



TREE FARMER. Dr. F. Ray Derrick of the biology department of Appalachian State Teachers College practices what he preaches. He examines a few pine trees during a recent field trip to his tree farm in the Globe section of Caldwell county.—Larry Penley photo.

Dr. Derrick Leading Tree-Farm Advocate

The popular theory that a college professor is a stodgy old man who lives a cloistered life among the books and knows nothing outside his subject area is dispelled by Dr. Ray Derrick, chairman of the Appalachian Biology Department.

The biology professor is perhaps Northwest North Carolina's best-known advocate of conservation through tree farming. He puts his ideas into practice, too, having over 400 acres of land planted in poplar and white pine. He owns 330 acres of land jointly in North Carolina and approximately 100 more acres in South Carolina.

Dr. Derrick is a popular speaker among local civic clubs and other organizations. He usually shows slides demonstrating his tree conservation projects to such groups as well as making short talks.

A true nature lover, the biology department head says tree management practices center around thinning, culling and planting. He argues that nature cannot take care of these processes altogether, so "I help nature considerably in her task."

His tree farming experiences have influenced many of his students to try a similar conservation project. He has demonstrated to over 100 students the advantages of such a project. In addition, many others have visited Dr. Derrick's "plots" and gone away with ideas for a project of their own.

The tree farmer through his vocation has demonstrated that "money does grow on trees." He sells the trees to various wood pulp and lumber companies after the trees have reached the proper growth.

Dr. Derrick takes his cue from the poem, "Snowbound" by Whittier in demonstrating his interest for his sideline. The lines read, "Knowledge never learned of schools" and emphasizes Dr. Derrick's belief all knowledge is not learned from books. Through his tree farming, Derrick tries to show the difference between "exploitation and husbandry."

Dr. Derrick is typical of many ASTC professors who have interests outside the classroom. Such interests contribute greatly to community welfare.

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SCHOOL AND YOUR CHILD

Beware The Supersalesman Who Says He Can Raise Your Child's IQ

By JOHN COREY
ASTC Education Dept.

President Kennedy told Congress last spring that consumers have a right to be informed, to be protected against deceitful or misleading advertising and labeling.

The parents of America's school children are being subjected to some pretty misleading claims these days. There's an increasing barrage of promotion for books, records, and machines to teach children to read quickly, to raise their IQ's, or, at the very least, to get them "ahead" in school.

Parents deserve protection from the blatant exploitation of their natural concern for Junior's school achievement. And Edward T. Clark, an associate professor of education at St. John's University, New York, has sounded some warnings, which we'll relay to you.

Most of the do-it-at-home material is probably harmless, he says, but consider these claims culled from a brochure for a set of phonograph records:

"Is Your Child Getting the Utmost Out of Life? . . ."

Through these scientific phonograph records

Your Child Will Acquire . . . Self Confidence, A Magnetic Personality, A Retentive Memory, A Love for Learning."

This "most modern method can bring to your child all of these advantages through the use of specialized phonograph recordings made to impress the subconscious mind!"

Such extravagant claims cannot be borne out through research, Clark says. So beware!

But the soft-sell can also be used. Some of the nation's most respected magazines suggest in their ads that there is a causal relationship between an encyclopedia in the home and a higher IQ. This is nonsense, and the copy writers should be so informed by educators, says Clark. He wouldn't dispute the fact that a good encyclopedia in the home is helpful to your school child. He just doesn't like to have it sold under the false pretense that having one will change IQ.

Clark found a crude form of exploitation in a nationally known supermarket. Alongside the Thursday specials were banners proclaiming: "Your Child's IQ is a Challenge to You."

Those parents who met the challenge obtained the first volume of a children's encyclopedia at a "give-away" price. A host of federal, state and municipal inspectors would probably invade the place if this type of chicanery were practiced with labels.

A promotional pitch made for home reading improvement materials is that, "since children are not taught phonics in school," parents should undertake this task at home. Indeed, back in 1955, Rudolf Flesch told parents, "Your child's trouble with reading comes

solely from the fact that in school he has been taught guessing instead of reading."

Flesch told parents that home instruction is the "most speedy and efficient method of teaching there is." Those who used his do-it-at-home procedures were told that ". . . this is certain to work. Convince your child that as soon as he has taken this medicine, he will be cured."

Imagine the alacrity with which the nation's physicians and federal authorities would move were comparable claims made for home medical treatment.

