

What TV has Wrought Among Youth

—S. I. HAYAKAWA, new president of San Francisco State College, in a speech to the American Psychological Association in San Francisco.

The present generation of young people is the first in history to have grown up in a television age. If you were born in 1938, you were 10 years old in 1948 and had already lived through the most formative years, so that in all likelihood you missed the experience of having a television set for a babysitter.

But a significant proportion of children born after 1945 had their imaginative lives, their daydreams, their expectations of the world created by television. It is a wonder that these children, as they grew to adolescence, often turned out to be complete strangers to their dismayed parents?

An important fact about television—regardless of its sponsorship—is that you can have no interaction with it. A child sitting in front of a television set gets no experience in influencing behavior and being influenced in return.

Having a puppy is in this sense far more important to a child than having a television set, although of course there is no reason he should not have both.

The child who watches television for four hours daily between the ages of 3 and 18 spends something like 22,000 hours in passive contemplation of the screen—hours stolen from the time needed to learn to relate to siblings, playmates, parents, grandparents, or strangers.

Is there any connection between this fact and the sudden appearance in the past few years of an enormous number of young people from educated and middle-class families who find it difficult or impossible to relate to anybody—and therefore drop out?

I am sure you have met them, as I have—young people, not necessarily of the underprivileged classes, who are frightened of the ordeal of having to make conversation

with their friends, parents or anyone else not of their immediate clique.

The militancy of young people, both white and black, eager for social change is often accounted for by saying that they have lost faith in the slow processes of democratic discussion and decision-making. This argument seems to me highly questionable. It is my impression that militant young people, far from being "disillusioned" with democratic processes, are totally unacquainted with them, since they are rarely shown on television.

If young people did not not learn of the complexities of the democratic process from their years of viewing television, what did they learn?

They learned that social problems are never complicated; they are simply the conflicts between good guys and bad guys. Bad guys can never be reasoned with—you can only shoot it out with them. If the bad guy confronts you with superior force, you can lay your body on the line and go down fighting.

Young people also learned from commercials that there

is an instant, simple solution to all problems: Acid indigestion can be relieved with Alka-Seltzer; ampopularity can be overcome by using Ban; feelings of sexual inadequacy can be banished by buying a new Mustang, which will transform you into an instant Casanova.

The world makes all sorts of demands the television set never told you about, such as study, patience, hard work, and a long apprenticeship in a trade or profession, before you may enjoy what the world has to offer.

Disillusioned young people

may at this point reject or rebel against the culture and its "materialism"—not realizing that what they are rejecting is not the culture as such, but merely the culture as depicted by Madison Avenue and the networks.

Even as they reject the culture as they understood it through television, they miss the pleasant fantasies they enjoyed as children when they turned on the set. So they "turn on" in other ways.

Having scornfully rejected the notion that they can achieve instant beauty and radiance with Clairol, they es-

pouse the alternative view that they can achieve instant spiritual insight and salvation with LSD. The kinship of the LSD and other drug experiences with television is glaringly obvious: Both depend upon "turning on" and passively waiting for something beautiful to happen.

Hicks
Home Heating Inc.
271-9079 271-4650

R. J. FINNEGAN CO. INC.

"Roof Raising" SPECIALISTS and GENERAL REMODELING

- ADDITIONS • PLUMBING—HEATING
- KITCHENS • ELECTRIC—AIR CONDITIONING
- BATHROOMS • PAINTING—ROOFING—SIDING

"We've been BUILDING a fine REPUTATION since 1948"

2485 DEWEY AVE.
Call 865-3150, 865-9594

Land
519 Ridge Rd. E.

- CUSHIONS (cut to size)
- Art Foam
- Bolsters
- Rug Pads
- SLEEP INCLINERS

Upholstery

- Fabrics
- Kits

Plastic Fabrics

- Indoor
- For Boat - Pool - Skating

HOWARD'S
342-9720
Eves. Tues. & Thurs. 'til 9:00

SANTA SAYS - "Shop Early"

White Selections Are Complete!

