

CONSEIL DE L'ATLANTIQUE NORD
NORTH ATLANTIC COUNCIL

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COMMITTEE ON INFORMATION AND CULTURAL RELATIONS

"KNOW YOUR ALLIES" BOOKLET

Memorandum by the Director of Information

The Committee last year gave its approval to an item in the 1955 Information Budget which allocated 750,000 francs for the re-issue of a corrected and up-to-date version of a booklet giving details of distinguishing insignia of the armed services of the member countries.

2. Since then, a number of factors have emerged to lead the Information Division to question whether, with its limited resources, it should undertake this project. The first and overwhelming factor is that of cost. Originally it was hoped that with one or two minor alterations the original colour plates (financed for SHAPE by ECA) would serve for a reprint at relatively low cost. Due to a considerable number of changes in insignia by member countries, it is now estimated that the production of 10,000 copies of this "Know Your Allies" Booklet would cost between 2 and 2½ million francs.

3. Furthermore, since it cannot at the moment include the new insignia of the proposed forces of the Federal Republic, as yet undecided upon, the booklet would be lacking perhaps one of its most useful informational elements.

4. The main value of such a booklet is at NATO's international headquarters, because it is only at international headquarters, under ordinary circumstances, that the multi-national problem arises. For example, British Royal Air Force units stationed in Belgium should be familiar with the Belgian insignia, but do not need to be issued an expensive booklet giving details of Norwegian, Portuguese and Turkish insignia.

5. With the foregoing considerations in mind, and particularly the fact that the funds to finance this specific project as voted are inadequate, the Information Division would like to have the concurrence of the Committee on the use of this sum for another project related to Troop Education.

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6. The Information Division plans a mobile exhibition for the newly-arrived Canadian Brigade in Germany. The Information Division would like to devote the 750,000 francs originally allocated for the "Know Your Allies" booklet to the mass production of a relatively cheap folder devoted to say, "Forty Questions about NATO", to be distributed to troops, and in particular, to visitors to the mobile exhibition which the Information Division plans to adopt for the newly-arrived Canadian Brigade in Germany. (With minor alterations, this same exhibit might be used also by British and U.S. forces stationed in Germany, if they so desire.)

7. Under the provisions set by the Budget Committee for the 1955 Budget, the Budget Committee, after making its cuts in the Information Budget, authorized the transfer of funds within the Division's operational budget according to its priorities, for the various projects.

8. Since the 750,000 francs authorized for the "Know Your Allies" booklet is insufficient for the realization of this project, the Information Division would appreciate the agreement of the Committee that the use of this sum along the lines outlined in paragraph 6 above is reasonable and sensible in the light of NATO's 1955 Information Programme.

(Signed) GEOFFREY PARSONS, Jnr.

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