

THE TV SET AT LAST, A GOOD WORD ABOUT AMERICA'S BABYSITTER



TV or not TV for young, impressionable children? That question has been one of growing concern among psychiatrists, psychologists, educators, the government, and conscientious parents. But at last there is good reason for a positive answer. Consider the long standing dilemma. "It keeps the kids out of mischief," is the defense of

American mothers who plead guilty to propping up their youngsters like rag dolls in front of TV while they enjoy a little peace and quiet.

TV teaches violence, destroys imagination, stunts intellectual growth, retards emotional and physical development, and fosters a dream-like state of consciousness that handicaps

children in dealing with reality, charges a New York psychiatrist, Dr. David Rubinflore.

Recognizing both sides of the problem, PTA Magazine pointed out two years ago that there were 83 million sets in some 59% million homes and that "America is, for better or worse, wedded to TV and we must make the marriage work."

Now the child experts are saying good things about TV for children—or at any rate, for TV sets that have been electronically appraised to provide both entertainment and educational stimulation. It is ironic that while Senate investigations have suggested legislation and psychologists have called for more parental discipline, the TV industry itself has come up with a solution to turning the "bad guy" babysitter into a "good guy."

Odyssey, introduced last fall by The Magnavox Company, is the forerunner in what appears to be a trend towards electronic parlor game accessories for Ameri-

can TV sets. Odyssey is an electronic game simulator that hooks up to a television set and provides the basis for a dozen different games of skill and chance. For the first time, TV viewers can interact with their sets, and relate to them in a positive way, not just as passive viewers.

How does Odyssey work? And how does it counteract the possible ill effects of too much ordinary TV watching?

Basically, a master control unit is plugged into a set with an 18-inch or larger screen transforming it into an electronic playground, or teaching screen. There are two Player Controls which control the "players" on the screen, an English Control which gives a little English to the ball, and various game overlays and game program cards. There is an Antenna Game switch and a cable to the Odyssey Master Control unit. With this equipment, it is possible for two children to play a variety of games—from "Cat and Mouse," "Haunted House" to Table Tennis and

Football, and a number of educational ones, too.

Listen to what Dr. Rubinflore has said about some of his patients whom he says, were affected by TV, and consider how electronic game playing changes all that. "The visual input (of TV)," he says, "in continuous stream, demanding no effort, thought, judgment or action, no work, and no frustration or delay, fostered a dreamlike state of consciousness."

But with electronic game playing there is an effort, there needs to be thought, judgment and action, and there is both work and frustration—as there is in any activist game. Moreover, playing the game requires imagination and personal involvement—two other ingredients which critics say are missing in the usual TV diet.

While not endorsing the product, because it is against the magazine's policy to endorse ANY product, *Science World* and *Scholastic Magazine's* nevertheless decided that Odyssey is an excellent device for education. In fact, it editorially suggested several new ways of using the TV screen and asked teachers to send in their own methods of teaching with it as well.

Innovative mothers may very well develop their own variations to the Odyssey games available, (even though Magnavox will continue to sell supplemental games including Fun Zoo and Baseball). "Whether it's two youngsters playing together while Mom gets the floor mopped, or Mom gets into the thick of the competition herself, there is family togetherness, a competitive spirit that does not exist with the home TV set as is," observes Mary F. Foster, one time psychologist and now fulltime mother of two boisterous boy toddlers. "This kind of stimulating educational activity is especially desirable for preschoolers because 50 per cent of a child's personality is fully developed before he is in kindergarten."

For most women, connecting Odyssey to the TV set is a lot simpler than putting together the night-before-Christmas toys.

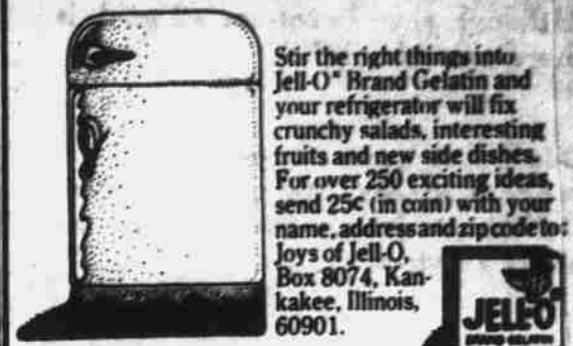
But for any woman who wants a little peace and

In Last Place?

