SEE & HEAR

Annual

Fall Inventory of

NEW

AUDIO-VISUAL

MATERIALS

951 Edition

ANNUAL FALL INVENTORY OF MATERIALS

W FILMS • FILM STRIPS • RADIO & RECORDING GUIDE • MAPS
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B&H Filmosounds play basic role. The Pawtucket (R.I.) Schools' film program has been a success right from the start ten years ago. Today the city's schools use twenty 16mm sound projectors for the three-thousand-odd classroom showings every year. And the program is continually expanding!

Here's what W. E. Berube, Director of the Audio-Visual Department, has to say about his experience with Filmosound projectors:

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HELL-BENT FOR TELEVISION

THIS EDITORIAL would ordi-
narily be devoted to a word of
experimenting to the many thousands of
school readers to whom we dedicate
this annual Fall Inventory of recent-
ly-produced classroom materials. Suf-
flce it to say that once again we are
proud to bring you these many special
pages of classified data on the films
and filmstrips especially produced for
the curriculum and representative of
the greatly-increased total resources of
such tools now available.

Our immediate concern is with
the nationwide campaign aimed to con-
vince official Washington and many
state legislatures that this is the TIME
for the miracle of Educational Tele-
vision to come to pass. One small voice
has recently been added to this clam-
orous outcry. It says, in a recent
editorial, "we believe positively and
enthusiastically that television educa-
tion is audio-visual education . . . ."
This oracle also believes "the audio-
visual plans and budgets that include
education television budgets that eliminate audio-visual."

Now let's look to the facts: (1) in
New York State, from whence this
oracle speaks, the state legislature is
said to be approving a million dollar
budget for a statewide educational t.v.
network. (2) There isn't one dime in
this budget for anything but expensive
t.v. equipment. The University of Iowa
is also currently asking the Iowa legis-
lature for the same kind of budget.
Neither one of these states has done
anything yet about their poorly
equipped classrooms. New York, in
particular, has the saddest record of
all with respect to per-capita pupil
expenditures for a-v tools.

(3) There is one existing educa-
tional television station to which we
can look for comparative data.
WOI-TV, owned and operated by Iowa
State College, is the pioneer educa-
tional television of the nation. For ten
or eleven hours each day, this station
purveys regular commercial network
fare and nine-tenths of its time is de-
voted to such "purposeful and mean-
ingful visual images" as Ed Sullivan,
Tom Corbett, Space Cadet, Susan
Peters (soap opera), Milton Berle,
Kate Smith, Gabby Hayes, Arthur
Godfrey, and the Cisco Kid.

We think that educational t.v. has
potentialities. So did classroom radio.
But we think that its cost and its char-
acteristics demand the searching light
of wholesome inquiry. We think that
we should continue to go before state
legislatures with first things first. We
don't see clearly the classroom possi-
bilities of t.v., for example. We don't
agree that our school systems can get
money for every harebrained scheme
which visionaries propose. The U.S. is
short of teachers, short of buildings,
and it is tragically short of classroom
application of the existing audio-visual
tools which were designed for the
completely democratic teaching sys-
tems of our schools.

An assembly hall setup for projected
television would provide for the imme-
diately of interest of such events as the
recent Japanese treaty signing or a
presidential inauguration. But heaven
help a U.S. system of education which
would put t.v. receivers into our class-
rooms for mass "education" by the
demagogues who might control them.

Now that's pure speculation, of
course, but we're going to speculate
and examine every fragment of this
educational t.v. campaign until the
facts are clearly understood. Mean-
while we propose that the more
thoughtful segment of U.S. audio-
visual leadership stick to our urgent
and immediate need for unity on state-
wide audio-visual budgets for class-
room materials. They come first—OHC

See & Hear

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## Effective Visual Teaching Units

Each Y. A. F. filmstrip consists of especially prepared illustrations and explanatory text...built in the most desirable teaching pattern, with the assistance of experienced teachers and subject-matter specialists...geared to the curriculum needs and student interests of a specific school level.

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- **Primary Health Series**
  - 6 filmstrips especially planned for the lower grades.
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  - 4 filmstrips on safety problems at home and at school.

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- **Children of Early America**
  - 18 full-color stories to enrich the study of history.
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### Home Economics
- **Sewing Series**
  - 8 filmstrips demonstrating some basic techniques of sewing.
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  - 6 filmstrips designed to promote better buying habits.

### English
- **Better Study Habits Series**
  - 6 full-color filmstrips designed to promote better study skills and habits.
- **Shakespeare Series**
  - 8 filmstrips on Shakespeare's life, his theater, and six of his famous plays.

### Music
- **Musical Forest Series**
  - 3 full-color filmstrips introducing the scale and its notes in delightful story fashion.
- **Rhythm Magic Series**
  - 3 full-color filmstrips introducing the student to Rhythm.

### Physiology
- **Introductory Physiology**
  - 9 full-color filmstrips using clear, authentic drawings and art work to explain the structure and function and care of the human body.

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**Young America Films, Inc., 18 East 41st Street, New York 17, N. Y.**

- Please send free complete catalog (You may order any study unit with return privilege if material does not meet your expectations).
- Please send complete details of the Y. A. F. Filmstrip Library Plans.

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Would you like to know how you can obtain a free filmstrip projector with your filmstrip order? Use coupon to get details on the YAF Filmstrip Library Plan.

**Young America Films, Inc.**

18 East 41st Street • New York 17, N. Y.
EB Films Takes Over Instructional Films Library; Will Continue as Separate Group

* Announcement by Encyclopaedia Britannica Films that it has acquired the assets of Instructional Films, Inc., follows the news of EBFilms' purchase of Films Incorporated, original parent company of Instructional.

The acquisition of the two corporations, said Walter Colmes, president of EBFilms, is part of an expansion program to "provide efficient, dependable and extensive distribution of the best audio-visual materials in a manner impossible in the past."

Instructional Films, Inc., has been reorganized by EBFilms to become the distribution agency for educational motion pictures made by independent producers needing the services of a complete sales organization.

The 25 productions now in the Instructional Films library will be taken over by EBFilms as the company becomes a wholly owned subsidiary. The parent company begins distributing these films at once, and other productions made by independent producers will be added to the Instructional Films library.

Instructional Films, retaining its own corporate entity, will issue its own catalog and will distribute through its own staff as well as through the EBFilms sales organization, but Instructional's headquarters has been moved from New York to EBFilms' national office at Wilmette, Ill.

School officials long have recognized the need of a "showcase" and distribution agency for the independent producer, and feel that many quality productions do not reach their attention because the smaller studios do not have the physical means to provide distribution and preview prints or to give such services as replacement footage and teachers' guides, Mr. Colmes said. These services will be provided by Instructional Films as reorganized, he added.

Instructional's library contains motion picture films on such topics as conservation, geography, communications, and science, filmstrips on many of these subjects, also geo-historic map slides and recordings on democracy and current events. The area of materials coverage will be widened as quality materials are found, Mr. Colmes said.

New Simmel-Meservey Distribution Outlet

* Instructional Films, Inc., Encyclopaedia Britannica Films' newly acquired subsidiary, has acquired distribution rights to the forty-four 16mm educational motion pictures produced by Simmel-Meservey Films, and new school films of the producer will be added to the Instructional Films catalog as they are made. The announcement was made by Walter Colmes, president of EBFilms, and Louis C. Simmel, head of the Simmel-Meservey organization.

Instructional and its original parent company, Films Incorporated, have both been purchased by EBFilms.

Simmel-Meservey, which now will concentrate entirely upon planning and making films, is a leading producer of classroom motion pictures, among them Dinner Party, Junior Prom, Wheat: the Staff of Life, Monarch Butterfly, Guatemalan Story, Historic New England, Land of the Incas, Introducing Britain, Obligations, and Modern Mexico. Simmel founded the company in the early 1940s to produce teaching films and will continue to make educational films for classroom and community.
Introducing
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Model DSC — 300-watt all-purpose projector with blower. 3½” f/3.5 Trinar anastigmat lens. $79.50
Model BSC — Like DSC, but conventional coated. 200-watt. $66.50
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Model 300SC — 500-watt all-purpose projector with blower. 5” f/3.5 Triunar anastigmat lens. $97.50
Model MS — 300-watt single-frame filmstrip projector with blower. 5” f/3.5 Triunar anastigmat lens. $59.75
Model A5 — 150-watt single-frame filmstrip projector. With 3½” f/4.0 anastigmat lens. $39.75

Still another great achievement in design and production by TDC! Here is filmstrip projection that sets a new standard for brilliance, ease of operation and film protection... in a full price range... for every use and budget!

TDC filmstrip projectors are offered to photographic dealers through their distributors.

Direct factory franchises for visual education dealers now being arranged.

With the introduction of this complete and versatile new line at the National Audio-Visual Convention on July 28th in the Hotel Sherman, Chicago, TDC sets new standards of value for the audio visual dollar—at every level of the educational field!

The single-frame models feature glass pressure plates. These magnificent projectors are unique in that they offer brilliant illumination, completely simple operation—all at prices that make them the greatest value on the market.

All-purpose models are fully equipped for single-frame or double-frame filmstrip and 2 x 2 slides. They feature the exclusive TDC mechanism that completely solves the problem of film protection. It is impossible for anything to touch the picture area while the film is moving—yet the film is firmly held between glass pressure plates during projection.

THREE DIMENSION COMPANY
4555 West Addison Street, Chicago 41, Illinois
Educational Film Library Association Holds Eighth Annual Meeting at Chicago

Delegates from 36 states, Canada and Puerto Rico were in attendance when Dr. Arthur Moehlman of the University of Iowa, using a Vu-Graph projector, began developing his subject, “Human Fission More Dangerous Than Atomic Fission,” at the session signalizing the opening of the eighth annual conference of the Educational Film Library Association, leading off the National Audio-Visual Convention in Chicago, on Thursday, July 26, at the Hotel Sherman.

With the challenging theme of “Resolving Conflicts Through Effective Communication,” the EFLA divided most of its second day operations into eight sectional meetings in order to permit as much discussion as possible on the many topics before the Conference.

Sectional Meetings Prove Highly Informative

Among the subjects thus taken up were educational television, censorship, programming, film library mechanics, and film utilization, and the sectional sessions lived up to the high plane of informational discussion set at previous annual gatherings. The association’s stand on censorship, incidentally, was indorsed by resolution at the business meeting.

A panel of five producers and eight users of films answered questions from the floor that had arisen among the groups at a session conducted by Elizabeth Golterman of the St. Louis Public Schools. Replacement footage, community acceptance of films and sliding price scales were clarified.

At the general session on the second day Dr. Harold Lasswell of Yale University traced the development—and shortcomings—of communication in world affairs.

Establishment of a production code to guide the makers of classroom pictures was proposed by Walter Colnes, president of Encyclopaedia Britannica Films, at the final session. Mr. Colnes’ subject was “The Promise of Better Instructional Films.”

Elec Ford Leumer as 1951-52 President

The new president of EFLA is Ford Leumer, who directs the audio-visual aids activities at the University of Michigan. Mary Huber of the Enoch Pratt Free Library, Baltimore, Md., is vice president. Edward T. Schofield, retiring president, was named secretary and reelected to the directorate. Also named to the board was James W. Brown of the University of Washington.

The screening of new films for classroom and general interest was on the agenda each evening of the Conference, with grouping of materials in the three categories of films for children, for high school and college, and for adults. Dr. Walter A. Wittich of the University of Wisconsin, was the chairman of a special meeting in this area. A highlight of film viewing came the final evening when the world premiere of Williamsburg Restored was given for the Films for Adults session. Films from the production departments of the Universities of Wisconsin, California, Indiana and Wayne were represented in the showings.

Informal gatherings at the Conference included an opening reception and “coffee time” interchanges of shop talk. Co-chairman of the program committee were Clyde Miller, Director of Audiphone-Visual Education, Ohio Department of Education, and Charles F. Schuller, Assistant Director, Bureau of Visual Instruction, University of Wisconsin. They merit credit for a job well done.

Then and Now in the United States

A basic filmstrip program... in Color

A unique contribution to the teaching and learning of geographical, historical, and social understandings.

by Clarence W. Sorensen

12 strips... ready this fall

EACH FILMSTRIP is a useful teaching tool in itself, correlating history and geography, and drawing from many other fields of knowledge when these fields have specific contributions to make to the child’s understanding of a region, the people, the resources, the problems, and the interrelationships.

The pictures were prepared under the supervision of Milo Winter, well-known illustrator of children’s books and texts. The author of the filmstrips, Clarence W. Sorensen, is one of the authors of the geography series, Man In His World.

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Prices subject to change without notice. Consult your dealer.

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19 Steps to Better Education

Here are 19 new 16mm sound motion pictures produced by Coronet Films and released in time for the start of the new semester. These latest titles, covering many important subjects and a wide range of grade levels, will make valuable additions to your film library.

Notice that Coronet films have a versatility that means extra value to you. Each title, while designed for a specific academic area, can be used with equal effectiveness in many related courses. Abraham Lincoln: A Background Study, for example, will show history students how Lincoln’s actions did much to affect the political climate in which we live today. Social study classes observe the environment that shaped the character of this great president. Students of literature enrich their knowledge of the period in which Lincoln lived.

In the same way, you effectively use every Coronet film in the presentation of study materials. Yes, Coronet versatility means you get the most from your film budget dollar. And, as always, when you buy or rent Coronet films, you are sure of receiving the finest in 16mm educational motion pictures.

Film users interested in the purchase of titles listed here or in the more than 400 other educational films by Coronet may preview them without obligation, except for transportation charges. For further details, write:

CORONET BUILDING

HISTORY
Abraham Lincoln: A Background Study (1½ reels)

BUSINESS & ECONOMICS
Introduction to Foreign Trade (1 reel)

VOCATIONAL GUIDANCE
I Want to be a Secretary (Short Version — 1 reel)

MATHEMATICS
What Time Is It? (1 reel)

EDUCATIONAL GUIDANCE
How We Learn (1 reel)
How to Concentrate (1 reel)
School Activities and You (1 reel)

PERSONAL & SOCIAL GUIDANCE
Right or Wrong? (Making Moral Decisions — 1 reel)
Snap Out of It! (Emotional Balance — 1 1/3 reels)

LATIN
Why Study Latin? (1 reel)

DRIVER EDUCATION
Safe Driving: Fundamental Skills (1 reel)
Safe Driving: Streets and Highways (1 reel)
Safe Driving: Advanced Skills and Problems (1 reel)

GEOGRAPHY
The British Isles: The Land and the People (1 reel)

HEALTH
Healthy Lungs (1 reel)

ELEMENTARY SOCIAL STUDIES
Fred and Billy Take an Airplane Trip (1 reel)

LANGUAGE ARTS
How Effective Is Your Reading? (1 reel)
Literature Appreciation: Stories (1 1/3 reels)

Watch for the announcement of one of the most unique and dramatic film series in Coronet’s history. Next month in See & Hear.

Coronet Films
CHICAGO 1, ILLINOIS

SEE and HEAR
Crowded Buildings, Teacher Shortage Highlight 1951 School Opening

- The six and one-half billion dollar annual business that is public education began its new year this fall with more than twenty-three million pupils expected to be in daily attendance. Crowded buildings and an acute teacher shortage are the aftermath of the postwar birth rate climb.

Dr. Ray C. Maul, research associate for the NEA's national commission on teacher education, estimates that 10,000 of the nation's 603,000 elementary teachers are not qualified for their jobs; in addition 30,000 new teachers are needed with only 30,000 now available. The picture for audio-visual materials still appears to lack a national policy. Spotty distribution of available materials, inadequate teacher preparation, and lack of nationwide information on available tools are frequently cited obstacles.

Library of Congress Distributing Catalog Cards for Films and Strips

- The Library of Congress is printing and distributing catalog cards for motion pictures and filmstrips, expanding the former service of providing cards for books and other library materials only. A comprehensive catalog coverage of Government films is to result from an agreement with Office of Education under which the Library will print entries prepared by the Visual Aids Service of the USOE. Cards for selected current copyrighted films will be followed by cards for current noncopyrighted films and older subjects still in distribution.

The printed card is standard 7.5 by 12.5 mm, on 100 per cent rag paper, with name of picture, producer, date of release, running time, size of film, notation on sound and color, applicable credits, summary of contents, subjects covered, grade level and other data. Standard space for over-printing or typing subjects or other headings is reserved at the top of the card, and there is space on the left margin for location notations.

The code of rules for the new catalog service has been approved by the American Library Association, film associations and a-v groups. For further information write The Information Office, The Library of Congress, Washington, D. C.

Iowa Advisory Group Studies Plans For TV Programs Under Ford Grant

- Members of an Iowa advisory program committee met at Ames last month with WOL-TV representatives to select subjects and material for two weekly 30-minute educational programs under the Ford Foundation's grant of $260,000 from the Fund for Adult Education to Iowa State College.

As pilot plant operation in educational TV, Iowa State will help develop new techniques for program planning, production, promotion, utilization and evaluation. One of the programs will deal with domestic problems, the other with the international front.

Dr. Kurth Joins Illinois Normal U. A-V Staff; Program Is Expanded

- Dr. Clarence Kurth, who holds degrees from Whitewater Teachers College, the University of Chicago and the University of Indiana, has joined the a-v staff of the Illinois State Normal University at Normal, Ill.

The a-v personnel now includes the following: full-time: Murray Lincoln Miller, director of a-v education; Dr. Kurth, assistant professor of education; Cecilia H. Peikert, director of museums; and Betty Schenborn, secretary to the director; part-time: Leslie M. Isted, associate professor of music and director of the sound laboratory; Margaret O. Jorgensen, instructor in education and specialist in radio; and Nelson R. Smith, instructor in education and university photographer; also 15 student employees.

The university, one of the EBFilms scholarship schools this year, offers two graduate and two undergraduate a-v courses (all laboratory courses) each semester, and enrolled 500 in an a-v education the last school year. President R. W. Fairchild is enthusiastic in support of the program. The university has three new buses for student trips, an educational museum, a growing film library and a working campus and extension service program. The main office and film service center are in the administration building. The principal classroom, a double room with folding partition, permits simultaneous alternation between lecture and laboratory for two sections.

California Fine Arts School Opens Workshop; Students to Make Film

- Theory and practice of 16mm film production will be studied in action by students of the new Film Workshop opened this fall by the California School of Fine Arts in San Francisco, with Robert Katz in charge and Frederick W. Quandt, Jr., supervising motion picture camera work. Lectures and demonstrations will be combined with the production of a short subject. Director Katz was assistant chief of production planning with the International Motion Picture Division of the U. S. Department of State; Quandt has shot a number of documentary subjects.

Chicago Radio Council Staff Sees What Makes WGN-TV Station Click

- Looking forward to the time when the Chicago Board of Education may be operating its own TV station, as it now operates radio WBEZ, George Jennings, director of the Radio Council, had each of five members of his staff spend a week behind the scenes this summer in a classroom use of the studio, control rooms, offices and departments of WGN-TV. The five who took the observation course were E. H. Andersen, WBEZ chief engineer; Paul Taft, program director; Malcolm Reeves and Ralph L. Swanson, producers, and Irwin Kuchans, cameraman. Each studied various types of TV programs from rehearsal through production.

Brewster at Young America Given New Title: Director of Production

- Director of production is the new title of James R. Brewster of Young America Films, where his duties have expanded beyond those of editorial and production assistant since he joined the staff in 1946.

School Broadcasters Meet Dec. 4

- The 15th annual School Broadcast Conference opens at Chicago's Hotel Sherman on Dec. 1.
Pre-Induction Orientation Films
Draw Praise from Chaplains’ Chief

- Announcement of the three first films of Coronet Instructional Films’ pre-induction orientation productions under the series heading Are You Ready for Service drew approbation from Rear Admiral S. W. Salisbury, Chief of Chaplains, U. S. Navy, who pointed out that the subjects are “desperately needed to prepare a generation of youth facing a period of compulsory military service.”

The first three films, October releases, are What’s It All About: Your Plans; and Service and Citizenship, each 10 minutes running time. The first subject gives reasons for the draft and other military preparations measures. Your Plans points out that the period of service provides opportunities for schooling, vocational experience, counseling, and practical and theoretical training. In the third film the student is shown what citizenship is, what the responsibilities of citizenship involve, and how military service protects the goals of freedom and peace.

For additional information write Coronet Films, Coronet Bldg., Chicago 1, Ill.

* * *

United Nations Cuts Film Purchase Price to Effect Wider Circulation

- Reduction of purchase price of official films of the United Nations from $50 to $32.50 a reel has been placed in effect to increase their availability to cultural and educational film libraries in universities and other school systems, says the Film Section of the United Nations Department of Public Information.

In the five years of operation of the department, distribution has extended to 55 countries, with versions in 26 languages, according to Benjamin Cohen, assistant secretary-general of the department. More than 30 films have been produced.

* * *

Griswold Attends Bangkok Session
On World Study of Health Issues

- On a world tour in study of health problems, Gale C. Griswold, chief of the a-v production branch of the Communicable Disease Center, Atlanta, Ga., attended a conference at Bangkok, Thailand, in August, as a member of a commission sponsored by the Public Health Service, Federal Security Agency, the Economic Cooperation Administration and the State Department.

