

ada shall presently, nowhere give better results than in France, but nowhere also is it more important that our publicity by avoiding the wild, declamatory and false style of the American advertising, should present Canada under all its aspects, under all its true aspects, at the same time, that work shall only be done by one central office recognized by the French authorities and actively co-operating with all the elements of the French nation favourably disposed towards Canada. That is not, I know it, Mr. Wiillard's opinion, I so much more regret to differ from him, that he seems to have been personally the more consequence in the fulfilment of his duties, but it is impossible not to adopt the above opinion after having consulted on the spot all those who take an interest in the Franco-Canadian relations. It does not belong to me to indicate to you, how you could, in the present circumstances, arrive at that agreement with the Department of Commerce. It is enough for me to observe that the publicity office of the two services could be installed at the commissariat, and in another place, preferably a ground floor in a great thoroughfare, a museum and an information bureau which could be of use both to commerce and emigration.

Allow me to observe also that it would in advance nullify the result of my recommendations if you were to avail yourself of them to reduce the staff or the budget presently appropriated to the emigration propaganda.

The budget of your Paris agency since its creation is apparently as follows:—

	Francs.
1903 to March, 1904 (three months only)	4,560 80
1904-1905	20,784 10
1905-1906	12,661 90
1906-1907	13,206 50
1907-1908	20,752 70
1908-1909	41,344 95
1909-1910	58,741 50
1910-1911	61,033 55
1911-1912	65,275 00
	298,361 00

If, however, we recollect that the above budget comprises since 1908-1909 inclusively the salaries of the personnel, which were till then paid by the London offices, and since 1910-1911 the rent of the agency, previously under the charge of the commissariat, it will be noticed that it has not so much increased since 1904-1905. The personnel alone has last year received about thirty-five thousand francs, which leaves only thirty thousand francs on the 65,000 without mentioning the rent. Their budget may suffice for the actual work (in fact, and this admission is worth noticing, Mr. Wialard admits that excepting the period of economy, 1905-1907, the Department has in general granted him what he has asked), it would not be sufficient for the work which the publicity office of the commissariat and the service of exhibitions and information depending on it, would soon be called to accomplish on your account. It goes by itself that if the number of propaganda means authorized in France is much less than those employed in England, we will only be able to obtain results by using for the authorized processes the money that we are compelled to save on the others. There would be, for instance, no good reason for not establishing in some other towns, and even in certain provincial towns, museums and information bureaux like those at Paris. It is also to be noticed that for the last three years the publicity budget has been from one thousand to twelve hundred francs only per year, that the indirect and veiled publicity, of the kind which I believe we should adopt, would be far more profitable, but also probably more costly. The object of the concentration which I