



Block, Dr. J. R. Collection (1930-)  
Papers 1949-1998  
Bulk Dates 1964-1972

Special Collections Department/University Archives

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Block, Jules Richard (1930)

Paper 1949-1998 Bilk Dates 1964-1972

16.5 L.F.

Universities and colleges-Faculty, College Administrators, Psychologists, Authors, Businessmen, and Inventors

The Dr. Jules Richard Block Collection in the Hofstra University Archives consists of the personal and professional papers and publications of Dr. Block, who taught at Hofstra from 1956-1976, and then assumed executive level administrative roles at the University including that of Vice President for Planning and Liaison. He held this position until his retirement in 2001.

The collection includes personal and professional correspondence relating to his roles as professor and administrator at Hofstra, Correspondence relating to his civic duties as a professional at the University and in the community, his research studies and publications, and his inventions and other business endeavors and other media such as cassette tapes, and video cassettes.

Jules Richard Block, the son of Jules Irving and Elizabeth Shinkle Irving, was born in New York City on November 23, 1930. Block received his Bachelor of the Arts degrees in 1952 from Hofstra College. From 1952- 1956 Block, served as a United States Naval Officer. In 1962, Block pursued to get his PH.D. from New York University, he also became a certified New York state Psychologist in the same year.

After returning to civilian life, he began teaching as an instructor at Hofstra in 1956 to 1976. Block then took on a variety of executive level administrative positions at the University, which he climaxed as the Vice President of Planning and Liaison in 1986. Block also held senior positions at other outside organizations such as The Institute for Research and Evaluation, Inc., and The Intial Teaching Alphabet Foundations. He also is a member of The American Psychological Association, The Eastern Psychological Association and is also listed in "Who's Who in America". Currently a professor Emeritus of Psychology at Hofstra University, he was named the 2000 Alumnus of the Year and received the Hofstra University Presidential Medal on May 30, 2001 upon retirement.

Professor Block has written several books, games, studies, and papers throughout his career, some of which have been published. Some of his work includes: *The Towers of Illusion* board games and the books, What's and Illusion? Can You Believe You Eyes, Seeing is Double: Over 200 Mind-Bending Illusions. Block's papers and studies include: "A Scale to Measure Attitudes Toward Disabled Persons", "Disability Types and Behavior Human Resources Study 6", "The Attention Diagnostic Method", "A Self- Administered High School Study of Drugs", and "A Study of Attitudes Toward Controversial Speakers On College Campus."

For biographical information on Dr. Jules Richard Block see:  
"Block, Jules Richard." Who's Who in America. 55<sup>th</sup> ed. 2001.

The Dr. Jules Richard Block collection is arranged into nine series:

## **I. Scholarly Work**

Research studies, publications, and other scholarly papers. These include Attention Diagnostic Method (ADM), Disabled & Rehabilitation, Drug Study, Interest Area Scale, Laws that Affect Young People, London Taxi, and other papers.

## **II. University Professional**

Professional papers and correspondence along with other research studies and papers that relate to Dr. Block's initiatives and activities on campus, these include: Proposal, Educational Zoo, New Jersey Lecture, Reactions To a Controversial Speaker, RIsso University Lectures, Training of Mature Women as Social Science Technicians, University Club, Vandalism, other papers, evaluations, and correspondence.

## **III. Community Professional**

Professional papers and correspondence along with other research studies and papers that relate to Dr. Block's initiatives and activities in the community, These include: Affidavit, Children's shelter, Community Relations Booth, Community Research, Evaluation, Consulting Service, Computer Dating, Hempstead Village, Hofstra Village, Probation Aide Project , and Youth Board Control Services.

## **IV. Professor**

Materials relating to the instruction of graduate and undergraduate level psychology courses at Hofstra University. These include Test Questions, Introductory Psychology, Descriptive Statistics, Inferential Statistics, Alcohol Course, Industrial, Research Design, and Tests in Measurement.

## **V. Business Endeavors**

Publications and papers relating to several corporate functions at the Initial Teaching Alphabet Foundation or ITA. These include ITA Booklet Binder, ITA Booklets, ITA Reports, ITA Newsletters, ITA Manuscript Binder, ITA Survey, ITA Board of Director's Meetings, By-Laws, Minutes, and ITA Status Reports

## **VI. Hofstra University**

Block's personal and professional papers and publications, regarding the development and growth of Hofstra University include:

A Marketing Opportunity and Image Analysis

Volume I: Research Report

Volume II: Research Report

Volume III: Executive Summary of the Research, a Study of Student Satisfaction.

