

The Department also published and distributed the Canadian Weekly Bulletin, the External Affairs Monthly Bulletin, and other printed publications.¹

A folder entitled "Canada Pictorial", to replace the booklet "Canada in Pictures", was produced in English, French, Japanese, Italian, German, Dutch and Swedish, and was nearing publication in Spanish, Portuguese and Arabic.

Work was well advanced during the year on the publication in Spanish, Portuguese, and German of the new edition of "Canada from Sea to Sea". English and French versions of a special booklet on the St. Lawrence Seaway were also being printed.

The Department continued to maintain and enlarge the libraries in posts abroad and to arrange for the mailing of periodicals and Canadian newspapers.

5. Programmes

The St. Lawrence Seaway was a major theme of the Canadian information programme abroad during 1959. Arrangements to publicize the Seaway story abroad were aided by the widespread interest in the Seaway in other countries and by the formal opening ceremonies performed by Queen Elizabeth and President Eisenhower, which attracted world attention to Canada. As a major accomplishment and news event, the Seaway obtained world coverage by all the information media and provided Canada with more concentrated attention through radio, television, newspapers and periodicals than perhaps any other single event in its history.

The Seaway information programme designed to provide preparatory and follow-up publicity, was carried out jointly by External Affairs, the National Film Board, the International Service of the CBC, and the St. Lawrence Seaway Authority. It included the wide distribution through Canadian posts of press kits, photographs and a new film on the Seaway, and the production of a special booklet.

The Department co-operated closely with the Department of Trade and Commerce and others in the preparation of a number of international fairs and exhibitions outside Canada. These included The West Indies Fair; the Poznan Fair, Poland; St. Erik's Fair, Stockholm, Sweden; the Brno Industrial Fair, Czechoslovakia; the International Samples Fair, Milan, Italy; the Agricultural Fair and the German Industries Fair, Berlin; the Rand Easter Show, Johannesburg, Union of South Africa; the International Trade Fair, Tokyo, Japan; and, in the United States, the Chicago International Trade Fair and "Canada Week" in Boston.

The Department also arranged for the following Canadian exhibits: "Canadian Panorama" at the Chicago Museum of Science and Industry; "Salute to Canada" at the Eastern States Fair, Springfield; "Canada Comes to Louisiana" at the Cabildo Museum, New Orleans; and a Canadian section in the Commonwealth Mobile Exhibit, which opened in Liverpool in November 1959 and will subsequently be displayed in several other cities in the United Kingdom.

The Department extended aid to visiting journalists from a number of countries. An interpretation of the Canadian scene in a foreign country by its own journalists and commentators can be particularly effective, and this programme, which included the provision of limited financial assistance

¹Listed in Appendix G.