

I think we should tend towards the policy of meeting the costs of all these activities abroad out of departmental funds rather than ask W.I.B., the Film Board and other organizations to bear the costs. If we do not do this, it will be very difficult for us to control the activities of these other organizations in the manner that we desire."

In a very brief note of August 14,⁽⁶⁾ Mr. George Ignatieff simply agrees on the need for centralizing the Department's Information Services abroad and lines up with those who prefer the label of 'information' rather than 'cultural relations'. He comments: "All I would say is that I would side with Mr. Matthews and Mr. Malania in favour of the word 'information' rather than 'cultural relations'. We would not seek to improve others by 'mental training' or 'intellectual development'. Thank goodness!"

With no such Churchillian disapproval for the use of 'cultural' in the title, Mr. MacDermot, in a memorandum of August 16,⁽⁷⁾ simply states his preference to avoid the term and considers that 'information' is probably the only alternative. He has no doubt, however, that cultural relations work must be carried on and prefers that it be done by the Department rather than taking the U.K. model of subsidizing the British Council to conduct cultural programs abroad.

By August 23, Mr. R. M. Macdonnell was able to note in a memorandum to Mr. Wrong⁽⁸⁾ that: "There is pretty general agreement ... that a division of information