

County Schools Revise Social Studies Program

The Oakland schools Social Studies Project will pass a significant milestone by the end of summer. Myles M. Platt, social studies director, said that revision of the social studies curriculum will be completed before school starts again in September.

Teachers from the Oak Park schools have been assigned to work with Platt on materials for third, eighth and twelfth grades. Mrs. Marie Ebaugh, elementary helping teacher, Sam Booker of Clinton Junior High School and Robert Litchman of Oak Park Senior High School began six weeks of summer work June 14.

The Social Studies project was launched in September, 1962, when teachers from Southfield, Pontiac, Farmington, Hazel Park, Huron Valley, Oxford and Clarenceville

were released from their classrooms a full semester to coordinate history, geography, government and economics into the over-all social studies curriculum. Southfield and Pontiac each released a teacher to work on the project for the spring semester of the 1962-63 school year.

Materials on eight grade levels went into 200 classrooms for test teaching last fall. Lamphere schools joined the project last February when Mrs. Ernestine Edwards, fourth grade teacher at Edmondson School, was assigned to work full-time on fourth grade "Man in Michigan" materials.

The concept - based curriculum and the lesson ideas that Platt and the Social Studies Project teachers are producing differ from tradi-

tional ways of teaching these subjects in three aspects.

First, the concept, or generalization that can be abstracted from the lesson and applied to other times and places, is taught at the beginning of the lesson. For example, before a study of the Pilgrims begins, young children learn, "When people don't like things, they move somewhere else." Restated for older students, the concept becomes, "The dissatisfied emigrate." The dates, personalities and details of the particular period in history or place in geography are then learned through reading, films, class discussion and activities.

A second difference in the Social Studies Project is an increased emphasis on materials beyond the basic textbook. Standard source

materials, such as films, books, pamphlets, tape-recordings and phonograph records are used. Students from kindergarten through twelfth grade are encouraged to do individual research and are taught how to find and use original sources of information.

A third difference from traditional social studies is the organization of history, geography, economics and government into four entities. They are: man in his state—Michigan; man in his nation—U.S.; man in his civilization—Western civilization and man in the world—contemporary society. Each of these entities is taught at three different levels, each becoming more sophisticated and broader in scope at higher grade levels.

"The purpose of each lesson-idea and the project as a whole," Platt

explained, is to help the teacher make scholars of the children. They are given the task of finding out why a concept applies to the situation in the lesson. Facts and details are presented in every available manner. The poor reader suffers less penalty because there are actually so many ways to learn.

In the fall, Platt said, experimental project classrooms will be set up in the Southfield, Lamphere, Farmington and Pontiac school districts. Teachers who have worked closely with the project will be provided with a complete inventory of recommended audio-visual materials and supplementary reading matter. Students will be tested during the year to determine the effectiveness of the program compared to traditional classroom methods.

"We also expect to find a lot of room for improvement," Platt said. "This is an open-end project. It was planned as a means of cutting

Bloomfield Man Elected President Of Adercraft Club

Robert E. Anderson of Bloomfield Hills was elected 69th president of the Adercraft Club of Detroit, oldest and largest professional group of its kind in the U.S., on June 28.

Anderson is a vice president and director of BBO, Inc., an advertising agency, and general manager of its Detroit office.

HE REPLACES E. Dawson Fisher, vice president and publicity director of J. L. Hudson's department store here.

The board of directors elected for one year the following officers: Edwin K. Wheeler, executive vice president and general manager of

the delay in getting improved materials and greater knowledge of how children learn to the teachers and children who are doing the learning."

the Detroit News, first vice president; Thomas B. Adams, president of Campbell-Ewald Co., second vice president; Robert G. McKown, vice president of D. P. Brother and Co., treasurer; and Robert Vanderkloot, president of Detroit Color-type Co. and the Vanderkloot Press, Inc., secretary.

BOARD MEMBERS in addition to the officers are Edward T. Burroughs, assistant vice president of Michigan Bell Telephone Co.; Frederick K. Cody, central manager of Look Magazine; Richard E. Forbes, director of corporate advertising, Chrysler Corp.; Louis T. Hagopian, vice president and manager of the Detroit office of N. W. Ayer and Son, Inc.; John F. Pival, president of WXYX-Inc.; James H.



