

Macmillan and The Bank Street College of Education in New York City have cooperated to produce the Bank Street Reader Series. Macmillan's board chairman, Lee C. Deighton, says:

"The picture of our world that we see in textbooks is changing. But this change is not a matter of 'integrating' pictures. Rather it is an effort by publishers to represent faithfully the full spectrum of modern life. These changes in textbooks parallel the more constructively truthful representation of real life now evident in all media of communication. The new books now becoming available in textbooks resulted from decisions made by publishers several years ago when this new 'image' first began to appear."

Scott, Foresman in Chicago has a thoroughly integrated elementary text program which uses drawings. "Dick, Jane, and Sally are white," Scott, Foresman explains. "Their friends Mike, Pam, and Penny are Negro. Rosa Cruz is Mexican; Tim Wing and his brother Lee, Chinese. Later, children from other ethnic groups that make up America step from the pages."

Another Chicago-based firm, Science Research Associates has a broad spectrum of text materials. About *The Rochester Occupational Reading Series* SRA says, "A realistic style was chosen for the artwork. The story illustrations represent the broad spectrum of American society, including Negroes, Puerto Ricans, and those with family names suggesting southern or central European backgrounds."

In *The Basic Composition Series* and *Reading in High Gear*—a series designed to teach culturally disadvantaged youngsters and functionally illiterate adults how to read—the illustrations are purposely vague so the reader can "fill in" his own ethnic interpretation.

"The cultural realities"

The Webster Division of The McGraw-Hill Book Co. has produced *The Skyline Series* which "reflects the cultural realities of our times." According to McGraw-Hill, "The stories in *The Skyline Series* were conceived, written and illustrated to convey accurately and sensitively the world and the experiences of the children who live in and belong to the city—American children from different racial and ethnic backgrounds, middle class children, and less privileged children."

"In a prosperous suburban community where the stories were tested, the children learned to their great surprise that not all children have a telephone in their homes!"

Sturtevant Hobbs, vice president and general sales manager for D. C. Heath & Co. in Boston, says that "it is so commonplace that it is really not a question. It is quite simply our generally accepted policy and procedure in the company."

Houghton Mifflin's vice president and director G. M. Fenollosa says, "The educational division of Houghton Mifflin Co. will release for publication only one edition of its elementary, secondary school and college publications; that edition will give representation to all the groups, minority as well as majority, that make up American society as we know it today."

Support for NEA-ATPI

"We support enthusiastically the view expressed in the joint statement of the National Education Association and The American Textbook Publishers Institute that the textbook has a unique role in helping to unify a nation composed of people living in different regions and representing different ethnic groups and races, each with its own traditions, beliefs, and background. It is inconceivable that any company subscribing to this statement would publish two new and separate editions of its textbooks—one for use in northern schools containing pictures of non-whites, and a separate edition for use in southern schools, with illustrations from which Negroes have been excluded. We consider the publication of both a segregated and an integrated edition to be insincere and a disservice to education. We do not intend to engage in such short-sighted practices."

Although small in size compared to the publishing giants, Chandler Publishing Co. of San Francisco is one of the most progressive houses in the use of photographs to make the integrated point. The first part of their *Chandler Reading Program* has developed materials for urban children in grades one through six. They are also planning to develop textbooks in social studies and science which will, like the readers, be designed for urban children of various socioeconomic, ethnic and racial groups.

Here is what Chandler has to say about the use of photographs, rather than drawings as many other text publishers have used. "The illustrations are photographs of children of various ethnic and socioeconomic groups taking part in the familiar experiences which are the subjects of the stories. Multiracial groups