



### AT PLAY IN GERMANY

"PAT" ELLIOTT OF TORONTO poses with a group of her juniors on the playground at the Soviet Junior School reading from the top, Gary and Lyn Laycock, Ann Teston, Joy McCully, Elizabeth Debraves, Cathy Taylor, Selma and Ester Morosette and Cathy Pickerton. — Photo by J. A. Morris

### Home & School Groups Want Study of Effect of Teevee

#### Claim Students Watch Eighteen Hours Weekly

The nuclear weapons that scathed Hiroshima, and now stand poised with a threat to decimate whole nations in the first wave of attack, may have less influence on man's future than the six shooters in the hands of gunmen and sheriffs that stage nightly TV battles in our living rooms.

#### Nuclear Power

Nuclear power — whether used for annihilation or to serve mankind — affects only tangible things. But television has the power — on a scale never before approached in the history of the world — to sway the MINDS of men. In particular, it has the power to influence the minds and personalities of children, the men and women of tomorrow. Changes in thinking and character will always be more potent than changes in things, and the television coverage that now saturates the western world is undoubtedly moulding the future, in a subtle but highly significant way.

#### Affecting Children

Thoughtful people are aware that TV is affecting Canadian boys and girls. But nobody has any precise knowledge of the extent to which they are being affected, nor of the direction in which they are swayed by this pervasive influence. In fact, there is little solid foundation to support a view of the overall effect of TV on our young people is either beneficial or undesirable.

Parents with TV sets can find much to say in favour of the medium. The entertainment is enjoyed by adults and children alike, many programs have strong educational value. It keeps children quiet, and helps keep them in off the street. Parents commonly use TV as a "pacifier."

#### Far Beyond

But psychologists are looking far beyond the surface advantages that can be commanded at the turn of a switch. They are speculating about long-term results to children from consistent exposure to the "fantasy" world of television. They are thinking of the effects in the special terms of their profession — Attention, Vicarious Habit Forming, Frustration Tolerance, Substitute Satisfaction, Identification, Interference with Practice of Real-Life Skills.

#### Not Different

The part TV plays in a child's life is probably not different in quality from the influence of movies, the daily comics, or even the traditional fairy stories. It is the quantitative impact that has made this a matter of such importance. An audience research study by the CBC in 1956 showed that "in Ottawa, the average English-speaking high school boy (with a TV set at home) views TV about 18 1/2 hours a week, while

the average girl views about 10 1/2 hours." This supports a study in Cambridge, Mass., in 1950-51, showing that children averaged 18 1/2 hours weekly of looking at the home TV set. Thus, watching TV takes up about one sixth of a child's waking hours.

#### Into Spotlight

The Canadian Home & School and Parent-Teacher Federation has moved this problem into the spotlight by a Resolution urging the Board of Broadcast Governors to undertake comprehensive research into the effects of television upon the minds and personalities of boys and girls. Federation Treasurer, C. M. Bedford, B.A., B.Ed., M.A., who drafted the resolution, has specified that Home and School want continuing, long-term research into the cumulative effect of TV over a period of years. CBC "audience research" and short-term, uncoordinated research of universities and scholars does not meet the requirements of the Resolution.

#### Underline Need

Home & School, to underline the need they feel exists, have suggested a minimum research budget to the Board of Broadcast Governors — \$52,000 annually. This represents about one tenth of one percent of the Parliamentary grants expected to go to the CBC in

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## Prize-winners in Flowers At Georgetown Fall Fair

**Potted Plants**  
African violets, Ashgrove Wl, Mrs. Wellington Wilson, Mrs. A. Frank, Mrs. James McElroyde, Cecil Georgetown Wl, Ashgrove Wl, David Harley, Colusa, Norval Wl, Keith Webb, Mrs. E. White, Spencer Wilson, Mrs. Wm. R. Norton, Fuschia, Mrs. E. White, Geranium, Tom Hunter, Ashgrove Wl, Mrs. E. White, Begonia, Ashgrove Wl, Nancy Kordeck, Norval Wl, Plant in bloom, Ashgrove Wl, Mrs. A. Frank, Norval Wl, Chrysanthemum, Keith Webb, Norval Wl.