Fall Check-List of New Classroom Recordings
Includes Folklore, Primary Activities, Language Study

HISTORICAL AMERICA IN SONG (with Burl Ives and His Guitar) (Six albums. 30 records, 60 sides, 120 songs) Sale: Each album of five 12-in. vinylite 75 rpm, $10.95; Set of six albums, $59.50: Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.

- Melodies, songs, ballads and folk tunes of America, as follows:
  - Album One: Songs of the Colonies—Barbara Allen; Lord Thomas; Robin He Married; Black Is the Color of My True Love’s Hair; Landlord Fill the Bowl, and others.
  - Album Two: Songs of the Revolution—Ballad of the Tea Party; Free America; White Cockade; Ballad of Saratoga; Riflemen’s Song at Bennington; Yankee Man O’ War, etc.
  - Album Three: Songs of North and South—Remember Old Dan Tucker? The Abolitionist Hymn; Johnny Comes Marching Home; and others.
  - Album Four: Songs of the Sea—Maid of Amsterdam; Blow the Man Down; Early in the Morning; Hallaballoo Belay, etc.
  - Album Five: Songs of the Frontier—Street Betsy from Pike; Sioux Indians; Chisholm Trail; Buffalo Gals; The Goat That Stopped the Train; etc.
  - Album Six: Songs of Expanding America—Down in the Valley; The Cowboy’s Dream; Big Rock Candy Mountain; Git Along Little Dogies; etc.

CHILDCRAFT SERIES (Twelve recordings by Mercury) Sale: 10-in. vinylite 78 rpm, 98 cents ea. less school discount: Children’s Reading Service, 106 Beckman St., New York City 30.

- Each Mercury Childcraft record has been approved by educators and child psychologists. Subject matter ranges from Mother Goose material with musical background to Folk Songs of Other Lands (songs first in native land, then in English) and narrated and singing versions of Hansel and Gretel.

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FRENCH WITH PICTURES AND SPANISH THROUGH PICTURES: (Two 12-inch double-faced LP (33 1/3 rpm, unbreakable), equalizing 10 double-faced standard records) Sale: Educational Services, 1702 K Street NW, Washington 6, D. C.

- Recordings, containing essential steps of language learning, are spaced with pauses for students to repeat after native speakers. The two courses cover the first 106 pages of the Pocket Books of the same titles, the one on French by I. A. Richards and Christine Gibson of Harvard University, the Spanish title by I. A. Richards, Ruth Metcalf and Christine Gibson.

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CHRISTOPHER RECORDINGS ON SEX INSTRUCTION: (Four recordings, averaging 8 min. ea.) Sale: One LP (33 1/3 rpm, unbreakable vinylite), $4: Album of four standard 10-in. records (78 rpm), $6; The Christophers, 18 E. 18th St., New York City 17.

- Each recording presents a scene in the average home, with helpful suggestions for the parent; presentation before Parent-Teachers Association or similar groups, with a recognized authority to lead discussion, is recommended. Scripts were approved by medical, educational and religious leaders, Booklet containing script and short lecture, “Let’s Tell the Whole Truth about Sex”, is available from American Social Hygiene Assn., 1790 Broadway, New York City 19.
Primary Grades

Adventure Story Series (6 filmstrips) Color. Sale: $25 ea. Set: $132.50; SVE.
- Leading incidents illustrated by captioned cartoons in series produced by Visual Education Ltd., London, for Intermediate, Junior and Senior high schools. Titles are: Ali Baba and the Forty Thieves (45 ft.); Sindbad the Sailor (40 ft.); Dick Whittington (40 ft.); Robinson Crusoe (40 ft.); Treasure Island (40 ft.); and Aladdin (37 ft.).

Alice and Jerry Series. Sale: Row, Peterson & Co.—SVE.
- Series correlated with "Alice and Jerry" Readers and produced in cooperation with Row, Peterson & Co., publishers. Second Grade Set (Correlating with The New Friendly Village) 5 filmstrips. $3 ea. Set: $15. Titles are: On the Sandy Shore; On the Mountains; On the Great Plains; A Summer in the South; Navajo Indians.

Fourth and Fifth Grade Set (with manuals) 5 filmstrips. $3 ea. Set: $15. Titles are: Singing Wheels Part I (44 ft.); Part II (46 ft.); English Whistles (48 ft.); How They Travelled in "Engine Whistles Part I" (47 ft.); How They Travelled in "Engine Whistles Part II" (49 ft.).

- Discussional slidefilms built around a day's activities of two primary grade children in an average home and school. Titles include: Tom and Nancy Start the Day (26 ft.); The Safe Way to School (25 ft.); A Busy Morning in School (24 ft.); Lunch and Play at School (25 ft.); The Birthday Party (25 ft.); Fun at Home (25 ft.).

Basic Reading Series (3 Parts). Sale: Laidlaw—SVE.
- The three parts, based on Laidlaw Basic Readers, are reading sets for First, Second and Third Grades, colorful original drawings (one filmstrip b/w) also for use with other basic reading programs.

First Grade Reading Set. 8 filmstrips (7 color, 25 ea., 1 b/w, $8; Set: $38.50). Titles are: We Go to School (40 ft.); Reading Readiness Skills Development (b/w only, 48 ft.); We Learn to Read (37 ft.); Up the Reading Road (27 ft.); On the Way to Story Land, Part I (41 ft., picture experiences); On the Way to Story Land, Part II (41 ft.); Three Bears—Three Billy Goats; Making Story Book Friends Part I (41 ft.); The Bee and The Goats, The Timid Rabbit, The Mouse Sisters; Making Story Book Friends Part II (41 ft.); The Gingerbread Man, The Camel and the Pig, Red Hen and Sly Fox, Peter Rabbit, Mr. and Mrs. Robin, Peterkin, the Little Chicken.

Second Grade Reading Set: 5 filmstrips in color, $5 ea. Set with captions and subtitles $24). Titles: Stories We Like, Part A (42 ft.); A Camping Trip, A Trip to a Circus; Stories We Like, Part B (42 ft.); A Fat Dog, Indian Boy's Adventure in the Woods, A Boy's Trip to Fairyland; Stories We Like, Part C (43 ft.); Foolish Man and His Donkey, The Green Goose, The Greedy Goose, The Three Little


Beginning Nature Study Series (7 filmstrips, covering 42 frames ea.) Color. Sale: $5 ea. Set: $36.25; SVE.
- Series showing natural habitat of more common birds, insects, animals, and wild flowers—designated for Primary and Intermediate level. Titles are: Birds of Our Community (59 ft.); Bird and Animal Babies (32 ft.); Farm Animals and Pets (34 ft.); Homes of Birds (27 ft.); Animals of the Zoo (31 ft.); Wild Flowers Everyone Should Know (37 ft.); and Backyard Insects (31 ft.).

Three Bears: Little Black Sambo: the Rumplestiltskin.

- Series available Nov. 1, 1951, introduces elementary classes to the following: (1) how Christmas trees are grown; (2) how children and animals, preventing trees and conserving soil—designated for Primary level. Titles are: Sonny Squirrel and the Pine Trees; The Deer and the Haysix; A Picnic for Dick and His Friends; The Lamb and the Bluebells; Susan and the Forest Fire; and The Muddy Raindrops.

Country Field Trips Series 17 filmstrips Color. Sale: $25 ea. Set: $332.25; SVE.
- Showing effects of seasonal changes on living habits of plant and animal life and activities of people—designated for primary through senior; high school levels. Titles are: A Trip to the Autumn Woods; Plants and Animals in the Spring; Winter in the Country;
- Summer on the Farm.

- Leading incidents told by captioned cartoons in series produced by Visual Education, Ltd., London. Titles are: Jock and the Beanstalk (40 ft.); The Three Bears (58 ft.); Tom Thumb (32 ft.); Snow White and the Seven Dwarfs (40 ft.); Alice in Wonderland (41 ft.); Hansel and Gretel (41 ft.); Cinderella (43 ft.); and Puss in Boots (37 ft.).

- Three filmstrips in full color which show (1) The First Christmas according to St. Luke and St. Matthew, photographed from miniature figures, and sets; (2) how Christmas is celebrated here and in other parts of the world, and the real significance of Christmas; and (3) a visualization of the famous poem capturing the gay spirit of Christmas. Strips are sold separately or in a group. Apply for price.

- Explains the changes that occur in nature throughout the year. Titles include: Nature (23 frames); Trees and Flowers (28 frames); Work in the Four Seasons (24 frames); and Animals (26 frames).

Golden Book Series Set 11-8 filmstrips. Color. Sale: $23.75 set, $3.90 each; YAF.
- Titles include: Duck and His Friends (27 frames); The Happy Man and His Dump Truck (26 frames); How Big (25 frames); Our Puppy (23 frames); Little Feewee the Circus Dog (32 frames); The Big Brown Bear (29 frames); The Little Trapper (21 frames); The Big Brown Bear (29 frames); Busy Tommy (28 frames).

(Continued on the Next Page)
NEW FILMSTRIPS

Golden Book Series Set #4 (8 filmstrips)
Color. Sale: $23.75 set. $3.90 each; YAF.
• Titles Include: Circus Time (35 frames); The Color Kittens (33 frames), Fix It. Please (33 frames); The Fuzzy Duckling (25 frames); Katies the Kitten (29 frames); The Seven Sneezes (38 frames); We Like to Do Things (43 frames); A Year on the Farm (38 frames).

Golden Book Series Set #4 (8 filmstrips), each 30-35 frames Color. Sale: $23.75 set, $3.90 each; YAF.

Growing Up (6 filmstrips, series total) 150 fr.
Color. Sale: $25; Pop. Sci.
• A new strip due cut in fall 1951 which describes everyday activities of children in their relations with each other, their parents, friends and neighbors.

Little Cotton Tail Series No. 2. (8 filmstrips)
Sale: $4 ea.; Still Film.

Stories About Pets—6 (6 filmstrips) Co.or.
Sale: Curriculum.

Intermediate Grades

Art & Crafts

Art & the Crafts Series (7 filmstrips). Sale: $3.25 ea.; Series $21; SVE.
• Series dealing with handicraft as hobby and creative art—designed for Intermediate, Junior and Senior high school levels.

Titles are: Art is Everwhere (74 fr., based on book "Art for Young America" by Nicholas Iolas, Trilling, Lee and Stephan); Ceramics (60 fr., based on book "Creative Ceramics" by Katharine Morris Lester); Leatherwork and Whittling (47 fr., based on books "Let's Whittle" by LeRoy Pyn. Jr., and "Applied Leathercraft" by C. H. Groneman); American Braiding Craft (58 fr., based on book "Palmieto Braiding and Weaving" by Viva Cook and Julia Sampley); Native Crafts (48 fr., based on book "Use of Native Craft Materials" by Margaret Eberhardt Shanklin); You Can Make Jewelry. Part I (42 fr., based on book "Cabochon Jewelry Making" by Arthur and Lucille Sanger); and You Can Make Jewelry. Part II (41 fr.).

• This series is a visualization of the greatest artists that the world has known and their major works. Michelangelo. Raphael. Leonardo Da Vinci. Durer. Daumier. Cezanne. Japanese and Chinese Art and Greek Art and Artisans are presented in 8 of the strips.

Titan. The (Filmstrip) Sale: single frame, 45; double frame, 36; 2"x2" slides, 27.50: Budek.
• Story of Michelangelo, adapted from the recent motion picture, presenting in chronological order pictures of his more important creations. For students of art history and appreciation, and for general history, geography, language, literature and religion classes.

Classroom Crafts—8 (8 filmstrips) Color. Sale: Curriculum.

• The five series are designed not only for classes in art history and appreciation but as background material for students of general history, geography, language, literature and religion. The five series and titles under each follow. . . .

Series I: Ancient Art: Babylonian and Assyrian Art: Egyptian Art. Part I: Architecture; Part II: Sculpture and Painting; Greek Art. Part I: Pre-Classic; Part II: Classic and Hellenistic; Roman Art . . .
Series II: History of Art from Constantinople to About 1400: Early Christian. Byzantine and Migration Art: Mosaics and Frescoes from the IV to the XIII Centuries; Architecture and Sculpture of the Early Middle Ages; Architecture and Sculpture of the Late Middle Ages; Illuminated Manuscripts: Painting of the Late Middle Ages. . . .
Series V: General Art Appreciation: The Cathedral of Notre Dame at Reims; The Cathedral of Notre Dame at Chartres; Architectural Styles: The History of Costume from the Year 1000 until 1900; The Treasury of the Siphnians in Delphi: Sports and Games in Ancient Olympia.
Producing a Play Series (7 Filmstrips) Color. Sale: $3.75 ea.; Set $19.75; IFB.
• Series made through motion picture series of same series title—designed for Junior and Senior high school and College levels. Produced at Goodman School of Drama. Art Institute, Chicago, with Dr. Gesnein, for release in late October, 1951. Titles are: Designing a Set (26 fr.); Acting Problems (23 fr.); Make-up for Girls (26 fr.); Straight Make-up for Boys (20 fr.); Character Make-up for Boys (23 fr.); Managing a Show (27 fr.); and The Stage Manager (24 fr.). (See motion picture listing of same series title, released Sept. 15.

Intermediate Grades

Geography

Americans at Work Series (8 filmstrips) Sale: EBF.
• Series covering eight fields of outdoor work for all grade levels. Titles are: Wheat Farmer; Corn Farmer; Truck Farmer; Irrigation Farming; Orange Grower; Cattleman; New England Fisherman; and Shell Fishing.

Century of Progress—Agriculture (39 filmstrips) Sale: $3: BIS.
• This filmstrip tells the story of British agriculture over the last hundred years. It shows early farming scenes, the introduction of steam power to the land, the coming of tractors and so to the combined harvesters. The progressive status of the agricultural workers is traced.

Children of Latin America—6 (6 filmstrips, each 40 fr.) Color. Sale $30 set, 36 each: YAF.
• Contemporary stories of life in other countries. Titles include: Vocation on the Pampas (Argentina): Chico Learns to Read (Brazil): Jose Harvests Bananas (Guatemala): Market Day at Cusco (Peru): Fiesta Day (Mexico): Silver Studded Belt (Chile).

Children of the Orient—6 (6 filmstrips, each 40 fr.) Color. Sale $30 set, 36 each: YAF.
• Contemporary stories of life in other countries. Titles include: Koko of the Philippines, Ali of Saudi Arabia, Selim of Egypt.

SEE AND HEAR
A Valencia farmer is ready to plow for wheat. Maize is also an important crop.

"Spain" in the "Land & Peoples Series"

Land and Its People: Italy—The Land and Its People: Ireland; Spain; Switzerland, etc. Major Cities of the United States Series 5 films: Sale: $3 ea.; Set: $15.50; SVE.

Relationships between industries and geographical locations—designed for intermediate junior and senior high school levels. Titles are: Major Cities of Western United States: Middle West; South; Eastern United States; and Washington, D.C. National Parks of the United States Series 14 films: Color. Sale: $5 each; Set: $18.50; SVE.

Highlighting unusual formations in wild areas, recreation facilities, and entertainment. Titles are: National Parks of the Southwest United States; National Parks of the Northwest United States; Yellowstone National Park; National Parks and Monuments of the Eastern United States.

North Wales—(35 fr.) Sale: $3; BIS.

Photographing the beautiful district of mountains and lakes, this ancient land in the north of Wales is made into a national park.

Our South American Neighbors Series 8 films: Sale: BIS.

Series showing life and customs in lands to the south. Titles are: Argentina, Brazil, Chile, Curacao, Colombia, and Venezuela. For all grade school levels.

Some Islands and Countries of the Western Hemisphere Series 9 films: Sale: Color. Eye Gate.

This filmstrip series carries the theme of a "good neighbor" policy for the countries of South America. Subjects covered are: Brazil, Honduras, Guatemala, Haiti, Puerto Rico, Panama, Mexico, Cuba, and Salvador.

Spas of England—(40 fr.) Sale: $3; BIS.

Details of some of the most famous watering places in England some dating back to Roman times.

Then and Now in the United States Series Two groups of 6 filmstrips each: Color. Sale: Silver Burdett.

First series in a basic Intermediate grade level program. Each filmstrip takes up one region, its assets and handicaps, how men have used the resources, and how past explains present-day life. . . . Titles in Group One: In New England; Along the Main Street of the East; In the Appalachian Mountains; On the Great Lakes Waterway; In the Corn Belt; In the Midwest Dairy Land. Titles in Group Two: In Florida; In Texas; In the Valley of the Tennessee; In the Cotton Belt; On the Mississippi River (selective title); In the South Atlantic States (selective title); Group Three is to be announced.

Clarence W. Seashore, author of the Silver Burdett world's program. Man in His World is the author of these filmstrips. A distinguished geographer and teacher; and a photographer in his own right, Mr. Seashore has brought scholarship, field experience and knowledge of the classroom into this visualized series.

Key to Material Sources Principal sources of all materials listed, keyed to abbreviations, are given at the end of this section.
NEW FILMSTRIPS


• A study of the influences of the Middle Ages has had on the present times. Titles include: Castles. The Walled Town—Carcassonne. Cathedrals. Monastery Life. The Bayeux Tapestry. Heraldry. Festivals.


Old World Background—(5 filmstrips) Sale $12.50 set, $3.00 ea. Assn.

• Illustrations of old world life, with the art work of the great masters reproduced, and the structures and architecture of past ages shown. Titles include: No. 1—Picture Stories of Ancient Egypt; No. 2—Picture Stories of Ancient Greece; No. 3—Picture Stories of Ancient Rome; No. 4—Picture Stories of Knights and Castles; and No. 5—Picture Stories of Monastic Life.

Story of Egypt Series (5 filmstrips averaging 43 frames) Sale: $3.50 ea.; Set $16.25; SVE.

• Photographs of region, maps, museum specimens and diagrams dealing with life in ancient Egypt. Intermediate, Junior and Senior high school levels. The titles are: Life in Ancient Egypt (55 fr.); Egyptian Arts; The Egyptian Mummy (61 fr.); Egypt in the Time of Exodus (58 fr.); and The Pyramids of Egypt (62 fr.).

European History

Cinque Ports—(40 fr.) Sale $3: BIS.

• Centuries ago, five towns banded together for the purpose of Anglo-Saxon defense. Today, Winston Churchill holds the lifetime post of "Warden of the Cinque Ports.

English Cottage—(41 fr.) Sale $3: BIS.

• The old and the new versions of the traditional cottages of England are presented, and their architecture and construction explained.

English Manor House—(39 fr.) Sale $3: BIS.

• A camera record of the old and beautiful houses for which England is famous, including Hatfield House, once the home of the Tudor Queen Elizabeth.

Hampton Court Palace—(29 fr.) Sale $3: BIS.

• The camera travels around the famous old Tudor house, then on to the newer Sir Christopher Wren buildings.

History in Stones—(56 fr.) Sale $3: BIS.

• Here is the ancient history of Britain written in the stone structures still standing. Crammed they may be, but the stories are there, some of them dating back to the Norman Conquest.

Houses Parliament—(30 fr.) Sale $3: BIS.

• Scenes from the power behind the throne, the House of Lords, The House of Commons, and other historic spots.

Key to Material Sources

Principal sources of all listed materials appear at the end of this special section.


• Two parts show Napoleon's campaign against Russia and his retreat. Part I (50 fr.). Napoleon's background. River Niemen crossing. retreat of Polois. retreat of Russians. burning of Moscow. Part II (56 fr.). Napoleon's army leaving Moscow. Bere- sina River battle. Napoleon's departure for Paris.


• Ages ago man began to govern, first by the law of the strongest. Down through the centuries, he has been guided by the wisdom of the past joined with the present. Titles in this series include: Prehistoric Man—Down of Civilization. Egypt—Land of the Nile; The Early Nations of Southwestern Asia; The Glory That Was Greece: The Grandeur That Was Rome; The Nations Arise—The Dark Ages; Man Achieves New Freedoms; The Rebirth of Learning—The Renaissance; and Age of Exploration.

The Royal Family—(38 fr.) Sale $3: BIS.

• The not-so-private life of Queen Elizabeth and King George is visualized.

Tower of London—(27 fr.) Sale $3: BIS.

• Through the ages this has been the scene of the good and evil passions of men. The camera records its picturesque high spot.

Windsor Castle—(28 fr.) Sale $3: BIS.

• A camera record of the home of kings.

Yorkshire Moors and Dales—(40 fr.) Sale $3: BIS.

• Soon to be made into a national park, this area is famous in history and beauty.

U. S. History

Great Explorers Series #1—(6 filmstrips, each 40 frames) Color. Sale $30 set, $6 each: YAF.

• Each is an accurate reflection of the life and history of that day, recreating the dramatic story of the great explorer and his contributions to U. S. history. Titles include: Marco Polo. Cortez. Marquette. Magellan. Cabot. Lewis & Clark.

Our Flag Series—(6 filmstrips, each 40 fr.) Color. Sale $16.50 set, $6 each: YAF.

