

# *Canada Visits Philadelphia*

ON SEPTEMBER 28 of this year, the exhibition "Canada Visits Philadelphia", presented by the Commercial Museum of that city in co-operation with the Canadian Government, was opened by the Mayor of Philadelphia, Mr. Richardson Dilworth, and the Canadian Consul General in New York, Mr. Harry S. Scott. The formal opening and the reception that followed were attended by about 500 guests including civic officials, foreign consuls, and representatives of social, cultural and business organizations of Philadelphia. This function had been preceded by a preview of the exhibit for press, radio and television representatives. At the entrance to the Museum, the shields of the ten provinces and the presence of a Member of the Royal Canadian Mounted Police in uniform provided a colourful introduction to an exhibition that provided as its central display feature a "Panorama of Canada Today".

This exhibition, which was seen by about 40,000 people before it closed on November 20, provides an interesting recent example of one very effective type of information work done abroad in support of the external interests of the Canadian Government. It also indicates the kind of co-ordinated effort on the part of a number of agencies of the Government that is required to produce an exhibition. For both these reasons, it might be interesting to note something of the history and organization of this particular exhibition, and to describe some of the display techniques used to present a general impression of Canada to people in another country.

## **Genesis of Exhibit**

After the Brussels World Fair closed in 1958, the directors of the Commercial Museum, which is operated as part of the vast Trade and Convention Centre in Philadelphia, requested that a large part of the display from the Canadian Pavilion at Brussels should be exhibited in the Commercial Museum. This idea did not prove possible of realization at the time, but steps were subsequently taken to assemble a suitable Canadian display to be shown in the Commercial Museum at a later date. This entailed co-operation between many government departments and agencies in Canada, primarily between the Department of External Affairs and the Canadian Government Exhibition Commission. Both the Department in Ottawa and the Canadian Consulate General in New York were closely concerned with planning the contents of the exhibit, as was the Exhibition Commission, whose artists also designed the layout of the display, which was then assembled by the Commission's technicians.

The central core of the exhibit, which was entitled "Canada Visits Philadelphia", was a two-dimensional display of wall panels, originally entitled "Panorama of Canada Today". This shows, by means of photomontage, wall charts and