

*Jr. J. Nr. 146*

1)

Montreal, den *28. 2.* 1933.

An  
das Deutsche Ausstellungs- und Messe-Amt  
B e r l i n W 1 0  
Koenigin Augusta Str. 28.

Im Anschluss an mein Schreiben vom  
13. Nov. 1931 - J. Nr. 1167.

*- 1 Katal. Auslagen -*  
*Geschäftsakt*

*mk 4/30*

*Kontaktag in Frankfurt  
Dankbriefe brief.*

*(Anb. / Frankfurt  
für Familie J.  
von dem Album)*

Die "National Produced in Canada Exhibi-  
tion", die in fruheren Jahren im Spaetherbst ab-  
gehalten wurde, hat in diesem Winter erst in der  
Zeit vom 8. bis 18. Februar stattgefunden. Die  
Ausstellungsdauer ist also um einige Tage verlaen-  
gert worden. Der Grund fuer die Verzoegerung war  
die Tatsache, dass die Raeumlichkeiten, in denen  
die <sup>Ausstellung</sup> abgehalten werden sollte, noch nicht ganz  
fertiggestellt waren. In diesem Jahr ist die Aus-  
stellung in dem im Zentrum der Stadt gelegenen  
Riesengebäude, dem sogenannten Sun Life Building,  
untergebracht worden. Dieses Gebäude ist das zum  
groessten Teil leerstehende Geschäfteshaus der Sun  
Life Assurance Co. of Canada, <sup>sind immer</sup> das als das groesste  
Geschäfteshaus <sup>im</sup> des Britischen Reiches bezeichnet,  
<sup>als</sup> wird. Die Ausstellung nahm <sup>zwei</sup> 2 Stockwerke ein, die  
so gebaut sind, dass sie um die Aufzuganlage, im Mit-  
telpunkt des Gebäudes, <sup>herum</sup> in 4 grossen Fluchten verlau-  
fen. Die Uebersiedlung von dem im Osten der Stadt  
gelegenen Stadium nach dem im Zentrum gelegenen,  
prachtvoll ausgestatteten modernen Sun Life Building  
ist offenbar ein <sup>guter</sup> sehr gunstiger Zug gewesen, einmal  
wegen der leichteren Erreichbarkeit, sodann auch we-  
gen der groesseren Geeignetheit der neuen Lokalitaet.  
Die freien Fluchten des Gebäudes eigneten sich her-  
vorrangend fuer eine Ausstellung, die im wesentlichen  
aus kleinen und mittelgrossen Staenden besteht. Die

*Christl. Windreit*

einzelnen

einzelnen Staende waren durchweg besser ausgestattet als in frueheren Jahren. Die Zahl der ausstellenden Firmen war groesser als je. Bei einzelnen Ausstellern war deutlich zu bemerken, dass sie an Ausstellungstechnik hinzugelernt hatten. Auch die Zahl der Besucher soll groesser gewesen sein als je zuvor.

Die Ausstellung erfreute sich wiederum, wie das bei der protektionistischen Einstellung der gegenwaertigen konservativen kanadischen Regierung nicht anders zu erwarten war, der angelegentlichsten Foerderung durch die Kanadische Regierung. Der Premierminister Bennett hat eine Einleitung zu dem hier beigefuegten <sup>Ausstellungen</sup> speziellen Katalog geschrieben, ueber das Wachsen der kanadischen Fabrikation im 20. Jahrhundert. Der Handelsminister Stevens eroeffnete die Ausstellung persoendlich. Der Premierminister von Quebec sowie der Buergermeister von Montreal haben die Ausstellung besucht und Reden gehalten. Der Letztere, ein frueherer liberaler Minister, schraenkte seine Befuerwortung der "Buy Canadian"-Bewegung <sup>allmaehrig</sup> dahin ein, dass er betonte, Kanada duerfe keine Gelegenheit vernachlaessigen, seine Erzeugnisse gegen diejenigen anderer Laender einzutauschen und muesse auf diese Weise eine Welt-handelspolitik verfolgen. Waren, die Kanada nicht selbst herstellen koenne, muesse es anderswo kaufen.

Die hier beigefuegte Sammlung der auf der Ausstellung verteilten Drucksachen ist nicht sehr reichhaltig ausgefallen, da die meisten ausstellenden Firmen, was Drucksachen angeht, offenbar eine gewisse Sparsamkeit walten liessen.

D.G.K.

J. a

2) A.A.

2) 7. Mr. 196.  
A.A.

Montreal, den 28. 2 1933.

Betr.: "National Produced in Canada  
Exhibition" in Montreal.

