

Mr. FIELD: There is a great demand in the United States, and I might add that in Britain there is a tremendous demand for Canadian films. From my research I believe the same thing is true in other countries in Europe. It is hard to get this across to Canadians, but the average person in Europe has never seen a national park of the kind that we have. They have a dim conception of it, but they have never seen anything like our national parks because such areas are not being preserved on the same scale in Europe. There is no program in Europe to preserve such areas, and so far as I know there is no particular plan to do so. In the United States the great recreational areas are being overused. They are overcrowded. There is no place, for example, along the whole of the Atlantic coast until you come to the border of Canada where a national park can be located. The land in the Atlantic area south of the Maritimes has been co-opted for commercial and private purposes.

So, our films, many of which show the national parks, are really in very great demand. I do not like to be too prolix in answering your question, but I do think our parks are perhaps the most important attractions that we have to offer, not only to the United States but to the rest of the world.

Senator FERGUSSON: Is there any place where we can obtain a list of the films you produce?

Mr. FIELD: Yes, we have a list. I have a catalogue here. Would you like to have a copy, Senator?

Senator FERGUSSON: Yes, I would. Thank you.

Senator DAVIES: Have you any connection with the Canadian Film Board in London that distributes films about Canada there?

Mr. FIELD: Yes, sir, we will have. At the present time, as I explained, we do not have our travel and wildlife film service in the United Kingdom, but we are making plans for it now, and we hope to provide prints and service libraries in the main centres there.

Senator DAVIES: They are very good, and they do a very good job. I give an exhibition every year over there of Canadian films, and I invite many people to come and see them. As you say, they know so little about Canada. It is about time they found something out.

Mr. FIELD: I discovered on my last trip that it was very hard to find a map of Canada displayed in London, so when we open our new office there the central display is going to be a map of Canada 18 feet wide and 13 feet high. It will be lighted so that it will be on display day and night. We must get across to the people of Europe and Britain the whole image of Canada. They have so little conception of distances here of the breadth and the scope of our country. Their image of Canada is one of a cold country—a great northern country. The climate in Canada is much better—I would say this to the head of the British Travel Office—for a summer holiday than is the climate of Britain. We are trying to get this message across to the people of Britain and the other countries of Europe.

Senator CONNOLLY (*Halifax North*): Are you going to say that in your advertising?

Mr. FIELD: I will not attempt to write an ad. now, Senator, but I do not think we should be reticent about the attractions of Canada. It is true that the British people like "low key" advertising, but I do not think one should be "low key" when talking about Canada. I am a great enthusiast about Canada and I hope it will be reflected in our advertising there in the same way as it is in the United States.

Senator ISNOR: Mr. Field, I do not wish to be critical in what I am going to say about your approach to the export and import figures, but you yourself, in your brief today, referred to a position which we held as an exporting