• Designed to give an appreciation and understanding of the history of our flag and our national anthem, and to illustrate and explain some of the most important ways in which we respect and honor the flag. Titles include: The History of Our Flag. Flag Etiquette, and The Story of Our National Anthem.

Stories of Great Americans Series (In 2 sets, each 5 filmstrips) Color. Sale: each filmstrip $5. set of 5, $23.75: SVE.

• Authentic material on significant events in lives of American leaders—designed for Intermediate and Junior high school levels...

Titles of Great American Presidents Set: Story of George Washington; Abraham Lincoln; Andrew Jackson; Thomas Jefferson; Theodore Roosevelt...

Titles of Great American Frontiersmen. set, available Nov. 1, 1951: Story of Daniel Boone; David Crockett; Kit Carson; Brigham Young; and Buffalo Bill (William Cody).

Intermediate Grades

Science

Anatomy of the Earthworm—(31 fr.) Sale $2: UWF.

• Filmstrip shows organs and describes principal parts of the earthworm and the functions of each.


• A presentation of the main ways in which animals build or find their homes, going from the familiar to the unfamiliar. Titles include: Nests. Caves. Burrows. Hollow Trees. Lodges. Insect Communities.

Animals and Their Ways—(9 filmstrips) Color. Sale $22.50 set, 84 ea.: Eye Gate.

• Illustrations, presenting some elementary facts about animals. Titles include: Animal Babies and Families (27 fr.) Animals Struggle to Live (26 fr.) Insects and Their Way of Life (27 fr.) Animal Pets (26 fr.) Animals of Far-Away Lands (26 fr.) We Protect Animals (26 fr.) Animals Fit Themselves to Their Surroundings (26 fr.) Animals of Our Continent (26 fr.) Care of Animals (26 fr.).


• An explanation of how animals are protected from the elements and from their enemies. Titles include: Body Covering. Protective Coloring. Using Protective Coloring. Protective Weapons. Protective Behavior.

Basic Biology Series (6 filmstrips) Color. Sale: $5.50 ea.; Set with manual for each filmstrip, $30: SVE.

• Showing structure and classification of plants, trees and flowers—designed for intermediate. junior and senior high school levels. Available Nov. 1. Titles are: What Makes Up a Flower Family; Structure of Flower Plants; Identifying Parasitic Plants; Plant and Animal Life under the Sea; The Kinds of Plants; Life of a June Bug and a Cicada.

Basic Nature Study Series (10 filmstrips) Color. Sale: $3.50 ea.; Set $44.50: SVE.

• Color photos of living specimens and illustrations identify common birds, insects and reptiles and their habitats—designed for intermediate, junior and senior high schools. Titles are: How to Recognize Birds; How Birds Are Fitted for Their Work; How Insects Live and Grow; How to Identify Moths and Butterflies; Life Cycle of the Monarch Butterfly; Life of the Honey Bee; Frogs. Toads and Turtles and How They Grow; Snakes and Lizards You Should

SEE and HEAR

Conserving our America Series (3 sets of filmstrips) Color. Sale: SVE.
- Series emphasizes need for conservation and development of soil, wildlife, forests and farm ponds—designed for intermediate, junior and senior high school levels.


Elementary Science Series (6 filmstrips, each 40 fr.) Color. Sale $30 set, $6 each: YAF.

- Two new visual reference packages, each a package containing a copy of the 157-page book and four filmstrips in color reproducing the illustrations contained in the book. The two Guides are: American Birds (112 paintings. $16.50, and American Wildflowers (134 paintings, $16.50).


- Shows what the body does with carbohydrates, proteins and fats. Depicts the role of minerals in the diet. Illustrates the food sources of vitamins and explains the work of the vitamins in the body.

Introductory Physiology Series—(9 filmstrips, each 40 fr.) Color. Sale $39.50 set, $5 each: YAF.

The Life Span—(3 filmstrips, series total 150 fr.) Color. Sale $19.50 set, $6.50 each: Pop. Sci.
- Discusses the subject of change in living things. Titles include: Plants and Animals Change; (Boys and Girls Change; Individuals Change. Correlated with Singer "How and Why" Science texts.


Science Series—(5 filmstrips, 5 color. 1 black and white) Sale: $4 ea.: b&w $2; Set $22: Stillfilm.
- Series showing common varieties of birds, dogs and spiders, designed for elementary grade levels. Titles and number of frames (pictures and titles): How to Obedience—Train Your Dog (48); Dogs (55): Shore Birds (52); Game Birds (52): Western Mountain Birds (52); Tropdrop Spider (38). (Final title is b-w: preceding 5 are in color.)

Intermediate Grades

Arithmetic

Adventures with Numbers—(6 filmstrips, series total 284 fr.) Color. Sale $21.50 set, $6 each: Pop. Sci.
- Utilizing a functional approach to teach children how arithmetic principles and processes grow out of the needs of daily life. Titles include: Making Change: Two Figure Divisors; Zero in Multiplication; Meaning of Decimals. Dividing with Decimals. Dividing a Whole Number by a Fraction.

Fraction Series (8 filmstrips) Sale: $3.25 ea. with captions: Set $24: SVE.
- Series explaining basic concepts, with scenes in SVE "Fraction Series" mathematical operations related to real objects—designed for intermediate, and junior high school levels. Titles are: The Meaning of Fractions (43 fr.), denominator, numerator and terms; Changing the Terms of Fractions (41 fr.) to highest, lowest, and lowest terms; Adding Like Fractions and Mixed Numbers (43 fr.), identifying like and proper fractions and mixed numbers; Subtracting Like Fractions and Mixed Numbers (33 fr.), finding common denominator, changing unlike to like fractions: Subtracting Unlike Fractions and Mixed Numbers (45 fr.), common denominator uses Multiplying Fractions and Mixed Numbers (63 fr.), steps and types: Dividing Fractions and Mixed Numbers (44 fr.), using concrete objects.

Character Building

Manners Make a Difference (9 filmstrips) Color. Sale: Eye Gate.
- Codes of manners have been developed for the protection of society.Courtesy, thoughtfulness and unselfishness are objectives stressed throughout these films.

Titles are: Why Have Good Manners? Good Manners at Home; Table Manners; Good Manners at School; Good Manners on the Street and in Public Conveyances; Good Manners When Visiting; Good Manners at Play; Etc.; Good Manners at the Theatre; and Do's and Don'ts in Good Manners.

Music Appreciation

Songs to Sing Series—(4 filmstrips, each 24 fr.) Color. Sale $15 set, $5 each: YAF.
- Contains words and music to sixteen familiar songs, especially selected for group singing.

Civilian Defense

- Proper behavior to save life and property in case of atomic bomb attack—For Upper Elementary, Junior and Senior high school and College. Office of Civil Defense and Los Angeles Fire Department directed and cooperated in production.

- How to minimize effects in home from extensive fire started by enemy attack. Los Angeles City Fire Department and Office of Civil Defense directed and cooperated in production. For Upper Elementary, Junior and Senior high school and College levels.

High School (Junior and Senior Grade Levels)

Agriculture

Insect Control (41 fr.) Color. Sale: $5: SVE.
- Describing the boll weevil and 13 other cotton insects, the filmstrip also shows where to find them on the plant and how to control them.—Designed for Junior and Senior high school levels.

Selection of Breeding Stock—Beef—(2 filmstrips, total 100 fr.) Color. Sale: $12 set, $6 ea.: Pop. Sci.
- Teaches the recognition of the best (CONTINUED ON THE NEXT PAGE)
NEW FILMSTRIPS

breeding characteristics of beet leaflets and beet bulbs. Titles include: Beet Harvest. Beet Harvest, Due out in Mid-October, 1951. Selection of Breeding Stock—Hogs (2 filmstrips, total 100 fr.) Color. Sale: $12 set, 36 ea. Pop. Sci. Teaches the recognition of the best breeding characteristics of gilts and boars. Titles include: Breeding Gilts, Breeding Boars.

Soil Conservation Series (8 filmstrips) Sale: Set $21.60; ECT. Series showing why soil conservation is national and international problem and presenting solutions—for High School and College levels. Titles are: How Long Will It Last?; How Soil Is Formed; Plant Life and the Soil; Water and the Soil; Animal Life and the Soil; Minerals in the Soil; How Man Has Used the Soil; and How Man Conserves the Soil.

Character Building

Etiquette Series #2, Sale. McGraw-Hill. Rules of social conduct are shown as easy, the following of them fun. Shows that the socially adept young person can be unself-conscious and assured. Series of filmstrip includes: Table Setting (32 frames); Perfect Party (33 frames); Public Appearance (33 frames); Away From Home (40 frames); Developing Social Maturity (31 frames).

Scene in “Story of Growing Up”

Teen Age Social Relations Series (5 filmstrips, one in color). Sale: b&w ea. $3; Color $5; set $17. SVE. Basis for discussion of dating, marriage and sex—designed for Junior and Senior high school levels. Titles are: Boy Meets Girl (42 fr. early problems of dating); Boy Dates Girl (40 fr., how to ask when to do, going steady, petting); Boy Marries Girl (40 fr., important factors to consider for happy marriage); Being Sensible about Sex (38 fr., how sex deepens emotional life); The Story of Growing Up (color, 58 fr., development and functions of reproductive system).

Home Economics

Consumer Education Series (6 filmstrips, each 40 fr.) Sale: $16.50 set, $3.50 each. YAF. To help people make more intelligent choices when buying fabrics and ready to wear garments; explains the function and operation of a typical retail clothing store.


Scene in SVE’s “History of Fashions”

Historic Costumes Series (4 filmstrips) Sale: Set $12. SVE. Series shows stages of development of fashions and was produced with cooperation from Chas. A. Bennett Co. Junior and Senior high school and College. Titles: History of Fashion in Dress—Hats, Wigs, and Hairdresses (29 fr.); Earrings, Necklaces, Collars and Cuffs (32 fr.); Hose and Shoes (31 fr.); Rings, Gloves and Fans (39 fr.).


Series showing how to obtain maximum values of scientific “deep freezing”. Titles are: What Is Sub-Zero Storage?: Obtaining Food for Sub-Zero Storage; Freezing Meat, Fowl, Fish and Game; Freezing Prepared Meals. Baked Goods and Leftover Freezing Vegetables, Fruits and Dairy Products. These can also be used as sound edie-films when accompanied by Teach-o-Disc recordings as noted above.


Language Skills

Reading • Study Habits

Better Study Habits—(6 filmstrips, each 40 frames) Color. Sale: $30 set, $6 each: YAF. Designed to overview and stress certain important study and learning skills. Titles include: Improve Your Study Habits. Improve Your Reading, Improve Your Vocabulary, Improve Your Handwriting, Improve Your Spelling. Improve Your Punctuation. Coach For Good English—(6 filmstrips, series total: 270 fr.) Color. Sale: $31.50 set, $6 each: YAF.

Develops an understanding of the various parts that make up a sentence. Titles include: Transitive Verbs and Direct Objects, Linking Verbs and Predicative Nominatives, Using Perfect Tenses; Building Sentences, Adverbial Clauses and Complex Sentences, Adjective Clauses and Relative Pronouns, Compound Sentences; General Review.

Exploring Punctuation Series—(2 sets, each 6 filmstrips) Color. Sale: Each filmstrip $5.50, Set of 6, $30; Complete set of 12, $75.50; SVE.

Animated original color sketches present fundamentals of punctuation. Titles of the Comma set (Oct. 1, 1951, release) are: In Series; In Addresses and Datives; In Direct Address, Introductory Words. Final Query, With Apposition and Parenthetical Expressions; With Clauses and Phrases; In Miscellaneous Usage. Titles of the End and Other Common Punctuation Set (available Oct. 15, 1951) are: End Punctuation; Colon and Semicolon; Parenthesis and Dash; Apostrophes and Quotations; Italic and Hyphen; Capitalization.


Instructive filmstrip to help intermediate pupils become more adept in techniques of textbook, encyclopedia and dictionary use.


Series explaining word sounds and offering exercises for identification and practice—designed for age levels from Primary through Junior high school. Titles are: Let’s Start with Key Words: Make Words Work for You: Your Eyes and Ears are Good Helpers; Vowel Sounds Help You: Test Yourself on Sounds; and Help Yourself Read.

Literature and Language Arts

English Inn—(40 fr.) Sale: $3; BIS.

Long ago, religious pilgrimages made it necessary to establish a place for travelers to rest, and so the English inn was born. Pictured are some of the most famous.

Shakespeare Country—(39 fr.) Sale: $3; BIS.

This was Shakespeare’s home, and the country he loved. Also shown are scenes of the neighboring villages, Holy Trinity Church, and the eighteenth-century Memorial Theatre.

Shirines of English Literature Series—(2 filmstrips) Sale: $3.25 ea.; Set $6; SVE.

Series depicting scenes and phases of literary England—designed for Junior and Senior high school. Titles are: Stratford on Avon with Warwick and Kenilworth (53 fr.); Old Country (53 fr.), The “King Arthur” Country and “Doone” Region (59 fr.); Cambridge; University and Town (55 fr.); Wells, Both Tintern Abbey (55 fr.); The English Lake District (53 fr.); Sove Paves to Chester (51 fr.); The “Macbeth” Country (53 fr.); Robert Burns in Alloway, Ayr and Dumfries (47 fr.); The “Lady of the Lake” Country (49 fr.); The “Scott” Country (52 fr.); Historic Edinburgh (53 fr.).
Basic Spanish Series—(2) sets of 5 filmstrips) Sale: each set $21.50.; complete set of 10 $35.50; SVE.

- Drawings illustrate basic Spanish words, phrases, idioms—designed for Junior and Senior high school and College levels for rapid vocabulary development and introduction of customs, manners and culture. Captioned in Spanish; English equivalents in following frame.

Titles of set: A187SA are: Nouns (60 fr.)
Verbs (55 fr.); Agreements (55 fr.); Idioms (55 fr.); Expressions of Courtesy (55 fr.)
Set: A187SB titles (each 55 fr.): Going Shopping; Travelling; Food and Clothing; Amusements; School.

Science

How The Heart Works—(51 frames) Color.
Sale $5. Pop. Sci.

- The production, based upon an article in a recent issue of Popular Science Monthly, covers the function of the heart, circulation of blood, chemical constituents of the blood, blood vessels and internal structures of the heart, valves, drawings, charts, diagrams and text frames are used. A teaching guide is available for instructors in general science and biology.

Distributing Electric Power—(50 fr.) Sale $3; Pop. Sci.

- Illustrates the importance of electric power in modern homes and industry. It sets up the need for understanding the basic scientific principles that underlie the distribution of power. Explains the magnetic field of magnets, and shows that electro-magnetic change is employed to mechanical energy.

Plant and Animal Life Environment Series (4 filmstrips) Color. Sale: $5 ea.; Set $19.50 SVE.

- Series shows plants' and animals' characteristics, homes and living habits—designed for upper elementary, junior and senior high school levels. Titles are: Plants and Animals of the Mountain; Of the Desert; Of Swamps and Marshes; Under the Sea.

Photographic Darkroom Procedure—#2. Sale: $3.50 each.

- Photographic instruction especially for those who have mastered the basic techniques of development and printing. Series of filmstrip includes: Advanced Production Control (50 frames); Quality Control in Negatives #1 (64 frames); Quality Control in Negatives (62 frames); Print Contrast Control (36 frames); Composition in Printing (54 frames); Spotting of Prints (58 frames); Print Presentation (59 frames).


- A series on basic mathematics correlated with Mathematics: A First Course, a text book by Rosskopf, Aten and Keeve. Series of filmstrip includes: Thinking in Symbols (27 frames); Grouping Symbols and Order of Operations (34 frames); Geometric Figures (39 frames); Measurement (36 frames); Variables and Coefficients (33 frames); Mathematics in Daily Living (28 frames).

Speech • Semantics

Communication of Ideas and Ideals Series. The 6 filmstrips) Sale: $3.25 ea. with captions; Set with captions $24; Combination with "These Untrained Tongues Series" $41.50; SVE.

- Series to help high school and college students achieve better expression. Titles are: The Relation of Personality to Communication (43 fr.); How to Read: to Understand, to Evaluate, to Use (42 fr.); How to Write: the Four Uses of Words (43 fr.); How to Converse (43 fr.); How to Prepare a Speech (43 fr.); How to Deliver a Speech (49 fr.); The Relation of Ideals to Communication (40 fr.);

How to Listen—(5 filmstrips, averaging 36 frames ea.) Sale: Set $12.50 SVE.

- Series providing definite techniques to improve listening and analysis quality of listening—designed for Junior and Senior high school and College levels. Titles are: How to Tell the Difference between Essentials and Details; How to Discover the Purpose of a Speaker; How to Tell the Difference between Facts and Opinions; Persuasion: and Propaganda.

These Untrained Tongues Series—(2 filmstrips) Color. Sale: Set with manual $19.50: Combination with The Communication of Ideas and Ideals Series $41.50 SVE.

- Series presenting origin, nature and treatment of speech defects—for teachers, parents and clinic workers. Titles are: The Nature of Speech Defects (55 fr.); How Speech Defects Develop (49 fr.); What Speech Clinics Are Doing (46 fr.).

High School Social Studies

Century of Progress—Police—(26 frames). Sale $3; BIS.

- Many changes have taken place to improve the capacity of the British police to maintain law and order, but since the formation of the organization in 1829, the conception of Police as the "servants and guardians of the people" remains unchanged.


- A teacher's manual accompanies each release in this series for high school and college levels. First filmstrip of 1951-52 series is How Strong is Russia? (57 fr.), study of economic and military strength and weaknesses of Stalin's regime. (October 1 release).

February, March and April 1951 releases of previous series (52 ea.): Two-Thirds of Mankind (53 fr.), economic problems of underdeveloped countries; 150 Million Americans—The U. S. Census (53 fr.), trends in population distribution; Our Southern Neighbors (53 fr.), economic and political problems of Latin America.


- This is the story of the dark race and their contributions to America. Also discusses their fight for freedom.


- Develops an understanding of the Constitution of the United States and its effect upon the governments and its people. Titles include: Writing the Constitution, The Legislative Branch, The Executive Branch, The Judicial Branch, The Bill of Rights and Other Amendments.


- A presentation of the reasons for the rise of inflation in the United States, the methods being used to stop the rise, and the methods used in World War II.

Taxes—Your City's Income—(34 fr.) Sale: City. Affairs.

- The story of the budget of a city, where the money comes from, how much it takes, and how the budget is prepared.

Vocations

Business Education Series—(6 filmstrips, each 40 fr.) Color. Sale $26.50 set; $5.50 each; YAF.

- Treats major topics and "trouble spots" in the training of clerical and secretarial personnel. Titles include: Proper Handling of Checks, The Secretary as a Receptionist, Files and Filing, Getting a Job and Keeping It, The Trade Acceptance, Effective Business Correspondence.

Metalworking—(4 filmstrips) Sale: $3.25 ea. Set $12; SVE.

- Demonstrates tools and procedures; produced in cooperation with Chas. A. Bennett Co., and based on book "Modern Metalcraft" by J. L. Feifer. Designed for Junior and Senior high school levels. Titles are: Laying Out Cutting, Filing and Drilling (50 fr.); Bending and "Bending Down" Metal (48 fr.); Raising and Surface Decoration (50 fr.) and Joining and Finishing Art Metal (49 fr.).

Woodworking—(4 filmstrips) Sale: $3.25 ea. Set $12; SVE.

- Series for teaching use of hand and power tools in woodworking, produced in cooperation with Chas. A. Bennett Co., for Junior and Senior high school and College. Titles are: Furniture Joinery (58 fr.), based on book of same title by W. W. Klanke; Making a Project with Hand Tools (58 fr.), based on book "Industrial Arts Woodwork ing" by J. L. Feifer; Woodworking Machines (58 fr.), based on book "Industrial Arts Woodworking"; and Safety "Know How" in the Woodshop (51 fr.).

(MORE NEW FILMSTRIPS NEXT MONTH)
**Primary Grades**

The Adventures of Willie Skunk—(10 min) Sale $45: YAF.
- Willie Skunk has more trouble, but he has a mother and family that always help him out.

Animals of the Farm—(10 min) Color $100: $55, b/w: Mahnke.
- This is a close-up of Mr. and Mrs. Riley's farm and animals, and a brief explanation of what life on a farm is like. Emphasis is placed on the usefulness of animals such as sheep, horses and cows, and the care which they require. First-second grades.

Animules—(11 min) Color, Sale $100, rental $3:50: International Film Bureau.
- Children create animals out of wire, paper and paint.

Beginning Responsibility (Taking Care of Things)—(10 min) Color $100, b/w $50. Sale: Coronet.
- This picture explains how and why children should care for things at school and at home. Persuasive means of interesting the children are discussed. Educational consultant: W. E. Young, Director, the Univ. of the State of N. Y.

Children's Tales—(10 min each) Sale: Sterling.
- Series includes: Tommy and the Atom—Tommy helps bring happiness by learning a magician's secret; The Spider and the Ant—Andy the Ant is trapped in a spider's web until Sampson the snail rescues him; Animal Land—The story of the animal population's flight to save their homes after a flood; Revolution in Teyland—One night in a toy shop when everyone comes to life; Rockabye Baby—The story of the toys who come to life to amuse a baby; The Curious Cub—A bear cub who is too curious, gets into trouble.