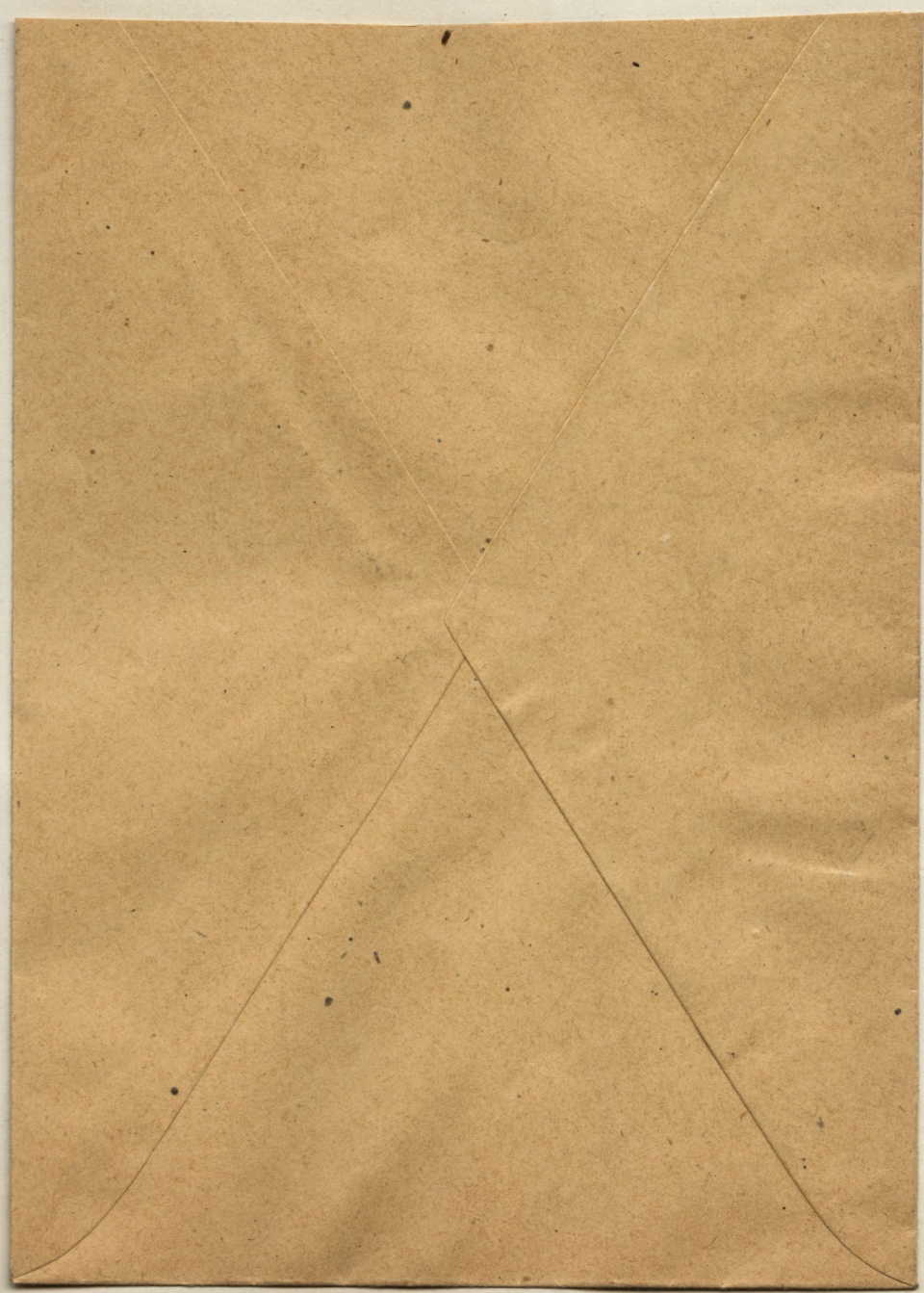
Im Anschluss an den Bericht vom 13.  
Nov. 1931 - J.Nr. 1167.

- 1 Anlage ~~nebst~~ ~~Unteranlagen~~ -

EINGEGANGEN BEIM  
Deutsches Konsulat  
am FEB 28 1933 ☆  
Tag... 196.  
Anl.

*nb 4/3*

Dem A.A. beehre ich mich anliegend eine  
Abschrift meines heutigen Schreibens an das  
Deutsche Ausstellungs- und Messe-Amt in Berlin  
vorzulegen.



*hm*

July 17/2

## EXHIBITORS SHOW MARKED APPROVAL

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Fully 75 p.c. of Firms Ready  
to Start Arrangements for  
1934 Display

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### INDICATION OF SUCCESS

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Electrical Manufacturers and  
Utilities Well Represented  
at Produced-in-Canada  
Exhibition

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Clear-cut and conclusive proof of the success of this year's National Produced in Canada Exhibition, which closes tomorrow evening, came from the exhibitors themselves yesterday when a canvass of the representatives of the various firms either displaying or selling goods revealed that fully 75 per cent. of the exhibitors are so well satisfied with the genuine interest being taken in the industrial display that they are willing to make preliminary arrangements now to participate in the next exhibition.

