

# LOOK

at what others say —

Recently I played with a set of "TarkaRadi Tiles" and had a great time. This game is one of the most challenging, exciting ice-breakers I've ever seen. I love them!

I just knew anything coming from Bethel had to be good. They are great!

Dear Pat & Jeff We love the tiles we got from you. I think you both for sending me a set of tiles. It's nice to know there are still some people who trust other people.

I love your game Tarka-Radi! Thanks for the fun.

We were recently given TA-KA-RADI tiles as a gift and we've become addicted! My husband and I get together with couples after to play games, and we've never found a game that so many different kinds of people all enjoy. We love the game and would like to get

We're flipped over TA-KA-RADI! I ALSO WANTED TO SAY THAT IN THIS DAY AND AGE OF PLASTICS, ELECTRONICS, AND COMPUTERS IT IS A RELIEF TO FIND A GAME THAT IS NONE OF THE ABOVE.

You have a marvelous idea - it made a rainy day here a delight

JOIN THEM

HAVE FUN

LAUGH

with

## TA-KA-RADI®

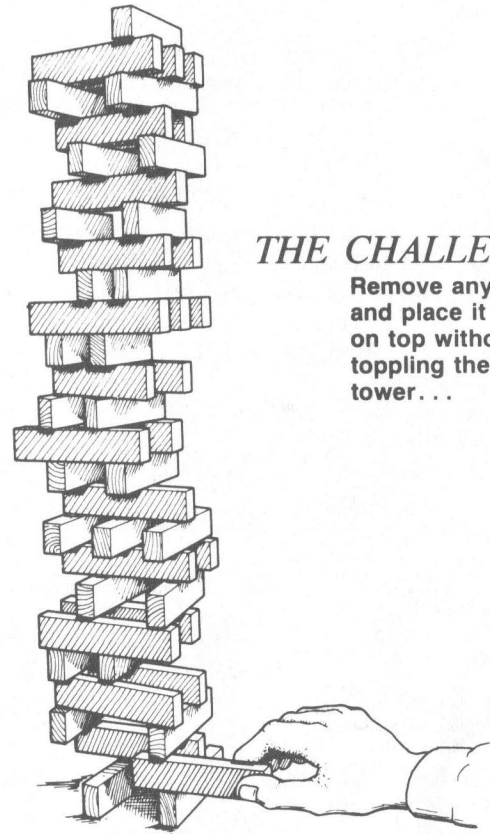
[ARTWORK BY GEOFF CHILDS]

There is no doubt that the degree of manipulation and control needed requires very fine psycho-motor coordination. As the game progresses, and the tower grows, it becomes increasingly important to balance calm against the tower's lack of stability. Bystanders get a lesson in coordination, levers and anti-levers. Often it is a breath-holding lesson, and one rarely forgotten. The numbers of tiles and levels is a brief math lesson, while anyone interested in human psychology would do well to study players while a game of TA-KA-RADI® is in progress. In our view, however, the most important lessons contained in TA-KA-RADI® have to do with its social analogy. Of course, it can be played as a cooperative venture — everyone helping to beat the World Record number of levels — and that has value. But even when it is played competitively there is a crucial difference between TA-KA-RADI® and other games. The difference is quite simply, is that there is no obvious winner. The "win at all costs" element of most sports and games has been eliminated. That most vile of human syndromes — that "winning isn't important; it's everything" — is, thankfully, absent. It is impossible to glory in winning. No one can claim to be the best. There is, of course, a loser, but the losing tends to be shared by all players. As the tower falls there is a communal cry of anguish, and the game is necessarily ended. Then there is relief, laughter and maybe a small "forfeit" for the tower toppler, but it has the flavor of fun, not punishment. The sting of losing is lost. It is not important, what is important is that TA-KA-RADI® is fun, full of suspense, surprise and laughter. It is our contention that if more games of suspense and sport had the purpose, and that if our children expected these things from the great game of life, there would be less psychological malaise all 'round, there would be more laughter, more cooperation, and the world would be a happier, safer place.

