

Will there ever be another TV series as worthwhile as *Sesame Street*?

Yes, thank goodness. It starts Monday, January 14.

Joan Ganz Cooney and her Children's Television Workshop saw a way 10 years ago to teach kids, using the medium kids love best. The happy result was *Sesame Street*.

Does anyone have to be told *Sesame Street* went on to become one of the most successful TV shows ever?

Now Joan Cooney and the Workshop are ready with a new series every bit as significant as *Sesame Street*. It's called

3-2-1 Contact. It will be on PBS stations Mondays through Fridays.

3-2-1 Contact is about science. If you just said *ugh*, maybe it's because you grew up without a show like this, which is a pity. And a national problem.

Thousands of bright and inquisitive youngsters start their school years with a natural interest in the sciences. But they get turned off before they ever reach junior high school. Thousands of scientists and engineers are lost to America in the process. *3-2-1 Contact* will keep curiosity alive in 8-to 12-year olds by bringing

the same excitement to science and technology that *Sesame Street* brought to the child's first recognition of letters and numbers.

The National Science Foundation, The U.S. Department of Education, and the Corporation for Public Broadcasting all contributed sizable sums to help put *3-2-1 Contact* on the air.

So did we.

Our motives are simple. We invest nearly a million-and-a-half dollars a day in scientific research and development to keep our

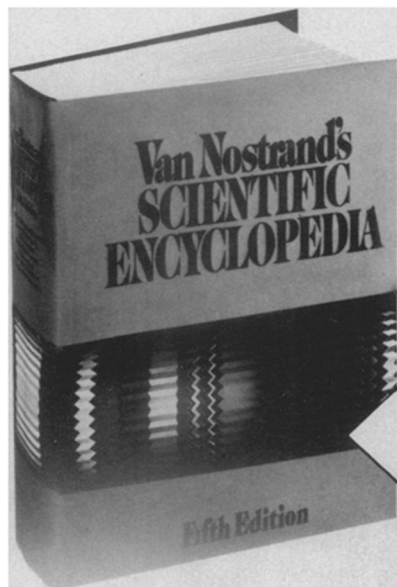
Otis elevators, Pratt & Whitney Aircraft jet engines, Carrier air conditioners, Sikorsky helicopters and other high-technology products the best in their fields—and to create new and still better products. The United Technologies \$2 million grant for this show is part of our investment in the future. We're pleased to make it.

And we're happy to invite you and your 8-to 12-year old friends to watch *3-2-1 Contact*. See your local TV listings for the broadcast schedule.



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