

Lastly, our participation in the Chicago Fair next July will perhaps attract the co-operation of some of you. This is an area which offers, according to our Consul General, Gerry Newman, the possibility of expanded Canadian trade. It is also, as you recall, one of the areas referred to in the Batelle Report which the Conference discussed two years ago.

In the work we are doing abroad, all of us have an opportunity of telling the story of Canada's accomplishments and promise. It is an inspiring story, and in many respects unique. Our information services try to tell that story in its various aspects and in different ways, not for the sheer joy of telling an adventurous story - for that is only an incidental part of their function - but in order to enlist understanding and acceptance of a wide variety of things Canadian - products, policies and points of view. At times, I suppose, they even support some of our national prejudices, such as a prejudice in favour of being Canadian. Working in co-ordinated fashion, as a team, the Government information services contribute a sum total of effort that is impressive, and the result in terms of understanding and goodwill is important and cumulative. It seems to me that Canadian business has much to gain by participating wherever it can in building up such a fund whose benefits are continuing and available to all. I hope that we may at this Conference, be able to take some positive steps in that direction.

S/C