Many firms are not attempting to sell merchandise and are simply displaying their products. However, those who have offered their goods for sale, in many cases at especially attractive prices, have met with a heavy demand for their wares. Exhibitors, large and small, and the general public, from captains of industry to the humblest of householders, have been unanimous in describing this year's exhibition, with the Sun Life building as its setting, as one of the finest displays of any kind ever held in this city.

The largest afternoon crowd to date visited the show yesterday including many groups from industrial organizations and educational institutions. The booth of the Montreal Association for the Blind attracted much attention yesterday, as on previous days. Here one may see sightless Montrealers busily engaged in the various steps of broom-making and in the manufacture of mops, brushes and cane-bottomed chairs for which the institution is justly famous.

Canada's leading electrical manufacturers and utility companies are all represented in the electrical section of the exhibition at the north side of the building. There are more than 50 different classifications of electrical goods and merchandise on display. There are radios, telephone and telegraph instruments, traffic control demonstration outfits, a demonstration of the latest private automatic branch exchange equipment, and numerous other practical devices for household and office use.

The value of the electrical equipment and articles on display alone is estimated at nearly \$25,000, while the exhibit of one of the local electrical manufacturing firms cost over \$10,000.

One of the newest forms of surgical dressing, composed of rubber and having the peculiar property of adhering to itself, but not to anything else, is well worth seeing. The product is not unlike the familiar adhesive tape but it does not stick to the skin. It has many uses in the sporting and medical fields and in the office and home.

# MONTREALERS ARE CANADA CONSCIOUS

Intense Interest in Home-  
Manufactured Goods Shown  
by Community

## EXHIBITION CONCLUDES

Record Attendance on Clos-  
ing Day of National Pro-  
duced in Canada Exhibi-  
tion Reported

Record crowds flocked to the Sun Life building Saturday afternoon and evening to view the National Produced in Canada Exhibition which closed at the week-end after having been open for ten days during which time all previous attendance marks were surpassed.

Praised on all sides for its excellence and the quality and variety of its exhibits, the industrial display met with the wholehearted support of the public and exhibitors alike. In fact, some of the latter were so pleased with the interest taken by visitors to the show that an effort was made to keep the exhibition open for another week. Arrangements could not be completed in such a short space of time, however, and the management had no alternative but to close the exhibition on the scheduled date.

Held for the first time in the heart of the uptown theatre and shopping districts of Montreal, this year's exhibition occupied two floors of the magnificent new Sun Life building, a setting difficult to surpass, and it was open for four days longer than previous displays. Despite this it was necessary to throw open the doors in the morning during the second week in order to accommodate all those who wished to attend.

### BY WHOM SPONSORED.

The 1933 National Produced in Canada Exhibition was sponsored by the Produced in Canada Association (Quebec) Incorporated, and held under the auspices of the Quebec division of the Canadian Manufacturers' Association. The management was in the hands of E. M. Wilcox, who has supervised previous exhibitions of an industrial nature both in this city and elsewhere.

As part of the campaign to foster the purchase of produced in Canada merchandise and products the exhibition was singularly successful in bringing to the attention of the public generally the importance of buying made in Canada goods and the quality and variety of Canadian merchandise on a price comparison basis. It was the consensus of opinion among the exhibitors that Montrealers, at least, are "Canada conscious" this year more than ever before.

Those on the committee sponsoring the exhibition were: Mayor Joseph Beaubien, of Outremont, president of the Produced in Canada Association (Quebec) Incorporated; James H. Webb, chairman, Quebec division, C.M.A.; H. M. Jaquays, E. Howard Smith, W. H. Miner, Neil C. Polson, jr., P. E. Joubert, C. W. Williams, R. W. Gould, secretary, Quebec division, C.M.A.; and E. M. Wilcox, manager of the exhibition.

URDAY, FEBRU

## M.T.C.B. OFFICIALS VISIT EXHIBITION

### Tourist Bureau Heads Ex- tend Congratulations to In- dustrial Show Management

#### DIGNIFIED APPEARANCE

### Mayor Makes Statement Giving Wholehearted Sup- port to Produced in Canada Move

The congratulations of the Montreal Tourist and Convention Bureau were extended to the management of the National Produced in Canada Exhibition yesterday by officials who paid a special visit to the industrial display which is now being held in the Sun Life building. The clean-cut and dignified appearance of the exhibition and the widespread aggregation of products on display impressed the Tourist and Convention Bureau officers who later personally complimented E. M. Wilcox, the manager, on the excellence of the show.

