

Similarly, representatives of the Department of Citizenship and Immigration were on hand to advise enquirers on the opportunities of establishing small businesses in Canada, as well as to answer questions on more general aspects of immigration to Canada. Full-time staffing of the entire exhibit "Canada Visits Philadelphia" was undertaken by information officers from the Canadian Consulate General in New York.

On passing through the entrance rotunda of the Museum, visitors were confronted with five "Fentiman Towers". These triodetic structures of metal made by a firm in Ottawa focussed attention on the giant strides achieved in Canada since the Second World War in the fields of research and industry. The development of industry in Canada in the first half of the century was also graphically depicted by a giant copper and bronze wall map of Canada, which had been a popular feature in the Canadian Pavilion at Brussels in 1958. By passing his hand successively between two photo-electric controls, the visitor was able to illuminate on the map three separate groups of light bulbs in varying colours, representing respectively the chief industrial areas of Canada in 1908, 1928 and 1958.

School Tours

The Commercial Museum maintains very close liaison with the Board of Education in Philadelphia, through which arrangements were made for school classes in the Greater Philadelphia area to be conducted on tours of the exhibit, after which they were shown a short programme of Canadian films furnished by the National Film Board of Canada, followed by a lesson on Canada given by staff teachers of the Museum in classrooms on the premises. Various teaching aids were furnished from Canada to assist this project, including a display of Canadian stamps provided by the Post Office Department and one of Canadian currency lent by the Bank of Canada. Eskimo carvings and other handicraft objects were also used in these instructional periods. The Commercial Museum estimated that, by the close of the exhibition, it would probably have been seen by approximately 17,000 adults and 21,000 children. As the central feature of the exhibition, the "Panorama of Canada Today", was of a definitely educational character, the preponderance of children in the attendance figures is considered very satisfactory.

The planning and realization of this project proved a most interesting exercise in furthering the Canadian information programme abroad, with over a dozen Canadian Government agencies as well as some business concerns contributing to the success of the exhibition by their participation.