

and cultural activities are useful topics, but of even greater interest are events that occur in the developing relations between Canada and each one of these countries.

These are the basic themes we publicize in many lands, and in several languages. We do it through the use of all the press media, as well as exhibitions, speeches and personal contacts. We try to adapt our material and methods to the conditions and people of each country, and as far as possible we work through the nationals of these countries. We try not to boast or talk down to people; we do not seek to impose our ideas, but we watch for every opportunity to let the record speak for itself. As to facilities, our resources are generally sufficient for our present tasks. But progress has been made, or so we think, in the quality of our materials and in the accuracy and balance of our programmes. We shall continue to work on that.

I have sketched here an outline of the purpose, organization and operation of Canadian Government information abroad. That is only part of the story, for a complete picture of Canadian activities abroad would emphasize the very considerable amount of advertising and other publicity which Canadian firms undertake outside the country, particularly in the United States. This we find helpful especially in trying to get across the idea that Canada is not a vast wilderness peopled largely by Indians and Eskimos, with Mounted Police standing by to collect the taxes we pay to the British Crown, when they are not getting ready for another version of "Rose Marie". These misconceptions are amusing or irritating according to taste but, in any event, are disappearing. There is a more important area of ignorance concerning Canada's development as a nation -- its industrial accomplishments and defence record, its cultural development, its past and present responsibilities in international affairs--which is much less comical, and to which we must address ourselves with imagination and energy. Although they are doing a good job, it isn't fair to leave it all to Wayne and Schuster.

I might now make a few suggestions which have occurred to the Department for improving the effectiveness of information work abroad, and possible ways in which the various business and government organizations might co-operate to their common benefit.

First, I wonder whether we could co-operate to a greater extent in making use of each other's materials. We have just produced a new edition of "Canada from Sea to Sea", a basic booklet on Canada of which you have, I think, a copy. A few years ago, one of the railways had us print 100,000 additional copies of the previous issue for distribution through its offices abroad. We should be glad to extend the same opportunity again to any of you who think