

By DICK MILLER
Highland School Librarian

The following article was borrowed in part from Chapter 8 of Nancy Larrick's fine book, A PARENT'S GUIDE TO CHILDREN'S READING. The chapter is entitled "Television and Children's Reading."

"When Davy Crockett became a TV hero in 1955, adults were debating a new best seller-- WHY JOHNNY CAN'T READ, by Rudolf Flesch.

"The children gave the answer to Dr. Flesch. Within a few days of the first Davy Crockett show, they turned to libraries and bookstores across the country and borrowed or bought almost every Davy Crockett book on the shelves. Library waiting lists grew while the first-comers read everything they could get their hands on.

"Nothing was said about books or reading on the Davy Crockett program. Nobody told the children to read. But they knew what books they wanted.



DICK MILLER

"Other TV heroes have sent children to libraries and bookstores on the double. Wyatt Earp was one example. Robin Hood was another. The television performances of PETER PAN, THE WIZARD OF OZ, and CINDERELLA created an immediate book demand by the children.

"In addition, librarians report that children come to them daily with

TV questions. 'Do you have a book about astronauts? I saw the news program on television last night.' Or: 'Do you have a book about nurses and hospitals? That's what I like best on TV.'

"When a first-grader asked for a book about radiation not long ago, his school librarian swallowed hard. 'On television they keep talking about it,' the youngster explained.

"CHILDREN OF ALL AGES have learned that television can be a natural lead to reading. Of the youngsters questioned in a 1958 survey, 45 per cent believed they were reading more since TV had become a daily habit; 29 per cent, less; 26 per cent, the same amount. (A few years later almost no American children could remember life without television.) Librarians generally report that children are reading more than ever.

"The TV program which dramatizes a particular book is, of course, a direct invitation to reading. After viewing such a program with your youngsters, why not get the book? Then begin reading it aloud. Children who are good readers will continue on their own. When they find out how the story was changed for television, they will debate whether the program was as good as the original book.

"MANY OTHER PROGRAMS can be bridges to reading, too. If Westerns are popular in your family, you would do well to introduce the child to some of the books that deal with cowboys and Indians, pioneer life, and the opening of the West. For example: RIDING THE PONY EXPRESS, by Clyde Bulla; and for better readers, THE PONY EXPRESS, by Samuel Hopkins Adams. Or BUFFALO BILL, by Ingrid and Edgar d'Aulaire, and DANIEL BOONE'S ECHO, by William O. Steele.

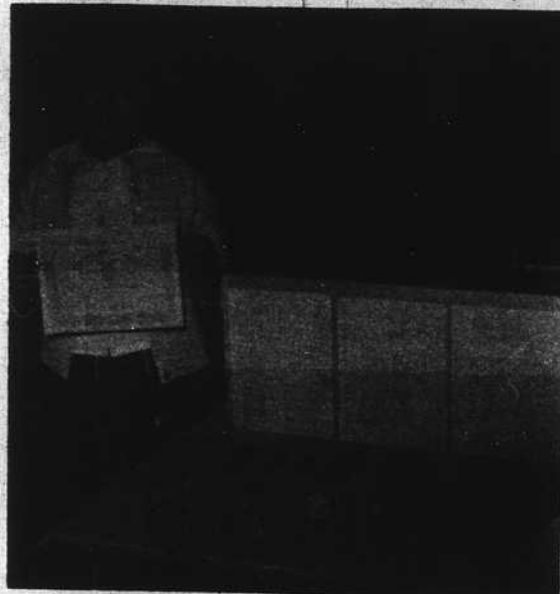
"Television's science experiments, science fiction, and science news can be a good introduction to books, too. ONE HUNDRED AND ONE SCIENCE EXPERIMENTS, by Illa Podendorf, is excellent. For children who like science fiction there are the Danny Dunn and Miss Pickersell books.

"Even the weather reports on television point to children's books, such as EVERYDAY WEATHER AND HOW IT WORKS, by Herman Schneider, or LIGHTNING AND THUNDER, by Herbert S. Zim.

"ONE GOOD TECHNIQUE is to track down books that relate to a particular television show and read one or more chapters with your children. By 1963 some of the networks were distributing lists of TV-related juvenile books along

KASPER PARK MODERN APARTMENTS
FURNISHED AND UNFURNISHED - STOVE AND REFRIGERATOR
FURNISHED IN ALL APTS - ALL TWO BEDROOM APTS
1930 GREGORY **PHONE 642-6877**

Matt Kelly Science Fair Winners



BEAMING WITH JUSTIFIABLE PRIDE are the First Place Individual Winners of the Matt Kelly School's Science Fair presented last week. Upper Left Photo: Cheryl Wright, 6th grade; Upper Right Photo: Anthony Johnson, 4th grade; Center Left Photo: Eli Curtis, Tommy Young and Kenneth Lee, 5th grade. Matt Kelly teaching staff deserves the accolades it received for staging the exhibit and evoking such wholehearted enthusiasm from the pupils. . . . Grade Level Winners were Mrs. White's and Miss Stemple's classes, 1st grade; Mrs. Jones', Mrs. Taylor's, and Mrs. Scott's classes, 2nd grade; Mrs. Musgrave's, Mrs. Parson's and Miss Norwood's classes, 3rd grade. First place awards were also won Mrs. McGlothen's and Miss Celeta Hunter's classes in the Intermediate and Primary grade levels of Special Education Classes.

Jo Mackey School

Jo Mackey School Principal, Mr. H. P. Fitzgerald, wishes to credit and thank Lee Eubanks as the coach who brought the Jo Mackey School Trojans all the way through the season to the North Las Vegas Recreation Department 1966 Basketball Championship, ending the season with a 7-0 record.

PEE WEE BASEBALL

All boys ages 10 - 12 interested in playing in the Pee Wee League this summer

Contact
Mr. Dan Curtis

1701 'J' Street - Apt. Q-12 642-9433

with announcements of forthcoming children's programs. (This is now quite common in 1966.) "The librarian at school or at the public library will be able to suggest titles that tie in with TV. You might also. . . (consult your child's teacher.) The important thing is to move fast while curiosity and enthusiasm are high. After a while your children will see that books--unlike television--can give depth of information and continuing satisfaction at a pace they can control. The possibilities are unlimited."

INTRODUCTORY OFFER WITH COUPON

REPAIR YOUR TV
For Only 99¢

SERVICE CHARGE
This does not include parts or major work
Sets must be brought to our shop
Bring Your Set to the New

TRADING POST
TV & APPLIANCES
1407 North 'F' Street

reliable services

Venetian Blind Laundry

Cleaning -- Retaping -- Reropeing
Bring in your Window and Door Screens for Re-Screening

NEVADA BLIND & FLOOR
1300 S. Main 385-3411

A & E AUTO BODY

Complete Auto Body Repairing & Painting

2112 No. Commerce

642-0184

North Las Vegas