EDWARD R. MURROW WITH THE NEWS
CBS RADIO NETWORK

Ditto - 75 copies

See p. 4 + 5

THURSDAY, OCTOBER 31, 1957
7:45 - 8:00 PM EST

This is the news:

President Eisenhower today presided at an extraordinary session of the National Security Council. Eighteen government officials were summoned to the meeting, in addition to the five regular members. These members...besides the President...are Vice President Nixon, Secretary of State Dulles, Secretary of Defense McElroy, and the director of the Office of Defense Mobilization, Gordon Gray. Among the other officials who sat in on the meeting, were Secretary of the Treasury Anderson, Chairman Straws of the Atomic Energy Commission, and General Twining, Chairman of the Joint Chiefs of Staff. Also, the heads of all the armed services. The meeting, as usual, was highly secret. Presumably it involved financial aspects of the defense program. Mr. Eisenhower told his news conference yesterday that defense spending in the next fiscal year would exceed the 38-billion dollar ceiling by "something more than 400-million dollars."

Former Governor Dewey of New York conferred with the President for more than an hour today. Dewey refused to tell reporters afterward whether he had been asked to serve on the new Civil Rights Commission. He said that...in his opinion ...Vice President Nixon would make a "superb" candidate for President in 1960. When asked whether the same goes for Harold Stassen and Senator Knowland, he said "I think so, although I haven't seen them campaigning." Dewey said there is not "a scintilla of a possibility" of his running for president again in 1960. Nor, he said, is there anything to speculation that he might be appointed "czar" to coordinate the United States missile program.

The Air Force announced tonight that an inter-continental guided missile, the Snark, was fired successfully today at the Florida test center. In previous tests, the Snark traveled as far as 3-thousand miles.

The Air Force announced earlier that its air-to-ground missile, the Rascal, is operational...and is immediately being assigned to the Strategic Air Command. The Defense Department confirms that an intermediate range ballistic missile...

tested last night...had to be destroyed in flight, "due to a malfunction". This was a modified version of the Army Jupiter, called the Jupiter-A.

Stories from Moscow...passed by the Russian censor...say the fate of Marshal Zhukov probably will be announced within the next 24 hours. So-called "usually reliable sources" in Yugoslavia say that Zhukov was removed as defense minister, because he allegedly was trying to make the Red Army independent of the Communist Party.

The newspaper put out by the Soviet Defense Ministry...Red Star...said today, "The strength of the Army and Navy lies in unity with the people, and in the leadership of the party."

Yugoslavia said today that it is sending a high-level delegation to Moscow, to represent President Tito at the celebration marking the 40th anniversary of the Russian revolution. The delegation will include Yugoslavia's two vice presidents. Tito has said he cannot attend himself because of poor health.

At United Nations headquarters, Syria and Turkey are reported to have reached a compromise agreement. Syria would give up the demand for an on-the-spot investigation of its complaint that Turkey is threatening Syria's security. Instead, Secretary General Hammarskjold would merely use hispowers under the U.N. Charter, to ease tension between the two countries. So far, there is no confirmation of this report.

The Senate Rackets Committee heard conflicting testimony today in its investigation of labor practices involving the Mennen Company. David Nagle, a former personnel manager, said he had kept a card index of the union sentiment among company employees...and that the frrm had advocated getting rid of some workers who favored a union. He said he had discussed the system with Henry Oldenburg, manager of the Mennen plant at Morristown, New Jersey. Oldenburg had testified earlier in the day that he had never seen any of the cards. George Mennen, vice president of the company, said he did not believe there <u>were</u> any cards. He denied that the company had ever indulged in "union-busting" activities.

The executive board of the Teamsters Union voted unanimously today to appeal

the union's suspension from the AFL-CIO to the federation's convention in December. Dave Beck said the union has no intention of "purging" president-elect James Hoffa, as demanded by the AFL-CIO executive council.

In the Soviet Union there seem to be only two ways for a leader to be separated from power - by death or by denunciation. During the days of Stalin they used both methods. Leaders were killed and denounced at the same time. Since Stalin, death has been more sparingly used. There have even been a number of efforts to rehabilitate the character and memory of some who had been killed. So far as we know, only one execution of a leader has taken place since Stalin died, and that was Beria, the head of the Secret Police. But the use of denunciation has not been moderated. And in a tight society like Soviet totalitarianism, denunciation by the Communist Party is as destructive, if not as final as death.

The other day Khrushchev likened the demotion of Zhukov to the resignation of Defense Secretary Wilson. Apparently, to the Russian mind it is inconceivable that a man would freely give up the power of a Charles Wilson because he would be happier without it. Having power in a democracy is a great burden, but it is also a privilege, and frequently a duty. But it can be, and usually is, laid down with honor. In Russia, to lose power is a dishonor, and also involves severe economic and social penalties. Even if a man is spared the firing squad, he is smothered with disgrace.

This difference in attitude towards power also applies to exchange of information. Conversations are now underway in Washington between the Russians and ourselves about exchanging information and people. Forty years ago, the Soviet Union began as a state with built-in barriers against normal communications with the outside world. Russia has changed a great deal since then, but it has not changed this characteristic. Our State Department is now trying to persuade the Russians to exchange ideas - to discuss through the mass media the major issues in world affairs. The Russians want to use quite different methods. They want the exchange between the two countries to be limited to groups and

individuals. They want a kind of formal visiting back and forth, done by carefully chosen representatives. As they see it, their specialists would talk with our specialists. The groups would deal with trade, science, industry, agriculture and the arts. The musicians would make music, the dancers dance, and the athletes compete. Scientists would exchange views on scientific questions; but there would be no room for nation-wide discussion of vital political problems. This is easy to understand. For forty years the Soviet Government has had the monopoly in telling the Russian people what the United States is like, what it does and why it does it. Moscow is not about to surrender this monopoly. We are not to be given a chance to talk freely to the Russians. The present Soviet system cannot give up its monopoly, cannot tolerate the denial of it. And if the time ever comes when the Russians permit the kind of information exchange we advocate, it will mean that the basic nature of the Russian regime is changing.

It is reasonable to suggest taat we may have to do some changing in this continuing competition with the Russians. Freedom to discuss is a very important thing, but knowledge also is important. There is massive evidence that the Russians are well on the way to out-producing us in the field of well-trained scientists. Today Nicholas DeWitt, director of the Russian Research Center at Harvard, and an expert on Russian education, said: "The Russians are not playing hide-and-seek. They are in dead earnest in their ultimate objective that if not today or tomorrow, then in a decade or a generation or two hence, their absolute technical, economic and military supremacy will triumph." And then Mr. DeWitt said something that ought to jar us as much as Sputniks. He said the one-and-a-half million who were graduated from Russian secondary schools this year had, roughly speaking, five times more hours in scientific subjects, than the minimum stipulated for entrance to a school the caliber of Massachusetts Institute of Technology. And that is one of the best and toughest institutions in the country. The Russians, willingly or not, are paying the price of sacrifice to achieve scientfic leadership. We are not. If we are prepared to pay

only for a second-rate educational system, that is the kind we will get, and deserve.

We talk much of the need to aid and assist so-called backward countries - one of the principal battlegrounds between Communism and freedon. They need scientific and technical assistance. We aren't producing enough to meet our needs. The Russians will soon be in a position to export skilled scientists, who also know the language of the country in which they will be working. The scientific and political consequences of this could well be disastrous.

Maybe in addition to exchanging information with the Russians, we ought to start discussing vigorously among ourselves, whether we in this country, haven't got our priorities wrong, and have come to place luxury ahead of learning. It is this reporter's conclusion that we have.

This is Ed Murrow. I'll be back in a moment with the Word for Today. But first, here is George Bryan.

GEORGE BRYAN: COMMERCIAL

MURROW: The Russian system cannot tolerate free discussion. But it can, and does, press ahead in the training of scientists. In an interview with H.G. Wells. ...23 years ago...Stalin said, "Education is a weapon whose effect depends on who holds it in his hand---and who is struck by it." Today, education is <u>still</u> a weapon, and one we can ill afford to neglect.

Goodnight and good luck!

10/23/57

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.



For further information
Roy K. Wilson or M. Ruth Broom
Press and Radio Relations

For Immediate Release

Anna L. Hyer Appointed Executive Secretary of DAVI and Director of Audio-Visual Services

Washington, D. C., October 23 — The appointment of Anna L. Hyer to top positions in the Department of Audio-Visual Instruction (DAVI) and the Division of Audio-Visual Instructional Services has been announced here by William G. Carr, executive secretary of the National Education Association.

Dr. Hyer has been named executive secretary of the DAVI and director of the Division of Audio-Visual Instructional Services succeeding Floyde E. Brooker, who recently resigned.

Prior to her appointment as head of the 3200-member Department, Dr. Hyer had served as Director of Studies for DAVI and as assistant director of the Division. She has held various administrative positions in both units and has been active in many NEA-sponsored conferences, workshops and committees.

Her new duties include directing a 12-member staff and serving as editor of the DAVI official journal Audio-Visual Instruction. She will continue as managing editor of Audio-Visual Communications Review, an internationally known research quarterly.

Before she joined the NEA headquarters staff in 1951, Dr. Hyer was production assistant in audio-visual education at Syracuse University and also was instructor

(more)

in audio-visual education in the University's School of Education. She was assigned in 1951 to a joint project with the governments of Iran and Turkey under a contract that Syracuse University had with the Department of State. She worked in these countries for four months, directing three motion picture crews and serving as a script consultant.

A native of Del County, Indiana, Dr. Hyer received her early education in Eaton and later received the B. S. degree with scholastic distinction from Purdue University in Lafayette. She received an M.A. degree in guidance and personnel from Northwestern University in Evanston, Illinois, and the Ed. D in audio-visual and general education from Indiana University, Bloomington.

Her teaching experience includes eight years as science teacher and guidance counselor in the Muncie, Indiana, public schools. She was a member of the staff at Indiana University for five years serving as Personnel Director during World War II and later in the Audio-Visual Center. In addition she has taught audio-visual education in the following universities: Kentucky, Virginia, and American University, Washington, D. C.

Dr. Hyer is a life member of the National Education Association and a member of the National Association of Educational Broadcasters, National Society for the Study of Education, Department of Higher Education, and the University Film Producers Association.

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Oct. 18, 1957

News from the NATIONAL EDUCATION ASSOCIATION

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For further information:
Roy K. Wilson or Carol Scotton

10/18/57
FOR IMMEDIATE RELEASE

Nationwide Research Plus Local Effort Spell Better Salary Schedules For Teachers

WASHINGTON, D.C.--special--Nationwide research and spadework on the home front will raise teachers salaries to a professional level, the executive secretary of the National Education Association's Department of Classroom Teachers said today.

Miss Margaret Stevenson called for an active salary committee in every local education association "if teachers are to equal or surpass the NEA recommended beginning minimum salary of $5,000 a year."

She added, "Facts to justify great improvement in salary schedules are available, but it will take working teachers in every school system to put those facts to use."

Teacher salary schedules will be the number one discussion topic at regional and national conferences this year of the Department of Classroom Teachers. This group is the largest of the NEA's 30 independent departments and enrolls about 85 per cent of the 704,000 NEA members.

Today the Department of Classroom Teachers released a new study to help local teachers salary committees do their job. Titled The Teachers Salary Committee and Its Work, this 90-page manual is based on local association experiences. It was prepared by the NEA Research Division.

The typical teachers salary committee is sponsored by a local education association, but not necessarily an association of classroom teachers alone, the study reports. A new and encouraging trend, however, is toward committees jointly sponsored by a local education association and the local board of education.

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The Teachers Salary Committee And Its Work, National Education Association Department of Classroom Teachers and Research Division; 1201 16th Street, N.W. Washington, D. C.; Price $1.00

Oct 14, 1957

National Education Association



1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

October 14, 1957

Dear Broadcaster:

We are enclosing some spot announcements for your use during American Education Week which, according to President Eisenhower's official proclamation, will be observed this year November 10-16.

As you know, this is the special time of year when schools everywhere roll out the carpet for mothers and fathers and citizens to come visit the classroom to see for themselves what and how their young Johnnys and Janes are learning...to meet their children's teachers... and to get firsthand information on the trials and triumphs of modern education in their own community.

The number of citizens who have accepted this come-visit invitation in the past few years has been a nice healthy 20 million. But with your help, and the help of others in your industry, we feel we can boost that figure this year by several million. After all...there are almost 40 million children in our schools, and most come equipped with both a mother and a dad.

We hope you will want to schedule these spots for heavy use in publicizing American Education Week in your town. Please feel free to tailor them in any way to make them fit your community's requirements. Standing by to furnish you with any additional information you might need is the president of your local teacher's association and the personnel of the school superintendent's office. Please call on them.

And thank you for your magnificent cooperation, always so graciously given.

Sincerely yours,

Beatrice M. Gudridge

Beatrice M. Gudridge,
Assistant Director
Press and Radio Relations

AMERICAN EDUCATION WEEK
c/o National Education Assn.
1201 16th Street, N.W.
Washington 6, D.C.

PUBLIC SERVICE ANNOUNCEMENTS PRIOR TO AND DURING AMERICAN EDUCATION WEEK

November 10-16

Station Break
10-SECOND RADIO SPOT #3

Want to look at the future? No crystal ball required. Visit your schools during American Education Week and learn about the youngsters who will be in charge of things before you can say _____
STATION AND AFFILIATION

10-SECOND RADIO SPOT #4

Schools have changed since you and I attended them. Find out how and why by visiting your child's school. This is American Education Week.

10-SECOND RADIO SPOT #5

How long since you've visited your child's school? Too long--if you can't remember. Visit his school during American Education Week, November 10th to 16th.

AMERICAN EDUCATION WEEK
c/o National Education Assn.
1201 16th Street, N.W.
Washington 6, D.C.

PUBLIC SERVICE ANNOUNCEMENTS PRIOR TO AND DURING AMERICAN EDUCATION WEEK

November 10-16

20-SECOND RADIO SPOT #1

If you were in school during the roaring twenties when flappers, raccoon coats, and the Charleston were all the rage, you're most likely a serious citizen now, looking askance at the incredible antics of children today. But how much do you really know about these young people? You'll be in for some pleasant surprises when you visit their schools during American Education Week -- November tenth thru sixteenth.

AMERICAN EDUCATION WEEK
c/o National Education Assn.
1201 16th Street, N.W.
Washington 6, D.C.

PUBLIC SERVICE ANNOUNCEMENTS PRIOR TO AND DURING AMERICAN EDUCATION WEEK

November 10-16

20-SECOND RADIO SPOT #2

Here's a school problem that you can solve if you put your mind to it. If there are a thousand children attending twenty classrooms, how many students are in each class? About twice too many. What may be missing? Community support. Visit your schools during American Education Week, November 10th - 16th and find out how you can help provide youngsters with the additional classrooms they so urgently need.

AMERICAN EDUCATION WEEK
c/o National Education Assn.
1201 16th Street, N.W.
Washington 6, D.C.

PUBLIC SERVICE ANNOUNCEMENTS PRIOR TO AND DURING AMERICAN EDUCATION WEEK

November 10-16

20-SECOND RADIO SPOT #3

Do you sometimes wonder whether youngsters today are receiving the solid kind of traihing you had when you were in school? Here's one way to find out: ask a high school senior to let you try your hand at one of his examinations. Another way to find out about the quality of modern education is to see the schools in action. Visit them during American Education Week, November ten thru sixteen.

AMERICAN EDUCATION WEEK
c/o National Education Assn.
1201 16th Street, N.W.
Washington 6, D.C.

PUBLIC SERVICE ANNOUNCEMENTS PRIOR TO AND DURING AMERICAN EDUCATION WEEK

November 10-16

30-SECOND RADIO SPOT

It's a good omen when business starts a swing shift and when theaters offer standing room only. But in a school, swing shifts and SRO's are unfair practice -- unfair to the children, unhealthy for the nation. Visit your schools during American Education Week and find out how you can help provide every child in the community with a full-time education. The public schools (will be) (are) open for your inspection November 10th thru 16th. This is American Education Week.

AMERICAN EDUCATION WEEK
c/o National Education Assn.
1201 16th Street, N.W.
Washington 6, D.C.

PUBLIC SERVICE ANNOUNCEMENTS PRIOR TO AND DURING AMERICAN EDUCATION WEEK

November 10-16

40-SECOND RADIO SPOT #2

Johnny is a young man in tenth grade. His I.Q. is about average, but he's an exceptionally good student -- remarkably well informed in national affairs, literature, and science. He is lucky, having had good teachers all along the way. Besides, his parents have always felt that it was important for them to understand what and how the teachers were teaching their son. So, they have been able to stimulate his interest and supplement his education at home.

All youngsters in school need this kind of support from their families. American Education Week provides a good opportunity for parents to visit schools so they can see the teachers and students in action and better understand how modern education is preparing young people for a secure place in a competitive world. American Education Week continues from November 10th through the 16th. This is a good time to take a first-hand interest in your child's school.

AMERICAN EDUCATION WEEK
c/o National Education Assn.
1201 16th Street, N.W.
Washington 6, D.C.

PUBLIC SERVICE ANNOUNCEMENTS PRIOR TO AND DURING AMERICAN EDUCATION WEEK

November 10-16

40-SECOND RADIO SPOT #1

What in the world has happened to the school marm and school master who ruled over classes with an iron rod -- who gave kids the very dickens if they didn't do their memorizing -- whose lives were as narrow as their outlook?

Their successors in the classroom are active citizens of the community, probably married, -- people with sound scholastic backgrounds, professionally skilled in their fields, and in the art of stimulating character development.

Yes, teachers and teaching methods have certainly changed. Let's bring ourselves up to date and take a look at the modern teacher in action. (Next week) (This) is American Education Week, a good time to examine the quality of teaching today. Schools everywhere are open for visitors November 10th to 16th.

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

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for further information,
Roy K. Wilson or Tom Erhard

10/14/57
for immediate release

DOUBLED FINANCIAL SUPPORT NEEDED
TO ADVANCE EDUCATION TO LEVEL
THAT U.S. IS CAPABLE OF ATTAINING

WASHINGTON,D.C.-- "Any nation that only pays its teachers an average annual salary of $4,200 cannot expect to be first in putting an earth satellite into outer space."

This statement today by Arvid J. Burke reflected the thinking of the Tax Education and School Finance Committee of the National Education Association. The committee met here this week to discuss problems of fiscal support to schools.

The committee took issue with those who blame the nation's technical shortcomings on the present condition of our schools. "Today's activity in Russia," Burke said, "reflects their concern with education 20 years ago. At that time the United States was forced to neglect its future by curtailing educational expenditures because of the depression."

Burke said the committee urged that national expenditures for education be more than doubled to meet the problems we face. "In the past 20 years we have not had school and college funds to advance our educational efficiency to the levels we were capable of achieving. One of our major questions is what America will do about educational expenditures in the next 20 years in view of what the Soviet Union has done in the past 20 years."

The committee called, not for a crash program in one narrow field, but for the broadening and deepening of the entire fiscal structure of education. "We need financial re-thinking from kindergarten to graduate school," Burke said.

(MORE)

"This added support of education must reaffirm our unshaken belief that education is for all," Burke added. "We must continue to search out and educate talent, no matter where it may be found. If we do that, we will not have to worry about any nation that bases its educational program on a rigid, selective plan for the few. Many people do not realize that the base of any successful military or technical program is a broad, high quality education."

Burke concluded, "Our future survival may well depend on whether we as a nation place more value on luxury or good education."

Burke said the committee also outlined a number of projects designed to bridge the gap between the all too prevalent inadequate levels of financial support of education and the good programs the United States can offer because of its vigorous and healthy private economy.

The committee is also studying the potentials of various tax sources and is working on a program of technical study that will help give citizens a wider understanding of taxation and finance.

Members of the committee include Burke, (chairman, director of studies for the New York State Teachers Association, Albany; Harry A. Burke, superintendent of schools, Omaha, Nebraska; Vincent Dodge, principal, Roosevelt School, Fargo, North Dakota; John K. Norton, director division of administration and guidance, Teachers College, Columbia University, New York City; and Le Roy Peterson, chairman, department of education, University of Wisconsin, Madison.

The committee was organized by the 703,000 member NEA to offer leadership and guidance in working toward new and better plans for fiscal support of education, to study financial problems common to all states, and to provide information on neglected areas of fiscal support.

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83

National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

October 11, 1957

Dear Colleague:

Looking for something excitingly DIFFERENT to spice your American Education Week programs this year? Here are two brand-new items:

Item No. 1: Eight-page reprint of that lively pro & con debate over public schools which appeared recently in The Saturday Evening Post (Sept. 21) called "Are the Public Schools Doing Their Job?" Sample copy is enclosed.

Herbert L. Brown, managing editor of Changing Times, Rhodes Scholar, and father of two, says YES to this question in one of the most thoughtful and eloquent statements of faith in public education ever printed.

Every mother and dad who has a child in public school should read Mr. Brown's article. Every citizen who comes to visit your schools should read it. And then they can decide what they think about the views expressed by Critic John Keats.

You can make sure they have this opportunity. We have made arrangements with the National School Public Relations Association, a department of the NEA, to furnish you as many copies as you need for use during American Education Week, at a special discount price of 12 reprints for $1. Please use the enclosed Order Form to obtain as many reprints as you need of "Are the Public Schools Doing Their Job?"

Item No. 2: Popular recording (45 r.p.m.) of those gay "Little Songs for Better Schools," a collection of "singing commercials" on some of today's school problems done in calypso, swing, and rock 'n roll rhythms.

"Little Songs" evoke smiles, but they tell an important story, too. Every parent will get a big kick from "We Are the Vocal Members of the Local PTA," "We Have No Alma Maters Because We Have No Schools," and the other six lively jingles.

We have arranged with the "Little Songs" producers--The Advertising Council and the National Citizens Council for Better Schools--to furnish you the recording at a cost of 25¢ per record to cover handling and mailing charges. Please use the enclosed Order Form.

Sincerely yours,

Beatrice M. Gudridge

Beatrice M. Gudridge, Assistant Director
Press and Radio Relations

Order Form . . .

Reprint of "Are the Public Schools Doing Their Job?"

(From *The Saturday Evening Post*, Sept. 21, 1957)

Mail to: National School Public Relations Association
1201 Sixteenth Street, N. W.
Washington 6, D. C.

☐ YES, please send me _____ reprints of "Are The Public Schools Doing Their Job?" for use during American Education Week, at the following prices:

☐ Single copy, 10¢ ☐ 12 reprints for $1

Payment for orders of less than $1 must be in cash.

☐ Payment Enclosed ☐ Bill Me ☐ Bill School

PRINT YOUR NAME _____

MAILING ADDRESS _____

CITY _____ ZONE _____ STATE _____

Order Form . . .

Recording of "Little Songs for Better Schools"

Mail to: Press and Radio Division
National Education Association
1201 Sixteenth Street, N. W.
Washington 6, D. C.

☐ YES, please send me _____ recordings (45 r.p.m.) of "Little Songs for Better Schools" for use during American Education Week, at 25¢ each to cover handling and mailing charges.

NOTE: Payment must be in **cash** for orders of $1 or less.

PRINT YOUR NAME _____

MAILING ADDRESS _____

CITY _____ ZONE _____ STATE _____

AEW

Oct. 11, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Roy K. Wilson or Myrtle Bonn

FOR IMMEDIATE RELEASE

Former Montana State School Superintendent Appointed to Rural Education Post

WASHINGTON, D. C., Oct. 11 -- The National Education Association today announced the appointment of Mary M. Condon, former state superintendent of schools in Montana, as assistant director of the NEA Division of Rural Services. The Division serves approximately 476,000 teachers and administrators who are directly responsible for the education of rural children.

Miss Condon, who held Montana's highest educational post from 1949 to 1957, will work closely with state and county teacher groups on such problems as curriculum needs and community resources, improving instructional materials, increasing teacher supply and raising teacher preparation standards. She will also provide consultation service on problems relating to school district reorganization and other subjects peculiar to rural areas. Miss Condon will work out of NEA headquarters here.

Immediately prior to joining the NEA staff, Miss Condon was advisor to the Pennsylvania State Council of Education. During the 1957 session of Congress, she was special consultant on Indian education to the U.S. Senate Interior Committee.

In 1956-57, she was president of the Council of Chief State School Officers, an organization of the 48 state superintendents. A founder of the Western Interstate Commission for Higher Education, Miss Condon also served as consultant to the Council of State Governments and to the National Manpower Council. She is a life member of the Montana Education Association and the National Education Association.

Long a leader in the move to improve the schooling of Indian children, Miss Condon has also won recognition in the fields of conservation, safety and thrift education. The Montana Department of the Veterans of Foreign Wars awarded Miss Condon a citation in 1954 for "outstanding community service in stimulating educational advancement in the State of Montana."

A graduate of the University of Iowa, with a master's degree from the same university, Miss Condon taught in the public schools of her native Iowa and served in India with the Red Cross. She was assistant professor of English and Dean of Students at Eastern Montana College of Education in Billings from 1946 to 1948.

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Text of remarks made in special television kinescope presented at a meeting of the Board of Directors, National Education Association, Washington, D. C., October 8, 1957.

* * * * * *

1. Dave Garroway (of TODAY and WIDE, WIDE WORLD), National Broadcasting Company:

How do you do. I'm Dave Garroway. At the request of Dick Krolik, NEA's television representative here in New York, I'd like to say a very few words to the Executive Committee about NBC's television activities on behalf of education this fall.

I have had the pleasure of interviewing two of NEA's representatives here on this show -- Dr. Carr, as he was leaving for Europe late in the summer, and Dr. Engleman, on Labor Day. These interviews were seen on 146 NBC stations and I think they may have helped spread the word about a few of the problems of our schools.

Later this fall, in addition to our regular coverage of education news on TODAY, we hope to come up with something special for American Education Week, and we will be announcing those plans as soon as they are made.

On my other show, General Motors' WIDE, WIDE WORLD, we are planning to devote an entire 90-minute program to the subject of The Teacher, sometime after the first of the year. You may have seen our pick-up from the Evanston High School, with Charles Van Doren on September 29, for example. I hope we can work out even more such picture-stories of our schools, work them into WIDE, WIDE WORLD this coming season. The producers of NBC's public affairs news shows are very happy to have this chance to do television stories about our schools. In fact we are all delighted that under NEA's expanded program you will be supplying us with the material for those stories. Thank you.

* * * * * *

2. Chet Huntley and David Brinkley, NBC NEWS (kinescope was made during NBC NEWS Television program on September 2, 1957):

NBC News New York, and the David Brinkley NBC News Washington. And this is NBC News. The Huntley-Brinkley report assembled for television every week-day night by the world's largest and most comprehensive broadcast news organization, the News Department of the National Broadcasting Company.

This week the grammer schools and high schools across the country open to admit 32 million American children. It's part of our system of government that every child is entitled to an education. We have

-over-

believed this now for 300 years. But caught between an expanding and shifting population, an inflationary boom and years of neglect, especially during and after World War II, our school system in many places is inadequate to provide our children with as much education as many of us think it should. The basic problem is money. Money builds schools, it hires teachers, it encourages bright college graduates to enter the professions. So we tend to blame the stingy taxpayer. But in a great many places, the taxpayer -- although he may not be paying enough to solve the problem -- has voluntarily taxed himself about as far as he can be expected to.

From 1878 to 1951 this two-room school served Plainedge School District No. 18, a rural Long Island community, about 40 miles from New York City. Since 1950, when the total enrolment was 85, Plainedge has been submerged by the tidal wave of suburban development.

This year it will have 6700 students, almost half the town's population of 23,000 is of school or pre-school age. Five new schools have been built in six years. There are two under construction and one on the drawing board. Even so, almost a thousand children still go to school in church basements. The annexes (there are four of them) are on double sessions as are regular schools. The new schools are well built and the equipment excellent. The wage scale for teachers is good. It has to be.

This year's school budget amounts to about 3½ million dollars. It took three tries to get the budget approved. In August when a compromise sum was agreed upon, one school had to take a rain-check on badly needed repairs. Because there is little industry, the residents are saddled with a school debt of 12½ million dollars plus annual school taxes. But even with the major school expansion program underway, double sessions will have to be maintained indefinitely. Plainedge is a town on a treadmill.

With newcomers pouring into Los Angeles at the rate of a thousand a day and the birthrate that rises 2000 a year, this is a city that's busted its britches. Typical is the city of Northridge in the San Fernando Valley. Out here the Pontanius Street Elementary is only one of several schools being built on farms growing their last crop of vegetables. Next year they will be sprouting children and home sites. Parthenia and Prairie Streets nearby, like twelve other schools in the city, were slowed down this summer by a plumbers' strike. So 10,000 more children are forced to join the 37,000 on half-day sessions at the close of last year. In Northridge they will go to Lawrence Street School, and get 3½ hours of classes instead of the usual 5 a day. Moreover, since the staff at Prairie are ready for work, starting next week, at 12 noon on a weekday, new teachers and pupils take over when

the morning shift goes home. By 1970 there will be twice as many children of school age here as 1957. And so the building program spends a million dollars a week in a losing battle against youngsters like this. In 1955, the last bond issue approved was about 130 millions. The voters don't know it yet but next year they will be asked for about the same amount just to keep things going for another two years. This is Roy Neal, NBC News, Los Angeles.

Oklahoma City's newest, largest, and most modern high school shows how school officials here are meeting the nationwide problem. Their answer to the classroom shortage is not more schools but bigger ones. When the city's 56½ thousand school children go back to class tomorrow, they'll find 79 new classrooms added to 20 schools. It is a year round race with the stork and if the workmen fall behind, the educators have a trump card -- one hundred portable classrooms which can be shifted from one school to another in a single weekend. Oklahoma City is fighting fire with fire to solve another problem. Industry is draining off qualified teachers of science and mathematics. So a product of science is being used to fill the gap. With television studios now being rushed to completion, five science and math courses will be beamed to 2000 students within the city, and thousands more in 50 smaller high schools within a 90-mile radius. The year-long experiment in electronic education was made possible by a grant from the Ford Foundation. Through the use of ancient tools and ultra-modern ones, Oklahoma City school officials can report they are ready for tomorrow's onslaught. This is Bob Gamble reporting to NBC News on WKY-TV in Oklahoma City.

An official of the Board of Education tells me that Milwaukee's problem is typical of many large cities; inadequate classroom space due to an ever-increasing birth rate, national housing projects, expansion of existing areas, and the annexation of outlying communities. Milwaukee is doing something for its school kids. Last April the voters approved a 39 million dollar bond issue to be utilized over a long period for the school program. Right now the activity includes taking old schools out of mothballs that were closed in 1941 because of lack of students, and building new ones. Five new schools are going up plus replacements and major additions for total construction cost of ten million dollars. For fast growing Milwaukee, the biggest problem is annexation. Burgeoning new housing projects go up in outlaying areas, and the old rural schools are not adequate for the juvenile population. Many youngsters must be shuttled by bus into the city schools. New schools will be ready to take some of them, but the old buildings don't come down until there is a desk for everyone. Milwaukee, despite its problems, has no half-day classes. Jim Hurlbut, NBC News reporting.

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This, across the country, is how it looks as we come to another school year. A sheer and honest conclusion seems to be this -- the American people in the best of spirit are taxing themselves heavily and local governments going far into debt to pay for schools. But still it is not enough. This is opinion, clearly labelled -- only the Federal Government has the money to get us out of this jam, but Bills to spend some money on schools have for two years in a row been defeated in Congress. One principal reason has been the argument that federal money means federal control, which no one wants. But people not only accept but solicit federal money for farmers, for business, for airports, for road building, and for a long list of other things, and there is no mention of any threat of federal control. Only when it comes to schools does this argument appear. Actually federal money has for years been going to some schools and some states, and there has never been even the smallest hint of any control. So, after these years of bemusing ourselves with empty arguments about non-existent threats, American children are getting schooling that is less good than they deserve. Now that schools are opening, drive carefully and don't run over the scholars. We'll have more news in a moment.

* * * * * *

3. Irving Gitlin, Director of Public Affairs, Columbia Broadcasting System:

How do you do. My name is Irving Gitlin and I am director of public affairs at CBS. I'm very happy to have a chance to talk directly to you about some of the forthcoming plans we have on CBS radio and CBS television this season. We at CBS have for a long time felt that there is really no more important subject than that of education. Perhaps we are prejudiced, some of us including myself, were former school teachers. But regardless of our background, we have put considerable effort into educational programs. This past season you perhaps may remember School Year - '57, a very important panel discussion which coincided with the opening of the school year. Participants on that program included the Commissioner of Education, Mr. Derthick; and through the good offices of Roy Wilson of the NEA Press & Radio Division, were able to obtain the services of your own president, Dr. Ginger; your California representative, Arthur Corey; and Philip Hickey of St. Louis. It was an excellent program and even a tough trade publication like VARIETY gave it a rave review.

This next season we have some very interesting plans. Perhaps the most ambitious project we have is called The Twentieth Century. And this purports to do nothing less than tell the story of the past, the present, the future, the major events, personalities,

trends, events, issues, that shape our time. In The Twentieth Century there are only four programs devoted to the future, and one of those four programs deals with the subject of education. We don't see how we can tell the story of The Twentieth Century without getting at the heart of the subject of education. We hope you will watch that program as well as some of the others we have planned.

Another program we have in mind, definitely scheduled, is the program called Conquest. This will cover the vast world of science and is being produced with the National Academy of Sciences and the American Association for the Advancement of Science. In addition to being a very interesting program (or at least we hope it will be an interesting program) we think that it has another purpose, and that is to stimulate the interest of students in the world of science. And perhaps do something to overcome the shortage of scientists. Over the years, CBS has spent literally millions of dollars on programs of an educational nature. Some of these, like THE SEARCH, have been devoted directly to education. THE SEARCH, you will remember, told the story of the work of universities and colleges, particularly in the scientific field. Others are more broad in background and have a general purpose of whetting the intellectual appetite of our audience for subjects educational.

We are very grateful for your past cooperation, and we are delighted with your new expanded program by which you have a New York TV-radio office, and we are very happy to work closely with that office to see if some of the word about these good programs can be spread to your membership through your publications. We feel that our objectives are the same, and we hope to work very closely with you in the future. Thank you very much.

* * * * * * *

4. Matthew J. Culligan, Vice President, National Broadcasting Company:

My name is Culligan. I'm vice president in charge of the National Broadcasting Company Radio Network. NBC Radio has just concluded one of the most comprehensive and far-reaching audience-saturation campaigns in the history of mass communications designed to increase public awareness of the problems and progress of our schools. For a period of six weeks between August 23 and September 30, it was almost impossible for a radio listener anywhere in the United States to escape one of our messages. The 212 stations affiliated with the NBC Radio Network achieved a total of over 250 million (that's a quarter of a billion) listener impressions about the needs of our 30 million children as they headed back to school.

-over-

There were spot announcements and some Little Songs for Better Schools and special programs, and a great many news programs devoted to the state of education. You remember the weekend of September the 6th, our single most popular radio program MONITOR devoted its entire editorial attention to the theme of "Back to School," and was able to provide all listeners with a report on their schools from coast to coast. In all this activity, we have been working closely with the newly created TV-Radio office of NEA, and we have been most grateful for your help. Through that office, your members around the country provided our NBC newsmen with leads and stories. They recorded messages for us on both the network and our local station level. I really don't think I am putting it too strongly when I say that without the active support of NEA, NBC Radio would not have been able to do this job of focusing national interest on our schools anywhere near as effectively as we feel we have been able to do it. We are convinced that network radio has proved itself to be one of the most potent forms of communication in the country today. Radio is literally everywhere. 135 million sets for 160 million population, and 92 million new sets being sold every year.

As more and more of the miraculous electronic inventions are put into production, we can look for radio to become a constant companion of the busy American. The automobile radio, the transitor radio that actually fits into your pocket, the Dick Tracy wrist-watch radio, radio in every conceivable package and form. Here at NBC we are constantly reminded of our responsibility to the public who depend on us for accurate, fast information about the world around us. We intend to fulfill that responsibility to the best of our ability in the field of education as well as other fields of public affairs. I come from a family of teachers myself, so you can be sure that proposals for radio programs about the problems of teachers will find a very sympathetic ear in my office.

I feel confident that the plans of Dr. Carr and the NEA staff for an expanded program in the communications medium will pay off a thousand fold for the members of NEA. You can certainly count on the cooperation of the NBC Radio Network. Thank you very much.

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News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information
M. Ruth Broom, Room 149,
Shirley-Savoy Hotel, Denver, Colo.

For Immediate Release
10/7/57

Future of Schools in Rural America to be Spotlighted
at Two NEA-Sponsored Conferences in Denver, Colo.

Washington, D.C., Oct. 8 -- The future of more than 11 million school children who live in the nation's rural areas and in small communities will be "topic A" among a group of educators scheduled to meet in Denver this week.

Two meetings, expected to draw about 1,500 teachers, principals, superintendents, and interested citizens to the heart of the Rocky Mountain area, will be sponsored by the Department of Rural Education of the National Education Association.

The first annual conference of the Rural Department will get underway October 11 for a two-day session at the Shirley-Savoy Hotel, and the 12th national meeting of the Division of County and Rural Area Superintendents will follow on October 13-16 at the Cosmopolitan.

Since 41.2 percent of the U.S. population live in rural areas - about 23.6 million in farm areas, and about 38.6 million in villages not exceeding 2,500 population - the role of the public schools in these areas takes on more vital importance.

Howard Dawson, executive secretary of NEA's Rural Department, said in announcing the meetings that "our major task is to make sure that children in rural areas have the same opportunities as those who live in cities and in larger communities."

Pinpointing some of the special problems that rural schools have to cope with, conference participants will concentrate on such questions as - what can be done to

(more)

meet the needs of children of migrant agricultural workers? how can small communities get better teachers and pay them adequate salaries? what is the future of the small high school in American education?

Setting the stage for the work sessions to follow, James Patton, president of the National Farmers Union, will lead off the first general session with an address on "Rural Life and the Future of America." Stephen J. Knezevich, associate professor of education, State University of Iowa, will state the profession's case in his talk "Rural Education and the Future of America."

Panel discussions and round table meetings devoted to the special problems teachers in rural areas have to tackle will keep participants busy throughout the conference.

Among those expected to take part in the first meeting are: Dr. Dawson, who will give highlights of the Rural Department's history; William H. Dreier, assistant professor of education, Iowa State Teachers College, Cedar Falls; Clifton B. Huff, professor of education, Kansas State Teachers College, Emporia; Frank W. Cyr, professor of education, Teachers College, Columbia University, New York; R. E. Harris, superintendent, Caldwell County Schools, Lockhart, Tex.; Mrs. Winnafern Moore, rural school supervisor, State Department of Public Instruction, Helena, Mont.; W. E. Pafford, director, Division of Field Services, State Department of Education, Atlanta, Ga.; Sampson G. Smith, superintendent, Southern Regional High School District of Ocean County, Manahawkin, N. J.; Rosalie Farley, coordinator for in-service education, Teachers College, University of Nebraska.

Mark Nichols, state director of vocational education, Salt Lake City, Utah, and vice-president of the NEA's Rural Department, will summarize conference findings in an address at the closing general session.

Department President Ralph C. Norris, who is superintendent of Polk County Schools, Des Moines, Iowa, will preside during the conference.

(NOTE TO EDITOR: A separate story giving highlights of the 12th National Conference of County and Rural Area Superintendents, for release on Sunday, Oct. 13, will be sent to you from Denver.)

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For further information:
Roy K. Wilson or Carol Scotton

FOR IMMEDIATE RELEASE

National Education Association
Welcomes Local Teachers Group

WASHINGTON, D.C. -- Special--Joining the National Education Association as it begins its second century of activity is the

Under the presidency of

the local group has just become affiliated with the NEA, world's largest professional organization. More than 703,000 teachers and administrators are NEA members.

The local association was welcomed this week by Lyman V. Ginger, NEA president. Dr. Ginger is dean of the college of education, University of Kentucky.

"NEA membership is not just a statistic indicating size," commented Dr. Ginger. "It is what brings together the persons who educate today's youth. Through NEA membership more than 6,000 local education associations band together to work for the best public education possible."

The NEA is currently moving into an expanded program of services to help its members provide a quality education for every child. The NEA's governing body of 5,000 delegates from local associations similar to the one in voted for the expansion at the NEA Centennial Convention in July.

Included under the expanded program is a stepped up field service program to provide closer contact between headquarters staff members and local associations. Also, a New York radio-TV office has been opened under a new staff member.

A special committee will study and prepare for a proposed Council on Instruction.

In the future are many programs including increased rural education services and more NEA Research Division studies.

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Sept. 22, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Roy K. Wilson or Carol Scotton

FOR RELEASE: A.M. Papers
Sunday, Sept. 22, 1957

Link Social Studies to Jet Age, Educators Say

WASHINGTON, D.C.--Sept. 21--History and government studies that don't include science ~~and~~ ignoring today's students who talk about jet planes, watch television, and get vaccines.

What the discoveries and inventions of this technological age mean to the social studies teacher and his students is the subject of a 270-page study released today by the National Council for Social Studies. The Council is a department of the National Education Association.

Titled Science and The Social Studies, this yearbook report was written by 13 scientists and social science educators. "The study says that teaching science by isolated references to the great inventions is not enough today," commented Merrill F. Hartshorn, executive secretary of The Council. "The impact of science demands continuing and serious attention."

Social studies is expected to teach students how to live with existing institutions and prevailing ideals. But science has changed the "fact-base" in which society exists, the study states. Peace is now "a stark necessity" and modern industry "could hardly be conceived in the absence of the wheel, the lever, mathematics..."

These facts make the study of scientific impact "virtually mandatory if we are to fulfill the professed aims of the social studies."

A major part of the study is a report on how science has changed agriculture, medicine, and other fields, and what atomic energy holds for the future. The final chapters discuss the teaching in view of these new developments.

Together science and social studies "inform, create attitudes, and develop the ability to tackle and solve new problems." Any fusion of the two,

(MORE)

therefore must measure up to these objectives and present problems whose answers make a difference to the learners, the study states.

For example, more elementary schools have to pass "the Indian tepee stage of social studies" and advance "from the leaf-pressing era of science teaching to something more likely to produce the desirable changes in behavior which we believe are important," one contributor states.

The study does not set up a fixed pattern for science integration into social studies. But it does condemn "random sampling" of science and calls for science matter sensible to the age level. For example, soap-making is all right for grade schoolers, but the chemistry of it is too complicated to be significant.

But television and its social impact falls well within the area of study for any high school modern problems class, the study states. Automation is another science-based subject which counts in students' daily lives and should not be ignored in the schools.

"Effective teaching in this area will develop new interests among more students, many of whom for the first time will find real meaning in the subject matter of the social studies," one contributor comments.

Unfortunately, textbooks to date have made little of the impact of science. "It is not uncommon," one educator writes, "to wrap up the whole subject of industrialization in a chapter or two (of a history text), and thenceforth to ignore it except for an occasional remark, until the revolutionary age of nuclear energy opens."

Social studies teachers are not expected to be scientists. But they must have an understanding of the so-called scientific method and a knowledge of facts, principles, and generalizations drawn from the subject matters of science, the study states.

"A start can be made (to) recognize the central role of science and technology in making our social institutions what they are today."

Contributors include: Glenn O. Blough, University of Maryland; Howard H. Cummings, U.S. Office of Education; Stella A. English, U.D. Department of Agriculture; John H. Haefner, State University of Iowa; Clyde C. Hall, National Science Foundation; Gerald L. Hutton, Atomic Energy Commission; Mason Van B. Jennings, Teachers College, Columbia University; Paul S. Kramer, National Academy of Sciences; Charles W. Merrifield, consultant, American Council on Education; Harold Tager, free lance writer formerly with National Institutes of Health; Paul Lewis Todd, editor, Social Education.

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Press copies of Science and The Social Studies are available from the National Council on Social Studies, National Education Association, 1201 16th St., N.W., Washington 6, D.C. Copies for other purposes: $4.00 (paper binding).

Sept 24, 1957

ST. 3-2140
Ext. 3294

THE PRESIDENT'S COMMITTEE ON SCIENTISTS AND ENGINEERS

WASHINGTON 25, D. C.

September 20, 1957

For Release: To A.M.'s of Tuesday, September 24, 1957

PRESIDENT'S COMMITTEE SPONSORS OCTOBER AS NATIONAL SCIENCE YOUTH MONTH

WASHINGTON, D. C. -- Dr. Howard L. Bevis, chairman of the President's Committee on Scientists and Engineers, announced today that National Science Youth Month would be observed during October in the nation's high schools to stimulate activity among students in scientific studies and projects.

The White House committee is sponsoring National Science Youth Month along with 17 other educational, professional and governmental organizations conerned with education and careers in science and engineering.

Dr. Bevis said: "This nation can no longer afford to delay pre-professional training of potential scientists or engineers until they reach college. Preparation must begin in Junior high school-- even senior high school may be too late. National Science Youth month will turn the fresh, inquiring minds of our young people toward these professions by stimulating their interest in helping to press back the technological frontiers which bound our modern way of life."

Science Youth Month will launch a continuing program emphasizing science activities in the schools throughout the academic year. The local school programs will call on these groups for support in the year-long program: Parent-Teacher Associations; scientific, engineering and medical societies; industry and labor; colleges or universities in the community.