**Cut Flowers**  
Asters, 10 blooms, Mrs. Clare Wilson, Ashgrove Wl, Mrs. E. White, Asters, bouquet, Tom Hunter, Reg. Williams, Ashgrove Wl, Dahlias, bouquet, Mrs. Clare Wilson, Mrs. Wm. R. Norton, Georgetown Wl, Dahlias, largest and finest, Harold Bennett, Mrs. Wm. R. Norton, John Milton, Stocks, Mrs. W. H. Hurl, Mrs. Wellington Wilson, Gladioli, Mrs. Wellington Wilson, Georgetown Wl, Ashgrove Wl, Cosmos, Ashgrove Wl, Mrs. Wellington Wilson, Pansies, Mrs. A. Frank, Ashgrove Wl, Norval Wl, Single petunias, Ashgrove Wl, Mrs. Wellington Wilson, Tom Hunter, Double petunias, Mrs. Wellington Wilson, Mrs. Clare Wilson, Ashgrove Wl, African marigolds, Ashgrove Wl, Mrs. Harry Marchington, Mrs. Wm. R. Norton, French marigolds, Mrs. Wellington Wilson, Mrs. John Milton, Vervine Perry, Salvia, Ashgrove Wl, Geraniums, Tom Hunter, Ashgrove Wl, Reg. Williams, Spencer Wilson, Mrs. Wellington Wilson, Roses, 2 blooms, Ashgrove Wl, Mrs. Wm. R. Norton, Mrs. Wellington Wilson, Single rose, Ashgrove Wl, Mrs. E. White, Mrs. H. Collins, Nasturtiums, Georgetown Wl, Mrs. George Cleave, Ashgrove Wl, Mrs. Wellington Wilson, Mrs. 1960-61.

**Something Profound**  
In effect, the 325,000 parents who make up the Canadian Home & School organization have said this to the BBG and the CBC: "Television is doing something profound to our children. It is affecting their habits, their knowledge, their thinking. Therefore, it is gradually changing the whole future of the country. We do not know whether the overall effect of the challenge is good, bad, or insignificant. But we want to know. We believe it is very important — not only to us as parents, but to all Canada — that we should know. It is possible to get the relevant knowledge, but only through a research effort that is intense and continuing. You have money from the nation that could make that effort. Will you please do it?"

Canadians in, and outside the Home & School organization will think this a good request. They will look to the Board of Broadcast Governors for a good reply.

THE GEORGETOWN HERALD  
Thursday, October 13th, 1960  
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**Announce Prizewinners For IODE Penny Sale**  
Prize winners in the penny sale conducted by Countess of Strathmore Chapter, IODE were drawn on Friday during a lake sale in the United Gas Store. Winners of seven prizes were Mrs. H. West, 52 Weber Dr. (baked ticket \$60), Mrs. L. J. Hall, 53 Charles St. (baked ticket \$50), Mary Stuffs, 33A Main St. N. (fry pan ticket 1065), Miss Burnett, Lorne Park, bedspread ticket 194, Mrs. Ida Clark, Glen Williams, tricycle ticket 732, Mrs. M. McKinney, 51 Edith St. (steam iron ticket 1464), Mrs. W. E. Youmans, Norval, dressed doll. The penny sale was conducted by Mrs. Sam Penrice, and her committee included Mrs. Edwin Wilson, Mrs. Robert Jones, Mrs. Howard Holmes, Mrs. Garfield McElroy and Mrs. Ed Hall. Mrs. Don Wingrove convened the lake sale. Assisting her were Mrs. Charles Henwick, Mrs. Jack Armstrong and Mrs. Eric Timms. Both events were financially successful. The penny sale proceeds are earmarked for the contribution which the Chapter will make to Georgetown's new hospital. Lake sale proceeds will go into the general fund for other worthy efforts which the Chapter supports.

### THE MAIL BAG

#### Wants Collection Each Month, Extra Garbage

7 Young Street, Georgetown, Ont.  
Dear Sirs: Why does a town with a population of 10,000 not have public facilities for dumping? Last week I hauled a load of tree limbs away and discovered they were not allowed at the 8th line dump as it is a private one where is the public one? If a person does not have a truck they are forced to hire one to haul this away and yet we pay taxes for garbage collection. Why could they not once a month come and collect this extra garbage? — Wm. McMurdo

#### Horticultural Society Speaks

Children under 7 flower arrangement for mother, Kumblerley Fisher, Cathy Lane, Annual out of vegetable, Jeffrey Hoare, Arrangement in tin container, Jeffrey Hoare, Shauheen Fisher, Jane Williams, Children 7 to 12 flower arrangement for teacher, Heather Harley, Dianne Brownridge, Margot Williams, Vegetable collage, Lisa Hoare, Dish garden.

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### HALTON COUNTY HEALTH UNIT

Preparation for Childbirth and Parenthood  
10 CLASSES TO A SERIES — REGISTRATION FEE \$1.00  
Classes Begin November 24th  
in Knox Presbyterian Church Sunday School, 8 to 10 p.m.  
To register for class please obtain a signed request card from your family physician and notify your Health Unit Office, Triangle 7-3961

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