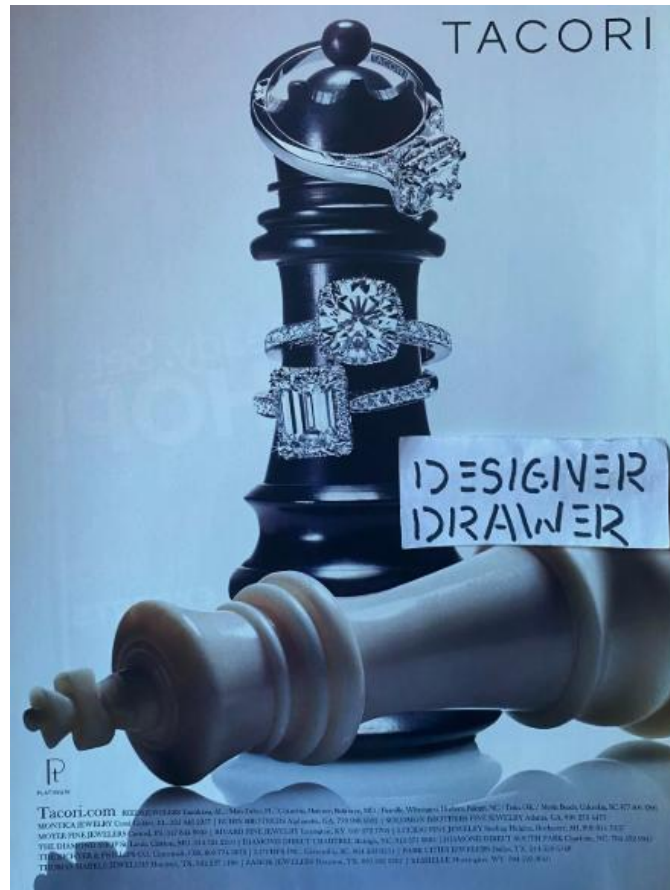


TACORI



2011

TAIPEI WTC

**Pensez à nous
comme à un premier
pas stratégique.**

**TAIPEI
WORLD
TRADE
CENTER**

Quelle est la règle du succès dans les affaires?
Savoir par où commencer. Heureusement, il existe un
endroit qui vous indiquera la bonne direction. Un
endroit où vous trouverez des indications
commerciales, des contacts d'affaires, des expositions
de produits et des foires commerciales internationales.
Le Taipei World Trade Center* Votre passeport pour
les affaires à Taiwan. **See us First.**

* Une partie du complexe Taipei World Trade Center comprend également
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TRADE CENTER
CHINA EXHIBITION TRADE
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L'Expansion - 4/11/1993

TAPIS ET MOQUETTES DE FRANCE



Votre Maison - 08/1980

TAYMOR'S

Oleg Cassini

It's your move...

Here at Taymor's we've stocked each of our stores with New England's largest collection of fine quality shoes for men. Among the many fine designer and brand names included in this collection are OLEG CASSINI men's fashions. Each of the styles designed by Oleg Cassini is as carefully thought out and meticulously executed as each move of a chess master. Nowhere in New England can you find a larger selection of these exquisitely crafted shoes than at Taymor's. And, as always, at Taymor's each pair is personally fit to you by one of our staff of highly trained, career professionals. All this and Taymor's policy of everyday value prices should assure you that we've done everything possible to make shopping at Taymor's a moving experience.

Now, it's your move; move up to Taymor's.

TAYMOR'S
COMMITMENT TO VALUE SINCE 1911

New England's leading shoe stores for men and women
Massachusetts: Brockton, Burlington, Danvers, Natick; Rhode Island: Warwick

TEACHER'S HIGHLAND CREAM

Page 126

Teacher's belongs in the picture, when you plan pleasant times. For Teacher's is hearty, like friendship.

There's in Teacher's the same rich enjoyment you find in all the pleasures you like to remember...

"It's the flavour"

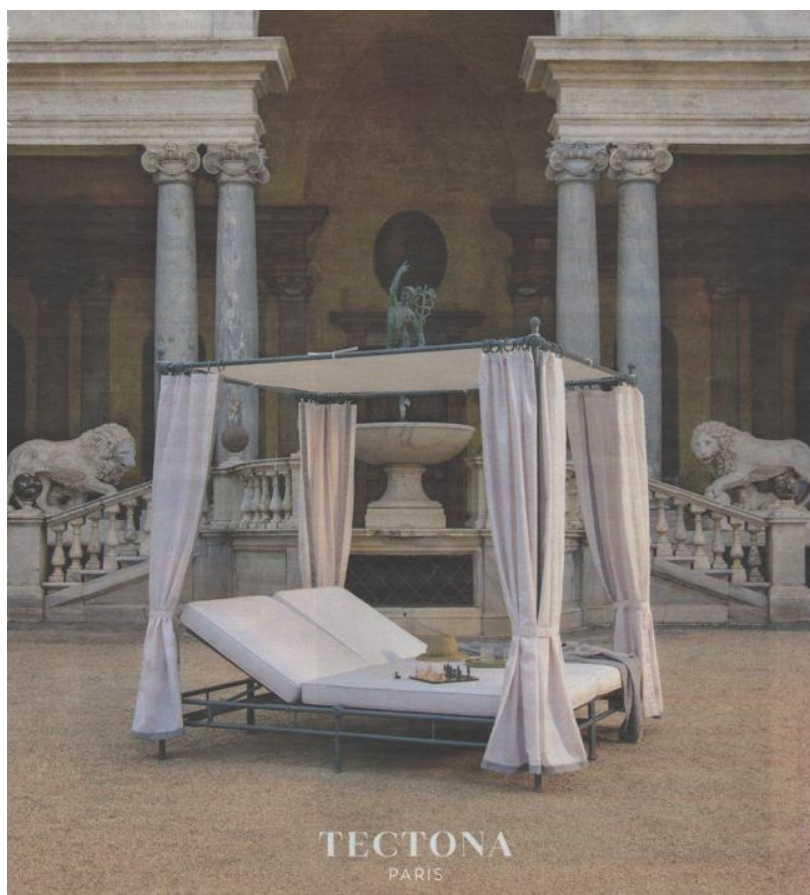


TEACHER'S
HIGHLAND CREAM
Perfection of Blended
Scotch Whisky
JAMES H. TEACHER & SONS, LTD.
GLASGOW
SCOTLAND
86 PROOF

Made since 1860 by Wm. Teacher & Sons, Ltd., Glasgow
SOLE U. S. AGENTS: Schieffelin & Co.,
NEW YORK CITY - IMPORTERS SINCE 1794

Années 1940

TECTONA



Le Figaro Magazine - 29/04/2022

TERRAMYCINE



Carte publicitaire - 1955

THEATRE CRETEIL



Dépliant - 09/1992

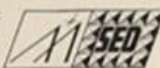
THE MARQUARDT CORPORATION

Marquardt Systems Engineering...

Total
Resources for
**TACTICAL
WARFARE**



Offense, defense and countermeasure capabilities in modern tactical warfare demand unique, effective, and immediate response. □ Marquardt's Systems Engineering Division—SED—offers its total resources—engineering and systems management capabilities, manufacturing, and advanced test facilities—aimed at providing solutions today for today's limited warfare problems. □ SED has the resources for upgrading weapons performance, quality, and cost effectiveness in the areas of munitions, ordnance, operations analysis, fire control, air and ground support systems. Write today for complete information to Howard J. Silberstein, General Manager, Systems Engineering Division.



