

Education Explosion Inspires Children's Encyclopedia



Five of the leading editors of *The New Book of Knowledge* check color-page proofs prior to publication of the new 20-volume set of encyclopedias designed especially for young children. Left to right are Verne Bowman, art and production director, Dorothy Furman, Chief Social Studies Editor, Cyril Edoho, editor of section on Africa, Martha Glauber Shapp, Editor-in-Chief, and Cathleen FitzGerald, Managing Editor.

Modern educators say that an "education explosion" is now going on.

At increasingly early ages, children are finding that competition in the classroom requires materials for learning that have never before been available. What is available is often difficult for them to comprehend. Uninteresting. Above their heads.

Children of the 1960s will be the citizens of the twenty-first century, and completely new reference material for them has been badly needed.

Nine years ago, "Project New Book of Knowledge" began to search for an answer to this problem. Seminars and surveys were undertaken, with educational experts and consultants, grade-school teachers, college professors, librarians and even children themselves across the United States participating. Grolier Incorporated, one of the world's largest producers of encyclopedias, reference books, and other teaching materials, was the driving force. Grolier had published *The Book of Knowledge* for 56 years, and also publishes the *Encyclopedia Americana*, *Encyclopedia International*, *Grolier Universal Encyclopedia*, and many other educational volumes. Grolier editors were well qualified to undertake this mission.

What was needed, it was decided, was a completely

new publication of the world's wisdom—new in content, concept, purpose, and appearance, written for the very young.

Now, nine years later, the job is finished. The result—*The New Book of Knowledge*—is the first major, comprehensive encyclopedia ever published primarily for young grade school children. It has 20 volumes, printed entirely in color, with all new pictures, artwork and text. All the necessary factual information is there, organized to fascinate and challenge the inquiring mind of a child.

Coverage in *The New Book of Knowledge* of this state includes our state flag, flower, tree, bird, its history, industries, famous citizens, government, facilities, resources and other subjects for which we are known.

Some of the famous contributors to *The New Book of Knowledge*, and their subjects, are: Danny Kaye (writing on Hans Christian Andersen), Walt Disney (Animated Cartoons), Rocky Marciano (Boxing), Leonard Bernstein (Orchestra Conducting), Senator Ted Kennedy (President John F. Kennedy), Jessica Mitford (Funeral Customs), historian Dumas Malone (Thomas Jefferson), Ira Gershwin (George Gershwin), Keith Funston (New York Stock Exchange) and Pierre Matisse (Henri Matisse).



Suddenly there was light! When the first power lines were introduced into the rural areas, following the passage of the Rural Electrification Act in 1935, the farm landscape changed completely. Power made the farm more efficient, more livable and more attractive to young people.

Rural America's Power—What's Ahead?

NEW YORK (CFN)—One night in early 1935, when electric lights suddenly flooded an outlying Kansas farmhouse, a farmer's wife remarked to a neighbor, "You know, it's the first time I've ever really seen Paw's face after dark."

This was one of the first homes in a rural area illuminated with electric lights. It was made possible by a power installation resulting from the newly enacted Rural Electrification Act passed the previous year.

The new lighting brought into being a new world of light and power for communities which had long lived under the shadows of old-fashioned kerosene lamps. Only about 10 percent of the farms had electric service in 1935. They were mainly the fortunate few located near the big towns where electricity was available. Throughout America rural people repeatedly tried to get the companies to extend their lines through the countryside. Invariably came the reply, "The cost is too high to serve the outlying farm areas economically."

The experiences of farm people during and before that period have become part of the folklore of rural America. The report of an early farmer in Kentucky related in a new book, "A Giant Step," by Clyde T. Ellis, the general manager of the National Rural Electric Cooperative Association, is typical.