You may be wondering why this section of our brochure is upside down. The answer is that this is the "serious" part — and we want it to be separate. If you read the remainder of the brochure, you will almost certainly have noticed a degree of humor running through it. It is the same humorous streak that runs through TA-KA-RADI®, and the playing of it. You have to be just a little crazy to enjoy it! Certainly the game is not for those dour, unsmiling types who abhor pretty clothes, dancing and good whiskey. It is an hilarious game of laughter, fun, levity. It is an ideal party game, literally for all ages, and is enjoyed equally by young and old. But there is a serious side. TA-KA-RADI® has intrinsic value both as an educational tool and as a pastime. In 1980, the Pennsylvania Journal of Health, Physical Education and Recreation ran an article on TA-KA-RADI®. In it they said: "...perhaps the prime physical objective in the development of hand-eye coordination and manual dexterity. [John Wintermute, 1980] There is no doubt that the degree of manipulation and control needed requires very fine psycho-motor coordination. As the game progresses, and the tower grows, it becomes increasingly important to balance calm against the tower's lack of stability. Bystanders get a lesson in coordination, levers and anti-levers. Often it is a breath-holding lesson, and one rarely forgotten. The numbers of tiles and levels is a brief math lesson, while anyone interested in human psychology would do well to study players while a game of TA-KA-RADI® is in progress. In our view, however, the most important lessons contained in TA-KA-RADI® have to do with its social analogy. Of course, it can be played as a cooperative venture — everyone helping to beat the World Record number of levels — and that has value. But even when it is played competitively there is a crucial difference between TA-KA-RADI® and other games. The difference is quite simply, is that there is no obvious winner. The "win at all costs" element of most sports and games has been eliminated. That most vile of human syndromes — that "winning isn't important; it's everything" — is, thankfully, absent. It is impossible to glory in winning. No one can claim to be the best. There is, of course, a loser, but the losing tends to be shared by all players. As the tower falls there is a communal cry of anguish, and the game is necessarily ended. Then there is relief, laughter and maybe a small "forfeit" for the tower toppler, but it has the flavor of fun, not punishment. The sting of losing is lost. It is not important, what is important is that TA-KA-RADI® is fun, full of suspense, surprise and laughter. It is our contention that if more games of suspense and sport had the purpose, and that if our children expected these things from the great game of life, there would be less psychological malaise all 'round, there would be more laughter, more cooperation, and the world would be a happier, safer place.

Introducing

# TA-KA-RADI®



## THE CHALLENGE...

Remove any tile and place it on top without toppling the tower...

A GAME DESTINED TO BRING HOURS OF FUN TO YOU AND YOUR FAMILY AND FRIENDS

Made in Maine by

Patricia & Jeff Parsons  
R.F.D. #2 Box 745  
Bethel, Maine 04217  
(207) 836-3080

# TA-KA-RADI®

FUN FOR ALL AGES  
SIMPLE HIGH QUALITY

How the wooden tiles got into the bag  
(A Christmas Story)



ONE CHRISTMAS SEVERAL YEARS AGO  
JEFF AND PATTIE PARSONS WERE  
SEARCHING FOR JUST THE RIGHT  
GIFT IDEA...

SUDDENLY, AN IDEA CAME!!\*

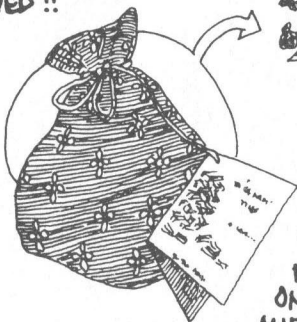
THEY REMEMBERED AN  
OLD AFRICAN GAME MADE  
FROM WOODEN TILES THAT  
THEY HAD  
PLAYED

WITH SOME FRIENDS.

SO —  
JEFF CUT SOME TILES  
AND  
PATTIE SEWED SOME  
BAGS TO PUT THEM IN  
AND...



THEY BOTH WROTE OUT SOME  
RULES AND THEIR  
CHRISTMAS PRESENT  
PROBLEMS WERE  
SOLVED !!



BUT THEN...  
THEIR FRIENDS  
WANTED TO BUY  
A GAME...  
AND THEN THEIR  
FRIENDS WANTED  
ONE...  
AND THEIR FRIENDS...

