

Mr. HAWKINS. Has this matter ever been discussed in the institutes you have referred to?

Dr. McCaffrey. It has never been referred to.

Mr. HAWKINS. That is all.

Mr. DANIELS. Thank you, Dr. McCaffrey, for your testimony, it was quite helpful.

Our next witness is Mr. Craig T. Senft, president of the Silver Burdett Co.

STATEMENT OF CRAIG T. SENFT, PRESIDENT, SILVER BURDETT CO., A DIVISION OF GENERAL LEARNING CORP.

Mr. DANIELS. We are happy to welcome you, Mr. Senft. I understand you come from the State of New Jersey, my home State, known as the Garden State. It is a pleasure to welcome you here this morning.

Do you have a prepared statement for the members of the committee?

Mr. SENFT. I have, and I believe it is before the committee.

Mr. DANIELS. Thank you, you may proceed.

Mr. SENFT. Mr. Chairman, members of the committee, I am Craig T. Senft, president of the Silver Burdett Co., a division of General Learning Corp. For the past 81 years, Silver Burdett Co. has been engaged in producing textbooks and other instructional materials for the schools of our Nation. I personally have been employed in the educational publishing business in various capacities for 22 years.

We are met here today to consider the treatment of minority groups in texts and library books—published for, selected by, and used in the Nation's schools and libraries. You have asked for a statement about our company's position with regard to the treatment of minority groups. Before I answer that question, it may be appropriate to tell you how we create educational materials and library books at Silver Burdett, for it reveals a great deal about our philosophy.

The publication of our materials begins with our editorial staff, composed of authors, consultants, editors, artists, and designers. We have assembled this staff with great care. Its members are people of the highest technical competence, dedicated to the belief that education is a very responsible business. Many of them are former teachers.

To the sensitive and dedicated people of our staff, it follows naturally that the treatment of minorities in this country has been, and still is, a matter of great concern.

More than 3 years ago, Silver Burdett set out to reexamine the problem of the treatment of minorities in textbooks, and to see how its own products could be improved. Cyril Tyson, John Hope Franklin, and many other authorities in this field were invited to visit with us and discuss the problem. Their assistance was most helpful in establishing guidelines.

At the same time, Silver Burdett entered into correspondence with various groups, committees, and individuals who were concerned with bringing minority groups into the mainstream of American life.

From the file of correspondence accumulated during that period, may I quote from a letter written by our managing editor? It was addressed to Mrs. Joseph H. North, of the North Suburban Commit-