Volume I: Research Report

Volume II: Research Report, Environmental Safety Energy, Fellman, The Middle States Association, New York State Senate Sports Entertainment Commission, Planning for the Future, Senate Task Force on Campus Security, and (TWMS) Tran world Maintenance.

## **VII. Nassau County**

Block's personal and professional papers and publications regarding the development and growth of Nassau County include: Bi- County Tax Relief Commission, Mitchell Field, Museum Membership, Nassau County Budgetary Information, Nassau County Industrial Development Agency, Nassau County Real Property Tax Relief Commission, and Report to the New York State Temporary Commission for Tax Relief on Long Island.

## **VIII. Other Media**

Several Different Types of Media in non-traditional formats include: Cassette tapes, magnetic tapes, beta tapes, VHS tapes, and newspaper clippings.

## **IX. Inventions**

Books, games, card games invented or published. These include Can You Believe Your Eyes? : An Optical Illusions Game, Can You Believe Your Eyes? : Over 250 Illusions And Other Visual Oddities, The Initial Teaching Alphabet And The World Of English, ITA As A Language Arts Medium, Towers Of Illusions game poster, The Game Of Europe Card Game, What's Wrong? Playing Cards, Decks of regular size card games, match books, and the Tower Of Illusions Board Game.

Hofstra University Archives

The Dr. Jules Richard Block Collection

Folder List

Box #	Folder #	Contents
		<b><u>Series I</u></b>
		<i>Scholarly Work</i>
		Sub Series I
1	1	Attention Diagnostic Method (ADM)
		The Attention Diagnostic Method (ADM)
		A Test Manual 1976
	2,3	The Attention Diagnostic Method (ADM)
		A Test Manual-Working Draft 1975
	4,5	The Attention Diagnostic Method (ADM)
		A Progress Report 1975
	6	IPM; ADM Manual Revised 1975
	7	IPM; ADM Manual Revised 1969-1975
		Sub Series II
		Disabled and Rehabilitation
	8	The Measurement Of Attitudes Toward Disabled Persons 1970
	9	A Scale To Measure Attitudes Toward Disabled Persons 1960
	10	Research With The Attitudes Towards Disabled Person Scales (ADTP) 1960-1985 1986
	11	Recent Research With The Attitudes Toward Disabled Persons Scale: Some Research Abstracts 1974
	12	Challenging Barriers To Change: Attitudes Towards The Disabled 1979
	13	"Employment" : An Acronym For Removing Barriers
	14	Rehabilitation 1975
		Sub Series III
		Drug Study
2	1	A Self-Administered High School Study Of Drugs 1974
	2,3	Drug Data 1976
	4-7	A Self Administered High School Study Of Drugs: Supplemental Analyses By Age And Type Of Drug Use 1975
	8	Development Of A Questionnaire To Study The Use Of Drugs Among High School Students 1970
		Sub Series IV
		Interest Area Scale
	9	Interest Area Scale 1973

10		Int-Ach 1973
11		The Development Of A " Culture Relevant" Predictor Of Success In Higher Education 1973
3		Sub Series V Miscellaneous Papers
1		Evaluation Of The Program "Laws That Affect Young People" 1970
2		Procedures For Self-Education
3		What Makes People Give: An Experiment 1971
4		Why Companies Give
5		Adventures With A London Taxi In America
		<b><u>Series II</u></b>
		<i>University Professional</i>
6		Center For Integration Studies 1964, 1965
7		Criteria For Promotion And The Role Of The Faculty Member 1972
8		Culturally Disadvantaged Project 1964
9		Dramatic Arts Proposal 1973, 1974
10		Educational Zoo 1969-1972
11		The Middled-Aged" COED In Evening Colleges 1963
12		New Jersey Lecture Outline
13		Problems Of Accreditation. Outline Of First Report To The Hofstra University Board Of Trustees 1980
14		"Public Education: Should It Start Well Before Kindergarten ?:" 1972
15		Student Advisement Study 1963
16		Factors To Be Considered Prior To Potential Unionization 1972
17		Report On Faculty Mobility At Hofstra 1965
18		Rissho University Lectures 1981
19		The Roles Of Chairmen, Deans, And Provosts
20		A Study Of Faculty Attitudes Toward New College 1963
4	1, 2	A Study Of Reactions To A Controversial Speaker And Attitudes Toward Academic Freedom 1964
	3	A Study Of Reactions To A Controversial Speaker And Attitudes Toward Academic Freedom 1964, 1965
	4	The Teaching Of Introductory Psychology In Large Sections. A Preliminary Report 1962
	5	The Training Of Mature Women As Social Science Research Technicians-Final Report 1965
	6	University Club Report 1975
	7	Vandalism Workshop 1980
	8	What's Happening To The Students This Year? A Research Reaction To Lowered Student Performance In One Advanced Psychology Section 1967
	9	Would You Hire A Chronic Fender-Bender 1974
	10	Chairmen And Faculty Evaluations 1964-1973
	11-13	Correspondence

