Windsor Hotel. Following this ceremony Government representatives, industrialists, members of the press and other distinguished visitors crossed over to the exhibition. There they saw the greatest and most comprehensive display ever presented in Montreal, and the finest exhibition in the institution's ten years of history.

A combined exposition, including all the regular Produced-in-Canada exhibits and features and, in addition, the attractions of Montreal's popular Radio Show, the exhibition this year expects to attract record crowds and has prepared a display that offers the utmost in value. Colorful, extensive, varied and more interesting than ever before, the exhibition strikes a new note in display appeal and seeks public support on its merits.

Prime purpose of the Produced-in-Canada Exhibition is to bring to the attention of the Canadian people the wide variety of products manufactured in Canada, and manufacturers throughout Canada have co-operated in bringing to the display this year more color, glamor and variety than in any previous year. Outstanding among the industrial

exhibits are the long chemical exhibition facing one of the entrances, the process exhibits and the detailed displays showing both methods of manufacture and quality products.

Featured among industrial exhibits are displays covering the construction industry, engineering, food and general manufacturing. A display by Canadian architects adds considerable interest to the construction section, and in another part of the exhibition is the photographic display dealing with the Baie Comeau development, the largest single construction project now under way in Canada. Interesting because of excellent photography and human appeal, the Baie Comeau photographs give a vivid illustration of a city in the making. Pictures taken by Melvin Hearns, Editorial Associates photographer on the development site, will feature the building of the new city, construction of the newsprint mill and power plant at Outardes Falls, and scenes illustrating the life of a worker in this new outpost. The Baie Comeau development, a \$30,000,000 project, is now nearing completion, with the first unit of the power plant already in operation and the newsprint mill scheduled to open early in 1938.

FEATURE ATTRACTIONS.

Highlights of the featured attractions this year include Sir Oracle the Mechanical Man, a two and a half-ton metal man who talks and walks and smokes and behaves in many ways like a human. Constructed by a group of Montreal electrical engineers, this latest addition to the world Robot Family is the first full-sized monster to be built in Canada. Made of shining chrome metal, it is striking and impressive in appearance. For several reasons its methods of operation are being kept secret, and it remains, though on public view, the Mystery Man of the exhibition.

Nearby is the Gallery of Advanced Art, the most exciting art show ever presented in Montreal. Its pictures are new, modern, and in several instances controversial. Not every artist will agree with the pictures it presents, but it does serve to illustrate the new movement in Canadian art and has value for art students and collectors as well as for the man on the street who seeks knowledge of the newest in art forms.

Montreal schools, charitable organizations and private associations have contributed to make the assemblage of features an outstanding one. Model engines, wooden circuses, sports and handicrafts, world champion Siberian dogs from the Laurentians and a variety of hobbies and home crafts make the exhibition complete and entertaining.

Throughout the exhibition there are numerous unexpected attractions that add to the interest value of the complete show. Too numerous to list, they have been selected for their show-appeal and human interest.

MONTREAL RADIO SHOW.

Outstanding in public interest this year is the modern version of the popular Radio Show, which combines entertainment, education and human interest. For the exhibition a special studio and stage have been constructed, and from

here radio programmes are broadcast throughout the day and a continuous programme of the best entertainment in Montreal is provided. For the opening night there were singers, dancers, orchestras and various cabaret performers. During the next ten days there will be numerous well-known programmes broadcast and, through the show, Montrealers are being given an opportunity to see their favorite radio personalities in person. The beginning of next week, the management announces, one of the leading NBC radio stars will be brought to Montreal specially for the Radio Show. Until all negotiations are completed the exhibition, however, is making no announcement.

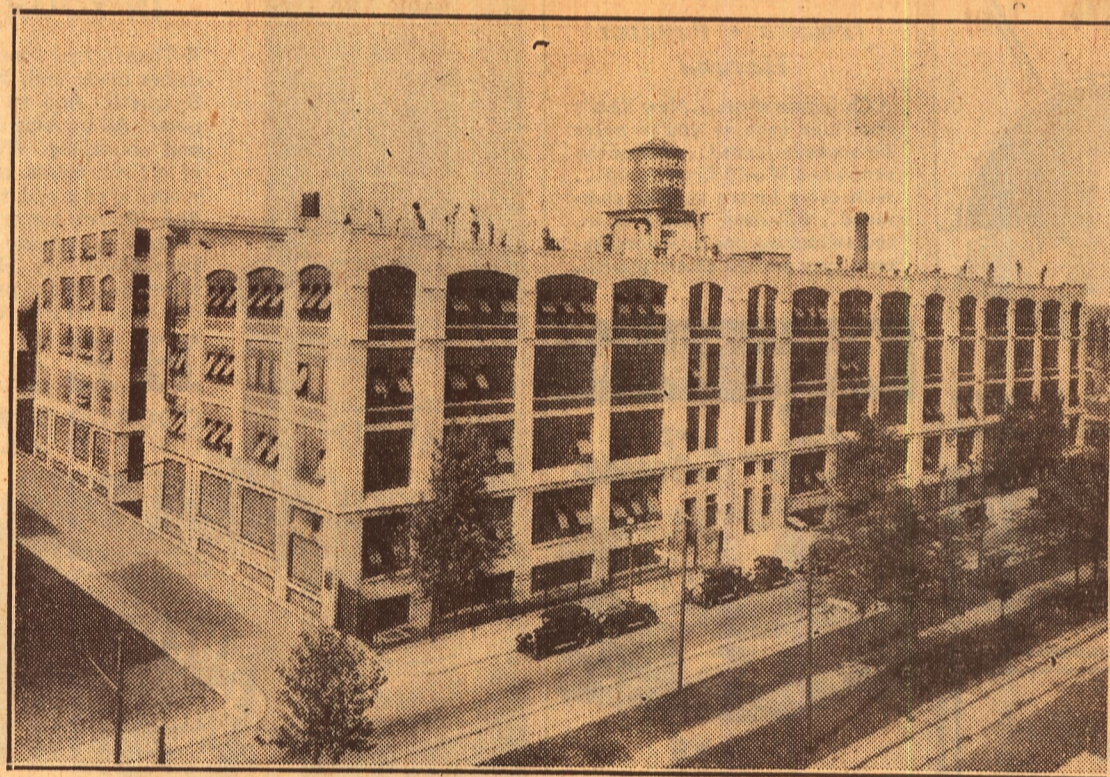
Of particular interest to visitors in the Radio Show are the exhibits of the new 1938 radio models, as new as the newest motor cars. In the radio industry, as well as in the automotive trade, it is shown, there is definite styling, and there are annual changes that mean vast improvements in reception and design. The leading radio makers in Canada are represented in the show and their models are the latest to be made in Canada.

