

and the companies would also be authorized to sell them on the open market. Since many of the firms concerned are involved in publishing textbooks and so have constant contacts with schools and educators, the advantages of such a scheme are obvious. I believe there is a very good chance that the cost to External Affairs could be sharply reduced, that the quality of the material would be much improved, and that the coverage would be vastly increased.

A good many excellent books on Canada already exist. Some such volumes should be considered for purchase in quantity and distribution by the Information Division, even if certain adaptations had to be negotiated and commissioned. (See footnote) In other cases, the authors of such volumes should be sounded out on the possibility of writing new ones especially for the Division. In every case, the quality of writing should be beyond reproach in terms of the audience it is hoped will read it. Rollicking, good-humoured publications will get far more mileage than "stuffy" ones. It is hard not to finish reading Are Canadians Really? ... or, For That Matter, Is Canada?, first published by the Canada-United States Chamber of Commerce in 1954 and revised at least twice since. This Is the Arctic, written by George Parsons and published by the old Department of Northern Affairs in Ottawa has an atrocious format, but is another excellent example of the way in which facts can actually be communicated more effectively by the judicious use of humour. Above all, it must be remembered that school children may be long-suffering, but that they are no more fond of dull reading than are adults. There is a place for humour in school material, and its added impact makes it well worth the extra trouble required to find the writer who can employ such a style with skill.

---

As examples, it is worth seeing: Quick Canadian Facts, edited by C.J. Harris for the Toronto-Dominion Bank; A Conspectus of Canada, the Centennial Year publication of the Royal Bank of Canada; and How To Find Out About Canada by H.C. Campbell, published by Pergamon Press, Toronto, for the Libraries and Technical Information Division, Commonwealth and International Library.