SYSTEMS ENGINEERING DIVISION • THE MARQUARDT CORPORATION
15555 Selway Street, Van Nuys, California 91409

1967

THE OKONITE COMPANY



The Second Vital Move

The first vital move is won—the battle for production. Management and labor working together are delivering the tools of war in ever increasing quantities. The second vital move on the chessboard of war is now taking place—the use of these tools for Victory. • A flood of planes, ships, tanks and other mobile units is pouring from American factories. Okonite is making many of the insulated wires and cables on which they depend for power, control and communication. Even the death of rub-



ber has not stopped us, because our research laboratories years ago learned how to use synthetics and other materials for insulation. • Without the constant link in our country's future that spurred us and hundreds of other American Industries to maintain these research laboratories—our armed forces might still be waiting for the necessary tools of Victory.

THE OKONITE COMPANY
Executive Offices: Passaic, N. J.
Branch Offices in Principal Cities

BUY WAR BONDS — Every Pay Day Okonite's 1,000 Employees BUY WAR BONDS

Fortune - 09/1942

Entreprise américaine de fils et câbles fondée en 1878 à Ramsey (NJ)

THE ROYAL TAYLORS



1912

THE SHELDON SCHOOL



1911

THOMSON-CSF



LA FORCE D'ADAPTATION

Prise en compte de tous les scénarios, intelligence des systèmes, coordination des armes, c'est la Force d'Adaptation, qui permet à la Division Systèmes Electroniques de proposer aujourd'hui la meilleure réponse à la menace aérienne moderne.

La Division Systèmes Electroniques étudie et développe des concepts de défense anti-aérienne, basse et très basse altitude, adaptés aux besoins spécifiques de chaque interlocuteur. La modularité des systèmes et leur aptitude à la coordination assurent une réponse parfaitement adaptée. L'analyse de multiples scénarios a permis à la Division d'acquiescer un important savoir-faire en simulation et, pour que s'établisse un dialogue continu avec l'utilisateur, elle propose son assistance technique et la formation des personnels.

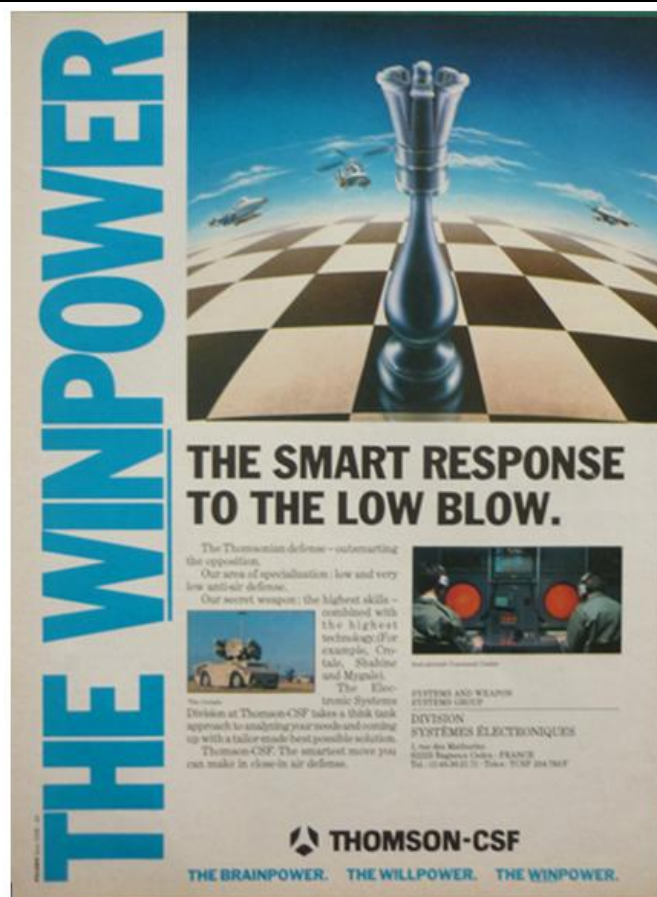
Présentée sur l'échiquier international, la Division Systèmes Electroniques propose la force de ses compétences pour faire échec à toutes les menaces.

DIVISION SYSTÈMES ÉLECTRONIQUES
18, av. André Bonni - B.P. 42
92223 BAGNEUX Cedex
Tél. (1) 46 84 12 13 - FRANCE
Tél. (01) 20 24 78 01

THOMSON-CSF
L'ESPRIT DE SYSTÈMES

- 12/1985

THOMSON-CSF



THE WINPOWER

THE SMART RESPONSE TO THE LOW BLOW.

The Thomsonian defense - outsmarting the opposition.
Our area of specialization: low and very low anti-air defense.
Our secret weapon: the highest skills - combined with the highest technology. For example, Cristide, Shalme and Magdel.

The Electronic Systems Division at Thomson-CSF takes a think tank approach to studying your needs and coming up with a tailor-made best possible solution. Thomson-CSF. The smartest move you can make in close-in air defense.

SYSTEMS AND WEAPON SYSTEMS GROUP
DIVISION SYSTÈMES ÉLECTRONIQUES
1, rue des Mathématiques
92011 Nanterre Cedex - FRANCE
Tél. (1) 46 84 12 13 - Tél. (01) 20 24 78 01

THOMSON-CSF
THE BRAINPOWER. THE WILLPOWER. THE WINPOWER.

- 07/1987

THREE FEATHERS



Next move is yours

Yes, because the first move was ours—bringing you the finest-tasting Three Feathers in 63 years—smoother, lighter, richer than ever—to make the finest Old Fashioned you've ever enjoyed!

THREE FEATHERS
Reserve
First Among Fine Whiskies

AT ITS PRE-WAR BEST

1946

TIME/SYSTEM (TaskTimer)



TASKTIMER 3.0
POUR WINDOWS

Découvrez une nouvelle façon de s'organiser

Pour planifier son agenda, seul ou en équipe...
...et structurer son activité en suivant ses projets

Demande de version d'évaluation TASKTIMER 3.0.
A retourner à : Time/system - 40, rue Jean Bleuzen - 92170 VANVES - Tél. : 01 40 60 53 53

☐ Oui, je souhaite essayer gratuitement le logiciel TaskTimer 3.0 et recevoir une documentation complète sur ses fonctionnalités.

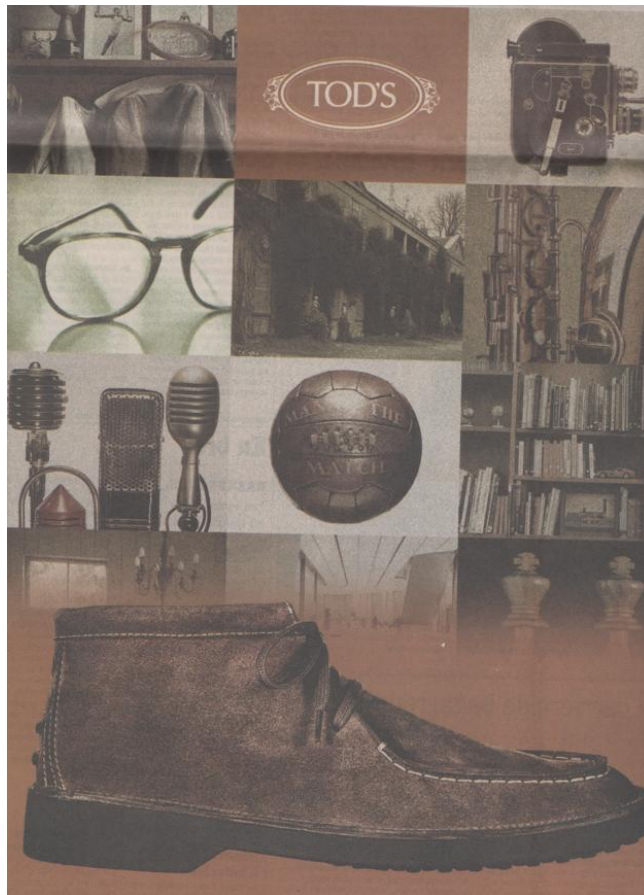
☐ Je suis intéressé par un équipement :
☐ Monoposte
☐ Réseau

