

promising approach appears to be a kind of "matching" of Canadian and American groups and an attempt to encourage these "teams" to embark on studies and projects related to this general area.

One of the chief means of encouraging such activity is by means of grants. There appears to be little reason why it would not be appropriate for the Canadian government to create a fund on which approved projects by reputable non-governmental bodies could draw in order to initiate such activities. An amount in the order of \$500,000 ought to be made available for this purpose alone, quite aside from whatever other costs may arise from Information Division activities.

(a) Publications and Kits

The Information Division and the information sections of the consulates should certainly continue to respond to requests for material on Canada. Most of the consulates respond to school requests with teacher and student kits, the contents of which vary to at least some extent from consulate to consulate. The fact that the requests are a form of initiative taken by the United States schools, themselves, is gratifying. However, one should be somewhat cautious in assuming that this guarantees that eager little pupil eyes, or thankful teacher eyes, will pore over the material supplied. Many of the requests are made "on spec.", as it were, and any unattractive or irrelevant or unsuitable material received will simply be discarded or left on shelves. Nonetheless, the survey conducted by the public relations section of Expo '67 indicates on the use of Expo Edu-Kits that there is a "market" for good material. The same survey mentions the likelihood of a certain un-named government department producing and distributing similar kits on Canada in the near future (see the report of the survey, p. 21). For a number of reasons, I would guess that the body referred to is the Canadian Travel Bureau. With this in mind, the Information Division should get in touch with the Travel Bureau immediately, to see if some basis of