

In this issue

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magazine would also be
appreciated

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A new magazine

In this issue we return to magazine format. For the past
four years, *Canada Today* in Britain has been pub-
lished in booklet size theme issues, which allowed us
to concentrate exclusively on a single subject.

A recent survey of our readers gave us some very
constructive answers. Although there was general
satisfaction with the theme issues, a majority ex-
pressed a preference for a wider variety of coverage
that only a magazine can provide.

It is our intention to produce *Canada Today* maga-
zine as a quarterly publication. Theme issues will
continue to appear from time to time, to provide
occasional comprehensive coverage of special sub-
jects. A Newfoundland issue is now being planned to
correspond with the 400th anniversary of the settle-
ment of Newfoundland as a British colony by Sir
Humphrey Gilbert.

Many readers expressed interest in an up-to-date
news magazine which would chronicle contemporary
events in Canada. However, there are other vehicles
which provide a more timely package of Canadian
news. These are *NewsCan*, published weekly by
Canada House, or *Canada Weekly*, produced by
the Department of External Affairs in Ottawa. More
comprehensive alternatives are subscriptions to
Canadian newspapers or magazines.

With this magazine our purpose is to attempt to
show Canada through a wide angle lens; to convey not
only wilderness, spectacular beauty and enormous

natural wealth, but commercial developments, a dyna-
mic culture, innovative technology and the challenges
of both remote village and sophisticated urban society.
As a *High Commission* magazine we will be putting
our best foot forward, but in so doing we will en-
deavour to present a balanced and accurate portrait of
our country. We do not wish to present Canada
through a veil of Rose Marie coloured clichés and we
expect that our readers, with their criticisms and sug-
gestions, will keep us up to the mark.

Our first issue includes feature articles on recent
Canadian achievements in space technology; on Mar-
garet Atwood, one of the leading poets and novelists in
the English language; and the significant advances in
information technology represented by our Telidon
system. We are also introducing a section of shorter
items which we are calling 'Mosaic'. This includes an
events column which highlights a few of the many
Canadian trade, cultural and other activities in the
United Kingdom. In this issue, we are pleased to
provide an interview with the new Canadian High
Commissioner to the United Kingdom, the Hon. Don
Jamieson.

We hope our magazine will be lively, useful and
readable, and we look forward to hearing from our
readers.

John Graham *Minister, Cultural and Public Affairs*