During October, science teachers are being asked to start science projects to be carried out during the school term. Other suggested activities include: PTA, professional and civic meetings in October devoted to science subjects; science fairs; affiliation of local science clubs with Science Clubs of America; registration by school principals for qualifying tests for National Merit scholarships and for Science Talent Search examinations; student assemblies featuring scientific or technological speakers; personal contacts between scientists, engineers and students through "project nights" devoted to work on science fair projects, or through "career sessions" when engineers and scientists discuss career opportunities and interesting experiences in their fields.

A poster-calendar for science classrooms and school bulletin boards provides a check-list of important dates and actions to be carried out during Science Youth Month. The poster has been distributed to the nation's 25,000 science teachers. Additional single copies can be obtained from the President's Committee on Scientists and Engineers, Washington 25, D. C.

The Science Youth Month program was developed by a Committee working group headed by Watson Davis, director of Science Service Organizations participating in the program include: American Association for the Advancement of Science; American Chemical Society, American Medical Association, U. S. Chamber of Commerce, Thomas Alva Edison Foundation, Junior Engineering Technical Society, Manufacturing Chemists Association, National Association of Manufacturers, National Merit Scholarships, National Science Fair, National Science Foundation, National Science Teachers Association Oak Ridge Institute of Nuclear Studies, Science Achievement Awards Program, Science Clubs of America, Science Service, Science Talent Search.

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National Education Association

LYMAN V. GINGER, President

WILLIAM G. CARR, Executive Secretary

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

September 20, 1957

MEMORANDUM TO: Officers of the National Education Association and its Affiliated State Associations

In the September 21 issue of the SATURDAY EVENING POST, the 6-page feature entitled "Are The Public Schools Doing Their Job?" represents some very effective public relations by members of the NEA staff.

On many occasions, some of the most significant public relations which NEA does in behalf of the profession doesn't show! This is true in this instance. Because the POST feature is a major achievement in the expanded NEA public relations program this fall, I thought that you would like to have some background about it.

Over a period of many years, the NEA Research Division and the Division of Press and Radio Relations have worked closely with writers and editors from press associations, radio and television networks, and national magazines to supply factual information about the problems and achievements of America's schools. For the past three years, the work carried on through the Joint Committee of the NEA and the Magazine Publishers Association has helped in many significant ways to bring editors and educators closer together.

As additional resources become available, the NEA hopes to report to you many more concrete public relations achievements such as the POST feature.

William G. Carr

William G. Carr
Executive Secretary

enclosure

For the information of officers of the
NEA and its affiliated state associations.
Not for publication

Background on "Are The Public Schools Doing Their Job?" appearing in THE SATURDAY EVENING POST, September 21, 1957

1957

June 12 - Associate Editor of THE SATURDAY EVENING POST mails confidential manuscript of a "strongly anti-public school report" to the Director of Press and Radio, NEA, inviting suggestions for an author who would be qualified to prepare "an equally forthright article backing up the job that the country's public schools are doing in the majority of cases — and backing up the philosophy behind them."

June 14-23 - NEA conducts search for a parent to write the rebuttal.

June 24 - NEA letter to POST suggests an article by a parent known to be a strong believer in the public schools. The name of Mr. Herbert L. Brown, Jr., Editor of CHANGING TIMES (The Kiplinger magazine) was suggested.

June 25 - POST invites Mr. Brown to write article to reply to the criticism of public schools.

July 5 - Mr. Brown and Mr. Ben Hibbs, Editor of the POST confer about article; Mr. Brown accepts invitation;

NEA Press and Radio Director confers with Mr. Hibbs, strongly urging that he adapt POST schedule so that the report by Mr. Brown could appear opposite the anti-public school report in the same issue.

July 10-20 - NEA research team quickly assembles facts on public school achievements.

August 23 - POST telephones NEA that the two articles have been cleared to run as double-spread in September 21 issue.

September 3 - Advance proofs reach NEA.

September 6 - Special issue of the NEA NEWS goes to 55,000 leaders throughout the United States, announcing forthcoming POST feature on public schools.

September 16 - POST schedules its biggest promotion of the year by announcing the school feature in 175 newspaper ads and on radio and television in major cities.

September 17 - "Are The Public Schools Doing Their Job?" reaches newsstands and subscribers with a circulation of more than 5 million copies. Value of six pages, according to current POST advertising rate card: $103,840.00

Sept. 16, 1957

News from the NATIONAL EDUCATION ASSOCIATION

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For further information:
Roy K. Wilson or Carol Scotton

FOR RELEASE: A.M. Papers
Tuesday, Sept. 17, 1957

NEA To Look At Education Of Academically Talented Students

Washington, D. C.—Sept. 16—How much and what kind of attention are today's high schools paying to the "academically bright" students?

The National Education Association will hold a national working conference to provide answers to this question, executive secretary William G. Carr announced today. It is scheduled in Washington, D. C., Feb. 6-8 at the Statler Hotel.

Chairman for the conference will be James B. Conant, former U. S. Ambassador to the Federal Republic of Germany and past president of Harvard University. "About a third of our youth continue their education beyond high school," Dr. Conant said. "From this group come the future professional men and women whose services are so important for the welfare of our nation. The conference which is being called will be concerned with some of the problems involved in planning and providing the education of these young people."

The conference is the first step in a year-long NEA project on the identification and education of the academically talented pupil in the American high school, made possible by a Carnegie Foundation grant. J. Ned Bryan has been named project director. Dr. Bryan is on leave from Rutgers University where he is an associate professor of education and chairman of the department of classroom teachers.

(MORE)

"The NEA is aware that how and what we teach above-average students is only part of the total educational problem," Dr. Carr said. "But we hope that this conference and project will stimulate more serious appraisals of the education of these academically talented high school students.

"The educational development of these young people is of tremendous social significance. They represent human resources our country dare not neglect."

The conference will draw together what is now known about the academically talented student, the results of experimental projects, and experiences of school systems in dealing with this problem. The conference will be followed by field conferences and published materials.

About 200 persons will be invited to participate. They will include curriculum experts, researchers in the field, teacher education personnel, college and school administrators, academic scholars, and PTA and school board members.

The entire project is part of the NEA's expanded educational services program. Lyle W. Ashby is assistant executive secretary for educational services.

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For further information:
Roy K. Wilson or Myrtle Bonn

FOR RELEASE: A.M. Papers
Thurs., Sept. 12, 1957

Educators Review Role of Parents In the Schools

WASHINGTON, D. C., Sept. 11 -- As parents of more than 39 million school-age children turned their offspring back to the schools this month, a cross section of the nation's educators took a long look at their relationship with those parents and made it known that they want their cooperation.

How to win that cooperation and make it benefit both the child and the community is the subject of a 310-page study released today by the Department of Elementary School Principals of the National Education Association. The study, titled Parents and the Schools, is a compilation of the views of 61 experts on various phases of education and child welfare.

Though methods of achieving good school-parent relationships vary, the contributors agree that "the more parents are encouraged to express themselves" about the schools, the greater the liklihood that the school program will "reflect the interests and needs of the families whose children are in the schools."

While the study rips the last nails from signs that once meant "hands off the schools," it also sounds a "handle with care" warning. Problems that still concern the educators, according to the study, include: How far can parents go in helping to plan the curriculum and in other professional matters? What effects do cultural influences have on home-school cooperation? What legal questions arise from parent participation in school activities?

Important aspects of the school program which should be understood by parents, according to the study, include: different systems of grading and reporting classroom performance; the use of remedial programs; guidance procedures; increased flexibility in the curriculum; and the use of group process in the classroom.

The study shows that there is no set pattern which guarantees successful school-

(more)

parent relationships. It also shows that economic and social differences among residents of various communities require many kinds of approaches to school affairs.

One contributor from Oak Park, Michigan states that the public wants a part not only in planning "what" the schools should teach but "how." Pointing to the recent furor over how the three Rs should be taught, he says, "When we sit down with parents in groups, each trusting the others' personal integrity and utilizing each others' strengths, skills, and knowledge, we find that the 'how' and the 'what' take care of themselves. In such cooperative curriculum effort parents realize just how far their 'expertness' goes and look to the educator for some answers."

Among the 14 chapters describing a wide range of practices and policies relating to parent participation in school programs, is one titled "What Price Parent Participation? by the assistant superintendent of schools in Mamaroneck, New York. This bright-side picture describes how parents help in the library, assist at lunch time, and conduct after-school hobbies.

According to this chapter, teachers give up a good deal of time to meet with parent committees, but the program pays off with "the most important element in school improvement -- the active approval and feeling of belonging by parents who want school improvements as vigorously as do teachers and administrators."

Other chapters describe "destructive community trends" in large cities where home-school ties are weak. The principal of a Chicago school suggests that schools should join forces with the church and other community agencies in an attempt to improve basic living conditions.

In such "disorganized urban communities," he adds, PTA leadership must come from school personnel and meetings must be kept close to the interests of the parents -- homework, television in the home, and plans for their children's future. "As long as children remain in school," he writes, "the school retains a potential for communication to a major portion of homes in the community."

A chapter by a PTA officer lists the current PTA membership at over 10 million members in 42,000 local associations. The NEA has a national membership of more than 703,000 teachers and school administrators.

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Press copies of Parents and the Schools are available from Department of Elementary School Principals, National Education Association, 1201 16th St., N.W., Washington 6, D. C. Copies for other purposes: $3.50.

Sept. 1957

Information about - -

Monitor "Back-to-School" Project

Sponsored by NBC in cooperation with NEA

September 6-7-8, 1957

These are the kinds of stories they will be looking for, and will be counting on you to dig up for them:

1. Overall reports on the prospects for schools in your area for this year. This would include statistics on classroom and teacher shortage, descriptions of new, modern buildings, exciting changes in personnel or curricula, etc.

2. Persons who can be interviewed: Teachers with interesting stories to tell, school administrators, and pupils. The NBC newsmen may want to bring their tape recorders right into a classroom or a school yard during recess or a corridor between classes to get the sounds of kids playing, laughing, etc.

The big job of the NBC newsmen will be to find individuals and situations which will make good programming for MONITOR. You can aid them immeasurably by locating people and places from which they can choose.

NEA is confident that this network radio focus on our schools will help to set the climate for a year of greatly intensified public interest in the problems of education.

For your information and for whatever local publicity you can obtain, these are the hours in which MONITOR will be broadcast on September 6-7-8:

Friday - 8 a.m. - 10 p.m.

Saturday - 8:30 a.m. - Midnight

Sunday - 10:30 a.m. - Midnight

National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

September 6, 1957

TO THE EDITOR:

A representative from your community is one of the authors of a new study on parent-teacher relationships, titled Parents and the Schools. The study is being released Thursday, September 12th by the Department of Elementary School Principals of the National Education Association.

In addition to a general release on the study, we are enclosing tear sheets of the article by the contributor from your community.

Sincerely,

Roy K. Wilson

Roy K. Wilson, Director
Division of Press & Radio Relations

RKW/lec

Enclosures

National Education Association

NATIONAL EDUCATION ASSOCIATION nea 1857 1957 CENTENNIAL

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

August 30, 1957

Memorandum to the Executive Secretary
of the State Education Association:

As you know, the National Education Association released several days ago a special bulletin of ideas to help local communities capitalize on the deep interest which parents, school children, teachers and other citizens have in going BACK TO SCHOOL.

Enclosed is another copy of the "BACK TO SCHOOL" bulletin and a proof of a special advertising mat which is available without charge.

Many of the ideas listed in the bulletin will be pertinent anytime during the month of September as schools swing into full operation. The mat, as you will see from the proof enclosed, has a theme that would be appropriate at almost anytime during the fall months.

We have a limited supply of the bulletins and newspaper mats available. If you would like a quantity for distribution in your state, please let me know and we shall be glad to send them to you with our compliments. A reply form is enclosed for your convenience.

Sincerely yours,

Roy K. Wilson

Roy K. Wilson, Director
Division of Press & Radio Relations

RKW/lec

Enclosures (3)

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.



For further information
Roy K. Wilson or Tom Erhard

FOR RELEASE August 27, 1957

NSTA Grant Will Provide Awards For Science Teachers

WASHINGTON, D.C., August 27 — To encourage future scientists and engineers through improvements in high school teaching techniques, the National Science Teachers Association (NSTA) today announced an expanded program of its Science Teacher Achievement Recognition (STAR) awards.

The program will be conducted under a $26,000 grant from the National Cancer Institute (of the National Institutes of Health, U.S. Department of Health, Education and Welfare). It will provide cash awards totaling $6750 to 50 teachers in place of the ten cash awards totaling $2000 in the 1956-57 program. The awards will be made for reports of effective practices in the laboratory teaching of science, submitted with details on how the ideas have been carried out in the schools.

"The goal of the new program is to locate successful and promising plans for improving laboratory teaching in junior and senior high schools," said Robert H. Carleton, executive secretary of NSTA, a department of the National Education Association.

"Laboratory work," Carleton pointed out, "is being emphasized because not enough young science students are getting the satisfactions and experiences of real discovery in science." He attributed this to "over-crowded, ill-equipped

(more)

classrooms and outmoded laboratory techniques that have not kept up with new developments."

Mr. Carleton added, "We know there are effective teachers who are doing a good job under less than perfect circumstances. We hope they will share their ideas with others through STAR."

As in the previous program, a cross-section of reports from the winning entries will be published in a special brochure to be distributed by NSTA next year. "This," Dr. Carleton pointed out, "enables thousands of teachers to read about, study, and put into practice the ideas of the pioneering science teachers whose work needs to chain-react throughout the schools of the nation." The plan is to distribute this brochure next year to about 40,000 science teachers.

The expanded STAR program has been made possible by a larger grant from the National Cancer Institute, which made an appropriation for the 1956-57 program. In this year's brochure on "STAR Ideas in Science Teaching," Dr. John R. Heller, Director of the NCI, wrote, "Any stimulation of original and creative work in science teaching is very much in accord with the national interest. The more exciting our science teaching becomes, the more interest will be shown by youth in entering the field of science."

The awards in the 1957-58 program will be: $500 each to five science teachers; $250 each to ten teachers; and $50 each to 35 teachers. Each cash winner will also receive a bronze medallion and a trophy case plaque for his or her school. A STAR certificate of participation will go to all entrants. Junior and senior high school science teachers in public, private and parochial schools are eligible to enter.

Entry blanks will be available from NSTA headquarters, 1201 16th St., N.W., Washington 6, D. C., after September 15. Entries must be postmarked not later than February 15, 1958.

# # #

National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

August 22, 1957

MEMORANDUM TO:

In the dead center of August vacation, came a long distance telephone call from San Francisco (California Teachers Association) and the request:

"What will the expanded NEA program mean to the

teachers of California?"

Information was needed for a quick roundup of items to be included in a flash to the 90,000 members of CTA. We made a quick summary (copy attached), but explained that further reports would be issued to California and to other states as blueprinting of the expanded program goes ahead by various NEA units during the early fall months. I shall be most grateful if you will send details of your plans for "new and expanded" projects to me for use as news copy from week to week as your plans are completed.

Many thanks.

Roy K. Wilson, Director
Division of Press and Radio Relations

RKW:acy
Attach.

American Association of School Administrators

A DEPARTMENT OF THE NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. • WASHINGTON 6, D.C.

OFFICE OF THE
EXECUTIVE SECRETARY

August 22, 1957

Dear AASA Member:

We are glad to cooperate with the NEA Division of Press and Radio Relations in bringing to AASA members the enclosed announcement. This TV-Radiogram will alert you to radio and television programs beginning September 1 that are of special interest to educators.

As a part of its expanded service program, the National Education Association has opened a TV-Radio branch office in New York City to work with the networks on programs to report and interpret the schools.

We hope to team up from time to time with the Press and Radio Division to bring AASA members this kind of up-to-date information to help you widen your community's interest in your schools. Please let us know if you find it helpful.

Sincerely,

Finis E. Engleman

Finis E. Engleman
Executive Secretary

fee/ea

Aug. 11, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

NATIONAL EDUCATION ASSOCIATION nea 1857 1957 CENTENNIAL

For further information:
Roy K. Wilson or Myrtle Bonn

FOR RELEASE: A.M. Papers
Monday, August 12, 1957

Principals Urged to Make Schools More Flexible

WASHINGTON, D.C., August 11 -- School principals were urged today to avoid fixed classroom patterns and prepare for the vast educational changes that will be necessary if their schools are to meet their obligations to our rapidly changing society.

"The function of education," according to a 72-page booklet now being distributed to its 16,000 members by the Department of Elementary School Principals of the National Education Association, "is no longer merely to transmit the culture of one generation to another. To serve a society in which change is a constant factor, our schools need to be flexible. They need to be keyed to change." The booklet is titled The Flexible School.

Biggest dilemma facing the administrator who would depart from an accepted educational formula, says the booklet, is this: While schools must keep pace with technological advances and changes in living, they cannot safely range very far from the credos, taboos, and timidities of the communities they serve. Here, too, adds the booklet, the solution lies in flexibility. This includes flexibility of leadership, of personnel, of tools, and of curriculum.

(MORE)

To achieve this flexibility, suggests the booklet, the schools must shift from the "I know" approach to the "let's see" approach. They must put emphasis upon "experimentalism and exploration rather than upon unquestioned factual data."

Describing the materials of study, buildings and recreational equipment suitable for a flexible school, the booklet says they should be readily adaptable to meet different situations and problems children face. There should be "little of a fixed nature." The curriculum and program must be subject to change and the experiences offered children must enable them to cope with diversity.

"Such a program," states the booklet, "will require mature administrators and mature teachers. They will be adults who will not manipulate others to meet their own needs or ends...They will realize that 'love is not enough' in working with children in our society. Rather, they will recognize the importance of being experts on human growth, of being alert to the vast changes brought about so rapidly in our society. These adults will combine their knowledge of human growth and the society in which we live to help provide the experiences children need to enable them to become mature responsible persons in the tomorrow no one can foresee."

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Complimentary copies of The Flexible School, for review purposes, may be obtained from Department of Elementary School Principals, National Education Association, 1201 16th St., N.W., Washington, D.C. Copies for other purposes, $1.25.

National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

August 2, 1957

To Editors of State Education Association Journals:

Dear Editor:

Several Editors have expressed an interest in some type of feature coverage of the 419-page Centennial history - -

NEA: The First Hundred Years

by Edgar Wesley

which was published by Harper & Brothers on May 29.

The book came from the press after state journals had closed for the past school year, so most editors are looking for a peg on which to hang a feature this fall. Bernice D. Gestie, Managing Editor of the Minnesota Journal of Education, plans to invite a prominent Minnesota educator to prepare a review, based in part on information which was included in the release about the history. A duplicate copy of this release is enclosed.

You may wish to extend an invitation to some prominent educator in your state to prepare a similar feature. To help you on such a project, a complimentary review copy of the history is being mailed to you by Sidney Dorros, Director of the NEA Publications Division. Also, a mat of the cover of the book is enclosed as a possible illustration. If we can be of further help, please let me know.

Cordially,

Roy K. Wilson

Roy K. Wilson, Director
Division of Press and Radio Relations

Enclosures 2

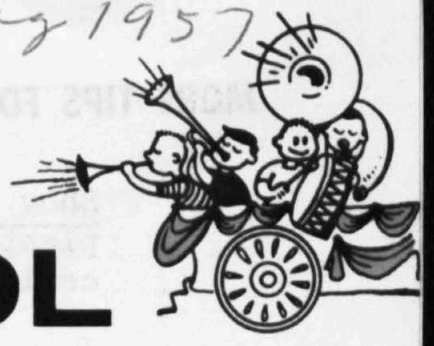
Note: Information copy of this letter also mailed to Dr. J. L. McCaskill, Administrative Director of NASSTA, and to each State Secretary. RKW

Aug 1957

NEW FROM NEA

The Bandwagon's rolling...

BACK TO SCHOOL



PUBLISHED BY THE NATIONAL EDUCATION ASSOCIATION

August 1957

SHOUT IT FROM THE ROOFTOPS

Blow those horns...beat those drums...clang those cymbals. The kids in YOURTOWN, USA, are heading back to school.

This is something to shout about. You'll want to make maximum use this month of TV... radio...your local newspaper...local department store windows...advertisers...to underline the fact that Back-to-School Month is a BIG EVENT...not just in the lives of the school-children, but to their mothers and fathers, their teachers, local businessmen, everybody in the whole community.

Use this quick tipsheet of ideas especially prepared for use in your hometown by the Division of Press and Radio Relations of the National Education Association to let your local citizens feel the impact of the re-opening of school. Get on the Back-to-School Bandwagon.

HITCH YOUR WAGON TO A (TV) STAR

National radio and TV networks, joining forces with NEA, are going strong this fall with back-to-school shows. Here's your chance to "hitch-hike" locally. Some examples:

- Monitor, NBC's morn-to-midnight network radio show, will devote the entire weekend of September 6-7-8 to the Back-to-School theme, with interviews, panels, on-the-spot news reports from schools in all parts of the country. Check with your local station manager to see how you can tie in locally

- A half-hour Back-to-School "special" is being readied by CBS-TV in cooperation with NEA, to be aired one September Sunday afternoon (time not set)

- "Stranded," the dramatic salute to a heroic teacher starring Bette Davis will be re-broadcast September 3 by ABC-TV. You may want to arrange advance build-ups and possible tie-in spot announcements highlighting local school problems

TEE OFF ON LOCAL TV

Your local program or public service TV director will be happy to talk Back-to-School broadcasts with you. He'll be happier still if you come primed with a pocketful of fresh ideas. Like this:

- Show quick camera close-ups of your most appealing brand-new first-graders. Prepare spot announcements, something like this..."And now the Jonesville Schools present the future! Introducing...the junior senator from Mars. The woman scientist who conquered the common cold. The president of the People's Helicopter Company. A missionary to Outer Space. The man who perfected the atomic lawn mower. The grower of the new pit-less peach. And the man who hit 100 home runs in one season. Here is the future...in the hands of a teacher today. This teacher makes a difference to our future."

MORE TIPS FOR TV

- Show photos of old abandoned schools and your newest buildings. Let the school plant director explain the differences. Show wall construction, new lower ceilings, practical planning using every inch of space.

- Interview your school psychologist, traffic policemen, school physician. The policeman can tie in with the school's safety instruction, the psychologist with guidance facilities, the physician with discussion of how the school protects children's health.

- Bring to the studio all the books a student will read in 12 school years, and have a first-grader and a twelfth-grader standing by. Encourage them to read, and ask the adults if the books they've read in the last 12 years would equal these.

- Think-pieces: How about your director of instruction explaining new educational theories, new methods to be tried, methods used successfully last year? Answer the more routine questions, via interviews, about new books, report cards, bus routes, adult night school, new equipment. Present these with visual appeal and parents will gobble them up.

- If your station can do a remote show or put one on film, let children take a prominent citizen on a tour of a new school. Teachers, in their classrooms, can explain new books and why they're good; new equipment, why it's helpful. Children can tell why they like school.

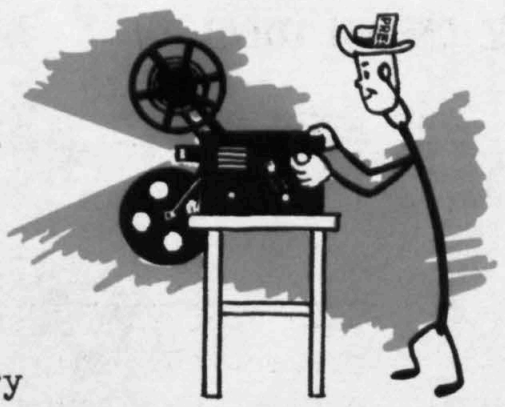
PUT SPOTS BEFORE THEIR EYES

- If you want to film some spots of your own, how about new books being unloaded by the truckload? Show the vastness of this project. Or how about all the school busses ready to roll? This is a good occasion for a safety message. On many of your local spot announcements, put the elementary school children front and center. They've got audience appeal.

- Various spot announcements are available from the NEA. Order the following from the Division of Press and Radio Relations, NEA, 1201 Sixteenth Street, N. W., Washington 6, D. C.: (1) "Tribute to Teachers" by President Dwight D. Eisenhower. 1 minute. $8 each. (2) "Good Schools Make a Difference." Five 1-minute spots, sound on film. $50 for the series. (3) "Johnny on the Spot." Semi-animated cartoons. Five 1-minute spots, sound on film. $50 for the series.

THIS PIX CLIX

"Not by Chance" is a good bet for use in your back-to-school TV campaign where you will want to stress the importance of QUALITY TEACHERS for every classroom. "Not by Chance" is the new motion picture produced by NEA, the state education associations, and the American Association of Colleges for Teacher Education (16mm, 28 min., b & w, or color). It shows dramatically how a teacher's education fits her to become a highly-skilled, understanding, and thoroughly professional person--the kind of teacher every parent wants for his child. Order from Division of Press and Radio Relations, NEA. Color print, $275; B & W, $175.



Also available from NEA: "Section 16," a 13½-minute history of education in the U. S. narrated by Raymond Massey. $25. Also, "The Challenge," 28 minutes, presenting the findings of the White House Conference on Education. $45.

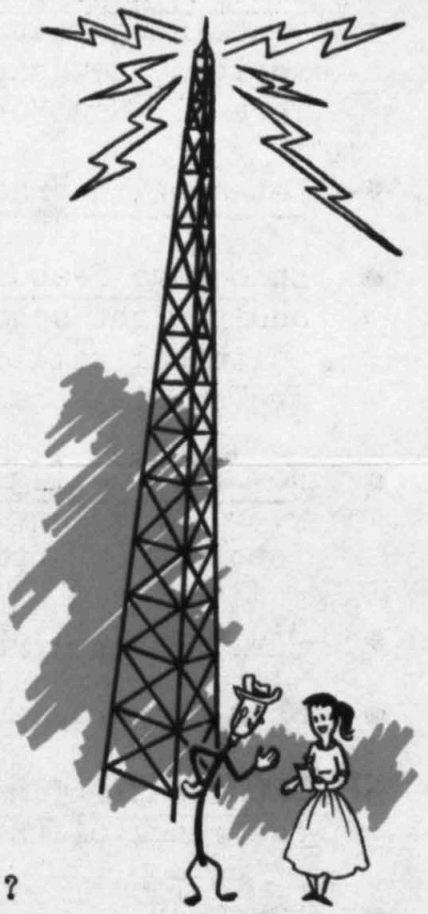
BE RADIO-ACTIVE TOO

Local radio is definitely NOT just canned music and news-on-the-hour. Local station managers are more eager than ever to give time to lively public service topics like a back-to-school promotion. See what your manager thinks of these ideas:

- Student interviews with disc jockeys. Teenagers can discuss new school courses, extra-class activities. This is a good spot, too, for the personable teacher to be guest star.

- Run a spot announcement campaign encouraging parents to get to know teachers socially. A sample spot might read something like this: "How long would it take you to memorize 450 names...450 faces? How long would it take you to know 450 people? As classes start next week, many high school teachers will meet 150 new students. And they will want to meet and know each of you...the 300 parents. That's a lot of names...a lot of faces. Help your child's teacher to know you by inviting him to come to dinner...to a picnic... a church social."

- Use radio to answer questions that bother parents, as shown by a recent national survey. Questions like these:



1. How have teaching techniques changed, and why?
2. What is being taught, and why?
3. What is the school's attitude toward homework?
4. How is discipline maintained in the classroom?
5. What is the school's attitude toward parents?
6. What are the policies for grading, reporting, promotion?
7. What are the out-of-class school services?
8. How is the school financed? How is the money spent?
9. Most important of all: Who is the teacher? How can we know the teacher better?

TALE OF TWO CITIES

Last fall, Columbus, Ohio, staged a massive "Back to School" campaign over a local TV channel. They stressed how the opening of school has a widespread effect on the entire community including business, city government, police department, fire department, teachers, parents, children, and older adults who have no direct link with the schools.

They showed, in spot announcements, guest appearances, and special programs, how families must adjust to school hours, bus schedules, rules and requirements, special school services, policies and activities.

Dayton, Ohio, has started a similar all-out campaign this year. Their programs are emphasizing: 1. Getting the school ready; 2. Getting the child ready; 3. Getting the family ready. "Eddy Cashun," a cartoon figure made of a globe, notebook paper, erasers and paper clips, will become familiar to all Daytonians during the intensive six-weeks push.

"Jack and Jill," two Dayton fifth-graders, will also appear on many programs. In addition to the public service time, the station has sold considerable time to local merchants who do heavy "Back to School" business. Everybody's happy, and the city is getting new insights into local education.

MAKING HEADLINES AND INFLUENCING PEOPLE

A famous slogan of a big-city newspaper goes: "Nearly everybody reads the Bulletin." And that's true of your home-town newspaper too. Nearly everybody reads it nearly every day. So you'll want to furnish editors and reporters with plenty of feature ideas so they can do justice to the Back-to-School theme. Some ideas:

- Use the Associated Press "Back to School" Supplement. This 16-page edition, containing features and pictures may be used complete or in part, by any subscribing newspaper. Order from AP Newsfeatures, 50 Rockefeller Plaza, New York 20, New York.

- Let a sixth-grader tell why he is eager to get back to school.

- Encourage features on the many uses of the school building...regular classes, adult night school, adult recreation, teen-age athletics, children's games, political rallies, club meetings, community socials. Show how your taxpayers are getting their money's worth from the building.

- How much college training did the faculty get this summer? Add up the total years of college training that teachers in one school have acquired. Leads into a good article on teacher preparation.

- Old but still appealing: Describe in detail the first day of a first-grader.

- Show in words and pictures how new teachers are getting to feel at home in your town.

- Schools furnish good business for the community. Check with local merchants for estimates of the volume of business tieing in directly with the opening of school.

- How many miles did the faculty in one school travel this summer? Include states, countries, special places visited. Another version is to total up the number of books the teachers read in one summer. Their summer activity adds great scope to their teaching...and it's almost always good feature copy.

- For a continuing feature series during the first few weeks of school, let different experts explain (READABLY!) different aspects of the instructional program. Parents will learn what is being taught, how and why.

CHANCE FOR IMPACT

Brand-new from NEA is an advertising mat suitable for newspaper reproduction pointing up the pride and prestige of teaching which your local businessmen might want to work into advertising copy themed to the back-to-school campaign. The mat is available in three sizes: (1) 4 col x 11", 612 agate lines; (2) 3 col x 8 3/16", 345 agate lines; or (3) 2 col x 5 1/2", 152 agate lines. There is space on the mat for the advertiser's name or logotype. Also copy and artwork is cleared for use by the advertiser who wants to do original ads, or to sponsor a full-page ad. Use postcard to order mats from NEA.

P. S. on P. R.* This tipsheet has been prepared by the Division of Press and Radio Relations, NEA, to help you make Back-to-School Month a truly spectacular community event. Won't you make it your personal responsibility to report to us on how you used these ideas so that we can all outdo ourselves, come September 1958? Mail your brief report to Press and Radio, 1201 Sixteenth Street, N. W., Washington 6, D. C.

*Personal Responsibility

July 23, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.



For further information:
Roy K. Wilson
Note: Release of this story is being made simultaneously in New York and Washington.

FOR IMMEDIATE RELEASE

EDUCATORS ORGANIZE TO SUPPORT "QUALITY" PROGRAMS ON COMMERCIAL TELEVISION AND RADIO

****

National Education Association Opens New York Office For Liaison with Radio-TV Networks and Producers

NEW YORK, July 23: --- More than 1,200,000 educators will give their active support to "quality programming in the public interest" on commercial television and radio, it was predicted here today by Dr. William G. Carr, Executive Secretary of the National Education Association.

NEA's first step in its expanded service program, adopted at the organization's Centennial Convention in Philadelphia earlier this month, has been to establish a permanent TV-Radio office in New York, to maintain liaison with network officials and producers. Richard Krolik, recently associated with NBC's "Wide, Wide World" and "Today," and formerly in charge of television activities for LIFE Magazine, has been retained by NEA to represent them.

"The educators of this country believe that the time has come for more citizens to support the efforts of conscientious broadcasters to raise the level of program content," Dr. Carr stated. "We believe that the

(more)

National Education Association, as it celebrates in 1957 its Centennial year, can exert a constructive influence upon commercial television and radio in their efforts to develop public understanding of education."

NEA members will be apprised of the content of forthcoming TV and radio programs through the 28 publications that NEA distributes to its 704,000 members and the 500,000 members of its affiliated groups. Basic source of this "preview" information will be the monthly "NEA Journal," which will "spotlight" upcoming programs deemed of special interest to teachers.

Meetings have been held with producers of CBS' "Twentieth Century" and "See It Now," and NBC's "Project 20" and "Wide, Wide World."

Additional function of the NEA New York TV-Radio office will be to cooperate with producers in presenting aspects of education on their programs. Research facilities of NEA's Washington Headquarters will be available for shows that will deal with schools, teachers, the needs of children and youth, and allied topics.

Future plans of the NEA Radio-TV office include the possibility of a weekly entertainment series, based on true stories of outstanding teachers; expanded services in TV-radio spot announcements and programming, and cooperation with local stations in the presentation of reports on education to their communities.

Dr. Carr's statement is attached.

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July 23, 1957

Statement of William G. Carr, Executive Secretary of the National Education Association, Washington, D. C.

"There is an influence in American life today that is playing an increasing part in shaping the social, intellectual, and cultural outlook of millions of our people. That force is commercial television.

"The educators of this country, represented by the National Education Association's 700,000 members and its affiliated groups in all states and more than 6,000 communities, believe that the time has come for more citizens to support the efforts of conscientious broadcasters to raise the level of program content. We are especially concerned that all citizens have greater opportunity to learn more about their schools and colleges and about the problems of those who teach. We believe that the National Education Association, as it celebrates in 1957 its Centennial year, can exert a constructive influence upon commercial television in its efforts to develop public understanding of education.

"The National Education Association is opening a New York office to provide liaison with the television and radio industry. Mr. Richard Krolik, who has had extensive experience in public affairs programming in both television and radio, will serve in this liaison capacity. Mr. Krolik will be available for cooperation with radio and television producers who will be presenting programs dealing with schools and educators. Our competent staff in Washington will be available to help producers who desire research assistance and other forms of cooperation. We expect that Mr. Krolik's contacts

(more)

will provide information on television and radio programs which can be communicated to our members through the NEA Journal and the other resources available to us.

"The NEA is looking forward to effective working relationships with radio and television as they seek to enlighten the American people on many important subjects in the field of education and in the work of the organized teaching profession."

# # #

July 16, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

The National Education Association is the national professional organization of educators. More than 1,083,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was organized in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and study to improve American schools.

For further information:
Roy K. Wilson or Carol Scotton

7/16/57
FOR IMMEDIATE RELEASE

NSTA to Spotlight
Elementary School Science

WASHINGTON, D. C. — July 16 — Young scholars will soon be getting a bigger and better helping of science as the National Science Teachers Association (NSTA) steps up its services to elementary school teachers.

NSTA, a department of the National Education Association, will move to aid the teachers in three ways. (1) Its present publication, The Elementary School Science Bulletin, will be twice as large and be issued eight times a year. (2) A part-time specialist in elementary science has joined the staff as a consultant and editor. (3) NSTA's three conferences for the coming year will emphasize science in the grade schools.

"Elementary school teachers can't be specialists in science, but NSTA aims to make them more secure in their knowledge of the field," commented Robert H. Carleton, NSTA executive secretary. "The textbooks teachers work with are excellent, but they are asking for more help in relating science to the present curriculum and to other subjects. We will try to meet this need."

NSTA's push in the elementary grades comes in a year when, for the first time, an elementary educator is the organization's president. He is Glenn O. Blough, Associate Professor of Education at the University of Maryland. Dr. Blough has written science methods books and science stories for children.

(more)

The revised NSTA Elementary School Science Bulletin will be off the presses in October as a two-color, 8-page publication. It will appear monthly through May, with subscriptions priced at $1 annually per individual and 50¢ each for school groups of five or more persons.

Dr. Dorothy Alfke has joined NSTA headquarters staff on a part-time basis and will serve as co-editor of the new Bulletin with Dr. Carleton and as a field consultant. Miss Alfke is a professor at the College of Education at Pennsylvania State University and received her doctorate from Cornell University in elementary science and nature education.

Science in the elementary grades will come in for major discussion at two NSTA regional meetings, scheduled in Hartford, Conn., Octover 18-19, and in Indianapolis, Ind., December 27-30. The national convention in Denver, Colo., March 26-29, will be preceded by a one-day conference for elementary supervisors.

# # # #

Newly Elected NSTA Officers for 1957-58

President	Dr. Blough
President-elect	Herbert A. Smith, University of Kansas (Professor of Education and Director of Bureau of Educational Research)
Secretary	H. M. Louderback, Chemistry teacher, Lewis and Clark High School, Spokane, Wash.
Treasurer	Robert T. Lagemann, Vanderbuilt University (Chairman of the Department of Physics and Astronomy) Nashville, Tenn.

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July 15, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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NATIONAL EDUCATION ASSOCIATION nea 1857 1957 CENTENNIAL

For further information:
Roy K. Wilson or Carol Scotton
or Clytia C. Montllor

(Note to editor: Attached is a list of NEA delegates who will attend the WCOTP Conference, one or more of which may be from your area.)

7/15/57
FOR IMMEDIATE RELEASE

WCOTP Will Meet
In Frankfort, Aug. 2--9

WASHINGTON, D. C. -- Special -- The teacher supply and demand question goes international next month as educators from 50 countries meet in Frankfort, Germany to swap ideas on common problems.

Representing member teachers organizations, 250 delegates will come together for the sixth annual conference of the World Confederation of Organizations of the Teaching Profession (WCOTP), Aug. 2--9. An international non-governmental organization, WCOTP was founded in 1951.

Announcement of the parley came today from William G. Carr, WCOTP Secretary General and Executive Secretary of the National Education Association. About 50 NEA members will attend the Frankfort Conference.

Recognizing teacher shortage as a world problem, conferees will study conditions in 37 countries as a basis for discussion and solution. Prior to the conference, WCOTP secured reports from its member organizations in all parts of the world for this background information.

The President of the Federal Republic of Germany, Theodore Heuss, and Dr. Luther Evans, who is director general of UNESCO, top the list of conference speakers.

(more)

Sir Ronald Gould of England, WCOTP president, will preside. Speaking in early July at the National Education Association's Centennial Convention in Philadelphia, Pa., he called a united and free teaching profession "the great force which is moving and will continue to move freedom forward through education." He stated, "Since the war, teachers have done more in the field of international cooperation than any other group."

President Bernhard Plewe of the German host teachers organization, Arbeitsgemeinschaft deutscher Lehrerverbande, will make the welcoming address. Setting up the teacher shortage question for examination by delegate discussion groups will be L. P. Patterson of the Canadian Teachers Federation.

The delegates will also consider the structure, policy, and future expanded program of WCOTP. A group of special interest meetings, such as one for education editors, is also scheduled. The assembly will elect a new vice president of the Confederation and executive committee members for the Americas, Europe, the Near East, and the Pacific. Applications for membership from eight national associations of teachers and five regional associations will be considered.

Ten international and philanthropic organizations plan to send observers. They are the United Nations, UNESCO, Confederation Internationale des Travailleurs Intellectuels, Coordinating Secretariat of National Unions of Students, Fund for the Advancement of Education (Ford Foundation), International Association of University Professors and Lecturers, International Society for Music Education, Oficina de Educacion Iberoamericana, Union of International Associations (Service Centre for International non-Governmental Organizations), and the World Union of Catholic Teachers.

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National Education Association Delegates to the World Confederation of Organizations of the Teaching Profession (WCOTP) Conference

Frankfort, Germany. August 2--9, 1957

Alabama,	Montgomery	Vincent Raines, Assistant Editor, Alabama School Journal, 422 Dexter Avenue, (Education Press Association delegate)
Arkansas,	Little Rock	Emma Scott, Arkansas Education Association, Editor, 1500 West 4th Street
Calif.,	Alhambra	Herbert D. Hooper, mathematics teacher
	Hollywood	Mrs. Irene Morrison, 6147 Temple Hill Drive, teacher
	Los Angeles	Mary Virginia Morris, 4160 Rosewood Avenue, teacher, past honorary NEA Vice-President
	Marysville	Elizabeth Yank, 429 Seventh Street, teacher
	Soledad	Mrs. Minnie Prewitt, P.O. Box 444, teacher
Illinois,	Chicago	Mrs. Rollin Brown, 700 N. Rush Street, President of National Congress of Parents and Teachers
	Chicago	Martha Hoffman, 5501 West Washington Blvd., teacher Mary Hoffman, 5501 West Washington Blvd., teacher
	Chicago	Stella Kern, 1400 Lake Shore Drive, Chicago Council for the Social Studies, Vice-President
	Chicago	George Reavis, Field Enterprises, Merchandise Mart
	Mt. Vernon	J. Lester Buford, 1812 Franklin Street, past President of National Education Association
	Springfield	Irving F. Pearson, 100 East Edwards Street, Executive Secretary, Illinois Education Association
Indiana,	Evansville	Mrs. Flossie Becknell, 1566 Kentucky Avenue, teacher
Kentucky,	Lexington	Lyman V. Ginger, Dean of the College of Education, University of Kentucky, newly elected NEA President
Mass.,	Milton	Shirley Cave, 14 Breck Street, teacher
	Somerville	Philomena C. Lombardi, 8 Mt. Pleasant Street, NEA Vice-President, teacher
	Whitman	Loretta W. Quinlan, 324 Commercial Street, teacher
Michigan,	Ann Arbor	Mary Ellen Lewis, 1402 Washington Heights, high school teacher
	Ann Arbor	Lawrence W. Prakken, Editor, The Education Digest, 330 Thompson Street (Education Press Association delegate)

Mich.,	Dearborn	Mrs. Bernice Dondineau, 5522 Argyle Street, teacher
	Norway	Lillian Solomonson, 703 Maple Street, teacher
	Sault Ste. Marie	Ellen Solomonson, 318 Armory Place, NEA Vice-President
Minn.,	Morris	Mrs. Alice Weickert, Principal, Junior High School
Missouri,	St. Louis	Phillip Hickey, Superintendent of Instruction, St. Louis; Immediate Past President, American Association of School Administrators
	Kansas City	Thelma Wilkerson, 504 West 44th Street, teacher
N. M.,	Las Cruces	Velora Reed, 1020½ Hess Terrace, teacher
N. Y.,	Buffalo	Dr. Emmerson E. Neuthardt, Director of International Institute of Education, State University of New York
	Buffalo	Mrs. Ada James Hagar, teacher
	Lindenhurst	James L. Kane, 196 N-6th Street, teacher
	Long Island	Ellen Boggemes, 35 Elk Street, Hempstead, L.I., teacher
	North Tarrytown	Laura Tubbs, 95 Beekman Avenue, teacher
Ohio,	Akron	Mrs. Sarah Caldwell, 121 Eastgay Drive, teacher
	Akron	Harry N. Schaller, 720 Frank Blvd., teacher
	Cincinnati	Jennie L. Davis, 3600 E. Street, Martins Place, President Ohio Education Association
	Cincinnati	Bessie Gabbard, 2214 Williams Avenue, Supervisor, Primary Grades, Cincinnati Schools
	Cincinnati	Alice Wasmar, 4619 Hamilton Avenue, teacher
Oklahoma,	Ponca City	Floyd D. Focht, teacher
Pa.,	Connellsville	David Guhl, 402 East Cedar, Immediate Past President of NEA Department of Classroom Teachers Mrs. David Guhl
	Harrisburg	Kermit M. Stover, Principal of Central Dauphin Schools
	Univ. Park	Dorothy Veon, Pennsylvania State University, Associate Professor of Business Education
Oregon,	Portland	Martha A. Shull, 1111 S.E. 113th Street, Immediate Past President of NEA

S. C., Columbia — A. C. Flora, 1511 Hagood Avenue, Chairman of NEA Board of Trustees

D. C., Washington — William G. Carr, 3601 Connecticut Avenue, Secretary General of WCOTP and NEA Executive Secretary
Mrs. William G. Carr

Elsa Schneider, U.S. Office of Education, Dept. of Health Education and Welfare, Specialist in Physical Education

Paul Smith, Executive Secretary of NEA International Relations Committee

G. Kerry Smith, Editor, College and University Bulletin and Executive Secretary of NEA Association for Higher Education

Eleanor Fishburn, Managing Editor, American Junior Red Cross Journal, American Red Cross (Education Press Association delegate)

NATIONAL EDUCATION ASSOCIATION OF THE UNITED STATES
1201 SIXTEENTH STREET, NORTHWEST, WASHINGTON 6, D. C.

July 12, 1957

Dear Colleague:

Two national magazines now on the newsstand contain articles which we believe will be of interest to you and your fellow staff members:

1. LIFE (July 15 issue) contains 4 pages on the NEA Centennial Convention which was held at Philadelphia, June 30 through July 5, 1957. See pages 109 to 112.

2. NEWSWEEK (July 15 issue) contains a full page report on the NEA Centennial Convention under the title "What's Teacher Worth?" See page 92.