Time/system
UN TEMPS D'AVANCE

Nom : Prénom :
 Société :
 Tél. : Fax :
 Fonction :
 Adresse professionnelle :
 Code postal : Ville :

L'Expansion - 29/08/1996

TOD'S



Le Figaro - 25/09/2003

TOTAL

Daisy Town ou La Caravane?



Album exclusif!

Chez TOTAL, Lire aujourd'hui!

**24 grands succès gratuits...
dont 8 albums Lucky Luke!**

Avec Lire aujourd'hui, Total vous offre pour l'été 24 grands succès gratuits. Il y a trois séries de huit ouvrages : la sélection Lucky Luke ; la sélection Aventures et Mystères (d'Alexandre Dumas à San Antonio) ; la sélection Grands Auteurs (de Sartre à Sempé).
Du Juge au 20^e de Cavalerie, la sélection Lucky Luke réunit six des meilleures histoires signées Morris et Goscinny.

Plus deux albums spéciaux de «l'homme qui tire plus vite que son ombre» : Daisy Town, l'édition Total des aventures filmées de Lucky Luke, et La Bataille du Riz, quatre histoires désopilantes, enfin regroupées en recueil inédit, introuvable dans le commerce.
Chaque album gratuit, c'est trois bons Lire aujourd'hui. Un bon, c'est... 20 litres de Super Cr ou 2 litres d'huile GTS.

inter plan - publi action

Pilote - 1972

3 SUISES



D. La table basse.
Très pratique son espace bar (long. 73, larg et haut. 36 cm) muni d'une tablette amovible. En panneaux de particules mélaminées décor cuisine. Long. 119, larg. 60, haut. 40 cm.

995 F
la table-bar
décor cuisine

793.6190. 995 F

250 F PAR MOIS
Appelés le 08 36 67 15 00

784 3 SUISES

Catalogue - 1997

TWA



HOW TO GET AN EVEN BETTER SEAT IN ONE EASY MOVE.

When business takes you across the Atlantic, you'll find our Frequent Flight Bonus (FFB) Program is one of the fastest ways to earn upgrades and free flights.

After your first journey as an FFB member, you'll be given a certificate offering a one-class upgrade on any TWA flight taken within 6 months of issue.

Our Ambassador (business) Class guarantees you a champagne welcome, an aisle or window seat, and gourmet menus to choose from, as well as plenty of room to work or simply stretch out and relax.

What's more, you can also reserve our free helicopter service to take you from JFK to Manhattan.

From New York, TWA have easy connections to over 100 US destinations and the further you travel, the more "miles" you earn.

And if you choose TWA's new Comfort Class, you will find no other airline offers more room in economy or footrests on every seat.

TWA's FFB Program is one of the most generous on offer, and unlike other airlines' plans, our "miles" never expire.

As it costs nothing to join, just fill in the coupon and send it off straight away, and if your first flight is within 90 days, you'll receive an extra 3,000 "miles" as an introductory bonus.

It could turn out to be one of the best moves you've ever made.

TWA A more comfortable way to fly.

Business Week - 7/06/1993

UBS

Perseverance
makes for an unusual bank.



Having a compliant bank can have short-term advantages – but our customers are aware that honest advice and a professional response spell long-term success.

UBS – committed to excellence.

UBS in the United States: New York Branch (200 Park Avenue, New York, NY 10171), Chicago, Houston, Los Angeles, San Francisco. UBS in Canada: Calgary, Montreal, Toronto. UBS worldwide: in all important financial centers around the globe. Head Office: Union Bank of Switzerland, Bahnhofstrasse 45, CH-8001 Zurich.



1987

UNE

**PARA OBTENER SIEMPRE
RESPUESTAS EXACTAS
EN EL MOMENTO OPORTUNO, SU EMPRESA NECESITA:**

SEGURIDAD	CONFIANZA	RAPIDEZ
Porque UNE sabe que el recurso más valioso para la operación de su negocio es la información, nos comprometemos con la integridad, oportunidad, confidencialidad y disponibilidad de la misma.	Porque UNE tiene a su disposición un equipo de profesionales orientado a conocer sus necesidades y así entregarle la solución más conveniente.	Porque sabemos que las necesidades de tecnología no dan espera, UNE trabaja cada día para entregar respuestas con la agilidad que su empresa necesita.



Con UNE usted cuenta con las Tecnologías de Información y Comunicaciones (TIC) que su empresa necesita.
Soluciones de voz - Conectividad - Internet - Servicios de Data Center - Soluciones de Integración avanzada.

Para mayor información comuníquese con su ejecutivo UNE o marque gratis 01 8000 41 01 41. Desde Medellín 444 41 41. www.une.com.co/empresas



Avianca - 12/2000

UNIOLOG

Le cavalier est la seule pièce à passer au dessus des autres.
Ses mouvements n'en ont que plus d'audace.

Stéphane, Manager



RELEASING YOUR POTENTIAL*
Jeunes Diplômés Grandes Ecoles
En rejoignant nos consultants au sein d'un Groupe de 30 000 personnes
implanté dans 36 pays, accompagnez les clients les plus prestigieux
dans l'amélioration de leurs performances.
www.unilog-management.logicacmg.com/carrieres

Unilog
management
a logicacmg company

*Libérer votre potentiel

L'Equipe - 19/06/2006

UNISYS

APRÈS la bataille, seules subsisteront
les entreprises les plus puissantes.
UNISYS en fera partie.

UNISYS allie les forces de deux entrepri-
ses pionnières au bénéfice d'une entreprise
nouvelle, adaptée à des réalités nouvelles.

Avec l'association stratégique des
ressources de Burroughs et de Sperry,
non seulement UNISYS soutiendra les gammes
de produits Sperry et Burroughs, mais elle
les développera mieux que jamais.

UNISYS possède la vision indispensable
au développement des produits d'aujourd'hui
et indispensable à la création des produits
de l'avenir.

UNISYS, le souffle puissance²; cela
signifie que maintenant et demain, cette
nouvelle entreprise proposera ce que le
marché a toujours espéré : une véritable
alternative.

95015 Cergy Pointoise Cedex - Tél : 30.31.92.42

UNISYS
La puissance²

**Le Souffle
Puissance²**



L'Expansion - 19/12/1987

UNITED STATES GYPSUM (sheetrock)



Checkmate Fire

SHEETROCK

Fireproof WALL and CEILING PANELS

Stakes are high in any match with fire. 10,000 lives... \$300,000,000 worth of property... untold suffering... these are fire's approximate annual winnings in recent years. That's why architects and builders must use even safer building materials to checkmate fire!

One safer building material is Sheetrock*. For these big panels are made of gypsum which will not burn. In fire after fire, they have kept the flame in check till help could arrive.

