

Information Division, Department of Trade and Commerce.—Information, pertaining specifically to trade, is obtainable from this Division, which maintains close liaison with all Branches and Divisions of the Department and with a number of Crown companies. It is responsible for the production of "Foreign Trade" and "Commerce Extérieur", the weekly publications of the Foreign Trade Service, and for the preparation of brochures, some of which are required for distribution at trade fairs in other countries. Information is made available to Canadian Trade Commissioners for distribution within their respective territories, including the provision of motion picture films. The Division is closely identified with the Canadian International Trade Fair, although promotional literature is distributed directly from the headquarters of that organization at Toronto.

Information Services Division, Department of National Health and Welfare.—The responsibility of this Division, in co-operation with other divisions of the Department of National Health and Welfare and provincial authorities, is the production and distribution of educational materials on health, welfare and social security, for use in Canada and abroad. These materials, issued in both English and French, include books, pamphlets, periodicals, posters, exhibits, displays, radio dramatizations and press and magazine features and releases, as well as films and film-strips prepared in co-operation with the National Film Board. With the exception of periodicals, these are distributed in Canada through provincial authorities. Distribution to other countries is mainly through the Department of External Affairs or, if in quantity, the King's Printer. The most important periodicals published by the Division are "Canada's Health and Welfare" (monthly), "Canadian Nutrition Notes" (monthly), "Industrial Health Bulletin" (monthly), "Industrial Health Review" (twice yearly) and "Nutrition Bulletin" (annually).

Canadian Broadcasting Corporation.—Radio broadcasting is an important means of giving information to the public along with newspapers, films and other means of communication. Radio broadcasting in Canada is a combination of a publicly owned national system and privately owned local community stations, many of which are affiliated with the Canadian Broadcasting Corporation's networks.

Since its establishment in 1936, the Canadian Broadcasting Corporation has become one of the most effective channels through which information, official and unofficial, is broadcast to the Canadian people. Radio is relatively more important in Canada than in most other countries, because of the widely distributed population and the number of sparsely peopled areas, and the CBC has gradually bridged the gaps with high-powered transmitters designed to serve rural as well as urban areas. It has also pioneered in the development of low-powered repeater stations attached to the network lines, which serve areas unable, because of topographical conditions, to receive an adequate signal from any existing station.

News broadcasts and information programs occupy a considerable proportion of national and regional network time. These include news, drama, informative talks, children's programs, school broadcasts, public-service broadcasts, sports, women's activities, etc. Canadian listeners have a very wide range of radio fare, since the CBC not only produces its own programs in the various production centres across Canada, but brings in selected programs from the networks in the United States, the British Broadcasting Corporation, and other national radio systems. The CBC maintains a bureau at London, England, and at United Nations Headquarters, and is credited with having done more to inform its listeners of United Nations activities than any other broadcasting system.