"We kept a lantern hanging beside the kitchen door. Winter mornings I would take the lantern and head for the door. It would be so dark out you would think you were in a box with the lid shut. We always had at least a dozen cows to milk and just me and my Dad to do it. As soon as I got home from school, I had more chores to do, and then an early supper. After that I would get at my homework. I studied by kerosene lamp in the kitchen, close up to the stove. We all spent most of our time in the kitchen during the winter. I'll never forget the day they turned on the power. It was late on a November afternoon just before dark. All we had was wires hanging from the ceiling in every room with bare bulbs on the end of them. We hardly breathed. I saw tears roll down my Mother's cheeks when the lights went on. 'Oh, if we could have had this while you children were growing up,' she said. Later on, we

all drove up and down the road and stared in wonderment. Just to see the house at night with all the lights on—it was like a new-born miracle."

This is how it would still be without the nation's rural electric systems, cooperative organizations owned and operated by the people it serves.

But developments both in the farm and industrial areas created new problems for the rural areas.

For one thing, the growing consolidation of farms, far more efficient in productivity, caught small farmers in a crossfire of dwindling prices, rising costs, shifting populations and a changing culture.

The Department of Agriculture reported in 1950 that only 1 in 10 of the rural youths who came into the labor market each year, could hope to operate a farm with a net income of over \$3,000 a year. The inevitable result was that these people left home to seek jobs in the city.

Old farmers too, joined the young people in a mass exodus from the rural areas to the city. Many in both groups, ill-adapted to the new environment, promptly joined the ranks of the urban unemployed.

The alternative was to create

a more viable society in the rural areas by broadening the economy beyond the agricultural activities on which most of them existed. Creation of industrial opportunities in rural areas broadened the base of employment, and overcame many of the handicaps identified with a purely agricultural economy.

The rural electricities themselves helped to launch projects which gave employment to over 100 thousand people.

An example is the once-depressed 6 county area in Northern Arkansas. Here the local electric co-op has developed 4 factories, 2 hospitals, 3 nursing

homes, a state park and several municipal water systems. In 1950, 90 percent of the high school graduates left the area to look for work. Today most of them stay at home and earn a good living.

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CHRISTMAS AROUND THE WORLD



Skiing down a mountain with a lighted torch in your hand...strewing hay on the floor of your home...knocking on neighbor's doors in a symbolic pilgrimage—these are some of the ways you might find yourself celebrating Christmas in other parts of the world.

In token of Christ's birth in a manger, Poles spread hay on the floor and Lithuanians have straw under the tablecloth at their festive Christmas Eve meal.

The colorful Mexican *posada* or pilgrimage dramatizes the search which led Mary and Joseph to the stable. For each of the nine nights before Christmas, a couple dressed as Mary and Joseph goes from house to house. Only at the last house are they—and the parade of neighbors which is now following them—in invited in for supper.

An even more novel procession may be seen in the mountains of Austria. Here wood carvers from the little town of Oberammergau meet on Christmas Eve and ski down the mountain slopes with flaming torches in their hands, singing as they go!

Christmas dinner also varies around the world; many countries have it on Christmas Eve, before or after midnight services. The French *reveillon*, a feast which occurs after midnight mass, is apt to feature oysters and sausages; in the French province of Brittany, buckwheat cakes with sour cream are served. The Norwegian Christmas dinner features a fish called *lutisk*. In America, of course, everyone looks forward to the traditional turkey dinner on Christmas day. In the case of many families, Wild Turkey Bourbon in glasses—eight years old and 101 proof—next to domestic turkey on the platter, helps them round out the picture of hospitality with good taste and imagination.

One of the most charming of Christmas rituals is the feast of St. Lucia in Sweden—which ushers in the Christmas season. Each community chooses a lovely Lucia Queen to represent the young girl martyred for her religion centuries before in ancient Rome. In families with daughters, the prettiest plays the role of Lucia.

Her "privilege": to wait on everyone for the day!

2 N.Y. banks hit by boycott

NEW YORK, N.Y. — Over \$15 million has been withdrawn from Chase Manhattan and First National City banks to date, A. Phillip Randolph, chairman of the Committee of Conscience Against Apartheid announced last week.

The committee is conducting a boycott of the banks because of the loans of these banks to South Africa, and their involvement

in the apartheid economy of that country. The campaign will culminate on December 9, the day prior to Human Rights Day, with a large public demonstration in the Wall Street area at 1 Chase Manhattan Plaza. Demonstrations are planned in eight other American cities to coincide with this protest.



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