Best of all, fireproof Sheetrock makes walls and ceilings of enduring beauty. Ask for any form of decoration, for sweeping curves, for smooth surfaces, for decorative paneled effects... and Sheetrock can do the job.

Call for wood-grained effects... and Sheetrock offers faithful reproductions of knotty pine, bleached mahogany and walnut. That's why Sheetrock has done more wallboard jobs than any other gypsum wallboard in the world.

U.S. G. United States Gypsum
For Building • For Industry
Gypsum • Lime • Steel • Insulation • Roofing • Paint

ARCHITECTURAL RECORD • AUGUST, 1945 14

août-45

UNIVERSITY COMPUTING COMPANY

Our Move.

University Computing Company made its first move in 1962 with a computer, an invention, and a network that the most advanced step in the computer world was then to make computer work.

By 1963, using its nationwide computer sales network, through which customers placed orders and had immediate computer service, without leaving its headquarters in New York City.

But to stay up with the pace of the use of computers required going faster than ever before to move their sales network to electronic computers.

By 1965, with its new multi-national computer service network, through which customers placed orders and had immediate computer service, without leaving its headquarters in New York City.

And to be the source of computer service for hundreds of customers of service of service and service of service required building many more offices... and...

moving, programming, manufacturing, testing, maintenance, installation... to which a new technology is now most exciting field, innovation and development.

By 1965, with its new multi-national computer service network, through which customers placed orders and had immediate computer service, without leaving its headquarters in New York City.

And to be the source of computer service for hundreds of customers of service of service and service of service required building many more offices... and...

Now our move is to the Big Board. Beginning with Expansion, the central worldwide capacity for University Computing Company is with the New York Stock Exchange.

UCC
UNIVERSITY COMPUTING COMPANY

Regional Offices: London, New York, Los Angeles, San Francisco, Chicago, Dallas, Houston, Miami, Philadelphia, Portland, Seattle, Tokyo, London, New York, Los Angeles, San Francisco, Chicago, Dallas, Houston, Miami, Philadelphia, Portland, Seattle, Tokyo.

Headquarters: 100 Broadway, New York, N.Y. 10038

Telephone: (212) 633-1000

Telex: 212 633 1000

Radio: 212 633 1000

Teletype: 212 633 1000

Facsimile: 212 633 1000

Post Office Box 1000, New York, N.Y. 10038

© 1965 University Computing Company, Inc.

Play the ad stop
This will not appear on your ad

1969

UNIVIS



Univis brings the Stanley Blacker look to fashion frames for men.

"Univis has taken the same approach that I follow in designing my line of men's apparel. A passion for good tailoring influenced by the casual sophistication built into custom-tailored clothing." —Stanley Blacker

Stanley Blacker lends his styling authority to a new concept in men's prestige eyewear. Fine well-tailored designs suited to the man who seeks the distinctive look of quiet good taste. Ask your professional optician or eyecare specialist to show you the entire collection. You're sure to find a frame that fits so well you'll think it was custom-tailored for your face.

The Stanley Blacker Collection from
UNIVIS
Dark Optics™ Products



1977

USM



* habiter les lieux

Dimensions, couleurs, aménagements : les meubles USM s'adaptent à vos envies en permanence et de manière unique.

Créez votre propre meuble USM Haller sur notre configurateur en ligne !

usm.com

Le Figaro Magazine - 05/11/2021

VALENTIN



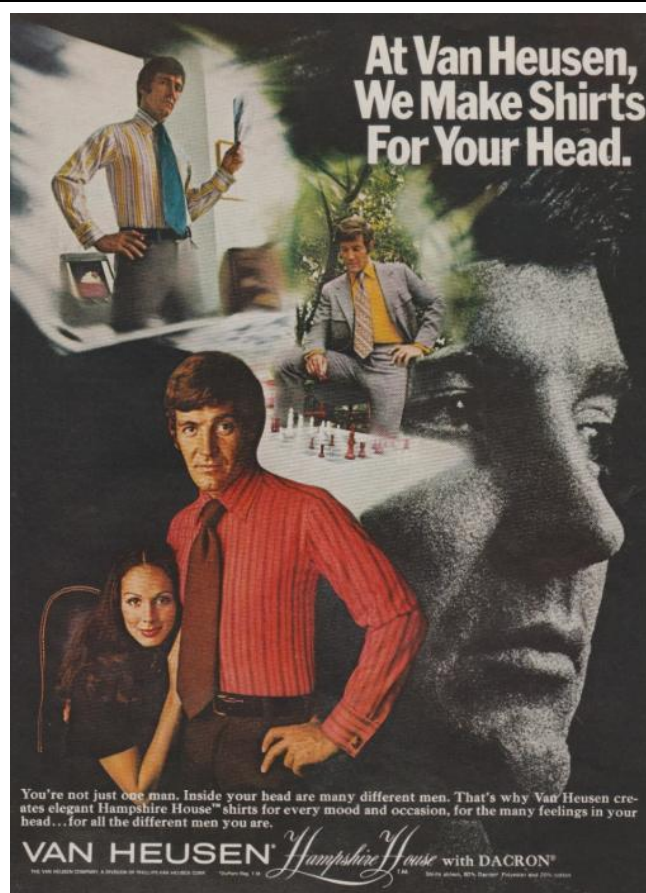
Affiche d'HIRLEM (musée Carnavalet) - 1930-1940

VALENTINO (Very Valentino)



