

travelling exhibitions and free scientific and popular papers related to the natural sciences. The division also presents lectures, films, workshops and interpretive lessons.

Natural history halls explain the continental drift theory and the natural forces that have shaped the world, and show how plants and animals have adapted to changing circumstances through geological times. Dioramas feature birds typical in nine major biological regions, animal evolution through 500 million years, the biology of plants and their geographic distribution in Canada.

The National Museum of Science and Technology has had some 8 million visitors since it opened in 1967. It presents scientific discoveries and technological advances to give visitors a sense of participation in and proximity to the exhibits. In the physics hall, for example, they can perform experiments and test their physical abilities and dexterity.

Exhibits focus on ground transportation, aviation and space, ships, communications, astronomy, meteorology, time pieces, computers and agriculture. An agriculture section was expanded in late 1983 with the addition of two new exhibit halls on the upper floor of the dairy barn in the central experimental farm in Ottawa. Displays there are "Haying in Canada" and "An Ontario barn in the 1920s".

The museum's public programs and educational activities include daily demonstrations, guided tours and interpretive programs on about 30 topics and an evening astronomy program in which participants view the stars through Canada's largest telescope. The museum issues publications (pamphlets and monthly sky charts, for example), takes part in agricultural fairs and air shows, and operates popular steam train excursions during the summer with the National Capital Commission. The museum has a specialized library of about 20,000 books, journals and reference works.

Visitors interested in aviation may tour the national aeronautical collection at Rockcliffe airport. It contains about 100 aircraft, along with a collection of historic engines and other artifacts illustrating the evolution of the flying machine in peacetime and in war and its place in Canada's development.

15.5.2 National programs

The Canadian Conservation Institute (CCI) through a central laboratory in Ottawa and a mobile laboratory program, provides services to publicly-owned museums and art galleries across Canada including: analysis and treatment of artifacts, applied research and development, training, information and advice to the museum community and to other levels of government on conservation matters.

A Canadian heritage information network program develops standards for recording and documenting museum collections, provides services

to museums to assist them in documenting their collections, and applies computer technology to collections management. The objective is to create a national inventory of public collections. The service uses a computer with terminals in 35 locations from Victoria to St. John's; 150 institutions participate.

An international program assists Canadian museums and galleries in sending exhibitions abroad and negotiates and circulates foreign exhibitions in Canada.

Museum assistance programs (financial and technical) help institutions to increase access to heritage collections across Canada and to ensure that the collections are preserved. Financial assistance and technical advice is provided to associate museums, national exhibition centres, specialized museums; and for conservation, exhibitions, registration, special activities, training and upgrading and equipment projects. The grants budget for 1983-84 was \$8.4 million, down from \$8.7 million in 1982-83 and \$8.9 million in 1981-82.

A mobile exhibits program carries artifacts and related materials to smaller communities which lack access to major museums and galleries. Each museumobile caravan consisting of three 14-metre trailers depicts the geographic, archeological, social and natural history of a region of Canada. Museumobiles in operation are: Canada North, Canada West and Atlantic Canada.

15.6 Books

15.6.1 Book publishing

The book market in Canada includes books produced by Canadian publishers for domestic sale and books imported for sale in Canada. Estimated sales from all publishers, exclusive agents and other importers reached \$1,028 million in 1981, of which 74% came from imported books. Canadian-based publishers produced an estimated \$382 million worth of books, including \$112 million in export sales. The value of Canadian publishers books increased by 7% between 1980 and 1981, while the value of books imported into Canada increased by a larger proportion, 12%.

Information collected from 188 publishers surveyed by Statistics Canada showed that sales of their own books reached \$355 million, including domestic sales of \$245 million, from the publication of 4,875 new titles and 3,212 reprinted titles. English-language books accounted for 82% of the sales revenue, French-language books for 18%, and bilingual and other language books for less than 1% of total sales. Tables 15.9 and 15.10 provide data on new books published in Canada in 1980 and 1981.

Textbooks of all educational levels (primary, secondary and postsecondary) made up about 20% of all new titles released in 1981. More than half of all new elementary-secondary textbooks dealt with