The July 1957 issue of the READER'S DIGEST, which is mailed to subscribers, contains an inside back cover essay, "Fact and Fiction in Education," by William G. Carr, Executive Secretary of the National Education Association.

Sincerely,

Roy K. Wilson

Roy K. Wilson, Director
Division of Press and Radio Relations

RKW:acy

July 4, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information
Roy K. Wilson or Tom Erhard

FOR IMMEDIATE RELEASE
7/6/57

NEA DEFENSE COMMISSION TO INVESTIGATE PERSONNEL SITUATION IN MISSOULA, MONTANA

WASHINGTON, D.C. -- An investigation of the school personnel situation in Missoula County High School, Montana, will be conducted by a five member special committee, it was announced here by Miss Inez Gingerich, chairman of the Defense Commission of the National Education Association.

The special committee will meet in Missoula August 8-10. Among the issues involved is the question of whether the Board of Trustees acted fairly in unexpectedly denying regular salary increments to four tenure teachers at the close of the 1956-57 school year.

The Board alleges that the teachers failed to comply with its rules and regulations and the codes of professional ethics of the Montana and National Education Associations.

Dr. Richard B. Kennan, executive secretary of the Defense Commission, said the committee will interview school personnel, school board members and citizens who have information that might help in getting an over-all view of the personnel situation in the high school.

"Interested persons with factual information to present to the committee," Dr. Kennan said, "may arrange to do so by contacting the committee at

(MORE)

its headquarters in the Hotel Florence, Missoula. A series of interviews has already been scheduled for Thursday, August 8.

The investigation is being sponsored jointly by the NEA Defense Commission and the Montana Education Association. Dr. Kennan said, "Past experience demonstrates it is usually preferable for a special committee to conduct its interviews in executive session in order to promote a full and free exchange of information and opinion. Each special committee decides for itself, however, whether its meetings will be open or closed."

Dr. Kennan pointed out that the chairman is the only person authorized to make statements in the name of the committee during the course of its study.

Serving on the special committee will be James T. Reiva, principal, Denver, Colorado, chairman; Jefferson Eastmond, director of Field Service Agency, Brigham Young University; Mrs. Valborg Graham, teacher, Billings, Montana; Marvin Klampe, superintendent, Lockwood, Montana; Howard Thirkill, member of the Board of Education, Soda Springs, Idaho.

Assisting the special committee will be Dr. Kennan; Henry E. Butler, Jr., legal counsel to the Defense Commission; Lloyd A. Markell, Research Assistant, Montana Education Association; and Eric F. Rhodes, NEA consultant on teacher salary schedules.

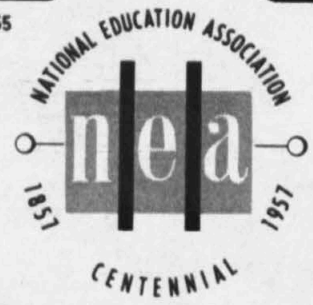
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July 2, 1957

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For further information:

Roy K. Wilson or Carol Scotton

7/2/57
FOR IMMEDIATE RELEASE

NCTEPS Suggests Goals
For School Personnel Policies

WASHINGTON, D.C.--special-- Educators are out to raise the prestige of the public school teacher by requiring more and broader training for candidates and by giving teachers more freedom in the classrooms.

Over 1,000 educators met in Washington, D.C., June 25-29 for the 12th annual conference of the National Commission on Teacher Education and Professional Standards (NCTEPS) of the National Education Association (NEA). Discussion centered on school personnel policies and here are some of the major conclusions:

1. The teacher supply and demand picture will brighten only if fully qualified teachers are employed as rapidly as possible. Substandard teachers are not good risks--either for the teaching profession or for the classes they teach.

When beginning teachers are employed, only those candidates who hold standard certificates (based on at least a bachelor's college degree with professional preparation) should be considered. This requirement should stand pat even where additional teachers are needed to man overcrowded classrooms.

As T. M. Stinnett, NCTEPS executive secretary, said, "The practice of hiring the next best thing to baby sitters as teachers must be discontinued."

Opinion was divided over whether or not the issuance of sub-standard certificates should be discontinued entirely.

2. Personnel policies and practices should take into account individual needs and the performance of competent teachers. A salary schedule should be written and it should recognize the purpose of all school personnel policies--to secure and hold the best teachers. Teachers and administrators should be paid according to the amount of responsibility they carry.

Opinions were scattered on whether or not some type of merit plan should figure in the setting of salaries. (Merit rating means that salaries are based on evaluated performances.)

Division came on whether or not salary schedule plans should include objective as well as subjective evaluations. On the other side of the fence, there was feeling that evaluation and rating should be used to improve teaching effectiveness and should not be used for determining salaries.

Similarly, there was not agreement over whether or not every teacher, regardless of specialized field, should be paid on a salary schedule with no extra remuneration for extra work, but with a balancing of teaching and extra class loads.

3. Conferees agreed that the significance of "freedom to teach and learn" should be spelled out in order to ease tensions now being felt by many teachers. The educators said that personnel policies should leave room for teachers to feel genuine satisfaction in accomplishments in the classroom. Particular recognition should be given to the fact that instruction is basic and that the purpose of administration is to facilitate the educative process.

Teachers should be assigned to teach in areas and at levels for which they are prepared, the conferees said. Professional loads should be clearly defined and equated in terms of released time or salary or both.

Classes should be held to a reasonable size. Coming into play on this point are such factors as needs and ability levels of students, the subject nature or grade level taught, and the availability of equipment.

4. The conferees strongly called for certification reciprocity between the states. Opinion was divided over whether or not prior teaching experience should be given full credit in a new school system.

# # #

July 1, 1957

News from the NATIONAL EDUCATION ASSOCIATION

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For further information:
Roy K. Wilson or Myrtle Bonn
NEA Convention Press Office
Trade and Convention Center
Room 300, Convention Hall
EVergreen 2-2388-9

FOR RELEASE: A.M. Papers
Monday, July 1, 1957

Teachers in Small Cities Making Most Rapid Pay Gains, NEA President Announces

PHILADELPHIA, PA., June 30 -- A significant trend in teacher salary gains was announced here today by Martha Shull, president of the National Education Association. "All through the century," Miss Shull said, "big-city teachers have had the edge in salaries over those in smaller towns. That's still true--$5843 is the salary of the average teacher in a metropolis of half a million or more while $4077 is the average in towns below 5000 in population -- but it's the teachers in the little cities who are now getting the bigger increases."

The once-huge gap between large-city and small-town pay is closing, Miss Shull revealed, and the difference between teaching and administrative pay is also smaller than it once was.

Miss Shull announced these findings, results of the NEA Research Division's 18th biennial survey of city school salaries, as the 703,000-member professional organization opened its five-day centennial convention here.

In the past two years, Miss Shull said, classroom teachers showed the least increase -- 8.6 percent -- in districts with a population of 100,000 - 499,999. On the other hand, the highest percent of increases for classroom teachers -- 13.2 percent -- was in districts with a population of 5000 to 9999. These figures include salaries of teachers in elementary, junior high, and senior high schools.

The trend toward reduced contrasts in pay because of population is one of three that have been noted during the past quarter century, said Miss Shull. The second major trend has been the closing of the gap which existed in 1930-31

(more)

between classroom teachers and certain groups of administrators. In both larger and smaller school districts, median salaries of classroom teachers have increased more than those of high-school principals and superintendents. Elementary school principals, however, have advanced in pay more nearly with classroom teachers.

The explanation for this, according to Miss Shull, is the classroom teacher shortage. Larger proportions of school funds have been used to attract properly trained persons into classroom teaching and to hold them in service.

The third major trend has been a leveling off of differences between elementary and high-school teacher pay. This Miss Shull attributed to the adoption in most school systems of the single salary scale, a wage schedule calling for the same salaries for elementary and secondary school teachers of equivalent preparation.

Though the figures show some progress toward the NEA's recommended minimum of $4500 for teachers with bachelor's degrees, Miss Shull declared: "In view of current wage rates in general, it may come as a shock to see that in every population group, except those of 500,000 and over, there are teachers paid less than $2500 a year.

"The relative gains in average salaries in the smaller cities does not mean that low salaries still do not exist. Over a thousand teachers in city school systems are reported as having annual salaries of less than $2200. Less than 500 were earning as much as $8100."

Commenting on the relative value of today's teaching salaries, Miss Shull said: "In general, the apparent increases in school salaries in the past two decades have not been enough to maintain teachers at even the relatively low economic level attained prior to World War II. Teachers as a whole are slightly above the <u>average</u> wage or salary worker in the United States in average annual earnings but far below the average worker in other <u>professional</u> occupations."

The figures Miss Shull quoted are published in <u>Salaries and Salary Schedules for Urban School Employees, 1956-57,</u> the NEA Research Division's latest Research Bulletin. The study is part of an overall research program which makes more detailed information available on teachers and teaching than on any other pro-

(more)

fession or professional group.

# # #

Copies of Salaries and Salary Schedules of Urban School Employees, 1956-57 are available from Research Division, National Education Association, 1201 16th Street, N.W., Washington 6, D. C. 50¢

Highlights from Salaries and Salary Schedules for Urban School Employees, 1956-57

- The 2493 school districts represented in the survey employ 86 percent of the urban public-school teachers in the United States.

- Median salaries are higher for all groups in 1956-57 than they were in 1954-55. Classroom teachers showed the least increase in districts 100,000-499,999 in population, with only 8.6 percent. Highest percent of increase for classroom teachers was in districts 5000-9999 in population--13.2 percent.

- When long-time trends are considered, salary increases for urban teachers are not keeping up with increases of employed workers in general. From 1940 to 1946, annual earnings of all workers increased about 208 percent. Most urban teachers received smaller increases during this period; in cities over half-million in population the increase in median salary was only 115 percent.

- Salary differences between elementary-school and high-school teachers are shrinking.

- Administrative and supervisory salaries have not increased as rapidly in recent decades as have salaries of classroom teachers.

- Definite salary schedules for teachers have taken the place of individual bargaining in all but 3 percent of the school systems reporting. Most of the districts without salary schedules contain less than 10,000 population.

- Beginning salaries for teachers with bachelor's degrees are below $2500 in a few districts and above $4000 in a few others, but the medians for all six population groups are in the range of $3300 to $3750.

- Medians of the highest maximum salaries scheduled range from $5225 in districts below 5000 in population to $6500 in districts above 500,000 in population.

June 30, 1957

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1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

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For further information:
Roy K. Wilson or Myrtle Bonn
Convention Press Office
Room 300, Convention Hall
Philadelphia, Pa.
EVergreen 2-2388-9

FOR RELEASE: Sunday papers
June 30, 1957

NEA Defense Commission Completes Investigation of
Gary, Ind. School Survey; Recommends Personnel Safeguards

PHILADELPHIA, PA., June 29 -- A recommendation for special safeguards for school systems and personnel involved in school surveys came from the National Commission for the Defense of Democracy Through Education today. This proposal came with the release of results of an investigation authorized by the Commission, an agency of the National Education Association.

The investigation involved a survey conducted in Gary, Indiana. It was completed in September 1955 by Public Administration Service (PAS), a non-profit research consultant corporation of Chicago, Illinois. Its goal was to review all phases of school operation, including curriculum and instruction, as well as business affairs and physical plant needs.

After a seven-month study, the NEA Special Committee found that while some parts of the PAS survey report were well written, there was little of a constructive nature that had not been stated in earlier survey reports about the same school system. In addition, the Committee found that in some respects the procedures used in preparing and issuing the survey report constituted such a departure from accepted survey techniques that they might discredit the entire survey process in education.

(more)

In contrast with other surveys of the Gary system, the Special Committee found the PAS report to be lacking in "much of the supporting data that should be present in a professional survey report." It also found that the treatment accorded the superintendent and assistant superintendent following the issuance of the survey was indefensible.

Pointing to language it called "flippant" and "obnoxious," the Commission charges that the survey tended to raise strong feelings of antagonism in the community as well as among school administrators and other educators.

The Commission concludes its detailed report, which lists favorable as well as unfavorable outcomes of the survey, with a series of recommendations designed to safeguard the entire process of conducting surveys when the purpose is the improvement of public education.

Members of the NEA Special Committee, appointed by the NEA Defense Commission to conduct the Gary investigation, included: Virgil Rogers, dean, College of Education, Syracuse University, Syracuse, N.Y., chairman; Omer Carmichael, superintendent of schools, Louisville, Ky.; Martin Essex, superintendent of schools, Akron, Ohio; Joy Hamrin, classroom teacher, Sioux Falls, S.D.; Eldridge T. McSwain, dean, College of Education, Northwestern University, Evanston, Ill.; Donald M. Stevenson, president, Illinois Association of School Boards, Chicago, Ill.; Ruth Winter, classroom teacher, Detroit, Michigan.

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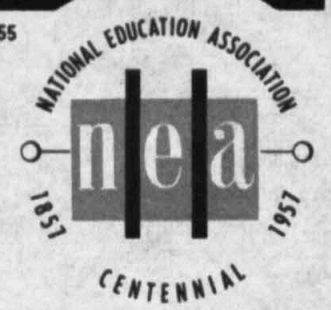
Review copies of the 40-page investigation report, titled Gary, Indiana: A Study of Some Aspects and Outcomes of a General School Survey, may be obtained by writing National Commission for the Defense of Democracy Through Education, National Education Association, 1201 16th St., N.W., Washington 6, D. C.

June 25, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.



For further information:
Roy K. Wilson or Carol Scotton

6/25/57
FOR IMMEDIATE RELEASE

Gilligan Takes Post
With Adult Educators

WASHINGTON, D.C.--June 24—Thomas J. Gilligan has been named assistant executive secretary of the National Association of Public School Adult Educators (NAPSAE), Robert A. Luke, NAPSAE executive secretary, announced today.

Currently a teacher of English and journalism in the Denver Public Schools, Dr. Gilligan will serve as editor of NAPSAE publications and do field work for the association. He will take over his new position July 1 at the National Education Association (NEA) Headquarters in Washington, D. C.

A department of the NEA and an affiliate of the Adult Education Association, NAPSAE enrolls about 3,500 teachers and administrators of adult education. Its aim is to further the development of increased educational opportunities for adults in the public schools.

Dr. Gilligan is a graduate of the University of Colorado and holds an M.A. and an Ed.D. from the University of Denver. His doctoral dissertation, "Planning a State Adult Education Program in Colorado," was completed last December.

While in the Denver Public Schools, Dr. Gilligan was faculty adviser on student publications. He served four years in the U.S. Navy prior to his

(more)

teaching career. The new NAPSAE assistant executive secretary has worked as a consultant with the Office of the Colorado State Commissioner of Education and served in 1955 as a resource person in a state-wide survey to establish the adult education program in Colorado.

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June 24, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

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For further information:
Roy K. Wilson or Carol Scotton

For Release A.M. Papers
Monday, June 24, 1957

1957 Certification Manual Shows
Teachers Better Prepared Than Ever

WASHINGTON, D.C.--June 23--Today's students are taught by better prepared teachers than ever before as a four-year college education becomes the hallmark of public school instructors.

This trend toward degree requirements for teachers is reported in the 1957 Certification Manual of the National Commission on Teacher Education and Professional Standards (NCTEPS) of the National Education Association. Issued biennually, the study is based on reports from state certification directors.

The Manual was released today (June 23) at the 35th annual conference of the National Association of State Directors of Certification in Washington. This meeting precedes the annual NCTEPS conference, scheduled at the Mayflower Hotel for June 25-29.

As of July 1, 1957 a college degree is the requirement for regular certification of beginning elementary teachers in 37 states, the Manual reports. All but one state require the bachelor's degree or higher for the lowest regular certification of beginning high school teachers. The NEA first went on record in 1920 as proposing a degree requirement for teachers.

"Since 1946 the movement toward degree requirements has mushroomed,"

(more)

commented T. M. Stinnett, NCTEPS executive secretary. "Since then 22 states have adopted the requirement for beginning elementary teachers."

Dr. Stinnett added, "The teacher shortage we're experiencing now paradoxically actually accelerated the degree requirement drive. Higher standards increase the teacher supply in the long run because they give the field prestige and therefore make it more attractive to newcomers."

That 16 states have adopted the degree prerequisite for beginning elementary teachers since 1951 backs up his statement. The years 1951-57 have been the most critical teacher shortage period in history.

Virtually every state, however, does issue emergency teaching certificates in order to man the classrooms during the ever-present enrollment climb, the 1957 Manual reports.

"Most significant," said Dr. Stinnett, "is the trend to simplify requirements for regular certification." A majority of state certification officers reported a trend toward "less specificity" in requirements, the Manual shows.

"This trend takes several forms," said Dr. Stinnett. "First there is the growing reduction in the number of separate-name certificates issued. Second, states are prescribing broad areas of study rather than specific courses. Third, responsibility for recommending certification is being increasingly lodged in the preparing college or university."

The Manual findings do not bear out criticisms that requirements tend to over-emphasize education courses to the exclusion of academic subjects. "In every instance," reported the Manual, "The median requirement among the states in education courses (18 semester hours) is equalled or exceeded by the median requirement in the academic fields (for example, 24 hours for English, science,

(more)

or social studies)...except in chemistry and physics which are..subjects within the broad field of physical science."

Dr. Stinnett commented, "It is a moot question whether teachers are getting too much training in education and not enough education in the academic fields which they will teach. But it is apparent that the balance is much better than has been sometimes charged."

He called multiple-subject teaching jobs in small high schools "the cause of relatively low requirements in some academic fields." This rules out the high degree of specialization in one subject often judged desirable. Two-thirds of the nation's high schools are in the small school category.

The teacher supply and demand picture is brightening up, the Manual shows. The ratio of emergency certificates issued to the total number of teaching positions is one to 15 for 1956-57, according to all state reports. In both 1954-55 and 1955-56 the ratio was one to 12 and in 1946 it was one to seven.

# # #

W. Earl Armstrong and T. M. Stinnett. A Manual In Certification Requirements for School Personnel in the United States, 1957 edition. National Commission on Teacher Education and Professional Standards, National Education Association. $2.00

National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

June 24, 1957

MEMORANDUM TO PROGRAM PEOPLE AND NEWSMEN:

Enclosed is a leaflet outlining some of the highlights of the National Education Association's Centennial Convention in Philadelphia June 30-July 5.

Room 300 of the Philadelphia Convention Hall will be reserved as a press office for your use. It will be equipped with typewriters, telephones, telegraph, etc. A staff of NEA press people, including myself, will have headquarters in this room. Telephone numbers are as follows:

EVergreen 2-2388
EVergreen 2-2389
EVergreen 2-2238

It goes without saying that we hope you or your representative will be able to cover the convention. Well over 15,000 teachers and administrators from all over the U. S. will be in Philadelphia next week to discuss the major ideas and problems facing education today. A good many important pronouncements on education will be made, and vital news stories produced.

Would you let me know if there are any special events you might like to tape or broadcast live? Are there any speakers you would like to have visit a studio for an interview or special discussion program? Are there any topics you think would be of particular interest to your audience? If so, we'll be glad to suggest speakers. Is there any special equipment you would like to have us arrange for? Do you need hotel accommodations?

Please let us know how we can serve you. I will be in the Washington office (ADams 4-4855) until this Wednesday afternoon, June 26. Thursday afternoon, June 27, I'll be in Philadelphia, registered at the Sheraton Hotel (LOcust 8-3300). The Press Office in Convention Hall opens Saturday, June 29. I look forward to hearing from you.

Cordially,

Torrey Baker

(Mrs.) Torrey Baker
Assistant for Radio and TV
Division of Press and Radio Relations

National Education Association

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

CENTENNIAL CONVENTION
June 30--July 5, 1957
Philadelphia

Program Highlights

Sunday, June 30-

3:30 p.m. Vesper Service, Convention Hall Auditorium. Bruce Catton, Pulitzer Prize winning Civil War historian, and editor, American Heritage, will speak on "The Spiritual Heritage of America".

5:15 p.m. Martha Rountree's "Press Conference". Senator John F. Kennedy of Massachusetts is guest. This ABC network production will be kinescoped for telecasting Monday night, July 1.

8:30 p.m. Concert, Robin Hood Dell, by Philadelphia Symphony Orchestra. Includes Centennial composition, "Song of Democracy", conducted by composer Howard Hanson.

Monday, July 1-

9:30 a.m. All Departments of NEA will meet simultaneously.

8:00 p.m. First General Assembly, Convention Hall Auditorium. Commemorative stamp ceremonies. Governor George M. Leader; NEA President Martha A. Shull; Centennial Historian Edgar B. Wesley; Allen Wetter, Superintendent of Schools of Philadelphia.

Tuesday, July 2-

10:00 a.m. Representative Assembly, Convention Hall Auditorium.

2:30 p.m. Committees and Commissions of NEA will meet simultaneously.

8:00 p.m. Pageant, "Schools on Parade", Convention Hall Auditorium. Jointly sponsored by NEA Department of Classroom Teachers, the School District of Philadelphia, the Philadelphia Evening and Sunday Bulletin, and the Philadelphia Teachers Association. Participants: boys and girls from Philadelphia Schools.

Wednesday, July 3-

9:30 a.m. Representative Assembly, Convention Hall Auditorium.
Including Lawrence G. Derthick, U. S. Commissioner of Education.

9:30 a.m. Centennial Convocation, Sheraton Hotel.
Addresses by James B. Conant, former U. S. Ambassador to West Germany; Waurine Walker, past president of NEA; and Norman Cousins, editor of Saturday Review. Meets all day.

9:30 a.m. Concurrent Sections on "The Implications of Current Trends in Education". Addresses in each, followed by panel of discussants.

1. The International Situation, Bellevue-Stratford Hotel.
Francis O. Wilcox, Assistant Secretary of State for International Organizations.

2. Economic and Population-Manpower Trends, Sheraton Hotel.
August Heckscher, director, the Twentieth Century Fund;
Henry David, executive director, National Manpower Council, Columbia University.

3. Automation and Modern Technology, Bellevue-Stratford Hotel.
Dan Mason, John Diebold and Associates, New York; Francis Reintjes, director, Servo-Mechanisms Laboratory, M.I.T.

4. The Effect of the Rise of Mass Media, Drake Hotel.

5. Changing Patterns of Community and Family Life, Warwick Hotel.
Clayton Knowles, The New York Times; Margaret Mead, Anthropologist, American Museum of Natural History, New York.

6. The Impact of the Mental Health Movement, Bellevue-Stratford Hotel.
Fillmore H. Sanford, associate director, Joint Commission on Mental Illness and Health, Cambridge, Massachusetts.

2:30 p.m. Sectional Meetings.

Of special interest:

Education's Outlook, Bellevue-Stratford Hotel.
Film presentation of clips from various TV network shows on education, narrated by David Brinkley and Chet Huntley, NBC radio and TV newscasters.

8:00 p.m. Second General Session, Convention Hall Auditorium.
Including addresses by the Vice President of the United States, Richard M. Nixon; Sir Ronald Gould, president of World Confederation of Organizations of the Teaching Profession; presentation of life membership in NEA to Secretary of Health, Education, and Welfare, Marion B. Folsom; Howard Hanson, Eastman School of Music.

Re-enactment of 1857 NEA Meeting, to be telecast over Philadelphia station WFIL.

Thursday, July 4-

9:30 a.m. Representative Assembly, Convention Hall Auditorium.

Thursday, July 4- (continued)

9:30 a.m. Concurrent Sections on "The Implications of Current Trends in Education" continued.

Some of the sections:

1. Developing the Curriculum of Our Schools, Sheraton Hotel. Hollis Caswell, president of Teachers College, Columbia University; and Edgar B. Wesley, NEA Centennial Historian; plus panel.

2. Using Twentieth-Century Tools and Services, Drake Hotel. George Stoddard, dean of the School of Education, New York University; plus panel.

3. Working With Children, Bellevue-Stratford Hotel. Alice Keliher, professor of education, New York University; plus panel.

4. Teacher Load: How Big Is a Too-Big Class? Penn-Sherwood Hotel. Bernard H. McKenna of the New York City Study Council, and others.

5. Federal Support of Education: A Second Look, John Bartram Hotel. James E. Russell, new secretary of Educational Policies Commission (NEA), and others.

2:00 p.m. Concurrent Sections, continued.

Merit rating, meeting demand for qualified teachers--discussion topics.

2:00 p.m. Discussion Groups, stemming from morning curriculum discussion.

Some of the sections:

1. Testing and Evaluating for Curriculum Improvement, Sheraton Hotel. William M. Alexander, coordinator of in-service education, University of Miami; and Henry Chauncey, president, Educational Testing Service, Princeton, New Jersey.

2. What's Ahead for the High School? Sheraton Hotel. Arno Bellack, associate professor of education, Teachers College, Columbia University; George H. Henry, University of Delaware.

3. Approaches to Secondary-School Mathematics Revision, Sheraton Hotel. Max Beberman, University High School, University of Illinois; and Albert E. Meader, Jr., executive director, Commission on Mathematics, College Entrance Examination Board.

4. Locating and Challenging Gifted Students, Sheraton Hotel. John M. Stalnaker, president, National Merit Scholarship Corp.; and others.

5. The National Science Foundation-Sponsored Physical-Science Study, Sheraton Hotel. Elbert P. Little, Massachusetts Institute of Technology; and Jerrold Zacharias, Physical Science Study Commission.

2:00 p.m. Discussion groups stemming from morning section on using 20th century tools.

Thursday, July 4- (continued)

2:00 p.m. Discussion groups stemming from morning section on working with children.

Some of the sections:

1. Teaching Discriminate Use of Mass Media, Bellevue-Stratford Hotel. Christine M. Heinig, American Association of University Women; and others.

2. Teaching Basic Skills and Stimulating Creative and Critical Thinking, Bellevue-Stratford Hotel. Wallace Maw, Associate professor of education, University of Delaware, leader.

7:00 p.m. Student NEA and Future Teachers of America-sponsored Notables Dinner. Guest, Senator Richard L. Neuberger of Oregon. Senator Neuberger will be interviewed by future teachers on a mock "College News Conference" staged by Ruth Hagy of ABC network.

9:30 p.m. Independence Hall, a Salute to Teachers. Sponsored by the Philadelphia Evening and Sunday Bulletin, including fireworks display and special guests.

Friday, July 5-

9:30 a.m. Representative Assembly, Convention Hall Auditorium.

9:30 a.m. Concurrent Sections on "The Implications of Modern Trends for Education" continued.

Some of the sections:

1. Implications of the International Geophysical Year for Education, Sheraton Hotel.

2. A Demonstration of Closed Circuit Television and Kinescope Techniques, Ballroom, Convention Center.

2:00 p.m. Representative Assembly, including action on Resolutions.

2:00 p.m. Concurrent Sections, continued.

Of special interest:

Social and Cultural Trends in Asia and West Africa, Sheraton Hotel. Speakers include top representatives of Philippine, Ceylon, India, and Nigeria teachers' associations.

8:00 p.m. Third General Assembly, Convention Hall Auditorium. School Bell awards to representatives of communications media for excellence in interpreting education, presented by seven national organizations representing teachers, parents, and school boards.

Address by NEA executive secretary, William G. Carr, on the profession of the future.

National Education Association

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

June 22, 1957

To The Managing Editor:

In just one week, over 15,000 teachers and administrators from all over the United States and its territories will meet in Philadelphia for the Centennial Convention of the National Education Association.

Coming together for the Convention June 30--July 5, these educators will meet in the city where 43 educators convened just 100 years ago this summer to found the organized teaching profession in America.

Many special events have been planned that will serve as reviews of the NEA's history. But the most important aspect of the Centennial Convention will be its look to the future. It will be a forum where educators will hear speeches by some of the nation's top leaders in the field and where they will join in discussions of the major ideas and problems facing education today.

Enclosed you will find a day-by-day listing of some convention high spots, including names of main speakers and discussions of particular interest.

We will operate a Press Office June 29--July 5 in room 300 of the Philadelphia Conventiom Hall for the convenience of reporters covering the convention. Typewriters, telephones, telegraph, and other supplies will be available.

I think that you will feel as I do that the NEA Centennial Convention will be the place where a good many important pronouncements on education will be made. It will produce vital stories on education for your readers. I look forward to seeing a reporter from your newspaper at the convention.

For your convenience, I am enclosing a collect telegraph form for you to fill out and return if you wish our help in arranging hotel accommodations for your correspondent.

Sincerely yours,

Roy K. Wilson

Roy K. Wilson, Director
Division of Press and Radio Relations

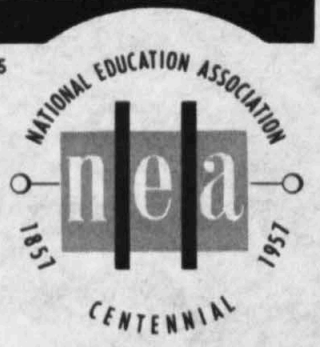
Enclosures 2

June 19, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Roy K. Wilson or Carol Scotton

6/19/57
For Immediate Release

George Arnstein Moves To New NEA Position

WASHINGTON, D.C.--special--George E. Arnstein has been named special assistant to J. L. McCaskill, National Education Association (NEA) assistant executive secretary for state and federal relations, it was announced today.

The new assignment is the result of partial reorganization in NEA staff headquarters based on the growing importance of state association relations, William G. Carr, executive secretary of NEA, said.

Dr. Arnstein will work with Dr. McCaskill, who also heads the NEA Legislative Commission, to further the effectiveness of the NEA's work with various federal agencies. He will also direct the NEA Legislative Commission's publications program.

A Californian, Dr. Arnstein joined the NEA headquarters staff in the fall of 1955 as assistant editor of the NEA Journal. He is a graduate of the University of California and earned his Ph.D. there for work in the history of education. He also studied at the Graduate Institute of International Relations in Geneva, Switzerland.

In addition to service in the Oakland and San Francisco, California public schools, Dr. Arnstein has taught at the California College of Arts and Crafts, San Francisco State College, University of California, and Pennsylvania State University.

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June 18, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Carol Scotton ADams 4-4855, Ext. 227
June 25-29: Mayflower Hotel, Pan American Room

For Release A.M. Papers
Tuesday, June 18, 1957

Note to Editors: Attached is a list of major conference participants, one or more of which may be from your area.

NCTEPS Conference Looks
To Future School Personnel Policies

WASHINGTON, D.C. — June 17 -- Over 1,000 educators and lay leaders will convene here June 25-29 to consider new concepts in school personnel policies in view of coming social and technological changes.

Coming together for the 12th annual conference of the National Commission on Teacher Education and Professional Standards (NCTEPS) of the National Education Association (NEA), they will meet at Washington's Mayflower Hotel.

The editor of The Saturday Review, Norman Cousins, will start the discussion ball rolling when he addresses the opening session Tuesday, June 25, on "Where Education Begins."

Lawrence G. Derthick, U.S. Commissioner of Education, will extend greetings to the conference. Scheduled for speeches to keynote personnel policy discussion are L. D. Haskew, dean of the College of Education of the University of Texas; and Mrs. Charlotte P. Richards, a high school English teacher from Ferndale, Mich. Conference evaluator will be Milson Raver, executive secretary of the Maryland State Teachers Association, who will speak Friday, June 28.

(More)

The final address on "The Next America" will be given by Lyman Bryson, moderator of CBS radio's "Invitation To Learning" and "Do You Know?" on June 28.

Six analysts will set the scene for examination by 30 study groups on these topics: (1) bases for developing sound personnel policies and practices, (2) personnel policies and practices which provide a climate for professional performance, and (3) personnel policies and practices which stimulate and promote professional competence.

NEA President Martha A. Shull; J. W. Maucker, president of Iowa State Teachers College and chairman of NCTEPS; and Lucille Armstrong, a high school teacher in Charleston, W. Va., and NCTEPS vice chairman, will preside at the conference general sessions.

Preceding the major parley, three working meetings will be held June 23-25 at the Mayflower. About 80 high school and college teaching hopefuls will be on hand for the Student NEA (formerly Future Teachers of America) conference. This group is directed by NCTEPS. Also scheduled are the 35th annual meeting of the National Association of State Directors of Teacher Education and the

sessions.

The Washington Conference
June 25-29, 1957
The National Commission on Teacher Education and Professional Standards
(NCTEPS) of the National Education Association

General Session Speakers

Maryland (Baltimore)	Milson Raver, Executive Secretary, Maryland State Teachers Association
Michigan (Birmingham)	Mrs. Charlotte P. Richards, English teacher, Ferndale (Michigan) High School; President-elect, Michigan Education Association; Chairman, NEA Citizenship Committee
New York (New York)	Norman Cousins, Editor, The Saturday Review
	Lyman Bryson, Moderator, CBS "Invitation to Learning"
Texas (Austin)	L. D. Haskew, Vice President and Dean of the College of Education, the University of Texas
Washington, D.C.	Lawrence Derthick, U.S. Commissioner of Education, Department of Health, Education, and Welfare

Conference Analysts

Connecticut (New Haven)	Ellis Maxcy, Vice President, Southern New England Telephone Company
Michigan (Midland)	Everett Luce, President, National School Boards Association
New Jersey (Glassboro)	Thomas Robinson, President, New Jersey State Teachers College
Texas (Austin)	Ernest W. Cabe, Director of Personnel, Austin Public Schools
Virginia (Arlington)	T. Edward Rutter, Division Superintendent, Arlington County Public Schools
Wisconsin (Waukesha)	Clarice Kline, Teacher, Waukesha High School; Past-President, Wisconsin Education Association

Unit Chairmen

Alabama (Birmingham)	L. Frazer Banks, Superintendent, Birmingham Schools
Kansas (Hays)	M. C. Cunningham, President, Fort Hays Kansas State College
Minnesota (Minneapolis)	Arnold Woestehoff, Director, Bureau of Recommendations, University of Minnesota

Group Chairmen

Alabama (Troy)	Charles B. Smith, President, State Teachers College
Arkansas (Little Rock)	Mrs. Edgar Dixon, Past-President, Arkansas Congress of Parents and Teachers; State School Board Member
Arizona (Phoenix)	Ralph Dixon, Teacher, Phoenix Public Schools
California (Marysville)	Elizabeth A. Yank, Teacher, Marysville Elementary School
Connecticut (Waterbury)	Helen M. Hogan, Teacher, Leavenworth (Waterbury) High School
Florida (Coral Gables)	John R. Beery, Dean of the College of Education, University of Miami
Georgia (Athens)	John A. Dotson, Dean of the College of Education, University of Georgia
Illinois (Rock Island)	Earl H. Hanson, Superintendent of Schools
Indiana (Elkhart)	Margaret Luke, Teacher, Elkhart City Schools
Iowa (Oskaloosa)	Joe L. Gettys, Superintendent of Schools
Kentucky (Richmond)	R. E. Jaggers, Professor, Eastern Kentucky State College
Louisiana (Shreveport)	Mildred McCormick, Teacher, Caddo Parish High School

Maryland (Silver Spring)	Blair Lee, III, member of Maryland Parks and Planning Commission; member of Maryland House of Delegates
Massachusetts (Cape Cod)	Richard B. Batchelder, Teacher, Chatham (Cape Cod) High School; Northeast Regional Director, Department of Classroom Teachers (NEA)
Michigan (Detroit)	George H. Baker, Director of personnel, Detroit schools
Minnesota (Moorhead)	G. D. Robbins, Director, Professional Division, Moorhead State Teachers College
Missouri (Webster Groves)	Margaret Schowengerdt, Teacher, Webster Groves High School
New Jersey (Ship Bottom)	Sampson G. Smith, Superintendent, Southern Regional High School District
New York (Yonkers)	May M. Henry, Teacher
North Carolina (Raleigh)	Nell Stinson, President, North Carolina Education Association
Oklahoma (Muskogee)	Gladys Nunn, Teacher, Muskogee Public Schools
Oregon (Portland)	Mildred Wharton, Vice-Principal, David Douglas Union (Portland) High School
Pennsylvania (Kittanning)	Clara Cockerille, Assistant County Superintendent, Armstrong County Schools
Tennessee (Nashville)	A. B. Cooper, Director, Teacher Education & Certification, State Department of Education
Texas (Orange)	Frank Hubert, Superintendent of Schools)
Virginia (Richmond)	Francis W. Sisson, Director of Personnel, Richmond Public Schools
Washington, D.C.	Urban H. Fleege, Association Secretary, National Catholic Education Association
	Matthew J. Whitehead, Dean of the Graduate Division, D. C. Teachers College

Wisconsin (Milwaukee)	Sister M. Augustine, President, Alverno College
Wyoming (Cheyenne)	Betty Lou Pagel, Elementary Coordinator, Laramie County School District #1

June 17, 1957

News from the NATIONAL EDUCATION ASSOCIATION

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NATIONAL EDUCATION ASSOCIATION nea 1857 1957 CENTENNIAL

For further information:
Roy K. Wilson or Carol Scotton

6/17/57
For Immediate Release

Note to Editors: Attached is a list of fellowship winners, one or more of which is from your area

36 Chemistry Teachers
Win Summer Fellowships

WASHINGTON, D.C. —special—Crown Zellerbach Foundation Fellowships will finance the study of 36 chemistry teachers this summer as they pool their knowledge to formulate new classroom techniques.

Meeting at San Jose State College from June 23-July 6, these teachers from the far western states will work out demonstrations and follow-up procedures to increase student understanding and develop a problem-solving approach to experimentation.

The conference is co-sponsored by the Future Scientists of America Foundation of the National Science Teachers Association (NSTA), San Jose State College, and the Crown Zellerbach Foundation of San Francisco. NSTA is a department of the National Education Association.

"This is a working example of industry-education cooperation to beat the nation's shortage of scientists," commented NSTA executive secretary Robert H. Carleton. The 1957 parley will be the fourth straight Crown Zellerbach Foundation-financed conference.

The research team of "summer scholars" will prepare a report on their conclusions which will be issued to science teachers across the nation through NSTA. This is one of three industry-financed summer conferences for science teachers being conducted by NSTA across the nation.

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1957 Crown Zellerbach Foundation Fellows
West Coast Summer Conference

ARIZONA

Waldo L. Bast
Prescott Senior High School
Prescott, Arizona

William F. Perkins
Holbrook High School
Holbrook, Arizona

CALIFORNIA

Arnold B. Baergen
Bakersfield, California

John S. Bailey
Sacramento Senior High School
Sacramento, California

James A. Boland
Abraham Lincoln High School
San Jose, California

Edwin E. Bowes
Whittier High School
Whittier, California
Home: La Mirada, California

O. Edwin Burkhart
San Juan Union High School District Office
Carmichael, California
Home: Sacramento, California

C. J. Carroll
George Washington Senior High School
San Francisco, California

Frances Elizabeth Dealtry
Lowell High School
San Francisco, California

Ella A. Ballou (Mrs.)
Technical High School
Oakland, California
Home: Piedmont, California

E. A. Garmire
Marysville Union High School
Marysville, California

Martha W. Miller (Mrs.)
Vacaville, California

CALIFORNIA (continued)

Harold Wilbur Roth
Capuchino High School
San Bruno, California
Home: South San Francisco, California

Kenneth H. Westlake
Tracy Union High School
Tracy, California

Ross Furneaux
Sacramento 21, California
Home: North Highlands, California

Melvin Greenstadt
Fairfax High School
Los Angeles 46, California

Alvin Morris Hall
Santa Maria, California

Roy Sherman Hunton
Pacific Grove High School
Pacific Grove, California

Mrs. Harriett Cristeen Jolly
Mira Costa High School
Manhattan Beach, California
Home: Redondo Beach, California

David P. McLaren
North Hollywood High School
North Hollywood, California

Jerrett W. Rollins
Carlmont High School
Belmont, California

William E. Threlfall
Willow Glen High School
San Jose, California

OREGON

Arthur L. Fryer
McMinnville High School
McMinnville, Oregon

Mrs. Gladys Herron
Klamath Union High School
Klamath Falls, Oregon

OREGON

Howard Hickcox
Lebanon High School
Lebanon, Oregon

Allan H. McCullough
Baker Senior High School
Baker, Oregon

WASHINGTON

Warren W. Bartamen
Kennewick, Washington

Matthew O. Block
White Swan, Washington

Earl Boness
Rainier High School
Rainier, Washington

George E. Bussell
South Bend High School
South Bend, Washington

Francis R. Carroll
John Rogers High School
Spokane, Washington

Don Henry
Puyallup High School
Puyallup, Washington

H. Arthur Pommer
Kent-Meridian Senior High School
Kent, Washington

Dean A. Score
Mt. Baker High School
Deming, Washington

Philip E. Schaefer
Battle Ground Schools #119
Battle Ground, Washington

Malcolm P. Thomson
Union High School
Mount Vernon, Washington

June 17, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

NATIONAL EDUCATION ASSOCIATION nea 1857 1957 CENTENNIAL

For further information:
Roy K. Wilson or Carol Scotton

6/17/57
For Immediate Release

Note to Editors: Attached is a list of fellowship recipients, one or more of which is from your area.

'Summer Scientists' Plot New Teaching Methods

WASHINGTON, D.C.--special--Forty-six junior and senior high school science teachers have been awarded $250 fellowships for study this summer to formulate new science teaching techniques.

Under a grant from the West Virginia Pulp and Paper Company, these vacation scholars will attend the 1957 Summer Conference on the Improvement of Science Teaching at the University of Maryland, June 23-July 6.

The fellows have been selected from plant communities of the West Virginia Pulp and Paper Company, which jointly sponsors the conference with the Future Scientists of America Foundation of the National Science Teachers Association (NSTA), and the University of Maryland. NSTA is a department of the National Education Association.

"As these teachers chart the course for more effective and vital science teaching, they will be doing the entire profession a service," commented Robert H. Carleton, NSTA executive secretary. "They will pay special attention to the role of the science teacher in helping young people make wise career choices in the science fields."

Science teachers all over the nation will get the results of this industry-education cooperative effort in a summary report to be published by NSTA. This is one of three industry-financed summer conferences for science teachers being conducted by NSTA across the nation.

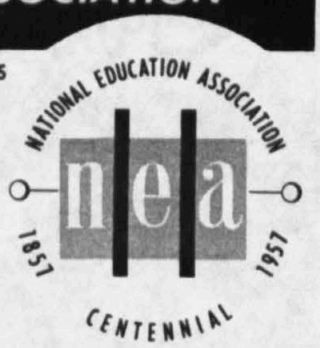
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June 17, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Roy K. Wilson or Myrtle Bonn

FOR RELEASE: A.M. Papers
Monday, June 17, 1957

NEA Commission Releases Facts on Merit Rating; Finds Most Merit Pay Plans are Short Lived

WASHINGTON, D.C., June 16 — The National Education Association's Commission on Teacher Education and Professional Standards (TEPS) today stepped into the merit-pay-for-teachers controversy in what it called "an attempt to throw more light on a subject which so far has generated much heat."

The Commission released the first comprehensive factual report of incentive pay plans in the June issue of its official publication, Journal of Teacher Education. The report includes a summary of pros and cons in the merit plan dispute and presents a series of case histories.

Statistically, the report finds most merit plans are short lived. During the past 18 years programs granting higher maximum pay for superior service have been reported by 148 different cities. Only 26 have such schedules in operation this year.

Information is based on queries to all school districts known to have such plans in operation or under consideration and to those districts where merit programs have been tried and abandoned.

Even with this collection of evidence, no answer is found to the basic question -- whether pay incentives tend to bring about maximum teaching effectiveness. The report does, however, dispel much of the misinformation which has

(more)

tended to snowball.

Though merit rating is often viewed as a single problem, the report indicates that it is really a constellation of problems. The issue is clouded by the lack of a common definition of the term itself. In no case, says the report, is a merit plan a substitute for an adequate salary schedule. But a salary schedule may become a merit schedule if it includes either of these two devices: Higher maximums for teachers judged to be superior or acceleration of increments to reward above-average service.

Professional growth requirements, penalties, extra pay for extra duties -- these, the report says, are not merit provisions, though they are often misrepresented as such.

A number of school superintendents are quoted on reasons for giving up merit provisions. Lack of confidence in evaluating procedures and dissatisfaction on the part of teachers are the basic reasons. "Teachers began to feel like greyhounds chasing a mechanical hare," one school system reported. In this community salary schedule limits were raised much faster than actual salaries.

Noting that agitation for payment based on quality of service is more pronounced among laymentand school boards than among teachers themselves, the report admits that some segments of the profession are vigorous in advocating merit rating. It also challenges the popular conception that industry has universally embraced the idea. The conclusions of Esso Standard Oil Company regarding incentives are given as an example of an industry not impressed with such a program.

"Frankness compels us to assert that past experience with and present evidence about merit salaries are not too encouraging," said T. M. Stinnett, executive secretary of TEPS. "But then the experience may have been too limited and certainly the evidence is not all in."

(more)

"Our position," he added, "is simply this: This is a professional matter; thus the profession should take the lead in vigorous, scientific experimentation to get at the truth. We deplore the apparent motivation behind some -- certainly not all -- of the pressures for adoption of merit salary plans. But we deplore more, the reluctance wherever it exists, of the teaching profession to examine -- not adopt sight unseen or embrace unquestioningly -- any idea, however radical or unfeasible it may seem."