Creative Hands Series #2—(6 min each)
- Color, Sale $50 each, rental $2 each. Series Sale $190: International Film Bureau.
- Titles include: Loom Weaving, Making a Mask, Beginning of Picture-Making, Picture-Making at the Gong Age.

David and the Puppy. Sale: Johnson Hunt.
- Series of small boy and his first puppy—designed for primary level grade use.

Earth—(10 min) Sale $45, rental $2: Gateway.
- Discusses the natural resources in the soil of the earth, and how man and nature use them. A Primary Science Series subject.

Electricity—(10 min) Sale $45, rental $2: Gateway.
- Electricity, once a dream in the mind of one man, is here brought to us in the present vastness of its power. The picture shows through a set of experiments where electricity comes from and the things it does. A Primary Science Series subject produced by John Criswell.

Erosion—(10 min) Sale $45, rental $2: Gateway.
- Erosion is the great mover of the earth's surface, and this picture tells how the world is changing because of its ceaseless movement. A Primary Science Series subject produced by John Criswell.

Fire—(10 min) Sale $45, rental $2: Gateway.
- Fire, friend and enemy of man, is discussed from both sides—how to use it, and how to control it. A Primary Science Series subject.

Grey Owl's Little Brother—(10 min) Sale: Skibo.
- Friendship between Grey Owl, Indian tracker, and beaver; animal's habits, cutting trees and dragging them building his home. Suitable for primary level.

Hansel and Gretel—(59 min) Color, Rental apply: Austin Prod.
- In costume and with a musical score, the children's fairy tale is presented by the Children's Theatre.

Let's Paint with Water Color—(10 min) Sound. Sale: Color $100 b/w $50. Coronet.
- Three basic techniques for different effects and various ways of using water color are demonstrated, but above all the children are shown the benefits of organizing work, keeping paints and trays clean, changing water and taking care of brushes. Collaborator: George T. Miller, head of art education in Pennsylvania's department of public instruction.

Light and Heat—(10 min) Sale $45, rental $2: Gateway.
- Shows the sources of light, tells of the heat that sometimes accompanies light, and discusses the beneficial qualities of both. A Primary Science Series subject.

Not So Dumb—(9 min) Sale: Skibo.
- Skills and friendships of animals: mother bear fishes for salmon; tabby nurses squirrels with her own kittens; dog whips woodchuck; pig takes direct from Bossy. Designed for primary level.

Rhythm Is Everywhere—(10 min) Sale $55: Mahnke.
- Seven-year-old Tommy is a boy "who just can't help keeping time." As he walks along his gait changes to keep time in tune with the things which catch his attention. This is a picture to portray the rhythm to be found in experiences. First to third grade levels.

Sound—(10 min) Sale $45, rental $2: Gateway.
- An experiment shows how vibrations are created, carried and picked up by the human ear. A Primary Science Series subject.

- "Hector" and his pals, a dozen assorted canines, demonstrate the proper way to teach any dog how to do such simple things as sit up, sit down, roll over and somersault.

Two Little Raccoons—(10 min) Sale $45: YAF.
- Randy and Wilbur Raccoon, who are twins, leave home one day, and have quite a time.

Weather—(10 min) Sale $45, rental $2: Gateway.
- Reasons for changing weather are explained, and an explanation is also given of the process of forecasting weather. A Primary Science Series subject.

What Time Is It?—(10 min) Color $100, b/w $50. Sale: Coronet.
- This film uses devices in helping to teach the skills necessary to answer the question, "What time is it?"

Wonderland Tales (Series of 13 sound films; 10 min each)
- Sale: Color $112.50, b/w $45, Cornell.
- A new series of one-reel sound films produced by J. D. Trop which present stories about animals and boys and girls in simple, natural backgrounds. Presented as "ideal for children from 5 to 12 years old.

Tales include:
1. Poll and Jimmy in Wonderland
2. Bring Back My Bonnie
3. The Monkeys Meet the People
4. Pete, The Lazy Pelican
5. Keewah, The Monkey King
6. Nobody Wants Timmy
7. Little Pinky's House
8. The Sea Lion Baseball Team
9. Old MacDonald's Farm
10. Land of Real Believe
11. Five Little Pups
12. Let's Take a Trip
13. Chipper, The Squirrel

**Safety Education**

Case of Tommy Tucker—(23 min) Free loan: Modern.
- This is the story of a boy who established a safety program for his community. The practice of safety for pedestrians and motorists is discussed. Sponsored by the Chrysler Corp. as a contribution to child safety education. Suitable for primary through intermediate grade levels.

Fire! Pasty Learns What to Do—(16 min)
- A family of children rise to the emergency of a fire and do their part. They have had lessons in fire prevention in school.

Live and Learn—(13 min) Sale $50: Sid Davis.
- A picture on safety, encouraging children to think while at home and at play.

Mary Learns Her Traffic Lesson—(6 min)
- Color $112.50, b/w $45. Sale: Cornell.
- Puppies Mary and her little lamb almost get run down on the way to school. They learn traffic safety and are careful on the way home.

Safety On the School Bus—(10 min) Sale $45: YAF.
- Safety and good behavior rules for those who ride the school bus.

**Intermediate Grades**

**OUR WORLD**

British Columbia—(22 min) Color, Sale: $180: Hoeblor.
- Shows highlights of Canada's Pacific Gateway—designed for elementary level. Winner of award at Cleveland Film Festival for "best of class" in travel films group.

SEE and HEAR
The Clouds Above—Color and b/w. Sale: Bailey.
• Different types of clouds mean different types of weather, and when the rain follows the sun, a new set of clouds have moved in. That is the story told in this film.

Greek Children (15 min) Sale: $70.00. EBF.
• Daily activities of boy and girl of Galatia, fishing village; chores of girl and womenfolk; shepherd teaching boy to play flute; trip to Athens—scenery about Acropolis. Designed for primary and intermediate levels. Collaborator: L. S. Stavrianos, Northwestern University.

Return of the Buffalo (10 min) Sale: $5.00.
• Use as food and clothing supply source by Indians; slaughter for sport by white men; joint efforts of U.S. and Canadian governments in establishing preserve areas to avert extinction.

Maps Are Fun—(10 min) 16mm. b/w or color.
Purchase: Coronet.
• An experienced cartographer helps two boys prepare a map and explains to them the uses of legends, scales, grids, colors and map types. (Collaborator: Viola Thea
ton, Ph.D., associate professor of education, Northwestern University.)

Salmon, Life Cycle of the Sockeye (11 min)
Sale: Color $20.00; b/w $4.50 guide. Hoef
er.
• Colorful story of a main source of food supply—designed for elementary level classes.

South Pacific Island Children (10 min)
Color, Sale: $100.00. EBF.
• Family life in Viti Levu. Fiji islands—fishing, attending school, gardening, constructing house; importance of coconut; palm to islanders; leacht and dance. Designed for primary and intermediate levels. Collaborator: Donald Collier, Chicago Natural History Museum.

OUR OWN U. S.

Communications and Our Town—(10 min)
Sale: $55.00. Mahnke.
• This is the story of the many forms of communication available in "our town" and how communication ties a community together, giving them experiences in common. Third to fifth grades.

Behind the Scenes at the Airport—(10 min)
Sale: $5.00. Mahnke.
• This film shows what occurs in the little-known, highly-organized work behind the scenes and hangs doors marked "No Ad
mittance... Employees Only." Ray, an eight-year-old boy, is taken on a tour of the airport by the pilot, to show him that airline operation is not easy. Third to fifth grades.

Fred and Billy Take An Airplane Trip—(10 min) Color $100.00, b/w $50. Sale: Coronet.
• We join the children as they take an airplane trip from Chicago to New York. The picture moves from airport to airport, telling how the trip is being conducted, and comparing air and ground views.

Our Constitutional Government—(18 min)
Sale: $75.00. Cornell.
• Grade school level account of government—its foundations, agencies and how it helps us live together.

Our Country's Flag—(410 min) Color $100.00, b/w $50. Sale: Coronet.
• This film explains the meaning of the flag, its symbolism, and why it should be respected. The rules of respect to the flag are reviewed and clearly explained.

• The camera follows a letter dropped in a mailbox, through all its processes of being sent on its way to some distant point.

Postal Service: Parcel Post—Color and b/w.
Sale: Bailey.
• A trip with a package, telling the behind the scenes story of the work involved in delivering a package to its address.

GENERAL SCIENCE

Physical Geography Series—(5 films). Sale: UWP.
• Abstract concepts are demonstrated by animated diagrams. Titles: Latitude and Longitude—3 min explained by lines imposed upon a transparent globe, color $30.00, b/w $45. Great Winds—General Distribution (10 min), location of principal pressure areas, color $100.00, b/w $50. Great Winds—Distribution of Pressure and Winds, principles of the circulation of air, color $100.00, b/w $50. Day and Night (3 min), a rotating globe explaining the causes, b/w $45. Introduction to Map Projection, using a transparent globe, color $100.00, b/w $35.

The Earth and the Sun's Rays (Distribution of Insolation)—(5 min) Sale: $55.00. UWP.
• Explains the effect of sun-heated atmosphere that surrounds the earth; relation to earth's temperature. Another recent addition to United World's Physical Geography Series.

The Importance of Water—Color and b/w. Sale: Bailey.
• The immense job of controlling water, and channeling it where needed is told in this film.

The Seasons (Revolution of Earth Around the Sun)—(10 min) Sale: $50.00. UWP.
• Explains with animated diagrams, causes of seasons as earth revolves about the sun. Recent addition to Physical Geography Series noted above.

The Story of a Frog—(13 min) Sale: $60.00. UWP.
• This is an overall study of habitat, characteristics, body parts and function.

Measuring Temperature—(10 min) Sale: $45.00. YAF.
• Using the thermometer as its example, this film introduces the principal of contraction and expansion. Shows how liquid and metal thermometers work.

What Makes Things Float—(10 min) Sale: $45.00. YAF.
• Sometimes things float in water, sometimes they don't; here are the answers.

GUIDANCE

Discussion Problems: The Other Fellow's Feelings—(10 min) Sale: $45.00. YAF.
• A discussion film dealing with the everyday problem of teasing or ridiculing that is prolonged to the point where it does serious damage to someone's feelings.

MOTION PICTURES

Discussion Problems: Other People's Property—(10 min) Sale: $45.00. YAF.
• A discusstonal film on the problem of damage to school property. Three boys start out on a prank, but it "snowballs." Far beyond their original intentions.

Discussion Problems: The Outsider—(10 min) Sale: $45.00. YAF.
• This motion picture dramatizes the problem of a young girl who feels that she is rejected by her school group. Points the way for a discussion of the mutual responsibilities of the individual and the group in such situations.

How Friendly Are You?—(10 min) Color $100.00, b/w $50. Sale: Coronet.
• This motion picture shows the value of being friendly and encourages the broadening of one's range of friends. Friendliness is a two-way proposition involving generosity, consideration, and a sincere interest in other people.

It's Fun To Read Books—(10 min) Color $100.00, b/w $50. Sale: Coronet.
• The importance of developing an attitude that will lead to habits essential to the development of reading, is discussed in this picture.

It's Your Library—(10 min) Sale: $55.00. Mahnke.
• This is the story of Dick, who returned a book for his mother and found a whole new world of interest in the library. Third to fifth grades.

Good Eating Habits—(10 min) Sound. Sale: Color $100.00, b/w $50. Coronet.
• Eat slowly, chew foods slowly, avoid excessive sweets, especially after meals, and eat what is served, if you would avoid becoming ill as Bill did. That's the text of the film, which Clifford J. Barbiara, M.D., of Northwestern University Medical School helped prepare.

Good Table Manners—(10 min) Sound. Sale: Color $100.00, b/w $50. Coronet.
• Attitude, reflected in courtesy, consideration for others, and common sense, tells the story of a boy and girl who dines out as young men at 21. Dr. Margaret Justin, dean of the school of home economics of Kansas State College, collaborated.

Right or Wrong? (Making Moral Decisions) — (10 min) Color $100.00, b/w $50. Sale: Coronet.
• This is a picture to arouse a feeling-thinking condition in the minds of viewers. There are moral decisions involved which help the audience understand their own problems.

NATURE STUDY

Elk For The Future—(20 min) Sale: Color. $107.00, b/w, $55.00. Wild Life.
• Crimes committed in past against king of the North American game animals; how detection of a few men has achieved comeback—designed for all age levels.

Field Trip to a Fish Hatchery—(10 min) Sale: Color $100.00, b/w $50. Sale: Coronet.
• A class takes a film field trip to a fish hatchery and discovers the answers to the following questions: "Why do we have fish hatcheries? What do they look like? What happens there? How do fish live?"
MOTION PICTURES

Song Birds of the North Woods—(10 min) Color
Sale: Skibo.
  • Habits and calls of birds of the Adiron-
dacks: loon, white-throated sparrow, hermit
thrush, magnolia warbler, scarlet tanager,
goshawk, woodpecker and chicadee—des-
digned for primary and intermediate levels.
Collaborators: Arthur A. Allen and Albert
R. Brand, Cornell University.
Nature's Songsters—(10 min) Sale: Skibo.
  • Habits of American birds: snowy white
heron, wood thrush, snowy plover, hum-
ming bird, eagle, burrowing owl, marsh-
hawk, mocking bird, mourning dove—des-
digned for primary and intermediate levels.
Directed by Arthur Allen, Cornell Univer-
sity.

MAPS

Global Concepts in Maps—(10 min) 16sd.
b/w, or color. Purchase: Coronet.
  • Globe representations in map-making and
the functions of projections and dis-
tortions. A simple demonstration of great
circle routes on a polar projection intro-
duces cylindrical, conical and perspective
projections, with a summary of the prac-
tical uses of each. (Collaborator: Erwin
Raiz, Ph.D., Institute of Geographical Ex-
ploration, Harvard University.)
Maps and Their Meaning—(14½ min) Color.
Sale $115, rental $6: Academy.
  • Shows meaning of various color zones
on a Physical Map and gives examples of
the ones found in each of these
zones. Rainfall, altitude and latitude are
also discussed.
Maps and Their Uses—(10 min) Sound.
Sale: Color $100, b/w, $50. Coronet.
  • Special purpose maps and their sym-
bols provide the subject matter, on which
Erwin Raiz, Ph.D., of Harvard University
collaborated. A scale of distances, a grid
and a legend are described, followed by
the uses of contour maps.

U.S. Geography

Bryce Canyon National Park—(5 min) Color.
Sale $45, b/w, $25: Barr.
  • Picture shows some of the unusual fea-
tures of the park, and tells of the way
the forces of nature have worked in the past.
Exploring Old St. Augustine—(10 min) Color
$125.50, b/w, $45. Sale: Cornell.
  • Travelogue on the oldest city in the
United States.
Geography of New England—(10 min) Color
$100, b/w, $50. Sale: Coronet.
  • A presentation of some of the history,
economy and culture of the area. Also dis-
cussed are the effects of glaciation; special-
ized industries, and the distribution of popu-
lization.
Geysers and Hot Springs—(11 min) Color.
Sale $30, b/w, $45: Barr.
  • Picture tells the story of geysers and
hot springs, and their connection with vol-
canism.
Lassen Volcanic National Park—(5 min)
Color. Sale $45, b/w, $25: Barr.
  • Picture shows some of the unusual fea-
tures of the area, and tells how the forces
of nature have worked in the past.
New Orleans, The Gay City—(10 min) Color
$125.50, b/w, $45. Sale: Cornell.
  • Travelogue of New Orleans, showing
parades, scenes of the old city.
Zion National Park—(5 min) Color. Sale $45,
b/w, $25: Barr.
  • Here are some of the unusual scenic
features of the area, and the story of how
nature did the job.
CANADA

Peace River—(20 min) Color. Sale $150,
rental $37.50, Coronet NFB.
  • This is one of the tributaries of the
Mackenzie River. The land was opened
up and explored, and is now settled by
thousands of homesteaders from North
America and Europe. The old and the new
are united here.
The Rising Tide—(30 min) Sale $90, rental
$45: Coronet NFB.
  • The once poor fishermen of the Canadi-
an provinces now have a better standard
of living because of the growth of coopera-
tives.
Saint John Valley—(22 min) Sale $60,
rental $3: Coronet NFB.
  • A trailer through the valley of diur-
atic part of the country, and catching
the highlights of people and industry.

Latin America

Mexico

La Paz—(12½ min) Color. $75, rental $3.50,
b/w, $17.50, rental $2.50: Courneyea.
  • A travelogue of Mexico, highlighting their
unique geographical and historical features.
Mexican Agricultural Program—(20 min)
Color. $3 Service Charge: Assn.
  • This film shows U. S. and Mexican sci-
entists working with farmers in developing
new seed strains, and in other experimental
testing. It is the story of agricultural ex-
erts educating the farmers.
Cuba

The Pearl of the Antilles, Cuba—(10 min)
Color $125.50, b/w, $45. Sale: Cornell.
  • Views and studies of Cuba, showing
fertile soil, churches, tobacco, sugar and fruit
growing.

Guatemala

Guatemala. Land of Loons—(30 min) Color.
Sale: Allen-Moore.
  • Authenticated story of fabrics, how
loomed; historical and cultural backgrounds
of localities where itinerant buyers acquire
them; native marimba band music. De-
signed for intermediate and junior and sen-
tor high school levels.

Peru

Lima—Capital of Peru—(10 min) Color.
Sale $25: Pan Am. Union.
  • A travelogue through the city of Lima.
Peruvian Archaeology—(10 min) Color. Sale
$60: Pan Am. Union.
  • This film shows the ruins of five periods
of Peruvian archeology.
Republic of Peru—(10 min) Color. Sale $65:
Pan Am. Union.
  • The camera travels thru the major cities
of Peru, telling the story of the geography
of the country and some of its history.

Key to Material Sources

Principal sources of all materials listed in
these pages, keyed to abbreviations at end
of first paragraphs, appear at close of this
Annual Fall Inventory section.

Western Europe

BRITISH ISLES

A City Speaks—(69 min) Sale $150, Rental
$6: BIS.
  • Film reviews the history and post ac-
complishments in the development of Man-
chester, England as a city. It also presents
the problems of Manchester following World
War II.
The British Isles—(10 min) Color $100, b/w,
$50. Sale: Coronet.
  • Shows how the people of the British Isles
have made such good use of their limited
space and resources, and how they have built
their islands into one of the great centers of
world shipping.
Family Portrait—(25 min) Sale $75, Rental
$37.50: BIS.
  • Here is a personal journey through his-
tory, with fragments of memory from the
years just past, and the present joining
hands with the highlights of this year, The
Festival of Britain.
The Growth of London—(23 min) Sale $125:
UWF.
  • Outlines the history and principal events
that shaped geography, the growth of Lon-
don and the British Empire, including basic
political, economic, international factors in-
volved.
This Is Britain: Radio—(10 min) Sale or
rental: BIS.
  • Shows modern developments in British
radio telephony, radio telegraphy at sea,
and television.
Trooping the Colour—(10 min) Color. Sale
and Rental: BIS.
  • This picture was filmed on the King of
England’s birthday, June 9, 1949. It is one
of the oldest and most impressive of English
military ceremonies, and is held annually
on the famous Horse Guards Parade.
West of England—(10 min) Technicolor.
Sale $90, Rental $25: BIS.
  • This is the story of the beautiful Stroud
valleys and the people who live there. It
is the tale of West of England cloth, which
has been perfected through inherited tradi-
tions of fifty generations. All else may
change, but the active skill of the people in
the West of England remains.

FRANCE

(also see Language Arts)

Ageless Paris—(13 min) Color. Sale $120,
rental $45, b/w, $40, rental $22.50: FON.
  • A travelogue of the city of Paris, the
camera follows its people, its artists, its
famous landmarks and its buildings.
Paris 1900—(76 min) Sale: Brandon.
  • The story of the happy time before the
First World War. It is a collection of cut-
tings from over 700 films, showing the
clothes, the buildings, the headline hunters,
people, and a way of life long past. Monty
Woolley is the commentator.

ITALY

Italian Culture Series—(3 films) Color or
b/w, Sale: Cornell (see prices below).
  • A series of three unusual films on his-
toric Rome, Florence, and Venice.
  1. Rome (2 reels) shows the culture and
history of Rome: scenes of the city and its
masterpieces of art and architecture. Color
$225; b/w $75.
  2. Venice (2 reels) filmed from its gon-
doliers and often shown in reflections from

SEE and HEAR
the waters of its famed canals. (Terms identical with Rome.)

3. Florence (1 reel) is portrayed as the city in which the Renaissance had its most brilliant development; its artists are featured. Color. $112.50; b/w $45.

The Brussels Ommegang—(6 min) Color. Sale: $100; EEF.
- Depicting stories of Rome: Colosseum; St. Peter's Square: art treasures of Basilica of St. Peter; fountains of Villa d'Este and Piazza Navona; ruins of Forum and Hadrian's villa; pagentry of fireworks display. Designed for junior and senior high school levels. Collaborator: Casper J. Kremer Jr., New York University. (Winner of classroom film award at the 1951 Cleveland Film Festival.)