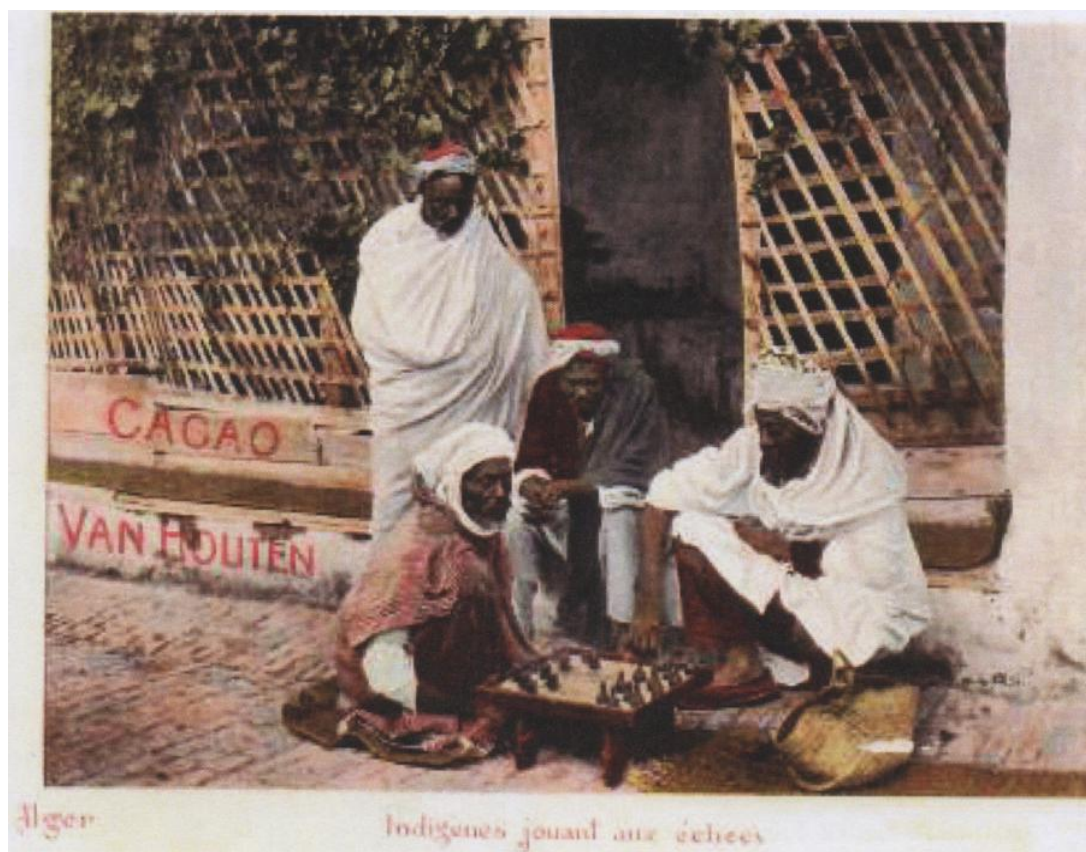
Capital - 10/1999

VAN HEUSEN



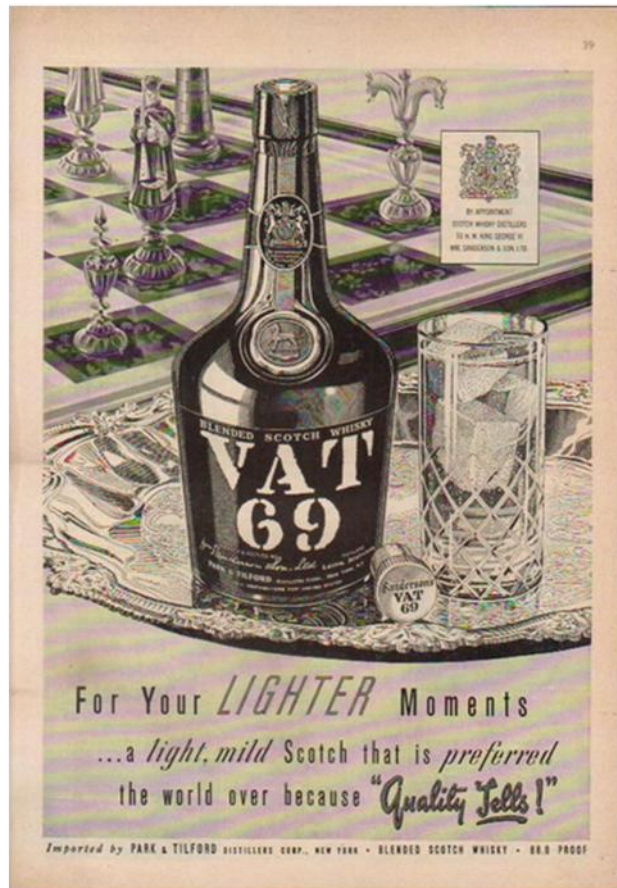
1970

VAN HOUTEN (cacao)



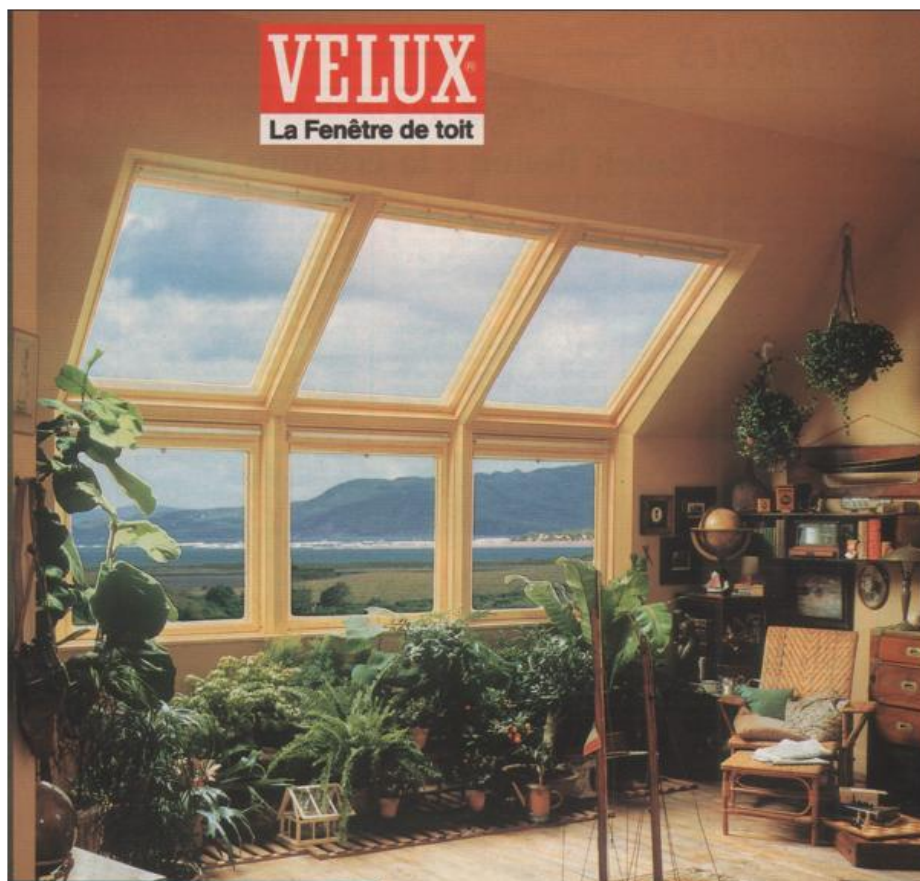
Carte postale publicitaire

VAT 69



1951

VELUX



Le Figaro Magazine - 3/10/1987

VERTU



Le Figaro Magazine - 2/12/2012

VICHY-ÉTAT

*Echec
aux petits ennuis*

Vichy-Célestins

provision quotidienne de sel

minéraux vivants

harmonise

les fonctions de l'organisme

chasse les toxines

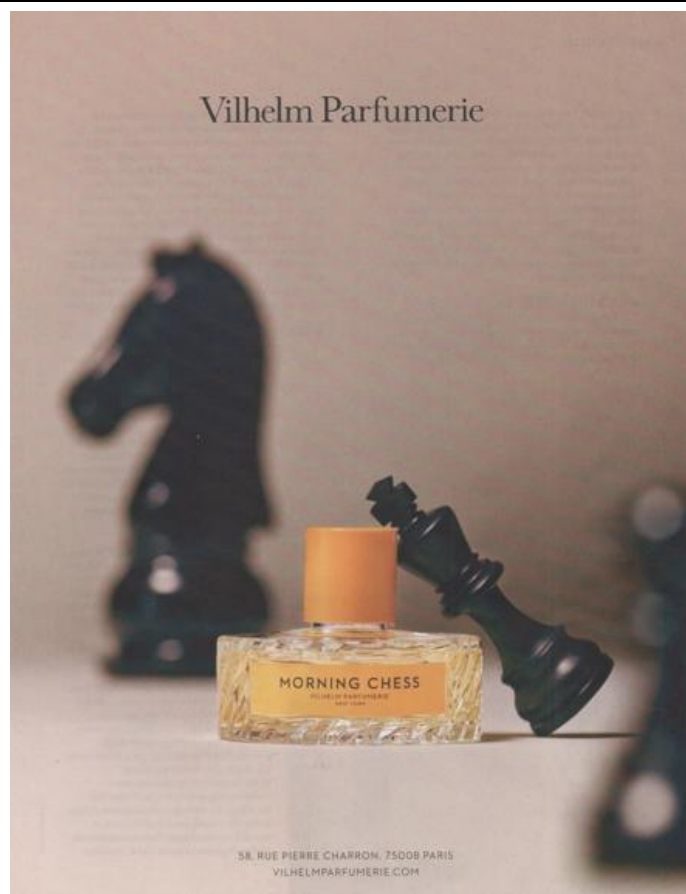
et donne joyeuse santé

pour votre santé, pour votre goût LA VICHY CELESTINS fait du bien

vous avez la santé

VICHY-ÉTAT

VILHELM PARFUMERIE



Madame Figaro - 22/11/2024

VINAY (chocolat)



Carte postale publicitaire

VIRGINIA ELECTRIC and POWER COMPANY



Capture Southern industrial education savings

The move: to Virginia, where Southern advantages are as close to major markets as you can get them.