FREE 1969 ST. JOSEPH CALENDAR
12 Month Treasury Of Information
Almanac - Calendar - Magazine
Easily Worth \$1.50 or More

All Special Prices Good Today Thru Wed. Nite, Dec. 11th

Colorful... Folder-Type CHRISTMAS CARDS

Beautiful Religious and Sentimental Selections

Reg. \$1.00 Value **98c**

Box of 50

- PERINTON PLAZA
- 426 LYLE AVE.
- EAST ROCHESTER
- 1238 BELL AVE.
- RIDGE and DEWEY
- 1750 EAST AVE.
- EMPIRE PLAZA
- CULVER-RIDGE PLAZA
- EASTWAY PLAZA
- 510 MONROE AVE.
- RIFE-HUDSON PLAZA
- 361 E. MAIN ST.
- BULL'S HEAD PLAZA
- 164 E. HORTON AVE.
- GOODMAN PLAZA
- STONE-RIDGE PLAZA
- LITTA and DEWEY
- PITTSFORD PLAZA
- BROOKPORT PLAZA
- IN AUBURN:
- 97 GENESEE ST.
- 193 GRANT AVE.

DAW'S PRESCRIPTION DRUG STORES

Quantity Rights Reserved

Christmas Candies

DeLuxe... Chocolates

A Delicious Assortment in A Beautiful Christmas Package

Big... 1/4-lb. **99c**

Cello-Sealed For Freshness

100% All-Filled CHRISTMAS CANDY

Fruit Flavored And Chocolate Flavored Centers

2-lb. Jar **98c**

Beautifully Decorated BEAU-T-WRAP Gift Wrap

6-Rolls 400 INCHES **79**

• 3 Decorated Rolls... 43c
• 6 Rolls of foil... 79c
• 3 Rolls of foil... 43c

GAY CURL CURLING RIBBON

• 3 Spools 250-ft. **43c**
• 6 Spools 550-ft. **77c**

• Stick-on Rows... 25 for 89c

ENJOY DAW'S EXTRA SERVICES

Bring In Your Midland Card or Open An Account In... Minutes

AMERICAN EXPRESS Money Orders

Sold at DAW'S

TV APPLIANCE SPECIALS

You've Seen Them On TV

WORLD'S FINEST FOOD PREPARATION APPLIANCE VEG-O-MATIC FOOD CHOPPER

Slices, Dices... —Makes French Fries

Reg. \$9.95 **7.77**

Slice Tomatoes, Dice Carrots, Dozens of Uses... A Perfect Gift!

CHOCOLATE COVERED DELSON After-Dinner Treats

★ Peppermint Thin Mints
★ Swiss Mints With Malted Chocolate Cream Centers

Reg. 39c Each **31c**

Truly Delicious Fine Quality Candies Double-Sealed for Absolute Freshness

CARDS and TAGS WITH STRINGS 33c

TAGS and SEALS ASSORTED 24c

Ready to Use... **WINDSHIELD WASHER ANTI-FREEZE and Solvent**

1 Gallon Tin **99c**

STACK-A-MATIC 5 INDIVIDUAL POKER CHIP RACKS

150 Poker Chips 30 Per Rack **2.99**

Fine Quality Red, White and Blue Plastic Chips

hi-temp Knives

★ Frozen Food and Slicer Knife
★ Fork Tipped Carver Knife

Handed From Finest STAINLESS SWORD STEEL

Both For **2.98**

You've Seen Them Demonstrated On TV

FREE SCHICK INSTAMATIC BAND RAZOR

WHEN YOU BUY 6 EDGE

Reg. \$1.00 INSTAMATIC CARTRIDGE

66c

You Get The Reg. \$1.98 Razor FREE!

DRY GAS GAS LINE ANTI-FREEZE

FOR FASTER STARTS... USE WINTER AND SUMMER

12 1/2-oz. Size **19c** 2 for 37c

MINCE-O-MATIC MENU MAKER 7

• Mincer • Grater • Chopper • Ricer • Juicer • Blender • Food Slicer

As Featured On TV **5.99**

7 Food Appliances In One... Complete With Directions and Suggested Menus... A Nice Gift!

DEPENDABLE BATHROOM SCALE

Accurate To 250 Pounds

Reg. \$4.95 **2.99**

Choice of White, Yellow, Black or Pink



Mr. and Mrs. Robert G. Thibault celebrated the 50th anniversary of their wedding on Thanksgiving Day, with a Mass at St. Andrew's Church and a reception at the home of Mr. and Mrs. Herbert Potter of Oakridge Drive, given by their daughters, Mrs. Potter and Mrs. Walter Harvey. Among the guests were Mrs. Thibault's sister, Mrs. Clara Metzger, an honor attendant at the wedding. Mr. and Mrs. Thibault live at 674 Portland, where Mrs. Thibault was born. Mr. Thibault is retired from Kodak.

