

Memorandum to the Hon. Norman A. McLarty, Minister of Labour.

At your suggestion I am very glad to write a brief memorandum on the suggestions I offered to you to-day for the method of disseminating in the United States information concerning the point of view, objects and opinion of Canada.

I must preface my remarks by stating that in my opinion the whole plan would be defeated if it were handled by a Canadian. It must of necessity be handled by an American with the utmost secrecy and discretion and by an American in whom you can completely trust.

To begin with, my feeling is that it would not be wise to have Canadians, no matter of what prominence, lecture before any groups in the United States. It would be much more effective to arrange for outstanding American personalities to speak before important Canadian groups. Naturally it would be arranged ahead of time that these speeches should include material which would elucidate the Canadian point of view. It should then be arranged that advance copies of these talks be provided to the Canadian Press and other wire syndicates for release in the United States. It must be evident that this method could be employed extremely profitably and effectively. It is also my opinion that articles written by Americans for publication in American periodicals and feature sections should be inspired. This would require a complete knowledge of the American publication field, its requirements and the availability of writers. Material could also be provided for news broadcasts and radio lectures. It would be a great mistake to send out a great number of mimeographed prepared news releases. The method of inspiring and arranging for Americans to do this themselves is in my opinion the only effective way. In selecting speakers, writers and broadcasters great care should be taken not to employ those who are known to be rabid Anglophiles. During the past fifteen years it has been my privilege to make excellent use of motion picture screens of the United States. Here again it is only ideas for films and film sequences which should be presented to American producers for their own working out. In selecting an American to handle this delicate work he should have an office in New York and would have to be kept in complete and intimate personal touch with the Government here in Ottawa. Having

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