Does the United States have the strongest economic growth rate in the world? During the 1960s, our annual rate of economic growth was about 4%; Japan's was 11%. One reason of ten industrial nations, the U.S. devoted the smallest share of its total output to capital investment. Ever more stringent capital gains taxes will discourage the small investor, backbone of our economy. If Americans are to assume the risks involved in investing, incentives in the form of equitable capital gains taxes must be provided. Z

quiet in the house without a guilty conscience, the new era of television games seems to be one great answer.

How to get your refrigerator to cook things



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IT'S AMAZING!

IN MOROCCO, THE NATIVE RELIGION REQUIRES THAT CHEESE BE EATEN ONLY FROM THE RIGHT HAND!

TO EAT IT FROM THE LEFT HAND IS CONSIDERED SINFUL!

FOXES WITH TAILS 8 FT. LONG ARE RAISED IN TIBET!

IN EARLY TIMES AN APPLE WAS KNOWN AS A WAPPLE!

DURING A SHORTAGE OF LEATHER, IN EUROPE IN THE 16TH CENTURY, SHOES WERE SO EXPENSIVE, THAT IT COST TOOK A CUSTOMER 70 YEARS TO PAY FOR A SINGLE PAIR!!

AN INDIAN ELEPHANT CAN SWIM FASTER THAN A SEAL OR WALRUS!

TELL ME

CAN A TIGER WHIP A BULL?

NO! A BULL CAN DEFEAT A TIGER! THESE ANIMALS HAVE BEEN MATCHED IN BULL RINGS AND THE TIGER INVARIABLY LOST!

DOES LAUGHTER REALLY HELP DIGESTION?

YES! SOMETIMES IT IS MORE EFFECTIVE THAN MEDICINE! THE ANCIENTS KNEW THAT GOOD HUMOR AIDED DIGESTION, HENCE THEY EMPLOYED JESTERS TO AMUSE THEM AT MEALTIMES!

WHAT MONEY SYSTEM IS USED BY ESKIMOS IN THE ISLANDS OFF ALASKA?

FISH-HOOKS AND GUM-DROPS PASS FOR ACTUAL CURRENCY AMONG THEM!

IS A SHOOTING STAR... A STAR?

NO! IT IS ACTUALLY A METEOR... DISINTEGRATING IN THE EARTH'S ATMOSPHERE!

THE FIZZLE FAMILY

By H. T. Elmo

MONEY, PLEASE GO TO THE BUTCHER AND GET SOME MEAT FOR SUPPER!

I WENT YESTERDAY! DO I HAVE TO GO AGAIN?

HOW ABOUT A LITTLE SERVICE FOR A CHANGE?

GREAT CHEESE! DO I HAVE TO WAIT HERE ALL DAY TO BE SERVED?

WHAT'S WRONG WITH YOU MISTER?

YESTERDAY YOU COMPLAINED OF THE SHORT WEIGHT AND TODAY YOU COMPLAIN OF THE LONG WAIT! AREN'T YOU EVER SATISFIED?

PUGGY

by Horace Elmo

WE MISSED THE SCHOOL BUS AND WE'LL BE LATE, PUGGY!

WE'LL TAKE THIS TAXI!

THIS CAB WILL GET US TO SCHOOL ON TIME!

MISTER... CAN YOU BACK UP A LITTLE?

WE'RE 15¢ SHORT!

SALLY SNICKERS

By HORACE ELMO

GEE, THAT'S TOO BAD!! IT'S VERY SAD!!

WHAT'S SAD?

"SPIKE" AIN'T SAID A WORD SINCE THE SCHOOL HOUSE BURNED DOWN!!

DID IT MAKE HIM FEEL THAT BAD?

NAW, HE'S STILL TOO HOARSE FROM CHEERIN'!!

