

APPENDIX

STATEMENT OF LEE C. DEIGHTON, CHAIRMAN OF THE MACMILLAN CO.

Mr. Chairman, I am Lee Deighton, chairman of The Macmillan Company. I appreciate the courtesy of your invitation and welcome the opportunity to speak to the points raised in your letter of July 29. May I begin by acknowledging your leadership and the wisdom of your Committee in providing badly needed assistance to the cause of education in our nation.

On July 19, 1966, the Philadelphia Evening Bulletin published a story under the headline "Publisher Buys Poem Written by Girl Pupil, 14." The publisher is The Macmillan Company. The pupil is Berenice Flanagan. The poem is titled "Man Without a Face." It was written as an English assignment. I quote from the story: "The teacher had given the class a picture from Ebony Magazine, showing a Negro in a gray suit with a blank spot for a face. The caption read: 'The Acceptable Negro.' She asked the class to describe the point of the picture, and Berenice answered with a poem."

The entire Bulletin story with the poem is appended to this statement. The story makes the point that the poem will appear in a Macmillan textbook for improvement of basic skills in disadvantaged areas. The "text" is one of fifteen such books to be published as The Gateway English Series, published by the School Department of The Macmillan Company.

(a) Mr. Chairman, the foregoing incident typifies the position of The Macmillan Company as to the treatment of minority groups in books for school use.

We believe that every freedom carries with it a responsibility. We believe that freedom of the press bears with it the responsibility for fair and honest presentation without distortion or suppression of known facts.

We believe that books have great power to change men's hearts and minds. Sixty years ago, The Macmillan Company published "The Making of an American," an account of life in New York's slums by Jacob Riis. It was read by Theodore Roosevelt and it influenced his entire career. Four years ago Macmillan published Michael Harrington's "The Other America." It was read by President Kennedy who thereupon initiated studies which under President Johnson became the antipoverty program.

We believe that any book purporting to picture American society past or present must report the presence, the accomplishments, and indeed the problems of minorities in our society. To the degree that these groups have been absorbed and integrated into the structure of our society, this must be shown. To the degree that they have not been, this too must be shown.

But the treatment of minority groups is not limited to books reporting history or present-day society. It occurs in any textbook or children's book which shows groups of Americans at work or play.

We believe it essential to provide children of all groups with images with which they can identify—with stories and pictures of their own people amongst other peoples.

We believe that minority groups must be represented in both the text and illustrations of textbooks.

We believe that the children of minority groups must find in their textbooks situations familiar in their everyday experience and people with whom they can identify.

We believe that these situations and these people must suggest levels of aspiration to which these children can reasonably hope to reach.

We will not consciously understate or overstate the known facts concerning any majority or minority group.

We will not permit our textbooks to be media for the propaganda of any cause, group, or interest in our society.