

wealth-sponsored programs have been generally in specialized areas of functional co-operation that you may not be aware of unless you are a legal draftsman, an educational administrator or a plant pathologist. The Commonwealth has, however, recognized the need to educate the general public as to its modern nature and activities and to broaden its public image. It will give increased attention to public relations in the future.

Question: What are you doing to spread the good word in Canada about this Commonwealth?

Answer: We are distributing information on the Commonwealth specially designed to arouse the interest of students and others and of associations. We are arranging for speeches and helping to organize conferences. Last but not least, we are issuing this booklet. The Commonwealth is not interested in getting a name for itself by producing a lot of glossy brochures. Instead, the Commonwealth adopts a much more venerable advertising motto: "By their fruits ye shall know them".