Despite the cold weather thousands of Montrealers visited the exposition again yesterday and it was announced that W. C. Coulter, of Toronto, honorary president of the Canadian Manufacturers Association, would come to Montreal next Wednesday especially to see the exhibition which is being sponsored by the Produced in Canada Association (Quebec) Incorporated, a section of the Quebec division of the Canadian Manufacturers Association. While in this city he will address the regular weekly luncheon meeting of the Advertising Club of Montreal.

Proof that even a tin can may be beautiful is to be seen in the effectively-arranged display of nearly 1,000 cans of all varieties. This exhibit, sponsored by one of the largest can manufacturing concerns on this continent with a Canadian branch in Montreal, is one of the most colorful booths at the industrial display and to date has been the subject of widespread comment of a favorable nature.

#### RINFRET SUGGESTS MOVE.

Urging the people of Montreal to support the Produced in Canada movement because of its economic value, Mayor Fernand Rinfret issued the following statement yesterday, at the same time calling public attention to the fact that this is Produced in Canada Week.

"It is a privilege and a duty for me to recommend to the population of Montreal the 'Produced in Canada' movement sponsored by the Quebec section of the Canadian Manufacturers Association, and which aims to foster a spirit of preference in favor of the products of our factories among local buyers.

"It is a natural sentiment, and one which possesses an economic value, to grant this preference to goods representing the combined efforts of Canadian labor and industry. If a piece of goods is labelled 'Produced in Canada' that must set upon it a special value.

"Without losing sight of the opportunity for Canada to exchange her products for those of other countries, and thus maintain a policy of world trade, we must stress the buying of goods and articles which we cannot produce ourselves, from elsewhere. But when our industries can supply the market we should ask our own buyers to encourage Canadian enterprises.

"This campaign is an excellent one if restricted by proper considerations, and I am pleased to wish it complete success in our city which remains the metropolis for commercial exchanges.

"Buy Canadian products help to support Canadian industry, and do everything in your power to destroy the false notion that articles manufactured here are not essentially as good as those which come from abroad."

12  
MAY  
MAY 8, 1933.

# CANADA'S INDUSTRY DEPICTED AT SHOW

Produced in Canada Exhibi-  
tion Opens This Evening in  
Sun Life Building

NOTABLES TO BE PRESENT

Nearly 200 Exhibits in 80  
Different Classifications—  
Entertainment Features  
Include Dancing

A bird's-eye view of the products of Canadian industry, and novel entertainment and educational features are promised visitors to the National Produced in Canada Exhibition, being held this year in the Sun Life building, which opens this evening. Displayed on the third and fourth floors of the largest office building in the British Empire there will be a series of seemingly unending, and artistically-arranged, exhibits of Canadian goods and products.

Leaders in industry, finance, commerce and society will be in attendance on the fourth floor of the exhibition building this evening shortly after eight o'clock, when the mammoth display is officially opened by Hon. H. H. Stevens, Minister of Trade and Commerce, who is coming here from Ottawa especially for this purpose at the invitation of the Produced in Canada Association (Quebec) Incorporated, sponsors of the exposition. The province of Quebec and the City of Montreal, through Mayor Fernand Rinfret, will also be represented at the inaugural ceremonies and the Fusiliers de Mont-Royal and Sun Life pipe bands will be present.

Nearly 200 exhibits in 80 different classifications, including hundreds of varieties in each classification, will be on display tonight and for the balance of this and all next week. The exhibition will be open for ten days from noon until 10.45 p.m. It is an effort to stimulate interest in, and to foster the purchase of, Canadian-made products and merchandise with the end of helping to bring back prosperity by creating the demand which will give employment to many Canadians now jobless, or working short time.

## MANY SPECIAL BOOTHS.

Besides the commercial exhibits of one kind and another, there will be booths in the name of the Bermuda Trade Development Board, the Government of British Guiana, the Departments of Agriculture, and of Game and Fisheries, of the province of Quebec, the Quebec Bureau of Mines, and the League of Women's Rights. The growing trade between Canada and Bermuda will be shown by the exhibit of Bermuda vegetables and fruits. The exhibit includes a fine display of fresh celery, carrots, beets, onions, potatoes, tomatoes, strawberries, paw paws and lily bulbs, and views of Bermudian agriculture and scenery will be shown by a motion picture machine.

Entertainment features, including dancing, movies, habitant folklore, handicrafts demonstrations, and a tea room, all these being on the third, or lower floor, of the exhibition. The Musicians' Federation of Montreal has been granted the dance concession and several of the city's leading orchestras will be on hand nightly to provide the music. These arrangements are in the hands of John Tipaldi and N. H. (Buddy) Payne, of the brotherhood relief committee, which is helping about 200 jobless musicians.

Elaborate plans have been made to care for the crowds which are expected to flock to the exhibition and a battery of express elevators will be in service afternoon and evening to carry visitors to the exhibition floors.