

4073 of December 8, 1939. (Attached as an appendix.)

The Order in Council determined:

That it is desirable to provide further for the effective collection, co-ordination and dissemination to the public of information concerning all phases of Canada's war effort and the various activities of government related thereto; and

That for this purpose it is desirable to appoint a Director of Public Information

. . .

Mr. Walter S. Thompson was appointed to this position and was empowered to recruit and pay a staff. P.C. 4073 contained no authority to conduct information programs outside the country but its result was the creation of machinery and enlistment of skilled staff which could be and was turned to external programs at a later date. Even without explicit authorization the importance of information work in the United States to explain and illustrate Canada's war effort was recognized by the Directorate of Public Information and pioneer campaigns were conducted in that country. The year 1942 had had more than its share of military setbacks for the Allied cause and the importance to this cause of American public opinion became even more manifest. There were also apprehensions about the turn which policy in a number of Latin American states might take and a realization that a Canadian information effort in that area might make a useful contribution.