Rome—City Eternal—(11 min) Color. Sale: $100; EEF.
- Depicting stories of Rome: Colosseum; St. Peter's Square; art treasures of Basilica of St. Peter; fountains of Villa d'Este and Piazza Navona; ruins of Forum and Hadrian's villa; pagentry of fireworks display. Designed for junior and senior high school levels. Collaborator: Casper J. Kremer Jr., New York University.

Venice—Queen City of the Adriatic—(10 min) Color. Sale: $100; EEF.
- Animated maps and drawings help portray distinctive features of city built on islands. Modern Venice in terms of origin, rise, decline and survival by adaptation to new conditions. Designed for intermediate, junior and senior high school levels. Collaborator: Clarence W. Sorensen, Illinois State Normal University.

The Lowlands (BELGIUM AND HOLLAND)

The Brussels Ommegang—(6 min) Color. Sale: $45, rental $2. b/w $20, rental $1. Films of the Nations.

- One of the most colorful processions in Belgium is the Medieval pageant: "Ommegang" which means circus. It is one of the historic parades which recreates for a moment Belgium's wonderful past.

- The Dutch way of life is pictured here as they keep up the constant struggle against water, which is both friend and enemy to them.

NORWAY AND SWEDEN

Angermanland—(15 min) Sale: $50. rental: $3; FON.

- Mountains and rivers form the geographical beauty of this section of Sweden, and the picture shows the people of the area at work and at play.

Christmas in Sweden—(14 min) Sale: Color $160. rental $2. b/w $50. rental $4; FON.

- The theme of this film is the way in which an average Swedish family celebrates Christmas in accordance with age-old traditions. The story moves from the beginning of the holiday season as they prepare special dishes, to the climax a Christmas service in an old Swedish church.

Dalenre, The Heart of Sweden—(32 min) Color. Sale: $240, rental $10. b/w, $70 rental $5: FON.

- Dalenre, a province in the heart of Sweden still cherishes the old costumes and customs of the past and the camera records the Midsummer festivities as they are celebrated.

Holiday Time in Sweden—(8 min) Sale: $50. rental: $3; FON.

- The Swedes are an industrious people; but their vacations are the highlight of the year.

Majestic Norway—(10 min) Color $160 b/w $50. Sale: Almann.
- There is a cold, rugged beauty in Norway, with her glaciers, mountains, fjords, rivers and a rugged coastline but the people have adapted themselves to this environment. Typical villages and cities are shown.

Meet The Swedes—(20 min) Color. $160 b/w $50. Sale: Almann.
- A story of the way of life of the Swedish people. The camera follows them both at work and at play.

Sunti Nights Land Cruise—(15 min) Sale: $30, rental: $3; FON.

- The picture tells the story of an eight-day holiday trip in one of the Swedish State Railway's modern trains. The trip starts in Southern Sweden and goes above the Arctic circle where the summer sun never leaves the sky.

The Train (11 min) Sale: $30, rental: $15. FON.
- There are no words spoken, and a train is the main character, but still the emotions of those aboard, and those who want to be aboard, are clearly understood.

SWITZERLAND

Let's Look at Switzerland—(13 min) Color. Sale: $120, rental: $45. b/w $40, rental: $2.25; FON.

- A "Journey of Switzerland," showing the people and the country, how they live on the farms and in the cities and how their old chateaus compare with their modern buildings.

Skiing in the Swiss Mountains—(12 min) Color. Sale: $120, rental: $45. b/w $40, rental: $2.25; FON.

- The picture follows a group of Swiss ski experts down from dusk.

The Swiss Riviera—(10 min) Color. Sale: $85, rental: $3. b/w $30, rental: $1.50; FON.

- This is the story along the shore of Lake Geneva, and in the mountains overlooking the lake. The towns are shown in their scenic setting.

Understanding the Swiss—(10 min) Color. Sale: $55; Assn.
- A story about the people of Switzerland how they live and work.

Africa

Animals Unlimited—(13 min) Color. Sale: $175 b/w $95; FON. Rental: Assn.

- The setting for this film is Kruger National Park, a big game preserve one of the few places left in the world where animal life can be seen in its natural state. The camera follows the animals as they engage in a ceaseless struggle for survival, for the fittest. Winner of award at the 1951 Edinburgh Film Festival.

Giants and Dwarfs—(18 min) Color. Sale: $160, rental $6; b/w $50, rental: $9; FON.

- This is a film on the land of the Congo where the camera catches the "7th Wonders" natives and midget sized Pygmies. Also shown is the Albert Park, one of the world's largest wild animal sanctuaries.

South Africa's Modern Cities—(10 min) Color. $85 b/w $30. Sale: Almann.

- This is the story of the culture of South Africa with its modern cities and its picturesque planning and architecture. It presents a picture from the usual conception of wild animals and natives.

EGYPT & THE NILE

Cradle of Religion—(8 min) Free loan: Wright.

- Any church Christian or Jewish has complete religious freedom in Egypt and has enjoyed this privilege for hundreds of centuries. Here is the story of religions as they are practiced today.

Egypt's Hollywood—(9½ min) Free loan: Wright.

- Here is the story of Egypt's career women, a documentary of the branches of work in which the women now take an important part, a change for the better for the ladies in a land where for centuries they had to hide behind a veil.

Mahalla—(6 min) Free loan: Wright.

- A documentary film showing one of the world's largest textile mills, where a "workers paradise" has been built. It is located on the river Nile in Egypt, and represents the finest work in housing, recreational, and educational facilities for its 26,000 employees.

Nile River Valley and the People of Lower River—(17 min) Color. Sale: $135, rental $7.5. b/w $67.5; rental: $5; Academy.

- A visualization along the Nile River, showing dams, irrigation projects, agriculture and life of the people along the river as well as the historic ruins and temples of Ancient Egypt. Winner of classroom group first award at the 1951 Cleveland Film Festival.

Nile River Basin and the People of the Upper River—(17 min) Color. Sale: $135, rental: $7.50 b/w $67.5; rental: $5; Academy.

- Upper half of the great Nile River is portrayed in this film, Transportation of passengers and goods and the life of the primitive peoples who live along the banks of the upper Nile is also shown.

Middle East

Jerusalem—The Holy City—(10 min) Color. Sale: $100; EEF.


Jordan Valley—(19 min) Sale: $85, rental: $5; F.B.

- Picture presents the geographical background of the Scriptures with a trip along the Jordan from Palestine to the Dead Sea.
MOTION PICTURES

Struggle for Oil—(20 min) Sale $55, Rental $2.50. BIS.
• This presentation of the story of oil is set in today's hotbed of the East. Iran, which the world watches breathlessly, holds Britain's main oil concessions. Although the story covers only 80 years, wars and fortunes have been won and lost over the possession of oil, and the present world situation is one of the highlights of the picture.

NORTH COUNTRY
(Arctic North America and Alaska)

Fur Trapper of the North—(10 min) Color.
Sale: $100. EEE.
• Trapper's summer and early autumn preparations: beginning of trapping in late autumn, through winter; return of spring, disposition of pelts. Designed for elementary and junior high school levels. Collaborator: W. J. Hamilton, Jr., Cornell University.

How to Build an Igloo—(10 min) Sale $45: YAF.
• A demonstration of igloo-building in the far North, showing how the site is selected and how the blocks of snow are fitted together by the Eskimos to make a snug shelter against the Arctic cold.

Keni-Lake George Exposition—(39 min) Color. Sale and rental: IFF.
• Each year, the waters of Lake George in Alaska cut a channel between walls of ice and rock, sending huge ice slabs plummeting through the canyons with savage, elemental force.

The Voice of the Pribilots—(35 min) Color.
Sale or rental: IFF.
• Tiny St. Paul Island, lost in the mists of the Aleutians, is the setting for this film on Arctic wildlife. The strange world of black coasts, enormous seal herds and native island ways is seen through the eyes of Jimmy, a small Pribilot boy.

LIVING IN A MODERN WORLD

Preparation for Life
(Jr. & Sr. H. S., College & Adults)

Developing Self-Reliance—(10 min) Color $100, b/w $50. Sale: Coronet.
• Growth of independence and self-reliance which is necessary to success and happiness, is shown in this motion picture. A careful distinction is made between dependence and the intelligence of seeking advice and help.

Effective Criticism—(10 min) Sound. Sale: Color $100, b/w $50. Coronet.
• The skills of taking criticism well and the similarity of skills of giving criticism are discussed, under the guidance of Dr. E. DeAlton Pomeridge of New Jersey State Teacher's College. The difference between evaluative and instructive criticism is outlined.

How to Say No—(Moral Maturity)—(10 min) Color $100, b/w $50. Sale: Coronet.
• Examples of socially disapproved behavior in which it is difficult to say "no" are taken up in this film. How to refuse gracefully is shown in different situations.

AUSTRALIA

Geography of Australia—(10 min) Sale $45: YAF.
• A concise treatment of the geography of the Australian continent, produced in Australia.

Southeast Asia

Bali Today—(10 min) Color. Sale $100. EEE.
• Role of Brahmin religion in everyday life of volcanic Indonesian island; rice harvest; dance ceremonies; lower offerings to gods; weaving and mask-carving. Designed for intermediate and junior high school levels. Collaborator: Clarence W. Sceronson, Illinois State Normal University.

Ceylon. Pearl of the Orient—(12 min) Color.
Sale $120, rental $4.50, b/w $40, rental $2.25. FON.
• Ceylon, an island long known for its production of tea, is now shown as a producer of many other products. The picture also deals with the history and customs of the inhabitants.

Hong Kong—(15 min) Sale $55, rental $2.50. BIS.
• This is a film on one of today's history-making world problems, a general view of the important colony of Hong Kong from within and in relation to Far Eastern problems. Here is the problem of the social system, immigration and population (mostly Chinese) and a view of their lives on sampans and junks, on farms, in squallid slums, in factories and at the docks. Here, too, is a clear picture of Britain's position.

The Fight in Malaya—(21 min) Sale $55, rental $2.50. BIS.
• This is Malaya today, forecasting tomorrow's headlines. It is the report of an actual war being fought by Great Britain and Malaya against Communist bandit raiders who threaten the peace and industry of this Asian country. The living and working quarters of the people are transformed into fortresses.

Social Behavior
(Jr. & Sr. H. S., College & Adults)

Going Steady—(10 min) Color $50, b/w $45. Sale: Coronet.
• "When are you old enough to go steady? What disadvantages are there to it? How can you terminate the steady relationship, if it seems an unsound one, without hard feelings?" These are some of the questions discussed in this motion picture.

The Growing Years—(20 min) Sale $85, rental $2.75. EEE.
• Picture tells the story of a new girl coming into a town and becoming one of its leaders. Shows different activities she took part in, and how she came to feel that this town was the right place for her.

HEREDITY AND ENVIRONMENT—(10 min) Color $30, b/w $15. Sale: Coronet.
• Here are visual examples of heredity and environment at work. The influences that shape our lives are many, and this is an over-view of cultural inheritances, genetic, and environmental influences.

SEE AND HEAR
Self-Conscious Guy—(10 min) Color $100, b/w $50. Sale: Coronet.
- Marty suddenly becomes keenly aware of his feelings of self-consciousness. He finds help for his own problem through developing skills, thinking of other persons, and getting his attention on the whole situation.

Social Courtesy—(10 min) Color $90, b/w $45. Sale: Coronet.
- This motion picture shows that getting along in social groups requires a natural, easy form of behavior that makes use of courtesy. Students will see how to improve social manners, and learn the “right thing to do.”

What to do on a Date—(10 min) Color $100, b/w $50. Sale: Coronet.
- Film shows the many diversions available to high school students who want to make dating an entertaining, enjoyable, and constructive social custom.

GUIDANCE
(AND TEACHER TRAINING)

Human Relations
(Sr. H. S., College & Adult Levels)
The Challenge—(30 min) Sale $80: March of Time.
- A wanton murder puts a newspaper team on a nation-wide fact finding investigation. Their starting point is the true story of the rights of the people. On their assignment they bring to light typical examples of infringement of rights and also of the good work being done. An outstanding treatise on tolerance which won a first award in the Adult Education group at the 1951 Cleveland Film Festival.

Steps of Age—(25 min) Sale $95: International Film Bureau.
- This is the story of a woman of 62, and the emotional problems which arise due to her advanced age.

Study Habits
(Jr. & Sr. H. S., College & Adults)
Do Better on Your Examinations—(10 min) Color $100, b/w $50. Sale: Coronet.
- Four basic rules that students can follow to do better on their examinations are presented in the film. They also learn how to cultivate a positive attitude towards tests by understanding the purposes, objectives, and values of examinations.

How Effective is Your Reading—(10 min) Color $100, b/w $50. Sale: Coronet.
- This film is designed to help students improve their reading habits—to read faster and with better understanding.

How to Concentrate—(10 min) Color $100, b/w $50. Sale: Coronet.
- Concentration techniques are shown in this film by using demonstrations and audience participation. Relaxation, ideas, answers to questions, and avoidance of distractions are elements of the subjects covered.

How to Give and Take Instructions—(10 min) Sound. Sale: Color $100, b/w $50. Coronet.
- Five basic skills needed in communication for clarity and effectiveness are portrayed with the collaboration of Dr. Henry McDaniel of Stanford University.

How We Learn—(10 min) Color $100, b/w $50. Sale: Coronet.
- Through the guidance of one of his teachers, a high school boy finds the basic principles which make for effective learning—a ready mind and appropriate materials.

Importance of Making Notes—(10 min) Sound. Sale: Color $100, b/w $50. Coronet.
- Good note-taking in the classroom requires a skill too often untaught. Here Dr. Harry R. Douglass of the University of Colorado collaborated in a study of how to find the key ideas for notes, what to take down verbatim, and when making notes is wasted effort.

Library Organization—(10 min) Color $100, b/w $50. Sale: Coronet.
- By explaining the card cataloging system and the Dewey Decimal System in use in one typical library, the film provides students with the know-how to make their library a source of information and pleasure.

Teacher Training
(Also see Character Building; Social Behavior; and Preparing for Life.)
- Films on child study showing physical, social, and emotional growth throughout the years of childhood. Series includes: He Acts His Age (13 min); The Terrible Twos and the Trusting Threes (20 min).

Scene in “Angry Boy” (IFB)

Angry Boy—(33 min) Sale $105: International Film Bureau.
- This is the story of Tommy Randall who is caught stealing in school and is sent to a child guidance clinic, instead of being treated as a criminal. This is a presentation of modern psychiatry in action.

Answering the Child’s Why—(12½ min) Sale: $60: EEF.
- Dramatizing situations in which youngsters’ questions meet positive or negative attitudes, with resultant effects on personalities. Designed for high school, college and professional school levels. Fourth in Personality Development Series. Collaborator: Lawrence K. Frank.

Crossroads of Life—(33 min) Sale $150. rental 5¢: UN Film.
- Picture tells the story of the children in a home for juvenile delinquents. It is a plea for all nations to cooperate in working to prevent delinquency, and to improve the treatment of these children.

Embryology of Human Behavior—(28 min) Color. Sale $175: IFB.
- A child development film based on the work of Dr. Arnold Gesell, in which the beginnings and early patterns of human behavior are delineated.

H—The Story of a Teen-Age Drug Addict—(20 min) Sale $100: YAF.
- The typical case history of a teen-age drug addict, the story of Bill Daniels, a young high school boy: how he first entered above) Dr. Lester Spier discusses “H” (see below) with producer Larry Frisch.
MOTION PICTURES

counters narcotics: how he is led into their use; how he becomes an addict: and how he finally solves his problem.

Mechanical Aptitudes—(10 min) Color $100, b/w $50. Sale: Coronet.
• This film shows how persons with mechanical abilities have a good chance for success in many kinds of careers, how mechanical abilities can be measured, and how to best use one's abilities.

• Series includes: The Feeling of Rejection (23 min); The Feeling of Hostility (27 min); Over-Dependency (22 min); Feelings of Depression (30 min). Produced by the National Film Board of Canada in cooperation with noted Canadian authorities.

Schools March On—(20 min) Sale $55: March of Time.
• Citizens of a mid-western community set about to get the kind of schools they believe their children need. Film shows what must be done to improve our backward school system.

The Teacher—(15 min) Sale: $70; EBF.
• Important role of teachers, their training and satisfactions from their work are brought out in story of one who turned down offer in another field—designed for primary and intermediate levels. Collaborator: K. Richard Johnson, President, National College of Education.

Miscellaneous

Ali Ye (Mankind)—(27 min) Color. Sale $220; Brandon.
• An experimental film on mankind, filmed along the Pacific Coast of South America.

Auto Suggestion—(11 min) Sale $32.50, rental $1.50: BIS.
• Cars of all sizes, beautiful to see, are the stars of this British film. There is a demonstration of the skill which goes into the custom making of these cars, as well as a demonstration of the speeds that are obtainable.

Citizen Firemen—(20 min) Sale $55: March of Time.
• This film reveals what happens when the fire siren blows in a small town. It's the story of volunteer fire fighters, people from all walks of life who regularly risk their lives to save the lives and property of their neighbors.

City Desk Item—(10 min) Sale: Almanac.
• Story of a news item and how it gets in the paper. Shows progress of item from reporter to city desk through various departments to the presses.

• Series includes: Industrial Risk and Forecasting; Building the Internal Organization; Developing the Product; Organizing Physical Facilities; Controlling Materials.

Muscle Beach—(9 min) Sale $5: Brandon.
• A satire on Americans relaxing on a famous California beach, with the camera catching some of the exercise.

Science Films

(H. S., College & Adult Levels)

The Atom
(ATOMIC ENERGY • ATOMIC DEFENSE)

The Atom—(10 min) Sale $45: Almanac.
• By means of motion picture the world of atoms is penetrated, and increased to the size of a Cathedral. Also discussed is the good man that can gain from atomic energy.

Atomic Alert—(Two lengths) Sale: 15 min $70; 10 min $50: EBF.
• Authentic but calm explanation of effects of atomic bomb explosion, what to do in air raid alert and bombing; action scenes and drawings. Designed for elementary through high school levels. Collaborator: Division of Physical Sciences including Institute for Nuclear Studies, University of Chicago.

Pattern for Survival—(20 min) Color $200, b/w $100. Sale: Cornell.
• Shows what to do in case of atomic attack: where to find shelter, what materials are needed in school, factory, office or home. Features William L. Laurence, noted science writer of the New York Times.

Survival Under Atomic Attack (10 min) Sale $17.50 (16mm ed.); $9.75 (16mm ed.): UWF.
• The first of 9 official Federal Civil Defense motion picture reviews the dangers of the atom bomb and what the individual should do to protect himself and his family, in the open or in the home. Necessary precautions are shown and briefly described.

Target U. S. A.—(19 min) Color $200, b/w $100. Sale: Cornell.
• Shows practical atomic bomb defense for large buildings and personnel, how to protect people, property, records; how to organize defense program, recruit defense corps, first aid, etc. Features Hanson W. Baldwin, military editor of the New York Times.

You Can Beat the A-Bomb—(20 min) Sale: McGraw-Hill.
• Stresses the positive aspects of personal defense and the limitations of the destructive power of the atomic bomb. It points out that a community is not defenseless against atomic attack.

Unlocking the Atom—Nuclear Fission—(20 min) Sale $95: UWF.
• Summarizes work of atomic scientists and describes behavior of radio active elements. Principles governing chain reaction are explained in animated diagrams.

Key to Material Sources

All titles of subjects described in this special section are keyed to a directory of main sources appearing on the final page.

Biology
(Including Human Biology)

Autumn—(10 min) Sale $45: Almanac.
• The camera catches the wild creatures as they begin to prepare for cold weather in Autumn.

Bee City—(10 min) Sale $45: Almanac.
• The camera records the happenings in a city of thirty thousand bees, following their growth, their myriad activities, their whole society.

Biography of a Fish—(10 min) Sale $30: Sterling.
• The male stickle-back is the star of this picture which was filmed under water. It tells the story of his life as a father and a part-time mother.

Bird Paradise—(10 min) Sale $45: Almanac.
• As man builds new waterways, birds instinctively find their way there to make homes. The camera follows as they nest in their man-made environment.

Every Drop to Drink—(20 min) Sale or rental: BIS.
• This is the film which shows how the Metropolitan Water Board met the problem of supplying pure water to the huge population of London. It describes the process of purification, the pumping system which serves an area of 540 square miles, and other details of this organization which is served by both engineers and scientists.

Ferns—(10 min) Sale $45: Almanac.
• Ferns once lived in water, but moved to the land about 300 million years ago. By means of a special camera, the life cycle of the fern is shown.

Green Vagabonds—(10 min) Sale $45: Almanac.
• Nature provides many ways for plants to reproduce themselves. The camera shows how seeds leave the parent plant and are carried away by wind, rain, and animals. There is no set pattern which they follow.

