

17. TRADE AND COMMERCE. -

SOURCE: - The Director of Trade Publicity,
Department of Trade and Commerce,
Ottawa, Ontario.

MEDIA:

Publications: Periodicals: Annual Report of the Board of Grain Commissioners for Canada; Annual Report of the Dominion Grain Research Laboratories; List of Licensed Elevators, etc. (All available in English and French).

Commercial Intelligence Journal (weekly, English and French) features reports on various phases of commerce submitted by Canadian Trade Commissioners throughout the world. Reports and articles reflect conditions prevailing beyond the borders of Canada, but they also indicate the way in which such conditions affect relations with the commercial community at home.

A *Weekly News Letter* contains items for publications in the press of countries where Canadian Trade Commissioners are located. A domestic *Weekly News Letter* is sent to 1,000 Canadian weeklies and leading domestic trade magazines.

Other publications: The Department issues a number of specialized pamphlets and booklets based on reports from Trade Commissioners and containing information and guidance on export and import matters.

Films: A documentary Film (16mm and 35mm, English and French) on seed potatoes. Produced by the National Film Board and distributed abroad through the Trade Commissioners. Another film on breeding stock is in preparation and other subjects are planned.

Graphics: Copies of display advertisements in poster form are available to firms and others interested in Canada's export trade.

17 a. Canadian Government Travel Bureau

SOURCE: - The Director,
Canadian Government Travel Bureau,
Ottawa, Ontario.

MEDIA:

Publications: These are issued from time to time and deal with the development of Canada's tourist industry, such as a basic folder listing all Provincial tourist bureaus. Others deal with passport regulations for tourists, angling permits, border crossing formalities; booklets describe tourist attractions such as fishing, hunting and canoeing.

Graphics: The Department issues a number of automobile and road maps for the benefit of tourists and sportsmen.