Feature articles summarizing the facts and issues, the difficulties and obstacles, and the workings of incentive plans in industry are presented symposium style. Six types of plans are described in major articles. They cover programs tried in West Hartford, Conn.; Ladue, Mo.; Glencoe, Ill.; Ithaca, N.Y.; Newton, Mass.; and Grosse Point, Mich.

Brief descriptions of merit salary schedules in selected school districts are also included along with a series of reports on why such schedules were abandoned. Bibliographical material for more detailed research concludes the report.

# # #

Copies of the June issue of the Journal of Teacher Education may be ordered from Commission on Teacher Education and Professional Standards, National Education Association, 1201 16th St., N.W., Washington 6, D. C. $1.00

June 16, 1957

News from the NATIONAL EDUCATION ASSOCIATION

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For further information
M. Ruth Broom, Mezzanine Floor
Baker Hotel, Dallas, Texas

For Release Sunday, June 16, 1957

(NOTE TO EDITOR: A list of persons from your area who are expected to attend the two conferences is attached for your convenience.)

Business Educators to Salute NEA Centennial and Future Leaders At Dallas Meeting, June 17-22

Washington, D. C., June 16 -- A bow to the 100th anniversary of the National Education Association (NEA) and a salute to the young people who will be the future leaders in the profession - especially in the field of business education - will be made in Dallas, Texas, during the week of June 17-22.

During that week Dallas will be host to two conventions which will bring together approximately 1200 students, leading business educators and laymen from coast to coast for the sixth annual meeting of the Future Business Leaders of America (FBLA) and the national conference of the United Business Education Association (UBEA) co-sponsored with the Mountain-Plains Business Education Association.

Headquarters for both meetings will be in the Baker Hotel. Approximately 600 young men and women from high schools and colleges who will be the business leaders of tomorrow are scheduled to attend the FBLA convention from June 17-19, and the UBEA conference will get underway on Wednesday, June 19. Theme for the UBEA meeting, which will commemorate the NEA Centennial being celebrated during 1957, will be "A Calvacade of Progress in Business Education."

At the FBLA convention the young people will make their elders look to their laurels as the student leaders take charge of their own meeting. They will preside at general sessions, conduct business meetings, elect officers and gather in group discussions.

Their program also will include a national public speaking contest, a national parliamentary procedures contest, a national spelling relay, and a fashion show highlighting what the future Mr. and Miss Business Executive will be wearing as they step into the business world.

The Hon. R. L. Thornton, Mayor of the City of Dallas, will extend greetings to both conventions. Other featured speakers include L. D. Haskew, dean, College of Education, University of Texas; Keen Johnson, former governor of Kentucky, and presently vice-president for public affairs, Reynolds Metals Company, Louisville; Hamden Forkner, head, Department of Business Education, Teachers College, Columbia University, New York.

Theodore Yerian, Oregon State College, Corvallis, and UBEA President, will preside during the convention.

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June 14, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Roy K. Wilson or Carol Scotton

6/14/57
FOR IMMEDIATE RELEASE

Future Teachers Make TV Appearances

WASHINGTON, D.C. — Five teachers of tomorrow will get some answers from today's leaders when they appear as panelists on two national television shows this summer.

These teacher hopefuls are among 80 college and high school leaders from all over the nation who will attend the Student National Education Association (formerly National Association of Future Teachers of America) conference here June 22-25. They will meet in conjunction with and participate in the 12th annual conference of the National Commission on Teacher Education and Professional Standards (NCTEPS) of the National Education Association.

Both the newly formed Student NEA, which enrolls college students, and the Future Teachers of America, an organization for high school students, are directed by NCTEPS. The conferences are scheduled at Washington's Mayflower Hotel.

Three of these future teachers will appear on Ruth Hagy's "College News Conference" Sunday, June 23, which will be viewed over the ABC television network at 5 p.m. EDT. Program guest will be Senator Mike Mansfield of Montana, the U.S. Senate Whip and a member of the Senate Foreign Relations Committee.

Interviewing him will be David McGuigan, a student at the College of Great Falls, Great Falls, Mont., and the Montana Student NEA vice president; Tom Myhra,

(more)

a senior at State Teachers College, Minot, N.D., and third vice president of the Student NEA; and Carol Giezendanner, a junior at State Teachers College, Montclair, N.J., and star of the new NEA film on teacher education, "Not By Chance."

All of the prospective teachers attending the Washington conference will journey to Philadelphia to participate in the NEA's Centennial Convention June 30-July 5. Scheduled for July 4 is a Student NEA and FTA sponsored Notables dinner, with Senator Richard L. Neuberger of Oregon as guest. Ruth Hagy will stage a mock "College News Conference" at the dinner, with Senator Neuberger participating.

Panelists will be Jim McDonald, a junior at Southern Oregon College in Ashland, Ore., and first vice president of the Student NEA; Nancy Morgan, a sophomore at Marshall College, Huntington, W. Va., and state president of the West Virginia Student NEA; and Louis Jorissen, a senior at Western Michigan University, Kalamazoo, Mich., and state president of the Michigan Student NEA.

On Sunday, June 30, at 4 p.m. EDT, two high school seniors who plan to teach will appear on "Youth Wants To Know," an NBC network program produced by Theodore Granik in cooperation with the NEA. Participating will be Charles Bickhart, Las Vegas, Nev., High School, and president of Nevada State Future Teachers of America; and Frances Baker, Mount Vernon High School, Fairfax County, Va.

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National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

June 11, 1957

To Participants in the Centennial Convention
of the National Education Association
Philadelphia, Pennsylvania
June 30-July 5, 1957

We welcome you as a participant on the program of the Centennial Convention of the National Education Association in Philadelphia, June 30-July 5, 1957. As we prepare to provide service for the many newspaper reporters and correspondents who will be covering the convention, we need your help.

Will you assist in coverage of the convention by press associations, newspapers, magazines, radio and television representatives, by sending us a copy of your manuscript in advance of the convention? Thereafter you may save time and effort by referring all future requests for copies of your manuscript to us.

We would appreciate having a copy of your speech, or an outline of your remarks if you are to participate in a panel discussion or section meeting as soon as possible before the convention opens. Please mail it to me at the following address:

Roy K. Wilson, Director
Convention Press and Radio Service
National Education Association

Before June 25, mail to above at 1201 16th St., N.W.
Washington 6, D. C.

After June 25, mail to above c/o Sheraton Hotel
Philadelphia, Pa.

Many thanks for your cooperation,

Sincerely,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

June 11, 1957

To: Executive Secretary, State Education Association
Editor, State Education Association Journal

The NEA Convention Press Office has made arrangements to take a photograph for the state education journals of a few leaders from each state with each candidate for the NEA presidency. From past experience we have learned that newspaper and magazine editors are more likely to use a smaller group picture than a large one, so we suggest that you limit to three or four the number of people who will appear in the picture.

Photographs will be made in the Independence Room of the Benjamin Franklin Hotel, 9th and Chestnut Streets, Philadelphia, on Wednesday, July 3. We have prepared a schedule for each state group, with a few optional times included so that groups may rearrange time schedules if necessary. A copy of the schedule is enclosed.

You will notice that the time schedule has been worked out so that each group will have only three minutes in which to have the picture taken. It will be imperative, therefore, that each group report promptly so that the entire project can be completed in one day. We will appreciate your alerting your group to this fact.

If more than one candidate is nominated for the NEA presidency, arrangements will be made for the photographer to take a picture of each candidate with each group of state leaders, although a print will be developed only of the group with the winning candidate.

We are still negotiating with photographers in Philadelphia for the best contract price for pictures. We will, of course, try to get the lowest price possible and will make arrangements for the photographer to mail pictures and bill each state association directly.

A blank is enclosed for your convenience in placing an order to have your pictures made. On the order blank is a space in which you should give your instructions for mailing and billing. If some emergency develops so that you cannot have your leaders present at the time which has been scheduled, please select a new time from one of the "open" periods on the schedule and list it on the reply form.

Sincerely,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

Enc.

June 10, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information
Roy K. Wilson or Tom Erhard

FOR IMMEDIATE RELEASE
6/10/57

Paul G. Bulger Is New President Of Association for Higher Education

WASHINGTON, D.C. — Election of Paul G. Bulger to the presidency of the Association for Higher Education for 1957-58 was announced today.

Dr. Bulger, provost and professor of education, Teachers College, Columbia University, New York, will take office on September 1, 1957. He succeeds Robert G. Bone, president of Illinois State Normal University at Normal, Illinois.

Results of the balloting of approximately 17,000 members in more than 1,600 colleges and universities were announced by G. Kerry Smith, executive secretary of the Association for Higher Education, the college and university department of the National Education Association.

Three new members elected to the Executive Committee are: Leo M. Chamberlain, vice president, University of Kentucky, Lexington; Arnold E. Joyal, president, Fresno State College, Fresno, California; and Alonzo G. Moron, president, Hampton Institute, Hampton, Virginia.

Dr. Bulger received his B.S. and M.S. degrees from New York State College for Teachers at Albany, and the Ed.D. degree from Teachers College, Columbia University, where he has served as executive assistant, Office of Field Relations and Placement, 1946-47, and assistant provost and associate professor of education, 1948-55.

After teaching in the high school, Dr. Bulger became director of teacher placement and instructor at New York State College for Teachers at Albany, 1936-40, assistant principal of Milne School, 1940-43, and director of men's residence hall, 1941-43.

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From 1943-46, he was vocational and educational guidance officer, Army Air Force Convalescent Hospitals. He was coordinator of field services and public relations at Albany College for Teachers, 1947-48.

Dr. Bulger is a member of Kappa Delta Pi, Phi Delta Kappa, Kappa Phi Kappa, the NEA, American Association of University Professors, American Association of School Administrators, and the American Personnel and Guidance Association.

Continuing members of the AHE Executive Committee are: Robert G. Bone, president, Illinois State Normal University, Normal, Illinois; Harold A. Basilius, professor of German and director, Wayne State University Press, Detroit, Michigan; Marjorie Carpenter, chairman, Humanities Department, Stephens College, Columbia, Missouri; Charles C. Cole, Jr., assistant dean, Columbia College, Columbia University, New York; Russell M. Cooper, assistant dean, College of Science, Literature, and the Arts, University of Minnesota, Minneapolis; J. Paul Leonard, president, San Francisco State College, California, and president-elect, American University of Beirut, Beirut, Lebanon; and James W. Reynolds, professor of junior college education, The University of Texas, Austin.

Among the major activities which the AHE sponsors is the annual National Conference on Higher Education. This meeting, held in Chicago, brings together representative leaders in the field of higher education from all types of both publicly and privately controlled colleges and universities throughout the country. Other services include publications, liaison with government agencies and cooperative programs with various national educational organizations.

# # #

June 7, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information
Roy K. Wilson or Carol Scotton

FOR IMMEDIATE RELEASE
6/7/57

NEA Centennial Convention Set For June 30--July 5 in Philadelphia

WASHINGTON, D.C.--The National Education Association and its teacher members will meet in Philadelphia June 30--July 5 to celebrate the organization's 100th year of growth.

Over 15,000 teachers and administrators from all over the United States and its territories will be on hand for this century-mark meet and will convene under a slogan of "An Educated People Moves Freedom Forward". Just 100 years ago this summer, 43 educators met in Philadelphia to found the organized teaching profession in America.

Thirty independent departments affiliated with the NEA and the organization's 21 commissions will be in session during the convention week. Presiding over the meetings of the NEA "legislative body", the Representative Assembly, will be Martha A. Shull, president of the NEA and a classroom teacher from Portland, Oregon. Delegates from the 6,000 local and state affiliates will sit as state and territorial delegations at these sessions.

The Vice President of the United States tops the list of convention participants. Richard M. Nixon is scheduled to address a general meeting Wednesday, July 3.

Senator John F. Kennedy of Massachusetts will be the guest on Martha Rountree's "Press Conference" Sunday, June 30, at 5:30 p.m. EDT. This ABC network television show will originate from convention site and will be kinescoped for coast-to-coast telecasting the following evening (Monday, July 1) at 9 p.m. EDT.

Guest at a Notables dinner, sponsored by the Future Teachers of America and the Student NEA, on July 4 will be Senator Richard L. Neuberger of Oregon. Ruth Hagy of the ABC television network will conduct a mock "College News Conference" at this session with Senator Neuberger as guest.

On July 3, David Brinkley and Chet Huntley of the NBC television network will narrate a film of highlights from a number of television shows which focused on education during the past year.

Famous names in education on the program include Dr. James B. Conant, former U. S. Ambassador to West Germany; Norman Cousins, editor of the Saturday Review; Bruce Catton, author of Civil War History and editor of American Heritage; and Sir Ronald Gould of England, president of the World Confederation of Organizations of the Teaching Profession.

Also scheduled for speeches are George Stoddard, dean of the School of Education at New York University; Hollis Caswell, president of the Teachers College of Columbia University; Dr. William G. Carr, the NEA executive secretary; NEA president Martha A. Shull; and Margaret Mead, anthropologist with the American Museum of Natural History, New York.

The U. S. Post Office is issuing a special commemorative stamp honoring the teachers of America and the NEA Centennial. It will first go on sale July 1 in Philadelphia and presentation ceremonies will be made at the convention site. On July 5, School Bell Awards to representatives of the communications media for distinguished service in interpreting education will be presented by eight national organizations representing teachers, school board members, and parents.

June 7, 1957

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June 7, 1957

To Editors, Education Writers and Radio and TV Newscasters:

The National Education Association will mark its 100th year as the professional teachers organization in America at its Centennial Convention scheduled in Philadelphia June 30--July 5.

Practically every community in the United States will be represented either by an elected delegate to the NEA Representative Assembly or by educators who attend the sessions and discussion meetings on their own. Information about the teachers who attend from your community can be obtained from your local superintendent or your local education association.

We will maintain a Press Office throughout the entire convention for newspaper reporters and radio and TV newscasters. The office will open June 29 and close July 6 and will be located in room 300 of the Philadelphia Convention Hall. Typewriters, telephones, telegraph, and other facilities for convention reporting will be available.

We hope that your newspaper or radio or TV station will be among the many represented as the NEA looks forward to its second hundred years. If you do not cover the convention directly, you may wish to use the facilities of the wire associations. You will find enclosed a release outlining convention activities.

If you, or your representative, wish help in obtaining hotel accommodations, please return the blank below at your earliest convenience.

Sincefely yours,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

TO: Roy K. Wilson, Director
Press and Radio Relations
The National Education Association
1201 16th Street, N.W.
Washington, D. C.

(Print name)_____ will represent us at the NEA Centennial Convention in Philadelphia, June 30--July 5. Hotel reservation is requested for arrival _____ (date) and departure _____ (date), ☐ single; ☐ twin-bedded room; ☐ double room

Name_____ Representing_____

City_____ State_____

National Education Association

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

June 7, 1957

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We extend to you a cordial invitation to use our press facilities in your reporting of the convention.

Sincerely yours,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
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June 5, 1957

To the Presidents of Local Associations
Affiliated with the National Education Association

Dear Colleague:

Would you like some news coverage that will tie together the work of your local association and the NEA's Centennial Convention?

If you are interested, we have in mind a two part convention service. First, we will send to the local newspaper of your choice a preliminary story reviewing significant highlights of this year's work by your association and giving some news of the Centennial Convention.

Then, as soon as you arrive in Philadelphia, we would like you to report to the NEA Home Town News Center in Classroom "A" of the New Commercial Museum (which adjoins Convention Hall). We will have ready for you a wealth of written information which you can use as the basis for a news story about the convention. It's completely free, and we will type and mail the stories for you, under your byline.

If these stories from Philadelphia are to reach your local paper in time, they must go in the mails early. Please stop in as soon as possible.

Unfortunately, there is one reservation to our offer. Since the NEA has more than 6,000 local associations, we would be swamped if we attempted this project for everyone. Thus, the size of our staff requires us to limit this offer to the first 500 presidents who fill out and return the attached form. This is absolutely necessary in order that our staff be ready to serve you during the great "Philadelphia rush" of 1957.

One further note: would you ask a friend or relative to save <u>two</u> clippings of the articles? We know you want one, and we'd like one, too. Thanks.

See you in Philadelphia.

Sincerely,

Tom Erhard

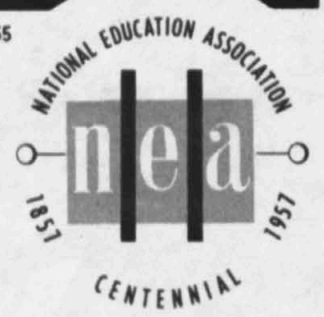
Tom Erhard, Assistant Director
Division of Press and Radio Relations

June 5, 1957

News from the NATIONAL EDUCATION ASSOCIATION

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For further information
Roy K. Wilson or M. Ruth Broom

For Immediate Release
6/5/57

Professor From State University Teachers College at Potsdam, New York, Appointed to Department of Elementary School Principals Post

WASHINGTON, D.C., June 5 -- Oswald W. Kopp of Potsdam, New York, has been appointed assistant executive secretary of the Department of Elementary School Principals (DESP) according to an announcement from the DESP Executive Committee through Robert Eaves, executive secretary.

Dr. Kopp, currently professor of education and director of the Congdon Campus School, State University Teachers College at Potsdam, will assume his new position on September 1. The DESP is a department of the National Education Association and has a membership of approximately 16,000 elementary school principals from all parts of the nation.

In his new position Dr. Kopp will assist in the planning of national and regional conferences which the Department sponsors, will work with various committees and will participate in field service activities. He also will assist in the editing of publications which are prepared by the Department for its membership.

A graduate of State College for Teachers in Albany, Dr. Kopp also holds the M.Ed. degree from St. Lawrence University in Canton, N. Y., and the Ed. D degree from Teachers College, Columbia University. Prior to his affiliation with State University Teachers College, he had taught for six years in the public schools in Whitesboro, N. Y., and was for two years supervisor of student teachers in the Congdon Campus School at Potsdam. He also has served as visiting professor of education at the University of New Mexico during one summer session.

Dr. Kopp has been active in the DESP for many years contributing articles to the Department's publications and has served as first and second vice president of the New York State Association of Elementary School Principals.

# # #

June 1957

News from the NATIONAL EDUCATION ASSOCIATION

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For further information:
Roy K. Wilson or Carol Scotton

FOR IMMEDIATE RELEASE

Thousands of Teachers to Attend NEA Centennial Convention

WASHINGTON, D.C. (Special) Philadelphia will play host to the National Education Association and its teacher members as the organization meets there this summer for its Centennial Convention.

Scheduled for June 30 to July 5, this meeting will mark the 100th year of the NEA's growth from a summer in 1857 when 43 educators met in Philadelphia to found the organized teaching profession in America.

Over 15,000 teachers and administrators from all over the United States and its territories will be on hand for this century-mark meet and will convene under a slogan of "An Educated People Moves Freedom Forward."

Thirty independent departments affiliated with the NEA, directed to the special interests of teachers from kindergarten to college, will hold meetings as part of convention activities. Also in session will be the NEA's 24 commissions and committees, which serve the general interests of education. Presiding over the meetings of the NEA's "legislative body," the Representative Assembly, will be Martha A. Shull, President of the NEA and a classroom teacher from Portland, Ore. Delegates from the 6,000 local and state affiliates will sit as state and territorial delegations at these sessions.

Senator John F. Kennedy will be the guest on Martha Rountree's "Press Conference," the ABC television network show which will originate from the convention site Sunday, June 30 at 5:30 P.M. EDT. The program will be kinescoped for coast-to-coast telecast the following evening (Monday, July 1).

Famous names in education will appear on every session program and include Dr. James B. Conant, former U.S. Ambassador to West Germany; Norman Cousins, editor of the Saturday Review; Bruce Catton, author of Civil War history and editor of American Heritage; and Sir Ronald Gould of England, president of the World Confederation of Organizations of the Teaching Profession.

Also scheduled for speeches are George Stoddard, dean of the School of Education at New York University; Hollis Caswell, president of Teachers College at Columbia University; Edgar B. Wesley, the NEA Centennial historian; Dr. William G. Carr, the NEA executive secretary; and NEA President Martha A. Shull.

As part of convention festivities, the Philadelphia Symphony Orchestra will present a concert for the teachers. The U.S. Post Office has announced that a special commemorative stamp, honoring the school teachers of America and the NEA Centennial, will first go on sale July 1 in Philadelphia. Presentation ceremonies and first-day-of-issue cancellations will be made at the convention site.

On July 5, School Bell Awards to representatives of the communications media for distinguished service in interpreting education will be presented by eight national organizations representing teachers, school board members, and parents.

A national "Children's Art Exhibit" will be on display in Philadelphia's Commercial Museum, part of the Philadelphia Convention Center, and will include art from schools all over the nation. More than 200 commercial exhibits are expected for the convention plus non-commercial exhibits by NEA departments, divisions and state associations.

(You may wish to contact your local newspaper editor regarding the convention and the people in your community who will attend. Please send to the NEA Press and Radio Division any clippings which may appear in your local papers.)

June 1, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For Further Information:
Roy K. Wilson or Carol Scotton

FOR IMMEDIATE RELEASE

Cousins To Address NCTEPS Conference

WASHINGTON, D.C. -- Norman Cousins will be on hand to keynote a national conference on teacher education and professional standards scheduled to convene here June 25 to Jun 29.

The editor of The Saturday Review, Cousins will speak before 1,000 professional educators and lay leaders from all over the nation Tuesday evening, June 25, at the Mayflower Hotel. This will be the 12th annual conference of the National Commission on Teacher Education and Professional Standards (NCTEPS) of the National Education Association (NEA).

Lawrence G. Derthick, U.S. Commissioner of Education; and L. D. Haskew, dean of the College of Education of the University of Texas, are also scheduled to speak at this conference.

Slated as major conference topics are:(1) implications of the changes ahead in technology and society; (2) quality of teaching services which the changing times require; (3) role of personnel policies and practices in securing and retaining competent teachers.

NEA President Martha A. Shull and J.W. Mauker, president of Iowa State Teachers College and Chairman of NCTEPS, will preside at the conference's general sessions.

Participation in this meeting is by invitation only, with delegates being designated by state education associations, state departments of education, national professional organizations and lay organizations, and teacher education institutions.

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June 1, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

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For further information
Roy K. Wilson or Carol Scotton

Scientists and educators know 1857 and 1957 as years that mark progress on both fronts.

One hundred years ago science was cheering over the completed trans-Atlantic cable, the link between the North American and European continents. Educators list 1857 as the year in which 37 persons met in Philadelphia to found the organized teaching profession in America, now the National Education Association.

With 100 more years on the books, scientists now turn from linking continents to linking planets with an earth satellite. The year 1957 will mark the opening of the International Geophysical Year and an era cable-layers never saw.

Education, 1957, style is a far cry from that the NEA's 1857 founders knew. The NEA, now enrolling the majority of teachers and administrators in America, will celebrate its Centennial this summer. And after 100 years of progress, NEA's only remnant of 1857 is its purpose, proclaimed at the first meeting and still true today: "To promote the cause of popular education in the United States."

As the International Geophysical Year opens July 1, educators from all over the United States and its territories will be meeting in Philadelphia June 30 to July 5 for the NEA Centennial Convention. As NEA marks its own achievements, it will recognize this major event on the horizon of science with group discussions and speeches.

July 1 will also be the day the U.S. Post Office issues a special

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commemorative stamp at the NEA convention site, honoring the teachers of America. Before the convention opens, Harpers will publish "NEA: The First Hundred Years", written by Dr. Edgar B. Wesley in this Centennial year. About 2,500 teachers' groups across the country observed the NEA's official birthday in a Centennial Birthday Celebration April 4. President Dwight D. Eisenhower addressed the National Birthday Party in Washington, D.C., and thousands of teachers everywhere heard his speech over the four major networks.

Science — even with 100 more years under its belt — knows no slogan. But as it observes the changing times and looks to the future it could well join with the NEA in its Centennial slogan: "An Educated People Moves Freedom Forward."

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National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

May 31, 1957

Dear Colleague:

A special "See It Now" television program delves into the problems of automation and comes up with education as a major part of the answer.

Automation, the brightest glow on the industrial horizon in which man is substituting machines for human muscle, has been called the greatest of revolutions. Edward R. Murrow and Fred W. Friendly look into this technological development in "Automation: Weal or Woe", Sunday, June 9. It will be seen over the CBS television network (5 to 6:30 p.m. EDT).

Every available "See It Now" cameraman-reporter team has been gathering material for the special 90-minute broadcast for more than a year throughout the country. Viewers will see automation at work in such fields as the automotive, aviation, baking, electronics, and steel industries. Labor and management leaders will appear on the program to present their views on the future of automation.

Of particular interest to educators will be the discussions of Walter Reuther, president of the United Auto Workers, and Dr. Gordon Brown, head of the department of electrical engineering at the Massachusetts Institute of Technology. In their discussions, they agree on the extreme importance of increased educational effort to teach both labor and management how to live with and how to prepare for the expanding automation of American industry.

A press release is enclosed which might be of help to you in calling the program to the attention of interested staff members.

Sincerely yours,

Roy K. Wilson

Roy K. Wilson, Director
Division of Press and Radio Relations

RKW:acy

FOR IMMEDIATE RELEASE

"See It Now" Production on Automation
Accents Importance of Education

WASHINGTON, D.C.---As automation emerges on the industrial scene, education will play a major role in American progress. This realization keynotes a special CBS television network "See It Now" production scheduled for Sunday, June 9, (5 to 6:30 p.m., EDT).

Co-produced by Edward R. Murrow and Fred W. Friendly, "Automation: Weal or Woe" is an attempt to give viewers an understanding of the problems of technological development. Television cameras will show automation currently at work in dozens of industries in this country and one in Russia. Considering the impact of this new force will be representatives of education, labor, and industry.

Announcement of the major role which will be given to education in the production was made here to educational leaders through the headquarters of the National Education Association.

That automation is an intellectual revolution instead of just another phase in the industrial revolution is the contention of Dr. Gordon Brown, head of the department of electrical engineering at the Massachusetts Institute of Technology.

On the program he sees education as a catalyst to join the human mind and industrial development. "By means of this exploitation for the benefit of mankind where we substitute machines continuously for muscle...we move in the direction of a society that calls for greater and greater mental ability to keep it running," Dr. Brown says.

He adds, "We cannot expect that we will be able to exploit automation to the full unless we evolve a whole new code of human values, new ideas, new attitudes toward life, a new marriage between labor, management, government, and education."

The answer, says Dr. Brown, is "that man has to become better educated. The educated man today must have a balanced understanding of the fundamental of the life sciences, the social sciences, and the physical sciences."

In an interview with Murrow, Walter Reuther, president of the United Auto Workers, says that education will determine whether automation will be a boon or a bug-a-boo to workers.

Both Brown and Reuther are concerned about "open ended values" as Brown puts it, that can deal with the challenge of automation.

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May 29, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information
Roy K. Wilson or Carol Scotton

FOR RELEASE MAY 29

Centennial History Tells Story of American Education

WASHINGTON, D.C., May 29 -- What 100 years of the National Education Association has brought to today's schools is the story told in NEA: The First Hundred Years, written by Edgar B. Wesley and set for publication today by Harper & Brothers.

Appearing in the NEA's one hundredth year as a Centennial project, the history follows American education from the NEA's founding by 43 educators in Philadelphia in 1857 to its status today as the professional organization of 700,000 teachers in all states and territories.

Author Wesley, who at the University of Minnesota and elsewhere taught teachers of history for the past 40 years, now from retirement reviews the history of the NEA. His 419-page work is the story of discussion, controversy and agreement among American teachers. Out of these have come guide lines for today's education ranging from the origin of the kindergarten to the expanding role of the colleges.

Interwoven in the history is the thread of progress. Within these 100 years thinking has changed from the assumption that anyone can teach school to the realization that America needs educated, technically-skilled, and carefully selected teachers. Education has become a profession.

NEA: The First Hundred Years is the story of education in a period of rapid change in American life. With due honor to the pioneers, Americans have not been content to stay in a handcraft, ox cart stage of business and industry. Similarly, in education, the American people have wanted and gotten more than the Three R's taught in a dingy school.

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Educators of the nineteenth century, like Americans generally, had faith in the value of intellectual exchange and the necessity of discussion leading to action. They believed that wisdom and unity evolved from debate. Exchanging ideas in order to work together became a national creed. Thus through its conventions and publications, the NEA and its departments have played a large role in educational reforms and progress.

With the NEA as a sounding board, teachers have heard about, evaluated, and pushed ahead on many avenues of education. An example is the dramatic success story of the educational century — the public high school. From rudimentary origins in the 1820's, the American high school rose to become both education's darling and problem child.

At the NEA meeting of 1873, President James McCosh of Princeton complained, "How are our young men to mount from the lower to the higher platform? Everyone has heard of the man who built a fine house of two stories...but who neglected to put a stair between."

During the past century members of the NEA have built a stairway between the public schools and higher education. Controversy became agreement. In 1918 the NEA's Commission on the Reorganization of Secondary Education issued its famous seven cardinal principles of education. It was widely used because it recognized the social setting of secondary education, the needs of students, the nature of learning and the fitness of curricular materials. Wesley writes, "Probably no publication in the history of education ever surpassed this little five-cent, thirty-two page booklet in importance..."

The NEA story is also the stormy history of reforms that first rocked the boat of education and then pushed it on its way. Education's role still stirs up heated discussions both among educators and the general public. Wesley writes, "Throughout the century educators saw clearly that both purposes and programs must be derived from the surrounding civilization. As social ideals changed so did the aims of the schools... Educational speeches and paper abound with references to concomitant ideas and developments, such as strikes...depressions...international tensions..."

(more)

Critics of education have always existed. As early as 1882 a former NEA president, J. M. Gregory, was calling for science courses in the curriculum. He decried the fact that "a child was not allowed to study the human body until he first memorized the towns of Siberia..."

There have been lost causes in NEA's history, too. A national university, for which even George Washington set aside land, was never built. Nor could reformers convince the nation as a whole that "hed, helth, and shal" and other by-words of the simplified spelling movement were superior to standard spelling.

In greeting the NEA at Minneapolis in 1928 Governor Theodore Christianson of Minnesota said, "America was made in the schoolroom." And that has been the NEA's major purpose for 100 years: to help all -- through the classroom.

The person who tries to describe the NEA now on the threshold of its second century needs imagination, says Wesley. He writes, "It is indeed an enormous structure...yet is in essence as simple as its purpose: 'To elevate the character and advance the interests of the profession of teaching, and to promote the cause of popular education in the United States.'"

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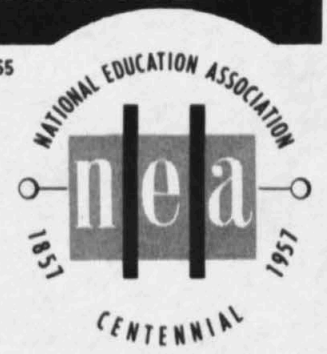
Edgar B. Wesley, NEA: The First Hundred Years. Harper and Brothers, 1957, $5.

May 21, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.



For further information:
Roy K. Wilson or Carol Scotton

For Release: Tuesday, May 21

Human Communications Seminar To Be Held at MIT

WASHINGTON, D.C., May 21 -- Experts are going to take a look at where they a[illegible] where they're going in the field of human communication at a National Education Association (NEA) Centennial Seminar to be held at Massachusetts Institute of Technology (MIT) today and tomorrow (May 21 and May 22).

"New Directions in Research in Human Communication" is the first in a series of Centennial Seminars on American Life and Education to be held throughout 1957 as a part of NEA's centennial celebration.

"The purpose of these Centennial Seminars," said William G. Carr, NEA executive secretary, "is to discover important implications for education from examining selected trends and developments in American society. Each seminar will bring together distinguished scholars from a variety of fields to examine and to extend America's intellectual frontiers."

Dealing with different topics, each seminar will be held in cooperation with a different institution of higher education.

With MIT as the host institution, Endicott House in Dedham, Massachusetts, will be the locale of this first seminar which will center around four reports. Each report will deal with a particular area of communications research and has been prepared especially for the seminar. Set for discussion are public opinion and elections, interpersonal processes and communication, mass media and social effect, and group study. Seminar proceedings, including the reports, will be published at a later date.

Wilbur Schramm of the Institute for Communications Research, Stanford University, will serve as moderator. Contributors of reports are Ithiel de Sola Pool, Center of International Studies, MIT, (public opinion and elections); Joseph Klapper, Bureau of Applied Social Research, Columbia University, (mass media and social effects); Charles Osgood, department of psychology, University of Illinois, (interpersonal communication and process); and George Homans, department of sociology, Harvard University, (group study).

Other participants include: Ray Bauer, MIT; W. Phillips Davison, The Rand Corporation; Leon Festinger, Stanford University; Leo Rosten, LOOK magazine; John W. Riley, Rutgers University; Bernard Berelson, The Ford Foundation; Carl Hovland, Yale University; George A. Miller, Harvard University; R. Duncan Luce, Columbia University; Paul Lazarsfeld, Columbia University; Frederick Davis, Hunter College; Irving Lorge, Teachers College, Columbia University; I. Keith Tyler, Ohio State University.

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National Education Association

LEGISLATIVE COMMISSION

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

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EXECUTIVE SECRETARY

J. L. McCASKILL, Director
NEA Division of Legislation &
Federal Relations

May 17, 1957

TO EDITORS, CORRESPONDENTS, AND COMMENTATORS:

We enclose here the report of an impartial opinion survey on what the people really think about federal aid for school construction.

Because considerable misinformation has been bandied about on this question, I believe you will be interested in this opinion poll. We hope you will do anything you can to bring it to the attention of your readers or listeners.

Cordially yours,

Irving F. Pearson
Chairman
Legislative Commission

Enclosure

May 10, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information
Roy K. Wilson or M. Ruth Broom

For Immediate Release
5/10/57

(NOTE TO EDITOR: A list of conference participants, which includes those from your area who are expected to attend, is attached for your convenience.)

Challenges Schools Must Meet As Nation Moves Toward "Age of Leisure" To Be Discussed at Conference Here, May 15-18

Washington, D. C., May 10 -- If all the crystal-ball gazers are right in their predictions that we are entering an "age of leisure," then schools should jump at the opportunity to become centers for free-time activities for whole communities, say school recreation experts.

At the National Conference on Education for Leisure, to be held here at the Woodner Hotel, May 15-18, these experts will say a lot more about some of the ways schools can take advantage of the time when everyone will have more work-free and school-free hours.

Approximately 150 school superintendents, principals, classroom teachers, industralists, and church recreational leaders will attempt to single out for future study the double-duty that schools face - that of training youngsters how to make the most of their leisure time and alerting educators to the importance of keeping schools open after hours and during summer months for more community activities.

The conference will be co-sponsored by the American Association for Health, Physical Education, and Recreation (AAHPER) and 10 other departments of the National Education Association. Jackson Anderson, assistant executive secretary of the AAHPER, and conference coordinator, said in announcing the conference:

"With the ever expanding leisure time in our society and the growing realization that recreation is a fundamental human need, there is more and more public demand for use of school facilities for community recreation during after-school hours and throughout the summer months. To permit an expensive school plan to lie idle while facilities are needed for

(more)

community recreation is an obvious waste. The consolidation of schools into larger and more effective districts or administrative units and the construction of modern school plants with complete recreational facilities have greatly enhanced the school's ability to provide organized programs of community recreation."

General session speakers who will call special attention to the problems of leadership, facilities and resources, community cooperation, and curriculum include Shane MacCarthy, executive director of President Eisenhower's Council on Youth Fitness; Ernest O. Melby, professor of education, Michigan State University, East Lansing; Hugh B. Masters, director, Georgia Center for Continuing Education, University of Georgia, Athens; G. Robert Koopman, associate superintendent, Michigan Department of Public Instruction, Lansing; and Robert K. Burns, professor of business and social science, University of Chicago.

AAHPER President Ray O. Duncan, who is dean of the School of Education and Athletics, West Virginia University, and Carl A. Troester, Jr., executive secretary of the AAHPER, will welcome conference participants at the opening general session.

Besides attending general sessions, participants will split into smaller groups to form workshop-type meetings to study specific problems.

Members of the conference steering committee who have worked out plans for the meeting are: John L. Hutchinson, professor of education, Teachers College, Columbia University, chairman; Donald B. Dyer, assistant superintendent of schools, Milwaukee; Harold K. Jack, supervisor, Health, Physical Education, Recreation, and Safety, Virginia Department of Education; John H. Jenny, supervisor, Health, Physical and Safety Education, Wilmington (Del.) public schools; Frank Manley, director, Mott Foundation Program, Flint, Mich.; Margaret A. Mordy, director, Department of Physical Education for Women, Ohio State University; Harry C. Thompson, assistant director for recreation, Great Neck (N.Y.) public schools.

Dr. Anderson and Julian W. Smith of the AAHPER headquarters office will serve as staff liaison. Louis E. Means, consultant in school recreation, California Department of Education, will serve as conference director.

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LIST OF CONFERENCE PARTICIPANTS

ARKANSAS - Rev. Carl M. Lazenby, First Presbyterian Church, Dardanell.

CALIFORNIA - Dr. Everett Chaffee, Assoc. Supt., Division of Instructional Services, Los Angeles City Schools, Los Angeles.
Mr. Charles W. Davis, Director, Health, Physical Education and Recreation, Public Schools, Berkeley.
Mr. Glen E. DuBose, Director of Physical Education, Athletics, and School-City Recreation, Napa College, Napa.
Mr. Carl W. Dutcher, Director of Physical Education and Recreation, Unified School District, 123 S. Montebello Blvd., Montebello.
Mr. Abraham F. Elliott, Director of Physical Education and Recreation, Unified School District, 411 East Wilson, Glendale.
Mr. Roy Farrell, Director of Physical Education & Recreation, Public Schools, Shafter.
Mrs. Evelyn Field, Dean of Student Activities, East Los Angeles Junior College, Atlantic at Brooklyn, Los Angeles.
Mrs. Luell W. Guthrie, Director of Physical Education for women, Stanford University, Stanford.
Mr. Lawrence E. Houston, Director of Physical Education Safety and Youth Services, Los Angeles City Schools, Los Angeles.
Mr. Ed. Hubbert, Director of Physical Education and School Recreation, City Schools, Monterey.
Dr. Clifton N. Patterson, Dean, Long Beach City College, 4901 E. Carson Street, Long Beach.
Mr. David P. Snyder, Director of Health, Physical Education and Recreation, Public Schools, Oakland.

COLORADO - Dr. Dorothy Humiston, Chairman, Department of Physical Education for Women, University of Denver, Denver.

CONNECTICUT - Mr. Joseph F. Andrews, Supervisor of Health and Physical Education, Norwalk.
Mr. Charles T. Avedisian, Director of Physical Education and Athletics, Administration Building, Hillside Place, New Britain.
Mr. Joseph V. Burns, Director, Health, Physical Education and Recreation, Public Schools, Bridgeport.
Mr. Albert A. Pilvelis, Supervisor, School Health and Phys. Ed., Board of Education, 200 Orange St., New Haven.

DELAWARE - Miss Marguerite Burnett, Director of Adult Education, State Department of Public Instruction, 625 East 10th Street, Wilmington.

DISTRICT OF COLUMBIA - Dr. Howard R. Boozer, Staff Associate, American Council on Education, 1785 Massachusetts Avenue, N.W., Washington.
Miss Ethel Bray, Director, Art Department, Wormerly School, Washington.
Mr. Richard Brown, American National Red Cross, 18th between D and E, Washington.
Dr. Ambrose Caliver, Director of Adult Education, Office of Education, Dept. of Health, Education, & Welfare, Washington.
Mr. George D. Changaris, Administrative Associate, American Personnel and Guidance Association, 1534 O St., N.W., Washington.
Mr. Milo Christiansen, Superintendent of Recreation, D.C. Recreation Dept., Washington.
Miss Lois M. Clark, Dept. of Rural Ed., 1201 16th St., N.W., Washington.
Mr. George E. Dickie, Executive Secretary, Federal Inter-Agency Committee on Recreation, Room 2649, Dept. of the Interior, Washington.
Mr. Philip A. DuMont, Room 2342, Fish and Wildlife Service, Dept. of the Interior, Washington.
Mr. Harry English, D. C. Recreation Dept., 3149 16th St., N.W., Washington.
Dr. E. Glenn Featherston, Acting Director, Division of State and Local School Systems, Room 3248, Health, Education, & Welfare, Washington.
Dr. Ray L. Hamon, Chief, School Housing, U.S. Office of Education, Washington.
Mr. John M. Holmes, Secretary-Treasurer, Assoc. Fishing Tackle Mfg., Bond Bldg., Washington.
Mr. Tom Karter, Social Security Administration, Dept. of Health, Education, & Welfare North, Washington.

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LIST OF CONFERENCE PARTICIPANTS (continued)

DISTRICT OF COLUMBIA (continued)

Mr. William E. Lloyd, AASA, 1201 16th St., N.W., Washington.
Mr. Louis F. Lucas, Deputy Executive Director, National Rifle Association, 1600 Rhode Island Avenue, Washington.
Miss Dorothy F. McCamman, Assistant Director for Program Research, Office of the Commissioner of SSA, Room 5028, Health, Education, & Welfare North, Washington.
Mr. Simon A. McNeely, Specialist for Health, Phys. Ed. and Athletics, U.S. Office of Education, Washington.
Dr. Hollis A. Moore, Jr., Executive Secretary, Committee for the Advancement of School Administration, 1201 16th Street, N.W., Washington.
Mr. Arthur H. Neill, Div. of Sanitation Engineering Service, Room 4130 - South Building, Public Health Service, Dept. of Health, Education and Welfare, Washington.
Dr. E. J. Niederfrank, Federal Extension Service, Room 6412 - South Building, Dept. of Agriculture, Washington.
Miss Mildred Ozer, Management Officer, Management Standards Branch, Public Housing, Washington.
Dr. B. E. Phillips, Recreation Specialist, Veterans Administration, Washington.
Dr. G. Ott Romney, Deputy Executive Director, President's Council on Youth Fitness, Room 4830, General Accounting Building, 4th and G Streets, N.W., Washington.
Mrs. Elizabeth H. Ross, Acting Chief, Children's Bureau, Room 4309, Health, Ed. & Welfare, Washington.
Miss Elsa Schneider, Office of Education, U.S. Dept. of Health, Education and Welfare, Washington.
Mr. Richard H. Stroud, Exec. Vice-Pres., Sport Fishing Institute, Bond Bldg., Washington.
Mr. Michael Tardugno, D. C. Recreation Dept., 3149 16th Street, N.W., Washington.
Dr. Clark Tibbitts, Chairman, The Committee on Aging, Room 4360, Dept. of Health, Education and Welfare, Washington.
Dr. Rodney V. Tillman, Executive Secretary, Association for Supervision and Curriulum Development, 1201 16th Street, N.W., Washington.

FLORIDA - Mr. George W. Marks, County Supt., P. O. Box 780, DeLand.
Mr. L. L. McLucas, Supervisor, Health and Phys. Ed., 605 Ocean St., Jacksonville.
Mr. Louis H. Meeth, Director of Adult Education, Office of the County Supt. of Schools, Clearwater.

GEORGIA - Mr. Tom McDonough, Emory University, Atlanta.
Mr. Robert A. Turner, West Point Manufacturing Company, West Point.

ILLINOIS - Col. Theodore P. Bank, President, Athletic Institute, 209 South State St., Chicago.
Mr. John W. Fulton, American Music Conference, 332 S. Michigan Ave., Chicago.
Mr. Joe Jahelka, Director of Health and Phys. Ed., Morton High School, 2440 Austin Blvd., Cicero.
Miss Ruth E. Lins, Supervisor of Health and Physical Education, Board of Education, 201 S. Madison, Rockford.
Mr. E. G. McLean, Elgin Public Schools, Elgin.
Mr. B. L. Smith, Supt. of Elementary Schools, Oak Park.
Rev. W. R. Vernon, 7201 S. Carpenter Street, Chicago.

INDIANA - Mr. Clarence A. Biedenweg, Director, Health, Physical Education and Recreation, Fort Wayne Public Schools, Fort Wayne.
Mr. Hugh W. Ransom, Executive Director, American Camping Association, Bradford Woods, Martinsville.
Mr. Forest M. Wood, Director of Health and Phys. Ed., 228 S. St. Joe, South Bend.

KANSAS - Mr. Roy G. Groe, Director of Health, Physical Education and Safety, Board of Education, Wichita.

LOUISIANA - Mr. Jack Pizzano, Supervisor, Phys. Ed., Health and Safety, Public School System, 703 Carondelet St., New Orleans.

