

**Information Branch, Department of Trade and Commerce.**—For details see p. 1031.

**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 material on health, welfare, social security and civil defence, for use throughout the country. This information, issued in the English and French languages, includes books, pamphlets, periodicals, posters, exhibits, displays, radio dramatizations, press and magazine features and releases, as well as films and film-strips prepared in co-operation with the National Film Board. Books, pamphlets, posters and displays are distributed in Canada through provincial authorities. The most important periodicals published by the Division are *Canada's Health and Welfare* (monthly), *Canadian Nutrition Notes* (monthly), *Occupational Health Bulletin* (monthly), *Industrial Health Review* (semi-annually) and *Nutrition Bulletin* (annually).

**Canadian Broadcasting Corporation.\***—Radio broadcasting is an important medium of 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 people of Canada. 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. The CBC has also pioneered in the development of low-powered repeater stations, attached to the network lines, that 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 and include news, drama, informative talks, children's programs, school broadcasts, public-service broadcasts, sports, women's activities, etc. 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, New York, and is credited with having done more to inform listeners of the United Nations' activities than any other broadcasting system.

Through the International Shortwave Service, operated by the CBC on behalf of the Canadian Government, programs are broadcast in sixteen languages: English, French, German, Dutch, Danish, Norwegian, Swedish, Finnish, Italian, Spanish, Portuguese, Czech, Slovak, Russian, Ukrainian and Polish. The CBC International Service broadcasts information abroad on life and economic conditions in Canada as part of the general information plan for promoting a better understanding of Canada in other countries. The CBC shortwave transmitters at Sackville, N.B., transmit a signal unequalled in Europe by any other transmitted from the North American Continent.

\* See also pp. 335-337 and pp. 887-894.