

## NCC Tackles Reading Problems In Experimental 'Crash' Program

Instead of asking why Johnny can't read, North Carolina College at Durham has inaugurated a new "crash" program, directed by a female expert, to determine if Johnny can be taught to read.

"Despite nationwide publicity given to the problem of poor reading among American students," NCC Professor Eunice S. Newton said recently, "many people still find it hard to believe that college students have difficulty reading ordinary printed matter."

"The fact is," she continued, "a third and more students throughout the United States enter college each year with sub-standard reading skills."

The reading expert considers it "most unfortunate that the smaller, poorer and less selective colleges are late-comers to the teaching of reading skills." Harvard and the University of Chicago are pioneers, having been engaged in the work for more than 20 years, Dr. Newton points out. The greatest general development, she asserts, came after World War II "when returning veterans showed high non-verbal skills but poor control of verbal skills."

It is well known, of course, that the problem is most acute among Negroes and other minority groups. On standardized tests, many freshmen students, particularly among the disadvantaged minorities, show a reading proficiency of ninth grade and below. At North Carolina College, where academic standards are high, the result is that between 25 and 50 per cent of the entering students do not complete their freshman year.

Soon after he became president in 1947, Dr. Alfonso Elder tackled "this terrible problem of human waste" by encouraging teachers to conduct extra study sessions. The poorest readers were assigned to compulsory sub-freshman English courses. Over the years, however, teachers of social studies, mathematics and the sciences have continued to complain about the in-

adequate reading skills among students. Thus, year after year, the NCC chief executive took his problem to the state legislature with a "highly-priority" request for establishment of a reading laboratory.

When a recent session of the legislature appropriated \$16,000 for that purpose, the department of education had already done much of the groundwork. Dr. Rose Butler Browne, chairman, called in a reading expert to organize and head the new reading program.

Dr. Eunice Shaed Newton came to NCC from Bennett College in Greensboro where she had performed a similar service. Prior to that, she was associated director of the reading clinic at Morgan College in Baltimore, Md., and had taught in the Washington, D. C. public schools and was supervisor of elementary and junior high schools in Raleigh for eight years.

Dr. Newton is a product of Miner Teachers College, Columbia University, the University of Chicago, and the University of Pennsylvania. She holds the doctorate degree from the University of Pennsylvania, where she has also taught as a visiting professor.

Her associates in the reading program at NCC are Miss Shirley Odette Jones, a speech pathologist with a master's degree in speech from the State University of Iowa; and Mrs. Pearlina Smith, who holds a master of science degree in reading from South Carolina State College.

Dr. Newton greeted her first group of NCC freshmen last September. Based on results obtained on the Iowa Silent Reading Test, nearly half of the more than 600 entering students were placed in the compulsory reading skills program. The NCC reading skills director indicated that staff limitations prevented assigning even more students to the remedial work.

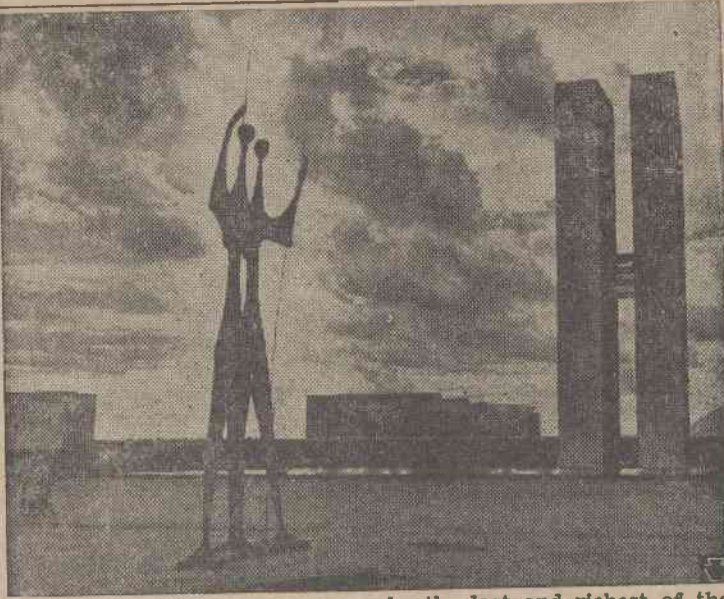
The students attend laboratory-type classes two hours per week. They are homogeneously grouped according to their scores on the Iowa Silent Reading Test into sections of 20 students each. They are subjected to intensive work in developing skills of "word-perception," "word attack," "vocabulary building," "phonetics," "structural analysis," "eye-fixations," and "elimination of vocalization."

According to Dr. Newton, the core of the program is individual instruction and teacher-developed materials to meet individual needs. However, she and her staff are assisted by such automated devices as the EDL Controlled Reader, Teach-X, SRA Reading Accelerator, Psycho-technic Shadoscope, and the Foringer Teaching Machine. Students will be exposed to such "directed learning experiences" for two semesters.

Dr. Newton states the goals of her ambitious program in modest terms. "This is a service course," she says, "which is designed to develop those 'tool skills' immediately applicable in the study demands of the students' college courses."

