

enlisted. I suggest that an initial step would be the appointment in Washington or, possibly, in New York of a cultural attaché, preferably an experienced educational administrator, who could plan programmes to educate Americans about Canada and recommend ways in which Canadian resources, governmental and private, could be used to support such programmes. If a sound plan were developed, undoubtedly funds would be required to carry them out but at this point it would be fruitless to guess at the order of magnitude.

22. It is apparent from comments from all quarters that our effort in the United States in the field of current information and press relations needs strengthening. The job done by Mr. Farquharson was generally conceded to be useful and effective and demonstrably served to support Canadian policy in the U.S.A. This function has not been performed at a sufficiently high level, at least, for some time. Not only has the absence of a senior press officer been the occasion of a good deal of criticism from outside the Department but the basis of the criticism has been widely recognized, within the Department, as valid. There can be reasonable argument as to whether this task should be performed by a career official or by the employment of a suitable journalist or P.R.O. but it is recognized that familiarity with public and press relations is essential. I would suggest that experience in both the foreign service and public relations area is called for and, if only one man can be fielded for the task, then an FSO with public relations experience is called for. A better solution would be to establish a two-man