G. E. found that a winning move for its new portable TV plant. Here, in Tidewater Virginia, some 1900 Southern workers, recruited and trained by the state to G. E.'s specifications, produce high-performance sets at a saving. Shipments reach Philadelphia, New York, Boston overnight via new Chesapeake Bay Bridge-Tunnel—or move overseas by some of 100 shippers serving Hampton Roads.

And state trained Southern manpower is just one of the production savings in Virginia Electric and

VIRGINIA ELECTRIC AND



Power Company's strategic area. For here you can profit by mild climate, lower taxes—all the South's advantages as close as you can get them to your biggest buyers and suppliers.

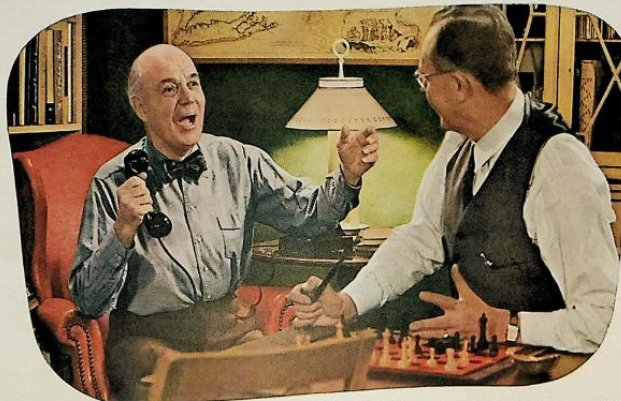
Discover the whole profitable picture in VEPCO's free book, "Top of the South." Ask about VEPCO's free, comprehensive, confidential site finding service. Write, wire or phone J. Randolph Perrow, Manager, Area Development, Electric Building, Richmond, Virginia 23209. Phone: (703) 771-3101.

POWER COMPANY

1967

WALKER'S DELUXE

"First Grandson"—2 words that mean heart-thumping pride



2 words that mean smooth whiskey — "Walker's DeLuxe"

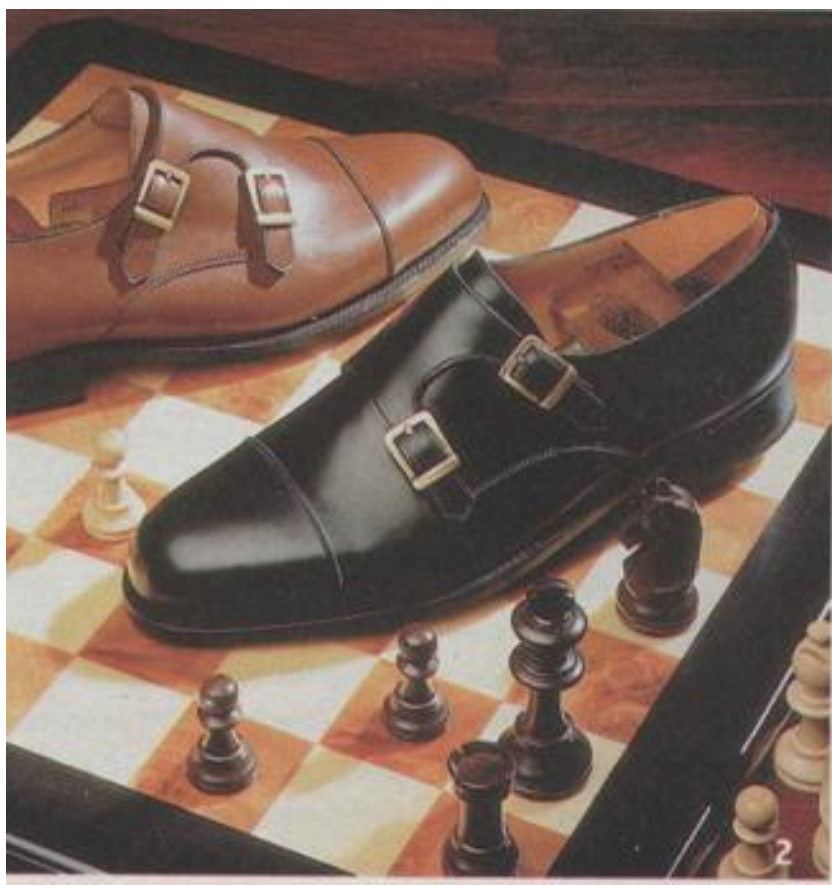


Never in the world could a whiskey have the sunny good nature of this grand straight bourbon but for a Hiram Walker distilling refinement which makes Walker's DeLuxe smooth from the start. Further mellowed by four long years in the wood, Walker's DeLuxe sums up in two words everything you'd hope to find in whiskey smoothness. Rare any time... especially so now because the distillery is making only alcohol for war.

Straight bourbon whiskey, 90 proof. This whiskey is 4 years old. Hiram Walker & Sons Inc., Portia, Ill. Copy, 1944

