

TIME

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TIME, SEPTEMBER 8, 1967

A letter from the PUBLISHER

James R. Shepley

WHAT is the relationship between the Mason-Dixon line, the DMZ, the China Wall, the 38th parallel and the Berlin Wall? What do the words *Realpolitik* and *denouement* mean? What will the year 2000 have in store for the world? What major foreign-policy dilemmas will the U.S. face in 1968? To what degree has, or has not, the Bolshevik Revolution achieved its aims since its beginning, 50 years ago?

In the weeks ahead, students across the U.S. and Canada will be discussing such topics and questions as part of the TIME Education Program, which marks its 32nd anniversary with the beginning of the 1967-68 school year. Designed primarily as a high school-oriented social-studies program, this classroom service is also used in colleges, applies to courses in English and journalism as well as to those in history and the study of contemporary affairs. Consisting of the weekly issues of TIME and a Teacher's Guide, the program regularly sends teaching aids and quizzes on many subjects, and frequent extras.

The Teacher's Guide to TIME, new this year, was tested with teachers across the country, who enthusiastically endorsed the concept and content. Prepared by a special staff in consultation with educators, the guide is designed to help teachers integrate the current issue of TIME with the subjects they teach, as well as bridge the gap between today's news and the textbooks by using historical parallels. Issues of the guide will contain sections on vocabulary, news questions, maps, pictures and charts for projection, bibliographies and suggestions for class projects.

Teachers enrolling ten or more students in the program also receive specially produced teaching aids like *The Year 2000*, written for the TEP by Dr. Isaac Asimov, one of the nation's leading commentators on the future, and *The 50th Anniversary of the Bolshevik Revolution*. Aside from quizzes in the guide, TIME's famous 100-question Current Affairs Test is also given to students in the program. Last year over 2.5 million students checked their knowledge of current events by this test. Other aids include: TIME CAPSULE/1941, a condensation of that historic year as reported in the pages of TIME, and *Great Decisions—1968*, produced by the Foreign Policy Association. An annual nonpartisan study program of eight foreign-policy problems, *Great Decisions* presents background material and an impartial analysis of policy alternatives, complete with a teachers' guide.

Basic to the program, of course, is TIME itself. Since TIME began, various sections of the magazine have provided material for teachers and students. More than ever, each week's news is part of what is taught in the classroom. THE NATION and THE WORLD may serve as a weekly text of current history; almost any section can become a composition aid or a source for speech or theme topics. TIME's ART COLOR is often used in courses or tacked to bulletin boards.

TIME, the guides and teaching aids make up an original and challenging program designed to help bring today's world closer to the classroom. Teachers who wish additional information about the program may write to: TIME Education Department, Radio City, P.O. Box 666, New York, N.Y. 10019.

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THE
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The New Business Giants

THE WEEKLY NEWS



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