

In the British Isles our work of propaganda comprises:—

(a) *The services of district agents*, directed by a chief agent, located at London, who acts under the instructions of the general manager or Superintendent of Immigration at Ottawa. In 1911 there were eight of these district agents (that is one for every five million people), and the chief agent, Mr. Obed Smith, in his annual report of 1910 and 1911 earnestly asks the appointment of two more, one (speaking Welsh) for Wales, and the other for England. Each has his own staff and office.

(b) *The delegations of Anglo-Canadian settlers*, spread over the English territory according to their original place. Those farmer delegates are naturally chosen amongst the most intelligent and successful. They come to England in the fall and return in the spring of the year. Thirty-eight men sent in 1910-1911.

(c) *Illustrated lectures*.—Four hundred and fifty more delivered last winter by the government agents at a cost of \$50 each, and many more yet by agents of Canadian transportation companies, one of these, the Canadian Pacific Railway Company, has quite a host of lecturers, teachers, clergymen, and private individuals, who wish to deliver lectures on Canada, are furnished free of cost with views and a lantern. Add to this the more intimate and familiar talk of the farmer delegates to groups gathered by them.

(d) *Advertisement and newspaper articles*.—This item has cost about \$50,000 in 1911, not including the many special editions of Canadian newspapers distributed in England. Half of that sum has been spent directly by Ottawa with the other half, our London agent has published advertisements in six hundred newspapers, the most part of which, predisposed in favour of Canada by this consideration, gratuitously inserted notices, agricultural information, and even original articles on our country. I am informed by Mr. Smith that the number of newspapers will be increased this year from six hundred to one thousand, then the whole English territory will be reached by our publicity operations. The agricultural information is inserted preferably in the country newspapers which are generally published on fair or market days. There exists in the London office, under the active and intelligent direction of Mr. Just, a publicity department through which our chief agent can at all times and at a moment impress upon English opinion.

(e) *Premium to navigation companies' agents*, for certain classes of emigrants, farmers, farm servants, &c., this premium is not paid without discernment, the steamship agents are periodically visited, for two reasons; first, to stimulate those who lack initiative, and secondly, to punish those who might abuse the public, and specially the labour man. In his report of 1911, Mr. Smith insists on the insufficiency of his inspection staff and the urgent necessity of increasing it.

(f) *Free distribution of literature*.—In 1911, the Government printed or bought, for his English agencies, 1,721,675 copies of maps, pamphlets and newspapers, of which 1,150,570 copies were sent to Liverpool where the distribution office is 'Nevertheless,' says Mr. Smith in his report of 1911, 'the demand for literature has been so great that at times we have been obliged to have small extra editions of the pamphlets printed here.'

All the schools are provided with maps and all pamphlets are sent to the teachers. The literature is addressed by mail to farmers, and farm servants which we cannot reach otherwise. If you add the maps, pictures, provincial, municipal or even individual publications, you will have an idea of the part played by literature in our operations.

(g) *Exhibitions*.—Apart from the great national, imperial or international exhibitions, as those which were held these late years at Glasgow, Cork, London, the permanent exhibition as at Crystal Palace, the participation agricultural shows, and the exposition of natural and agricultural produce which is made in its offices and in the