

Main activities of a national inventory program are: to develop in Canada comprehensive standards for the documentation of museum collections, to provide services to museums documenting their collections, and to apply automatic data processing techniques to improve collections management. The objective is to create a central inventory of public collections, which will facilitate collections management, exhibition planning, research and education. The service employs a computer with terminals in 35 locations from Victoria to St. John's; 150 institutions participate.

An international program promotes interest in international museum activities and facilitates international exchanges. It was instrumental in bringing the Treasures of Tutankhamun exhibition to the Art Gallery of Ontario in Toronto in 1979.

Museum assistance programs provide continuing help to designated institutions, which include associate museums, national exhibition centres and several other museums and organizations. In the associate museum network are 21 of the country's major museums and galleries, as well as the four national museums in Ottawa, with the common goals of preserving Canada's heritage and making it accessible to a wider public. Project assistance programs include capital grants and help for special activities, training, registration and exhibitions. The total grants budget was \$8.2 million in 1977-78 and \$9.4 million in 1978-79.

A mobile exhibits program includes museumobiles and the Discovery Train. Museumobiles exhibit artifacts and related materials mainly in smaller communities across Canada which lack ready access to major museums. Each museumobile caravan, consisting of three 13.7-metre trailers, depicts the geographic, archeological, social and natural history of a region of Canada. The Discovery Train, a five-year project operated under the mobile exhibits program, is a co-operative venture of the federal government, nine provincial governments, four corporate sponsors and four foundations. During its first season touring across Canada in 1978 the train drew more than 675,000 visitors in 20 cities.

Books

17.4

Book publishing

17.4.1

The book market in Canada is composed of books produced by Canadian publishers for domestic sale and books imported for sale in Canada. In 1978, these two categories achieved estimated sales of \$702.1 million, of which \$496.8 million came from imports. These were estimates of the domestic market evaluated at the first point of delivery; total estimates at the retail level were about \$980 million. Among imported books, 77% came from the United States, 10% from France and 8% from the United Kingdom.

Canadian-based publishers produced an estimated \$276.8 million worth of books including new titles, reprints and those for backlist sales. Of this, \$205.3 million was

In book publishing, 65% of the titles produced in Canada in 1978 were trade books. This is largely an export industry; three times as many copies were sold abroad as domestically. On the other hand, 70% of Canadians read books for leisure but a high proportion of the books they read were imported from the United States.

destined for domestic sale, an increase of 22% from 1977, and the remaining \$71.5 million for export, an increase of 27%.

Information collected from 130 publishers surveyed by Statistics Canada showed that their sales were \$121 million, including domestic sales of \$57.5 million, from the publication of 3,021 new titles. English-language books accounted for 80.9% of new titles sales revenue, French-language books for 18.1%, bilingual ones for 0.5% and books in other languages, 0.3%. In addition, 2,339 reprints generated sales of \$54.1 million. Tables 17.5 and 17.6 give data on a large proportion of books published and reprinted in 1976-78.