

**SECTION III: Linguistics and Reading****Room 103**

Chairman: Mr. Eugene F. Matthews, Reading-Study Skills Institute,  
Lubbock, Texas

1. "Linguistic Fallacies and Comprehension"  
Dr. Marion Jenkinson, University of Alberta
2. "A Psycholinguistic View of Reading Comprehension"  
Dr. Kenneth Goodman, Wayne State University

Discussants: Dr. Walter Hill, State University of New York at Buffalo  
Dr. Mavis D. Martin, University of Southern California

**7:00 P.M.—FIFTH GENERAL SESSION—Dinner Meeting****Junior Ballroom**

Presiding: Dr. Albert J. Kingston

Address: "Reading in the Guatemalan Environment"

Dr. Ralph Winter, Linguist, The Mam Christian Center,  
Quezaltenango, Guatemala, Central America

**December 4****9:30 A.M.—SIXTH GENERAL SESSION****Assembly Room**

Pre-College Reading Programs

Chairman: Mrs. Hazel Horn Carroll, Southern Methodist University

1. "Reading Improvement Through Vocabulary Development"  
Dr. James I. Brown, University of Minnesota
2. "An Effective Secondary-level Program in Practical Reading Designed for the Academically Disadvantaged in Beaufort High School"  
Mrs. Gwen Johnson, Beaufort High School, South Carolina
3. "A Televised Speed-reading Experiment"  
Mr. Daniel Dramer, District Curriculum Supervisor, Franklin Square, New York
4. "Measuring Reading Performance"  
Dr. Arthur McDonald, Marquette University

Discussants: Dr. Elizabeth M. Antley, University of Southern Mississippi  
Mr. Charlie Williams, Columbia, South Carolina City Schools

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**PROGRAM***Fifteenth Annual Meeting***NATIONAL READING  
CONFERENCE****THEME:***New Frontiers in College-Adult Reading*

December 2 - 4, 1965

Headquarters for Meetings: Student Center, Southern Methodist University

Host Institution: Southern Methodist University

Dallas, Texas

15.4

## December 2

**9:00 A.M.—REGISTRATION AND EXHIBITS** Lobby - Assembly Room

**9:45 A.M.—FIRST GENERAL SESSION** Assembly Room

Chairman: Mrs. Dorothy Kendall Bracken, Southern Methodist University  
Invocation: Reverend Robert O. Cooper, Director, Wesley Foundation,  
Southern Methodist University

Conference Welcome: Dr. Albert J. Kingston, University of Georgia  
President, National Reading Conference

University Welcome: Mr. R. Richard Rubottom, Jr., Vice President for  
University Life, Southern Methodist University

Invitational Address: "A Comparison of Reading Instruction in the  
United States, Canada and England"

Dr. Marion D. Jenkinson, University of Alberta

### 11:00 A.M.—SECTIONAL MEETINGS

#### SECTION I: Research Reports

Room 101

Chairman: Mr. Uberto Price, Appalachian State Teachers College

1. "The Use of Instrumentation in Reading"  
Brother Leonard Courtney, St. Mary's College

2. "Correlates of Concentration"  
Dr. Martha J. Maxwell, University of Maryland

Discussants: Dr. Miriam Schleich, Hofstra University  
Mr. Lester Van Gilder, Marquette University

#### SECTION II: Research Reports

Room 102

Chairman: Dr. C. Y. Melton, Emmanuel College

1. "The Cloze Procedure"  
Dr. Richard H. Bloomer, University of Connecticut

2. "Reactive Inhibition (The Hullian Construct) and Achievement in Reading"  
Dr. Wayne Otto, University of Wisconsin

Discussants: Dr. Henry P. Smith, University of Kansas  
Dr. Wayne R. Herlin, Brigham Young University

#### SECTION III: Reading Programs

Room 103

Chairman: Dr. Warren D. Fortenberry, Southeastern Louisiana College

1. "Individualizing the College Reading Program"  
Dr. Eric Thurston, Louisiana State University, Baton Rouge

