What will your child have experienced one million times by his or her 20th year? What will have consumed 399,360 minutes of your child's life by

consumed 399,380 minutes of your child's life by then?

The answer is television commercials, which will 18,856 hours of your child's precious and limited time by the age of 20. Though the networks and their sponsors are limited by law to 16 minutes of commercial time per hour, the average child watching television sees commercials at the astonishing rate of 1,000 per week.

What are the effects of the much commercial expounce. The most immediate effect is that your considerable of the second of the commercial expounce. The most immediate effect is that your to be considered to the second of the commercial expounce. The most immediate effect is that your considerable to the second of the secon

cence and self-confidence.

Through the use of clever filming techniques, those who wish to sell products use a variety of tricks such as wide angles, close-ups, sound effects, lighting and music. They de-emphasize the skill, age, strength or dexterity needed to use an item, and they make products look bigger, better and more fun than they might actually be.

DOING ALL these deceptive things, they set up labse hopes and expectations. And they deceive the child, who is the one least likely to have the ability to see through these fancy selling techniques. Believing the adult world to be all knowing and powerful, the child's first inclination is to turn the



disappointment inward. He will doubt himself. He will feel that he must be inadequate because, obviously, the toy is a good, workable item. After all, it worked on TV, didn't it? It would not be shown on TV if it wasn't good, would it?

Children should learn that not all good and worthwhile products are advertised on TV. A product, to be valuable to an individual, does not need to be on TV at all. People can make independent judgments based on their true needs and interests. Some of the best products are those discovered by action of the dear of the true in the size of the dear of the true in the size of the dear of the dear of the true in the size of the dear of the de

deception.

Both of these lessons can be learned from a product that recently came on the market. It is unadvertised, fairly inerpensive and interesting. Called Solargraphics, it is a commercial kit for printmaking with sun-sensitive paper. The kit contains 15 unsensitive sheets of paper, a transparent cover

THE PROCESS is simple, according to the man-

THE PROCESS is simple, according to the manufacturer.

Collect objects and place them over the Solar-graphic paper, being sure not ocrosse he paper to the sun before use.

Place the transparent cover on top of the objects and put the whole gizmo into the sun for two to five minutes (depending on how strong the sun is, and the weak to you got the a ray of the world to the sun of the control of the sun of

Patricia Bordman, a free-lance writer and photographer, has a master's degree in Early Childhood Education. She has taught elementary school and conducted workshops and lectures. Mrs. Bordman welcomes suggestions and comments. Please write her c/o the Observer & Eccentric Newspaper, 36251 School-craft, Livonia 48150.

PATRICIA BORDMAN



Thursday, June 25, 1981

After washing the Solargraphic paper in a tray of water, then drying, an image will myteriously appear.

the

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Only the sevings are untraditional for this Fickory Fry Traditional sofa and lovescatin a blue and nust print (2 pcs.) org. 1929 intercontinental dining room table with a natural butcher block formica top. Accomp-enied by 4 natural finish chairs with brown viryl seats. (5 pcs.)

viny seats. (5 pcs.) orig 147991:
Vou must see this Contemporary sofe bed, uphoistered in a gold and blue Herculon platd.

The Colonies never had it as good, Kincadi Coloniel solar and loveseat with a dark prite exposed wood frame and rust plad seat and book cushions (2 pcs.) orig. 1140

Only the price is au, not the quality in this Transful face Coloniel solar and rust plad seat (2 pcs.) orig. 1140

Only the price is au, not the quality in this Transful face Coloniel solar and loveseat. Available of the price is au, the problem of the visit his transful orig. 1900

Only 1900

(2 pcs.)

Figor night and day with this Trend-Line
Colonial Queen size sofa bed. Available in a
rust brown Herculon plaid. . . orig. 764912

Relax with this Bernhardt Contemporary sofa
In a Herculon vehet stripe. . orig. 717972

Thomasville Traditional 4 piece group in oak: 9 drawer dresser, mirror, 5 drawer chest and Queen size headboard (only) ong. \*1779<sup>to</sup> Charleton Contemporary sofa in a brown and beige Herculon fabric. orig. 1689 Add a bedroom for the price of a sofa. Venture Traditional Queen size sofa bed. In a rust and beige print with a rattan trian. orig. 1899\*\*

1438

print. ong. 1935
A great value. 6 piece Coleman Con-temporary block front 9 drawer dresser twin mirrors, 5 drawer chest, nightstand and Queen size headboard (only) orig. 113791

Sit back and relax in this Montclair chair in rust or green Nylon Velvet orig. 1929\*\* <sup>1</sup>115 SEALY ANNIVERSARY BEDDING Act now and you won't loose sleep o

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