(more)

LIST OF CONFERENCE PARTICIPANTS (continued)

MARYLAND - Dr. Corrine Bize, Chairman, Dept. of Health & Phys. Ed., State Teachers College at Towson, Baltimore.
Mr. Crescent Bride, 301 Baltimore Road, Rockville.
Mr. Theodore R. Butcher, Principal, Glenmont School, Georgia Avenue, Silver Spring.
Miss Mary E. Byrnes, Principal, Radnor Road School, Radnor Road and Brite Drive, Bethesda.
Dr. George Denemark, Asst. Dir., School of Education, University of Maryland, College Park.
Mr. Geary Eppley, Director of Student Welfare, University of Maryland, College Park.
Dr. Warren R. Evans, Director of Health and Phys. Ed., Board of Ed., Frederick.
Miss Lyndale R. Harpster, 6922 Shepherd Street, Hyattsville.
Dr. Ellen E. Harvey, University of Maryland, College Park.
Mr. William Hoff, Manager, Student Union, University of Maryland, College Park.
Mr. Charles T. Horn, Music Supervisor, Montgomery County Schools, Board of Education, Box 231, Rockville.
Mrs. Helen M. Johnson, Principal, Four Corners School, 325 University Blvd., Silver Spring.
Mr. Peter Labukas, 25-F Rdg. Rd., Greenbelt.
Mr. Thomas R. Lawrence, Baltimore County Board of Education, Towson.
Mrs. Ellen Linson, Recreation Director, Prince Georges County Recreation Dept., Riverdale.
Dr. Mary Elizabeth McCoy, Supervisor, Girls' Physical Education, Administration Building Annex, Baltimore.
Mrs. Alice Nelson, Glenridge Jr. High School, Gallatin St. and 72nd Avenue, Landover Hills.
Mr. Alfred Sadusky, Board of Education of Montgomery County, Rockville.
Miss Ethel E. Sammis, YWCA Central Branch, Franklin St. at Park Ave., Baltimore.
Mr. Edwin Semler, Supervisor of Phys. Ed., Board of Education, Washington County, Hagerstown.
Dr. James A. Senenbaugh, Supt. of Schools, Frederick.
Miss Emile H. Serposs, Director of Music Education, Dept. of Ed., Kennedy and Gorsuch Sts., Baltimore
Mr. H. I. Snyder, Director of Recreation, County Office Bldg., Towson.

MASSACHUSETTS - Mr. Edward E. Abel, 78 Grant Street, Lexington.
Mr. Louis K. Appel, Supervisor of Health and Phys. Ed., H. B. Lawrence School,Holyoke.
Mr. Robert T. Berry, Director of Health & Phys. Ed., Public Schools, Springfield.
Mr. Earle E. Brigham, Director of Phys. Ed., 32 Franklin St., Worcester..
Mr. Len Foster, Smith's Paper Store, Inc., 1832 Massachusetts Ave., Lexington.
Mr. Joseph A. Kozlowsky, Director of Phys. Ed. & Athletic Activities, Cambridge Public Schools, Cambridge.
Mr. William E. Lang, Supervisor of Phys. Ed., Public Schools, Medford.
Dr. Cecil W. Morgan, Springfield College, Springfield.
Mr. John J. St. Angelo, Director of Phys. Ed., Somerville Public Schools, Somerville.
Mr. Frank M. Simmons, Director of Health, Phys. Ed. & Safety, 6 Briar Lane,Newtonville.
Dr. Augustus D. Zanzig, Director of Music, Brookline Public Schools, Brookline.

MICHIGAN - Mr. Harold Bacon, Supervisor of Phys. Ed., Flint.
Miss Florence Banhagel, Director of Phys. Ed., Board of Education, Lansing.
Mr. Thomas Dodson, Supervisor, Phys. Ed. and Director of Athletics and Recreation, 40 Patterson St., Pontiac.
Mr. George Eister, Director of Teenage Program, Flint.
Dr. Ronald Finch, Head, Dept. of Phys. Ed., Health & Recreation, Central Michigan College of Education, Mount Pleasant.
Mr. David W. Gates, Director of Training Services, Daisy Mfg. Co., Plymouth.
Miss Barbra Holland, Dearborn Outdoor School, Mill Lake Camp, Chelsea.
Dr. Nelson Lehston, University High School, Ann Arbor.
Mr. Roy J. McMurray, Director of Phys. Ed., Health & Safety, 544 Millard St.,Saginaw.

(more)

LIST OF CONFERENCE PARTICIPANTS (continued)

MICHIGAN (continued)
Mr. William Minardo, Community School Services, Flint.
Mr. William T. Prichard, General Motors, Detroit.
Mr. William Quinn, Community School Services, Flint.
Mr. Guy L. Shipps, Consultant on Community Activities, Dow Chemical Company, Midland.
Mr. Carl Stelter, Principal, Selby Community School, Flint.
Mr. C. C. Watson, Director of Recreation, Ishpeming Public Schools, Ishpeming.

MISSOURI - Dr. W. C. Eberhardt, 3672 W. Pine St., St. Louis University, St. Louis.
Mr. Louis Kittlaus, Jr., Director Phys. Ed. & Recreation, 1616 S. Grand,St. Louis.
Dr. Pattric Ruth O'Keefe, Public Schools, 3845 McGee, Kansas City.

NEBRASKA - Mrs. Wilma Gimmestad, Midland College, Fremont.
Miss Joan Heusner, President, AFCW, 1545 S St., Lincoln.

NEW HAMPSHIRE - Mr. Leslie S. Clark, Director, Sargent Camp, Boston University, Peterborough.

NEW JERSEY - Mr. John J. Eckert, Supervisor of Phys. Ed., 318 - 18th St., Emerson High School, Union City.
Mr. Walter A. Gardell, Director of Division of Physical Welfare, City Hall,Elizabeth.
Mr. Arthur C. Maroney, Director of Health, Phys. Ed. & Safety, Passaic.
Dr. Everett C. Preston, President National Association of Public School Adult Educators, Director, Division of Adult Education, Trenton.

NEW YORK - Mr. Joseph G. Anderson, Uniondale High School, Uniondale, Long Island.
Mr. John K. Archer, Principal, Malverne Jr. Sr. High School, Malverne.
Miss Gladys L. Brown, YMCA National Board, 600 Lexington Ave., New York City.
Mr. Kenneth W. Brown, Executive Secretary and Treasurer, American Industrial Arts Association, P.O. Box 2350, Buffalo.
Dr. John D. Bulger, Director of Education, National Wildlife Federation, Groton.
Mr. J. Emmett Dowling, Director, Bureau of Health, Phys. Ed., & Recreation and Safety, Board of Education, Albany.
Mrs. Thomas J. Ford, Advisor-School Relations, Public Relations Dept., Girl Scouts, National Headquarters, 155 East 44th St., New York City.
Dr. Milton A. Gabrielsen, Professor of Education, New York University, New York City.
Dr. I. H. Goldberger, Director of Health Education, Board of Education, 110 Livingston Street, Brooklyn.
Mr. Harry Hampton, Sportsmen's Service Bureau, 250 E. 43rd St., New York City.
Mr. Joseph Madden, Board of Education, West Hempstead.
Mr. Channing R. Mann, Director, Health, Phys. Ed. & Recreation, Board of Education, 1950 Burdett Avenue, Troy.
Miss Mary C. McDonald, Asst. Director, Bureau of Community Education, Board of Education, 110 Livingston Street, Brooklyn.
Dr. Harlan G. Metcalf, Chairman, Dept. of Recreation Education, Teachers College, State University of New York, Cortland.
Mr. Caswell M. Miles, Chief, Bureau of Phys. Ed., State Education Dept., Albany.
Dr. John Miller, Supt. of Schools, Great Neck.
Mr. Herman J. Norton, Director of Health, Phys. Ed. and Recreation, Rochester Public Schools, Rochester.
Dr. Joseph Prendergast, Exec. Director, National Recreation Association, 8 W. 8th St., New York City.
Mr. William Ridinger, Supervisor of Recreation, Board of Education, Union Free School, District Number 5, Levittown.
Dr. Arthur W. Selverstone, Director, Phys. Ed., Health, & Recreation, Plainedge Public Schools, Bethpage.
Mrs. Dwight Simmons, President, Board of Education, 46-23 260th St., Great Neck.
Dr. Arthur L. Smith, 9 Ascot Ridge, Great Neck.
Miss Emma C. Steinmetz, President, New York Classroom Teachers Association, 136 Park Avenue, Tuckahoe.
Mr. Richard F. Webster, Secretary-Treasurer, Sporting Arms & Ammunition Mfrs. Inst., 250 E. 43rd St., New York City.

NORTH CAROLINA - Mr. Ralph J. Andrews, North Carolina Recreation Commission, Mansion Park Bldg., Raleigh.
Mr. Paul G. Sykes, Durham High School, Durham.

(more)

LIST OF CONFERENCE PARTICIPANTS (continued)

NEW MEXICO - Mr. Charles Renfro, Albuquerque Public Schools, Albuquerque.
OHIO - Mr. H. W. Emswiler, Commissioner, Ohio High School Athletic Association, 4161 North High Street, Columbus.
Mr. Charles A. Foster, Director of Recreation, 1456 Warren Road, Lakewood.
Mr. William L. Howenstine, Cleveland Heights Camp, c/o Red Raider Camp, Novelty.
Miss Edwina Jones, Board of Education, Cleveland.
Mr. Paul E. Landis, Director of Health, Phys. Ed., and Recreation, State Department of Education, Columbus.
Mr. Edward Masonbrink, Director of Health and Phys. Ed., Canton.
Mr. William McBride, Chairman, Music Education Dept., Ohio State University, Columbus.
OREGON - Miss Mathilda Gillis, Principal of Richmond School, Salem.
PENNSYLVANIA - Mr. Peter P. Carter, Director of Phys. Ed. & Health Education, Administration Office, York Public Schools, York.
Mr. A. W. Castle, Consultant, Extension Recreation Education, Dept. of Public Instruction, Harrisburg.
Dr. H. D. Corbin, In Charge of Recreation Curriculum, State Teachers College, Lock Haven.
Mr. Murino DeAngelis, Supervisor, Health and Phys. Ed. and Recreation, H.S. Bldg. 23 A, Sernce Lane.
Mr. Lowell C. Drake, Coordinator, Health, Phys. Ed. & Recreation, Secondary Schools, Library Building, Erie.
Herbert S. Herzog, Director, Health, Phys. Ed. & Recreation, Senior H.S. Bldg., Upper Darby.
Mr. Emmanuel Jacobs, Recreation Director, Reading School District, Reading.
Mr. Donald C. Joseph, Supervisor, Recreation, 133 Chambersburg St., Gettysburg.
Miss Katharine Margerum, Abington Senior High School, Abington.
Miss Margaret M. Meredith, Biddle Street School, West Chester.
Mr. Grover W. Mueller, Director, Division of Physical and Health Education, Board of Public Education, Philadelphia.
Mr. Chester J. Rogowicz, Supervisor, Recreation, Board of Education, Pottsville.
Mr. Othmar Wuenschel, Consultant, Extension Recreation Education, Dept. of Public Instruction, Harrisburg.
TENNESSEE - Mr. Francis A. Bishop, Director of Recreation, 210 City Hall, Chattanooga.
Mr. Sam W. Jones, Director of Health, Phys. Ed. & Recreation, 101 E. 5th Ave., Knoxville.
VIRGINIA - Miss Virginia Benson, Fairfax County School Board, Fairfax.
Mr. W. H. Connelly, Supervisor of Elementary Phys. Ed., John Wyatt School, 11th and Court Sts., Lynchburg.
Mr. O. M. Hartsell, State Supervisor, Music Education, Commonwealth of Virginia, State Board of Education, Richmond.
Mr. Henry L. Schaffer, 2875 Buchanan St., Arlington.
Dr. Caroline Sinclair, Madison College, Harrisonburg.
Mrs. Ellen Wood, Arlington Public Schools, 1510 No. Rolfe St., Arlington.
Mrs. Mallory H. Zahn, Supervisor of Health and Phys. Ed., 418 South Washington St., Alexandria.
WASHINGTON - Miss Ruth Weythman, Western Washington College, Bellingham.
TEXAS - Mr. Chester L. Allen, Director of Health, Phys. Ed. & Safety, P.O. Box 110, Corpus Christi.
Mr. Roy Needham, Director of Health, Phys. Ed. and Recreation, 1300 Capitol, Houston.
Mr. J. S. Nicoll, Director of Health, Phys. Ed. and Recreation, Box 1710, El Paso.
VERMONT - Mr. Lewis R. Barrett, Planning Consultant, Middletown Springs.
WEST VIRGINIA - Dr. Ray O. Duncan, Dean, School of Phys. Ed. and Athletics, West Virginia University, Morgantown.
Mr. C. Samuel Kistler, Recreation Counselor, Monongahela Power Co., Fairmont.
Mr. Alfred B. LaGasse, Executive Secretary, American Inst. of Park Executives, Oglebay Park, Wheeling.
Mr. John G. Scherlacher, Director, Recreation Dept., West Virginia University, Morgantown.
WYOMING - Dr. Randall D. Watkins, Chairman, Division of Health, Phys. Ed. & Recreation, The University of Wyoming, Laramie.

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May 7, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information
Roy K. Wilson or Carol Scotton

FOR IMMEDIATE RELEASE

"A Desk For Billie" Takes Top Awards

WASHINGTON, D.C., May 7 -- special -- The National Education Association's Centennial film, "A Desk For Billie," today received its second award for excellence in 16 mm. film competitions.

This story of a "Hobo Kid" and her schooling took the Golden Reel award in the education division of the film festival sponsored by the Film Council of America of Evanston, Illinois, held in New York in late April. Over 400 films were entered in the Council's fourth American Film Assembly in 23 categories.

With this top honor to its credit, "A Desk For Billie" went on today to win a Scholastic Magazine citation as one of the top ten 16 mm. films in education of the year.

Produced as the NEA marks its 100th year as the organized teaching profession of America, "A Desk For Billie" is the story of Billie Davis, a child in a migrant family. Everywhere she went in America she found a school with its doors open to her, a teacher to help her, and a "desk of her own".

The desk, says Mrs. Davis who is now a writer of religious literature, gave her a sense of self-respect and of belonging among "real people" -- in contrast to her status as a "gypsy" outside of school.

The NEA was also the recipient of a Golden Reel award in the 1954 Film Festival competition for its "Skippy and The 3 R'S". Two other NEA films, "Freedom To Learn" and "Mike Makes His Mark", brought home Silver Reel (second place) awards in previous Film Festivals.

These same NEA films have ranked among Scholastic magazine's list of the ten top 16 mm. films in education.

"A Desk For Billie" had a premiere television showing over more than 200 TV stations in September, and is being broadcast and projected before local educational groups throughout the country during this NEA Centennial year.

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National Education Association

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

May 3, 1957

MEMORANDUM TO: Secretaries of State Education Associations

For the information of you and members of your staff, I am enclosing copies of the following materials which are being distributed currently by The Advertising Council in connection with the Better Schools Campaign:

1. Radio Fact Sheet

2. Radio Spot Announcements

3. Public Service Advertisements (mats of these are available from The Advertising Council. The order card for mats appears on the outside back cover of the booklet).

Sincerely yours,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

RKW:acy
cc: Dr. J. L. McCaskill

Enclosures (3)

May 2, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Roy K. Wilson or Carol Scotton

FOR IMMEDIATE RELEASE

Delegation Calls On Folsom, Backs Federal Aid For Education

WASHINGTON, D.C., May 2 -- Prospects for Federal aid for school construction got a boost Tuesday as a delegation of educators and citizens called on Marion B. Folsom, Secretary of Health, Education, and Welfare to give his stand a vote of confidence.

Spokesmen for the group, which included representatives of four major education groups, praised Mr. Folsom for his forthright and energetic leadership in bringing closer to reality President Eisenhower's recommendations for education. Earlier this year the President had called for"a comprehensive program of Federal assistance."

Representatives of the National Congress of Parents and Teachers, the American Association of School Administrators, the National Education Association and the Council of Chief State School Officers were present at the meeting with Mr. Folsom. The entire delegation -- both educators and citizens -- agreed on the need for Congressional action to alleviate the classroom shortage. Mr. Folsom urged support of H.R. 1, the pending bill that would provide Federal funds for school construction.

Mrs. Rollin Brown of Los Angeles, California, president of the National Congress of Parents and Teachers, protested the willingness of many persons "to economize at the expense of children."

Among the group of citizens who joined the delegation was a long-time member of the Chamber of Commerce of the United States, Robert Finkelstein of Woonsocket, R.I. He told Secretary Folsom that Federal funds for schools were a "sound investment," and that thousands of business men were aware of the need to spend increasing amounts of money to provide good schools for America's growing population.

(more)

He added, "The U.S. Chamber of Commerce does not represent my views" and said that he "knows a great many business men and industrialists who feel the same way about the necessity of Federal funds for school construction."

In explaining the need for Federal funds, a schoolboard president, Dr. Taylor T. Hicks from Prescott, Arizona, said that his hometown had "exhausted its own resources, had raised taxes and issued bonds, and still needed many more classrooms."

Mr. Folsom expressed optimism about the bipartisan support now being generated in the House Committee on Education and Labor, which is considering the amended version of H.R. 1. This bill was originally introduced by Representative Augustine B. Kelley (D-Pa.) and modified by the Subcommittee on General Education to include the Administration proposals originally introduced by Representative Samuel K. McConnell, Jr. (R-Pa.) and others.

Included in the delegation were C. C. Trillingham, superintendent of schools, in Los Angeles, Calif., County and President-elect of the American Association of School Administrators; Edgar Fuller, Executive Secretary of the Council of Chief State School Officers; Mrs. Fred L. Keeler and Mrs. James C. Parker, both of Grand Rapids, Michigan; Mrs. H. G. Stinnett, Jr., San Antonio, Texas, and past president of Texas Congress of Parents and Teachers; all members of the National Congress of Parents and Teachers; John Lester Buford, superintendent of schools, Mt. Vernon, Illinois, and immediate past president of the National Education Association (NEA); Dr. William G. Carr, executive secretary of NEA; Glenn E. Snow, assistant executive secretary, NEA; and Mrs. H. M. Mulberry, a school board member, Chicago, Ill.

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May 1, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Roy K. Wilson or Torrey Baker

FOR RELEASE AFTER MAY 1, 1957

NEA CENTENNIAL CONVENTION TO FEATURE "MARTHA ROUNTREE'S PRESS CONFERENCE"

Martha Rountree's Press Conference will travel to Philadelphia this summer along with the teachers of America to participate in the National Education Association's Centennial Convention.

An ABC Television network program, Press Conference will originate from Philadelphia's Convention Hall June 30 at 5:30 EDS. It will be kinescoped for nation-wide viewing the following evening.

"Television is more and more becoming a significant educational instrument, and programs such as yours are bringing history and current events to life in the classroom," NEA President Martha Shull said in her letter of invitation to Press Conference. We should be honored to have you participate in our Centennial Convention."

Each week 12 of the nation's top reporters interview a person whose work influences national or international happenings. But who will be interviewed at the special NEA convention Press Conference is up to the educators.

"I'm inviting the teachers of America to submit suggestions," Miss Rountree commented. The guest should be a well-known person who is prominent because of a significant role in government (Cabinet, Congress, or Defense), education, science, business, labor, or international affairs. Gamal Abdel Nasser, Ezra Taft Benson, Henry Cabot Lodge, Guy Mollet, and Sen. Paul Douglas are among the notables who have been Press Conference guests in the past. Teachers may send suggestions to: Miss Martha Rountree, Press Conference, 1025 Connecticut Avenue, N. W., Washington 6, D. C. Deadline for suggestions: June 1.

Press Conference was conceived as a service to all the nation and a tribute to the greatest safeguard of our people -- a free press," Miss Rountree said in her letter of acceptance to participate in the convention. "So it becomes evident that we share a basic conviction with the NEA. We fully believe that in the next 100 years your organization and the teachers it represents will make even greater strides - for truly, an educated people moves freedom forward."

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

The National Education Association is the national professional organization of educators. More than 950,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was organized in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and study to improve American schools.

For further information
Roy K. Wilson or Carol Scotton

4/26/57

FOR IMMEDIATE RELEASE

Over 15,000 to Attend NEA Centennial Convention

WASHINGTON, D. C. -- The National Education Association and its teacher members will "come home" to Philadelphia this summer for the NEA's Centennial Convention.

Scheduled for June 30 to July 5, this meeting will mark the 100th year of the NEA's growth from a summer in 1857 when 43 educators met in Philadelphia to found the organized teaching profession in America.

Over 15,000 teachers and administrators from all over the United States and its territories will be on hand for this century-mark meet and will convene under a slogan of "An Educated People Moves Freedom Forward." Official convention delegates to the Representative Assembly will number about 5,500, but visiting educators are expected in the thousands to swell the convention roll.

Thirty independent departments affiliated with the NEA, directed to the special interests of teachers from kindergarten to college, will hold meetings as part of the convention activities. Also in session will be the NEA's 24 commissions and committees, which serve the general interests of education.

A classroom teacher from Portland, Ore., Martha A. Shull is the NEA's president and will preside over meetings of NEA's "legislative body," the Representative Assembly. Delegates from 6,000 local and state affiliates will sit as state and territorial delegations.

Among persons active in education who will speak at the various sessions are Dr. James B. Conant, former U.S. Ambassador to West Germany; Norman Cousins, editor of the Saturday Review; Bruce Catton, author of Civil War history and editor of American Heritage; and Sir Ronald Gould of England, president of the World Confederation of Organizations of the Teaching Profession.

Also scheduled for speeches are George Stoddard, dean of the School of Education at New York University; Hollis Caswell, president of Teachers College at Columbia University; Edgar B. Wesley, the NEA Centennial historian; Dr. William G. Carr, the NEA executive secretary; and NEA President Martha A. Shull.

The convention will center in Philadelphia's Convention Hall, absorb all spare space in the Philadelphia Commercial Museum, and spread in its various meetings to the University of Pennsylvania campus and to many hotels.

April 23, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Carol Scotton

FOR RELEASE: P.M. PAPERS, TUESDAY, APRIL 23, 1957

Cincinnati Science Teacher Receives $2000 Fellowship

WASHINGTON, D.C., April 23 -- A Cincinnati high school science teacher has been named to receive the Educational Measurement Fellowship for 1957-58, valued at $2000.

As the fellowship recipient, Franklin L. Duff, who teaches in Cincinnati's Central High School, will take up graduate study in New York this coming September for one school year.

Administered by the American Educational Research Association, a department of the National Education Association, the fellowship is sponsored by the World Book Company. Each year one fellow is selected from among applicants from all over the United States and Canada.

Duff holds a Bachelor of Science degree from the University of Cincinnati and is currently completing Master's Degree requirements at Miami University. His thesis deals with occupational choices of high school seniors and their patterns of interest, adjustment and capacity.

In New York his doctoral studies will be in the area of measurement and guidance. He will also have opportunities for first-hand experience in research and test development at the World Book Company offices in Yonkers.

Duff has taught science and mathematics in two high schools and a junior high in Cincinnati and an elementary school in Covington, Ky. Prior to public school teaching, he spent two years with the Army Signal Corps on a special assignment of developing and revising Signal Corps lesson plans.

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April 23, 1957

For further information
Roy K. Wilson or M. Ruth Broom
Press and Radio Relations

For Immediate Release
4/23/57

NEA Defense Commission Appoints Committee
for Hawthorne, N. J., Investigation

Washington, D. C., April 23 -- What are the issues involved in the school situation in Hawthorne, N. J., which have led to "widespread unrest" among teachers there?

This question has attracted nationwide attention in recent weeks and has led the Defense Commission of the National Education Association (NEA) to appoint a special investigating committee to try to find some answers to it. The investigation is being made at the request of the Hawthorne teachers and the New Jersey Education Association.

Announcement of the appointment of a five-member special committee was made here today by Richard B. Kennan, executive secretary of the Defense Commission.

"The committee will interview school personnel, school board members and citizens who have information that might help in getting an over-all view of the whole situation," Dr. Kennan said.

He added that the committee will try to find out all the facts which have led to "widespread unrest" among the Hawthorne teachers and will recommend action to improve the situation.

The investigating committee is composed of the following: Robert L. Durkee, superintendent of schools, Claymont, Del., chairman; Mrs. Frances M. Carnochan, teacher, Trenton, N.J.; George W. Gore, Jr., president, Florida A&M University, Tallahassee; Gerald F. Hopkins, principal, Mountain Lakes (N.J.) high school;

(more)

and Julius Weiss, attorney and member of the Board of Education, New Rochelle, N.Y.

Assisting the committee, in addition to Dr. Kennan, will be Henry E. Butler, Jr., legal counsel for the Defense Commission; Eric Rhodes, consultant on teacher salary schedules, National Education Association; and Arnold L. Gundersen, field representative, New Jersey Education Association.

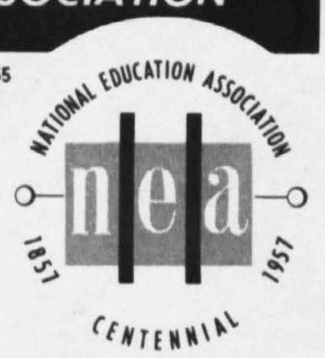
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April 22, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information,
Roy K. Wilson or Tom Erhard

FOR RELEASE MONDAY, APRIL 22, 1957

Note to editors: Press copies of the 152-page study may be obtained from the Division of Press and Radio Relations, National Education Association, Washington 6, D.C.

WASHINGTON, D.C., April 22 -- Faculty salaries must be doubled in the next 10 years, or the quality of American college education will risk sharp deterioration.

This is the strongest recommendation by the Educational Policies Commission in its new statement, Higher Education in a Decade of Decision, which was four years in the making.

The EPC was created in 1935 by the National Education Association and the American Association of School Administrators to study important educational problems and to formulate policy recommendations. Dr. Herman B. Wells, president of Indiana University, has served as chairman of the EPC during the preparation of this study, the commission's first on higher education.

The commission warns that all other expenditures will be in vain if the calibre of the facilities is allowed to deteriorate. Financial allocations for instruction have declined sharply, from 43.6 per cent of total higher education expenditures in 1929-30 to 33.3 per cent in 1953-54.

"An emergency drive to raise salary levels substantially should be launched," the commission urges. "Ordinary annual increments of a small per cent of base salary are not adequate to hold present faculty members and certainly not to attract well qualified new ones." They add that the psychological satisfactions that come from membership in the academic community are not and should not be substitutes for adequate salaries.

The study, prepared in consultation with many experts on higher education, answers these basic questions involving broad social policy: Who will go to college? What should be taught? What research and public service facilities should be maintained? Who will teach? How should policy be made? How can higher education be financed?

Pointing out that enrollments are mushrooming not only because of more entrants but because more students are staying in college longer, the commission says, "The most important problem is not that of preventing individuals who lack the requisite ability or preparation from going to college, but is that of attracting the many able students who do not now receive education beyond the high school."

(MORE)

Between now and 1970 the college age group will increase in an even greater proportion than the total population. However, "This is no time for panic or despair," the commission says. "Higher education in the United States has doubled its enrollment four times since 1900; it can do so again."

Enrollments will cause many smaller colleges to double or triple in size, but the commission believes this will be more economical than founding new colleges. However, some new institutions, especially community junior colleges, must be built in areas now lacking sufficient educational opportunities. The commission warns that junior colleges are not an educational panacea and will be expensive. Careful state-wide planning, not local pride, should be a requisite to their founding.

The commission commends specialization based upon a sound core of general education, with all curricula constantly under survey. Calling attention to the educational values found outside of the classrooms, they warn, "Unfortunately, in many institutions the curriculum and the extra-curriculum seem to be working at cross purposes. The excesses of athletic competition and the cultivation of an irresponsible recreation atmosphere are hardly justifiable in terms either of the traditional university or of the needs of modern society."

They urge more independent study, less spoon-feeding by lectures and examinations, increased counseling services and a re-appraisal of many specialist programs. For some semi-professions, college training may be reduced from four years; for other occupations, the requirements should be lengthened. Colleges must limit their offerings to fields for which they have reasonable demands and adequate resources.

Recent trends toward increased group research are healthy, the commission feels, but the individual scholar must be free to pursue truth in his own fashion. "The ivory tower is in many respects the main crossroads of social currents."

The commission also recommended: faculty assistance on administrative planning; examining the doctoral program to recognize students interested more in teaching than in research; and recruitment from recent or present students, women, minority groups, older persons and specialists available part time.

New permanent construction should be tailored to academic functions. "It is not desirable to build now the academic slums of the 1970's, nor to clutter campuses with 'permanent temporaries'."

More scholarships are needed, with a federal program assisting. States, churches, foundations and alumni will also have to increase their support if higher education is to weather the onslaught.

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April 21, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information
Roy K. Wilson or M. Ruth Broom
Press and Radio Relations

For Release to A.M. papers, April 21, 1957

Columbia University Professor Appointed Secretary of Educational Policies Commission

WASHINGTON, D.C., April 21 -- James E. Russell, 41, associate professor of education, Teachers College, Columbia University, New York, has been appointed to one of the top posts in the National Education Association (NEA.) On July 1, Dr. Russell will become secretary of the Educational Policies Commission which is nationally known for the formulation of statements of policy for American education.

Announcement of Dr. Russell's appointment was released today by NEA Executive Secretary William G. Carr and Finis Engleman, executive secretary of the American Association of School Administrators (AASA), which is a joint sponsor of the Commission.

Succeeding Howard E. Wilson, who has resigned to become dean of the school of education at the University of California in Los Angeles, Dr. Russell will become the third secretary to head the staff of the 22-year-old Commission. Dr. Carr had served as the first secretary from its creation in 1935 until 1952 when he became head of the NEA staff. Dr. Wilson came from the Carnegie Endowment for International Peace to succeed Dr. Carr.

Composed of a deliberative body of 20 leading educators, the Commission was established by the NEA and the AASA to prepare and disseminate statements of policy regarding the conduct of education. Of its 16 appointed members, 12 are chosen at large by the executive committees of the two parent bodies; four are named by the NEA Departments of Classroom Teachers, Higher Education, Elementary School Principals,

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and Secondary School Principals. The four ex officio members are the NEA and AASA presidents and executive secretaries.

Members of the Commission at the present time include Herman B. Wells, president of Indiana University, Bloomington, who is chairman; Kenneth E. Oberholtzer, superintendent of schools, Denver, Colo.; Arthur F. Corey, executive secretary, California Teachers Association; NEA President Martha A. Shull, classroom teacher from Portland, Ore., and 15 other leading teachers and educational administrators.

Others who have been EPC members in recent years include President Dwight D. Eisenhower, Ralph J. Bunche of the United Nations staff, and James B. Conant, former Ambassador to West Germany.

In his new position Dr. Russell will write statements for Commission study, direct surveys, manage meetings, and arrange for public presentation of the Commission's policy proposals.

Dr. Russell is at present assistant executive officer of the Citizenship Education Project, as well as professor of education at Teachers College. Educated at Princeton University and the Ecole Normale Superieure in Paris, he received graduate degrees, including the Ph.D, from Columbia University.

His teaching experience was interrupted after serving as a social studies teacher in the public schools in Evansville, Ind., when he accepted a position as executive assistant of the National Citizenship Education Program with the U. S. Department of Justice in Washington, D. C. prior to World War II.

During the war he served as a lieutenant in the Navy in Europe as senior staff assistant to the Deputy Commander of U.S. Naval Forces. He returned to teaching upon his discharge from the Navy, first to become assistant to the dean of Columbia College and instructor in government at Columbia University, and later as assistant professor of political science in the John Hopkins University in Baltimore, Md.

Since 1950 Dr. Russell has been in his present position but has crowded into his busy schedule many varied projects and has found time to write books and serve

(more)

as editor of National Policies for Education, Health, and Social Services for Doubleday and Company, New York publishing firm. He was the author of Federal Activities in Higher Education After the Second World War, and You and the Draft.

In 1952 Dr. Russell was visiting professor at the National War College in Washington, D.C. He was also head of the Armed Forces Planning Project in Citizenship Education, a joint venture of the military departments and the Citizenship Education Project, which developed the new citizenship teaching materials known as "Hours on Freedom." In this connection, Dr. Russell served in 1953-54 as special consultant to the Assistant Secretary of Defense for Manpower and Personnel.

Dr. Russell was also chairman of one of Columbia's major Bicentennial Conferences in 1954 and has served as consultant to the Legislative Commission of the NEA, the International Cooperation Administration, and U. S. Information Agency, and SHAPE.

Dr. Russell is married and is the father of two children.

# # #

April 19, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Myrtle Bonn, NEA Division of Press and Radio Relations
April 22 and after: ICEC Press Office Penn-Sheraton Hotel,
Pittsburgh, Pa.

FOR RELEASE P.M. PAPERS, FRIDAY, APRIL 19, 1957

NOTE TO EDITOR: An ICEC Convention Press Office will open at the Penn-Sheraton Hotel in Pittsburgh, Pa., Monday morning, April 22 at 9 A.M.

School Programs for Gifted and Handicapped To Be Explored By Over 2,000 As International Council for Exceptional Children Convenes in Pgh., April 22

PITTSBURGH, PA., April 19 -- Are we extravagantly wasting our human resources through a failure to develop the natural abilities of our young people to the maximum?

How we answer this question is the major responsibility of over 2,000 leaders in special education scheduled to convene in the Penn-Sheraton Hotel here under the auspices of the International Council for Exceptional Children (ICEC) April 22-27.

Seeking ways and means to improve special education programs for the 10 percent of today's school population labeled "exceptional" will be some of the nation's leading educators, psychologists, psychiatrists, clinical therapists, as well as guidance counselors and social workers.

"Exceptional children are in need of special school programs for various reasons," said Harley Z. Wooden, ICEC executive secretary, in announcing the convention programs. "The child with superior ability -- with the high IQ, with special talent -- needs a program to meet his capacities. The handicapped

(MORE)

child is in need of a special program for other reasons. The orthopedically handicapped, the hard of hearing, the child with speech difficulties or visual handicaps or the one with emotional disturbances -- all may have abilities which must be recognized and developed."

"Whether the exceptional child is gifted or handicapped," Wooden added,"America's schools, parents, and communities must cooperate to help him reach their highest potential."

Lawrence G. Derthick, U.S. Commissioner of Education, is scheduled to open the program Monday morning, a day marked by sessions of related organizations. Dr. Derthick will address the Council of Administrators, Supervisors, and Coordinators of Special Education on "Effective Use of Special Services in American Education." Current research reports on handling of the gifted in regular classrooms and on stuttering therapy will also be presented in the Monday morning related session. Monday afternoon will be devoted to discussion groups and formal business.

A special feature of this convention will be actual tours of local classrooms showing special programs in practice. Tours will start Tuesday morning and range from special programs for the mentally advanced to clinics and centers specializing in training the physically handicapped.

Workshops, general sessions, and section meetings get into full swing on Tuesday evening when ICEC President Elizabeth M. Kelly, assistant superintendent of schools, Newark, N.J. presides at the first general session.

Addressing the session will be Pennsylvania's Governor George M. Leader and Fritz Redl, chief, Child Research Branch, National Institute of Mental Health, Bethesda, Md. Greetings will be extended by Commissioner Derthick, Mayor David H. Lawrence of Pittsburgh, and Pittsburgh School Superintendent Earl A. Dimmick.

Workshops following each day's general sessions cover such areas as: children with handicaps and special health problems, auditory handicaps, visual handicaps, mental retardation, emotional and social maladjustments, impaired speech, superior mental ability.

(MORE)

Afternoon sessions Wednesday and Thursday will be devoted to section meetings and research symposiums on such topics as: what parents expect, preparing for rehabilitation, the role of the U.S. Office of Education, pre-school programs, and the special problems of epilepsy.

Friday afternoon and Saturday morning will be marked by specialized workshops on subjects ranging from training of the blind to educating the brain injured.

Among the speakers and discussion participants at all sessions will be:

Bernard Shore, curriculum coordinator, Children's Village, Dobb's Ferry, N.Y,; Paul H. Voelker, director of special education, Detroit Public Schools, Detroit, Mich.; Henry J. Woessner, director, socially maladjusted children, Chicago Board of Education, Chicago, Ill.; George J. Fortune, director, Cleveland Hearing and Speech Center, Western Reserve University, Cleveland, Ohio; Leonard W. Mayo, director, Association for the Aid of Crippled Children, New York City; Ruth Strang, professor of education, Teachers College, Columbia University, New York City; Arthur J. Lesser, M.D., director, Division of Health Services, Children's Bureau, Department of Health, Education, and Welfare, Washington, D.C.; Romaine P. Mackie, chief, Exceptional Children and Youth, U.S. Office of Education, Washington, D.C.; Joseph Wortis, M.D., Department of Pediatric Psychiatry, Brooklyn Jewish Hospital, Brooklyn, N.Y.

Also: Samuel A. Kirk, director, and James J. Gallagher, assistant professor of education, Institute for Research on Exceptional Children, University of Illinois, Urbana, Ill.; Leonard S. Blackman, director of research, Edward R. Johnstone Training and Research Center, Bordentown, N.J.; Glidden L. Brooks, medical director, United Cerebral Palsy Associations, New York City; I. Ignacy Goldberg, educational consultant, National Association for Retarded Children, New York City; William C. Kvaraceus, professor of education, Boston University, Boston, Mass.

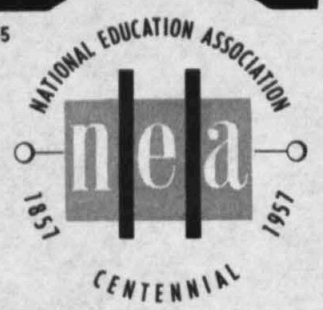
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April 18, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.



For further information
Roy K. Wilson or Carol Scotton

FOR RELEASE: P.M. PAPERS, APRIL 18

Supplementary Information from
Teacher Supply and Demand Report

WASHINGTON, D.C., April 18 — Men graduates are the key to the elementary-high school teacher candidates picture, the Research Division of the National Education Association indicates in its Tenth Annual Teacher Supply and Demand Report.

Looking at the problem from the five-year point of view, the study shows that 1950 marked the all-time high in total number of bachelor's degrees granted — nearly 434,000. The annual total then dropped steadily for each of the five following years, as would be expected with "depression babies" forming the graduating classes.

"This steady decrease has a vital relationship to the production of new teachers that has been overlooked before," said Dr. Ray C. Maul of the NEA Research Division and the study's author. "The important fact to notice is that the five-year loss was in men."

In 1950, 330,000 men received undergraduate degrees, but five years later the number was 183,000 — a drop of 44.5 per cent. Meanwhile the number of women graduates remained constant, varying less than one per cent and averaging 104,000 per year.

Consequently, it is not unusual that the number of college graduates prepared for teaching elementary classes actually increased 31.9 per cent in five years — four of every five newly qualified elementary teachers are women.

But since the number of men graduates dropped violently (most men qualified for teaching enter the high school field), so did the number of prepared high school

(MORE)

teaching prospects. From 1950 to 1955, it dropped 34.6 per cent -- closely in line with the drop of 33.7 per cent in all bachelor's degreees granted.

"Now we are riding on an upward trend as far as college graduates are concerned," Dr. Maul said. "This means more men graduates in the coming years and therefore more high school teachers."

This five-year drop in high school teaching candidates struck a special blow at the science fields. In 1950 as many as 9,096 graduates prepared for teaching had full majors in the sciences. But the new supply fell 58.7 per cent to a mere 3,754 in 1955.

And while fewer science teaching candidates were being graduated, industry was invading the campuses, not just to interview college seniors, but also to woo college teaching staffs. This means both college and industry turn to potential high school teachers and those already teaching to meet their science needs.

The 1957 study shows that only 5,044 potential science teachers will leave colleges this year against a total of 64,656 possible high school teaching prospects in all fields.

The 1957 study does point an encouraging finger at the area of preparation of all the nation's nearly three-quarter million elementary school teachers. The 1956-57 figures show that almost seven of every ten elementary teachers in service are college graduates. Just eight years ago, under one-half of them held degrees.

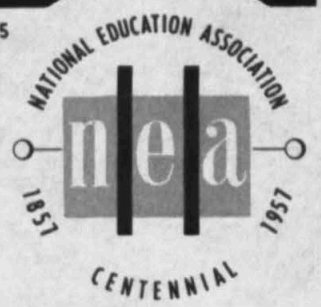
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April 18, 1957

News from the NATIONAL EDUCATION ASSOCIATION

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For further information
Roy K. Wilson or Carol Scotton

FOR RELEASE TO P.M. PAPERS, APRIL 18

1957 Crop of Teachers Promises To Be 107,452

WASHINGTON, D.C., April 18 -- Clearer sailing is ahead for the nation's schools as the 1957 graduating class of qualified teaching candidates promises to be 107,452 -- 10 per cent greater than that of 1956, the Research Division of the National Education Association (NEA) announced today.

As reported in the Tenth Annual National Teacher Supply and Demand Report just released by the NEA, 42,796 persons will have completed preparation for elementary school teaching in 1957 -- an increase of 4.89 per cent over the 40,801 such graduates of 1956.

The number of possible new candidates for high school teaching will be 64,656 -- up 13.86 per cent from 1956.

This new study, which appears in The Journal of Teacher Education, also shows that the per cent of college graduates to complete teaching requirements has steadily increased since 1950 even though the total number of college graduates has fluctuated. In 1950, 26.6 per cent of all college graduates prepared for teaching. The year 1957 promises almost 32 per cent.

State-by-state progress studies indicate that among the 52 states and territories, 31 will produce more new elementary teachers in 1957 than in 1956, while 20 will produce fewer. Forty-five states or territories will turn out more new high school teachers this year than they did in 1956. In 15 states the gain will be more than 200 each and in 12 states the gain will top 100 each.

(MORE)

But in the face of this encouraging trend are these negative factors which may rock the boat of education:

1. The current teacher shortage for this school year -- not next September -- is 120,000, the study shows. It is estimated that 227,500 teachers were needed last September as replacements, to relieve overcrowding, to serve added enrollment, to add necessary services, and to replace the unprepared. The members of the class of 1956 who could qualify with two years of college preparation -- not four years -- could only dent this figure to the tune of 107,000.

"This does not imply that 120,000 classrooms were left vacant last September," Dr. Ray C. Maul, assistant director of the NEA Research Division and the study's author said. "But it does point up the fact that the actual demand was not met and that schools were -- and are -- overcrowded."

2. As the number of qualified teacher prospects increases from year to year, the number of high school teaching hopefuls will become more and more out of line with that in the elementary field.

Facts show that two of every three teachers in the public schools teach elementary grades. But this study indicates that three out of every five college graduates prepared for teaching (totals of 64,656 against 42,796) consider themselves bound for high school posts.

"This points up the great imbalance among candidates," said Dr. Maul."More effective counseling is needed in college where the final choices are made -- in light of the facts."

3. Of the increasing number of graduates prepared for high school teaching, the maldistribution among the high school teaching fields will increase. The sparsity of science teachers is particularly noticeable.

For example, in 1957 there will be 10,566 (16.3 per cent of the total) in social studies. The combined sciences -- general science, biology, chemistry, and physics -- will claim only 5,044 (7.8 per cent of the total).

(MORE)

New prospects in mathematics are not more than half as numerous as those in music, nor do they stack up against the 10.7 per cent in men's physical education.

4. Local school districts will have to draw upon greater financial resources to induce this growing group of teacher prospects to teach -- in the face of competition from industry and other groups. At the present, it is estimated that one-third of those qualified to teach do not do so.

A look at the present occupations of the class of 1956 shows that only 71.3 per cent did seek teaching positions. The elementary schools fared best in gaining the services of 80.8 per cent of all candidates who prepared for the field.

But the high schools obtained the services of only 63.2 per cent of the hopefuls prepared for their various fields. For example, 10.1 per cent of the candidates to teach any one of the sciences entered other occupations as did 11.9 per cent of the potential mathematics teachers.

This fact stands out: the presumed new supply to come out of the class of 1956 of college graduates -- 97,586 -- was whittled down so that only 61,674 actually became classroom teachers.

5. Even if enough teaching candidates are turned out to meet the demand -- and it looks now like they will be in the coming years -- this does not necessarily mean the demand will be met since the supply problem is essentially a local one.

The study emphasizes that the oncoming class of college graduates is not the only source of adequately prepared teachers. But it is the only group which can be measured. It does not include qualified candidates who were graduates in past years and left teaching or who never taught. During the past five years it is estimated that more than 100,000 newly qualified graduates have not taken teaching positions immediately following their four-year college program.

At any time these candidates may join the teaching ranks if the conditions are favorable in the individual localities in which these prospects live. The Journal of Teacher Education is published by the National Commission on Teacher Education and Professional Standards.

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April 12, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

The National Education Association is the national professional organization of educators. More than 1,083,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was organized in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and study to improve American schools.

For further information
Roy K. Wilson or M. Ruth Broom
Press and Radio Relations

For Immediate Release

Student Leaders Who Will Be Teachers of The Future To Hold Work Conference in Washington, D.C., June 22-25

Washington, D. C., April 12 -- A double celebration will be in store for student leaders who are training to become teachers when the National Commission on Teacher Education and Professional Standards (NCTEPS) sponsors the third annual Future Teachers of America Work Conference here June 22-25.

The conference will be held in honor of the Centennial year of the National Education Association and the 20th anniversary of the National Association of Future Teachers of America (NAFTA.) It also will highlight the change in name of the NAFTA to the Student National Education Association. Approximately 100 students from all parts of the nation are expected to attend the meeting.

Invited to the four-day conference are state TEPS chairmen, state FTA consultants, representative club and chapter sponsors, as well as state student presidents-elect, or their alternates who have been approved by state education associations.