1944

WESTON

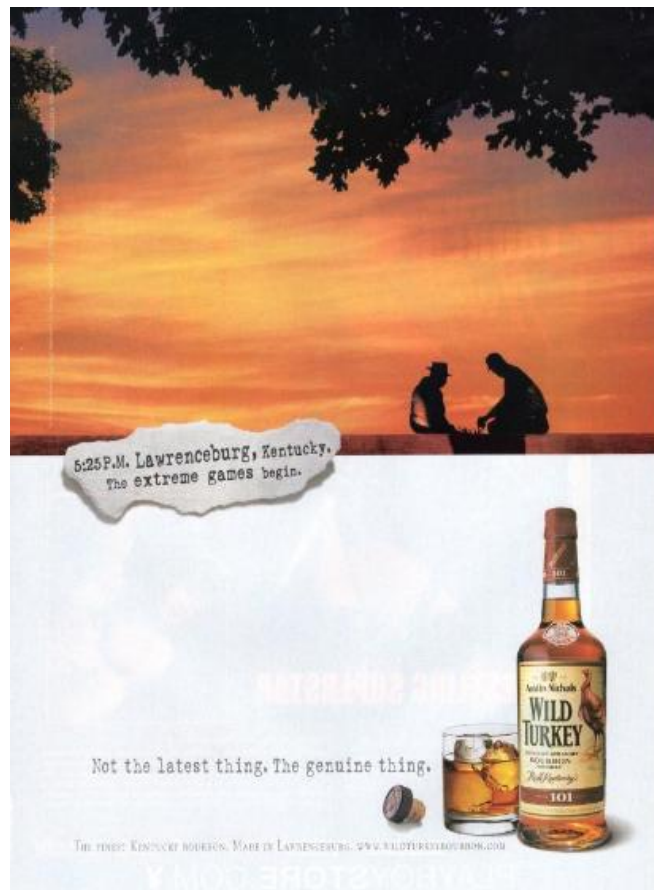


Les Echos - 3/03/2000

WhatsApp

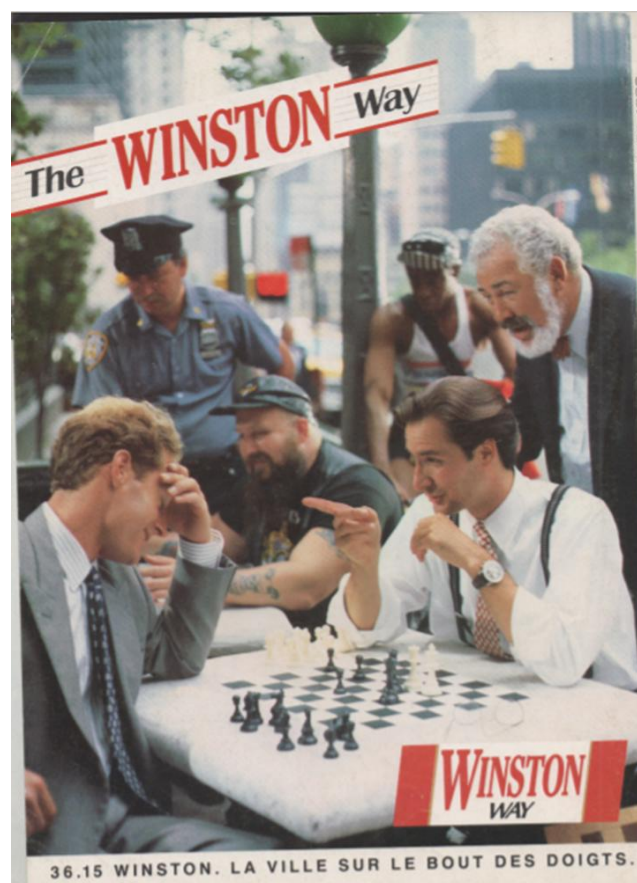


WILD TURKEY



2000

WINSTON



Sciences et Vie - 04/1990

WORDPERFECT



N'avancez pas au hasard,
pensez WordPerfect.

5.1 Le Traitement de Texte WordPerfect 5.1, dernier né de la gamme des logiciels WordPerfect, allie à la fois puissance et convivialité. Doté de quatre nouvelles caractéristiques majeures, WordPerfect 5.1 est un outil d'une richesse inestimable capable de satisfaire les utilisateurs les plus exigeants :

- les menus déroulants et la souris accroissent sa maniabilité et sa convivialité
- l'éditeur de tableaux facilite la création aisée de tableaux et l'exécution des calculs arithmétiques de base. De plus, WordPerfect 5.1 assure des liens dynamiques avec les tableaux les plus utilisés du marché
- l'éditeur d'équations permet la saisie des équations et des formules mathématiques
- l'éditeur d'étiquettes de publipostage réalise directement l'impression des étiquettes, en

toute simplicité. Complet, WordPerfect 5.1 possède les fonctions qui ont contribué au succès de WordPerfect : dictionnaire orthographique (200.000 mots), dictionnaire de synonymes (10.000 mots), notes de bas de page et de fin de document, macros, fusion, personnalisation, intégration de graphiques... En version mono-poste ou en réseau, WordPerfect 5.1 tourne sur IBM PC et compatibles, et gère plus de 650 imprimantes de tout type : laser (PostScript ou non), matricielles et à marguerite. Pour passer d'une autre version de WordPerfect à WordPerfect 5.1, la même configuration peut être utilisée. L'utilisation de WordPerfect 5.1 requiert une capacité de mémoire de 384 Ko. WordPerfect est disponible sous d'autres plateformes : AOSVS de Data-General, VMS de Digital Equipment et UNIX/XENIX ; il peut être aussi utilisé sur micro-ordinateurs Apple IIe/IIc, Apple IIgs, Macintosh, Amiga et Atari. WordPerfect 5.1 est également annoncé sur Windows et Presentation Manager. WordPerfect 5.1 bénéficie de l'assistance téléphonique gratuite prodiguée par WordPerfect France.

SVM 79 - Service lecteur n° 87, voir page 66



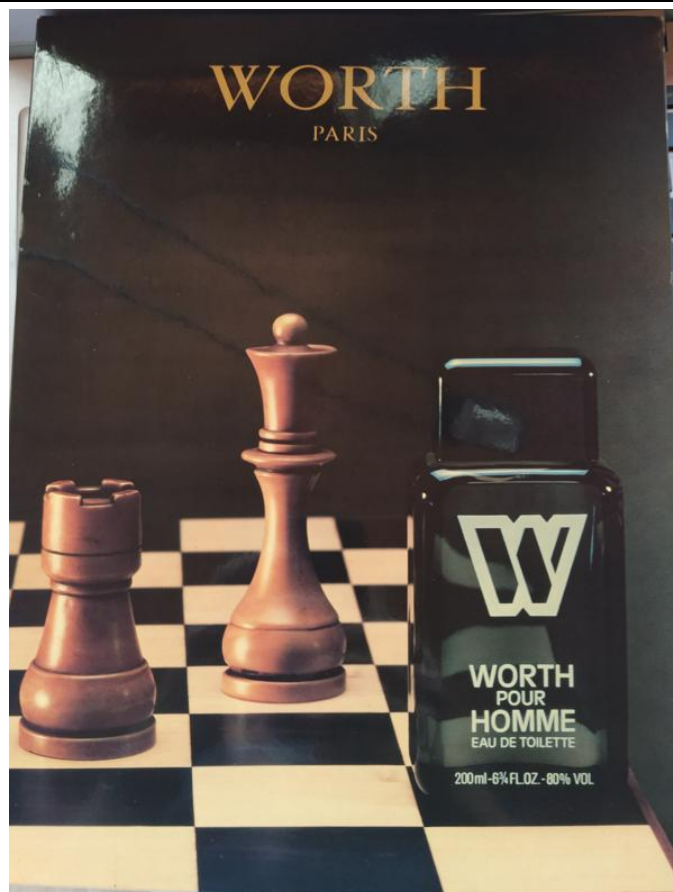
WordPerfect™
Numéro Un Mondial du Traitement de Texte.
ET TOUT DEVIENT PLUS FACILE.

