

21. The need and the possibilities for information work in the United States are so great as to be overwhelming. The problem here is not a search for information outlets, which are manifold and available. The need is for people who know what aspects of Canadian life particularly merit publicity and who can choose and, hopefully, utilize the right channels. There is no problem of communication in either the sense of technical systems or of language. Communication is carried out at governmental level but, far more important, it is conducted by literally millions of Canadians and Americans on a day-to-day basis - by tourists, businessmen, athletes, scholars, school-children, entertainers, etc., and yet, as year follows year, the vast U.S. public, even the educated public, is ignorant of Canada to a degree that astonishes and vexes Canadians who encounter it. This vexation and frustration in Canada is a bad background for Canadian reactions to U.S. policies and actions and on occasion swells to the proportion of serious resentment. However, the most important danger from American ignorance of Canada is that U.S. policy at federal or lower level will miscalculate or entirely fail to take into account Canadian interests or emotional reaction and will take steps damaging to Canada or to bilateral relations. Examples are endemic and superfluous. By themselves, the efforts of the Canadian Government are not going to change the pattern and correct the situation and for long-term results we must manage to convince Americans in the right places that it is important for the people of the United States to understand Canada and allow Americans to forward the educational process. To this end the interest of school systems, of universities, of textbook authors and publishers and of learned societies must be