### **Series III**

#### *Community Professional*

	14	Affirmation 1979
5	1	Children's Shelter 1975
	2	Community Relations Booth 1971
	3	Community Research, Evaluation, And Consulting Service 1966, 1967
	4	Computer Dating 1970
	5, 6	Hempstead Village 1977-1979
	7	Hofstra Village 1967-1976
	8	Probation Aide Project 1972
	9, 10	Youth Board Control Services 1972

### **Series IV**

#### *Professor*

6	1, 2	Test Questions 1963-1980
	3-6	Introductory Psychology 1962-1968
	7, 8	Descriptive Statistics 1961-1968
7	1	Descriptive Statistics 1961-1968
	2-4	Inferential Statistics 1961-1984
	5	Alcohol Course
	6-8	Industrial 1981-1985
8	1	Industrial 1981-1985
	2-5	Research Design 1977-1985
	6	Tests In Measurement
	7	Tests In Measurement 1962

### **Series V**

#### *Business Endeavors At Initial Teaching Alphabet (i.t.a)*

	8	Initial Teaching Alphabet (i.t.a) Bulletins 1963-1967
9	1	The Initial Teaching Alphabet (i.t.a) Journal 1965-1971
	2, 3	The Initial Teaching Alphabet (i.t.a) Foundation Report 1966-1971
	4	The Initial Teaching Alphabet (i.t.a) Foundation Newsletter 1972-1976
	5-7	Miscellaneous Publications 1963-1976
	8	Initial Teaching Alphabet Foundation Annual Report 1971, 1972
	9	Initial Teaching Alphabet (i.t.a) Status Reports 1971
	10	Initial Teaching Alphabet Foundation Board Of Directors 1972, 1973
	11	Initial Teaching Alphabet Foundation By-Laws 1973
	12	Initial Teaching Alphabet Foundation Board Of Directors Meeting Minutes 1972
	13	Initial Teaching Alphabet Correspondence 1962-1973
	14	The Initial Teaching Alphabet (i.t.a) Handbook For Writing And Spelling Revised Edition 1964, 1965
	15	Initial Teaching Alphabet (i.t.a) And Other

10	1	Alphabets
	2	Initial Teaching Alphabet (i.t.a) Survey
	3	Initial Teaching Alphabet Papers
	4	Research Abstracts Miscellaneous Papers
<b><u>Series VI</u></b>		
<i>Hofstra University</i>		
	5, 6	A Marketing Opportunity And Image Analysis: Volume I: Research Report 1993
	7, 8	A Marketing Opportunity And Image Analysis: Volume II: Research Report 1993
	9, 10	A Marketing Opportunity And Image Analysis: Volume III: Executive Summary Of The Research 1994
	11, 12	A Study Of Student Satisfaction: Volume I: Research Report 1994
	13	A Study Of Student Satisfaction: Volume II: Research Report 1994
11	1-8	A Study of Student Satisfaction: Volume II: Research Report 1994
12	1	Environmental Safety Energy 1993-1997
	2	Fellman 1995-1997
	4	The Middle States Association 1979,1987
	5	The Middle States Association 1979,1986
	6	The Middle States Association 1983-1984
	7,8	The Middle States Association 1983-1988
	9	The Middle States Association 1986,1988
13	1,2	The Middle States Association 1988,1989
		The New York State Department of Education 1992-1994
	3,4	The New York State Department of Education 1995, 1996
	5	New York State Senate Sports
	6,7	Entertainment Commission 1992-1995 New York State Senate Sports Entertainment Commission 1992-1995
	8	Planning for the Future 1993
	9	Senate Task Force on Campus Security 1992
	10	Transworld Maintenance Services (TWMS) 1990-1994