The Heart—(10 min) Sale $45: Almanac.
• The most miraculous power-station known to us is the heart. Through the medium of the motion picture, we watch the various types of hearts, from the lower forms of animal life to the most complex in man.

The Human Skeleton—(11 min) Sale $50: UWF.
• Shows by a human model X-Ray and animated diagrams, the position and main parts of the skeleton including various types of body joints. This is an addition to UWF Human Biology Series.

Living and Non-Living Things—(12 min) Sale $55: UWF.
• Shows examples and defines characteristics of living things and points out why inanimate things are very different.

Microbes—(10 min) Sale $45: Almanac.
• The microscopic world of microbes is presented for examination, the tiniest of living organisms—the poly's, amoeba, paramecium and hard-shelled animals. All these are visible due to the help of microphotography.

Monarch Butterfly Story—(10 min) Color. Sale $100: EBF.
• Life cycle in four stages of development: laying its eggs; caterpillar eating way out of egg; feeding; molting; forming chrysalis—emerging as butterfly. Collaborator: Charles E. Pult, Cornell University.
The Muscular System—11 min. Sale $5.00. UWF.
- Shows by a human model the parts of the body, muscles, bones, and nerves in motion. The brain and nervous system are demonstrated.

Louis Pasteur—Man of Science—40 min. Sale $10.00. Stothman.
- A biography telling of Pasteur's revolutionary experiments.

Ponds—10 min. Sale $4.50. Almanac.
- In the quietness of a pond there are many beautiful varieties of life and the camera follows them all from the smallest to the largest.

Seashore Life—60 min. Color. Sale $10.00. EEF.
- Ecological study of how seashore animals are adapted to the sandy beach, rock pool and mud flats in the land. The camera depicts their transitions to environments for survival—designed for primary and intermediate levels. Collaborator: George L. Clarke Harvard University.

Sea Zoo—10 min. Sale $4.50. Almanac.
- Many strange creatures, both plant and animal, live and protect themselves in the laboratory of the sea.

- The camera follows the habits of the birds who live along our shores and feed from the water.

Wonders of the Deep—10 min. Rent: $1.50. apply for sale price. EEF.
- The interior of a sunken wreckship and the firing of a torpedo from a submarine are among the revealed scenes of a hidden world. The diver wears an eye mask, has fins on his feet, and breathes from bottles of compressed air.

World Gardens—111 min. Technicolor. Sale $25.00 rental. $2.50. EEF.
- Kew Gardens place of beauty peace and serenity for Londoners and battle station for the botanists and scientists as they dig growths all over the world. Here is a motion picture of some of the rare plants in the gardens those which are not common; here too is a glimpse into the latest research methods for the botanists.

Physiology

- Clouds change and so does the weather. With the aid of time-lapse photography this picture tells the story of the connection between weather and clouds.

Soils in the Wind—40 min. Sale $4.50. Almanac.
- The essence of soil is centuries old. Navigators of today must know the fundamentals of wind and design of soils. How soils are fashioned after the wings of birds is demonstrated in animation.

Tides—10 min. Sale $4.50. Almanac.
- "What do large and high tides? Why do the changes of the tide occur regularly? By actual scenes and animated figures, the answers are shown.

Streams and Whirlpools—10 min. Sale $4.50. Almanac.
- Research is going on at all times in an effort to conquer the seas and control the waterways. In the Marine Research Laboratory there are miniature models which re-create large bodies of water.
Films on Specific Industries

RESEARCH

Co-operative Research in Industry—(18 min) Sale $55, Rental $2.50; BIS.
- Film shows how the benefits of scientific research are made available to even small firms through the working of Research Associations, each serving the whole of a particular trade or industry.

Cooperative Research in Industry—(18 min) 16 ad: Rental $2.50; sale $55: BIS. Junior HS, College. Adults.
- How even small companies benefit is the theme of the study of the workings of research associations in the service of the entire trade or industry.

FISHING

Fish is Food—(10 min) Sale $25: Sterling.
- This film tells the story of the almost endless resources of our oceans, rivers and lakes, and the possibility of supplying the world with fish food.

Sea Treasure—(10 min) Rental $25: Telefilm.
- Five months at sea with the tuna fishing fleet! Here are some of the action shots obtained, and the story of commercial tuna fishing.

FOREIGN TRADE

Introduction to Foreign Trade—(10 min) Color $100, b/w $50. Sale: Coronet.
- Here is a discussion of the different phases of foreign trade, using animated maps and models as illustrations.

The Sea. My Native Land—(11 min) Sale $50, rental $2.50: UN Film.
- Depicts life of merchant seamen, and how they cope with the loneliness of their job. Also shows how international codes and regulations have helped all seamen.

MECHANIZED AGRICULTURE

Grasslands Farming—(20 min) Sale $55: March of Time.
- Through the new knowledge about legumes and grasses and the application of modernized mechanical equipment, land that was useless or depleted can now be restored. With a savings in labor costs and the return to full productivity of the land, the small farmer can secure great benefits from this approach.

MINING AND ORES

Iron Ore Mining—(13 min) Sale, Color $105, rental $5, b/w $35.50, rental $4: Academy.
- This is a study in transportation and open pit mining, and tells the story of the Mesabi Iron Range in Minnesota where mammoth power shovels dig tons of ore in one bite. Mass transportation of ore is shown by truck, conveyor belt, rail car and lake steamer.

Iron—Product of the Blast Furnace—(11 min) Sale, Color $20, rental $5, b/w $45: Academy.
- Film shows the processes used in converting iron ore, limestone and coke to pig iron ready for steel making. One of the features is the operation of a blast furnace and the handling of large quantities of materials.

Scene in "Oil Today, Power Tomorrow"

OIL

- Tells the story of oil and how it is produced, the significance of oil today, and the importance of people in the industry.

PLASTICS

Plastics—(10 min) Sale $45: Almanac.
- This picture shows the amazing things made in this, the Plastic Age. Science has made great strides in producing many plastic articles from common materials.

Home Economics

Clean Look (30 min) Color. Free Loan. Assn. or Modern.
- An example of the entire series of colorful and informative home economics subjects sponsored by Armour & Company. Clean Look tells the story of good grooming in which the company's product (Dial soap) plays a modest role. The full library of these recent films covers cookery, meat carving, and baking and is proving highly popular with home economics teachers and their classes. Available on a free loan basis via the national distribution sources noted above. Ask for list of other titles.

- Shows the correct settings of china and silverware for all types of luncheons and dinners.

Food that Builds Good Health—(10 min) Color $30, b/w $45. Sale: Coronet.
- Children learn the relationship between good health and good food. How eating the right foods in the right amounts regularly helps in building strong, healthy bodies, is shown in this motion picture.

- The story of how fresh foods are delivered to the frozen foods industry for a big new market.

Sewing: Fitting a Pattern—(10 min) Sale $45: YAF.
- Instructions on how to figure a pattern out, and get the proper results on someone's figure make this film very useful.

Check Your Correlation

Nearly all of the titles in this section will prove useful in several areas of the curriculum. Apply film content after preview to the various areas where it can prove most useful.
Language Arts

French

Accent Aliqu—(10 films, 10 min ea.) Apply for price: Focus.
• Series of French language films. Titles include: L'Arrivée a Paris: Au Restaurant; Cours et Achats.
Depart De Grandes Vacances—(11 min) Sale $10.50 EFB.
• This film has a simpler vocabulary to follow, again following a French family as it leaves by car for a vacation in the country.
French for Beginners—(10 min) Sale: Mahnke.
• This film is narrated in elementary French, and was prepared from scenes photographed in the city of Quebec and the surrounding Province. The physical structure and way of life of the city are shown as well as some of the most celebrated landmarks.

Histoire De Poissons—(11 min) Sale $5.50 EFB.
• The story of a French family settled in a town for their holidays. It is a day of mix-ups concerning the fish that is wanted for the evening meal. Film can be used for vocabulary drills.

La Famille Martin—(18 min) Sale $8.50: EFB.
• A day in the life of a typical French family of five persons, rather hectic, but turning out all right at the end of the day. There are familiar shots of Paris included in this picture.

Le Tonnelier—(22 min) Rental (apply for terms): Franco Amer.
• A French language film, which tells the story of a barrel making establishment in a village in France.

Literature & Speech

(Also see GUIDANCE section)

Balzac—(22 min) Sale or rental: AF.
• Film biography of great French novelist: Honore de Balzac (1799-1850). His life and times shown through contemporary pictures, portraits, statues and the author's own manuscripts.

Literature, Appreciation—English. Lyrics. (10 min) Color $100, b/w $50. Sale: Coronet.
• The lyrics of Tennyson, Keats, Wordsworth, Shelley, Shakespeare and other English immortals as translated here through the medium of the motion picture, will give students a new appreciation and understanding of the poets' works. Educational consultants: Irving Garwood, Professor of English, Western Illinois State College.

Mark Twain and Tom Sawyer—(11 min) Sale $5.50, rental $2.50: EFB.
• The life and times of Mark Twain are recreated by a visit to the towns and the river immortalized by his stories.

Traditional England—(13 min) Color. Sale $120, rental $4.50, b/w $40, rental $2.25: FON.
• Places famous in history, literature and legend are presented, including some of the very old English traditions still adhered to today.

W. B. Yeats—A Tribute—(23 min) Sale $100: Branden.
• A film about the life of the Irish poet, in which his poetry is read against a background of music.

Speech: Planning Your Talk—(10 min) Sale $45: YAF.
• How to plan your speech for greater effectiveness.

Health & Hygiene

(High School and College Levels)

Care of Hair and Nails—(10 min) Sale: $50: EFB.
• Fairy tale character uses magic to show children how to clean and manicure fingernails, trim toenails, shampoo and brush hair; explains structure of hair, common diseases. Designed for primary and intermediate levels. Collaborator: Francis Eugene Seneear, University of Illinois.

First Aid Series—(6 filmlettes, each 90 seconds). Continuous sound loops. Sale: Set, with continuous magazine adapter arm and winding reel $75: EFB.
• Repetitive impact film teaching—designed for Intermediate, Junior and Senior high school levels. Titles are: Treatment for Shock; Care of Wounds: Control of Bleeding; Artificial Respiration; Splintering a Fracture; Emergency Burns.

Growing Girls—(12½ min) Sale $60: EFB.
• Physiology of menstruation and proper health practices. Film made by Film Producers Guild of England in collaboration with Educational Foundation for Visual Aids. Designed for girls' health and hygiene classes at junior and senior high school levels.

Guard Your Heart—(27 min) Sound. Sale $150. Rental from libraries. Bray.
• Highlighting this year's campaign of the American Heart Association, the production was instored by the leader evaluation committee of Indiana University's A.V. center for its story interest, animated sequences and attention to a healthful outlook on life. The anatomy and functions of the heart and circulatory system are described in language at the level of the average lay audience and student.

Healthy Lungs—(10 min) Color $100, b/w $50. Sale: Coronet.
• Here is a presentation of the structure and work of the lungs, telling how important they are to body health. Also discussed are some of the diseases of the lungs, and how they can be prevented.

How to Catch a Cold—(10 min) 16 sd-color.
• Free loan (except postage): Assn.

• Walt Disney production in Technicolor, with characteristic Disney whimsy and imagination, emphasizes rest and isolation in treatment of common cold. Sponsored by International Celulocoon Co. but only reference to product is appearance of Kleenex package near close. Distributor recommends six-weeks advance requests for prints.

Rodney—(10 min) Color. Sale $55, free-loan: Nat. TE.
• This is a cartoon telling the facts about tuberculosis.

Scene in "Planning Your Talk"

The Fine Arts

Engraving • Prints

Wood Block • Native Arts

From Tree Trunk to Head—(20 min) Sale or rental: AF.
• Shows minute detail of the technique of sculpturing in wood with step by step development of block to head by noted sculptor Chaim Gross.

Handicrafts of Belgium—(10 min) Color: $85, b/w $35. Sale: Almanac.
• The story of the people of Belgium, who are both practical and artistic. The camera presents some of the handicrafts which have flourished in Belgium for centuries.

How to Make an Etching—(20 min) Sale $90: Almanac.
• Etching is a centuries old graphic arts medium, and it is basically unchanged today. The film is a demonstration of the art which once was used by Rembrandt.

How to Make a Silk Screen Print—(20 min) Sale $90: Almanac.
• This film presents the step by step procedures in making a silk screen print. Also shown are the various uses and applications which make it such a flexible medium.

• The camera follows Joan Miro, completing the process from the first work on a copper plate to the finished etching print.

Native Arts of Old Mexico—(20 min) Sale $37.50: Pan Am. Unlon.
• A film showing some of the handicrafts and arts practiced in Mexico.

A New Way of Graveure—(12 min) Sale or rental: AF.
• Shows Stanley William Hayter's new techniques of engraving; choice of burin for cutting, cutting technique, texturizing, etc.

Old Crafts, New Graces—(11 min) Sale $32.50, Rental $1.50: BIS.
• Here are the old arts and crafts that have been handed down through the years, now brought to the screen to show the British artisans making by hand all manner of objects, from simple fishing rods to highly treasured silver ware.

• An educational motion picture with a demonstration by Richard Peterson, who heads the Scripps College ceramics department.

Simple Ceramics—(10 min) 16sd. Color: Sale $90, rental $6 daily; $12 weekly; b/w: Sale $45, rental $3 daily; $8 weekly. Allen-Moore.
• Richard Peterson, head of the ceramics studio at Scripps College, demonstrates the basic principles of modeling.

Works of Calder—(20 min) Color. Rental $15: Mus. of Mod. Art.
• The camera follows the artist Calder as he works in his studio.

Painting

• The camera follows the artist Kurt Seligmann as he paints, from the first pen and
INK SKETCH until the picture is completed. As he works, he tells about the technique he uses.

The French School of Painting – (17 min)
Sale or rental: AF.
- Gives graphic view of art activities in Paris today. Examines works of Matisse, Picasso, Cezanne, Duth and newer schools of Fernand Leger and Marc Chagall. Students are shown at work amidst scenes of Montparnasse, the Seine and the streets of Paris.

World of the Artist Series. 16mm Color. Sale or rental: Brandon.
- The purpose of the series is to make available faithful color presentations of great paintings without distortion or diversionary fictional devices. The first three, May pre-release as a "packaged program" in ten key cities, are: 3 Paintings by Hieronymus Bosch (10 min), with music and narrative. Ballet by Degas (10 min) and Crucifixion (15 min), variations by three Flemish artists, with narration. The Philadelphia and Metropolitan Museums of Art cooperated.

John Marin – (24 min) Color. Sale or rental: AF.
- John Marin, dean of American watercolorists, is shown at work in New York and Maine. Marin's philosophy of painting and techniques are described in detail.

SCULPTURE
How to Make a Plaster Cast – (40 min) Sale $45: Almanac.
- The camera follows the sculptor's art from the wet-plaster to the completed cast.

Looking at Sculpture (10 min) 16mm. Rental $1.50; sale $3.25; B/W and Brandon.
- On a visit to Britain's Victoria & Albert Museum the viewer first is shown the futility of attempting to see everything in one trip and then is given a lesson in the study of the Madonna and Child in three art periods: an English Romanesque carving in whalebone, a German Gothic piece by Veit Stoss, and finally a terra cotta by Rosellino of the Italian Renaissance.

Sculpture – (10 min) Sale $45: Almanac.
- Man has for centuries created in different materials, his most enduring arts. Here is shown the whole procedure, with animated drawings.

Sculpture from Life. (10 min) 16mm. Color. Sale $90, rental $6 daily, $12 weekly; b/w Sale $45, rental $3 daily, $6 weekly. Allen-Moore.
- A demonstration of sculptor's art by Grant Beach of the Arts and Crafts School bearing his name, with a posed model.

Thorvaldsen – (10 min) Sale $45: Almanac.
- Bertel Thorvaldsen (1770-1844) is one of Denmark's greatest sculptors, and his outstanding creation, the colossal series of statues of Christ and the twelve Apostles, now in the Freie Kirke in Copenhagen, is a heritage for all the world. Thorvaldsen's important works are portrayed in detail in this film, revealing the best of neo-classic skill, technique and art.

DANCE
Reflections #11 – (7½ min) Color. Sale or rental: AF.
- Abstract ballet is the term for this experimental film. Shows the movement of luminous light patterns in various shapes and colors, building to greater and greater complexity.

Roads to Hell – (22 min) Rental $25: Bouc'hart.
- Picture shows the modern dancer, Eleanor King, in a set of solo dances, which were composed at the beginning of World War II.

'She' and Moon Dance. Rental $25: Bouc'hart.
- The modern dancer, Eleanor King, in a solo performance.

MUSIC
- A collection of musical compositions, mostly Viennese, which offers a remarkable interplay of scenic and melody. Titles include: Strauss' Tales From the Vienna Woods; Beethoven's Fifth Symphony; Mozart's Eine Kleine Nachtmusik; Offenbach's Overture to Orpheus in Hades; Mozart's Serenata Notturna; Wagner's Overture to Tannhauser; Strauss' Emperor Waltz; Schubert's Rosamunde Overture; Beethoven's Egmont Overture; Schubert's Unfinished Symphony (First Movement); Schubert's Unfinished Symphony (Second Movement); Strauss Vienna Blood; Strauss Music of the Spheres.

The Cineconcert Series – (10 min) Sale. Kodochrome $90, b/w $30: ART.
- A presentation by some of the leading artists of the concert stage in the following pieces: Paganini Caprices, The Saxophone in Concert, Music of Chopin, Appassionata, and Fantasy.

The Harpsichord – (10 min) Sale $45: Almanac.
- There's not so many of them anymore, but once the greatest masters of music wrote their compositions for the harpsichord. It is the forerunner of our modern piano.

Mozart & Barrios on Six Strings – (10 min)
Sale or rental: AF.
- Guitarist: Abel Carlevaro, pupil of Sevovia, plays compositions of Mozart and Barrios on the guitar. Shows technique of classical guitar playing.

Musical Instruments: The Strings – (10 min) Sale: Mahnke.
- A portrayal of a composition by a string quintet. There are slowly paced close-ups of the different instruments. Then the camera swings to an instrument repair shop and follows an expert craftsman as he repairs a stringed instrument.

Music is Everywhere Series – (12½ min) Sale $30: ART.

Hunter College. A documentary of the musical life in a large American college. Filmed during the Beate Bicentennial Celebration.

DRAMATIC ARTS
Curtain Call – (25 min) Sale: $105: EBF.
- Guide for successful staging of amateur theatricals and suggestions regarding casting, direction, rehearsals, costumes, properties, sets, publicity, finances. Designed for junior and senior high school levels.

On Stage – (20 min) Sale: $55: MOT.
- Behind the scenes of a Broadway play is being produced, the camera follows casting, set designing, rehearsing, and actual performance. Famous stage personalities are introduced: Maxwell Anderson, Rex Harrison and Jed Harris.

- Here is a circus in which all the performers are matronities. A narrator gives a brief summary of the use of matronities in different ceremonies for the past 1000 years.

Producing a Play Series – (7 Motion Pictures, 10 min. ea., 3 in color) Sale: Package price $475: Color films individually $100; b/w films $50. Rental: Color $5, b/w $2.50: EBF.
- Series designed for junior and senior high school and college levels, produced at Goodman School of Music, Art Institute, Chicago, with Dr. Geslin. Adaptation of Mark Twain's "Tom Sawyer" by Louise Dale Spoor is illustrative example. Titles are: Directing a Play: developing "business" of characters, conducting rehearsals; Acting Problems: improvisation, character development; Temperature; Designing a Set (color film); rough sketches and scale drawings; Building a Set: steps in construction of flat from scale drawings; Make-up for Boys (color film): straight make-up for Tom Sawyer, character make-up for Injun Joe and Mutt Potter; Make-up for Girls (color film): straight make-up for Becky Thatcher, character make-up for Aun Polly; and Managing a Play: handling ticket sales and publicity. Note: Integrated series of 7 filmstrips (release late October) made from these motion pictures; see filmstrip listing under "Producing a Play."

Summer Theatre – (30 min) Sale: Almanac.
- Story of a young actress making her start in the theatre. Shows her first job in a summer theatre in Westboro, Mass, where she sells tickets, paints background sets, and plays small parts.

SEE AND HEAR
THE FILM

History Brought to Life—(10 min) $17.50 (10 yr. lease; TFC.
- Excerpts from different feature pictures show the work being done by the research people in Hollywood.

Screen Actors—(10 min) $17.50 (10 yr. lease; TFC.
- This is the story of some of the motion picture actors who work through the Screen Actors Guild, and how they meet the problems of living.

This Theatre and You—(10 min) $17.50 (10 yr. lease); TFC.
- Shows the role of the theatre in its relationship to the people of a community. There are excerpts from different productions included in this picture.

Understanding Movies—(17 min) $45 (3 yr. lease) $60 (10 yr. lease); TFC.
- This is a picture that explains and illustrates the best in directing, acting, photography, etc.

Adventures of Jimmy—(12 min) Sale or rental: AF.
- Experimental film satirizing modern modes and mores.

Four in the Afternoon—(15 min) Sale or rental: AF.
- Experimental film visualizing four short poems of James Broughton.