"In seeking to up-grade the academic performance of students through the development of increased effectiveness in their reading and study, the program cannot guarantee that all students will become successful in college merely as a result of increased reading and study efficiency. Many other factors besides competence in reading

## Beauty and Newness of Brasilia Stirs Interest in World's Last Land Frontier



MATO GROSSO — What may be the last and richest of the world's land for farming and ranching lies here, about an hour's flight from the exciting new and most beautiful city, Brasilia. Cut through by the new intercontinental Pan American Highway, the wide expanse presents an inviting picture to astute investors. Here, 25 acres at \$8 each acre (minimum parcel) may bring 100 times the price in 10 years, according to American government economists and senators, who perceive why such success is possible.

At 8411 Biscayne Boulevard, Miami, the Brazilian Realty Corporation, a thriving organization, is finding a ready market for good reason. Many people who could not normally engage in land investments can now participate because of the low down payments. They located in Miami since it is the largest American city so close to South America.

Thriftest of buyers, Europeans in volume are planning to migrate and are being joined by Americans who seek the glowing opportunity offered south of the border. This movement corroborates governmental predictions of permanent folks moving to the area opened with establishment of the new capital.

Last known stand of virgin hardwood on earth is here along with a treasure chest that Brazil estimates is 25% of all mineral wealth on the face of the earth.

Today's pioneers, settling on this last land frontier in the Western Hemisphere, will benefit

from 100 years' advances in communication, transportation, technology, equipment and science. Agronomists compare this raw land to our own country of a century ago, except that the period of development has been cut one-tenth in time.

King Ranch of Texas bought more than a million acres, Rockefeller over 400,000.

Climate is almost identical to Miami, only this area has never known a frost. One plateau, Brazil's highest extends 2,000 square miles and is eight to 12 feet deep in rich top soil. Iowa farmland, recognized as the best in the U.S. has an average top soil depth of three feet.

For 70 years Brazil has enjoyed a democracy akin to our own, with a two-party system, stable government and no bloody conflicts. Timber, rubber, minerals, arable land and ideal climate in a peaceful country. Here lies the greatest challenge to American investors, who see new frontiers pushed into Latin America to expand the nation's export trade.

A good portion of the population explosion of the world may find its relief as South America develops its natural resources.

## My Name? Well Now, Let Me See

Do you have a name? What is it? These sound like ridiculous questions to all of us, and yet when is the last time, if at all, you checked your birth certificate?

Six years ago, a resident of the New Residence Hall checked hers. Four years ago a senior in high school checked hers. Both of these lasses had the same hilarious experience of seeing for the first time that they were being called by a name which had no resemblance to the entry on their birth certificates.

Ruby Mae, or Lillie Sauls, as you like it, is a prospective graduate. Of course she had her name changed shortly after the discovery was made. Uh, after cornering her mother and father.

Her mother's story is that a doctor suggested the name which she (the mother) did not like or agree to use. The doctor being slightly aggressive, entered the name on the certificate and refused to change it. Thus, Ruby was called Lillie for 17 years.

When she decided to come to NCC, she examined her private document, and lo. Well, we said before that she had it changed so Lillie is Lillie and not Ruby.

Martha Davis, our senior of last month, was born in a hospital in Raleigh. Everyone knew Marty, but no one knew that Marty was "Baby" Davis! Martha discovered the birth discrepancy while in high school, and far from the baby stage.

Since she was going to be named for an aunt, if she was a girl, if she had been a boy perhaps an uncle would have shared a name, there was no rush to find the appropriate name. And time went by. The hospital, I guess, had to name the bundle in ward 14 something. Not knowing the aforementioned aunt, namely Martha Jane Davis, an unsuspecting nurse registered her project as "Baby" Davis.

Now are you so sure about your name? If you find your name is not what you think it is, and I know you will check, don't be alarmed. "A rose by any other name smells just as sweet."

for those who may not get other jobs so easily. I don't know about this thing too much. By the way, when does it meet?

## Mr. Average

(continued from page 2)

class many times when I'd rather be some place else. The cut system is definitely a good one.

(45 minutes later)

V. Where are you running to and why?

J. Man it's time for that back door to open. Better hurry.

V. (now running) What's the rush?

J. Chow time.

V. I thought you said the food wasn't fit to eat.

(entering the Dining Hall)

J. . . . .

V. Why are so many persons here if the food is so bad? Why don't they eat at Paul's?

J. Lesser of two evils. You see, (gulping down the cold bologna) we have to pay our board along with tuition and room rent. Since we don't get refunds, we just go along with it and eat what we can.

V. Is this satisfactory?

J. School has to get hers from somewhere. The food is al-

contribute to success in college, the basic aptitude of the student, the level of aspiration which he brings from his home and community, for example."

Despite the modest claims for her own program, North Carolina College administrators obviously have high hopes for what President Elder has already called "this barrier to quality education, which is the aim of our institution."

right, just prepared poorly.

V. Oh. I see. (munching lettuce) By the way, how is the protest going?

J. Huh? Protest? Are they protesting? What's wrong?

V. No, I mean the theater protest. Downtown.

J. Oh. The teachers took it up and that's the last I heard from it.

(ten minutes later)

V. Do you think any seniors from here will apply to the Peace Corps?

J. Oh I certainly think that all the seniors will be interested in applying to this Corps. It would be a good idea, especially

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