

be made by the Canadian Information Service at this time for a number of reasons, one being that the service is still in the formative stage and is fully occupied with the administration and other preoccupations of a new and comparatively inexperienced organisation." The covering memorandum gave a clear indication of a developing determination in the Department that it must take its information role more seriously and provide staff time and effort to this end. Accordingly, it was recommended for posts with a C.I.S. officer "that it should be the function of one member of each Canadian diplomatic mission, as designated by the head of the mission, to attend to information matters as part of his regular duties until such time as other arrangements can be made." And these posts, finally, were asked to tell the Department the name of the staff member assigned to information duties.

The departmental covering memorandum to those posts--Washington, New York, London, Paris and Canberra--with C.I.S. representatives did not add much but an exhortation: "... that heads of missions, with such members of their staff as they may designate, give consideration to establishing a system of regular consultation with the Canadian Information Service representative on the basis of the attached memorandum with a view to examining the whole problem of an