

objectives are of two kinds, the particular and the general, and the particular are easier to explain than the general. There will not be a great deal of argument about the desirability of fostering the export of Canadian farm, forest, fishery and factory products. The same is true, at periods when immigrants are being sought, about taking steps to encourage desirable immigrants to come forward. There may be disputes about methods and the amount of money that should be spent but the objective is clear and generally acceptable. Moreover, the results can to some degree be measured.

Where there is less clarity and agreement is in the business of making the country known and understood abroad. The general objective of helping the rest of the world to understand what makes us tick, why we react as we do, what are the reasons for our domestic or international actions - this general objective can be interpreted in many ways. Some point to the risks of wasting time and money and hold that it is of little consequence what Asians or Latin Americans or anyone else, except perhaps our neighbours in the United States, think about Canadians and their policies. Others would double or treble the funds now available and would project a great many more aspects of Canadian life than is done at present. There is room here for much divergence of opinion, but the view has gained ground steadily since the war that Canadian policies will be more readily respected and accepted abroad if we explain them and the facts behind them not merely to governments, but to public opinion.

In this regard, and to provide an element of continuity, I should like to quote from an address given by Mr. L.D. Wilgress, then Under-Secretary of State for External Affairs, exactly six years ago to a similar conference here in Montebello.

" Unless Canada can secure the co-operation of other countries, we are not going to get very far in working out the kind of world that Canadians want. We cannot hope, nor should we want, to impose ideas on others. But if we are to seek the co-operation of other governments, it is not enough to speak as government to government. The public opinion on which those other governments rest must know something about us, what we stand for, how we do things, in general what our record looks like. At a General Assembly of the United Nations, the late Fiorello LaGuardia, speaking on behalf of the United States Government in a debate on post-war relief and rehabilitation, said that his delegation was prepared to accept any solution of a particular problem proposed by the Canadian Government because of its record of responsibility and good judgment in that field. It should be our objective to make our country's record known and to tell a complete story - not concentrating on the exceptional and the extreme,