The Dominion Government is also represented in this section of the exhibition, with a special exhibit showing the Dominion's methods of assisting radio fans to hear good programmes. On display is a complete radio car and noise-suppressing component parts from various manufacturers. The Montreal Radio Relay League is also represented with both French and English sections. The League's long exhibit, occupying almost an entire side section of the Radio Show, reveals the activities of these serious-minded radio fans who accept radio as something more than an entertainment.

THREE GOVERNMENT SHOWS.

Three Canadian Governments are represented in the exhibition. The Dominion Government is represented in the Radio section. The Quebec Government has displays illustrating the work of the Department of Mines, Lands and Forests and Hunting and Fishing, and a special display from the Provincial Tourist Bureau. The Province of Nova Scotia, one of the first outside provinces to enter the Montreal show, is again represented with a colorful and well-planned display illustrating the beauties of travel in the seaside province and the high qualities of apples grown in the famed Annapolis Valley.

The exhibition will be open for the next ten days. It presents, in detail, a cross-section of Canadian life. As an industrial display, it is probably the most extensive ever presented in Montreal; as a centre of entertainment it is far above any seen in Montreal since the Produced-in-Canada Exhibition was inaugurated ten years ago. Next week Montreal will celebrate, with the exhibition, the annual Produced-in-Canada Week, sponsored by the Produced-in-Canada Association (Quebec) Inc. At the same time it will mark Canada's annual Radio Week, devoted to the newest of communication sciences. In both events the exhibition will play an important part.



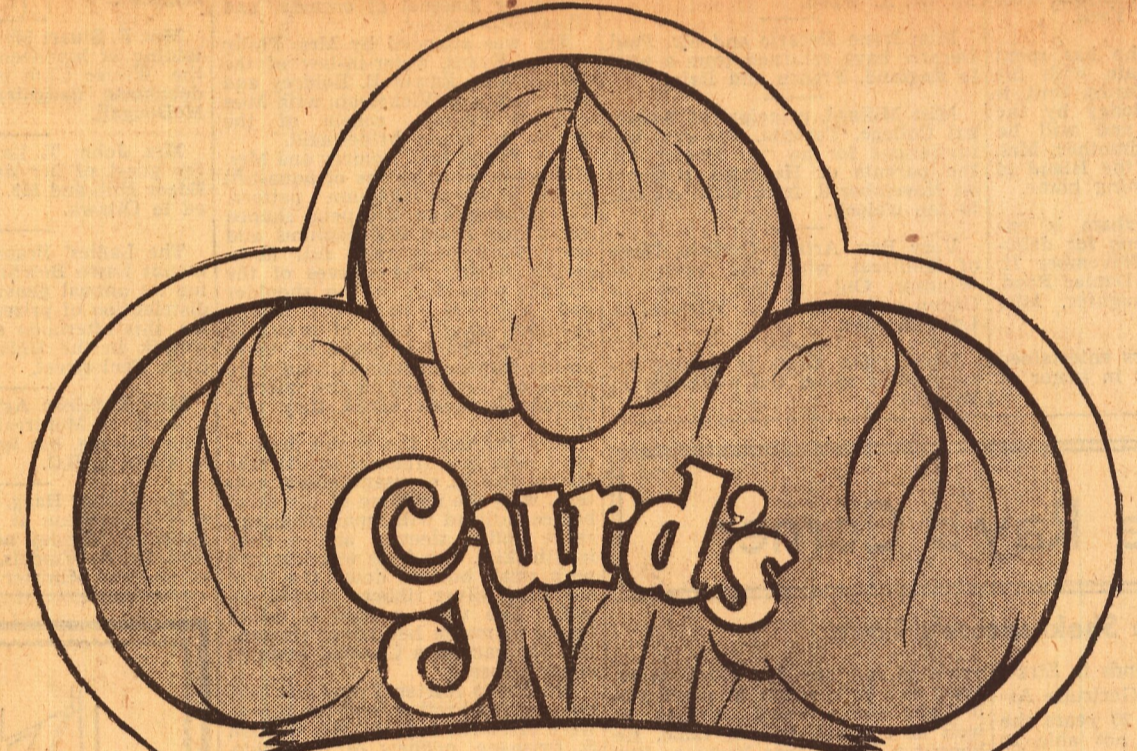
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