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Soviet Publicity In Canada

TO CANADIAN newspaper editors the most personal evidence of Russia's campaign to win friends is the literature that flows across their desks from the USSR embassy at Ottawa. In both volume and quality this far outclasses anything else received from foreign countries, either directly or through Ottawa, with the single exception of United Kingdom material. A magazine called "Coming Events in Britain" tops the lot. However, it is a commercial publication sent to editors on a complimentary basis so that it does not provide a real comparison.

The Soviet literature is put out by the embassy press office and one of the publications, titled "USSR Illustrated News," has a format that would show up well on any news-stand. It makes generous use of color with the cover usually showing some progressive Russian scene, and the illustrations are varied and numerous.

Editorially the magazine follows a careful and clever line that combines propaganda with an expression of friendship. In the June edition there is a very readable illustrated feature on the remote Soviet republic of Tajikistan, bordering on Red China and Afghanistan. The article describes the growth of Tajikistan from a primitive land of mud huts before the "Great October Revolution" to a country apparently possessing rich agriculture and delightful cultural pursuits.

The same edition carries a story on the key-presenting welcome given in the last war to the Soviet consul when he visited Amherst, N.S. It concludes: The friendship of the peoples of Canada and the Soviet Union has never been darkened by conflicts and insoluble disputes. The Soviet people hold that at present, too, there are all prerequisites for the further consolidation and expansion of friendly contacts between Canada and the USSR, the contacts whose glorious traditions are symbolized by the gift of Canadians—the Amherst key."

In addition to the monthly Illustrated News, the embassy press office puts out a daily Soviet News Bulletin designed to keep Canadian editors clued up on affairs in the USSR with items such as "New Facilities of the Fishing Industry," and "Preparations for the New Stage of Antarctic Expedition." In the latest Bulletin there is a piece on Siberia which starts: "Siberia was a convict land," wrote M. Gorky in 1935, "a land of unending sorrow, a land of fetters and death. It is now a collective-farm land, Soviet Siberia, the land of socialist construction."

The latter is more obviously propaganda than most of the material, for on the whole the Russians show unexpected restraint in trying to put their point across. Generally the stories in the Bulletin are presented as dead-pair news items.

There is no doubt that the Russians are taking greater advantage of the Canadian postal service—and most likely that of other western countries—than they would grant in return. That is in line with the practice which has made them suspect to all peoples dedicated to freedom. But there is also denying that they have developed a technique in presenting their case that bears watching. The painful fact is that the Russian publicity material is considerably more readable than most of the other free junk that daily swamps an editor's desk.

Scriptures

Blessed are the meek for they shall inherit the earth. Matthew 5:5

Warrlike nations have perished as nations from Sumer and Babylon and Assyria and their slaves have risen to importance. Sheep have oulived the tigers.

As I See It

By Elmore Philpott

Lifetime Speaker?

AS A result of the bitter parliamentary fight of 1956, there is a widespread demand that Canada should follow Britain's example and select the Speaker of the House of Commons for life—not just for one five-year term.

This looks like a common sense suggestion, at first glance. But it is by no means sure that all the three opposition parties would be willing to enter into permanent gentlemen's agreement which would be necessary to give it effect.

And the weak spot in any gentlemen's agreement is that it only lasts so long as all the participants in it are willing to act like genuine gentlemen.

THERE is no statute in Britain which lays down that the Speaker of the House of Commons shall hold his post for life. He is able to do so because the Conservatives, the Laborites and the Liberals all carry out the gentlemen's agreement not to nominate rival candidates in the Speaker's home constituency.

The talks which the Minister of External Affairs gave to the Princeton students have since been published in book form by the University of Princeton Press under the title of "Democracy in World Politics."

And now they have attracted the attention of the influential "Yale Review." In its current issue it discusses them in a vein highly laudatory to Pearson.

"These are not the lectures," the Yale Review observes, "of a political leader with little to draw on but his own adventures. They are the lectures of a trained historian as well as an experienced diplomat; their tone is that of a man who has something important to say and says it directly. The only complaint on this score is that many things are said too directly, too rapidly, that Mr. Pearson is 'too spare in his elaboration.' In this day of books that need cutting in half, here is one that needs to be expanded."