LIVE 'n LAFF

LIVE 'n LAFF

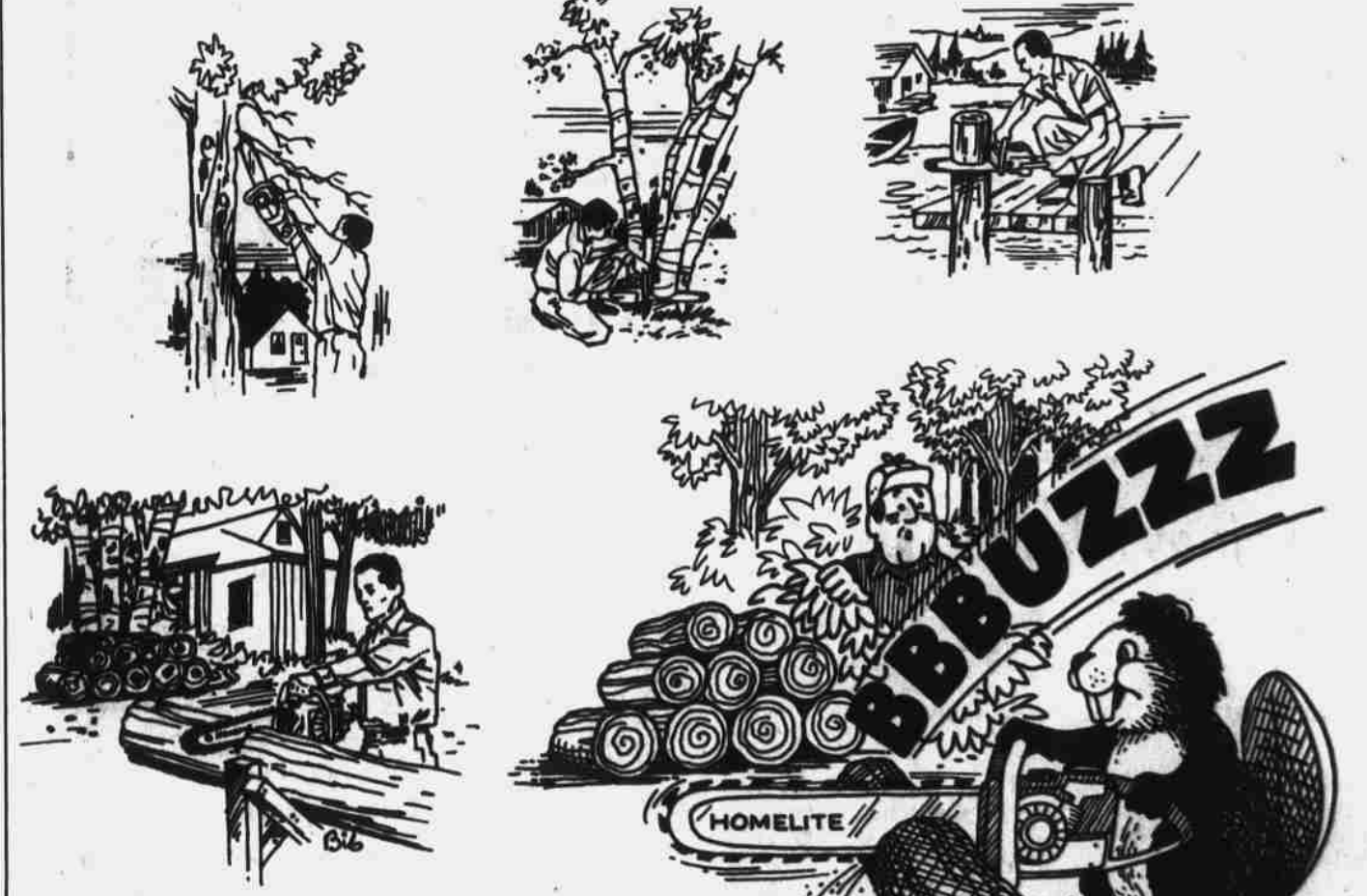
IT'S A LAUGH!

IT'S A LAUGH!

"I KEPT TELLING YOU I WASN'T DEDUCTIBLE, MR. KUNTZDORF."

"YOU MEAN WITHOUT THE ZIP CODE YOU POSTAL CLERKS CAN'T TELL THAT NEW YORK CITY IS IN NEW YORK?"

A BOOMING BUZZ BUSINESS



If you've ever spent time walking through fields and forests or even turned off the highway for a side trip through a rural suburb then you may have wondered about a high-pitched buzzing from somewhere deep in the woods. And even if you did recognize the sound as that of a chain saw, you probably never thought that anybody but dedicated lumber jacks ever came in contact with the unfamiliar machine. Well, times have sure changed and more and more home owners and amateur woodsmen have found that a light-weight chain saw is the convenient solution to a great many chores as well as a remarkable tool for the creative genius in all of us. To build camp and patio furniture, for putting up cabins and lean-to's, to rid an area of the diseased trees or those downed by a storm, the new stream-lined models open a wide range of possibilities for the do-it-yourself spirit. The story further talks about this sleeping giant that is now a vital member of every well equipped home.