

# As soon as you can mail this card.



Some catalogs from the constantly growing list of EVR Cassette programs available immediately:

In EVR Cassettes right now are many popular curriculum-oriented programs previously available only in the relatively inconvenient 16mm format. These programs, which can be ordered individually, have been selected from such educationally renowned libraries as:

#### **BFA Educational Media.**

81 programs, ranging in subject matter from music to ecology to drug addiction.

ture. 11 films on the land and its meaning to us.

Ford Motor Co. Driver education in a 6-part series.

Gulf Oil Co. Two films, including the awardwinning "We Came in Peace."

Harvest Films. Five safety films.

Motorola Co. Over 170 films on a variety of subjects including travel and adventure, football, the arts, history, nursing and social issues.

NASA. The Gemini and Apollo journeys, space science, satellite astronomy; a wealth of knowledge as relevant as tomorrow in about 100 programs.

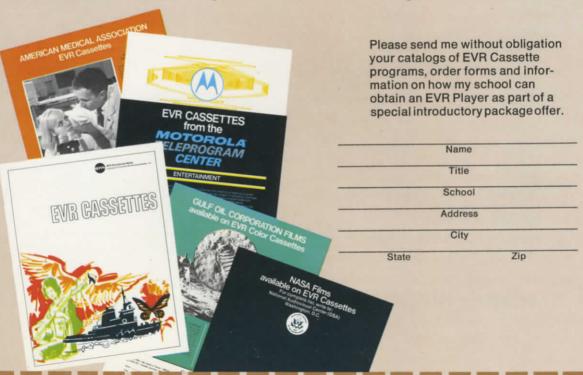
National Audiovisual
Center. Over 170 films,
on such timely subjects
as Head Start, drug
addiction, mental
health, safety and
effective writing.

U.S. Information Agency.
The visual arts, music,
performing arts; plus
detailed examinations
of 14 countries in more

American Medical Association. Two films on careers in medicine.

than 40 films.

## Over 1,000 EVR programs are ready now! Fill in and mail this card for free catalogs, order forms and a special offer on EVR Players.



FIRST CLASS MAIL PERMIT NO. 4556 NEW YORK, N.Y.

#### BUSINESS REPLY MAIL

No Postage Stamp Necessary If Mailed In The United States

Postage will be paid by-

#### CBS ELECTRONIC VIDEO RECORDING

51 West 52 Street New York, New York 10019

Att: Director, Marketing Services

### CBS Electronic Video Recording: the low-cost cassette TV system the teacher controls.

EVR returns to the classroom teacher program selection control and scheduling flexibility not possible with broadcast TV.

And at a fraction of the cost of videotape players and closed-circuit film chains.

To operate the system, the teacher or student

simply places the self-threading EVR Cassette on the EVR Player much the way one places a record on a phonograph. The pictures coned in the cassette

tained in the cassette are transmitted from the player to any ordinary TV set (or group of sets) by connecting its leads to the

set's antenna terminals.

#### Control of the class and the lesson.

Viewing takes place in normal room light, enabling the teacher to retain full disciplinary command of the class and the students to take notes while the programs are on. Since EVR is a *television* system, it holds a fascination for all young people that no other medium can match.

EVR also eliminates the distractions inherent in movie projection—the drawing of blinds or shades, switching of rooms, sleep-inducing monotony of projector noise—and permits the teacher to respond immediately to class reactions. She can stop the program to expand on the material shown, holding a single frame on screen for close scrutiny without it flickering. She can instantly replay any scene over and over, and advance or rewind the entire cassette in seconds.

### Other benefits of the EVR System.

EVR offers many advantages over other audiovisual aids, some of which are detailed here. For more information, write today.

Compatibility. Any EVR
Player accepts both color and
monochrome cassettes. Similarly,
color cassettes operate compatibly over black-and-white TV sets,
and monochrome cassettes can
be played on color TV sets.

More information in less space. Only seven inches in diameter, the EVR Cassette can hold up to 50 minutes of monochrome pictures with sound or 25 minutes of color pictures with sound. Comparable information wound on videotape or movie reels would occupy much more storage space.

Sealed and protected against damage. Unlike movie film, EVR Film has no sprocket holes at which tearing might occur. For additional protection, the film is sealed in the cassette except when actually being played.

Sharp, clear pictures.

Because EVR Film is extremely fine grain, it reproduces images with far greater detail and contrast than broadcast TV. And, since the signals that travel between player and TV set are not broadcast through the air, they avoid the problems of interference and poor reception to which broadcast TV is often prone.

