

FINAL DAYS!

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6th Anniversary Sale!

Our Anniversary Sale swings into the FINAL DAYS of Sensational Savings... just in time for Labor Day Week End, school, work or play... don't miss these terrific Anniversary values.

HURRY! Sale Ends August 31st

Books Are Closed
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Until October

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ANNIVERSARY PRICED

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During Our Anniversary Sale on All New Fall
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ALL SALES FINAL

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ANNIVERSARY PRICED

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Modern Students Use Toys To Learn Science, Reading

A student dashing off to class with a toy tucked under his arm does not necessarily mean that he is off to play.

He might be going to a class on science, mathematics or even reading. Toys going to school these days is another effect of the age of science and space travel on education.

For many years audio visual models and three dimensional charts, used extensively in the nation's school systems, were primarily developed as teaching aids, unlike the present school toys, which are identical with those sold in toy and hobby shops.

New Direction
This new direction in toys is the result of manufacturers recognizing the nation's crash program in education and that parents, interested in their children's future were more and more seeking toys that taught—while being enjoyed.

Teachers, from elementary school to college, discovered that many so-called playthings were invaluable in sharpening a pupil's basic understanding in a variety of subjects. They found, for instance, that a young geometry student could more quickly understand the theory of geometric shapes by assembling a model car than by trying to remember drawings in textbooks.

So important has this program become that the National Science Teachers association has set up a group of expert educators, headed by Dr. H. Seymour Fowler, Pennsylvania State University, to evaluate and recommend specific toy products as teaching aids.



Small Worlds Around Us
By Lynn W. Watkins

(Register & Tribune Syndicate, 1962)

She Explodes the 'Tone of Voice' Theory

Besides being very interesting, the letter the lady wrote contained some astute observations. She wrote:

"Those who claim to know all things say a dog responds to a familiar sound; that is, to any group of words that sounds like a command he is accustomed to obey."

"As I pondered these thoughts I looked down at my faithful friend, Prince, my German shepherd, who was sound asleep on the floor at my feet. Old boy, I thought to myself, I'm going to find out if you are as smart as I think you are or as dumb as most folks say you are. Whatever I find out I'll not love you less, but for my own satisfaction I'd like to know."

"One of the pastimes Prince liked to do best was to go for a ride in the car. Always we had said to him, 'Prince, do you want to go in the car?' This had an immediate effect however sound asleep he happened to be; he would jump up, run to the door and when it was opened for him he would rush to the car and wait for the door to be opened."

Dash of Tar
"Remembering the tone of voice I always used, I got out of my chair, walked to the kitchen door and instead of saying, 'Prince, do you want to go in the car?' I said, 'Climb, do you savor a dash of tar?' The dog awoke at the sound of my voice, cocked his head to one side and looked at me as if I had my mouth full of marbles."

"He didn't get up; he didn't go to the door. He hadn't understood what I had said, and I couldn't blame him."

"I waited a little while and tried something different. He would respond equally well when we asked him 'wanna go for a walk?' I changed this one to, 'Mona, with a banana fork.' I'll swear he looked plyingly at me, with a sister-your-motor's-missing expression. He was beginning to feel sorry for me; his old friend, becoming mentally deranged."

Ignored Her
"He made no attempt to go to the door; in fact, he ignored me and seemed to be a little disgusted. My remark had made no sense and he knew it. So I tried another favorite that usually sent him into a frenzy of happiness. 'Here comes daddy,' I said differently, however, and in the same tone of voice I had always used when my husband was coming. 'Fearsome caddy,' to me it sounded like here comes daddy, but Prince wasn't the least bit fooled."

"Neither did he go to the door to listen for the familiar sound of the returning car; he merely remained static, unruffled and seemingly confused by my stammering, or the way I was goofing the language."

"Every time, before that experiment, and ever since, whenever I use different words that sound the same, Prince looks at me, as much as to say, 'you're talking more lately, but you are saying less.'"

According to the Toy Manufacturers association and the Hobby Industry association, leading companies in these industries are doing special research in the developing of products with built-in educational use, as well as fun.

One company, Revell, Inc., has spent more than a year and many thousands of dollars researching its new series of electronics and meteorology science kits.

A boy using its weather forecast laboratory, for the fun of anticipating whether it will rain or shine, will be absorbing certain essentials of physics. He will become familiar with the effect of air pressures; by calculating relative humidity and using the temperature humidity index he will understand slide rule calculations.

Assembling and operating the transistorized short wave radio, made by the same company, says Dr. Harvey Blair, nationally known educator, he will get a firmer grasp of the fundamentals of electronics than most textbooks provide, or the typical electronics experimental toys of several years ago that were developed solely for play.

Better Student

The boy able to hear Moscow, Paris or Saigon on the radio that he himself built, will become a better student of geography, political science, as well as the social sciences. Included with these kits are well illustrated, comprehensive educational booklets developed by authorities in their field.

Schools also found an economic advantage in this upsurge of teaching toys. Because manufacturers produce their items for high volume sales, they became available to schools at much lower prices than are usual for especially prepared educational aids. And unlike textbooks, which have to be different for each grade and subject, many of these so-called toys serve a multitude of purposes.

Comparative studies, indicating the better grades made by students in schools using this type of product has had an impact on the national level.

Aware of the need for future scientists, the U. S. Congress authorized under the National Defense Education act, the U. S. Depart-

ment of Health, Welfare and Education to contribute to schools one half the cost of any teaching toy approved by a state board of education.

Typical of these are authentic plastic scale model kits of engine; a quarter scale operating Chrysler Slant Six auto-

plant; an operating model of mobile engine; and for the biology student; a kit demonstrating seven stages in the birth of chicken.

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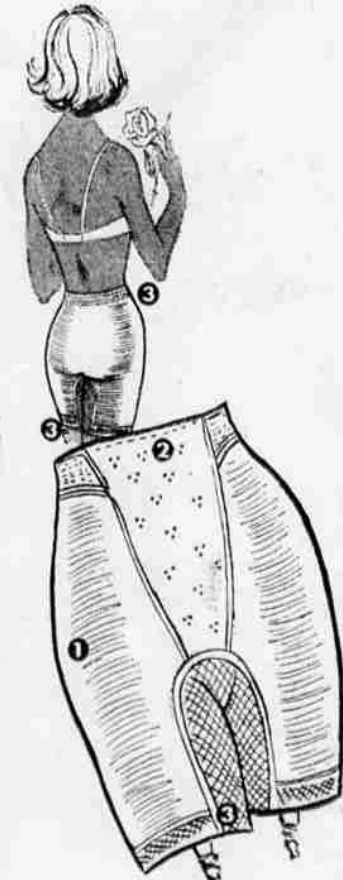
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