

rial will be given to the Soviet Government only *after* agreement is reached for the supply of Soviet material in return. If a government department requests us to obtain Soviet material and has nothing to offer in return, we shall forward the request to you for transmission. If the Soviet authorities ask for Canadian material, we shall advise the government department here that it would be desirable to make the exchange reciprocal.

7. With regard to government material of a cultural nature, we ordinarily supply such material to a country without asking for material in return, since it is to our advantage to have the Canadian material given publicity in the country concerned. However, there is little or no hope that Canadian cultural material will be given the necessary circulation in the Soviet Union — among the broad mass of Soviet citizens as opposed to the specialists or professional propagandists — to make the supply of such material worthwhile. As we shall never succeed in reaching an agreement for the circulation of Canadian cultural material in the Soviet Union under the present state of international relations, I think that the supply of such material (films, etc.) should be discontinued.

8. There is one way in which we might do useful information work in the Soviet Union and that is by supplying suitable material for publication in *Britanski Soyuznik*. A few months ago, for example, the *Britanski Soyuznik* had a two-page spread on Canadian agriculture. This one article has probably done more to make Canada known in the Soviet Union than any amount of films or other material which we may have supplied to the Soviet Government. I am aware of the useful work which the *Britanski Soyuznik* is doing, and I shall continue to have sent to you any features which might be suitable for insertion in that publication.

9. The problem becomes more complex in the case of material which non-governmental organizations wish to send to the Soviet Union. It is rather difficult for us not to forward material which a non-governmental agency might wish to send since the organization can always forward the material to the Soviet Union itself if it so wishes. On the other hand, it is regrettable when such material is sent into the void without the organization receiving an expression of thanks and without anything to show in return. In future, on receipt of a request by a non-governmental agency (such as the *Canadian Geographical Journal* for example), I intend to inform the agency of our policy of reciprocity, and to suggest that it might wish us to ask the Soviet authorities for suitable material in return *before* passing to the Soviet Union the Canadian material. If the agency indicates that it does not wish to make the supply of its material conditional upon the receipt of Soviet material, I think we shall have to transmit its material as requested (provided there is no objection on the grounds of security).

10. By adopting the procedure of "forcing bargains", it is still highly doubtful whether we shall succeed in obtaining the material we want from the Soviet Government. Perhaps the most fruitful method of obtaining technical information from the Soviet Union might be that of buying whatever technical publications are available in the Soviet bookshops. Although, as Mr. Holmes points out in his letter of August 11th, it is not easy to get hold of material in Soviet bookshops, I think that we should not rely entirely on the good graces of the Soviet Government. I suggest,