Loony Tom—(12 min) Sale or rental: AF.
- Experimental film in comic style with philosophic implications.

Late Filmstrip Additions to the Annual Fall Inventory

Other Areas

Basic Economics—(6 filmstrips) Color. Sale: $42.20 set, $5 ea.; EBF.
- An imaginary community is used in developing an explanation of the fundamental principles of economics. Titles include: Living and Working Without Money (61 fr.) Money (61 fr.) Money Goes to Work (60 fr.) New Ways to Use Money (62 fr.) Money and Panic (60 fr.) Money and Government (60 fr.) Too Much Money (60 fr.) Too Little Money (60 fr.)

The Child Care Series—(4 filmstrips, each 40 fr.) Color. Sale $12 set, $3.50 each; YAF.
- Deals with specific problems in the care and supervision of young children. Told through the eyes of one who would know, the baby sitter, it discusses getting acquainted with the children, typical problems of supervision, and safety problems, etc. Titles include: Getting Acquainted, Keeping Children Happy, Special Daytime Problems, and Keeping Children Safe.

Century of Progress in Elementary Education—(35 fr.) Sale: $3. BIS.
- The story of the advancement of education in the last hundred years, and some of the leaders in the work.

- Use of the football formation is shown by diagram and picture, with explanations of stances, blocking and ball-handling, with five, six and seven-man lines. Coach Charles "Bud" Wilkinjon of the University of Oklahoma does the narration by transcription.

- The undeveloped areas of the world are shown, along with their economic problems and their need for help.

Women and Work—(35 fr.) Sale $3; Cur. Affairs.
- Tells how legally, women have gained more opportunities, and offers arguments both pro and con as to a woman's place in the home, or in a career.

Films for Physical Education

Bowling

Bowling Fundamentals—(15 min) Sale $75: Mahan.
- This film is for beginners in bowling. It shows some of the principles which will assure more fun and a better score.

Football

Modern Football—(28 min) Sale, apply. Rental $4; Assn.
- Today's rules of football are discussed along with the penalties imposed when the rules are broken.

Gymnastics

Gymnastics—(2 parts, 16 min. ea.) Color $125 ea. part, $250 set b/w $75 ea. part, $150 set; Sale: Hoefller.
- A visualization of the art of tumbling, with the first part covering rope climbing and parallel bars. The stunts are done in sequence, going from the simple to the very difficult. In the second part there are demonstrations on the flying rings, side horse, and low and horizontal bars, and the performances are by both experienced and inexperienced gymnasts. There are close-ups and slow motion photography, as a narrator explains the actions. (See scene at right below on this page from Gymnastics.)

Headsprings in the Gym—(10 min). Sale $50: EBF.
- Demonstrating three fundamentals of headsprings: angle headstand, push-up to headstand, and landing; use of box and mat as base; running start. Designed for junior and senior high school levels. Slow photography.

Softball

Softball Champions—(15 min) Color. Sale. $50, rental $4; Rogers Frad.
- The camera catches a game of softball between a championship girl's team and a championship men's team. There are close-ups of the action.

Skiing

Ski Wings—(10 min) rental $25: Telefilm.
- The camera follows a demonstration of skiing by the members of the University of Utah Ski team. A short history of the sport is included.

The Breast Stroke, Side Stroke, and Underwater Swimming—(12 min) Sale $16.76: UW-Govt.
- Camera follows a demonstration of the different types of swimming, and the timing involved.

Crawl Stroke—(8 min) Sale $10.51: UW-Govt.
- A demonstration in the art of swimming the crawl stroke, with slow motion shots under water.

Learning to Swim—(10 min) Sale $45: YAF.
- A 12-year-old Australian boy demonstrates the Australian crawl, proceeding in easy-to-understand steps for the beginning swimmer. Produced in Australia.

- Girls in figure and unison swimming; teams doing back-crawl, breast stroke in tandem, concertina, submarine, pin-wheel; figure 8, shuffle; underwater camera shots. Designed for intermediate, junior and senior high school and college levels.

Fall Inventory Summary

- Especially noteworthy in this 1951 Annual Fall Inventory of recent audio-visual materials is the number of filmstrip series represented in its opening pages and the equally large number of both filmstrip and motion picture subjects in the area of human relations and guidance.

Obviously, some excellent titles will have been overlooked in so broad a summary of current materials representing so many specializing producers. One important area represents the college and university film productions which will be covered in the next issue. Another omission includes the numerous sponsored films, some of them excellent.

The main purpose of this inventory is to feature those films especially produced for the classroom. Those whose main business it is to supply that need are given priority as to space and completeness. Further notes and additions will be presented in following issues during the fall.
A
Academy: Academy Films, P. O. Box 3088, Hollywood, California.
Allen Moore: Allen Moore Productions, 213 W. 7th St, Los Angeles 14, Calif.
Assn: Association Films, Inc., 35 W. 45th St., New York; 78 E. Adams St., Chicago, Ill.; 351 Turk St., San Francisco; 1915 Live Oak St., Dallas, Texas.
Austin: Austin Prod., P. O. Box 713, Lima, Ohio.

B
Bouchard: Thomas Bouchard, 80 W. 40th St., New York.
Budek: Herbert E. Budek Co., Hackensack, New Jersey.

C
Can, NFB: National Film Board of Canada, 1270 Avenue of the Americas, New York 20, New York; 200 N. Ashland St., Chicago 6, Ill.
Concordia: Concordia Publishing House, A.V. Aids Service, St. Louis 18, Mo.
Coronet: Coronet Films, Coronet Building, Chicago 1, Illinois.
Coursey: Coursey Productions, 1566 N. Gordan St., Hollywood 28, Calif.
Curriculum: Curriculum Films, 10 E. 40th St., New York 46.

D
Sid Davis: Sid Davis Productions, 5608 Clemson St., Los Angeles, California.
EdFilmLib Assn: Educational Film Library Association, 1600 Broadway, New York 19.

A Address Source Nearest You
Only principal production or distributor sources are given in this source list. For preview prints or further data on any subject, please write or wire the office nearest you for prompt service.

Eye Gate: Eye Gate House, Inc., 330 W. 42nd St., New York 18, New York.

F
Filminx: Filminx Productions, 10 E. 43rd St., New York 17, New York.
Focus: Focus Films Co., 1385 Westwood Blvd., Los Angeles 24, California.
Fulton: George P. Fulton, 675 Commonwealth Ave., Boston, Mass.

G
Gateway: Gateway Productions, Inc., 1859 Powell St., San Francisco 11, Calif.

H
Huntington: Huntington Laboratories, Inc., Huntington, Ind.

I
IFF: International Film Foundation, 1600 Broadway, New York 19.

J
Jam Handy: Jam Handy Organization, 2821 E. Grand Blvd., Detroit 11, Michigan.

K

L
Loomis: Loomis Laboratory, 17 Miller Ave., Cambridge 40, Massachusetts.

M
Carl F. Mohrke Prod: Carl F. Mohrke Productions, Des Moines, Iowa.
McGraw-Hill: McGraw-Hill Book Co., Text-
Audio Visual Equipment News

New Features for B & H Filmocar
- Bell & Howell's Filmocar 16mm projector has amplifier and rectifier completely housed in a streamlined case and uses an Orchestiron speaker. The motor-driven carbon feed holds the high-intensity electric arc to a uniform gap. The "Little Orchestiron" 15-inch speaker is employed with the Filmocar's 185 series of 16mm projectors.

Wide Angle Radiant Screen Made To Solve Problems of Classroom
- The result of two years of research is the Radiant "Classroom" Screen Surface, for wide angle picture presentation in classrooms and other showing centers where note-taking is handicapped by darkness or, conversely, where windows must be kept open for ventilation. The product is an aluminum vertically-rubbed plastic screen which accumulates and reflects light in a horizontal pattern, resulting in a wide angle.

The screen, 40" x 40", is mounted in a frame with side panels which fold in for protection of the surface. The screen is priced at $39.75. tripod at $97.5. First deliveries are being made this fall.

The Radiant Manufacturing Corp. is at 2627 W. Roosevelt Rd., Chicago 8.

Dual-Channel Wilcox-Gay Recordio In Two Models Starts Deliveries
- October sees first deliveries of the new Wilcox-Gay Recordio tape recorder, distributed by the Monson Sales Corp., 919 No. Michigan Ave., Room 612, Chicago 11. Model 2A10 ($149.05) has 33 1/3 and 7 1/2" speeds, and weighs less than 20 pounds. It uses 5" and 7" reels and is dual-channel. The companion model 2A11 has 33 1/3 and 7 1/2" speeds. Tape-Disc Recordio 1C10 ($187.50) transfers recordings from tape to disc and vice versa, recording for one hour using both channels and 5" reel of tape.

New Midget Visual-Cast Projector
- From the Victorlite Industries, Inc., 5550 Second Ave., Los Angeles 43, Calif., comes a Midget Model visual-cast projector with a 5" x 5" projection area, weighing 9 pounds and folding into its own case. The price is $75 including case.

Da-Lite's HILO Screen Improved
- The new school year finds a number of improvements added to the HILO screen of the Da-Lite Screen Co., Inc., 2711 N. Pulaski Road, Chicago 39. HILO is a combination tripod-mounted unit with a special device for removal of case and fabric for wall and ceiling use. It is available with either crystal-beaded or mat white surface, and the sizes 50", 60" and 70" automatically adjust to 37" x 50", 45" x 60" and 52" x 70". It is noted also that the case can be adjusted to within 39 1/2" to 53 1/4" from the floor, depending upon the screen size. Prices are $32.25, $46.75 and $54.

For Darkening Rooms for Showings
- New improvements have been incorporated in the Supertex darkening shades and arresters, for use in visual education rooms and auditoriums. For additional data address the Beckly-Carly Co., 1632 Indiana Ave., Chicago 16. Ill.

Victor Animatograph's Projectors Go Into Distribution; Three Models
- Three new models of 16mm sound motion picture projectors for the Victor Animatograph Corp., Davenport, Iowa, have now gone into distribution. Each has stationary sound drum, two flywheels to hold true sound pitch, flat spring type mechanical filter and heavy duty exciter lamp.

Ampro & RCA Magnetic Projectors Use New Magnastripe Process Film
- One of the highlights of the NAVA Trade Show this summer was the introduction of 16mm magnetic sound-on-film recorder-projectors using Magnastripe processed film, which, by means of the application of a magnetic oxide coating, brings new advantages to schools in instantaneous magnetic recording as well as reproduction. No laboratory or studio facilities are required. Both the Ampro Corp, and RCA have adopted the Magnastripe on their new projectors.

The RCA equipment, which lists at $800, is available only to RCA dealers at first, but will shortly be in supply for consumers also. The basic component is a standard high-quality 16mm sound projector which will reproduce regular optically recorded sound. There is an electronic erase head, with mechanical provision against accidental erase.

For recording voice or music one merely turns a switch, and another control permits immediate playback. Magnastripe, new product of the Reeves Soundcraft Corp., uses a patented process to produce a stripe of magnetic oxide one-tenth inch wide on the base side of any single-sprocket standard black and white or color sound film. The stripping can be applied before or after the taking of the picture and even if the film already has an optical or photographic sound track. A frequency range of 30 to 7200 cycles is provided.

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- NEW HAMPSHIRE
  A. H. Rice Co., Inc., 78 West Central Street, Manchester.

- NEW JERSEY
  Slidecraft Co., South Orange, N. J.

- NEW YORK
  Council Films, Inc., 50 N. Main St., Homer, N. Y.
  Jam Handy Organization, Inc., 1775 Broadway, New York, N. Y.

Visual Sciences, 5995H Suffern.

- PENNSYLVANIA
  Jam Handy Organization, Inc., 336 Penn Ave., Pittsburgh 22.
  Karel Sound Film Library, 214 Third Ave., Pittsburgh 22.

SOUTHERN STATES

- FLORIDA
  Norman Laboratories & Studio, Arlington Suburb, Jacksonville 7.

- LOUISIANA
  Jasper Ewing & Sons, 725 Poydras St., New Orleans 12.

- MISSISSIPPI
  Jasper Ewing & Sons, 227 S. State St., Jackson 2.

- TENNESSEE

MIDWESTERN STATES

- ILLINOIS
  American Film Registry, 24 E. Eighth Street, Chicago 5.
  Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.

- IOWA
  Ryan Visual Aids Service, 517 Main St., Davenport.

- MISSOURI
  Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.

- MICHIGAN
  Jam Handy Organization, Inc., 2821 E. Grand Blvd., Detroit 11.

- OHIO
  Academy Film Service, Inc., 2300 Payne Ave., Cleveland 14.
  Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.
  Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2.

WESTERN STATES

- CALIFORNIA
  Association Films, Inc., 351 Turk St., San Francisco 2.

- OREGON
  Moore’s Motion Picture Service, 306 S.W. 9th Avenue, Portland 5.

- TEXAS
  Association Films, Inc., 1915 Live Oak St., Dallas 1.
  Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.

- UTAH
  Deseret Book Company, 44 E. So. Temple St., Salt Lake City 10.

CANADA


Reference Shelf


- Described for the first time in the new edition for 1951-52 are 314 new S. V. E. filmstrips and 325 slide sets, and many are illustrated. In all, 682 filmstrips and 416 slide sets are covered. There also are 10 pages of illustrations and data on all S. V. E. projection equipment and accessories.


A Select-A-Set Index is a new feature this year. Titles are grouped in subject matter areas: quickly noted are grade levels, page number and specification of material as filmstrip or slides.

Featured are 13 complete basic libraries for elementary or high school, also two slide sets of 100 slides each on are masterpieces and modern paintings.

YOUNG AMERICA FILMS CATALOGS:

Two catalogs, one of 16mm motion pictures, the other of filmstrips. Each 16 pages. Illustrated. Free. Address Young America Films, Inc., 13 E. 41st St., New York City 17.

- The “Catalog of Teaching Films” lists and describes 115 YAF 16mm sound teaching films for all grades and all subject matter areas available, for purchase or rental by schools and community groups.

The “Catalog of Filmstrips” describes 275 available filmstrips, both black and white color, at all grade levels and in all fields of subject matter.


- The revised YAF Correlation Chart gives the page-by-page textbook correlations for the 2! films in the company's Elementary Science Series. The textbooks, for grades 1 through 8, are published by Allyn & Bacon, Scott Foresman Co., Charles Scribner’s Sons, L. W. Singer Co., Ginn & Co., and J. B. Lippincott Co.
If You Own a Projector—You Need This Invaluable Guide to Its Use!

The Audio-Visual Projectionist's Handbook

Edited by Amo deBernardis
Portland (Ore.) Public Schools

Schools and colleges throughout the country have enthusiastically approved the first editions of The Audio-Visual Projectionist's Handbook. It's the most complete and understandable guide book now available anywhere to better utilization of all types of audio and visual aids. Now arranged in section form and larger than before with additional features, new colors, new threading diagrams.

Use this pictorial Handbook for teacher training classes, to instruct student operators, and as a general reference on many daily problems in audio-visual programming and projection. Single copy One Dollar; sent postpaid if payment accompanies order.

Note These Colorful Graphic Feature Sections

♦ Here Are Some of the Colorful, Graphic Features Including helpful suggestions on room layout for good projection, acoustics, ventilation, darkening, etc.: formula for screen placement: diagrams on principles of sound motion picture projection: sound slidefilm projection: a chart on film care and maintenance; an operator's trouble checklist: safety precautions; use of opaque materials: use of recording equipment in education: flat picture ideas: plus original and exclusive tracking diagrams on all standard 16mm sound motion picture projectors!

STEP BY STEP LESSONS

The Projectionist's Job
Before the Showing
Starting the Picture
During the Showing
Ending the Picture
After the Showing
Projector Care & Lubrication
(all in two-color graphic pages)
The Priceless Advantage—
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Why more than 70% of the Films used in America’s classrooms are
ENCYCLOPAEDIA BRITANNICA FILMS

Students and teachers alike can save up to one hour a day—learning is retained up to 55% longer! This is the situation in schools where Encyclopaedia Britannica Films are used. And no wonder. All EBFilms are educationally superior. They bear the stamp of the outstanding authorities who helped produce them—the great leaders in educational fields, in subject matter and in audio-visual production.

The result is a library of the world’s most authentic films—the only library large enough to bring you not just a single film on a subject, but a series of films. Thus with EBFilms you can be sure of a far more precise correlation with your curriculum. This insures better teaching.

Your school deserves these more authentic films. Plan your audio-visual work for the coming year around EBFilms.

Have You Seen These Recently Released EBFilms?
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Booker T. Washington
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Eli Whitney
Horace Mann
Italy—Peninsula of Contrasts
Answering The Child’s Why
The Teacher
Monarch Butterfly Story
World Trade For Better Living
Color Keying In Art and Living

SEND FOR THE NEW FREE 1951-52 EBFILMS CATALOGUE

Encyclopaedia Britannica Films Inc.
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Gentlemen: Please send me free of charge the 1951-52 catalogue of Encyclopaedia Britannica Films.

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"Are You Ready for Service"

...most vital and distinctive 16mm sound motion pictures in the history of American education.

For the First Time—a new and dramatic technique to help guide the youth of America facing the difficult civilian-to-military adjustments.

"Are You Ready for Service?" is a comprehensive series of 14 one-reel films produced by Coronet and designed to orient high school students in their planning for military life well in advance of induction or enlistment.

Many of the nation's most responsible organizations enthusiastically cooperated in this project. Officers representing... young people soon to enter service has resulted in this series—the first pre-induction orientation films ever produced.

Here is the nucleus of an entire semester's course in preparation for military service. Titles of the films in this distinctive series are:

GROUP I—What It's All About; Your Plans; Service and Citizenship.
GROUP II—Starting Now! Getting Ready Morally; Getting Ready Emotionally; Getting Ready Physically.
GROUP III—The Nation to Defend; What Are the Military Services? When You Enter Service; Military Life and You.
GROUP IV—Communism; Why You? Your Investment in the Future.

For information on the purchase or rental of these films, write:

Coronet Films
DEPT. SH1
CORONET BUILDING • CHICAGO 1, ILLINOIS
NOW top-quality sound distribution

NEW KODAK MULTI-SPEAKER UNIT

extends flexibility of Kodascope Pageant Sound Projector; provides 3 extra speakers

Regardless of where you show your 16mm. sound movies, you want to be sure that your audience gets the message. Sound distortion, resulting from too much amplification or poor acoustics, annoys listeners, hence often destroys the effectiveness of the presentation.

To help you eliminate these difficulties, Kodak now offers a new Multi-Speaker Unit which combines three speakers in one case. With your Kodascope Pageant Sound Projector, this gives you a versatile, four-speaker setup. Placed at selected locations around a room or hall, they produce effective sound distribution even under adverse acoustical conditions.

Each of the three 8" speakers is mounted on an individual baffle. One speaker carries a 35-ft. cord, the other two, 45-ft. cords, complete with connectors. When assembled, the 3 speakers make up into a compact carrying case weighing only 17 pounds. The complete unit matches the Pageant exactly in appearance and contains space for a 2000-ft. film reel. Price, $92.50.

Prices are subject to change without notice and include Federal Tax applicable when this advertisement was released for publication.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send me: □ complete information on the new Kodak Multi-Speaker Unit; □ your folder, "The Kodascope Pageant Sound Projector."

NAME

STREET

CITY ZONE

STATE

PHOTOGRAPHY... teaches, trains, entertains
MILLIONS FOR TELEVISION?

SCHOOLS, COLLEGES, and local communities are said to have confronted the Federal Communications Commission "with an avalanche of more than 300 legal petitions for educational television facilities affecting more than 230 individual communities and thousands of educational institutions." We have the word of Ralph Steele, executive director of the Joint Committee on Educational Television. We also have Mr. Steele's prediction that "the 3 Rs are on the verge of bursting through the schoolhouse walls and overflowing into millions of American homes through television." Oh, boy! Note that on the verge!"

The overburdened American taxpayer will be greatly interested in this prediction that his Christmas stockings in 1952 or thereabouts will contain a $60,000,000 bill he didn't know was coming. That's only the downpayment, of course, for annual operating costs will add from $10,000,000 to $50,000,000 more each year. The facts for these estimates are not ours but belong to the JCET which says that station costs vary from construction estimates of $100,000 to $600,000 each (averaged this at $200,000); annual operating budgets run from $15,000 to $300,000.

But all this would be only silly speculation if it were not for the fact that both "educators" and legislators were in deadly earnest. While children shiver in temporary shelters and our teachers struggle to meet today's bills with yesterday's salary schedules, these Planetary Pioneers are outlining legions of adventurous suckers for a gigantic raid on the public purse to finance these projects.

JCET literature has a nightmarish quality: "readily admitting that the capital outlay involved is considerable, the educators are stressing the fact that several radio stations can be built and fully equipped for less money than is required to erect a single high school building." The italics are ours.

There is not a single, solitary shred of proof that this untested form of communication will maintain even the minimum standards of formal education. But there is considerable lack of proof that these experimenters are willing to overlook the failure in most parts of the country of that other mysterious force known as "educational radio." How is your classroom radio working?

