

form of bulletins, circulars and reports. Half a million of these publications are distributed annually to individuals in response to personal requests. In addition, market and crop reports are mailed daily, weekly, monthly, and seasonally to special mailing lists. These reports show the current value and market trend with respect to live stock, eggs and poultry, dairy produce, fruit and vegetables, feeds and fertilizers. The total annual distribution of bulletins, circulars, reports, and market reports closely approaches 5,000,000 copies and the demand is constantly increasing. The great bulk of this mass of publications is distributed free.

Through this Division the Branch acts as the clearing house for the printing of all bulletins, etc., and also accepts the responsibility for the editing and proof-reading of these.

*Exhibitions.*—Through the medium of exhibits which are staged at all the main exhibitions and many of the agricultural fairs from coast to coast, Canadians are given a visual review of what the Department is doing to further their agricultural interests. Exhibitions and agricultural fairs form a medium of actual contact with the farmer. The latter is able actually to meet an officer of the Department, to explain his problems and to learn from what source he may secure assistance. The personal contact made through exhibits is one of the most important links in the Department's publicity chain.

*Press and Publicity.*—This Division, as its name implies, establishes and maintains contact with the daily, weekly and farm press through a regular weekly news service, a clip-sheet service twice monthly and a weekly radio news service. In addition, important up-to-the-minute contact is maintained through the Canadian Press telegraphic service. By these means the latest developments in connection with agricultural practice and departmental services are explained to those interested. A photographic service is also being established.

*Lantern Slide Service.*—The Lantern Slide Service is an inexpensive method of visual instruction and another important link in the chain connecting the Department and those seeking information on the many phases of agriculture. Great care is exercised in the choice of topic to be covered by sets of slides, and also in the choice of photographs. Sets covering nine topics are at present available and others are in course of preparation. The service is available to farmers' clubs, agricultural societies, horticultural societies, schools, churches, women's institutes, and other responsible organizations.

*The Departmental Library.*—The Library contains 67,000 volumes, documents and periodicals representing official publications from practically all countries having systematized agricultural services; books of reference on agriculture and allied subjects; and proceedings of scientific societies, congresses and exhibitions. The Library has grown to its present size from its genesis twenty-five years ago in a collection of documents and books accumulated in the Canadian office of the International Agricultural Institute. The Library is used by the officials of the Dominion and Provincial Departments of Agriculture, agricultural colleges, research workers on experimental farms and in field laboratories, and others.

### **Subsection 2.—Provincial Departments of Agriculture.\***

**Prince Edward Island.**—The Department of Agriculture is presided over by a Minister, and the staff consists of a Deputy Minister, a live-stock superintendent, a superintendent of women's institutes and a dairy superintendent. Assistance

\* For publications of provincial Departments of Agriculture, see in the index the entry "Publications of Provincial Governments".