That's flattering general comment, but more follows in more specific vein:

The Yale Review points out that Canada's Foreign Secretary believes that "despite the revolutionary appearance of the atomic era, the world is not faced with new problems, but with old problems on a new scale." It mentions with approval his objection to using all-out nuclear retaliation in local conflicts such as the Korean war; it believes that his advocacy of using no more force than is necessary for defence and containment of aggression is the right policy.

Pearson's remarks on the management of international coalitions of the character of NATO, his views on the problem of responsibility for world leadership which the United States faces, and his insistence upon the maintenance of the democratic virtues of "debate, conviction and consent" in the realm of international co-operation, are all extolled as suggestive and valuable. The Yale Review concludes:

"In a book so wide in scope there are inevitable shortcomings. Most of them stem from the normally laudable tendency to brevity; some of the points need a full discussion. Lectures by Foreign Secretaries in office are often the dullest of fare. Pearson's, perhaps because of the combination of scholar and man of action, command interest and respect."

The Yale Review isn't the sort of a publication that praises lightly. Praise from it is praise indeed—especially when accorded so unreservedly. It's an impressive confirmation of Parliament Hill's own opinion of its own Pearson.

OTTAWA DIARY

By Norman M. MacLeod

Among the honors which have come to Canada's L. B. ("Mike") Pearson in recent months has been the high one of being chosen to deliver the eminent, although perhaps little known on this side of the border, Stafford Little lectures at Princeton University.

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There is no reason why the Canadian Liberals, Conservatives, CCFs and Social Credits could not do the same thing, if they so choose. It would have to be a simple declaration—a public promise by the leaders of the parties that they intended to give the lifetime Speaker the right to speak for life.

But there is no guarantee that all four parties would choose to live up to such a gentlemen's agreement, permanently.

Moreover, there would be nothing to prevent a strong independent from contesting the Speaker's constituency, if the independent so desired.

"I am not trying to throw cold water on the proposal—which I personally believe is a very good one. But I am trying to point out that it could not become effective unless we had an underlying harmony between all four political parties at Ottawa which is now sadly and visibly lacking."

THERE would also be no point in adopting the British system for lifetime tenure of the Speaker's chair unless we in Canada also adopted other features of the British system which is the key to the British Speaker's undoubted authority.

That is, in that Britain there is no appeal from the Speaker's rulings.

In Canada it is the right of any MP to challenge the Speaker's rulings, whenever the MP believes it is politically expedient to do so.

It took 70 votes finally to put through the government's Pipeline Bill. In Britain at least 400 votes would have been needed to pass it.

In brief, the status of the Speaker and the rules of the British House are as such as to favor the government of the day and cramp the style of any opposition party which is determined to obstruct or filibuster.

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ATOMIC SUPPLY

TOKYO (CP)—Japan's atomic energy commission has decided tentatively to build a \$4,701,000 national ionosphere centre within three years near Tokyo, to study ways to use radioactive rays.

The doorknocker at London's Lincoln Inn Gate dates back to 1854.

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A GROUP OF ESKIMOS wave from the gangplank of the Arctic supply vessel C. D. Howe which will take them back to their homes in isolated Arctic outposts. Twenty-six left Monday after receiving hospital treatment. (CP Photo)

TV Viewers Proving Smarter Than Planners Says Expert

VANCOUVER (CP)—Television viewers are smarter than the program planners think they are, an American educationist says.

Dr. Frank C. Baxter, professor of English at the University of California, says television personnel are making a mistake by aiming programs at persons with a mental age of 13.

A television personality himself, Dr. Baxter has been lecturing on television in the U.S. since 1953. He admits his rating may not match the popular entertainment shows, but says "there is still a large number of people who do want serious programs."

He believes that not only television people, but radio and newspaper men as well, should remember these people when they talk about the average mental age of 13.

PUBLIC RESPONSIVE

"I have used five-syllable words and the same techniques that I use in the college classroom," he says. "And I've received 4,000 letters so far in response to my program."

