

Department but financial provision has never permitted a large effort in this field. I consider that a start should be made on an expanded programme of this sort and that a modest but respectable budget should be sought to hire outside, competent writers to provide articles of real value and utility for our information programme in all or some countries abroad. The Department would need to give serious thought to the selection of subjects and selection of writers and would need to assure themselves on each occasion that the projection abroad of that particular aspects of Canadian life and thought served an identifiable and significant Canadian interest, that it was interesting and marketable and that the chosen writer could do a competent job. The obvious people to undertake such original composition would be found in the ranks of journalists (possibly more expensive), professors and specialists of various types inside or outside the Civil Service. I think the enlistment of contributions of the required sort from university teachers might offer the most rewarding possibilities and would have side-benefits in encouraging their interest in the operations of the foreign service.

6. The programme of bringing foreign journalists and other opinion-forming persons to Canada is, by general agreement, a centrally important and effective means of bringing information about Canada to other countries. Given careful selection, the visitors provide a skilled group of writers, broadcasters and educators of established reputation who gain a first-hand knowledge of features of Canadian life in their field of interest and who enjoy access to publication outlets in their own countries. Visits by such people not only beget