2. "Improving Student Grade Points at Illinois Southern University Through  
Reading Instruction"

Dr. Lawrence Hafner, Southern Illinois University  
Discussants: Miss Ailene B. Thompson, The Florida State University  
Dr. Esther J. McConihe, Western Reserve University

### 2:00 P.M.—SECOND GENERAL SESSION

Assembly Room

SYMPOSIUM: Reading Problems of the Socially Disadvantaged

Chairman: Dr. Leonard Spearman, Southern Louisiana University

1. "A Study of Illiterate Adults in Buffalo, New York"  
Dr. Donald Brown, State University of New York at Buffalo

2. "The Language of the Socially Disadvantaged"  
Mrs. Charlotte K. Brooks, District of Columbia Public Schools

3. "Reading Programs in the Job Corps"  
Dr. Edward Fry, Rutgers University

4. "Developments in International Literacy Programs"  
Dr. Ralph Staiger, International Reading Association

Discussants: Dr. Edgar Roughton, Auburn University  
Dr. David Shepherd, Hofstra University

### 5:00 P.M.—BUSINESS MEETING

Assembly Room

Presiding: Dr. Albert J. Kingston, University of Georgia  
President, National Reading Conference

### 8:00 P.M. INFORMAL DISCUSSION OF VITAL ISSUES

Suites 297 F and G, Holiday Inn, Central

## December 3

### 9:30 A.M.—THIRD GENERAL SESSION

Assembly Room

Current Research in College Adult Reading

Chairman: Dr. Joseph A. Fisher, Drake University

1. "Annual Review of Research in College-Adult Reading"

Dr. Emery Bliesmer, Pennsylvania State University

2. "Frontiers for Research in Reading"

Dr. George Spache, University of Florida

3. "A Critique of Research in Reading"

Dr. Alton Raygor, University of Minnesota

Discussants: Dr. William Eller, State University of New York at Buffalo

Dr. George Schick, Purdue University

### 1:00 P.M.—FOURTH GENERAL SESSION

Assembly Room

SYMPOSIUM: Implications of the Substrata-Factor Theory for Further  
Research and Teaching in Reading

Chairman: Dr. Jack Holmes, University of California at Berkeley

1. "The Substrata-Factor Theory of Reading: 1948-1964"

Dr. Jack A. Holmes, University of California at Berkeley

2. "Conceptualization in Learning to Read"

Dr. Harry Singer, University of California, Riverside

3. "Personality Factors and the Development of Successful Readers"

Mrs. Irene Athey, University of Rochester

4. "Conceptual and Personality Factors Underlying Flexibility in Speed of  
Reading"

Dr. Frank Laycock, Oberlin College

5. "Power in Reading Through Interfacilitation and the Content Areas"

Dr. Martin Kling, Rutgers University

Respondent: "Substrata-Factor Theory—A Dissenting View"

Dr. David Wark, University of Minnesota

### 3:15 P.M. SECTIONAL MEETINGS

#### SECTION I: Psychology of Reading

Room 101

Chairman: Dr. Jo Stanchfield, Occidental College

"Some Psychological Aspects of Mental Content and Their Relationship to  
Reading"

1. Dr. Homer L. J. Carter, Western Michigan University

2. Dr. Dorothy J. McGinnis, Western Michigan University

Discussants: Dr. James A. Dinnan, University of Scranton

Mr. Justin H. Miller, New York University

#### SECTION II: Research Reports

Room 102

Chairman: Mrs. Sally Berkey, Centinela Valley Union High School District,  
Hawthorne, California

1. "The Utilization of Waking Hypnosis for the Improvement of Reading and  
Comprehension Skills"

Father Joseph B. Tremonti, Loyola University, New Orleans

2. "Independent Reading Growth as a Factor of Classroom Social Organization"

Dr. Robert Soar, Temple University

Discussants: Dr. Robert Curry, Baylor University

Mrs. Sara L. Strachan, Consultant in Reading, Richland County  
Technical Education Center, South Carolina