

contain anything which is obviously American, so I think a neutral category is a good place in which to put it.

From an educational point of view the program has been highly successful. When I refer to education I mean education in its wider sense, from learning to count to awareness of social questions. The program is the product of a United States non-commercial television system. It originates in New York. Progressive teaching methods are used and audiences are made up of children from various ethnic groups and socio-economic classes including Puerto Ricans, Italians, American Indians on occasion and, sometimes, children from outside New York. Originally the show was done on an experimental basis but it rapidly proved extremely popular and is now carried across the continent.

I wish to quote from a famous Canadian magazine, *Reader's Digest*. I see the hon. member for Calgary South (Mr. Mahoney) scoffing at the idea that this is a Canadian magazine but I would remind him that the government he supports classified this journal as a Canadian magazine during the postal debate last year.

There has never been anything like it before—on television or in education. Filled with fun, surprises and excitement it is an experimental show whose bold aim is to use television not only to find new ways of teaching pre-school children numbers and letters but to introduce them entertainingly to a multitude of people, places and things in the world into which they are growing.

"Sesame Street" had its origin four years ago. In 1966, children's programs on commercial television were a swampland of tasteless cartoons filled with mindless violence, and a vapid, low-budget studio shows smothered in commercials. Parents were reacting with disgust.

According to recent psychological findings, children are in their most crucial stage of intellectual development in pre-school years—ages three to five. Between birth and age four, according to these studies, half of all growth in human intelligence takes place; another 30 per cent occurs between the ages of four and eight.

Thus, two-thirds of a person's intellectual development occurs before he even begins his formal education. For many children, particularly children of poverty, lack of intellectual stimulus pre-ordains almost certain disaster in school and adult life. By the age of five or six, according to one report, slum children trail so far behind middle-class children that they are already remedial cases.

The program has been devised with the co-operation of a professor of education and development psychology, a board of professional educators, child development experts, psychologists, film-makers, illustrators, television producers, audience researchers and advertisers. All these fine people got their minds together to produce this show. I will read this sentence to show its popularity.

A recent survey indicated that it was already reaching more than six million children a day.

In view of these facts and the tremendous concern that many mothers are expressing, I would ask the government what action it intends to take. All across the country petitions are being presented with the idea of trying to encourage the government to see the value of such a program and not to be so narrow-minded in its view of nationalism as to classify the program non-Canadian and threaten to remove it from the view of Canadian children.

#### *Proceedings on Adjournment Motion*

**Mr. P. M. Mahoney (Parliamentary Secretary to Minister of Finance):** Mr. Speaker, I am very happy to have the opportunity on behalf of the Secretary of State (Mr. Pelletier) to respond to this question tonight. The issue raised by the hon. member for Athabasca (Mr. Yewchuk) is well known to me personally. Indeed, this program is very highly regarded in my own city. I should remind the hon. member that Parliament in its wisdom has delegated to the CRTC responsibility for carrying out the broadcasting policy that Parliament, not the government, has decided upon. Accordingly, the responsibility in this area lies with the CRTC as constituted by Parliament, not with the government.

With respect to the program, the Canadian Broadcasting Corporation has informed the Secretary of State as follows. Many people think that the CBC and the CRTC are responsible for keeping "Sesame Street" from being televised. Actually, the problem is that it is an American, non-commercial program that is presented five hours a week. Thus, the burden falls on the shoulders of stations who are affiliated with the CBC. A program such as "Sesame Street", because of its non-commercial nature, has not proven lucrative to the smaller affiliates when they carry it. Instead, they are turning to less-educational programs in order to acquire higher revenues.

Due to its high educational value and to the considerable number of requests from the public, the CRTC has authorized the CBC to carry "Sesame Street" for the 1970-71 season. Generally, the CBC is authorized to carry 30 per cent American programming, but in this special case the CRTC has given permission to exceed this 30 per cent limit—providing the excess is due only to the showing of "Sesame Street". As for next season, the CBC is willing to continue televising this program but this matter is presently under study by the CRTC and a final announcement is expected shortly.

#### **GRAIN—LIFT PROGRAM—EXTENSION OF DEADLINE FOR PAYMENTS FOR HAIL DAMAGE**

**Mr. Cliff Downey (Battle River):** Mr. Speaker, I rise to debate the answer given to a question that I asked the minister in charge of the Wheat Board on February 11, regarding the possibility of making payments to farmers who were hailed out after the July 15 deadline. I refer to payments under the Lift program. The question I put to the minister, as reported at page 3281 of *Hansard*, was as follows:

In view of the fact that payments under the Lift program fall far short of the \$140 million allotted to the program, would the minister say whether he is now prepared to adjust the deadline date of July 15, 1970, in respect of payments for hail damage so that farmers who suffered hail damage after that date may now qualify for payment under the program?

The minister replied as follows:

There is no intention to alter the date on which the land must be in a particular condition to comply with the Lift provisions. Of course, the amount of money available for Lift always depended on the extent to which farmers participated in the program, and participation has been regarded at the rate