

it worthwhile. On our side, we purchased some time ago a few thousand copies (all that were available) of an excellent booklet put out by the Northern Electric Company, and more recently, an attractive booklet produced by Canadian General Electric was reprinted by Citizenship and Immigration for use abroad. My Department is now considering a similar step. Would there not be more opportunities for useful exchanges of this nature?

In this connection, I wonder if Canadian industry is not overly modest in telling other countries about its accomplishments. I am thinking particularly of the part played by Canadian industry in making their facilities available for technical training to Colombo Plan students, and in industrial and production work undertaken in Canada for the benefit of Asian countries. The Government is doing its best to spread information about the Colombo Plan through pictures and newspaper stories about the trainees which are forwarded to the countries concerned, but it seems to me that in its own interest Canadian industry might share effectively in this work. Our missions in the countries concerned would be glad to help in securing outlets.

My Department, perhaps others also, has a programme of assistance to visiting foreign journalists which, though modest, is nevertheless an important source of foreign public knowledge of Canada. We have in the past, according to the interest displayed by the visitor, arranged visits to certain industries where they were cordially welcomed and shown around. It would help if we had a list of all the industries interested in receiving such visitors, so that we might approach them when planning our itineraries.

Turning to the United States, and without going into details which may be the subject of our discussions, I should like to mention three information projects which might be of some interest to all of us. The first is the nation-wide "Canada Month" of study and games to be undertaken by the Cub Scouts of America, their parents and leaders. The Government has provided the literature required for this purpose, including travel booklets and a specially designed folder of which you have a copy. Their theme (The Mounties) is not perhaps original, but this is an instance where, bowing to the inevitable, we have to use the Mounted Police as a stalking horse, so to speak.

The second project is on a different level and presumably of wider interest. "Canada Week in Boston" next April should be an elaborate show, comprising as it does a Canadian trade exhibit and an impressive number of cultural, educational and entertainment events.