manufactured products, many of which could either be obtained from other countries or could be produced by the establishment of manufacturing facilities in Canada or the expansion of existing plants. Our imports from Canada, on the other hand, consist largely of raw materials, some of which could not be obtained from other sources without considerable injury to the American interests depending on such materials.

It is, therefore, quite obvious, that under the circumstances, it would be inadvisable to take any action that might result in disturbing the existing

economic relations between the United States and Canada.

For Mrs. Morchain American mass culture "was a democratic, not an elite culture, and by its very nature it was made for spreading (p.189)." While in part true, it is also a fact that its spread into Canada was promoted by technological and organizational innovations that were anything but democratic. Some of these, such as those found in the cinema industry, represented the aggressive drive of a combine skilled in "dirty tricks."

As the preface states this "may be the first book on North America that the reader sees, but hopefully it will not be the last."

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