Among the objectives of the conference is the development of plans for effective national, state and local programs for the FTA groups to carry out in their respective areas. The conference schedule includes a one-day orientation for presidents-elect of the state student education associations or college sections of state FTA organizations, followed by a two-day workshop for state consultants, sponsors, TEPS chairmen, and students.

William Maucker, president of Iowa State Teachers College, and chairman of the NCTEPS, will be among the featured speakers during the conference. Other Commission members will also speak.

Fred Reed, a junior at Hamlin University, St. Paul, Minn., who has served this year as president of the NAFTA, and other retiring officers, have been invited to assist in the orientation of delegates to the newly developing Student NEA.

All members of the student conference are invited to participate in the 12th annual conference of the National Commission on Teacher Education and Professional Standards which will be held June 25-29. Both conferences will be held at the Mayflower Hotel. Following this, state student presidents-elect will go to Philadelphia to participate in activities connected with the NEA Centennial and to complete their business sessions.

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National Education Association

NATIONAL EDUCATION ASSOCIATION nea 1857 1957 CENTENNIAL

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

April 10, 1957

Memorandum to Editors, Correspondents and News Desks:

How will America's colleges and universities cope with the immense problems facing them in the next 10 years?

After four years of study, consultation and writing, the Educational Policies Commission has near completion its new study, HIGHER EDUCATION IN A DECADE OF DECISION. This first major statement on higher education by the Commission has been prepared with the wide assistance of many leading educators. The Commission was established in 1935 by the National Education Association and the American Association of School Administrators.

In the face of phenomenally expanding college enrollments, the new statement answers these questions:

1. Who will go to college?
2. Who should be taught?
3. What should be taught?
4. What research and public services should be maintained?
5. Who will teach?
6. How should policy be made?
7. How should higher education be financed?

To aid you in your interpretation and coverage of this major statement, we will hold a News Conference at 2:30 p.m. Tuesday, April 16, in the Board Room (first floor) of the NEA headquarters, 16th and M Streets, N.W. (entrance at 1529 M Street during construction).

Participants in the News Conference will include:

Dr. Herman B. Wells, President of
Indiana University and Chairman of
the Educational Policies Commission

Dr. Howard E. Wilson, Secretary
Educational Policies Commission

Available for discussion at the conference will be advance copies of the report and a release based on it. Release date for the report will be Monday, April 22.

We hope that you or a member of your staff can be present for the news conference at 2:30 p.m. on Tuesday, April 16.

Sincerely,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

April 5, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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NATIONAL EDUCATION ASSOCIATION nea 1857 1957 CENTENNIAL

For further information:
Roy K. Wilson or Tom Erhard

For release in A.M. Papers, Friday, April 5,1957

Following is the prepared text of an address by Dr. William G. Carr, Executive Secretary of the National Education Association. It is scheduled for delivery at the National Centennial Birthday Party in celebration of the One Hundredth Anniversary of the Association which will be held at the Sheraton-Park Hotel in Washington, D.C., starting at 7 p.m. Thursday, April 4.

OUR HERITAGE

Every birthday invites us to look in two directions, -- forward and back. But in this instance looking back shows us how difficult it is to look forward.

If the 43 founders of the National Education Association could be here tonight, they would confess that their most sanguine dreams in 1857 did not foresee in any manner whatsoever the remarkable present status and strength of the organization they established. If they, with their buoyant and daring spirits, could not foretell a fraction of today's achievements what warrant have we now to try to forecast the long reaches of the future?

Of two things, however, we may be reasonably sure. First, we can see that the Association is still growing. It is growing in numbers. More important, it is gaining in clarity of purpose and, therefore, in influence and usefulness. It is increasing in its ability to enlist the energy and enthusiasm of its members and friends. Growth is a sure evidence of vitality. The fact that our Association is still unfinished is a good general augury for its future, however indistinct may be the shape of things to come.

Second, we may be sure that none of us will be on hand for NEA's 200th birthday. Of course, the ladies among us age so slightly, so imperceptably, that one is tempted to think they might make it. But even that is a happy illusion.

Everyone is curious about the causes of longevity. When some respected member of the community attains his 100th birthday, the newspaper reporters knock early at his door. While the flash bulbs explode their lightning around his white hairs, the reporters always ask the same question, the one to which the reading public wants an answer: "How do you account for your long life?" The old gentleman may prefer to recall the story of his life at full length. He may want to recite the exploits of his youth with lurid details of fact and fancy. But you and I and the reporters want to know how he has survived.

So it is with the NEA. There is a double temptation on such an occasion as this either to try to recount the full history of the past or to try to forecast what will happen in the next hundred years. These are inviting prospects but I

(MORE)

shall resist them both. I shall neither "dip into the future" nor "chronicle the past." Instead let us consider why the NEA has kept so spry and in such good health. Let me suggest three of the important elements in our heritage that have enabled our Association to endure for a hundred years.

I.

The first element in our heritage is the habit and the tradition of voluntary cooperation.

No ordinance or statute requires any one to support the National Education Association. An Act of Congress confers the Charter which merely permits the Association to transact business in the District of Columbia. But every activity under this Charter is performed only because individual members join forces to make it possible.

This principle of voluntary partnership for a common purpose brought the 43 founders together at the Athenaeum in Philadelphia 100 years ago. The printed message calling this meeting has been preserved for us with all its old-fashioned sturdy phrases. It invited the participation of all teachers "who are willing to unite in a general effort to promote the educational welfare of our country." It speaks of "concentrating the wisdom and power of numerous minds," of "distributing among all the accumulated experience of all." It summoned a national meeting of all who "are ready to devote their energies and contribute of their means to advance the dignity, respectability, and usefulness of their calling."

Today this same desire "to concentrate the power and wisdom of numerous minds" on the achievement of common ends enlists 700,000 NEA members and makes the Association by far the largest professional organization in the world.

This part of our heritage manifests itself in many ways, but never in a more dramatic fashion than in these birthday dinners. Tonight, as the edge of darkness moved westward across the continent from Maine to California, in sumptuous hotel ballrooms, in severely functional school cafeterias, in cities and towns and villages, overseas in Hawaii and Alaska and Puerto Rico, members of the Association and their friends gather to celebrate its birthday. We know of at least 2,500 such occasions, -- and there must be hundreds more that have not been reported to us.

Some of these dinners, for various practical reasons, have already been held. I would like to tell you about one of these. There is a town named Ulysses in the sparsely-populated area of the Kansas dust bowl. This is a rather unusual name for a town; it did not, however, derive from some far-wandering classical scholar. The explanation is simple, -- Ulysses is located in Grant County and the NEA dinner there was sponsored by the Grant County Teachers Association. The President of the Association wrote that the dust was blowing so that one could not see the highway, -- "a total blackout" in her words. Number of teachers in Grant County -- 75. Number present at the dinner -- 75; plus the School Board, plus the PTA officers, plus 35 other citizens. They ate their Centennial dinner in the school gymnasium. They lit their candles and cut their cake beneath the basket-ball goal. The tables were nicely decorated. The President wore an orchid. When the photographer took their group picture, to give NEA a record of this proud occasion, they all smiled that unconquerable American grin, -- proud, friendly, and relaxed. As their President wrote me, "we did what we could to help make 1957 very important."

(MORE)

"We did what we could." Upon that first person plural depends the very existence of the National Education Association. Whether the enterprise is a Centennial dinner or any of hundreds of other varied daily acts of service and good will, our Association represents an unwritten but powerful treaty of mutual assistance among its members. With our colleagues across the nation and around the world, we here and now are the heirs and present custodians of the great tradition of voluntary cooperation. Without that element in its heritage the Association would be only a name and a legal entity. With it, as has often been proved in the past, no worthwhile task is too big to tackle or too difficult to accomplish.

II.

A second aspect of our heritage is dedication to the ideal of equal opportunity for all. This is undoubtedly the central motif of American education, the compelling theme to which other principles are merely accompaniments and elaborations.

Because of this principle, every child born in America is born rich. He may not have the proverbial silver spoon but he does possess a golden key, -- the key of education to unlock the door of opportunity. The American people have expected their system of universal education to produce miracles. For the past century it has not failed them. The schools of the nation have moved freedom forward. They have helped to make the nation united, strong, and prosperous, as well as free.

"To promote the cause of popular education in the United States," -- this great purpose of the Association was proclaimed at its first meeting in 1857. That purpose in those same words remains in our Congressional Charter today.

Much else has changed in our country and in the world. To glimpse what has happened, it is only necessary to recall some of the circumstances prevailing in 1857. At that time, there were only 31 states in the Union. Alaska was Russian, Puerto Rico was Spanish, the Canal Zone was part of New Granada, and Hawaii was an independent kingdom.

In 1857 there were no land-grant colleges, no school health services, no public kindergartens. Even the legal status of free secondary education was undetermined. Few men and even fewer women had opportunity for higher education.

In 1857 the trans-Atlantic Cable was completed to link the two great land masses of the earth. It is a striking measure of the changing times that in 1957 we are preparing an earth satellite to link our planet to others. In 100 years the secrets of the land, the sea, and the air have been seized and harnessed. And eternally-questing man now turns to assail the remote fortresses of outer space.

In 1857 also some genius invented what must be regarded as the greatest aid to instruction of all time, -- the first pencil with an eraser on the end.

In 1857 Thomas Edison was a ten-year-old boy conducting improbable and hair-raising experiments in the basement of his home. Alexander Graham Bell was at school in Scotland. Wilbur Wright would not be born in Dayton for another ten years.

Most of the founders of the NEA could remember when James Monroe was President of the United States. They were nearer in point of time to the Declaration of Independence than we are to them.

Through the intervening century good times and bad have alternated. The unity of the nation has been tested and affirmed in the fiery crucible of civil conflict.

(MORE)

New inventions have revolutionized communication and travel. New materials, new sources of power, and new medical discoveries have profoundly changed our personal habits, our economic patterns, and our social structures. Wars of massive destruction and appalling ferocity have cast down some nations and created others. Our country has, with many a lingering longing glance behind, become a world power. A great struggle for the loyalties and minds of men has shaken the world and continues to do so.

But through all these changes, the National Education Association has never faltered in its zeal to provide a fair chance for all through good educational opportunity for all. Changing conditions have led the Association to expand the scope of its efforts. Local support for universal education has been supplemented by growing state support. State support in turn will be supplemented by national support. Some barriers have to be removed before this goal can be attained. But nothing can alter the goal itself. Nothing can weaken the determination of the Association to press on toward it. We inherit, in this respect, not only the achievements of our predecessors but also their unfinished business. The striving, too, is part of our heritage.

III.

The third part of our inheritance is the ideal of professional service. In 1857 the NEA founders declared that one major purpose of the new Association should be "to elevate the character of the profession of teaching." Today, we find these identical words still in our Charter. Directly or indirectly, they guide the activities of the Association. In cooperation with its 6000 state and local affiliates the Association is steadily lifting the requirements for admission to the profession. It has been remarkably successful in winning approval for a four-year college preparation as a minimum for beginning teachers in any school. It works for smaller classes, -- not that teachers may lead an easy life, but rather that teachers may be fully occupied in giving children the individual attention which is essential to their effective instruction. It promotes levels of compensation and conditions of service which will make teaching an attractive career for the best of America's youth. For competent teachers, and for competent teachers only, it insists on professional treatment. Through its research, publications, and conferences it increases the knowledge, wisdom, and skill of its members.

It helps teachers in the classroom to make practical applications of scientific findings in child growth and psychology, to evaluate and improve their methods of teaching, to use wisely the new audio-visual aids to learning, to adapt the curriculum to meet new needs and to include new information, to provide education suited to the interests and abilities of exceptional children, to produce and use better textbooks and children's reading material, and to remove artificial barriers between the school and its surrounding community.

Through its Code of Ethics, it has placed service above self and it has identified those standards of conduct which befit the members of a responsible profession. In these and many other ways, the Association is making the practice of education in any of its branches respected because it is respectable.

Great men and women, a few of them famous but most of them completely unknown, have held our Association to this unselfish purpose over the past ten decades. Occasionally some member of the Association is called upon for extraordinary devotion. Such was the case, for instance, a few months ago when a teacher led her pupils from a flaming fire-trap school in North Carolina, risking and losing her own life as she did so. Few are called upon thus to give their lives for their pupils in one swift and irreversible decision. But many there are who give their lives for their students hour by hour and day by day over

(MORE)

many years of skilled and devoted service. The professional ideals which motivate such lives are also part of the proud 100 year heritage of the National Education Association.

# # # #

Time is a seamless fabric. Clocks and calendars are human inventions. They measure the fabric of time but they do not cut it. The clock ticks and the leaves of the calendar turn aside to provide convenient reference points in an unbroken pattern that we perceive only dimly, if at all. Minutes, days, years, and centuries are artificial and relative terms.

In the life of a man a century is a very long time indeed. In the life of an institution a century may be only a brief interlude. At his hundredth birthday, if he survives that long, a man is at the beginning of the end. An institution on the same occasion may be only at the end of its beginning.

National Education Association

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

April 4, 1957

Dear Colleague:

This letter is being mailed to each superintendent and to each president of the 6,000 local education associations affiliated with the National Education Association throughout the nation.

As this is written, NEA birthday tables are being set here in Washington and in 2,500 communities in all parts of the country.

We have been impressed today with the advance copies of the addresses to be made here tonight by President Eisenhower, by Dr. Carr, and by Miss Martha Shull, NEA president. Excerpts from the addresses, as given tonight, will be rushed to you on the following pages.

While these will receive considerable coverage both in the press and over the air, we feel that this is a remarkable opportunity to make the most of our mutual birthday. It's not every day that the President of the United States stands so firmly behind a profession; nor is it often that we can look back on a century of achievement and yet look ahead to greater days in education.

We hope that either one of you--the superintendent or the local association president--will take a few minutes to participate in a vast project--that of writing a letter to the editor of your local newspaper. In it you might well salute those in your community who are helping in the NEA Centennial observances. You might also sketch briefly how the progress of the schools in your community has paralleled the development nationally. Perhaps some of the information enclosed here will help you.

And, finally, this might be an excellent opportunity to call the attention of the young people in your community to the professional opportunities in education. At any rate, now that all of us have marked our one hundredth birthday, and since this milestone has been reached because of professional activity at the local level, this seems to be an ideal time to bring education--its problems, accomplishments and opportunities--to the forefront in each city in the nation.

Sincerely,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

P. S. If convenient, we would be glad to see a clipping of your letter from your local newspaper.

Here Are Some Excerpts From President Eisenhower's Speech at the NEA Centennial Birthday Party, Washington, D. C., April 4, 1957:

The strength of our arms is always related to the strength of our minds. Our schools are strong points in our national defense. This is true, if for no other reason than that modern weapons must be managed by highly educated personnel if they are to be effective, and the energy of the atom can only be understood and developed by the most highly trained minds in the country.

But far more important than this our defense must always rest on clear comprehension of the basic values we seek to protect--the true nature of the contest between human dignity and regimentation.

Thus, the education of our children is of prime importance to us all. Moreover, to maintain the common defense and to guarantee the progress of our nation, each of us must discharge his rightful and proper role in developing the intellectual capacities of all children living in every corner of our land. Each individual, each community has a vital function to perform.

Each generation must build better schools for its children. Especially in today's complex and challenging world, we need stronger and bigger schools in which to train our children to accept their magnificent opportunities and grave responsibilities--opportunities for life even richer than ours, responsibilities for the defense of their homeland and strengthening the free world. This puts a greater burden on education than ever before--a greater burden on our teachers, classrooms and curriculum.

Teachers need our active support and encouragement. They are doing one of the most necessary and exacting jobs in the land. They are developing our most precious national resource: our children, our future citizens. They can do their best only as we show them our appreciation and offer them our help.

*****

Here Are Some Excerpts From, "Salute to Six Thousand NEA Affiliates," Speech by Martha Shull, NEA President, at the NEA Centennial Banquet in Washington, D.C.:

What we celebrate is in every nook and corner of America, in every community where there is a schoolhouse. Even more, what we celebrate is in the hearts of people--of teachers who feel that there is something sacred about the trust that they are given--of citizens generally whose loyal support has made schools a reality for all American children, right in communities where children are!

America is what she is in large part for what her communities are--for what the schools in those communities are--for what the teachers in those schools are--and for what support the people in those communities give their teachers and their schools. The NEA can celebrate only because of you out there in communities. That is why the NEA's greatest strength is in local education associations. It is the banding together of 6,000 local education associations in support of the universal education ideal, for which NEA is the unifying nation-wide symbol, that gives strength to that ideal. And it is this strength, given in partnership with citizens generally, that makes schools a reality!

*****

Here Are Some Excerpts From "OUR HERITAGE," Speech by Dr. William G. Carr, NEA Executive Secretary, at the Centennial Banquet:

No ordinance or statute requires any one to support the National Education Association. Every activity is performed only because individual members join forces to make it possible.

Today this same desire [first stated by the NEA founders in 1857] "to concentrate the power and wisdom of numerous minds" on the achievement of common ends enlists 700,000 NEA members and makes the Association by far the largest professional organization in the world.

Whether the enterprise is a Centennial dinner or any of hundreds of other varied daily acts of service and good will, our Association represents an unwritten but powerful treaty of mutual assistance among its members. With our colleagues across the nation and around the world, we here and now are the heirs and present custodians of the great tradition of voluntary cooperation. Without that element in its heritage the Association would be only a name and a legal entity.

A second aspect of our heritage is dedication to the ideal of equal opportunity for all. This is undoubtedly the central motif of American education, the compelling theme to which other principles are merely accompaniments and elaborations.

Because of this principle, every child born in America is born rich. He may not have the proverbial silver spoon but he does possess a golden key -- the key of education to unlock the door of opportunity. The American people have expected their system of universal education to produce miracles. For the past century it has not failed them. The schools of the nation have moved freedom forward. They have helped to make the nation united, strong, and prosperous, as well as free.

"To promote the cause of popular education in the United States" -- this great purpose of the Association was proclaimed at its first meeting in 1857. That purpose in those same words remains in our Congressional Charter today.

The third part of our inheritance is the ideal of professional service. In 1857, the NEA founders declared that one major purpose of the new Association should be "to elevate the character of the profession of teaching." Today, we find these identical words still in our Charter. Directly or indirectly, they guide the activities of the Association. In cooperation with its 6000 state and local affiliates the Association is steadily lifting the requirements for admission to the profession. It has been remarkably successful in winning approval for a four-year college preparation as a minimum for beginning teachers in any school. It works for smaller classes -- not that teachers may lead an easy life, but rather that teachers may be fully occupied in giving children the individual attention which is essential to their effective instruction. It promotes levels of compensation and conditions of service which will make teaching an attractive career for the best of America's youth. For competent teachers, and for competent teachers only, it insists on professional treatment. Through its research, publications, and conferences it increases the knowledge, wisdom, and skill of its members.

It helps teachers in the classroom to make practical applications of scientific findings in child growth and psychology, to evaluate and improve their methods of teaching, to use wisely the new audio-visual aids to learning, to adapt the curriculum to meet new needs and to include new information, to provide education suited to the interests and abilities of exceptional children, to produce and use better textbooks and children's reading material, and to remove artificial barriers between the school and its surrounding community.

Through its Code of Ethics, it has placed service above self and it has identified those standards of conduct which befit the members of a responsible profession. In these and many other ways, the Association is making the practice of education in any of its branches respected because it is respectable.

Great men and women, a few of them famous but most of them completely unknown, have held our Association to this unselfish purpose over the past ten decades. Occasionally some member of the Association is called upon for extraordinary devotion. Such was the case, for instance, a few months ago when a teacher led her pupils from a flaming fire-trap school in North Carolina, risking and losing her own life as she did so. Few are called upon thus to give their lives for their pupils in one swift and irreversible decision. But many there are who give their lives for their students hour by hour and day by day over many years of skilled and devoted service. The professional ideals which motivate such lives are also part of the proud 100 year heritage of the National Education Association.

*****

Here Is Some Background Information That May Be of Assistance to You:

Teachers are needed, across the nation, at all levels and in all subject fields. Young people, interested in exploring the possibilities of a teaching career, can write the National Education Association, Washington 6, D. C., for single copies of the free booklet, "Invitation to Teaching."

*****

The demand for good teachers is constantly growing. Here in our community, for example, there were_____ teachers employed 15 years ago. At the present time we have _____ teachers. Next year that figure is expected to be approximately_____.

*****

The 1957 graduating class of qualified teaching candidates promises to be 107,452. This is 10 percent greater than last year, and the percent has steadily increased since 1950. However, the national teacher shortage this year is 120,000. While these classrooms were not left vacant, it does mean severe overcrowding in many schools. Teachers are especially needed in the elementary grades, in science and in mathematics. More than one third of all graduates qualified to teach are still entering other professions.

*****

The new NEA Research Division study, The Status of the American Public School Teacher, dispells many myths about the typical teacher. Now, for the first time, a realistic composite picture can be drawn of the nation's 1,100,000 teachers.

Teachers, as a group, represent a highly responsible civic and political force. In the most recent elections -- which for many were local elections -- 86 percent voted. This is one third higher than the national voting record in the 1952 presidential election.

The average salary of teachers in the nation now is $4,055. Dramatic salary advances have been made in recent years, especially in rural areas. Much has been said about teachers with substandard qualifications, yet at the present time, teachers with masters degrees outnumber those without bachelors degrees. Three quarters of all teachers have a bachelors degree or higher. One quarter have a masters degree or higher.

Of all men teachers, 53.9 percent would enter teaching again if they had their lives to live over. An even more impressive 80.7 percent of women would again choose to teach.

April 4, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Tom Erhard

For release on delivery about 9:30 P.M.(EST)
Thursday, April 4, 1957

Following is the prepared text of an address by Miss Martha Shull of Portland, Oregon, who is President of the National Education Association. It is scheduled for delivery at the National Centennial Birthday Party in celebration of the One Hundredth Anniversary of the Association which will be held at the Sheraton-Park Hotel in Washington, D.C., starting at 7 p.m. Thursday, April 4.

SALUTE TO SIX THOUSAND NEA AFFILIATES

Cakes, candles, and decorative symbols of a century in the history of our schools are on tables all over America tonight!

We have reason to believe that on this night, within the next four hours as the sun goes down behind successive time belts, 200,000 teachers and other friends of our schools will be sitting down together in groups such as ours here. There'll be parties in Alaska and Puerto Rico, in Massachusetts and Hawaii -- and, of course, in all the states in between. They'll not all be tonight; some will be later, and some big ones have already taken place! But tonight is the big night for the organized teaching profession and its friends to celebrate the NEA Centennial.

We couldn't possibly hold this nation-wide party all togther physically. Both time and space are obvious barriers. But in a fundamental sense we are holding this party together; yet we are holding it where it ought to be held -- everywhere!

For what we celebrate tonight is scattered throughout America -- not centered here in Washington nor in any other spot -- nor in any transcendent cloud or on any holy mountain top! What we celebrate is in every nook and corner of America, in every community where there is a schoolhouse. Even more, what we celebrate is in the hearts of people -- of teachers who feel that there is something sacred about the trust they are given -- of citizens generally whose loyal support has made schools a reality for all American children, right in communities where children are!

We are met here in Washington, with the local education association of District of Columbia teachers, to be with you all over the nation -- to join you in local education associations everywhere as you honor the NEA and its part in making America's schools what they have become in a century. In a real sense, this is your party -- for you are the NEA!

Each of us here will be with each of you in a way. Our thoughts will reach out across the Blue Ridge and Alleghenies -- across the cities and farms of the Midwest -- the Great Lakes -- the prairies and plains of the West and Southwest -- the Rockies -- the oceans -- to the warmer lands of the Gulf Coast -- to the tropics and to the Artic Circle. Will you excuse me if I personally extend my thoughts in greeting to my own teaching colleagues and other friends across the continent from me? All of us here will be reaching out to all of you, each in his own way.

America is what she is in large part for what her communities are -- for what the schools in those communities are -- for what the teachers in those schools are -- and for what support the people in those communities give their teachers and their schools. The NEA can celebrate only because of you out there in communities. That is why the NEA's greatest strength is in local education associations. It is the banding together of 6,000 local education associations in support of the universal education ideal, for which NEA is the unifying nation-wide symbol, that gives strength to that ideal. And it is this strength, given in partnership with citizens generally, that makes schools a reality! Our party is a demonstration -- a ceremonial representation of all the partnerships involved in seeing that communities have schools.

Tonight, with both humility and joy, we shall light our candles and cut our cake with our colleagues and partners in the grand enterprise of education all over America.

# # #

Apr. 3, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Myrtle Bonn

FOR RELEASE: A.M. PAPERS
Wednesday, April 3, 1957

NEA Survey Shows Average Teacher Is Married, Votes Conscientiously, Is Well Qualified for Job, and, If a Man, Supplements His Income

WASHINGTON, D.C., April 2 — The National Education Association (NEA) today made public results of the first comprehensive survey ever conducted on the professional, economic, and social life of the American teacher. Complete tabulations show, among other things, that teachers are heavy voters, that most women as well as men teachers are married, that most are well qualified professionally, and that 72 percent of all male teachers supplement their earnings.

The survey, a 64-page centennial-year project of the NEA Research Division, is titled The Status of the American Public-School Teacher.

From questionnaires distributed nationally in March 1956 come data which, according to William G. Carr, executive secretary of the NEA, "makes it possible to replace a number of myths and stereotypes with the facts on today's teachers. It is also possible for the first time to draw a realistic composite picture of the nation's 1,100,000 classroom teachers."

"In addition to providing a few surprises," added Dr. Carr, "the survey confirms in detail certain impressions as to handicaps under which the profession now works. However, it also gives a heartening picture of how far the profession has come in the hundred years since the NEA was organized."

(MORE)

These sketches of the average male and female teacher in the public schools today emerge from information revealed in the survey.

The Man Teacher

The typical man teacher is 35.4 years old, married, and has either one or two children. Most of the men teachers are married -- 82.7 percent. The average number of children of married men teachers is 1.8.

He holds a bachelor's degree. A master's or higher degree is held by 42.0 percent of the male teachers.

His total teaching experience is 8.0 years; this includes 4.8 years in the school system in which he is now employed.

His annual salary from teaching is $4374. For the rural man teacher the average is $3671; and for the urban, $4784. His salary from teaching represents 86.0 percent of his total income. He is responsible for the full support of one or more dependents; 45.8 percent reported two or more persons fully dependent upon them.

He teaches in high school or junior high and has 129.1 pupils in his classes. However, 31.2 percent of the men teach in elementary schools, with median classes of 31.8 pupils. In urban schools, where 63.1 percent of the male teachers are employed, classes are larger. The typical man teacher devotes 11.3 hours a week to school duties in addition to the regular school day.

An active member in a church, he also belongs to at least one other community organization. He voted in his school community in the most recent election. A total of 84.8 percent of the men teachers voted.

If he could go back to his college days and start over again, it's a toss-up as to whether he would again become a teacher. Of all the men teachers, 53.9 percent say that they would teach again. However, 16.6 percent are not sure what their choice would be, and 29.5 percent think they would do something else.

(MORE)

The Woman Teacher

The typical woman teacher is 45.5 years of age, married, and has one child. In addition to the 54.0 percent of women teachers who are married, 11.9 percent are widowed. Only 34.1 percent are unmarried. The average number of children of married women teachers is 1.4.

She holds a bachelor's degree. A master's or higher degree is held by 18.1 percent.

Her total teaching experience is 15.4 years. This includes 7.6 years in the system where she is now employed.

Her annual salary from teaching is $3932. For the rural woman teacher the average is $3165; and for the urban, $4473. Her salary from teaching represents 95.3 percent of her total income. She provides at least partial support to one or more dependents; 13.0 percent reported one or more persons fully dependent upon them.

She teaches inaan elementary grade; 30.8 pupils are enrolled in her class. However, 26.7 percent of the women teach in secondary grades, with a median of 129.5 pupils in their classes. In urban schools, where 58.7 percent of the women teach, classes are larger. The typical woman teacher devotes 9.7 hours a week to school duties in addition to the regular school day.

She is an active member in a church and at least two other community organizations. She voted in her school community in the most recent election. A total of 86.4 percent of the women teachers voted.

If she could go back to her college days and start over, she would again become a teacher. Of all the women teachers, 80.7 percent reported that they would again choose to teach.

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Note to Editor: Attached are highlights taken from the survey.

Review copies of The Status of the American Public-School Teacher are available for press use. Write Research Division, National Education Association, 1201 - 16th St., N.W., Washington 6, D.C.

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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FOR RELEASE: A.M. Papers, Wednesday, April 3, 1957

HIGHLIGHTS FROM "THE STATUS OF THE AMERICAN PUBLIC-SCHOOL TEACHER"

Teachers, as a group, represent a highly responsible civic and political force. In the most recent elections -- which for many were local elections -- 86 percent voted. This is one-third higher than the national voting record for the 1952 presidential election.

Women make up 72.5 percent of the teaching force, while men number 27.5 percent. The median age for women is 45.5 years; for men, 35.4 years. The falling off of men in upper age groups is attributed, to a great extent, to the attraction of other occupations.

The majority of teachers of both sexes are married. Of the women, 54 percent are married -- approximately the same as the percentage of married women in the general labor force. Of the men, 82.7 percent are married.

Of the men teachers, 72.7 percent have an additional job or some means of supplemental earnings. Of the women, 17.2 percent supplement their teaching incomes. Wives of teachers are employed in larger proportions than is characteristic of wives of professional men in general.

The average salary of elementary and secondary teachers combined is $4055. One-third receive less than $3500. Less than five percent are paid under $2000 or over $7000.

Progress is being made toward a stable profession, though shifts and lack of continuity in teaching are still found. The median teacher has completed 13.1 years of service, 6.7 years being in the same school system in which she is teaching now.

The teacher who rooms and boards is a rarity today. Figures show that 83.8 percent maintain homes while 9.8 percent are living with parents or other relatives. Two out of every three teachers have total or partial dependents.

One-third of the teachers come from farm families, with the rest coming from families of managerial or self-employed, professional or semi-professional, skilled or semi-skilled workers. Relatively few are children of unskilled workers or clerical and sales workers.

An advancement toward equal pay for equal work is noted in the fact that the salary of the average woman teacher is 93.5 percent of the salary of the average male teacher. One hundred years ago women teachers in rural schools received only 63.4 percent of the male salary while women in urban school systems received 36.4 percent.

Dramatic salary advancements were made in the past 20 years by rural teachers. In 1936 they received only 45 percent as much as urban teachers. In 1956 they received 72 percent of what city teachers were paid.

Much has been said about teachers with substandard qualifications. In actuality, teachers with master's degrees outnumber those without bachelor's degrees. Three-quarters of all teachers have a bachelor's degree or higher. One-quarter have a master's degree or higher.

More than one-fourth of the teachers are teaching, at least part time, outside their field of major preparation.

More than 50 percent feel a "lack of strength" in handling situations created by a class mixture of exceptional and average children. More than 90 percent, however, feel great strength in ability to maintain leadership and control of the classroom and in their knowledge of subject matter being taught.

Of various non-instructional duties reported by teachers, those mentioned most often as requiring more time now than was required five years ago are clerical work, monitorial duties, and working with parents in relation to individual pupils.

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Mar 29, 1957

National Education Association

NATIONAL EDUCATION ASSOCIATION
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1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

March 29, 1957

To Presidents of Affiliated Local Education Associations

Dear Colleague:

The President of the United States may be a part of your NEA Centennial Birthday Party.

Enclosed is a news release we hope will help you in publicizing either your party or your general part in the entire scope of the Centennial. Since Mr. Eisenhower has just announced that he will speak at the party in Washington, D. C., there is a possibility that his salute to the NEA will be carried on a local radio or TV station in your community. You might check with your local stations on this, and perhaps the President's talk can be an added part of your festivities.

We have prepared the news release so that you can insert a paragraph or more of your own highlighting the local birthday plans in your community. The release appears on the next two pages. Miss Martha Shull, President of the National Education Association, will extend a salute to your local association in her address at the Centennial Birthday Party in Washington on Thursday night, April 4. You may wish to add information somewhat as follows as a third paragraph in the enclosed press release before you give it to your local newspaper:

Joining the NEA in celebrating its Centennial this year is the _____(name of your association)_____.

Under the presidency of __(your name)__, __(your association)_____ is affiliated with the NEA.

Best wishes for a successful party.

Sincerely,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

P.S. You will also be interested in knowing that Secretary Folsom will be interviewed over the ABC network on Sunday afternoon, April 7, at 4:00 EST. The program is Ruth Geri Hagy's College News Conference. Check your newspaper for time and station in your area. And may I also call your attention to the LET'S TAKE A TRIP program of April 7 (12 noon EST over CBS). The show's two young stars will visit Swarthmore College in connection with the national campaign on behalf of higher education

FOR IMMEDIATE RELEASE

President Dwight D. Eisenhower heads the guest list as half a million teachers are set to stage their nationwide birthday party on Thursday, April 4.

More than 2,500 separate parties are scheduled from coast to coast as the National Education Association (NEA) marks its one hundredth anniversary.

Prominent Americans throughout the nation will participate in the local parties. President Eisenhower's talk, expected to receive widespread coverage, will be delivered at the Centennial birthday party in Washington, D.C., April 4, but will salute teachers everywhere.

The President recently congratulated the NEA, saying, "American Education has made splendid progress during your century and the members of your organization can be proud of their part in it.

"At the beginning of your second century of service to our teachers and children you are faced with great new challenges and opportunities. But your past accomplishments give assurance that you will continue to make your wisdom and energy effective in this most vital area of our national life," Eisenhower added.

The birthday party is one of a series of nationwide activities during the NEA's Centennial year. Other high spots will include the Centennial Convention in Philadelphia, June 30-July 6, and American Education Week in November. Theme of the entire Centennial observance is "An Educated People Moves Freedom Forward."

Mon. 27, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.



For further information
Roy K. Wilson or Tom Erhard

3/27/57
FOR IMMEDIATE RELEASE

Teachers To Study Government in Action

WASHINGTON, D.C., — The nation's capital will again become a gigantic classroom in which teachers will go back to school this summer.

Teachers from across the country will participate in the second annual Washington Seminar June 24-July 26 to be co-sponsored by the National Education Association Travel Division and the National Council for the Social Studies.

Six colleges and universities will offer academic credit to teachers participating in the Seminar. These include Denver University, Boston University, Western Illinois State College at Macomb, State Teachers College at Mankato, Minnesota, and the University of Kansas City.

Faculty members from the cooperating institutions will serve as the instructional staff, providing lectures, conferences, discussions and films.

Eight different areas of study will enable teachers to see almost all phases of the government in action. Visits to different places will be followed by lectures from impartial observers including columnists and scholars.

Studying the role of the federal city, participants will get acquainted with the chief features of Washington. Trips to the Library of Congress, Supreme Court, Department of Justice and the Capitol will provide background on making federal law.

Services of the Department of Health, Education and Welfare plus the Commerce, Agriculture, Interior and Labor departments will be analyzed in the portion of the

(MORE)

seminar devoted to promoting the public welfare. The teachers will also tour the U.S. Office of Education and several schools including Howard University and the U.S. Naval Academy.

Interpretive lectures from the Pentagon and the Atomic Energy Commission will show teachers how national security is safeguarded. They will also see how the frontiers of knowledge are pushed back, through visits to the National Institute of Health, Agricultural Research Center, U.S. Naval Observatory, the National Bureau of Standards and the Bureau of the Census. Visits to the National Archives will enable the "teachers-being-taught" to see how the American heritage is preserved.

In addition to the many visits to governmental departments during the seminar, teachers will also get the opportunity to visit such points of interest as Mount Vernon, Gettysburg, Williamsburg and Jamestown, which is celebrating its 350th anniversary.

Coordinator of the seminar is Ward Whipple, social studies teacher at McKinley High School, Washington, D.C.

Teachers from all parts of the United States may still enroll for the seminar by contacting the Division of Travel Service, National Education Association, Washington, D.C.

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National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

March 26, 1957

Memorandum to the Editor:

On March 21 we mailed to you a press release under the heading "NEA Building Fund Reaches Seven Million Mark".

The release as it was sent to you included the following first paragraph:

> With $7 million brick-building dollars in, or pledged, the National Education Association Building Fund Committee has set May 31 as the final date for contributions and pledges toward the new NEA Center.

Will you please kill the first paragraph as it is given above and substitute the following copy:

> With $7 million received in cash or pledges, the Board of Directors of the National Education Association has announced that it is closing the promotion of the Building Fund for the new NEA Center on May 31.
>
> Contributions and pledges will, however, continue to be received after that date.

The original release suggested that the NEA would not ever again accept any contributions or pledges toward the new NEA Center. In reality, the Board of Directors wished to announce only that the formal promotion of the Building Fund would close on May 31.

Many thanks for your cooperation,

Cordially,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

Mar. 25, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Ivan A. Booker
Press Room, Hotel Bellevue-Stratford
Philadelphia, Pennsylvania

FOR RELEASE: Monday, March 25, 1957

Mathematic Teachers Convene in Philadelphia

Philadelphia, Pa., March 25, 1957 -- How well is mathematics being taught? and to how many children? These and related questions will be thoroughly aired when 1,500 of the nation's foremost teachers of mathematics come together in Philadelphia, March 27-30, 1957. The occasion will be the 35th annual meeting of the National Council of Teachers of Mathematics, a department of the National Education Association.

"The program planned for this convention is unusually rich and varied," says NCTM president, Howard F. Fehr, of Teachers College, Columbia University. "Every teacher will find help with his problems, no matter whether he teaches fourth-grade arithmetic or trigonometry in the senior high school."

Topics expected to arouse exceptional interest include: TV and correspondence courses in mathematics; special methods for gifted children; overcoming students' fears of mathematics; successful classroom devices and procedures; current public criticism of mathematics teaching; how mathematics is taught in other countries; the mathematics requirements of the colleges; and what and how to teach the non-college bound.

Among the featured speakers at the convention will be: Kenneth E. Brown, U. S. Office of Education; Maurice Hartung, the University of Chicago; Phillip S. Jones, the University of Michigan; Charlotte Junge, Wayne State University;

(MORE)

Nathan Lazar, Ohio State University; Marguerite Lehr, Bryn Mawr College; John Mayor of the American Academy for the Advancement of Science; Mario Salvadori, Columbia University; David W. Wells, University of Nebraska; and Robert C. Yates, College of William and Mary.

One high light of the convention will be the High School Student Forum, where Dr. Phillip S. Jones of the University of Michigan will present "Mathematical Wonders" to an audience of high school students from the Philadelphia area. Admission will be invitational, by ticket only. On the basis of experience with similar sessions at previous conventions, a capacity crowd is expected.

Another feature will be presentation by editor F. Lynwood Wren of George Peabody College for Teachers, Nashville, Tennessee, of NCTM's new yearbook, "Insights into Modern Mathematics." A review and evaluation of the volume will be given by Bruce Meserve, State Teachers College, Montclair, New Jersey.

Numerous convention activities look directly to the improvement of classroom teaching skills. For example, new equipment and instructional materials will be on display. There will be numerous exhibits, too, of pupils' projects and classroom activities, featuring novel ways to illustrate or prove mathematical concepts. There will be visits to selected schools in the city, and laboratory demonstrations of special classroom practices. Some of the newer and better mathematics films will be projected.

General chairman of the Philadelphia committee on convention plans is M. Albert Linton, Jr., of the William Penn Charter School.

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National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

March 25, 1957

Dear Editor:

Enclosed are the first three experimental issues of a new publication, The School Bell, published by the National School Public Relations Association and the Division of Press and Radio Relations of the National Education Association.

Containing condensations of important articles on education from the national magazines, press, radio, and television, The School Bell is designed to help keep parents and citizens informed on the many thought-provoking commentaries on school problems and achievements flowing from our national media of communications.

If you would like to receive press copies of future issues, please return the form below.

Sincerely,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

- REPLY FORM - - - - - - - - - - - - - - - - - - -

Mail to: Press and Radio Division
National Education Association
1201 Sixteenth Street, N.W.
Washington 6, D.C.

____ YES, please place my name on the mailing list to receive the SCHOOL BELL.

Print name:_____

Publication:_____

Mailing Address:_____

City and State:_____

National Education Association

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

March 22, 1957

Memorandum To Editors, Correspondents, and News Desks:

On April 3 the National Education Association will make public the results of the most comprehensive survey ever conducted on the professional, economic, and social life of the American public school teacher. The information will be published in a special 64-page Research Bulletin which will be issued as a major study in connection with the Centennial observance of the NEA.

Advance copies of the study will be available for distribution at a news conference which will be held:

Wednesday, March 27, 2:30 p.m.
Board Room, first floor, NEA
Headquarters, 1529 M St., N.W.,
Washington, D.C.

Participants in the news conference will be: William G. Carr, Executive Secretary of the NEA; Sam Lambert, Director, NEA Research Division; and Hazel Davis, Assistant Director, NEA Research Division.

The study has produced information on the following topics concerning the 1,100,000 classroom teachers in the United States:

average years of preparation....experience....family background....marital status....parenthood....sources of supplemental income....ownership of homes and cars....voting records ....classroom size....civic activities....attitudes toward teaching....satisfactions and dissatisfactions....and many other details.

In addition to the study, a great deal of human interest material which, because of space limitations could not be included in the printed report, will be made available at the news conference.

You, or a member of your staff, are invited to take part in the news conference on Wednesday, March 27, 2:30 p.m.

Cordially,

Roy K. Wilson

Roy K. Wilson, Director
Press and Radio Relations

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

Mar. 23, 1957

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Tom Erhard

3/22/57
FOR IMMEDIATE RELEASE

New Film, To Premiere At Centennial Convention,
Shows Teachers Are Prepared "Not By Chance"

WASHINGTON, D.C. -- "Not by Chance" are tomorrow's teachers being educated today.

Their specialized preparations will soon be shown to millions of Americans in the new film to be premiered at the National Education Association's Centennial Convention in Philadelphia and released for widespread use during the summer and fall.

Donna, a college student, is the leading lady who, in the half hour color film, moves through her college years in steady preparation for her dreamed-of career.

Developed by Agrafilms which produced "A Desk for Billie," "Mike Makes His Mark" and "Skippy and the Three R's," the new film, "Not by Chance," interprets the character, methods and quality of modern teacher education and shows that teaching is a profession both complex and demanding.

Donna shows how college students receive groundings in liberal arts, specialized training in science, specific courses in teaching methods, opportunity for observation and directed student teaching. Through these she acquires the knowledge, understanding of children and professional skills that will help her become a good teacher.

Cooperating in the production of the film for the past 18 months have been the NEA, its affiliated state education associations and the American Association of Colleges for Teacher Education. Prints, at $275 for color and $175 for black

(MORE)

and white, can be ordered from the Press and Radio Division of the NEA.

"Not by Chance" will help interpret to the public a number of current practices in teacher education including classroom instruction, campus life and guidance activities. Many students, viewing the film, may be encouraged to follow in Donna's footsteps.

"Not by Chance" is a companion piece to the teacher recruitment film, "What Greater Gift," released several years ago. The two productions will probably be used as a sequence at many showings.

In production there was no need to admonish Donna to "act well your part." In real life she's Carol Giezendanner, 19, and a junior at Montclair State Teachers College in New Jersey. Her story is strikingly like Donna's. "I have wanted to become a teacher since I was in grade school and cannot wait until my ambition is fulfilled," she said this week. Carol's from West New York, New Jersey, and is a social studies major with minors in speech and elementary education.

Movie men working on the film were highly impressed with her real-life enthusiasm for teaching. "Her natural interest is readily apparent on the film," one of the producers said. "She really sparkles. If we get enough young teachers like her, the kids will be in pretty good hands."

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News from the NATIONAL EDUCATION ASSOCIATION

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For further information:
Roy K. Wilson or Carol Scotton

3/21/57
FOR IMMEDIATE RELEASE

NEA Building Fund Reaches Seven Million Mark

WASHINGTON, D.C.--With $7 million brick-building dollars in, or pledged, the National Education Association Building Fund Committee has set May 31 as the final date for contributions and pledges toward the new NEA Center.

The five-year campaign brought contributions from nearly 100,000 American educators through the efforts of state and local associations. The campaign was launched in the fall of 1952 and the announcement that it had gone over the top to reach $7 million in cash and pledges came at the 1957 AASA Convention in Atlantic City.

At that time the NEA Board of Directors took action to set May 31 as the closing date for the campaign and buying of life memberships on the installment plan. The very few states that have not already met their quotas will be encouraged to complete them by May 31 when the final report will be issued.

piled up a total of in building fund pledges and contributions against an original quota of

State quotas were based on $2 per NEA member per year for five years. Money from NEA life memberships was also put in the building fund. On February 28, 1957, 41 states had achieved or exceeded their five-year goals.

According to Dr. Karl H. Berns, NEA Assistant Executive Secretary for Field Operations, and Dr. A. C. Flora, Chairman of the NEA Board of Trustees,

(MORE)

co-chairmen of the campaign, this has been a Building Fund Campaign that shifted into high gear at the start and never slowed down.

When the campaign was first suggested, a NEA Executive Committee member said at the meeting, "I believe in this campaign; I shall give you a check for $1000 and a check for $1000 each year for five years."

From one county association came a check with this typical message: "Enclosed is a check for $1000 which we want to contribute to the NEA Building Fund as a token of respect to the teaching profession and as one phase of celebrating the Centennial of the organization."

