

C155856

CONFIDENTIAL

Ottawa, November 10th, 1939.

MEMORANDUM FOR THE PRIME MINISTER:

Re: Public Information

The Prime Minister hopes to have an opportunity, shortly, to give his consideration to this whole question.

Attached is certain material which may be of assistance when the Prime Minister comes to formulate his conclusions on the subject, viz.:

(1) A letter written by John Grierson, the Government Film Commissioner, to Mr. Turnbull. To my mind Mr. Grierson's letter contains a lot of good common sense. His wide experience in the film field renders his opinion worthwhile.

Mr. King will observe that Mr. Grierson holds the same view as Mr. King, himself, namely that no elaborate organization is necessary or desirable. He also feels, as does the Prime Minister, that the Public Information Office, and those responsible for its operation, should be under the direct authority of the Prime Minister. For this reason he suggests that each "medium" of public information be dealt with by a specialist in the particular line, e.g., press, radio, speakers, and so forth.

The Prime Minister already has Mr. Grierson's letter to me concerning the development of the film, in relation to Canada's war effort.

(2) The Prime Minister already has received two letters from Mr. McLarty, suggesting certain lines of development and mentioning certain persons as suitable for appointment.

My own feeling is that it would be a mistake to bring in a commercial man accustomed to mercantile advertising, possibly without experience at all in public affairs. Turnbull also feels that a professional commercial publicity man would not be of assistance. I attach a note which Turnbull gave me on the subject, some time ago.

A. D. P. H.
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