

## YM Names Tennis Ace Secretary

Stanley Ellis, 24, has been appointed to replace present YMCA program secretary Douglas Cannon. Ellis is a Hermosa Beach tennis expert. Cannon resigned his post here to become secretary of the YMCA in Caracas, Venezuela.

Ellis, of 930 Ninth St., Hermosa Beach, is currently playing in International tennis tournaments in Europe. He played in the Wimbledon tournament in June and will play at St. Moritz today before returning to the area tomorrow.

Ellis is a graduate of El Camino and Pepperdine college.

Perfect drainage is often the difference between bloom and no bloom on annuals that grow during the rainy season. If drainage is poor in a planting bed, it's relatively easy to improve it by slightly raising the level of the soil. Rim the bed with redwood or brick headers and add soil to fill. Two or three inches will usually do the trick.

SIGHT and SOUND by Ernest Kreiling

## A Further Look at TV And Children Viewers

(Seventh in a Series)  
What is TV doing to our children? This is a frequently asked question, but I doubt if it is the right question.

The more pertinent question is, "What is TV doing FOR our children?"

The answers to this one are hard to come by, and the lack of answers signals TV's greatest failure to date.

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This great potential instrument of enlightenment has done little to attempt to awaken young minds, to stir youthful curiosity, or to enable their aspirations for dealing with the real world in which they must live.

This remains perhaps the greatest challenge facing our commercial system of television today, and one which deserves the best minds and the best talents the industry can bring to it.

I think we should accept the principle that television will give us what we seem to want, but when this principle is carried over to children it's clearly ridiculous, because we can hardly raise children by giving them only what they want.

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As a strong social force capable of influencing our youth, television should accept some degree of positive responsibility toward children if it is to serve the public interest.

Little minds and little souls won't grow on a steady diet of "Bozo the Clown" and "The Three Stooges" any

more than they will grow on eight hours of recess and candy for lunch every day.

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But for several reasons children's programs pose a difficult problem. Children are generally found to prefer adult programs. The five favorite programs of elementary school children, according to one recent report, were "Dennis the Menace," "Dobbie Gillis," "Danny Thomas," "The Three Stooges," and — get this — "77 Sunset Strip."

For high school students the five favorites were "Maverick," "The Untouchables," "Twilight Zone," "Alcoa Presents," and "Perry Mason."

By and large we seem to have a pretty sophisticated group of youngsters, and with these tastes it isn't easy to appeal to them with "up-lifting" programs.

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Another problem is this. How old is the child? Is he 3 or is he 13? There's no such thing as a child's audience, but only a highly

fragmented group of small audiences, no two of which would benefit from or care about the same programs. So here is a case where pursuit of the largest possible audience simply doesn't meet the needs of the public.

Although it's not going to be easy to do better by the kids, the disturbing thing is that no station or network to my knowledge has a single qualified, trained specialist with authority devoted entirely to children's programming.

No matter how tough the problem is, it's not going to be solved until someone really tries.

How many children use TV and some of its affects is interestingly reviewed in a brief booklet, "Television Viewing by Children and Youth," by Dr. Paul Witty. A copy is available free of charge simply by writing to the HERALD.



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