

those areas and presenting applications in person. These offices have also continued to contribute to the smooth functioning of the passport operation as a whole by their ability to respond on the spot to emergency situations that would otherwise have had to be handled in Ottawa.

During 1971, the three regional offices issued 151,396 passports, representing 36 per cent of the total volume issued in Canada during the year. The actual number of passports issued by each office is as follows:

<u>Office</u>	<u>Passports Issued</u>
Montreal	57,466
Toronto	65,594
Vancouver	<u>28,336</u>
	151,396

Public response, as shown by the above figures, demonstrates the important role these offices are playing in improving the quality of passport service to the public through their efficient operation in large urban centres from which much travel originates.

With the success of the three preliminary regional offices, plans are well under way for opening of further offices in other parts of Canada.

Posts Abroad

There are 90 posts abroad issuing ordinary, special, diplomatic and emergency passports. The total volume of issuance abroad during the year was 32,284.

Advertising

The advertising campaign aimed at levelling peak periods by encouraging applications during the off-season emphasized to the general public the importance of applying for passports early and completing applications correctly. The 1971 campaign consisted of advertisements in daily newspapers, a few mass-circulation weekend papers and monthly magazines aimed specifically at the travelling public or the travel industry.

Press releases were also used to help educate the public in certain problem areas concerning passports and travel as these problems became apparent.

Production

The following table provides details of annual Passport Office activity in the last ten years: