

Hume Wrong's comment of July 26, 1944, ⁽⁴⁾ shows no great enthusiasm, rather a resigned acceptance that something must be done in the information field: "I am myself allergic to proposals for expanding our activities in this field at the present time because I think that they do not rank high enough in our priorities to warrant the expenditure of time, personnel and money involved. I feel sure, however, that we shall have to undertake greater activities in this field and it might clear the path somewhat if we were to make progress towards settling policy and defining responsibility." In his brief memorandum, Mr. Wrong also notes that "In projecting Canadian culture abroad, to use the language of the Film Board, we have always to remember that we have two substantially, different cultures in Canada between which we must keep a balance."

A different sort of consideration was put by W. D. Matthews in a memorandum to Mr. Wrong of August 11, 1944. ⁽⁵⁾ In a management assessment and with a forward perspective on a priority position for External Affairs in the field of information abroad, Mr. Matthews writes:

"I think the suggestion that such a Division be given a separate appropriation at least as a matter of internal arrangement, if not formally in the estimates, is a good one. On the present basis, no definite amount of funds are sic allocated for this type of work and the persons abroad who get in their requests first are apt to obtain whatever funds may be available at the expense of other offices.