



TV as a teacher

Television in the classroom has a power all its own. It cannot be ignored. There is evidence indicating that school television (STV) can improve reading skills, encourage class discussion and promote student interaction.

Today it is estimated that one-third (15 million) of the nation's kindergarten through 12th grade students regularly receive a portion of their instruction through television. In North Carolina, 28 percent of the teachers who receive a useable signal use school television.

Current STV series shown on UNC-TV stress the basics of reading, writing and mathematics as well as include courses on art, science, music, history, consumer affairs and career education.

More and better programs account for part of STV's increasing use, but factors involving the students themselves are also important. Children's familiarity with television is often cited as a reason for its importance in classrooms.

Educators also stress the wide diversity of students who respond positively to television. One Iowa elementary school teacher says, "Television cuts across the ability lines. Attentiveness and interest are virtually the same, no matter what the student's ability. Retention of information from television is very good because it uses visual senses."

The mobility of television is also an important consideration. Television can take students to places they may never have the opportunity to see.

Besides bringing new material into a classroom, television can augment and improve existing tools. Certain programs can add a new dimension to a traditional course. For example, All About You, a program which demonstrates how the body functions and examines the benefits of good health care, can contribute substantially to a health science class.

The inherent entertainment value of television is another important asset. Ideas are presented in an entertaining way, yet the concepts are there and children grasp them more readily. Sesame Street is a good example of this.

The resources of television are much greater than that at any one school. Many STV programs have production costs in the tens of thousands of dollars, making them too costly for any one school or school system to produce. Television's ability to draw upon the expertise of professionals and its mobility gives it instructional capabilities that traditional educational methods cannot equal.

An example of STV improving reading skills is given in the case of a Cincinnati school experiencing a continuing downward trend in average reading achievement. The trend was reversed when the school began using the reading series, The Electric Company.

A school in Oceanside, N.Y. improved both reading and writing skills by using Cover to Cover, a series which discusses one or two books during each segment and describes part of the story of each book.

To stimulate student involvement in a televised lesson, many STV programs are open-ended; a problem is presented but no solution is supplied. This type of program allows the students to see the problems of others and relate them to their own problems. A program might deal, for example, with the difficulty of defining and applying the concept of "success" to one's own life. Since no pat answer is given, the program, with the active encouragement and guidance of the teacher, can stimulate spirited student debate and critical thinking.

The open-ended program points up the necessity of having well-prepared, interested teachers use television fully. STV does not replace the teacher. It is a teacher resource, accompanied in many instances by printed study materials which require the teacher's skilled participation.

Television's assets and resources, its mobility and familiarity, its ability to instruct and involve all contribute to its growing popularity. These attributes give television a role similar to that of the traditional chalk board and textbook in today's classroom. It is a tool for creative teachers to use to enhance the learning experience for all their students.

Firm opens local office

ELIZABETH CITY — Wheat, First Securities, Inc., regional financial services firm and member of the New York Stock Exchange and other principal exchanges, has opened its thirtieth office here at 318 Kramer Building in the office formerly occupied by S. Wade Marr Investments, Inc. Hugh K. Marr, former president, has joined Wheat as Representative-in-Charge.

The announcement was made by F. Carlyle Tiller, President and Chief Executive Officer.

Wheat, First Securities began operating in Elizabeth City Sept. 15. Marr will be in charge of the office and other Marr staff members have also joined Wheat.

"We are pleased with the prospect of being in Elizabeth City," Tiller said, "especially since we are joining with Hugh Marr who is so well known and respected by Elizabeth City residents. We recognize the future economic growth potential of Elizabeth City and eastern North Carolina, and the need for expanded investment brokerage and related financial services."

The new location will be the eleventh for Wheat, First Securities in North Carolina. Other offices are in Raleigh, Durham, Charlotte, Winston-Salem, Greensboro, Rockingham, Rocky Mount, Southern Pines, Hickory and Wilmington. A sales representative is in Fayetteville. The firm has been operating in North Carolina since 1961 when it opened its Rocky Mount office. In 1971 Wheat & Co., Inc., and First Securities Corporation of North Carolina merged to form the present entity.

Marr came to Elizabeth City from Raleigh and graduated from Elizabeth City High School in 1938. He attended Brevard College and Pierce College. He served in World War II as a Navy blimp pilot and is currently a retired Lt. Commander in the Coast Guard Reserve. He became a partner in 1945 in the firm that his father had founded in 1935. In 1950, he joined Harry Bundy in his CPA firm here, and in 1953 returned to S. Wade Marr Investments, although he continued as an accountant

in addition on a part-time basis. He is a member of the National Security Traders Association and the Elizabeth City Rotary Club. He is married to the former Ida Bland Overman. The Marrs have two sons.

