

*Publicity and Information:*

In the reorganization of the Department of Mines and Resources carried out in the autumn of 1947, publicity and information services for all branches of the Department were centralized under the Deputy Minister's office. In preparation for a year of increased travel, the publicity effort for National Parks and Historic Sites was directed through four main channels: Departmental publications, press and magazine material, pictorial presentations, and addresses both direct and by radio. Publications consisting of brochures, pamphlets, folders and leaflets were provided in greater quantities and secured wider distribution.

in co-operation with the National Film Board new coloured sound 16 mm. motion pictures portraying the scenic and recreational features of individual National Parks were produced and more prints made available to secure larger audience attendance. The Canadian Government Travel Bureau has assumed full responsibility for a broader distribution of these films outside of Canada.

Several National Parks films were broadcast by television stations in the United States and our new films are being produced with this new field in mind. Through the co-operation of National Park officials the National Film Board extended its Tourist Promotion Program into a number of Park campgrounds and other locations during the past summer.

New pictures and kodachrome slides were secured for the still photo library where a complete revision is in progress to increase and to bring the supply of photo subjects up-to-date.

Attractive displays were arranged in co-operation with the Canadian Government Exhibition Commission at the Canadian National Exhibition, Toronto, the Pacific National Exhibition, Vancouver, and the Western Fair at London. Departmental officers were in attendance at these Exhibitions to distribute National Parks publications and maps and answer special enquiries. A special National Parks display was arranged for the meeting of the Canadian Junior Chamber of Commerce (Region VI) at Ottawa and a permanent display was installed in the foyer of the Royal York Hotel in Toronto.

The National Parks Service also co-operated with the Canadian Government Travel Bureau by furnishing personnel to assist in the dissemination of information at travel shows being held during the late winter and early spring of 1949 in the western United States. Supplies of National Parks publications were also furnished for distribution at these shows.

Addresses to various clubs and associations on National Parks subjects and over the radio were delivered and material of this nature supplied to outside speakers.

*Wildlife Investigations*

During the summer of 1948 field investigations were conducted in a number of the National Parks by mammalogists and limnologists of the Dominion Wildlife Service. The study of the number and habits of mammals and the food habits of predators which commenced in 1943, was continued in some of the western Parks. Investigations of Park waters were undertaken in nine National Parks in an effort to improve the sport fishing possibilities. These included studies in Fundy Park in New Brunswick where several lakes were investigated and in most of the western National Parks where previous investigations were continued.

An important feature that has materially aided the co-operation of the Dominion and the Provinces in the administration of wildlife resources is a series of joint wildlife conferences that have been held in Ottawa at the call of the Minister of this Department. Formerly held every two or three years, these meetings of Provincial and Dominion officers concerned with wildlife are now