An individual teacher wrote during the campaign: "Here is my check for $10. Please let more of us know of the opportunity to make small contributions such as $10, $15, and $20 checks to the Building Fund."

At the 1953 annual NEA convention in Miami Beach, the convention endorsed the building fund and by the time it closed, $75,000 in cash and pledges were in hand. By 1954 and the annual meeting in New York City, the fund swelled with $1 million in cash and pledges.

Chicago and the 1955 convention marked the $3 million milestone of the fund. Already in 1956 at the Portland convention the $5 million goal was in sight.

Actual building at the NEA Center on the corner of 16th and M Streets, N.W., in Washington, D.C., has moved just as fast as the campaign itself. The first two units are already completed and paid for out of cash from the building fund.

Construction is now under way on the third and largest unit of the Center, slated to contain more office space than the other units combined, an auditorium, cafeteria, and conference rooms.

Since almost $4 million of the $7 million raised for the Building Fund is in pledges and not cash, it is estimated $2,500,000 will have to be borrowed now to complete this third unit.

With this in mind, the Building Fund Committee is now counting on quick payments of life membership pledges and other pledges to cut down the size of a loan and thereby the amount of interest to be paid.

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Mar 21, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

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For further information:
Roy K. Wilson or Carol Scotton

3/21/57
FOR IMMEDIATE RELEASE

NEA Centennial Plates

WASHINGTON, D.C. -- Now's the time for you to get in your order for the education dinner plates of the century.

Commemorating the National Education Association's Centennial anniversary, two completely different dinner plates have been designed and placed on sale by the NEA Staff Organization. All proceeds from sales will go to the NEA Building Fund.

"Plate A" carries in gold and delft blue the official NEA Seal as adopted in 1909, the Centennial theme, and 13 stars. The stars honor the 12 states and the District of Columbia which were represented by the founders at the first association meeting in Philadelphia in 1857.

This 10½ inch china plate has a matching delft blue border 1 3/4 inches wide, surrounded by a narrow gold band. "Plate A" is priced at $5.00, including all tax and mailing costs.

Pictured on "Plate B" is the architect's drawing of the completed NEA Center in Washington, D.C., on the corner of 16th and M Streets, N.W. This 10½ inch ceramic plate is off-white with a narrow gold band on the rim. The building itself is in deep blue-green, similar to the actual color of the building. "Plate B" may be purchased for $3.00, including all tax and mailing costs.

Both of these NEA Centennial plates will be on display at the Centennial Convention this summer in Philadelphia and may be ordered there. Order forms for immediate delivery are now available from the NEA Staff Organization, 1201 16th St., N.W., Washington, D.C.

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Note to Editor: A copy print of each plate is enclosed.

Mar. 18, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Ivan A. Booker
Press Office, Cleveland Hotel
Cleveland, Ohio

FOR RELEASE: Monday, March 18, 1957

WAYS TO IMPROVE SCIENCE TEACHING ARE EXPLORED AT NATIONAL CONVENTION

Cleveland, Ohio, March 18 -- Educators meeting in Cleveland, March 20-23, 1957, in the 5th Annual Convention of the National Science Teachers Association, are keenly aware of the growing importance of science in the modern world. Three of the early general sessions and many of the special discussion groups will focus attention directly on such subjects as, science teaching in its relation to national security, the impact of science on society, the kind of science teaching demanded by the world in which we live. Attending the four-day conference, at the Hotel Cleveland, will be some 1,500 of the nation's foremost science teachers from all parts of the country. President of the National Science Teachers Association, a department of the National Education Association, is John S. Richardson of Ohio State University, Columbus, Ohio.

Moving from general ideas to specific problems, the convention will explore "New Frontiers for Science Teachers"; new materials for use in classrooms and laboratories; ways to awaken and strengthen pupil interest in science; class projects and activities that have proved unusually successful. There will be exhibits of the latest equipment for science classrooms, exhibits of pupils' work, demonstration teaching, "Here's How I Do It" sessions, and a series of "Curbstone Clinics" where teachers can get help with troublesome classroom problems. Tours have been scheduled to selected schools in Cleveland and to a number of industrial plants in which scientific development can be observed.

(MORE)

A prominent feature of the convention will be the presentation of "Star Awards" to 60 teachers of science from 22 states. The awards are made by the National Science Teachers Association in cooperation with the National Cancer Institute, in recognition of outstanding class projects, improved teaching methods, or other innovations in science teaching. Ten of the 60 will receive cash awards. The others will receive "Star Medallions" and plaques for their schools. The winners were selected from more than 300 entries. The 10 top winners are from 6 states: three from New York, two each from California and Connecticut, and one each from Oklahoma, Wisconsin, and Massachusetts. The fields represented by their projects are: general science, 3; biology, 3; physics, 2; and chemistry, 1. Several of the winners, medallion winners as well as cash award winners, will explain their respective projects in the series of "Here's How I Do It" sessions.

Among the convention speakers will be Arthur S. Flemming, Office of Defense Mobilization, Washington, D. C.; Leslie W. Knott, Public Health Service, U. S. Department of Health, Education, and Welfare, Washington, D. C.; M. H. Trytten, National Academy of Sciences, National Research Council, Washington, D. C.; Harold Barnett, Director, Economic Growth Studies, Resources for the Future, Inc., Washington, D. C.; T. Keith Glennan, President, Case Institute of Technology, Cleveland, Ohio; John H. Fischer, Superintendent of Schools, Balitmore, Maryland; I. Bernard Cohen, Harvard University, Cambridge, Massachusetts; Kenneth A. Meade, Public Relations Department, General Motors Corporation, Detroit, Michigan; Dennis Flanagan, editor, The Scientific American, New York, New York; Paul B. Sears, Yale University, New Haven, Connecticut; Elmer Hutchisson, Case Institute of Technology, Cleveland, Ohio; and Laurence H. Snyder, President of the American Association for the Advancement of Science, Norman, Oklahoma.

At 4:30 each day, conventioners will have the opportunity to see some of the best new films for science teaching. Altogether, more than 20 such films will be shown.

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Mar. 13, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

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For further information:
Roy K. Wilson or Carol Scotton

3/13/57
FOR IMMEDIATE RELEASE

Chemistry Teachers to Receive Fellowships for Summer Conference

WASHINGTON, D.C. — As recipients of $200 Fellowships for the West Coast Summer Conference for High School Chemistry Teachers, forty chemistry teachers in the far western states will pool their knowledge this summer to formulate new classroom techniques.

Meeting at San Jose State College from June 23 to July 6, these teachers will seek to develop demonstrations and follow-up procedures to increase student understanding and develop a problem-solving approach to experimentation.

This conference is co-sponsored by the Future Scientists of America Association of the National Science Teachers Association (NSTA), San Jose State College, and the Crown Zellerbach Foundation of San Francisco. NSTA is a department of the National Education Association.

An example of industry-education cooperation to help alleviate the nation's shortage of scientists, this will be the fourth straight conference to which the Crown Zellerbach Foundation has provided financial aid.

Chemistry teachers in the schools of Washington, Oregon, California, Idaho, Utah, Nevada, and Arizona are eligible to apply for a Fellowship. Applicants must have a minimum of 12 semester hours in college chemistry.

(more)

Deadline for application is March 30 and application forms can be obtained from the Future Scientists of America Foundation, National Science Teachers Association (NEA), 1201 Sixteenth Street, N.W., Washington 6, D.C.

Working as a research team for the chemistry teaching profession, the conference participants will hear outstanding guest speakers, attend seminars on the teaching of high school chemistry, take field trips and visits to high school laboratories, and prepare a final "report to the profession."

The 1956 West Coast Summer Conference dealt with student science projects as stepping stones to careers in science. For distribution to the nation's 60,000 science teachers, the Crown Zellerbach Fellows prepared a report making recommendations and giving detailed instructions for carrying out various student projects.

San Jose State College will grant two semester units of graduate credit to conference participants. Travel allowances are also included in the fellowship grants.

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Mar. 12, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

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For further information:
Convention Press Office, Room 4,
Sheraton-Jefferson Hotel, St. Louis, Mo.

3/12/57
For Release to A.M. Papers,
Friday, March 15

Curriculum Builders for Nation's Schools to Hold
Annual Convention in St. Louis, March 17-21

ST. LOUIS, MO., March 15 -- The Association for Supervision and Curriculum Development (ASCD), which is composed of educators concerned with what is taught in the nation's schools, will open its 12th annual convention here at the Sheraton-Jefferson and Statler Hotels on Sunday, March 17. The convention will continue through Thursday, March 21.

As the convention gets underway, approximately 3000 school curriculum directors and supervisors from all levels of instruction as well as classroom teachers, school administrators and teachers from colleges and universities, will dig into a program geared to the theme "Education and the Future: Appraisal and Planning."

ASCD President Robert S. Gilchrist, who is superintendent of schools, University City, Mo., will preside at the opening general session in Kiel Auditorium, and Philip J. Hickey, superintendent of instruction, St. Louis, will extend greetings from the host city to conventioners. Music will be furnished by the Harris Teachers College Chorus, St. Louis, under the direction of Wirt Walton.

The keynote address will be given by Gerald Wendt, Science Editor for UNESCO, New York. He will analyze current social and technological trends in his talk "The Foreseeable World of Tomorrow."

(more)

A panel will carry the discussion a step further during the second general session as four educators present their views on "The Shape of Education to Come." Alice Miel, professor of education, Department of Curriculum and Teaching, Teachers College, Columbia University, New York, will serve as panel moderator. Panel members will be Manuel Barkan, professor of art education, Ohio State University, Columbus; Frances Martin, professor, Department of Psychology and Education, Central Michigan College, Mount Pleasant; David H. Russell, professor of Education, University of California, Berkeley.

Marie I. Rasey, professor of education and social psychology, Wayne University, Detroit, will address the third general session and annual luncheon meeting on the subject "How Can the Schools Meet the Challenge of These Times?"

The ASCD convention, which is primarily a "work" conference for the Association's members, will feature, besides the general sessions, a whole series of study-discussion meetings, clinic sessions and assemblies. Various ASCD committees and commissions will hold their own work sessions and open meetings throughout the five-day convention in both the Sheraton-Jefferson and Statler Hotels.

Exhibits of the latest instructional materials and equipment will be on display in the Sheraton-Jefferson throughout the meeting, and an extensive schedule of tours to schools and points of interest in the St. Louis area has been planned.

Mr. Gilchrist, who has served as president of the ASCD for the past year, will turn his gavel over to Incoming President G. Robert Koopman, associate superintendent, Michigan Department of Public Instruction, Lansing, at the close of the convention.

The ASCD is a department of the National Education Association.

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Mar. 12, 1957

News from the NATIONAL EDUCATION ASSOCIATION

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For further information:
Mrs. Carol Scotton, ADams 4-4855, Ext. 227
Press Service will be available in the
Top O' the Park Lounge at the Woodner Hotel
during the convention.
Telephone Mrs. Scotton at NEA, ADams 4-4855, Ext. 227
or Hudson 3-4400 and ask for Room B-1110
or the Top O' the Park Lounge.

March 12, 1957
FOR IMMEDIATE RELEASE

National Organization on Legal Problems of Education to meet March 14-15.

WASHINGTON, D.C. -- Charles S. Rhyne, nominee for the presidency of the American Bar Association, will address the School Law Conference of the National Organization on Legal Problems of Education March 14 at the Woodner Hotel here.

Speaking at a 6:30 p.m. dinner session of the conference, Rhyne will discuss "Challenge of Change." A Washington lawyer, he is also Chairman of the House of Delegates of the ABA and Executive Secretary of the National Institute of Municipal Law.

With a two-day conference scheduled for March 14 and 15, NOLPE will also feature on its program speeches on the federal judiciary, school law, federal legislation on education, and juvenile delinquency.

Co-sponsors for this first NOLPE regional conference are the George Washington University School of Education, the National Council of Chief State School Officers, the National Education Association, and the U.S. Office of Education in the Department of Health, Education and Welfare.

John T. Fey, Clerk of the U.S. Supreme Court, will speak to the group March 14 at 9 a.m. on "The Decision-Making Process in the Federal Judiciary." At the same meeting "Law and Academic Freedom" will be discussed by Ralph F. Fuchs, Executive Secretary of the American Association of University Professors.

(more)

Scheduled for March 14 at 2 p.m. is a panel discussion on "Our Program in School Law." Panelists will include Frank W. Hubbard, Assistant Executive Secretary of NEA; Melvin W. Sneed, Director of the Laws and Legislation Branch of the U.S. Office of Education; Edgar Fuller, Executive Secretary of the National Council of Chief State School Officers; and E. C. Bolmeier, professor of education at Duke University and member of NOLPE's Executive Committee.

Addressing the conference March 15 at 9 a.m. will be John J. Rhodes, U.S. Congressman from Arizona and member of the House Committee on Education and Labor. Floyd M. Riddick, Assistant Parliamentarian of the U.S. Senate will speak on "How Laws Are Made" on the same program.

"The Role of the Federal Government in Curbing Juvenile Delinquency" will be the topic of Carl Perian, Research Director of the U.S. Senate Subcommittee on Juvenile Delinquency, when he speaks before the conference March 15 at 2 p.m.

Slated for an address on "Juvenile Courts and Their Relation to Public Schools" is Edith H. Cockrill, Judge of the Juvenile Court of the District of Columbia, who will speak on the same program.

Presiding officers for the group's various meetings will include NOLPE President Eugene S. Lawler, professor of education at Florida State University; Madeline Kinter Remmlein, Past President of NOLPE and Assistant Director of the Research Division of NEA; Blake Root, Executive Officer and Acting Dean of the George Washington School of Education; William G. Carr, Executive Secretary of NEA; and Edgar Fuller, Executive Secretary of the National Council of Chief State School Officers.

Interested persons in the Washington area are invited to attend this conference.

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Mar. 11, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson, Adams 4-4855, Ext. 227
Home: Fleetwood 4-6025
Tom Erhard, Adams 4-4855, Ext. 228
Home: Jefferson 2-7695

March 11, 1957
FOR IMMEDIATE RELEASE

William G. Carr, Executive Secretary of the National Education Association, today released a statement concerning the efforts of the Chamber of Commerce of the United States to block federal funds for school construction. The complete text of the statement by Dr. Carr follows:

* * * *

Secretary of Health, Education and Welfare, Marion B. Folsom, this morning rebuked the Chamber of Commerce of the United States for "seriously misleading and inaccurate statements" in discussing the pending legislation for Federal assistance to public school construction. The statement by the Secretary of Health, Education and Welfare is devastating and fully justified.

In November 1955 the White House Conference on Education, by an overwhelming majority, called for the enactment of emergency school construction legislation. It is no secret that the Chamber of Commerce did its utmost to prevent that endorsement.

When its campaign on this front ended in a monumental defeat, the Chamber of Commerce refused to accept the Conference verdict, cast doubts on the integrity of the White House Conference itself, and mounted a vast campaign to prevent Congressional action. It has expended large sums of money to that end. It has not hesitated to manipulate, minimize, and misinterpret the facts. On the basis of this misleading propaganda it has urged people to write members of Congress opposing this legislation. However, school construction legislation continues to enjoy strong bi-partisan support both in Congress and among American citizens generally.

The Gallup Poll of February 10, 1957, shows that during the past year public opinion has shifted from a 3-to-1 to a 4-to-1 majority in favor of Federal action now. The support of such great organizations as the National Congress of Parents and Teachers (over ten million members) and of organized labor is in sharp constrast to the comparatively small group of some Chamber of Commerce members, many of whom have been led to say that they oppose the legislation solely because of the misinformation issued to them by their Washington office.

Lawrence G. Derthick, the U.S. Commissioner of Education, at the hearings of February 6, showed how the serious classroom shortage is injuring the education of children. Overcrowded classrooms and half-day sessions increase the nervous tension of teachers and students, aggravate discipline problems, lower school achievement standards, and hamper the recruitment of needed additional teachers.

In recent days the U.S. Chamber of Commerce and its allies and affiliates have brought a parade of witnesses before the House Subcommittee on School Construction. Each has testified that there is no classroom shortage, or if there is, the shortage is not serious, or if it is serious that state and local efforts can meet the situation. These witnesses have repeated the same things year after year. Yet for three years in a row the school enrolment has remained at about two and a quarter million children above capacity.

Secretary Folsom's statement, together with the unwavering support of influential members of Congress of both parties, is a turning point in the effort to meet the school construction crisis. The Chamber of Commerce has over-played its hand. Its efforts have back-fired. As a result, Federal school construction legislation will gain more friends and better informed friends than ever before.

# # #

National Education Association

NATIONAL EDUCATION ASSOCIATION
nea
1857 CENTENNIAL 1957

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

March 8, 1957

TO THE EDITOR:

What are the educational differences among the states? How does one state rank educationally as compared with another?

The enclosed publication, Ranking of the States, was prepared by the Research Division of the National Education Association. Based on latest figures available, it shows:

UTAH: First in grade achievement of adult population.

IOWA: First in percent of adults with five or more years of schooling.

CALIFORNIA: First in college graduates.

MINNESOTA: First in percent passing armed services mental test.

NEW YORK: First in teachers' salaries.

SOUTH CAROLINA: First in number of school children per 1000 population

ILLINOIS: First in length of school term.

WISCONSIN: First in public school holding power.

IDAHO: First in percent of citizens voting in 1956.

The report is for release in A.M. papers, Wednesday, March 13, 1957. It includes a total of 32 tables from which it is possible to establish a relationship between educational ratings and other ratings such as per capita retail sales and per capita revenue from taxes.

Sincerely,

Roy K. Wilson

Roy K. Wilson, Director
Division of Press and Radio Relations

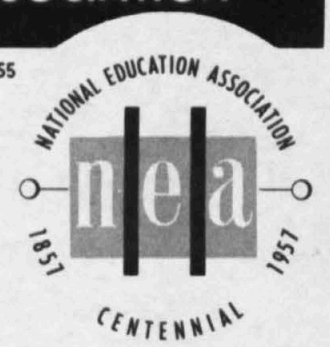
Enclosure

Mar. 6, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.



For further information
Roy K. Wilson or Myrtle Bonn

FOR RELEASE: P.M. Papers
Wednesday, March 6, 1957

NEA Compares Schools "Then and Now"; Envisions Education of the Future

WASHINGTON, D.C., March 6 -- By the end of 1977 we can expect to find nearly all youth of normal capacity finishing high school, a large percentage of these completing college, and millions of adults seeking continued schooling. The near future will also see education "an integral part of society just as we now recognize the basic roles of government and business."

This is the view ahead for education as predicted by William G. Carr, executive secretary of the National Education Association, in the 96-page centennial issue of the NEA Journal, published today.

Dr. Carr also predicted that by the end of the next two decades we will have about two million teachers -- an increase of a half million over the present number -- and that the average class size will not exceed 25. "More systematically than at present, high-school students with special capacities will be guided into scientific, technical, and professional pursuits. The years immediately following high school will be greatly expanded in opportunities for occupational preparation," he wrote.

The NEA Journal is the official organ of 700,000 teachers and school administrators who this year are marking 100 years of progress and achievement.

(more)

President Eisenhower, in a telegram to Mildred S. Fenner, Journal editor, congratulated the NEA at the beginning of its second century of service to our teachers and children and stated that "past accomplishments give assurance that you will continue to make your wisdom and energy effective in this most vital area of our national life."

In pictures and articles, the magazine presents a series of graphic then-and-now comparisons in textbooks and other teaching tools, school architecture, teaching standards, and educational concepts.

In an article titled The Schools I Hope to See, and described as "a dream....in terms of hopes and hunches," Francis S. Chase, chairman, Department of Education, University of Chicago, says that in the essential student-teacher relationship, "the good schools of tomorrow will share the characteristics of the good schools of today and of those of the time of Plato or of Confucius."

Major concern of his "dream school", writes Dr. Chase, will be to give every member a "sense of value" and a sense of "worthy achievement." Staffing the ideal elementary school will be a team of experienced teachers and apprentices. Writing on school design, William W. Caudill, architect and author, says that a study of school architecture over the past 100 years reflects the development of education. "It finally has dawned on school architects," he says, "that their real client is the pupil."

Looking to the future, Mr. Caudill foresees a Golden Age ahead, but we won't even glimpse it, he warns, unless we make every effort to solve some of our present problems. The problems he lists include obsolete buildings which actually "get in the way of learning," poor lighting, cell-type classrooms, dark tunnels for corridors, poor landscaping, and improper selection of school sites.

Climate, writes Mr. Caudill, is a major factor in school design. "In the South and Southwest, where children need protection from the heat, we still build schools more suited to northern climates; and in the North, we try to transplant a tropical architectural species."

Food service, he lists as another major problem. "In many schools, hundreds of children are rushed through a cafeteria line like so many cattle. We should be ashamed that we have not found a more humane plan of serving food."

(more)

Among the national personalities and organizations sending greetings to the NEA through this issue of the Journal are: Marion B. Folsom, Secretary of Health, Education and Welfare; Lawrence G. Derthick, U.S. Commissioner of Education; Eleanor Roosevelt; Eric Johnston, president, Motion Picture Association of America; Ethel G. Brown, president, National Congress of Parents and Teachers; Dorothy Canfield Fisher, novelist; Eugene Carson Blake, president, National Council of Churches; Mrs. John G. Lee, president, League of Women Voters; Mrs. Charles L. Williams, president, National Congress of Colored Parents and Teachers; Henry Toy, Jr., president, National Citizens Council for Better Schools; Harold E. Fellows, president, National Association of Radio and Television Broadcasters; Robert E. Kenyon, Jr., president, Magazine Publishers Association; and Dr. Dwight H. Murray, president, American Medical Association.

Also: Officers of the National Union of Teachers, National Gallery of Art, American Association of Museums, General Federation of Womens Clubs, American Parents Committee, the American Council on Education, American Teachers Association, National School Boards Association, Council of Chief State School Officers, National Farmers Union, American Association of University Women, American Institute of Architects, American Vocational Association, and the Association for Childhood Education International.

# # #

National Education Association

1201 SIXTEENTH STREET, N.W.
WASHINGTON 6, D. C.
ADAMS 4-4855

March 5, 1957

TO THE EDITOR:

A representative of your community is the author of a special feature appearing in the current centennial issue of the NEA Journal, official publication of 700,000 teachers and school administrators. This issue of the NEA Journal commemorates one hundred years of progress in education and opens the NEA's second century of service to the schools and to the nation.

In addition to a general release covering the Journal contents, we are enclosing tear sheets of the article by the author from your area. We hope you will find it useful in preparing your local story.

Sincerely,

Myrtle Bonn

Myrtle Bonn
Division of Press and Radio Relations

enclosures

March 4, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

The National Education Association is the national professional organization of educators. More than 1,083,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was organized in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and study to improve American schools.

For further information:
Roy K. Wilson or Myrtle Bonn

March 4, 1957

Memo to Editors and Correspondents: The following is a special memorandum from the Legislative Commission of the National Education Association, released by J. L. McCaskill, Executive Secretary of the Commission. It was given to wire services for use on Sunday, March 3. This copy is being mailed for your information.

* * * * * * * * * * * * * * * * * *

Paper Classrooms For Real Kids?

If schools could be built on paper, the statistics of the Chamber of Commerce of the United States would solve the classroom shortage overnight. That is if, like the Chamber of Commerce, we were willing to overlook some hard and inescapable facts. In recent weeks the Chamber has flooded the country with circulars claiming that there is no classroom shortage because we are building more schools each year than we need.

How Do We Know There Is A Classroom Shortage?

From 1950-1954, the U.S. Office of Education under orders from Congress conducted a survey of school building needs involving the expenditure of some $4 million of federal and state funds. The states did the surveying by sending questionnaires and teams of specialists to local school districts. The reports were made in two phases; the need as of September 1952 and the objectives sought as of September 1959. These studies have been seriously distorted by the Chamber of Commerce and other opponents of construction legislation.

To keep abreast of the current situation, the Office of Education has sent out each year brief survey forms to the state education agencies asking for information on number of classrooms needed, the number expected to be built, and the number of children affected by classroom shortages. Again, the state education agencies have filed reports based on the best information available to them at the time, information which they must obtain from local school districts.

Such a survey in the fall of 1956 is the basis for the testimony of Health, Education, and Welfare Secretary Marion B. Folsom to the House subcommittee that our classrooms are overcrowded by 2.3 million children which it would take 80,000 classrooms to hold; and that another 79,000 classrooms should be replaced as soon as possible, a total of 159,000 classrooms needed immediately.

"Wishful Thinking" Say The Opponents of School Construction Bills

The Chamber of Commerce asserts that at the end of 1956-57 we will have built 470,000 classrooms since 1947-48, many more than the number needed to house annual

(MORE)

enrollment increases. The Chamber knows this only because the states have reported it to the Office of Education. Yet when the states report that obsolescence, overcrowding, and double sessions are causing an immediate need for 159,000 classrooms the Chamber refuses to believe it. Indeed, on February 20, 1957, Thomas A. Ballantine, Kentucky businessman, testifying for the Chamber before a House Education and Labor Subcommittee, dismissed estimates of buildings to be replaced as "wishful thinking on the part of local school administrators." Perhaps it was this kind of "wishful thinking" that wanted to replace an obsolete firetrap in Flatrock, North Carolina before it was too late. This building burned to the ground on February 22, 1957 snuffing out the lives of a pupil and a heroic teacher who managed to save many of her charges from being trapped in the flaming structure.

What the Chamber's Figures Don't Show

The Chamber's publication, News and Cues, makes the bold assertion that 470,000 classrooms were constructed by states and local communities without federal aid in the 10-year period beginning in 1947 and ending in 1957. Since 1951 just under 6,000 classrooms a year have been built with federal assistance, $900 million worth of construction stimulated by $600 million in federal funds from Public Law 815, 81st Congress. So the Chamber is wrong on this count -- all our classrooms were not built by state and local action alone. Moreover, this federal aid for school construction has been given without federal control -- thus destroying another one of the Chamber's carefully nurtured bugaboos, that federal funds inevitably bring federal control.

Unwarranted Optimism Counts Unbuilt Rooms

The Chamber's 470,000 classrooms figure represents "wishful thinking" on its part. Thus News and Cues for February 1957 reports 67,000 classrooms built in 1955-56 while the Office of Education in its Circular 490 dated January 1957 reports 62,600 actually built. Even more amazing is the way the Chamber includes in its 470,000 classrooms 69,000 classrooms which haven't even been built yet. They may be built in 1956-57 provided construction is not slowed down by increased interest rates on school bonds, rising building costs, and shortages of vital construction materials. Yet the Chamber insists "69,000 were built"!

National Figures Conceal Local Impact

Also concealed in the Chamber's use of 290,000 classrooms as representing the number of classrooms needed to house the enrollment increases over the last 10 years are two factors that cannot be ignored. The first is that the impact of increasing enrollments has not been evenly distributed thus creating in many communities such as our suburbs, for instance, classroom shortages far in excess of local capacity to build fast enough to overcome them.

What About High School Enrollments?

The second factor is that the overall construction and enrollment figures used by the Chamber don't show the varying impact of increased enrollments on elementary schools and high schools. So far, the impact has been largely felt in elementary schools, and our local communities have exerted themselves to build elementary classrooms while putting off building more expensive high schools for which the need is clearly predictable. Between 1957 and 1964 high school enrollments will increase by 49 percent while in the previous 7 years they only increased 21 percent. In Circular 490 the Office of Education reports the beginning of an ominous trend in overcrowding in high schools, from 556,000 students in the fall of 1955 to 610,000 in the fall of 1956 enrolled beyond normal capacity, a 9.8 percent increase in overcrowding in just one year.

(MORE)

Can We Have It Both Ways?

The Chamber of Commerce doesn't hesitate to use Office of Education figures based on state reports when it comes to counting the number of classrooms built. But the credibility and integrity of state officials reporting classroom needs was sharply questioned by the witness for the Chamber in the hearings before the House Education and Labor Committee. In short, rather than face the issue of federal action to terminate the school construction emergency the Chamber wants to play the "numbers game" with an issue affecting the welfare of school children. The most effective answer to this kind of fiddling while Rome burns was given by President Eisenhower himself in his special message of January 28, 1957 when he said: "The need for federal assistance in eliminating this (classroom) shortage is not theory, but demonstrated fact. It cannot be said — realistically — that the states and communities will meet the need. The classroom shortage has been apparent for a number of years."

The Chamber has consistently opposed federal grants in aid for education where there would be any chance of shifting part of the burden of school financing from the property tax to the federal personal and corporate income tax. It is not surprising that the Chamber opposes shifting any portion of taxes from the small property owner to the large profit maker.

Highways, Yes — Schools, No

A major federal grant program which the Chamber does support is the multi-billion dollar federal highway construction act, a bonanza for the heavy construction industry and its suppliers. The need for federal aid to highways is unquestioned by the Chamber; yet it is just as true, in theory, that the states and localities can take care of their highway needs by raising taxes and removing debt limits as it is true in theory that they could build the schools they need eventually. If we cannot wait in one instance neither can we wait in the other, especially when states can now get $2 worth of highways for each dollar they appropriate for roads and no more than $1 worth of school buildings for each dollar appropriated for that purpose.

The People's Choice Not the Chamber's

The American people want federal aid for school construction by a 4 to 1 majority, if the January 1957 Gallup poll is any indicator of public opinion. The national figures alone cannot tell the whole story of what must be done. The need exists wherever a school district has exerted itself to the utmost and children are still being shortchanged for classroom space. Translated into figures this comes to 2,300,000 children in overcrowded classrooms; 840,000 on double sessions, and no one knows how many of those on double sessions are also in an overcrowded classroom when they get into the school building for a few hours a day.

Rather than act to correct this situation, the Chamber of Commerce wants to juggle with statistics. The National Education Association believes that the American people through their elected representatives in the Senate and House prefer rather to protect the educational opportunity of their children than to run the risk of "too little and too late."

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March 2, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Myrtle Bonn

For Release in A.M.Papers, March 3, 1957

NEA Legislative Commission Accuses United States Chamber of Commerce of Playing "Numbers Game" on School Construction

WASHINGTON, D.C., March 2 — The Legislative Commission of the National Education Association today accused the Chamber of Commerce of the United States of playing a "numbers game" with the school construction emergency and of substituting its own wishful thinking for public opinion.

J. L. McCaskill, executive secretary of the NEA Legislative Commission, tonight released a special memorandum charging that the Chamber of Commerce is flooding the country with circulars which, in effect, propose "paper classrooms for real kids."

In recent weeks, McCaskill noted, the Chamber has been distributing circulars claiming there is no classroom shortage and seriously distorting reliable government statistics to the contrary. McCaskill also referred to the Chamber of Commerce Testimony before a House Education and Labor Subcommittee which dismissed estimates of buildings to be replaced as "wishful thinking."

"Perhaps it was this kind of 'wishful thinking' that wanted to replace an obsolete firetrap in Flatrock, North Carolina, before it was too late. This building burned to the ground on February 22, 1957 snuffing out the lives of a pupil and a heroic teacher who managed to save many of her charges from being trapped in the flaming structure," McCaskill said.

The classroom shortage has been apparent for many years, McCaskill stated, charging that it is impossible for states and communities to meet the crisis unaided, as proposed by the Chamber. "The need for federal aid to highways is unquestioned by the Chamber; yet it is just as true, in theory, that the states and localities can take care of their highway needs by raising taxes and removing debt limits as it is true in theory that they could build the schools they need eventually. If we cannot wait in one instance neither can we wait in the other, especially when states can now get $2 worth of highway for each dollar they appropriate for roads and no more than $1 worth of school buildings for each dollar appropriated for that purpose," said McCaskill.

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Full text of the statement is attached.

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information
M. Ruth Broom, DAVI Press Office,
Room 103C, Sheraton-Park Hotel, March 3-6

2/25/57
For Release to A.M. Papers, Saturday, March 2

Classrooms of Future to Become Modern Educational Workshops, Predict Audio-Visual Educators on Eve of Annual Conference in Nation's Capital

Washington, D. C., March 2 -- Classrooms of the future will become modern educational workshops full of new teaching tools where children learn faster and better, predicts the Department of Audio-Visual Instruction (DAVI) of the National Education Association, which opens its annual conference here tomorrow. The meeting at the Sheraton-Park Hotel will continue through March 6.

Approximately 1500 specialists in the use of records, tape recorders, motion pictures, television, and other teaching tools, will get a first-hand demonstration of all the new developments in their field at a special exhibit which will be on display throughout the conference. The exhibit, the largest ever assembled for a DAVI meeting, will be located in the Exhibit Hall at the Sheraton-Park.

Conference participants, who are audio-visual experts from schools, colleges and universities from all over the country, will spend a crowded three days swapping ideas, discussing mutual problems, and making plans for the future development of audio-visual materials and equipment for the nation's schools.

Lawrence G. Derthick, newly appointed United States commissioner of education, will head the list of distinguished speakers who will address the convention. He will speak at the annual luncheon and final general session on Wednesday, March 6. Members of Congress from the respective states of the various DAVI delegations attending the conference are being invited to attend this luncheon.

(more)

Stephen M. Corey, dean of Teachers College, Columbia University, New York, will get the meeting off to a thought-provoking start at the opening general session with his keynote address on "How do you change behavior?"

A new idea will be introduced this year, reports Floyde E. Brooker, executive secretary of the DAVI. Instead of an over-all theme there will be three separate ones -- a theme for each day which will set the stage for the general session and discussion meetings to follow.

On Monday, March 4, the day's theme will be "Meeting Local Needs With Local Production;" Tuesday, March 5, "Curriculum and Audio-Visual Education;" and Wednesday, March 6, "Audio-Visual Information Services for Professional and Lay Publics."

DAVI President L. C. Larson, who is director of the Audio-Visual Center at Indiana University, Bloomington, will preside at the general sessions and William G. Carr, executive secretary of the National Education Association, will serve as honorary conference chairman.

Other speakers scheduled to address the conference are: Clyde K. Miller, director of the division of audio-visual education, and Paul L. Walker, chairman of the audio-visual committee, Ohio Board of Education; Adrian L. TerLouw, educational consultant for Eastman Kodak, Rochester, N. Y.; Daniel E. Power, S. J., director of public relations, Georgetown University, Washington, D.C.; Richard Hull, director of radio and television broadcasting, Ohio State University, Columbus; Rodney Tillman, executive secretary, Association for Supervision and Curriculum Development, NEA, Washington, D.C.

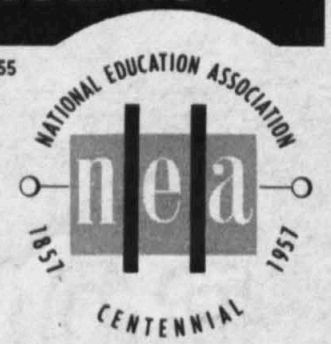
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Feb. 22 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information
Ivan A. Booker, Convention Press Service
Sheraton Park, Feb. 22-27, 1957

2/20/57
FOR IMMEDIATE RELEASE

D. C. Students and Teachers to Provide Special Duplicating Services During NASSP Convention at Sheraton-Park Hotel, February 23-27

WASHINGTON, D.C., Feb. 21 -- The department of Business Education of the District of Columbia Public Schools is planning a unique service for the forthcoming convention of the National Association of Secondary School Principals (NASSP.) The D. C. Association of Secondary School Principals is host to this convention, the 41st annual meeting of NASSP, which will be held here Feb. 23-27 at the Sheraton-Park and Shoreham Hotels.

The convention service being planned will be a "Stenographic and Duplicating Workshop" operating at the Sheraton-Park. It will be manned by selected high school students, under the direction of teachers of commercial subjects. Businessmen in the community are volunteering as substitutes for the teachers who are released from their classrooms for workshop duty.

Among the services this workshop will render are: publication of a daily convention summary, an illustrated news bulletin for conventioners; duplication of the major addresses delivered at convention sessions for the use of press representatives; duplication of a roster of delegates; production of programs for special convention events; stenographic service to speakers, officers, committee members, and others; and preparation of charts, outlines, summaries, etc. for meetings. A special committee will gather and edit the news for the daily summary,

(more)

and the workshop staff will work in close cooperation with the Convention Press Office.

The entire project has been approved by school and convention officials. General supervision will be given to it by A. L. De Mond, Supervising Director of Business Education, D. C. Public Schools.

The businessmen who substitute for D. C. teachers helping at the workshop will bring to the classroom a background of practical experience which students should find helpful. They will be able to emphasize factors of importance to students in choosing business vocations. The guidance they give will carry conviction because of their everyday experiences in the business world.

Students selected for the workshop will report for duty at 8:30 am and will work a full eight-hour shift. They will be given credit for a day of work experience on their school records. The project will give them the experience of producing work under pressure, but with exacting standards for accuracy and good form. They will work with a variety of the latest and best office machines, according to the needs of the day, changing about often with short notice.

Among the teachers who, at various times, will assist in the workshop are: Mrs. M. C. Lee of Washington Vocational School; Mrs. Lois Proctor and Mrs. Elizabeth Mewshaw of Eastern High School; Mrs. Mary E. Carter of Dunbar High School; Mrs. Anna M. Kent of Anacostia High School; Mrs. Mary U. McLaughlin of Roosevelt High School; Mrs. Hilda T. Haffer of McKinley High School; Edgar S. Burke of Spingarn High School; Mrs. Minna Margolies of Burdick Vocational School; and Mrs. F. V. Houchins of Cardozo High School.

Editorial and news staff for the convention summary, which will be entitled "Capital Ideas for Principals," will consist of: Dr. Regis Boyle, Woodrow Wilson High School, editor in chief, and Mrs. Gwendolyn B. Edwards, B. D. Harrison, Mrs. Bessie H. Johnson, Edward L. Tottle, Dorothy Vaill, Mrs. Lorelle M. Wise, all members of the D. C. schools department of Speech Therapy, and Mrs. Daisy F. Powell of Shaw Junior High School.

Equipment for the duplicating and stenographic workshop is being supplied by the following manufacturers and distributors of business machines: A. B. Dick; Addressograph-Multigraph Corporation; Bostitch-Wilson, Inc.; General Binding Corporation; Gestetner Duplicating Machine Corporation; International Business Machines; L. C. Smith Typewriter Co.; Ralph C. Coxhead Corporation; R. C. Allen Business Machines; Remington Rand, Inc.; Royal Typewriter Co.; Standard Duplicating Agency; Soundscriber Sales Corporation; Times Facsimile Corporation; and the Underwood Corporation.

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Feb. 20, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information
Ivan A. Booker, Director, Convention Press Service
Sheraton-Park Hotel, Washington, D. C., February 22-27, 1957

For Immediate Release

5000 School Principals Convene In Nation's Capital February 23-27, 1957

WASHINGTON, D.C., Feb. 20--Critical issues and timely problems in high-school administration will be the chief concern of some 5000 high-school principals who gather in the nation's capital, February 23-27, 1957 for the 41st annual convention of the National Association of Secondary School Principals, a department of the National Education Association. Attendance at this convention, in Washington's Sheraton-Park Hotel, is expected to set an all-time record. The convention theme is, "Our Secondary Schools--Citadels for Peach and Freedom."

The keynote address at the opening session, Friday morning, February 23, by Henry I. Willett, superintendent of schools in Richmond, Virginia, will deal with "Critical Issues Facing Secondary Education." On the program for other general sessions will be such nationally known speakers as: Edward L. R. Elson, pastor of the church attended by President Eisenhower; Harold E. Stassen, special assistant to the President; Mrs. Theodore Waller, director, New York Herald Tribune Forum for International Understanding; Virginius Dabney, editor, Richmond Times-Dispatch; Harold C. Hand, professor of education, University of Illinois; Norman Cousins, editor, the Saturday Review; and Eric Sevareid, NBC News Commentator.

This convention of high-school administrators is best described as a huge workshop, where the conventioners, in about 60 discussion groups, come to grips with the practical everyday problems of high-school management. In these groups the principals will pool information and expereinces on such problems as staff assignment, arranging class periods,

(more)

supervision, counseling service, orienting new teachers, curriculum development, evaluation, teacher rating, student councils, providing for the gifted students, programs for the slow learners, administering athletics, outdoor education, testing programs, the use of educational TV, school building plans, school discipline, and school-community relationships. One discussion group is planned especially for the principals' wives, and the discussion will be by principals' wives, on the question, "What Is the Role of the Wife of the Principal in the School Community?"

Twelve carefully planned tours will take conventioners to places of historic and national interest in and near Washington, and twenty-one schools in the Metropolitan area will serve as host to principals especially interested in their respective programs.

Tuesday evening, February 26th, a combined cast from D. C. secondary schools will present a colorful pageant depicting a century of progress in education. This special program has been developed as a salute to the Centennial of National Education Association being observed in 1957. Other special school talent to come before the convention will be numerous instrumental and choral groups from the high schools of this area.

To round out the convention there will be an extensive exhibit of the latest and best in school equipment, textbooks, other instructional materials, and school supplies by representatives of about 150 publishers and school-supply firms.

Attending the Washington convention will be high-school administrators from every part of the nation. Their interest and concern will extend through the full range of secondary education: junior high schools, senior high schools, and junior colleges.

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Feb. 18, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Myrtle Bonn
Press Office, Room 8
Atlantic City Auditorium
(After Feb. 13, 1957)

FOR RELEASE: A.M.Papers
Monday, Feb. 18, 1957

What Is A School Superintendent? AASA Yearbook Probes His Personal and Professional Life

ATLANTIC CITY, N. J., Feb. 17 -- The 19,000 men gathering here for the 83rd annual convention of the American Association of School Administrators (AASA) hold the most influential posts in education. Yet the superintendent is perhaps the least understood figure in any school system. Is he pedagogue or politician? Leader or lackey?

C. C. Trillingham, president-elect of the AASA and a commission of nine superintendents and other educational leaders answer these questions and describe this "job which defies definition" in the 1957 report of the Association. The report was released today to coincide with the convention.

Titled The Superintendent as Instructional Leader, it is a soul-searching probe into the job and personality of the average superintendent. Running 484 pages, the book is an attempt to reveal both the personal and professional aspects of a man who sometimes gets so boxed in with the mechanics of his job that he is in danger of losing track of his own identity.

"The superintendent of schools knows that his most important task is that of improving instruction," the book asserts, yet "superintendents frequently become discouraged because so many of the duties they must perform seem so remote from the actual teaching process."

(MORE)

Though superintendents are frequently frustrated by the multitude of problems that occupy their time, the report credits them with doing more to improve instruction than they realize:

> "When a superintendent helps to build a better school building, he is setting the stage for better instruction. When he is instrumental in getting a more adequate budget or teachers' salary schedule, he is laying the groundwork for better teaching. When he refuses to succumb to pressure to employ an incompetent teacher and when he protects teachers and children from well-meaning promoters of essay contests and from interruptions in the daily schedule, he is making possible improved instruction. When he is able to secure better lighting, acoustics, or improved sanitary conditions, he is making better instruction easier. When he selects better teachers, bolters their morale, creates better working conditions, defends teachers against unfair criticism, and utilizes as fully as possible the potential abilities of each staff member, he is contributing to the improvement of instruction."

The fictional John Jones of the AASA yearbook is a typical superintendent. Like other top executives his job is a lonely one. He needs to back off, get an objective, look at himself and his work; yet there is no competent person from whom he can seek constructive suggestions. No one with whom he might check ever gets a chance to see the total picture of his job. Superintendent Jones, like all other superintendents, must do his own evaluating.

The purpose of the report is to help him in this evaluation. Of equal, though perhaps unintentional value, is the opportunity for the public to eavesdrop as he voices his goals, his problems, and his achievements.

Here is a jack of many trades who must master them all. The superintendent must be an expert in teaching methods, but must be equally proficient in administration and public relations, in personnel and architecture, in finances and transportation. He is an efficiency expert, a trouble shooter, a community leader, a confidante -- a man of many roles which all combine to make his real job, providing the best instruction the schools can give.

Summarizing the book, Dr. Trillingham sees the superintendent as a man who "must be both tender and tough, idealistic and realistic; sensitive to a helpless child's most inarticulate needs, but able to slug it out in the rough and tumble of politics."

(MORE)

The wonder of it all, according to Dr. Trillingham, himself superintendent of Los Angeles County Schools, is that "superintendents become superintendents not by draft but by choice. They put in years of study and work gaining the necessary training and experience, knowing that this will be one of the most insecure, hazardous, enervating, and frustrating jobs in education."

Members of the AASA Yearbook Commission who worked with Dr. Trillingham are: Stephen M. Corey, dean, Teachers College, Columbia University, New York; Johnnye V. Cox, director, Georgia Program for the Education of Supervisors, College of Education, University of Georgia; Athens; Walter W. Eshelmen, supervising principal, School District of Upper Dublin, Fort Washington, Pa.; Philip H. Falk, superintendent of schools, Madison, Wisconsin; Robert S. Fox, director, University School, School of Education, University of Michigan, Ann Arbor; T. J. Jenson, superintendent of schools, Shorewood, Wisconsin; Truman M. Pierce, dean, School of Education, Alabama Polytechnic Institute, Auburn, Ala.; Lucille Ramsey, classroom teacher, Orange Public Schools, Orange, Texas; Dean M. Schweickhard, state commissioner of education, St. Paul, Minn.