Family Rosary

The Family Rosary for Peace program is broadcast each evening at 7 p.m. by Rochester radio station WSAV, WMBD-TV in Auburn, television cable companies Channel 5 in Hornell, Channel 8 in Elmira and 88.75 m. in Coming. Those who will lead in recitation of the Rosary this week are:

Friday, Dec. 6—William Wittman of St. John the Evangelist, Rochester, accompanied by the Kojing Society.

Saturday, Dec. 7—Mass will be celebrated.

Sunday, Dec. 8 — Bishop James E. Kearney.

Monday, Dec. 9 — Frank Di-Franco of St. Joseph's, and the Holy Name Society.

Thursday, Dec. 12—Leo Reger of St. Ambrose.

Fisher Glee Club Lists Concerts

The men of St. John Fisher glee club and 58 women from Amhurst College, Woodstock, Conn., will sing together Sunday afternoon in a program that includes a Bach Christmas cantata. The concert begins at 4 o'clock in Kearney Auditorium on the Fisher campus.

The local club will perform also at 8 p.m. Saturday at Holy Childhood School; at 7 p.m. Monday in Midway Plaza and at 8:30 p.m. Thursday in St. John of Rochester Church.

DePree Famous Quality... COUGH and COLD Needs

...All Your Needs at Lowest Prices!

- ANTI-B MEDICATED MIST DECONGESTANT ROOM VAPORIZER For Relief of NASAL STUFFINESS In Colds - Hay Fever 10-oz. Aerosol **1.50**
- QUARTETS 4-in-1 DECONGESTANT CAPSULES 24 Hours Of Day and Night Relief **2.00**
- SUPER HIST-A-C TABLETS For Hay Fever And Stuffy Colds 20 Tablets **1.00**
- CHILDREN'S COUGH SYRUP SPECIALLY FORMULATED FOR CHILDREN 3-oz. Size **1.20**
- IMPROVED ANTI-B MIST NASAL SPRAY To Relieve Nasal and Sinus Congestion In Colds, Hay Fever 20c. Size **1.00**
- Tip-A-Lip Soothing Medicating Protective **80c**
- hista-C Inhaler Longer Lasting, Decongestant Power For Clearing Nasal Passages **75c**
- ANTI-B THROAT TROCHES Germ Fighter, Pain Killer, Cough Stopper Pkg. of 10 **1.00**
- SQUIBB SWEETA NO CALORIE CONCENTRATED SWEETENER 2 DROPS EQUAL ONE TEASPOON OF SUGAR 24cc. Size **43c**
- SURE BEATS SMOKING!! MEDICALLY PROVED NIKOBAN SMOKING DETERRENT Break The Smoking Habit Package of 36 Lozenges **2.53**
- NEW COLGATE 100 BREATH SPRAY Over 200 Sprays The Good Tasting Breath Spray For Breath Control **54c**
- HAPPY FACE FACIAL WASHING CREAM 2 1/2-oz. Jar **41c**

OVER 14,000,000 PRESCRIPTIONS SINCE 1933...35 YEARS

Health Aids and Toiletries....

11-oz. Size BARBAS CONCENTRA SHAY BOM

REGULAR or MENTHOL **98c** Value **3**

Large... 13-oz. Helene SPRAY HA SPF

Choice of HARD-OR-HARD-OR **98c** Value **4**

No Water! No Lo...

Reg. \$29.95 Value With 20 Rollers

Reg. \$23.95 Value With 14 Roller

Reg. \$14.95 Value With 5 Rolls

DAW'S

THE LAST STR... THE CAMEL GAME

Who Will Place The Last That Breaks The Camels The Loser... That's Fun and Laughs For Everyone

Agas 3 to Adult **2.99**

PLAY-DOH MODELING COMPOUND

MAKES UP TO 10 COLORS

Reg. 79c **59c**

fill the wind-blows... nobody knows they're support... hose

Reg. \$5.95 **3.95**

...All At

11-oz. Size BARBAS CONCENTRA SHAY BOM

REGULAR or MENTHOL **98c** Value **3**

Large... 13-oz. Helene SPRAY HA SPF

Choice of HARD-OR-HARD-OR **98c** Value **4**

OF PRESC