Wheat, First Securities is one of the largest investment and financial services firms in the Southeast. There are over 575 employees in five states. In addition to the offices above, sales representatives are located in Florence, S.C. and White Stone, Va.

Wheat, First Securities specializes in the development and distribution of extensive investment research on a number of West Virginia, North Carolina and Virginia companies through its own ten-man research staff. In addition, the firm has research affiliate relationships with Blyth, Eastman & Dillon Co. in New York which provides research coverage of national companies, Schneider, Bernet, Hickman in Dallas which covers a special segment of the energy industry, and Hambrecht & Quist in San Francisco which follows high technology companies.

Services of the firm include securities brokerage in both stocks and bonds, mutual funds, municipal bonds, industrial revenue bonds, investment banking (both as manager bringing issues to market and as a participant in issues of other firms), commodities, financial planning, options, investment advisory services through a subsidiary, Wheat Advisory Services, Inc., and a full line of life insurance products through Wheat Insurance Services, Inc.

The firm is a member of the New York Stock Exchange, the American, Philadelphia-Baltimore-Washington and Midwest Stock Exchanges, the Chicago Board of Trade and the Chicago Board Options Exchange.

ATTENDING ECSU Miss Doris Jean Ferebee, daughter of Mr. and Mrs. George W. Ferebee, is attending college at Elizabeth City State University. She is a 1978 graduate of Perquimans County High School.



BEST RADIO COMMERCIAL — Ed Baysden, Peoples Bank Assistant Vice President; John J. Kaplafka, Vice President of Marketing for Peoples Bank; and Don Williams, Executive Vice President of Lewis Advertising, are shown (l. to r.) reviewing the prestigious ANDY Award Peoples Bank recently received from the Advertising Club of New York for the best radio commercial entered into the club's 1978 competition.

Ruritan clubs will sponsor Truck Pull

The Bethel and Durants Neck Ruritan clubs will be sponsoring a four-wheel drive truck pull this Saturday starting at 1 p.m. at Hertford Supply Co.

Trophies will be awarded in the following classes: 360 modified 5500, showroom 5500, 400 modified 5500, 360 modified

6500, showroom 6500, 400 modified 6500 and powder-puff.

Entry fee and spectator's fee are \$2 each. Proceeds will go to support Ruritan community projects.

More information is available by contacting Charles Ward at 426-5716.

Reassurance continues

Telephone reassurance is a free-of-charge service provided to all interested senior citizens and disabled persons. Daily contact, with a staff member at the Community Life Centers, reassures the staff of the well-being of the participant in this service and also reassures the participant that somebody cares.

The participant agrees to call the Community Life Center during a specified time, Monday through Friday. If, at the end of a specified time, a call has not been received, the Community Life Center

will try to exhaust all possible contacts who might know of the participant's whereabouts. In the event that the Community Life Center cannot make contact, it is understood that the local police or sheriff will be called upon to assist in locating the participant and determining his or her welfare. In the past, lives have been saved through this service.

Anyone interested in more information make contact the local health department or Community Life Centers (335-0711, Pasquotank or Camden and 482-8436, Perquimans and Chowan).

Senior citizens meet

Members of the Memory Lane Senior Citizens Club and their guests enjoyed a picnic at the home of Mrs. Elaine Phillips on Yeopim Creek Sept. 18. During a short business session, new officers were elected for the coming year. They will be installed at the Oct. 16 meeting.

Wheat, First Securities, Inc. announces the acquisition of the office of S. Wade Marr Investments, Inc.

Elizabeth City, North Carolina
Hugh K. Marr
 will be in charge of this latest addition to our expanding network of regional offices covering North Carolina, Virginia and West Virginia.



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Peoples Bank commercial is named best

ROCKY MOUNT — It was announced recently by the Advertising Club of New York that a 60-second commercial entitled, "Frankenstein's Solar Connector" had been selected as the top winner in its category during the club's annual competition.

Competition is open to all advertising agencies and advertisers in the nation. The two levels of competition are held each year. During the first phase of the competition, the Peoples Bank radio commercial was placed in the top ten radio commercial finalists. During the elimination phase, the commercial was judged best overall and was designated the best radio commercial in the competition.

"Needless to say, we have tried over the years to produce the best quality advertising materials that

we can. And when the highly prestigious Advertising Club of New York dubs one of our radio commercials as best in the competition, we are truly honored," noted John J. Kaplafka, vice president of marketing for Peoples Bank.

Over 9,000 entries in various categories were submitted to the ANDY Awards Competition this year. In the Peoples Bank 60-second radio category, over 100 entries were submitted and most of these entries were from major national advertisers.

The commercial was written and produced for Peoples Bank by Lewis Advertising, Inc. in connection with its 1977 advertising campaign promoting the saving of energy and money through the distribution of a free bag of clothespins with a savings deposit.

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