

through appropriate cultural activities.

If the Government is not concerned with providing rapid press services, it does, however, keep its officers abroad supplied with full texts of important statements and other documents, with publications and reference photographs, films and radio transcriptions, books for library use and presentation, briefly, with the information materials needed by each mission to interpret policy, correct misconceptions, and deal with enquiries and requests from foreign government departments, press organizations, writers, schools and public. On our officers in the field at diplomatic posts, at separate trade missions, and at offices of the Film Board, on the CBC-IS and the Travel Bureau, rests the burden of this effort. Their knowledge of local conditions, needs and possibilities plays an essential part in shaping our information programmes, and our own efforts are directed to helping them make the most of their opportunities. Co-operating in this task is a team comprised chiefly of Trade and Commerce, Immigration, the National Film Board, the CBC International Service, the Exhibition Commission, the Travel Bureau and External Affairs, whose varied efforts are co-ordinated through the Inter-Departmental Committee on Canadian Information Abroad. All this represents, you will agree, an impressive sum of talent, effort and money devoted to achieving the objectives I have described.

Now in this effort to create a balanced picture of Canada in the minds of foreign peoples, what are the themes we develop? Generally speaking, our record of working for peace as a responsible member of the international community, and our willingness to help less-developed countries, provide good and true copy. At the United Nations, our work on disarmament and in the Security Council, our participation in the Emergency Force in the Middle East and in the Truce Observation Commission in Kashmir, are a few examples of the constantly active support Canada has given to the organization and its Specialized Agencies. In Europe, our Brigade Group in Germany and our fighter squadrons in France, as well as the shipments of arms to our European allies, testify to our active participation in the NATO alliance as to our determination to defend ourselves against any threat of aggression until the United Nations is strong enough to do the job for which it was created. In the Commonwealth countries, our considerable investment in Colombo Plan aid and technical assistance, our aid to new members such as Ghana and the West Indies Federation, and initiatives such as the recent Trade and Economic Conference, show our sincere desire to strengthen the bonds of Commonwealth co-operation and solidarity.

In the United States, our relations of all kinds, political, economic, social and military, supply a wide range of problems and information topics. In other countries, Canada's industries and the size of its commerce, its schools