

American textbook publishers form another relevant specialized sector of the industry. Aside from making indirect but very basic approaches through public attitudes, my general impression is that this sector will be a very hard nut to crack. I would judge that the only really fruitful approach may turn out to be through their Canadian counterparts who are far less suspicious of Canadians. However, this tack poses additional complications in that all but two of the Canadian textbook firms are said to be subsidiaries of either United States or English companies. Nonetheless, it is recommended that the Canadian Textbook Publishers' Institute be involved in any meetings convened to discuss the general problem and that direct approaches to the American textbook industry as a whole be left to them. Some ideas that might help justify such approaches are mentioned in the next section: "Centralized Access to Cultural Resources".

A third specialized sector of the press that deserves mention is that made up of professional educational journals. Aside from some recommendations that may arise out of the following section of this report, this particular sector is one best handled by Canadian educators who, in turn, may have to approach the matter through American educators or even by promoting joint projects between the Canadian Education Press Association and the American Education Press Association.

(e) Centralized Access to Canadian Cultural Resources

One of the valid educational problems that lie beneath the subject assigned for this report is how best to communicate and interpret foreign cultures in the schools of any nation. This is the kind of question that leads the educators in any country (and those in the United States are no exception) to take a sympathetic and helpful approach to points which I was engaged for two months to raise. Moreover, they accept the point that before a foreign culture can be intelligently interpreted, it must be adequately communicated.