Is it likely that a parent will succeed where the teacher has been unsuccessful? Psychiatrist Hyman S. Lippman says:

"In general, parents are not effective in tutoring their children in reading. They are usually impatient with careless errors and annoyed when the child repeats a mistake which has just been corrected. Much of this irritation results from their anxiety about the child's ability to learn."

Full-page advertisements with king-size claims urge parents to buy teaching machines for home use. One company informs parents, "Now you can help your son or daughter achieve better grades . . . quickly, easily, just like playing a game."

A photo of four teen-agers fairly bursting out of their seats and waving their hands in what appears to be a classroom en-

liven this pitch.

Let parents doubt any child's capacity to profit from this "automated, programmed device for self-test and review," they are assured that "each review test is scientifically planned to assist every child to raise his marks regardless of his present level in his class." All this for less than \$10, including the choice of three complete review courses "absolutely free."

Educators tell us, however, that in most cases, after the novelty wears off, teaching machines are no better for many kinds of instruction than well-written books.

The value of teaching machines and programmed learning can easily be oversold. A welcome initial step in informing and guiding parents is publication of a book, Parents' Guide to Teaching Machines and Programmed Instruction, which advises that before purchasing a teaching machine for home use parents consult with their child's teacher or guidance counselor. He "is in the best position to know whether the particular program you are interested in may help your youngster."

The publisher of this book is a non-profit educational organization called the Center for Programmed Instruction, Inc., at 365 West End Ave., New York 24, N.Y. The Center is partially supported by the Ford Foundation.

ASTC Professors Judge Alamance Arts Festival

Two Appalachian State Teachers College professors have been invited to serve as judges for the annual Fine Arts Festival of Alamance County, according to announcement today by Mrs. Mable S. Lassiter of the Fine Arts Committee of Alamance County.

Dr. John Van Noppen, professor of English, will serve as judge for the short, short story contest for the sixth consecutive year. The short, short stories will be mailed to Dr. Van Noppen for his expert opinion concerning each entry.

John Corey, assistant professor of education and alumni director, will serve as judge for the entries on character sketches.

Other entries in the Fine Arts Festival will include short stories, children's stories, juvenile stories, secular poetry, children's poetry, religious poetry and non-fiction essays.

Awards will be presented to the winners at the annual banquet this spring at the Burlington Country Club.

Mr. and Mrs. Blair Thomas of Delaware and Mr. and Mrs. Ted Thomas of Zionville visited Sunday with Mr. and Mrs. Sherman Thomas.

Mr. and Mrs. Joe Shoemaker visited Sunday with friends at the Cannon Hospital, Banner Elk, and with Mr. and Mrs. W. M. Shoemaker and Balm.

Recent visitors with Mr. and Mrs. Everett May were Miss Judy Cooke of Silverstone, Miss Mary Ann Greer, Mr. and Mrs. Ernest Combs and Lynn of Zionville, Mr. and Mrs. Fred Combs, Mr. and Mrs. Bud Oliver of Mable, and Masek Brown of Alexandria, Va. Mrs. May spent a few days last week with Mrs. O. K. Richardson in Boone.

Recent visitors with Mr. and Mrs. Clay Reece were Mr. and Mrs. Fred Castle of Boone, Mr. and Mrs. Orville Pardue and Mrs. James Harper of Shouns, Tenn., and Odis Wilson.

News Of Our Servicemen

TRAINING IN ALASKA

Fort Richardson, Alaska — Army Sergeant First Class Chuck J. Cooke, 34, son of Mrs. Blake S. Cooke, Route 1, Midland, N. C., played the part of an aggressor with other members of the 23rd Infantry's 1st Battle Group during Exercise Timberline in central Alaskan wilderness this month.

The exercise was a joint combined maneuver involving Alaskan Command units, Army and Air Force units from the continental U. S. and Princess Patricia's Canadian Light Infantry.

Sergeant Cooke entered the Army in 1948, arrived in Alaska on this tour of duty last July and is assigned to the group's Company E at Fort Richardson.

He is a graduate of Bethel High School in Midland, and attended Wingate Junior College. His father, Hade Cooke, lives on Route 1, Boone. His wife, Colleen, is with him at the fort.

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GETS PROMOTION

Edwards AFB, Calif. — Doss L. Keller Jr. of Blowing Rock, N. C., has been promoted to airman first class in the United States Air Force.

Airman Keller, a medical records specialist, is assigned to the USAF hospital here.

The airman, son of Mr. and Mrs. Doss L. Keller Sr. of Ransom St., Blowing Rock, is a graduate of Blowing Rock High School. A former student at the University of North Carolina and at Lees-McRae Junior College at Banner Elk, N. C., he has an A. A. degree.

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