UNTIL PEOPLE BY THE SCORE WERE BEING  
INTRODUCED TO:

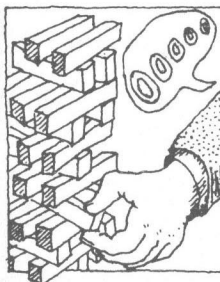
TA-KA-RADI®

How the game is played...



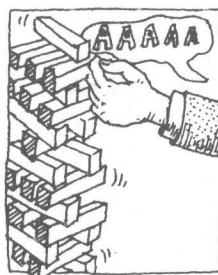
FIRST, FIFTY WOODEN TILES ARE  
BUILT INTO A TOWER SEVENTEEN  
LEVELS HIGH.

ANY FLAT, STABLE SURFACE WILL DO!



THEN EACH PLAYER IN TURN  
REMOVES A TILE FROM THE  
TOWER AND PLACES IT ON TOP.

SOUNDS EASY...



DOESN'T IT?

BUT YOU JUST WAIT UNTIL ITS  
YOUR TURN —  
AND THE TOWER IS AT 25 LEVELS —  
BALANCED PRECARIOUSLY ON  
A SINGLE TILE —  
AND ALL EYES ARE ON YOU —  
AND THE ROOM IS SILENT —  
AND EVERYONE IS HOLDING  
THEIR BREATH...

OF COURSE, IF THE TOWER  
COLLAPSES...

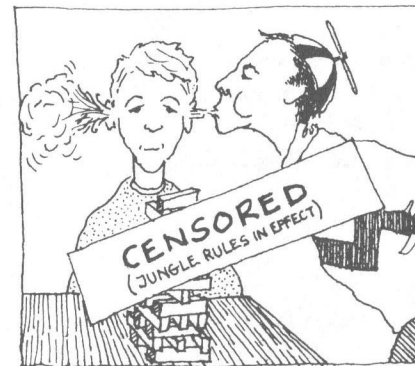
YOU LOSE — AND THEN  
YOU MIGHT HAVE TO PAY A  
FORFEIT!

(SING A SONG, RUN AROUND THE BLOCK...  
OR AT LEAST REBUILD THE TOWER  
FOR THE NEXT GAME)



THE RULES ARE SIMPLICITY ITSELF.  
"NO PHYSICAL INTERFERENCE"

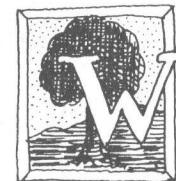
... AND THAT INCLUDES EYE-POKING,  
EAR-BLOWING AND STAMPING ON  
ANOTHER PLAYER'S FOOT —



UNLESS, OF COURSE, IT GETS TOO TAME FOR YOU  
IN WHICH CASE YOU CAN PLAY —

"JUNGLE RULES"

(BUT YOU'LL HAVE TO BUY A  
GAME TO FIND OUT ABOUT THAT !!)



WHILE WE CAN ONLY THEORIZE ON  
THE PRECISE ORIGINS OF OUR  
GAME...  
WE DO KNOW —

IF YOU LIKE GOOD,  
SIMPLE THINGS...

IF YOU LIKE  
LAUGHING...

IF YOU ENJOY  
SUSPENSE...

IF YOU ENJOY PRACTISING YOUR  
MANUAL DEXTERITY...

IF YOU ARE LOOKING FOR A  
PRESENT WHICH WILL BRING  
HOURS OF ENJOYMENT...

YOU WILL LOVE

LEGEND HAS IT THAT THE NAME  
"TA-KA-RADI" HAS ITS ORIGIN HERE  
IN GHANA WHERE A SIMILAR GAME HAS  
BEEN PLAYED FOR GENERATIONS. WHILE  
ARCHEOLOGISTS HAVE YET TO FIND FIRM  
EVIDENCE OF THE PREHISTORICAL  
PROOF OF THE EXISTENCE OF  
TA-KA-RADI® AS A  
GAME OF SKILL AND  
BALANCE EVEN  
BEFORE THE  
ADVENT OF MAN,  
THERE SEEMS TO  
BE LITTLE DOUBT  
AS TO ITS  
LIKELIHOOD.

TA-KA-RADI®