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Ottawa, November 16th, 1939.

Memorandum to Mr. Heeney and Mr. Turnbull:

I had an opportunity of discussing the matter of the set-up of the Public Information Committee with the Prime Minister last evening. For the purpose of this memorandum and for the memorandum only, I will use the word propaganda.

I believe that the following will give a resume of the conclusions arrived at:

1 - The Prime Minister feels and I believe it is desirable that in the matter of general propaganda the questions of policy involved should be determined by the War sub-Committee of the Cabinet.

2 - Rather than make an elaborate set-up at the present time, we should obtain someone as Secretary who would be connected with the Prime Minister's office and allow the personnel to grow rather naturally and as the occasion requires.

3 - I believe it is the wish of the Prime Minister that in as far as possible this branch of Public Information should be under his personal direction and control.

4 - The Prime Minister suggested the title of Educational Secretary which at the time I must admit rather appealed to me, but on further reflection is too much suggestive of the school teacher and, for that reason, I believe inadvisable.

5 - The appropriate person to take on the task as Secretary was discussed but no final arrangements made. My belief is, however, that the Prime Minister would rather like to see L.W. Brockington, K.C. placed in this position, which is of course entirely agreeable to myself.

6 - I would like very much to see the appointment made at a very early date so that I could turn over to whomever is appointed the various files containing suggestions as to the

useful

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