Les Floris, Immeuble Le Nobel, 19 Avenue de la Norvège,
ZA de Courtabœuf, 91959 Les Ulis Cedex - Tél. : (1) 69 29 10 10

Pour plus d'informations ou pour connaître le revendeur le plus proche, appeler au (1) 69 29 02 02

SVM - 01/1991

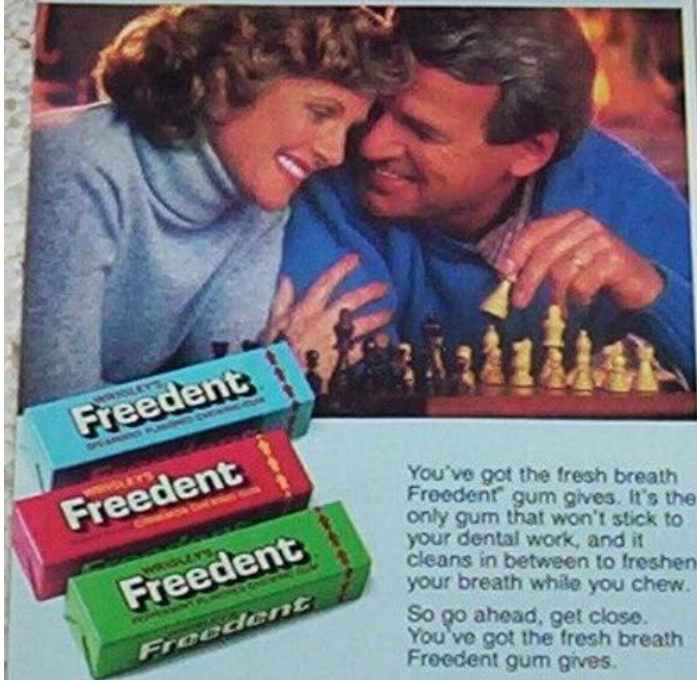
WORTH



Présentoir

WRIGLEY'S (FREEDENT)

Go ahead, get close.



You've got the fresh breath Freedent® gum gives. It's the only gum that won't stick to your dental work, and it cleans in between to freshen your breath while you chew. So go ahead, get close. You've got the fresh breath Freedent gum gives.

Try Freedent. The only gum that freshens breath, without sticking.

© Wm. Wrigley Jr. Co., 1985.

1986

YACHTS DE PARIS



BATEAUX SALONS & PORTS

NOS SALONS ET TERRASSES

Fenêtres ouvertes sur un Paris insolite.



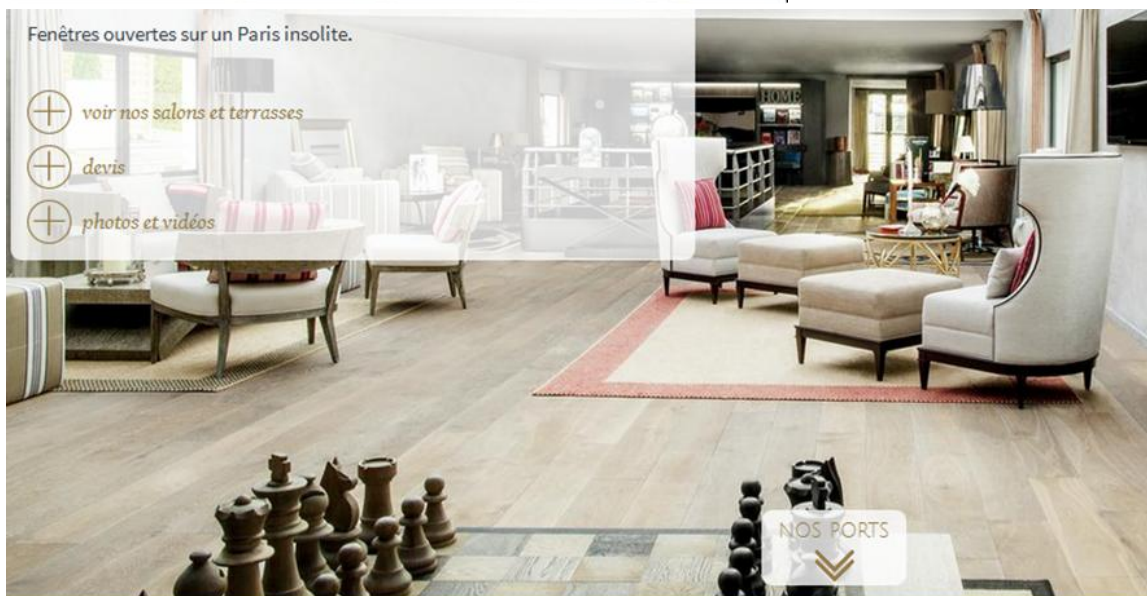
[voir nos salons et terrasses](#)



[devis](#)



[photos et vidéos](#)



NOS PORTS

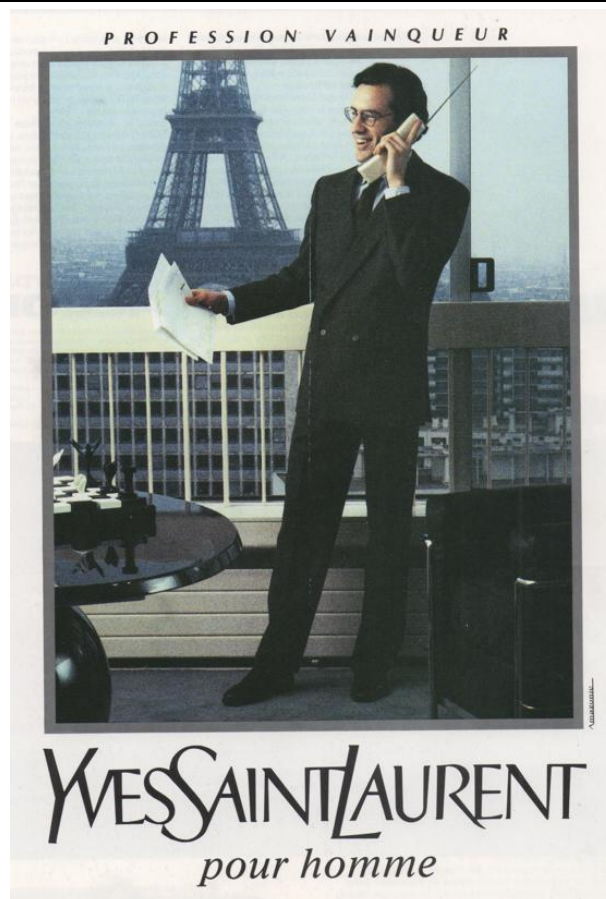
Site internet - 02/2016

YUCO



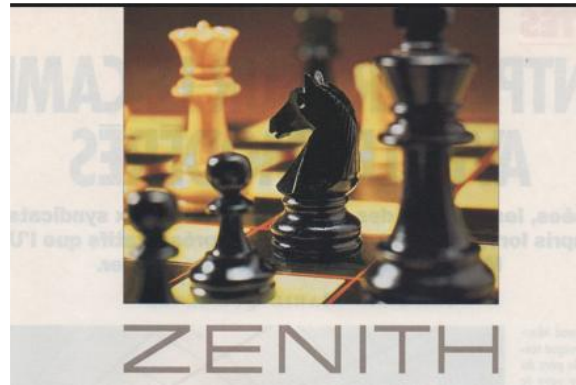
1966

YVES SAINT LAURENT (pour homme)



L'Expansion - 25/09/1987

ZENITH (ChronoMaster)



Figaro Magazine - 2/12/1995

ZIPPO



Golden reflection of moments you'll remember... **ZIPPO**

If you enjoy the special satisfaction that comes from owning the undisputed best of its kind, you will take deep, lifelong pleasure in the Gold-Filled Zippo lighter. And there's equal pleasure in giving one! Zippo works through the starkest,

simplest and most reliable lighter action in the world. It lights *always*, even in wind and rain. (Women especially find it the easiest of all lighters to use.) And if anything *ever* goes wrong with a Zippo, we fix it free!

The 10-kt. Gold Filled Zippo shown is only \$20, plus Fed. tax. Other Zippos \$3.50 to \$192.50. Zippo Manufacturing Company, Bradford, Pa. In Canada: Zippo Manufacturing Co., Canada Ltd., Niagara Falls, Ont.

1956