

"INTERNATIONAL PUBLIC RELATIONS"

MR. PEARSON'S ADDRESS: The New Year may clear up some of the "wonderings" of 1953 - whether Russian words and gestures really meant some concrete move which would ease international tensions was coming and whether changes were taking place in the ruling circles of the U.S.S.R. which would affect them - the Secretary of State for External Affairs, Mr. L.E. Pearson, said in an address on "International Public Relations" to the Canadian Public Relations Society in Montreal on January 5.

Partial text of the address follows:

"The New Year, if I may move into speculation, may clear up some of these wonderings. But let us not count too much on this; or expect too much from any particular meeting, at Berlin or Bermuda or Panmunjom; or read too much into plausible answers from the Kremlin to selected questions.

AN OPEN MIND

"Very far-reaching developments may be taking place behind the iron curtain. If so, we should keep an open mind and a clear head about them. These developments may make it possible to advance the policy of peaceful co-operation between states to which we of the free world are committed.

"On the other hand, words of peace and goodwill which come now from the Communist camp may represent merely an orthodox and normal shift in party tactics, designed to disarm and deceive us.

"We had better wait and make sure, before we draw cheerful conclusions and alter present policies; wait with as much calmness as is possible when exposed to all the weapons of mass propaganda which have now reached such an amazing state of technical efficiency. So many and powerful are they, in fact, that it is at times difficult to decide what actually is going on; to separate facts from fancies, the important from the inconsequential. No wonder that public opinion, while ultimately right, is sometimes immediately wrong. That is itself a strong argument against hasty action on many international problems. Yet public opinion, spurred on by propagandists and pundits, often demands just that; quick and clean-cut solutions for international problems which are not susceptible to this treatment.

"It may, therefore, from the point of view of good international relations and healthy domestic morale, not be amiss to sound a note of caution as we enter a year which could be filled with conferences and discussions from which we may expect too much. It would be a

mistake to pitch our hopes too high for a speedy and satisfactory solution at these conferences of all the cold-war problems which plague us. Many of these problems arise not so much for particular situations, as from the very nature of the relationship between Communism and the free world; a relationship which is likely to be with us as long as we live.

"We would also be wise, I think, not to get unduly exercised over the meaning of every Kremlin word or gesture. We might recall the good advice of Harold Nicholson when, in discussing the practice of diplomacy, he said: '...it is better to concentrate upon rendering your own attitude as clear as possible, rather than to fiddle with the psychology of others'. Nicholson then quoted the words of an experienced diplomat, and they seem particularly apt at this time, 'Don't worry so much about what is at the back of their minds; make quite sure that they realize what is at the back of yours'.

COLLECTIVE STRENGTH

"I hope that, as we enter 1954, we keep at the back, and in the front of our minds, the necessity of following patiently, steadily and persistently the policy that we have now laid down; of building up and maintaining the collective strength and unity of the free world, to be used not to provoke or threaten others, but as the solid foundation for diplomatic negotiation and political settlement. This involves the search for solutions for specific international problems, one by one, so that in so far as we can bring it about the cold war will have begun to disappear by the end of 1954 without having become a hot one.

"We must assume, however, that this unity and strength, especially under NATO, is bound to be the object of increasing attack in the coming year from the Communists, within and without our gates; not so much, I feel, from direct frontal assault as from the insidious pressure of enticing double-talk and bewildering blandishment.

"There never was much doubt that the really serious strain on the Western coalition would begin when the menace of immediate aggression seemed to recede. We are in that period now, with new problems and difficulties - and also new possibilities.

"This is certainly no time to weaken the common front by dissension or doubts or indifference. It is no time to lower our guard; or start wrangling among ourselves...."

Oil pipe line deliveries climbed 41% in the first three quarters of 1953 to 107,060,699 barrels from 76,059,742 in 1952.

Biscuit production in Canada soared to a record 115,364 tons in 1952, 55% more than in 1946, over double the 1938 output.