

obliterates cultural distinctions. In the eyes of some, the effect is profound and threatens complete erosion of Canada's national identity, and the loss for all Canadians, but especially for its youth, of the opportunity to discover Canada's own cultural heritage. This omnipresent challenge to Canadian cultural life is a basic part of the country's existence.

Canada has found it exceedingly difficult to develop and maintain effective cultural policies in the face of overwhelming cultural and commercial pressure. Eighty-five per cent of records and tapes distributed in Canada are either brought in from abroad or manufactured in Canada from imported sound tapes; seventy-one per cent of all television programs viewed by English-speaking Canadians are American, and ninety-seven per cent of all screen time in theatres across Canada is occupied by American and foreign films.

But the determination of Canadians to remain masters in their own house remains strong and, as I have said, in their own interest, Americans must learn to live with it and to take care not to arouse any unnecessary anxieties. Americans must not resent being reminded that the number of American authors and music stars and movie stars and painters whose names are household words in Canada is legion -- whereas the names of Canadians that an American can bring to mind as a result of any artistic distinction whatsoever are few and far between. So Americans should have no reason to feel at a disadvantage where cultural matters are concerned even if they respected some