**Series V11**

*Nassau County*

14	1	Bi-County Tax Relief Commission 1990, 1992
	2	Bi- County Tax Relief Commission 1991-1994
	3	Mitchell Field Development Corporation 1969-1994
	4	Museum Membership 1987-1995
	5-7	Nassau County Budgetary Information



- 15      1-3      1994, 1995  
             1-3      Nassau County Budgetary Information  
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             4-6      Nassau County Industrial Development  
                     Agency 1993, 1994  
             7      Nassau County Industrial Development  
                     1994, 1995  
             5-7      Nassau County Real Property Tax Relief  
                     Commission 1989-1992  
             8      Report to the New York State Temporary  
                     Commission for Tax Relief on Long Island  
                     1994  
             **Series VIII**  
             *Other Media*  
             Sub Series I  
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- 17      1      Dedication and Commencement 1949  
             2      Hofstra University Cuts 1986  
             3      J.C.A. Exchange Club 1949  
             4,5      John Cranford Adams Version #1  
             6,7      John Cranford Adams Version #2
- Sub Series II  
             Magnetic Tapes
- 8      Dr. Block 1971  
             9      Inside Long Island 1983  
             10      "Listening Post" The Visit of George  
                     Rockwell to Hofstra 1963  
             11      Then All the World Be Mended 1963
- Sub Series III  
             Beta Tapes
- 18      1      50<sup>th</sup> Anniversary Cultural Explosion  
             2      Alder Boschetto Peebles 1992  
             3      The Campaign for Hofstra University  
             4      "Cultural Explosion at Hofstra" 1986  
             5      Dr. Block: NBC Today Show & News 12  
             6      Henry Moore Exhibit Promo  
             7      Hofstra's Archive 1948-1960's  
             8      Hofstra Commercials 1990  
             9      Hofstra Commercials 1990
- 19      1      "The Hofstra Football Show with Coach Gardi"  
             2      Hofstra Promo 1987  
             3      Hofstra Promo Tape  
             4      Hofstra Television Institute  
             5      Hofstra University "Part-Time" 1991  
             6      Hofstra University "Part-Time" 1991  
             7      Hofstra University Transfer Student 1991  
             8      John Cranford Adams Shakespeare Globe  
                     Theater Model  
             9      "Learning for Life" Hofstra Promo 1986  
             10      "This is Hofstra" 1995

Sub Series IV  
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- |    |     |  |
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|    | 4   | A Total Environment for Learning 1993  |
|    | 5   | Adler Boschetto Peebls "Cities" and "Numbers"  |
|    | 6   | Admissions Promo   |
|    | 7   | " Babe Ruth Baseball Show" 1995  |
|    | 8   | Billy Joel @ Hofstra   |
|    | 9   | Commercial: Share The Pride Version: Athletics 1999  |
|    | 10  | Harold E. Yuker Reference Libraries Dedication 1995  |
|    | 11  | "Hofstra 1988"   |
|    | 12  | Hofstra and the I.L. Business Community  |
|    | 13  | The Hofstra Campaign Intro: President Shuart 1988  |
|    | 14  | Hofstra Celebrates Shakespeare   |
| 21 | 1   | Hofstra Commercial: "Brochure" 1992  |
|    | 2   | Hofstra Commercial Spots Versions: Environmental and Part Time Studies                           |
|    | 3   | Hofstra Promo 85   |
|    | 4,5 | Hofstra Pride Club Spot  |
|    | 6   | Hofstra Promo '97  |
|    | 7   | Hofstra University: 60 Years of Excellence   |
|    | 8   | Hofstra University: A Total Environment For Learning   |
|    | 9   | Hofstra University in Times Square   |
|    | 10  | Hofstra University: Part Time Studies Version 2 1999   |
|    | 11  | Hofstra University "Transfer Student" Rev. 1991  |
|    | 12  | Hofstra's L.B.J. Conference 1986   |
|    | 13  | How Can Get Into Your Living Room? (Lunch, Dinner)   |
|    | 14  | Joseph M. Margiotta Presentation   |
| 22 | 1,2 | LBJ- A Texan in Washington   |
|    | 3   | Promo  |
|    | 4   | Sand Conferenve Pre Banquet Address 1996   |
|    | 5   | Senator A. D'Amato at Hofstra Naturalization Ceremony 1997                                       |
|    | 6   | Share the Pride: Athletics   |
|    | 7   | Television 1985-1986: Issues for The Industry and the Audience. Alternative To The Networks 1985 |
|    | 8   | Television 1985-1986: Issues for The Industry and the Audience. Television And Sports 1985       |
|    | 9   | They're Trying to Get Into Your Living Rooms Panel Part II                                       |
|    | 11  | "This Is Hofstra"  |

