

SAFETY CITY



Don't play around transformers

Many neighborhoods have electrical lines running underground. At certain places the power must run through a square box called a transformer, located above the ground. These boxes, painted green, contain very dangerous amounts of electricity. Never play on them, and if you see the doors open on one, call the electric company immediately. Never try to close the doors yourself.

What would you do?

If you saw the doors open on a transformer?

- Try to close them.
- Warn others to stay away from danger.
- Call the electric company as soon as possible.

Answer:

Warn others to stay away and call the electric company as fast as possible. Never try to close the doors yourself.

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PORTLAND GENERAL ELECTRIC

Money, money

Kids' game shows new moneymakers

By Jim Forney

Which president was the first to live in the White House? George Washington, John Adams or Thomas Jefferson?

If you answered George Washington or Thomas Jefferson, you might have landed face down in a vat of Jello. Don't laugh — it happens all the time to kids on a new cable TV show called "Double Dare."

"Double Dare" is one of the new shows on the Nickelodeon channel aimed squarely at kids 10 to 13 years old. "Finders Keepers," another kids' quiz show, is almost as popular.

These shows invite kids to answer questions like the one at the top of this column. If they answer correctly, they can win cash. If they answer incorrectly, they may have to go through an obstacle course or jump into a tub of gelatin.

Game shows for kids are becoming popular with other cable stations, too — for one reason — money.

First Nickelodeon makes plenty of money by selling the show to cable companies across the country. "Double Dare" now airs on 93 cable stations. The cable company has to pay Nickelodeon each time the show appears.

Second, the shows are fairly cheap to make. A half-hour cartoon costs about \$300,000 to produce. A kids' game show like "Double Dare" only costs \$30,000, 1/10 the amount for the same 30 minutes of time on cable.

Speaking of cartoons, they seem to be losing kids as viewers. Since most cartoons look much the same, maybe kids are getting bored with them. It's getting hard to tell a She-Ra from a He-Man anymore. As kids turn off the shows, the advertisers stop running their commercials, and the cable companies lose money.

While cable channels experiment with this new type of show, the major networks — CBS, NBC and ABC — have taken a wait-and-see attitude. But if these shows continue to succeed, it won't be long before the "big guys" start to have their own shows.

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National Video


MOVIE REVIEW





BABAR THE LITTLE ELEPHANT
begins when Babar is a baby and loses his mother to a terrible hunter. When Babar is older he and his friends build the town of Celesteville and his friends crown him King of the Elephants.

If you like reading the books about Babar the Elephant, you'll love both of these fully animated videos!



BABAR THE ELEPHANT COMES TO AMERICA
is the story of Babar, his Queen Celeste and cousin Artur being invited to America to make a movie. But getting to Hollywood proves to be quite an adventure.

BOTH VIDEOS ARE A DELIGHT FOR ALL AGES!

RENT ONE TODAY!
Check your yellow pages for stores nearest you