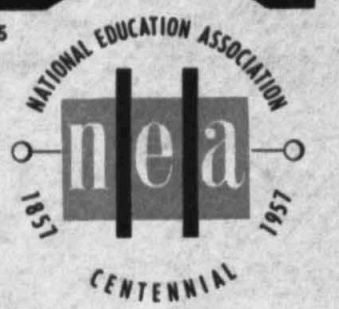
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Feb. 13, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.



For further information:
M. Ruth Broom, The Walnut Room, Morrison Hotel
(From Wednesday noon, Feb. 13 through Saturday, Feb. 16)

2/1/57
FOR RELEASE: A.M. Papers
Wednesday, Feb. 13, 1957

Ninth Annual Convention of Teacher Education Association to Meet in Chicago, February 14-16

CHICAGO, Feb. 13 -- The American Association of Colleges for Teacher Education (AACTE), which has a membership of 315 colleges and universities, will open its ninth annual convention here at the Morrison Hotel tomorrow.

Representatives from these teacher training institutions - already hard-pressed because of a continuing upswing in enrollments - will meet here through Saturday, Feb. 16, to iron out some of the additional problems which plague them.

In particular, the 700 presidents, deans of schools of education and faculty members expected to attend, will be concerned with efforts to keep academic standards high, to provide a balanced curriculum, and to insure the quality of classroom instruction.

The AACTE, a department of the National Education Association, is the national voluntary organization of colleges and universities which annually prepare approximately half the young people entering the teaching profession. Theme for the Association's convention will be the same as the one adopted by the NEA for its Centennial which will be observed this year -- "An Educated People Moves Freedom Forward." Some of the nation's leading educators will develop this theme during the general sessions and group meetings.

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Karl W. Bigelow, professor of higher education, Teachers College, Columbia University, will give the keynote address at the opening general session. His topic: "Moving Forward in Teacher Education." Louis A. Warren, Director Emeritus of the Lincoln National Life Foundation, Fort Wayne, Indiana, also will speak at this session on "Lincoln's Emphasis on 'A New Birth of Freedom'."

Other general session speakers include T. R. McConnell, director, Research Project in Higher Education, University of California at Berkeley; Earl J. McGrath, former U. S. Commissioner of Education and at present, executive officer of the Institute of Higher Education at Teachers College, Columbia University; William A. Brownell, dean, School of Education, University of California, Berkeley; Sidney H. Fine, Chief of Public Information Staff, United States Information Agency, Washington, D. C.

Norman Cousins, editor of The Saturday Review, will address a joint session between the AACTE and several other organizations which will be holding meetings at this same time. These organizations are: The Association for Student Teaching; The National Society of College Teachers of Education; The American Academy for Physical Education; The National Business Teacher Training Institutions, a division of the United Business Education Association of the NEA; The National Commission on Teacher Education and Professional Standards.

David Henry, president of the University of Illinois, Urbana, and vice-chairman of the President's Committee on Education Beyond the High School, will report on the work of this committee at the final convention session Saturday morning.

AACTE President Rees H. Hughes, who is also president of Kansas State Teachers College, Pittsburg, will preside at major convention sessions. Donald P. Cottrell, dean, College of Education, Ohio State University, Columbus, is president-elect of the AACTE and will assume the presidency at the close of the convention.

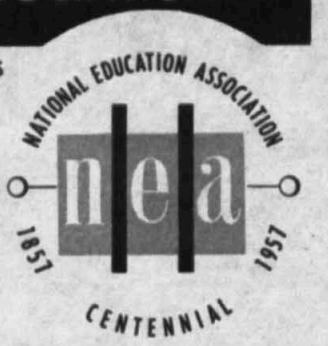
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Feb. 11, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.



For further information:
Roy K. Wilson or Myrtle Bonn

FOR RELEASE: A.M. Papers
Monday, Feb. 11, 1957

Curriculum Experts Urge That Research Studies Be Conducted in Classrooms, Not Remote Laboratories

WASHINGTON, D. C., Feb. 11 — Educators responsible for the public school curriculum had better look for evidence of improvement before they leap into changes. And the best testing ground for such evidence is not a remote laboratory, but the classroom itself, where the teacher can experiment with, judge, and actually practice proposed improvements.

This plea for orderly, scientific curriculum changes is sounded by the Association for Supervision and Curriculum Development (ASCD) in its 1957 yearbook, released today, titled Research for Curriculum Improvement. ASCD is a department of the National Education Association.

Urging that teachers become more than "mere consumers of others' findings," the book states:

"The teacher knows (or can know) the subtleties of a particular classroom as no one else can. The teacher is in an unequalled position to subject proposed improvements to realistic tests. The teacher knows better than anyone else what needs improving at the point of operation. The teacher is the best judge of experimental findings.

"Most important... the teacher is the one person in a position to put findings to use. If we really want to change the curriculum for the better, it is necessary that the researcher be in the classroom, where the changes must ultimately be brought about. The movement to involve teachers as cooperating researchers ... brings the

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researcher to the classroom, where he should have been all the time."

Arthur W. Foshay, director, Bureau of Educational Research, Ohio State University, Columbus, Ohio, and chairman of the 15-man yearbook committee, commenting on the new research techniques said:

"Curriculum change can be achieved in many ways. Curriculum improvement is most likely to occur when research methods are used by teachers. This process has come to be called 'action research.' It offers the hope that curriculum can be improved on the basis of evidence, instead of being merely changed through committee opinion, central office edict, or legislation."

A major stumbling block in cooperative research, the yearbook committee agreed, is the lack of skill and experience in practicing it. To familiarize those concerned with the subject and encourage wider use of this type of curriculum improvement, the book contains a 43-page account of an experimental one-week training institute.

Members of the yearbook committee, in addition to Dr. Foshay, include: James A. Hall, superintendent, Port Washington Public Schools, Port Washington, N. Y.; William M. Alexander, professor of education, University of Miami, Coral Gables, Fla.; Chester Babcock, director of curriculum and instruction, Seattle Public Schools, Seattle, Wash.; Charles L. Boye, professor of education, Wayne University, Detroit, Mich.; Veronica E. Casey, coordinator of instruction, Smiley Junior High School, Denver, Colo.; Stephen M. Corey, dean, Teachers College, Columbia University, New York, N. Y.; Lester L. Dickey, superintendent of schools, Hamilton, Ohio; Ronald C. Doll, director of instruction, Public Schools, Montclair, N. J.; Robert S. Fleming, professor, School of Education, New York University, New York, N. Y.; Alexander Frazier, assistant superintendent of curriculum and instruction, Houston Independent School District, Houston, Texas; Max R. Goodson, assistant dean, College of Education, Ohio State University, Columbus, Ohio; Virgil E. Herrick, professor, School of Education, University of Wisconsin, Madison, Wis.; Madeline Roberts, teacher, Swansea School, Denver, Colo.; and David H. Russell, professor, School of Education, University of California, Berkeley, Calif.

(more)

Individual chapters, describing the research process in detail, were written by the following specialists: Clifford S. Bebell, professor, School of Education, University of Denver, Denver, Colo.; Stephen M. Corey, dean, Teachers College, Columbia University, New York, N.Y.; Ronald C. Doll, director of instruction, Public Schools, Montclair, N.J.; Arthur W. Foshay, professor of education and director, Bureau of Educational Research, Ohio State University, Columbus, Ohio; Alexander Frazier, assistant superintendent of curriculum and instruction, Houston Independent School District, Houston, Tex.; James A. Hall, superintendent, Port Washington Public Schools, Port Washington, New York; Chester W. Harris, professor, School of Education, University of Wisconsin, Madison, Wis.; Virgil E. Herrick, professor, School of Education, University of Wisconsin, Madison, Wis.; Ruth M. Larson, Bureau of Educational Research, Ohio State University, Columbus, Ohio; Margaret G. McKim, professor of education, Teachers College, University of Cincinnati, Cincinnati, Ohio; Matthew B. Miles, research associate and assistant professor of education, Horace Mann-Lincoln Institute of School Experimentation, Teachers College, Columbia University, New York, N.Y.; Ross L. Mooney, professor of education and research associate, Bureau of Educational Research, Ohio State University, Columbus, Ohio; John T. Robinson, assistant professor of education, San Francisco State College, San Francisco, Calif.; and Hilda Taba, professor of education, San Francisco State College, San Francisco, Calif.

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Copies of Research for Curriculum Improvement may be obtained from Association for Supervision and Curriculum Development, National Education Association, 1201 16th Street, N.W., Washington 6, D.C. 350 pp. $4.

Feb. 4, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Myrtle Bonn

FOR RELEASE: A.M. Papers
Monday, February 4, 1957

High-School Scientists Compete In National Achievement Program

WASHINGTON, D.C., Feb. 4 -- Close to 3000 science projects -- all conducted by high-school science students -- are expected to be completed and ready for judgment by March 15, deadline for the sixth annual Science Achievement Awards Program for students. The competition is conducted by the Future Scientists of America Foundation of the National Science Teachers Association.

The yearly awards, according to Robert H. Carleton, executive secretary of the Association, are designed to help the science teacher "identify, inspire, and instruct the high-potential science student in numbers sufficient for our future needs in a world society dominated by science and technology."

The awards, totalling $10,000, are made possible through annual grants from the American Society for Metals. Competitive projects may include experimental studies, reports, or other activities similar to those carried on by practicing scientists. Those projects dealing with metals or metallurgy will be considered for additional awards from the American Society for Metals.

Mr. Carleton predicted that subjects covered will be as representative as those covered last year. Entries in 1956 included reports on such projects as "A Comparative Study of Animal Hair" by a seventh-grade girl in Jackson, Mississippi and "The Fractionation of Blood Plasma" by a 10th grader in Washington, D.C.

One boy, investigating the function of antennae of cockroaches, reported the results inconclusive "but the project helped diminish the cockroach population of Birmingham."

The competition is open to students in the seventh through 12th grades. Entry forms are available from Future Scientists of America Foundation, National Science Teachers Association, 1201 16th Street, N.W., Washington 6, D.C. The National Science Teachers Association is a department of the National Education Association.

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Feb. 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

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For further information:
Roy K. Wilson

Note to Editors: The Press Office for the AASA convention will be located in Room 8 of the Atlantic City Auditorium. It will be open from noon on Wednesday, February 13, until the close of the convention Wednesday night, February 20. Press Office telephones will be: 4-9001 and 4-9002.

FOR IMMEDIATE RELEASE

WASHINGTON, D.C. -- The 83rd annual convention of the American Association of School Administrators will open in Atlantic City, New Jersey, February 15 with a six-day program geared to the theme, "Schools on the Threshold of a New Era." Advance attendance estimates show that approximately 19,000 superintendents and other school administrators will make this convention the largest in the history of the AASA.

More than ever before this will be an "audio-visual" convention -- with over 450 exhibitors prepared to display the widest variety of new teaching tools; a closed circuit television system ready for a large-scale demonstration of teaching by TV; and approximately 569 discussion groups and workshops set up to probe school problems of today and tomorrow.

Approximately 60 allied and affiliated groups will hold simultaneous or overlapping meetings. Like AASA, many of these organizations are affiliates of the National Education Association.

The early opening date, according to AASA President Paul J. Misner, will permit additional time to visit exhibits and will also allow exhibit inspection by school board members attending the Feb. 14 to 16 convention of the National School Boards Association.

Name speakers slated to address the eight general sessions include: Senator John F. Kennedy of Massachusetts, who will discuss the qualities of leadership demanded of our people for this changing world; Beardsley Ruml, tax expert and economist, who will take part in a panel discussion on financing the schools we need; T. Keith Glennan, president, Case Institute of Technology, Cleveland, whose topic is "Men for Tomorrow's Technology"; Norman Cousins, editor of The Saturday Review, speaking on "Report on the Majority"; and You Chan Yang, Korean ambassador to the United States.

Lawrence G. Derthick, U.S. Commissioner of Education, will chair a joint meeting with the National Conference of Professors of Educational Administration and Earl J. McGrath, executive officer, Institute of Higher Education, will report on the work of the Institute at a meeting of the Educational Policies Commission, Sunday, Feb. 17.

The S.D. Shankland Memorial Scholarships, annually awarded by the Associated Exhibitors of the National Education Association for outstanding administrative and teaching ability, will be presented to Byron Fletcher Evans, superintendent of schools, Glide, Oregon and Carl M. Hammer, principal, West Lafayette Senior High School, West Lafayette, Indiana. The scholarships are for graduate study in school administration and each carries with it a cash award of $1000.

General Maxwell D. Taylor, Chief of Staff, United States Army, will receive a gold key at the Annual Golden Key Awards to be held at 8:30 P.M. Saturday, February 16, 1957 in the Ballroom, Auditorium, Atlantic City, N.J. His former teacher, 93-year-old Clifford H. Nowlin of Kansas City, Missouri, will be similarly honored at this yearly ceremony which is sponsored by eight national organizations representing teachers and citizens.

Also scheduled to receive gold keys in this event which dramatizes the importance of the teacher in American life are Economist Beardsley Ruml, and his former mathematics teacher, Miss Alice Rudd of Cedar Rapids, Iowa.

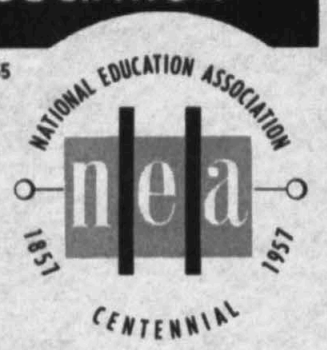
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Jan. 31, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Roy K. Wilson or Myrtle Bonn

FOR RELEASE: P.M. Papers
Thursday, Jan. 31, 1957

Study Refutes Claim That Top Students By-Pass Science and Math Courses

WASHINGTON, D.C., Jan. 30 -- Critics who blame the current shortage of scientists and mathematicians on the "softness" of modern youth had the ground cut from under them today with the publication of survey figures showing that the nation's best students do not avoid hard subjects such as science and math. In fact, of a group of 620 top-ranking honor students, 58 percent plan to spend their lives in scientific or technical work.

Results of the survey, conducted by M. H. Ahrendt, executive secretary of the National Council of Teachers of Mathematics, appears in the February issue of the Journal of the National Education Association (NEA). The Council is a department of the NEA.

In order to investigate the charge that even our best students steer away from tough high-school courses in the sciences, Mr. Ahrendt studied the records of the 1953 and 1956 winners in the annual academic competition of the National Honor Society. These winners were the highest ranking students in a national general aptitude test administered to seniors in public and private high schools in all the states and U. S. possessions. The records included complete transcripts of credits earned and intended vocational choice for 620 students, all ranking above the 99.9 percentile -- the "cream of the crop" among American high-school graduates.

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Of the 294 winners in 1953, a total of 55 percent planned to prepare for work in science, engineering, or in technical fields for which extensive training in math and science was a prerequisite. In 1956, the number of students expressing vocational preferences for scientific fields increased to 60 percent. The amount of high-school work done in these fields also showed an increase.

"Our study indicates that the best students do not avoid hard subjects," declared Mr. Ahrendt. "Considering the wide variety of secondary schools from which they come (large and small, urban and rural, North and South), it seems likely that to produce the averages given here they had to take practically all of the mathematics courses and courses in their particular sciences offered by the schools they attended.

"It appears that top-grade students enjoy work in science and mathematics, since 58 percent of the total group indicated that they plan to spend their lives in scientific or technical work.

"Those critics who are worried about modern youth and the part they should play in meeting our national manpower needs in mathematics and science should be reassured by this brief study."

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Jan 24 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. • WASHINGTON 6, D. C. • ADams 4-4855

For further information:
Roy K. Wilson or Carol Scotton

FOR RELEASE: MONDAY, JANUARY 27, 1958

NEA Calls Conference To Study
Schooling of Academically Talented

WASHINGTON, D.C. -- Jan. 26--The "powerhouse kids" of American education--academically talented high school students--and their schooling will be the subject of a national working conference here February 6-8 at the Statler Hotel.

Sponsored by the National Education Association (NEA), the invitational conference will draw together 200 of the nation's top educators in the field. They will include classroom teachers, college professors, curriculum experts and researchers, and college and school administrators.

James B. Conant, former U. S. Ambassador to the Federal Republic of Germany and past president of Harvard University, will be chairman.

Conference sessions will represent ground work for a year-long NEA project on the identification and education of the academically talented student in the American high school. The project is made possible by a Carnegie Foundation grant. J Ned Bryan, on leave from Rutgers University where he is a professor of education, is director of the project.

Four educators actively concerned with educating academically talented students will kickoff the conference Thursday, February 6, with a symposium. John M. Stalnaker, president of the National Merit Scholarship Corporation, will speak on "Methods of Identification--the Complexity of the Problem." Discussing "Measurement and Prediction --Tests of Academic Ability" will be Henry Chauncey, president of the Educational Testing Service. Samuel A. Stouffer, director of the Laboratory of Social Relations at Harvard University, will speak on "The Student--Problems Related to the Use of Academic Ability." Lyle Spencer, president of Science Research Associates, will

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speak on "Implementation--The Effective Use of Identification Techniques."

William G. Carr, NEA executive secretary, will welcome the participants at the opening session. U. S. Secretary of Health, Education, and Welfare Marion B. Folsom and NEA president Lyman V. Ginger will extend greetings.

Ten concurrent group sessions (closed) are scheduled Thursday afternoon and evening and Friday morning and afternoon. Topics include "Society's Responsibility and Means of Providing for the Academically Talented" and "Strengths and Weaknesses of Accelerating the Academically Talented."

Dr. Conant will summarize conference results at a luncheon meeting Saturday, February 8. Speaking on project plans for the future will be Dr. Bryan. Saturday morning a reporter from each discussion group will present results of his own session.

Among the educators attending will be Milton Eisenhower, president of Johns Hopkins University; Herman B. Wells, president of Indiana University and chairman of the Educational Policies Commission; James E. Allen, Jr., New York State Commissioner of Education; Elbert P. Little, executive director of the Physical Science Study Committee at the Massachusetts Institute of Technology; Paul A. Witty, professor of education and director of the psycho-educational clinic, Northwestern University; Arthur S. Adams, president of the American Council on Education; Robert J. Havighurst, professor of education, University of Chicago; and Harry Passow, associate professor of education and research associate, Horace Mann-Lincoln Institute of School Experimentation, Teachers College, Columbia University, New York, New York.

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Jan 25, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

January 25, 1957

MEMORANDUM TO THE EDITOR

In a recent conversation, an editor of one of the state education journals told us that he found the list of new NEA publications in the NEWS REPORT especially valuable.

On some occasions in the past, this listing of NEA publications has been carried only on alternate months in the NEWS REPORT.

This letter is to tell you that we expect to include the new publications in each issue of the NEWS REPORT in the future and to assure you that we will make this list as comprehensive as possible. We will do our best to cover the NEA and all of its departments, committees and commissions on this listing of new publications.

If you have suggestions as to how the NEWS REPORT can be made more helpful to you, please let me know.

Cordially,

Roy K. Wilson

Roy K. Wilson
Acting Director
Division of Press and Radio Relations

RKW/ds

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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January 22, 1957

Dear Editor:

More than 19,000 administrators, and other representatives from large and small school systems throughout the country, will take part in the 83rd annual convention of the American Association of School Administrators to be held at Atlantic City, February 15-20.

Some of the headline speakers will include Dr. Lawrence G. Derthick, the new United States Commissioner of Education; William G. Carr, Executive Secretary of the National Education Association; Senator John F. Kennedy; Beardsley Ruml; Norman Cousins; and You Chan Yang, Korean Ambassador to the United States.

The enclosed skeleton outline will give you some insight into the program planned for what is expected to be the largest assembly of school superintendents ever to meet in one place.

On behalf of the officers and staff of the American Association of School Administrators, I am glad to extend a cordial invitation to you to cover this convention. We will have a staff of more than fifteen persons in Room 8 of the Atlantic City Auditorium ready to help you in every way possible, starting on Friday, February 15.

So that we will be able to make necessary preparations to serve you effectively, will you please return the enclosed reply form to me at your earliest convenience?

Cordially,

Roy K. Wilson

Roy K. Wilson, Acting Director
Press and Radio Relations

Jan. 22, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information:
Roy K. Wilson

FOR IMMEDIATE RELEASE

WASHINGTON, D.C. — The 83rd annual convention of the American Association of School Administrators will open in Atlantic City February 15 with a six-day program geared to the theme, "Schools on the Threshold of a New Era." Advance attendance estimates show that approximately 19,000 superintendents and other school administrators will make this convention the largest in the history of the AASA.

More than ever before this will be an "audio-visual" convention -- with over 450 exhibitors prepared to display the widest variety of new teaching tools; a closed circuit television system ready for a large-scale demonstration of teaching by TV; and approximately 569 discussion groups and workshops set up to probe school problems of today and tomorrow.

Approximately 60 allied and affiliated groups will hold simultaneous or overlapping meetings. Like AASA, many of these organizations are affiliates of the National Education Association.

The early opening date, according to AASA President Paul J. Misner, will permit additional time to visit exhibits and will also allow exhibit inspection by school board members attending the Feb. 14 to 16 convention of the National School Boards Association.

Name speakers slated to address the eight general sessions include: Senator John F. Kennedy of Massachusetts, who will discuss the qualities of leadership demanded of our people for this changing world; Beardsley Ruml, tax expert and economist, who will take part in a panel discussion on financing the schools we need; T. Keith Glennan, president, Case Institute of Technology, Cleveland, whose topic is "Men for Tomorrow's Technology"; Norman Cousins, editor of The Saturday Review, speaking on "Report on the Majority"; and You Chan Yang, Korean ambassador to the United States.

Lawrence G. Derthick, U.S. Commissioner of Education, will chair a joint meeting with the National Conference of Professors of Educational Administration and Earl J. McGrath, executive officer, Institute of Higher Education, will report on the work of the Institute at a meeting of the Educational Policies Commission, Sunday, Feb. 17.

The S. D. Shankland Memorial Scholarships, annually awarded by the Associated Exhibitors of the National Education Association for outstanding administrative and teaching ability, will be presented to Byron Fletcher Evans, superintendent of schools, Glide, Oregon and Carl M. Hammer, principal, West Lafayette Senior High School, West Lafayette, Indiana. The scholarships are for graduate study in school administration and each carries with it a cash award of $1000.

General Maxwell D. Taylor, Chief of Staff, United States Army, will receive a gold key at the Annual Golden Key Awards to be held at 8:30 P.M. Saturday, February 16, 1957 in the Ballroom, Auditorium, Atlantic City, N.J. His former teacher, 93-year-old Clifford H. Nowlin of Kansas City, Missouri, will be similarly honored at this yearly ceremony which is sponsored by eight national organizations representing teachers and citizens.

Also scheduled to receive gold keys in this event which dramatizes the importance of the teacher in American life are Economist Beardsley Ruml, and his former mathematics teacher, Miss Alice Rudd of Cedar Rapids, Iowa.

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Jan. 18, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Myrtle Bonn

FOR RELEASE: A.M. Papers
Friday, Jan. 18, 1957

Sponsors Announce Theme and Dates For American Education Week

WASHINGTON, D.C., Jan. 17 -- The national sponsors of American Education Week today announced the selection of the 1957 theme, An Educated People Moves Freedom Forward. Dates for the year's observance were set as November 10-16.

American Education Week, a joint project of the National Education Association, the American Legion, the U.S. Office of Education, and the National Congress of Parents and Teachers, is now in its 37th year. Traditionally, the week is a period for community evaluation of school needs and achievements and is marked by open house and other public functions.

Activities this year, according to Ivan A. Booker, coordinator of the American Education Week program, are expected to run along a two-way street. "The observance will be unusually significant this year," said Dr. Booker, "due to the widespread public interest in schools generated by state and local follow-ups on the White House Conference on Education."

"The widespread emphasis on education resulting from local and national centennial activities of the National Education Association will also increase the significance of the 1957 observance," Dr. Booker added. "These programs call for discussion groups in every community 'to consider education in a changing world.' Conversely, information and interest developed through the American Education Week program will give impetus to all the groups that are carrying on year-round programs of evaluation and planning."

Daily topics to be stressed in connection with the American Education Week theme are:

Sunday	November 10	Education for Moral Values
Monday	November 11	Education for Responsible Citizenship
Tuesday	November 12	What Our Schools Should Achieve
Wednesday	November 13	Ways To Provide Better Education
Thursday	November 14	Our Community's Teachers (National Teachers Day)
Friday	November 15	Our School-Community Relationships
Saturday	November 16	Our Own Responsibility for Better Schools

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News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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I have my doubts about the truth of some of these statements. Alice Morton

For further information:
Roy K. Wilson or Myrtle Bonn

FOR IMMEDIATE RELEASE
January 14, 1957

FILLERS

The "little red school house" of a century ago was almost never red, according to Edgar B. Wesley, centennial historian for the National Education Association. It was usually white or unpainted.

* * *

Time out for recess in public school was virtually unknown back in 1857 when the National Education Association was founded. Not until 1884 was a committee appointed to survey the controversial issue. Of the educators queried, 56 percent were opposed to recess, one reason being that "many pupils would not go out for recess unless compelled."

* * *

In its 100-year history, the National Education Association has held 95 conventions and delegates heard a total of 19,000 official speeches. These speeches represent only those which were printed or summarized in the recorded proceedings.

what survey?

* * *

A survey conducted in 1856, one year before the founding of the National Education Association, showed that more than half the teachers in Pennsylvania had attended only elementary school and considerably less than half had done any professional reading. Today, 92.4 percent of the nation's teachers come to the classroom with at least a bachelor's degree.

* * *

(more)

Concern over the 3Rs was expressed just as vocally 100 years ago as it is today. In 1857 an educational journal complained that "reading is worse taught than any other branch" and that "penmanship now-a-days is very inferior in point of neatness, clearness and legibility to what was commonly seen twenty or thirty years ago." A meeting of the National Education Association in 1907 heard a speaker sum up pupil achievement this way: "We all know that children can't spell as well as they used to spell, that only one in a hundred can add and subtract with the facility of our fathers when they were boys. . ."

* * *

Health had no place in the school curriculum of 100 years ago and it wasn't until 1907 that Los Angeles became the first city to require annual health examinations for school children. The National Education Association endorsed health examinations and the employment of school nurses in 1914.

* * *

The National Education Association, celebrating 100 years of progress in education, cites these discipline rules enforced in a North Carolina school a century ago:

Boys and girls playing together -- 4 lashes
For not making a bow when a stranger comes in -- 3 lashes
For calling each other liars -- 4 lashes
For blotting copy book -- 2 lashes
For scuffling at school -- 4 lashes
For giving each other ill names -- 3 lashes
For climbing every foot over three feet up a tree -- 1 lash
For doing any mischief -- 7 lashes

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Jan. 9, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson or Myrtle Bonn

FOR RELEASE: P.M. Papers
Wednesday, Jan. 9, 1957

Public School Adult Educators Deplore "Smorgasbord" Curriculum; Seek Shift in Emphasis from Ceramics to Citizenship

WASHINGTON, D.C., Jan. 9 — A leading member of the board of directors of the National Association of Public School Adult Educators (PSAE) today denounced what he termed the "smorgasbord" curriculum offered adults seeking continued education. Arthur P. Crabtree, head, Civic Education Bureau of Adult Education of the New York State Education Department and PSAE board member, attacked the adult curriculum which "offers a variety of trivia but fails to recognize education's most urgent task -- developing citizens who can translate the democratic concepts into daily behavior."

Mr. Crabtree's charges were released today in the first of a series of booklets published by PSAE in an attempt to raise the standards of adult education. The title is Civic Education Programs for Adults. PSAE is a department of the National Education Association.

It is a curious contradiction, declared Mr. Crabtree, that we teach citizenship to youth before they are in a position to make significant decisions, but we have tragically few classes and activities for adults which encourage study and participation in the affairs of democracy. We train the foreign-born for citizenship, he observed, yet courses for voting citizens are heavily weighted in favor of ceramics and other arts and crafts.

"An honest appraisal of public school adult education in this country," writes Mr. Crabtree, "cannot ignore the tragic absence of those classes which encourage the adult to study and participate in the affairs of democracy." This absence, he asserts, can be traced to the tendency to give the individual "what he wants" and that consists of vocational and technical education, homemaking, and arts and crafts.

(more)

"There are standards of value in adult education," he says, "just as there are in all of life. The old smorgasbord philosophy of 'give-them-what-they-want' must be modified."

Evidence that our people are not properly prepared for life in a free society, writes Mr. Crabtree, is reflected most sharply in the fact that the voting percentage of our citizens today is the lowest in any of the world's free nations (less than 60 percent). "Democracy cannot continue to operate on 60 percent efficiency. No business or nation can do that."

By teaching citizenship to adults, Mr. Crabtree argues, we can obtain results comparable to those obtained in other areas. Citizenship behavior, he says, can never come as a side value from other fields of subject matter. "Who is so naive as to believe that as much training for citizenship can come from a class in contract bridge as from a discussion group in community problems?"

"The diminishing world has brought the problems of all humanity to our hearthstone," Mr. Crabtree continues. "The ever-lengthening distance between the citizen and his government has isolated the adult in futilitarian impotence. Increased specialization in the technological fields has stripped the individual of those satisfactions that come to the 'whole' man. Our mad pace and social tensions have established the jagged nerve, the sleeping pill, and the psychiatrist's couch as the hallmarks of the age. Increased facilities of mass communication have served only to multiply the adult's confusion, leaving him reeling before a barrage of propaganda and social pleading...Against the backdrop of this disturbing scene, the challenge to adult education is sharp and unmistakable."

Concern over the adult education curriculum was also expressed by Robert A. Luke, executive secretary of PSAE. He called Mr. Crabtree's booklet "invaluable" to administrators and leaders of adult education programs, whether they operate within the framework of the public schools or through other organizations. The 64-page booklet lists specific steps by which adult education programs may be set up and includes suggestions on administering and evaluating such programs.

The booklet is the first in a series made possible by a grant from the Fund for Adult Education through the Adult Education Association of the United States. Areas to be covered in forthcoming booklets include economic education and education for home and family life.

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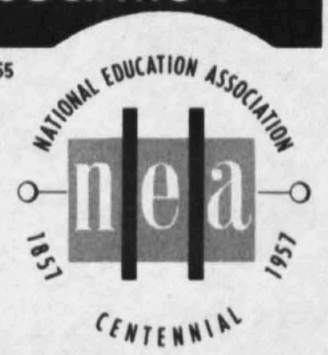
Review copies of Civic Education Programs for Adults may be obtained from the Natl. Association of Public School Adult Educators, 1201 16th St., N.W., Washington 6, D. C.

Jan. 4, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

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For further information
Roy K. Wilson or M. Ruth Broom

1/4/57
For Immediate Release

California Superintendent Chosen To Head American Association of School Administrators

Washington, D. C., Jan. 4 -- C. C. Trillingham, superintendent of schools, Los Angeles County, California, has been chosen president-elect of the American Association of School Administrators (AASA.) He will serve in this capacity for the year beginning March 15, 1957, and will begin a one-year term as president on March 15, 1958.

Results of a nation-wide ballot among 10,500 members of the AASA, one of the largest departments of the National Education Association, were announced here today.

J. Chester Swanson, superintendent of schools, Oklahoma City, Okla., was elected vice-president in the balloting, and Wendell Godwin, superintendent of schools, Topeka, Kansas, who is currently serving on the AASA Executive Committee, was re-elected to another term.

Dr. Trillingham, who has been superintendent of schools in Los Angeles County since 1942, is chairman of the 1957 Yearbook Committee of the AASA and was a member of the Resolutions Committee in 1954-55. He was a member of the Association's Committee on Universal Military Training in 1950 and has appeared on the program for AASA national conventions.

A graduate of Southwestern College in Winfield, Kansas, he received the master's degree and the Ed.D degree from the University of Southern California in Los Angeles. His early teaching experience included serving as teacher, principal and superintendent of schools in Kansas before moving to California. He was assistant superintendent of schools in Los Angeles County for eight years before assuming his present position.

(more)

Election to the presidency of the American Association of School Administrators is regarded as one of the top honors in the field of education in the United States.

Formed in 1865, the Association in 1870 became one of the two original departments of the National Education Association. Members today include city, county, and state superintendents; college and university presidents and deans of colleges of education; administrative officers of state and national education associations; and heads of private schools who work directly with governing authorities.

Yearbooks of the AASA cover current problems in education and authors include educational leaders and distinguished laymen. The 1953 yearbook was entitled "American School Curriculum", the 1954 yearbook, "Educating for American Citizenship;" the 1955 yearbook, "Staff Relations in School Administration;" the 1956 yearbook, "School Board-Superintendent Relationships." The 1957 edition, which will be published in February, is entitled "The Superintendent as Instructional Leader."

National conventions sponsored by the AASA bring together annually some 19,000 persons to consider current school problems. The 1957 convention will be held in Atlantic City, N.J., Feb. 15-20.

The results of the balloting were announced by the following AASA Board of Tellers:

J. E. Scott, superintendent of schools, Peekskill, N.Y., chairman
J. E. Pease, superintendent of schools, La Grange, Ill.
T. Edward Rutter, superintendent of schools, Arlington, Va.

# # #

Jan 2, 1957

NATIONAL EDUCATION ASSOCIATION OF THE UNITED STATES
1201 SIXTEENTH STREET, NORTHWEST, WASHINGTON 6, D. C.

TO STATE EDUCATION ASSOCIATION JOURNALS

January 2, 1957

Dear Editor:

Each year the Kiplinger Washington Letter takes a look into the future to see what's in store in population growth, employment, housing, incomes, and other economic trends. These predictions, made annually by Mr. W.M. Kiplinger, also include a good, hard look at the schools.

We are glad to enclose as a special article an adaptation by The School Bell from the Kiplinger Washington Letter. You have the permission of both The School Bell and the Kiplinger Washington Letter to use this in any way you wish. In order to get this into your hands at the earliest possible moment we have duplicated it on our A.B. Dick machine ordinarily reserved for inter-office communications.

Also enclosed is a brief item which announces that The School Bell magazine will go on a monthly publication schedule beginning in January, 1957.

Sincerely,

Roy K. Wilson
Acting Director,
Division of Press & Radio Relations

enclosures

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. Telephone ADams 4-4855

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For further information:
Roy K. Wilson

1/2/57
FOR IMMEDIATE RELEASE

School Bell Magazine
Goes on Monthly Schedule

WASHINGTON, D.C. ___--The enthusiasm which greeted the November trial issue of The School Bell, digest magazine which condenses major articles about education from national magazines, press, radio and television, is responsible for a stepped-up publication schedule and a larger format.

So said its publishers, the National School Public Relations Association (an NEA department), and the NEA Division of Press and Radio Relations, in announcing contents of the January magazine which will henceforth carry 16 pages of text and be published monthly.

Leading off with a Foreword by CBS correspondent Edward R. Murrow in which he claims America has become "a have-not nation in education," the January School Bell contains digests of major articles on schools from The Saturday Evening Post, The Kiplinger Washington Letter, Harper's Magazine, Better Homes & Gardens, Changing Times, and "See It Now," the television program aired by Columbia Broadcasting System.

Designed to help school leaders keep parents and key citizens posted on what is being currently written and said about education, The School Bell is available at the following prices: Single copy, 20¢; 10 or more copies, 16¢ each. Order from NSPRA, 1201 Sixteenth Street,N.W., Washington 1, D.C.

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From: Roy K. Wilson
Division of Press & Radio Relations
National Education Association

A Long Look into the Future
by W. M. Kiplinger

Editor's Note: Each year, W. M. Kiplinger, editor of the famed Kiplinger Washington Letter, looks into the future to see what's in store in population growth, employment, housing, incomes, buying habits, and other economic trends. His predictions concerning schools, outlined below, were condensed from the January 1957 issue of The School Bell, monthly digest of important articles from national magazines, press, radio, and television, published by the National School Public Relations Association and the NEA Division of Press and Radio Relations. _____ thanks both (Your magazine) the Kiplinger Washington Letter and The School Bell for permission to print this forecast.

Now for population...people...and a long look into the future...the exciting changes in store...a guide to business, our whole economy. New babies, more of them than ever. New marriages, and still more babies. Schools, the precise needs in the years to come. And colleges, the same.

Total population of the U. S. grows so fast you lose track of it. 40 years ago, 100,000,000. 10 years ago, 141,000,000. NOW 170,000,000. By 1975, 221,000,000... and that's a lot of people to be fed, clothed, housed, and otherwise serviced... potential customers within our system. A lot of people to do the work, too... as they mature and become able. People will overflow the landscape around the cities... farther than now. They will migrate to new places, and fill up areas now sparsely settled. They will lead new lives of their own...with new patterns...new standards. The babies of now, in their lifetime, will make and demand many changes.

(more)

Look at the new babies. Back in the 30's, birth rate was low. It jumped in the 40's, during the war. Now it continues, on and on, very high. Rate steady, near 25 per 1000 of population. But that makes higher total each year. All-time high this year, 4,200,000. And all signs show higher in future. Translate babies into older children or adults...add the necessary years. Thus this chart becomes a guide to the needs on schools, business, and other things in the years ahead.

Young mothers now are having more babies than their mothers had. In the 30's, 86 babies per year per 1000 women of childbearing ages. Nowadays it's 120 babies from mothers of same ages. In ages 20 to 24, which are the producingest years, it's 235 babies. Families larger, too, more 2nds, 3rds, 4ths, 5ths. Young folks nowadays start out to have more.

And now for the sorry story of schools...already jam-packed...already inadequate... yet headed for worse...unless more expansion soon. The children are born and growing up. They are FACTS to be reckoned with. Despite frantic building in recent years, the crop of kids outruns it.

Elementary schools, 30% more children in 1965, only 9 years off.

High schools, 50% more children in 1965.

Teachers, 1,200,000 now. Need 1,800,000 NEW teachers by 1965...some for school growth, some for replacements, 200,000 new teachers a year.

Spending for schools may have to be doubled...just to catch up.

Must come mainly from local taxes...there's no escape from that. Any federal aid to education will always be laggard, also very limited.

The KINDS of taxes indicated: Not much more from property taxes, for these are already so high that they interfere with economic progress. So there are moves to levy local income, sales, excise, license taxes. (Your own community has been talking about these, or will be shortly.)

Colleges have an even worse problem, because of high births in the past, plus trend to college for more kids, plus the need for extra education. In college now,

(more)

3,200,000 students. (Ten years ago it was 1,700,000.) In 1965, 5,200,000...60% higher. Thus an emergency in near future. 1970, 6,700,000...doubled from now.

How CAN colleges expand? The private or independent institutions can expand a little but not much...they lack the money and the desire.

So mainly it's up to the state schools, colleges, universities, supported by tax money. But even some of them can't expand fast enough, for they don't have the space. Besides, they may get too big and unwieldy.

The answer seems to be in branches of the state universities, located in various convenient populous areas around through the state.

Also in 2-year or junior colleges...local...locally operated..."higher high schools"...cheaper in money and time than the regular colleges. In 1930 there were 300 junior colleges...now there are more than 500.

Now look at growingest areas of U. S.:

Fla., fastest growing of big states, percentagewise...up 36% past 6 years. Means addition of 1,000,000 people. Calif., up 27% in the past 6 years. But this adds some 2,900,000 people. Mountain States, well up. Nev. 55%, Ariz. 41%, Colo. 22%, N. M. 20%, Utah 18%. Other fastgrowing states: Del. 26%, Md. 20%, Mich. 18%, Tex. 16%, Ohio 15%, Ore. 13%, Ind. 12%, Wash. 12%, La. 12%. Lagging behind the average of U. S.: New England, excepting only Conn. Others lagging: N. Y., Penn., N. C., Ga., Ill., Wis., Minn., Iowa, Neb., Dakotas, Mont., Idaho, o., Okla., Ky., Tenn., Ala. Actually losing population: Me., Vt., W. Va., Miss., Ark. States not listed are near U. S. average...11% in past 6 years. Study these trends for business, markets, investment, moving.

An economic problem for the future, due to population changes: We shall have more young and many of them will be going to school longer. We shall have more retired oldsters, for the life span is lengthening. Both young and old must be cared for by people of middle or working ages. Can we manage? Yes, thanks to productivity. Even shorter work hours? Yes.

(more)

So there you have some high points on population, meaning people, the American people. They are the nation's wealth. The material things have value only insofar as they serve the human needs, the human welfare. As a people we have many faults and immaturities (and we publicize them), but we also have vigor, momentum and conscience (not always recognized), and these are good omens for the years ahead.

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Jan 2, 1957

News from the NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N.W. WASHINGTON 6, D. C. ADams 4-4855

The National Education Association, celebrating its centennial anniversary this year, is the national professional organization of educators. More than 1,138,000 teachers are enrolled in the Association and its affiliated groups. Financed by the voluntary dues of its members, the NEA was founded in Philadelphia in 1857 to promote the welfare of pupils and teachers, to advance the science and practice of education, and to build strong school-community relationships. A headquarters staff is continuously engaged in research and activities to improve American schools.

For further information:
Roy K. Wilson

FOR IMMEDIATE RELEASE
1/2/57

General Maxwell Taylor and Beardsley Ruml Selected for Golden Key Awards

WASHINGTON, D.C., Jan.___ -- Golden Key Awards for "distinguished service in the improvement of education" will go to Economist Beardsley Ruml and General Maxwell D. Taylor, United States Army Chief of Staff, and to their former teachers in a platform ceremony scheduled during the 1957 conventions of the American Association of School Administrators and National School Boards Association in Atlantic City.

Open to participants in both conventions, the "Celebrities Night and Golden Key Awards" will be held at 8:30 P.M. Saturday, February 16, 1957 in the Ballroom of Atlantic City Convention Hall.

Designed to recognize citizens' efforts in behalf of schools and to dramatize the importance of the teacher in American life, Golden Key awards are sponsored by eight national organizations representing teachers, parents, and school board members.

Announcement of the selection of this year's recipients was made by Robert E. McKay, president of the National School Public Relations Association, which coordinates the awards program.

Selection of the award winners was made by the following committee: Mrs. Rollin of Los Angeles, Calif.,
Brown president, National Congress of Parents and Teachers; William G. Carr of Washington, D.C., executive secretary, National Education Association; Lawrence G. Derthick of Washington, D.C., Commissioner, United States Office of Education; Finis E. Engleman of Washington, D.C., executive secretary, American Association of School Administrators and Edgar Fuller of Washington, D.C., executive secretary, Council of Chief State School Officers.

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Also Ralph K. Gottshall of Wilmington, Delaware, chairman, National Citizens Council for Better Schools; Carroll Hanson of Washington, D.C., director, Publications Services, United States Office of Education; Taylor T. Hicks of Prescott, Arizona, president, National School Boards Association; Everett Keith of Columbia, Missouri, president, National Association of Secretaries of State Teachers Associations and J. L. McCaskill of Washington, D. C., administrative director, National Association of Secretaries of State Teachers Association.

Other members of the committee include Paul J. Misner of Glencoe, Illinois, president, American Association of School Administrators; Dean M. Schweickhard of St. Paul, Minn., president, Council of Chief State School Officers; William A. Shannon of Chicago, Ill., executive secretary, National School Boards Association; Miss Martha Shull of Portland, Ore., president, National Education Association and Henry Toy, Jr. of New York City, president, National Citizens Council for Better Schools.

Honored last year were President Dwight D. Eisenhower and his former teacher, 83-year-old Addie B. Over of Abilene, Kansas; and Roy E. Larsen and his former teacher, 78-year-old Stacy B. Southworth of Braintree, Massachusetts.

Mr. Ruml, who attended the Cedar Rapids, Iowa Public Schools, will be saluted for "his recognition that public education must be financed on a scale commensurate with its urgent current needs." He served as Chairman of the Finance Committee of the National Citizens Commission for the Public Schools, and authored the widely-read report Financing Public Education in the Decade Ahead. He was the originator of the "pay as you go income tax payment plan.

General Taylor will receive a gold key for his "demonstated belief in education as a bulwark in the nation's defense." Born in Keytesville, Missouri, he attended Northeast High School, Kansas City Junior College, Missouri, and the United States Military Academy at West Point.

He went overseas with his Division in March, 1943, and took part in the Sicilian and Italian campaigns. A year later, he became Commanding General of the 101st Airborne Division which he led in the airborne invasion of Normandy on June 6, 1944, the airborne invasion of Holland on September 17, 1944, and the campaigns of the Ardennes and Central Europe.

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Under General Taylor, Eighth Army engaged in some of the bitterest fighting of the Korean War. Following the armistice, he instituted a vigorous training program for all troops under his command, including the Republic of Korea Army. To improve the welfare of his own troops, in December 1953, General Taylor initiated a large-scale educational program to give all non-commissioned officers at least an eighth grade education and all other soldiers at least a fourth grade education. By November 1954, nearly 18,000 men had raised their educational level to minimum standards.

Sponsors of the 1957 Golden Key Awards are: Council of Chief State School Officers; National Association of Secretaries of State Teachers Associations; American Association of School Administrators; National Citizens Council for Better Schools; National Congress of Parents and Teachers; National Education Association; National School Boards Association; and the Office of Education, Department of Health, Education and Welfare.

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