

Service, the National Film Board, the Government Exhibition Commission, the Government Tourist Bureau and the Trade Publicity Branch of the Department of Trade and Commerce but there was no particular purpose and some danger of confusion in raising bilateral problems in a multilateral gathering. In 1962, the Royal Commission on Government Organization (Glassco Commission) reviewed the work of the Interdepartmental Committee on Information Abroad in these terms:

The results have been disappointing. The annual meetings of Deputy Ministers failed to materialize, and the Interdepartmental Committee has met infrequently, sometimes not more than three times a year. The minutes disclose little discussion of principles or high purposes; instead they have centred on such minutiae as the size of flag to be included in a speaker's kit or the lighting of a special display at an exhibition. Few departmental information directors now attend meetings, sending in their places officers at a level which does not permit speaking authoritatively for their departments. "We should be planning the menu not peeling the potatoes," was the comment of one information director and his view is widely shared.

Although campaigns of public information in other countries had been conducted by the Canadian railway companies since before the turn of the century in the interest of immigration and land sales, the first governmental efforts towards information abroad stem from the Second World War. The need for an information agency of government did not take long to be recognized and such an organization was established by Order in Council P.C.