

direct and conduct that part of the information field broadly known as cultural relations. The image (images?) of Canada as a producer of wheat and meat, minerals and pulpwood, a land of rivers and forests and providers of armed forces in times of trial is imprinted on the British mind but there would be widespread scepticism that Canada has its own considerable value and importance in the fields of education, science and the arts. And most particularly lost to view in Britain are the achievements of French Canada in the cultural field. It is, of course, true that informed people in the universities, research institutions, the BBC and London theatre, etc., have a grounded appreciation of Canadian cultural resources and contributions but this is a limited, if important, segment of society and, if an accurate picture of Canadian life is to be developed, light must be cast into the dark places of the British press and public attitudes. The need for liaison with centres of learning and culture is, of course, of great importance and should be served on a more systematic basis. At least one experienced officer, entirely occupied with these matters, should be added to the staff of Canada House.

20. In France, the information picture is turned around and cultural relations have had priority over general information at the Embassy and there is a much wider knowledge of French than of English Canada. I believe the need at the Paris Embassy is for a full-time, experienced information officer to be in touch with press and other media to present to the French public a more comprehensive and balanced picture of Canada. The spurring of activity in this sector should in no way impede the maintenance and growth of present and planned programmes of cultural exchange and information.