Sub Series V  
Newspaper Clippings

- 23      1      A Testimonial Dinner for Dr. Matthew N. Chappell 1966  
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Photographic Collection

**Series IX**

*Inventions*

*Sub Series I*

*Books*

- 24      1      The Intial Teaching Alphabet and The World of English Book 1966  
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*Sub Series II*

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- 25      1      Can You Believe Your Eyes?: An Optical Illusions Board Game 1996  
2      The Game of Europe Card Game 1994  
3      What's Wrong? Playing Cards 1993  
4      Can You Believe Your Eyes? Deck of Cards 1997  
5      Kellogg's Crunchy Nu Catas De Illusion Deck of Cards 1991  
6      The Graduates Deck of Cards 1985  
7      Illusioni Ottiche Su Carte Da Gioco Deck Of Cards  
8      Illusions Visuelles Sur Des Cartes A Jouer Deck of Cards  
9      Niet Te Geloven 52 Visuele Illusies Op Speelkaarten Deck of Cards  
10     London on Playing Cards 1989  
11     More Illusions & Visual Oddities Deck of Cards 1997  
12     New York on Playing Cards 1989  
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	Sub Series V Board Games
26	Towers of Illusion Board Game

## **Marc Record For the**

### **Dr. Jules Richard Block Collection**

100	Jules Richard Block, 1930-.
245	Dr. Jules Richard Block Collection,=/f:1949-1998 =/g: 1964-1972.
300	16.5 L.F.
351	Organized into nine series: Scholarly Work, University Professional, Community Professional, Professor, Business Endeavors, Hofstra University, Nassau County, Other Media, and Inventions.
545	Dr. Jules Richard Block was a professor at Hofstra University from 1956-1976, and then assumed executive level administrative roles, Including that of Vice President for Planning and Liasion in 1986. He Hel d this position until his retirement in 2001.
520	The collection includes personal and professional correspondence relating To his roles as professor of psychology, and administrator at Hofstra, Correspondence relating to his civic duties and publications as a professional At the university and the community. This collection also includes information regarding his research studies and publications, including the Attention Diagnostic Method, Disabled and Rehabilitation, Drug Study, Interest Area Scale, and Miscellaneous Papers. His Business endeavors and inventions include books, card games, game posters, books of matches, and the Towers of Illusion borad game. Other media is also included such as cassette tapes, magnetic tapes, beta tapes, video cassettes, and newspaper clippings.
555	Finding Aid Available at the Hofstra University Archives.
600	Shuart, James M.
600	Yuker, Harold E.
610	Hempstead (N.Y)
610	Hofstra University
610	Middles States Association of Colleges and Schools.
650	Authors
650	Businessmen.
650	College Administrators.
650	Dating Computer.

650 Industrial Development Nassau County.  
650 Initial Teaching Alphabet Publications, Inc.  
650 Inventor.  
650 Lectures Rissho University.  
650 Psychologists.  
650 Reactions To A Controversial Speaker A Study Of.  
650 Rehabilitation Disabled.  
650 Scale Interest Area.  
650 Studies Center For Integration.  
650 Study Drug.  
650 Universities and colleges—Faculty.  
650 Zoo educational.  
655 Cassette Tapes, 600 Feet Magnetic Tapes, 1200 Feet Tapes, Beta Tapes, Video Cassettes,  
And Newspaper Clippings.  
656 Universities and colleges—Faculty, College administrators, Psychologists, Authors,  
Businessmen, Inventor.  
851 Hofstra University Archives, West Campus Library, Room 102  
619 Fulton Avenue Hempstead, NY 11549.