

30% OF G.E.'S EDUCATIONAL BOOKLETS are used as in-class texts, right up through senior high school. Class shown here is Science II at Scotia, N. Y.

Confidence Starts in Classrooms

75% of All Jr. and Sr. High School Students Use G-E Booklets

School's out, and although sons and daughters of G-E employees may be shouting "No more teachers! No more books!", Public Relation's writers and editors of General Electric's school-aimed publications are already hard at work cramming for the fall semester's mailings.

The report cards in this case are quantity-on-hand reports from The Maqua Company where G-E booklets for students are stocked for shipment to fill requests. During the semester just ended, the reports were an eye opener.

When Editorial Services Supervisor Dwight Van Avery got his May quantity-

on-hand report from Maqua, he looked first at the distribution figures for his newest booklet "Why Study Math?", offered to high schools just two months earlier. After a second startled glance, he grabbed his phone and ordered presses into action. The reason for Van's double take: the initial printing of a half million had already been reduced to a few thousands by a deluge of requests from math teachers all over the country. An additional half-million new copies will be ready when school reconvenes.

The flood of orders (and congratulatory notes that accompanied many of them)

added fresh confirmation to a G-E public relations idea first put forth some years ago—that one of the ways that industry might insure an adequate supply of engineers was by developing scientific interest in young minds early enough for the students to prepare for college engineering curricula.

Chester H. Lang, G-E vice president who is in charge of public relations and also chairman of the Company's education committee, has been pointing out for a long

How's This For Circulation?

Following are distribution figures for five of G.E.'s educational booklets in three classifications:

Adventures Inside the Atom (comic)
... 5 printings since 1948 ... 5 million copies.

Adventures in Jet Power (comic)
... 8 printings since 1946 ... 4.5 million copies.

News Digest (periodical) ... 6 times a year since 1943 ... 100,000 each issue to teachers.

Edison and Electricity (standard)
... 3 printings since 1949 ... 1,039,825 copies.

Why Study Math? (standard) ... 1st printing ... 500,000 in two months

time that less than 20% of the youngsters are taking any mathematics beyond arithmetic. The result: a shortage by one-half of the 1200 technical graduates that the Company needed this year.

School teachers, by their burst of enthusiasm for a practical stimulator like "Why Study Math?", indicate their appreciation of the dangers of short supply of technical manpower and their willingness to make use of a vehicle designed to correct the situation.

G-E Special Writer Barry Havens, author of "Why Study Math," is working on a



100,000 TEACHERS from junior and senior high schools (33,000 each in math, science and social studies) are listed in this card file carefully monitored by Distribution Services' Don Lynn, left, and Jeanne Streeter, right. At center is Editorial Supervisor Dwight Van Avery.

AGAINST EXPECTED 1954 ORDERS for 12 million pieces of G-E school literature, Maqua is already stockpiling the most popular titles. By mid-term next fall all the wrapped booklets below will have been distributed.



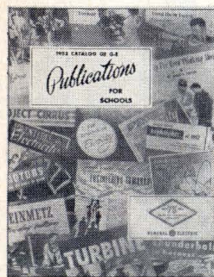


3.6 TONS IN ONE DAY—that was weight of the 157,000 G-E school publications sent to fill the requests received on the biggest single day this year. Maqua Company's distribution staff, above, worked hard last month to fill end-of-term mailings, mostly to teachers, averaging 80 pieces per request.

sequel which will be ready when school reopens in September. This new book will tell specifically how math is used in everyday work by people engaged in 22 different occupations at General Electric.

No axe-grinding handouts, the publications that G.E. offers to schools mention the Company only as called for in the narrative. Many teachers make a point of that fact, indicating that G.E.'s publications differ from some of the material that other manufacturers send out.

The G-E approach has paid off in (1) product and (2) institutional preference for



CATALOG of available G-E school publications lists three periodicals, 12 standard booklets, 12 comics and two wall charts. G-E employees may get a copy from Dept. 2-119, Schenectady.

the Company. National youth magazines, in brand-naming surveys held during the last two years, reported that the teen-agers indicated preference for G.E. as an employer and maker of good products up to five times over competitors.

Van Avery points out that much of this preference for G.E. is the result of the tremendous co-operative influence of G-E radio, TV and magazine advertising. "Our educational booklets just complete the coverage," he feels.

Coverage analysis indicates that three quarters of the country's senior and junior high school students are readers of General Electric's 12 comics and 12 standard publications at some time during their six years in secondary school. Forty percent of the ten million students in the U.S. are seeing the books as much as three times a year. The G-E material is now accepted as basic teaching equipment in 40% of the country's high school math, science and social studies classes. G.E., without charge, helps supplement the basic courses with reports of up-to-date scientific accomplishments in in-

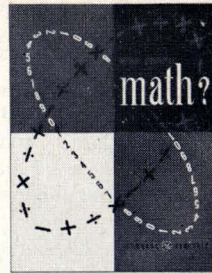
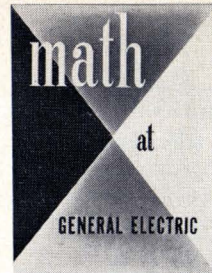
dustry. Some of the Company's leading scientists (Coolidge, Schaefer, Kingdon) have authored or collaborated in the publications. Dr. Schaefer, for example, has written a piece for every issue of teen-titled "Adventures Ahead" since its inception in 1947.

So highly do the educators think of G.E.'s magazines that many of those who request them put them to use as in-course texts in 32% of their classes, while others couple them to standard material as required or optional supplementary reading.

Since 1945, 33 million G-E scientific adventure comic books have been distributed (upon request) under titles ranging from "Generation of Electricity" (7th printing) to "Adventures Inside the Atom" (five million to date). Ten million slick, 1/2 x 11 standard booklets ("Steinmetz: Latter-Day Vulcan" to "Engineering Tomorrow") and regular mailings of periodicals have bolstered the effort to impress upon young minds the opportunities and accomplishments of the industry.

Out of the seven-man editorial staff in Schenectady (in addition to their other duties) have come other valuable contributions to teaching. Seventeen times a year G.E. sends out "Photo News," a poster-type photo and caption, usually a dramatically-photographed product. The six-times-a-year "News Digest" gives 100,000 teachers a roundup of G-E product and process news. A handsome, elaborate wall Chart of the Nuclides decorates 1000 chemistry classrooms, thanks to G.E.

Last year more than 100,000 requests were filled with 10 million pieces of literature. This year, with "Why Study Math?" heading the best-seller list, the figure will be closer to 12 million. A new catalogue of 1953 school publications has been printed, listing material that is usually shipped within 48 hours after receipt of request. G-E employees would do well to get a copy,



"A BEST SELLER" is "Why Study Math?", right, requests for which ran its initial half-million copies out in two months this spring. Soon off the presses will be 1/2 million more copies. A sequel, "Math at General Electric," will be printed this summer.

if their schools aren't already getting material.)

Five times a year Public Relations sends out a low-pressure letter to the teachers on its list, mentioning new and useful publications as they become available. No comment is solicited, no "co-operation" is asked. In fact, modest Dwight Van Avery (an ex-teacher himself) urges the teachers to understand that "G.E. doesn't pose as an expert in education." From the facts of G.E.'s success to date, however, many teachers have a much more complimentary idea.

... START 'EM YOUNG. Requests for the jet power booklet alone have totalled 4.5 million since September 1946.

