

## **A. V. Roe stock offering example to the industry**

COURAGE can be of the adrenalin type. A quick movement in a tight spot, an action of self sacrifice. Or it can be an act of faith, faith in progress, faith in the economy.

This would be a true description of Hawker Siddeley's action in making possible Canadian stock participation in A. V. Roe Canada Ltd.'s progress in the economy. It was the type of move which set an example to other American and British parent companies who direct their Canadian operations as an adjunct to their sales departments.

For in the 20th century in Canada, to employ Canadians is not enough. Good industrial public relations comes of being part of the community. Canadian share offerings can do more in this direction than a hundred charity donations or scholarships.

To Canadian-owned companies the Avro move might be considered as a little bit of elbow nudging. For aviation is one of Canada's largest industries in terms of employment and gross value of the product but is one of the smallest in terms of investment opportunity.

The Canadian public is only too willing to invest in Canadian industrials, as the stock market activity in Canada indicates. It only requires the courage of industry leaders to look to the people for new capital rather than the Industrial Development Bank or the chartered banks.

Another point not to be overlooked in Canada—where most of the population knows little about aviation and cares less — shareholders can become influential enthusiastic supporters of Canadian aviation activities.

## **Industrial show piece**

Build a better mouse trap and the world will beat a path to your doorstep—when the news gets around.

Canadian research and development in the last few years has contributed a number of "better mouse traps" in the electronics field. Early last month upward of 10,000 Canadians were given a first-hand view of progress and productivity.

The exposition with which the Institute of Radio Engineers in Canada marked its 30th anniversary convention in Toronto was in every sense of the word an industrial show piece. Not only did more than 130 manufacturers, distributors and government bodies display their current products great and small, but 132 of the nation's leading engineers and scientists in the field drew sharp outlines of future development through presentation of practical and theoretical papers.

The results of a show such as that staged by the IRE are not readily recordable, even with the complicated and ultra-efficient digital and analog computers which were part of some displays. They may be confined to such intangibles as a sharing of knowledge to attack a common problem or pride in the achievements of fellow citizens, depending on whether one's view is that of the professional or layman.

They could quite conceivably be manifest in a quickening of development as new techniques learned through observation and literal "brain picking" are given new application.

Whatever the results, the organizers of the IRE Exposition deserve a hearty "well done." Let's hope the show was the first of many.