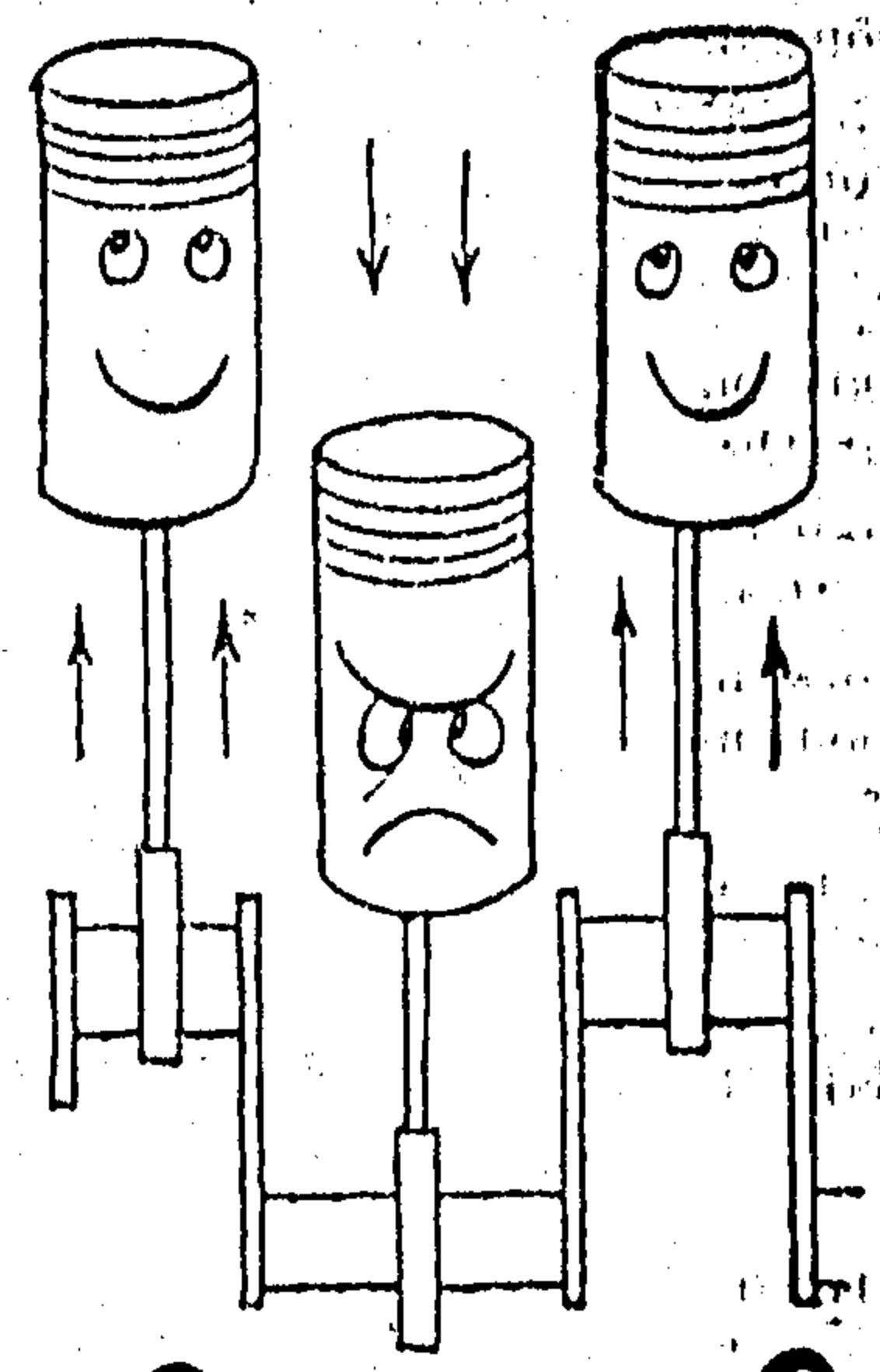
Of this number, only two have been "nasty" letters and Dr. Baxter attributes them to "cranks."

"Many of the letters were crudely written but they thanked me for opening up new worlds," he adds. "They have said they've wanted that sort of program for a long time."

The cheerful, cherub-faced English professor said he talks about Shakespeare, the Renaissance, books and "just ideas." He says you can't educate through television because that

The travelling public is requested to proceed with caution in the Galloway Rapids—Summit Area, commencing Monday, 25th, and until further notice.

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Persons or Firms wishing any changes in this Directory must submit them in writing to the Telephone Office, 248—3rd Ave. West, by July 9th, 1956.

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