

rather extreme Canadian demands on this one issue in the interest of a fair and equitable settlement of all issues between the two countries. What is more, speaking hardheadedly of dollars and cents, such concessions as the Americans might be called upon to make in this area wouldn't cost much. The whole cultural industry doesn't account for more than from one per cent to two per cent of the trade between our two countries. If, for sentimental reasons, Canada has to be downright pampered in this area, the price would be miniscule when compared to everything at stake.

So much for the changes in American attitudes that I believe to be necessary if we are to achieve agreement. By the same token, Canadians themselves must deal with their fear of loss of sovereignty -- economic and cultural. This can best be done by a program of universal education whereby responsible politicians, government officials, and media work tirelessly to negate the effect on their countrymen of the propaganda emanating unceasingly from the self-interested by highly visible and articulate few who, in their own narrow interest, pander to that fear by playing up imaginary consequences of a free trade agreement that cannot stand up to rational analysis.

We Canadians simply must have an agreement to sustain our job creation and industrial growth. We can, with our growing entrepreneurial base, far too readily saturate the market possibilities in our own country and we must therefore look beyond our borders in order to avoid the stultifying effects of being confined within them. Our vast geographical area and