R. E. ANDERSON

Quello, vice president and general manager of WJR, and Lee H. Wilson, executive secretary of Adercraft.

July 2, 1964 THE BIRMINGHAM (MICH.) ECCENTRIC 3-B

SPECIALS

HOTTER THAN A FIRECRACKER



...at... 545-2600

WITBECK

HOUSEHOLD APPLIANCES

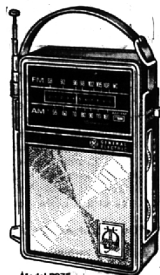
23365 Woodward Ave., Cor. Woodland, Ferndale

545-2600

Six Blocks North of 9 Mile Rd.

545-2601

Enjoy fm/am in a new personal size... a new vertical style



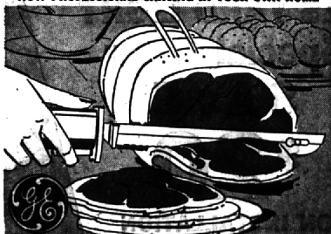
Model P975

NEW 15-Transistor FM/AM Portable Radio

Only \$39⁹⁵

FOR OUTDOOR SUMMER LIVING

NEW GE ELECTRIC SLICING KNIFE
NOW PROFESSIONAL CARVING IN YOUR OWN HOME



MAKES SLICING AND CARVING EASIER AND QUICKER

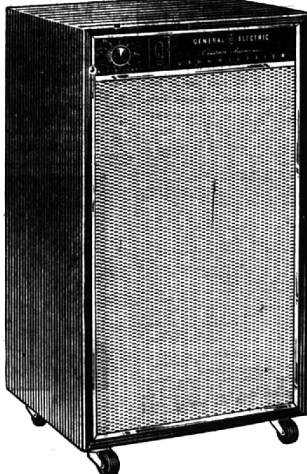


Get WITBECK'S Low, Low Price!

NEW GENERAL ELECTRIC DEHUMIDIFIER

REMOVES MOISTURE FROM THE AIR...

Up To 4 Gallons Per Day!



TRY IT FOR YOUR MOISTURE PROBLEMS WHICH MAY CAUSE:

- MILDEW... FURS, LEATHER, BOOKS, EQUIPMENT,
- RUSTING... TOOLS, TOYS, SPORT EQUIPMENT
- WARPING... STUCK DOORS AND DRAWERS, FLOORS

Only \$69⁹⁵

FOR OUTDOOR SUMMER LIVING
NEW GE FIRE STARTER



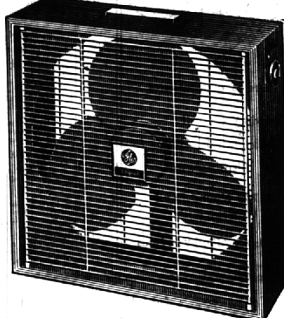
For Fast...Safe... Odorless Fire Starting

Get WITBECK'S Low, Low Price!

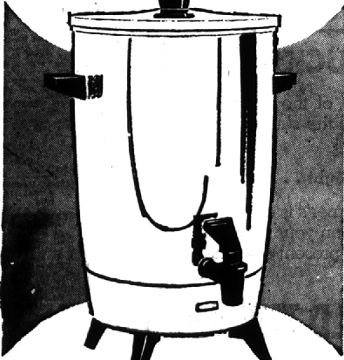
3-SPEED 20" GENERAL ELECTRIC FAN

While They Last

Only \$18⁸⁸



NEW GE AUTOMATIC COFFEE URN



- ★ Perfect for Entertaining, P.T.A.'s, church socials
- ★ Brews 12 to 30 cups of delicious coffee
- ★ Beautiful buffed aluminum easy to clean
- ★ Handy Indicator Light—Detachable cordset

Get WITBECK'S Low, Low Price!

OPEN THURSDAY AND FRIDAY 'TIL 9

HEADQUARTERS FOR ALL YOUR GENERAL ELECTRIC APPLIANCES!

WITBECK HOUSEHOLD APPLIANCES

23365 WOODWARD AVE., Cor. Woodland, Ferndale

Phone 545-2601