We are bitterly opposed to these attempts to divert funds so urgently needed for improvement of present educational facilities, buildings and classroom equipment. We have only just begun to fight. Pages 11 to 15 of this issue provide some new viewpoints and in following months we promise fair and factual analysis on which our school readers can teach their own informed conclusions.

Nobody doubts the power of this mass medium. What we do question here are the experience and motives of these people who are trying to push our state legislatures into such expensive and potentially wasteful situations as the contemplated New York, New Jersey, Connecticut and Wisconsin statewide TV networks.

Did we say "untested"? We were wrong. "For educational television is being tested every day and night by Iowa State College via WOI-TV, the "pioneer educational t.v. station of the nation." The fortunate viewers of this experiment enjoy such cultural treats as Captain Video, Tom Corbett, Space Cadet, Hilton Berle, What's My Line, The Linds, and Martin Kane. All these programs and some other WOI-TV daily fare were recently listed as "variable" and "objectionable" by the National Television Review Board. This may not be "educational" but at least it is much more enlightening than the fanciful flights of the JCET.

—OHC

See & Hear

"The National Audio-Visual Journal"

Office of Publication • 150 East Superior Street • Chicago

Audio-visual education is no newcomer to Mason City, Iowa public schools. It has been used with marked success since 1940.

Some measure of the faith with which Mason City school officials view audio-visual education is evidenced by their recent purchase from Decker Bros., Inc., Mason City, of 13 Bell & Howell Filmosounds—one for each building in the city's fine public school system!

We salute these progressive school officials. Their determined effort to keep Mason City schools in the forefront with the most modern teaching techniques and tools deserves highest praise from alert educators and parents everywhere.

For your own school needs, investigate Filmosound. Pictures are truly life-like, brilliant. Sound is natural and undistorted. Filmosound gives you most hours of dependable, trouble-free performance. And it's completely suited to small classroom or big auditorium use. Consult your nearby Bell & Howell representative. He is trained to serve you.

Guaranteed for life. During life of the product, any defects in workmanship or materials will be remedied free (except transportation).

*One in a series of Bell & Howell advertisements saluting educators and their use of modern audio-visual education in the public, private and parochial schools of America.

You buy for life when you buy

Bell & Howell

*Mr. Lyell Moore, director of curriculum and audio-visual education, Mason City, Iowa public schools, inspects 13 Bell & Howell Filmosounds recently purchased for use in that progressive city's school system.

Single-Case Filmosound for 16mm sound or silent film. Safe Lock sprockets guard film, make threading easy—governor controlled gear drive—natural, flutterless sound—perfectly aligned optical system for maximum illumination. Weight 35 1/2 pounds. Built-in 6 inch speaker operates within the case or removed from it. Larger separate speakers available for single or multiple use. With 6 inch speaker only, $49.95.

Price subject to change without notice.

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Please send me your free booklet "FREE FILM SOURCES"
I understand this places me under no obligation

Name
Street or R.F.D.
City Zone State
A basic filmstrip program... in Color

Then and Now in the United States

by Clarence W. Sorensen

A unique contribution to the teaching and learning of geographical, historical, and social understandings.

12 Strips ready this fall

Each strip is a useful teaching instrument by itself, correlating history and geography with other fields of knowledge which contribute to the child’s understanding of the people, the resources, the problems, and the interrelationships of a region.

Artwork by Milo Winter

Mr. Sorensen is one of the authors of the geography series, Man in His World.

for full information write to

Silver Burdett Company

NEW YORK, 45 East 17 Street
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DALLAS, 707 Browder Street
SAN FRANCISCO, 604 Mission St.

Your Audio-Visual Dealer Gives Professional Service

• A MESSAGE TO EDUCATORS •

THERE’S A NATIONWIDE family of professional audio-visual dealers located in towns and communities throughout these United States and Canada who are more than qualified by experience and specialized facilities to serve your school’s audio-visual needs.

Representing the best in nationally-known, fairly-priced merchandise, they subscribe to the NAVA Code of Ethics, train their personnel in modern maintenance-service methods, and consider our schools (and related institutional users such as churches and business firms) as their selected fields of specialized activity.

To maintain your audio-visual program at high standards of performance consult the National Audio-Visual Association dealer member in your community or in the nearest center.

WATCH FOR THE NAVA EMBLEM
It’s Your Sign of Professional A-V Service!

We Make a Picture!

by Graham T. Nixon

FOR A LONG TIME there has been a demand on the campus of Arkansas State Teachers College to record, on film, some of the major campus events of the year. This demand finally caused the public relations department to dust off an ancient 16mm camera and do something about it. We began by collecting footage of special events on the campus which continued for two years after which time we incorporated several of these “shots” into a composite film and titled it “Life on the ASTC Campus.”

The process continues. New scenes are being added and others are removed as experience dictates in the editing process. Faculty members expressed enthusiasm after the first showing and swamped us with suggestions.

Child Study Group Requests a Film

The child study group sponsored by the department of Home Economics offered to finance a silent film on the nursery school for class use in the study of the pre-school child. We filmed it under their direction and compiled a rather complete account of a day in the nursery school.

Unfortunately we had a mishap in shooting some of the last scenes of the film. We broke the shutter to our camera which resulted in some faulty exposures. We purchased a new camera and began immediately to retake the film.

We started looking for other activities that were worthwhile to record. A twenty-five day field trip with a geography class through the western states was a perfect set-up.

A complete syllabus of the course was prepared which served as a script. The trip was filmed with good results. Two later trips covering the same ground have enabled us to add footage to the original print. A new tripod has been added to avoid some of the “shaky” scenes of the earlier shots.

A field trip through the Eastern States was filmed on a smaller scale, but with more selectivity. Only such scenes as fitted well into the objectives of the tour were selected. This trip has not yet been repeated; consequently we have had no chance for further work on the film. We know now of several desirable scenes that we will add when the trip is repeated.

Both of these field-trip films are used by the geography department here and by in-service teachers throughout the state. Although these films can be more profitably used, for instructional purposes by the students who made the trips, their use has not been confined to them alone. Many other teachers are using them in connection with their geography classes.

We have produced two films in cooperation with art and play production classes to aid in the study of dramatization and stage settings. The films created enough interest on the campus to demand a special showing for the student body.

We Start a Ten Year Production Project

With these experiences in production to our credit, we are now planning a series of films on the resources and industries of Arkansas. This series is to be in color and will include sound.

The first film will present to the school children of the (continued on page fifteen)
If You Own a Projector—You Need This Invaluable Guide to Its Use!

The Audio-Visual Projectionist’s Handbook

Edited by Amo deBernardis
Portland (Ore.) Public Schools

Schools and colleges throughout the country have enthusiastically approved the first editions of The Audio-Visual Projectionist’s Handbook. It’s the most complete and understandable guide book now available anywhere to better utilization of all types of audio and visual aids. Now arranged in section form and larger than before with additional features, new colors, new threading diagrams.

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Note These Colorful Graphic Feature Sections

♦ Here Are Some of the Colorful, Graphic Features Including helpful suggestions on room layout for good projection, acoustics, ventilation, darkening, etc.; formula for screen placement; diagrams on principles of sound motion picture projection; sound slidefilm projection; a chart on film care and maintenance; an operator’s trouble checklist; safety precautions; use of opaque materials; use of recording equipment in education; flat picture ideas: plus original and exclusive threading diagrams on all standard 16mm sound motion picture projectors!

STEP BY STEP LESSONS

The Projectionist’s Job
Before the Showing
Starting the Picture
During the Showing
Ending the Picture
After the Showing
Projector Care & Lubrication
(all in two-color graphic pages)

AUDIO-VISUAL PROJECTIONIST’S HANDBOOK
150 East Superior Street — Chicago 11, Illinois

Please send copies of the Handbook at $1 each for which payment is enclosed/or bill me (sent postpaid if payment accompanies this order).

Name:__________________________

School:________________________

Address:_______________________

City:___________________________ State:________ Zone:____
**Audio-Visual Campus**

**College & University Activities**

* A-V coordinators in the Southwest are invited to attend a one day “Planning and Work” conference to be held on December 4, at the University of Oklahoma. Planning to get its “teeth” into problems at the local level, the conference will be divided into small group discussions.

**Ceramics, Modeling, Wood Turning Demonstrated for Student Groups**

* Four educational motion pictures in the fields of modeling and like handcrafts have been newly released by Allen-Moore Productions, Inc. Richard Peterson, head of the ceramics studio of Scripps College, demonstrates Simple Ceramics, for all class levels, and The Potter’s Wheel, for high school students and adults. Grant Beach of the Arts and Crafts School bearing his name has a posed model for Sculpture from Life, for high school and college classes and hobby crafts groups. The fourth film is Wood Turning, demonstrated by Hugh Baird, industrial arts instructor of the Los Angeles schools. All four films run 10 minutes and have music and narration. Full-color prints are purchasable at $90, rentable at $6 daily and $12 weekly; b & w prints sell for $45, rent at $3 daily, $6 weekly. Allen-Moore is at 213 W. Seventh St., Los Angeles 14.

“Public Relations for Labor” Is Subject of Illinois’ Filmsstrip

* Lecture notes instead of a sound recording are provided for local adaptations of a new 40-frame filmsstrip from the University of Illinois which treats objectively the subject of the labor union and its potential as a community-builder. In Public Relations for Labor the subject is taken up objectively and in general terms so that it can be used by different labor groups.

The notes, by Dorothy Dowell and Marguerite Keswick, are tied directly to the frames. If a discussion is to follow the showing, they advise that the kinds of questions should be worked out in advance.

Starting with the premise that the local union is a part of the community, the filmsstrip goes on to prove the fact and shows some of the projects of the unions to win an understanding of their purposes and to earn the cooperation of the citizenry. Among them are Labor Day parades, exhibits at county fairs, picnics, sports teams outfitted by union organizations, labor publications, sponsored motion pictures, exchange of speakers, and finally through participation in local government.

Address The Institute of Labor and Industrial Relations, University of Illinois, 704 S. Sixth Street, Champaign.

**Four Point Program to Widen Use of Tape Recordings Is Suggested**

* A four-point program to widen and improve the contributions of tape recordings and transcriptions to the classroom is recommended by E. R. Moses, Jr., director of radio, Eastern Illinois State College, Charleston, Ill.

Participating in a panel at the 21st Institute for Education by radio, Director Moses said tape recordings should not be made a displacement for teachers but educators should be taught how to use the recorder by the state teachers colleges. He urged a flexible plan to provide tape recording libraries and the development of standard equipment for small school budgets, a project undertaken by the School Broadcast Conference but interrupted by the Korean war.

With James K. Peterson of the Ball State Teachers College as chairman, the panel had as the other participants John Henderson of WBBR, Purdue University, who spoke on what the teacher-trainee should know about radio; and Charles Stamps of Murray State College, on the local radio station as a medium.

When Henderson said schools would make a mistake if they sought to use radio as a substitute for teachers, Moses agreed that such an attempt with tape recordings would invite unimaginative teaching, the loss of regional programs and “sterility in radio programming.” He noted that the use of the tape recorder has been charted in the Chicago public schools for expanded application, with study hall periods used by monitors to obtain programs desired for study and criticism.

In some schools it may be feasible that the a-v ails division handle all records and tapes, in others the various departments may desire control of those that pertain to their individual fields, but in any event there should be working arrangements with recording centers “so that teachers may have access to tapes and records which will help supplement their course work.”
California Audio-Visual Group
Sets Example in School Cooperation

Good showmanship appears to keynote the joint conference to be held in Sacramento, Calif., on February 1 and 2, 1952, between the California Audio-Visual Education Association, the northern section of the Elementary Administrators' Association and the northern group of the California School Supervisors' Association. Solving an Instruction Problem through Teamwork will be the theme of this third program in which the CAVEA has joined other professional groups to discuss common problems.

Opening the conference Friday morning, February 1, a keynote talk on teamwork will be followed by a spotlighted, narrated presentation of five scenes which focus attention on a) a classroom situation of teacher and pupils, presenting a problem; b) a teacher-principal-audio-visual coordinator meeting; c) a principal-teacher-supervisor situation; d) a staff meeting; e) return to classroom scene for solution of the problem.

On the afternoon of the same day, the program will center around dealers and problems which they, as part of the team, can help to solve. Educators from one or more of the participating associations will be in charge of each presentation, with dealers who are selected according to their interests and backgrounds, to do the actual presentation.

“Out of School Experiences that Have an Impact on Boys and Girls” will be the topic of the Saturday morning, February 2, meeting. Stressing the part played by teachers and interested laymen as members of the educational team, a cavalcade presentation will raise the question of what should be done about experiences encountered outside the school. Areas to be covered will include radio and television, comic books, community resources, public library and sports.

Dealers' exhibits are planned to interest all, and will include audio-visual dealers, seating and equipment dealers and book company representatives.
for the purchase of motion pictures and equipment for the six public library systems selected as demonstration areas. Participating libraries include Los Angeles, Denver, La Crosse, Wisconsin, the Athens, Ga., regional libraries, the Vermont Free Library Commission, and the New York Public Library. It is estimated that at least 50 discussion groups formed under this plan will be in operation throughout the country by January 1.

Indiana State Teachers Feature Audio-Visuals at Conference

* Objectives and methods of a-v education were the major themes of the one day conference held by the Indiana State Teachers’ Association in Indianapolis on October 25. In the morning, a discussion panel was held by students, teachers and supervisors to answer the question, “What Can We Do to Stimulate Better Selection and Utilization of Audio-Visual Instructional Materials?”

During the afternoon activities Walter Johnson of the Society for Visual Education, Inc., Chicago, discussed the use of filmstrips and slides in the teaching program.

Additional features included a demonstration of puppetry and dramatics by fifth and sixth grade pupils, supervised by Louise Tinsley, and the presentation of an exhibit of class activities centering around the use of a-v materials.

Paul Hoefler Reports from Africa on Completion of New Picture

* Explorer-pictorialist Paul Hoefler reports from his field base in central Africa that he has completed photography on a new educational film of the famed “Watussi” dancers which is being incorporated with Zulu, Wakamba and Bantu dances in a new classroom film African Tribal Dances.

University of Illinois Studies Films as Visual Aid to Law Instruction

* A study of films as a visual aid to the teaching of law is one of the projects for this year under the Illini Achievement Fund of the University of Illinois. Recognizing the great potentials of films in this field, experimentation will be conducted in the courses on procedure to determine the most effective uses.

Ohio State University Loses Estes

Ohio State University has lost its outstanding a-v technician, Louis Estes, who died of a heart attack while traveling on the Ohio State University Alumni Tour to the West Coast. He had been a member of the a-v staff for several years and had been a student of a-v for many years.

School Broadcast Conference Will Feature Critical Analysis of TV

A critical analysis of radio and television in education will be the subject of the School Broadcast Conference opening December 4 at Chicago’s Hotel Sherman. The 15th annual meeting continues through December 5 and 6.

School administrators, teachers, network representatives and station executives will examine radio and television as well as other mechanics and techniques of communication in education. George Jennings, director of the Radio Council of the Chicago Board of Education, is local host of the conference.

Oklahoma A-V Budget Approved

Audio-visual education for the state of Oklahoma was assured of materials for the next two years when the governor signed the $200,000 appropriation bill which both houses of the Legislature had passed without a dissenting vote.
Library of Congress Begins Printing of Classroom Film Reference Cards

A late October report from the Assistant Chief, Card Division of The Library of Congress in Washington states that catalog reference cards for motion pictures and filmstrips, similar to its long established practice of supplying printed cards for books and other library materials, are now being printed.

“We are now printing cards for motion pictures and filmstrips, and at the present time cards for 20 titles have been printed. There are some 90 titles in the printing office,” according to Assistant Chief Alpheus L. Walter.

Information on this new service may be obtained by writing the Card Division, Library of Congress, Washington 25, D. C.

Preview: “The Hard Core”


This is the story of a special core of people who live in DP camps—the hard core—the old, the crippled, the sick, the blind—the people who are not wanted. But IRO has found homes for a million in the three years of its operation. In the DP camp they are rehabilitated: they learn, so far as it is possible, to be whole again. They learn to walk again; they learn to work again.

With their rehabilitation IRO has persuaded some nations to take them in. Netherlands sends a mission to see and invite some. Israel takes others. France extends a warm hand to some lonely aged. Denmark welcomes some aged and infirm, arranges for the care of others with TB. takes children. Norway sends a special plane for the blind and their families: makes arrangements for surgery to give the blind new sight.

But thousands have been left behind—the aged, the handicapped, the blind, the children. Will they be forgotten, the film asks? Will there yet be time before IRO closes its book?

This story has been emotionalized to the point of being maudlin. The voice of the narrator and the urgent pacing of the delivery become accessories to this fact.

---

Magic Formula: Educational TV

DAVI Secretary Tells FCC Its Better Than Today’s Methods

The testimony of Joseph James McPherson, executive secretary of the Department of Audio-Visual Instruction of the National Education Association, before the Federal Communications Commission where he appeared as a supporting witness on behalf of educational television facilities makes interesting reading. We reprint directly from the statement of the Joint Committee on Educational Television:

“The development of educational television will greatly increase the over-all effectiveness with which schools can make use of audio-visual learning materials. Today in a school system of the size of Los Angeles it would require probably 150 prints of one educational film to meet adequately the needs of the teachers that might be teaching a definite subject at a definite time of the year. Prints, just a one-reel black and white sound film, cost about $15. Multiply that by 12,000 different subjects that the Los Angeles schools have. Multiply it again by the number of subjects that are multiple-reel subjects, and you see it runs into astronomical figures. The expense is too great.”

Let’s Give Up the Ship

We have the word of this “expert” that we can’t win. Although the audio-visual field is somehow managing to acquire new subjects each year and to use them as they should be used within the classrooms of our schools, as they are needed, it’s all wrong. What we really need is just one television station in Los Angeles (or several) and super-programmers to feed a few thousand classroom t.v. receivers. These cost about the same as light-weight 16mm sound projectors. Of course, but nobody has to thread them up. You just turn the switch and there it is!

Has TV a Classroom Future?

Obviously Mr. McPherson thinks television has a classroom future. He implies it, he testified in favor of it, he has literally abandoned all hope for the economic survival of any direct 16mm projection of classroom films. “The expense is too great,” he says.

There is serious and real conflict in these views. McPherson’s encouragement of million-dollar budget raids for educational t.v. networks is directly contrary to present long-range, common-sense legislative aid programs for audio-visual service on state and local levels. “You don’t need it,” the television says. “The expense is too great” says Mr. McPherson.

Let’s Have a Frank Statement

See & Hear is dedicated to our present logical course of continued development of specific classroom materials for specific needs. It challenges the DAVI secretary to amplify, clarify, or retract his FCC testimony which seems to contradict his continued support of these aims. His office is supported financially by those who share our beliefs. In fairness to them he should state his position.

—OHC

These, our youngsters, in the classrooms of America are the real beneficiaries of audio-visual aids.

---

The Audio-Visual Journal
During the past few decades, educators have been experimenting with the proper methods of using audio-visual materials in the classroom. Out of these experiments certain basic principles have evolved which have been found to be important in the most effective use of audio-visual materials in a classroom situation.

Presently we are confronted with the likelihood of using educational television in the classroom as a teaching tool. This raises some problems when it is considered in the light of what has been discovered by educators to be the most effective method of using audio-visual instructional materials in a classroom situation. It might be well to outline some of the problems which must be solved before educational television can be used in the classroom with the same effectiveness as we are presently using audio-visual materials.

How About Previewing and Follow-Up?

The first problem to consider is that of teacher preview and preparation. In the effective use of films in the classroom, any teacher soon discovers that the preview and preparation are perhaps the most important steps in using audio-visual materials effectively. It does not take a teacher very long to learn the folly of going into the classroom and attempting to teach with a film which has not first been seen and carefully analyzed. A teacher may show films without preview but the chances are there will be much more entertainment than education taking place in that classroom. No teacher would think of taking a textbook which he had never seen before, into the classroom and expect to teach from it effectively. In this respect, the use of educational television poses a real question. Can a substitute be found for the teacher preview which is necessary for the effective educational use of audio-visual materials?

The second problem is the matter of follow-up. Experience indicates that in certain types of audio-visual materials, the follow-up is important if educational goals are to be attained. It is common practice now to use the follow-up principle with the use of audio-visual materials. Here again it is imperative that the teacher give time and study to the audio-visual item in order to plan an effective follow-up.

To have an effective follow-up of a television program immediately after viewing it in the classroom by both students and teacher, is unlikely because of lack of previous planning. Preferably the teacher should be given some opportunity to prepare the proper kind of follow-up and not be expected to conduct a follow-up on the spur of the moment immediately after seeing the program. Can some effective method be found to provide for teacher follow-up of educational television presentations?

Repetition and Review Are Important

The problem of repetition. As has been pointed out previously, the matter of repeating the presentation is an important principle in the use of audio-visual materials in some cases. This is especially true in the presentation of information and skill-training types of materials. In television how can we provide for having groups see the material twice where the teacher has tested and found that all the information or skill has not been properly learned?

The problem of change of pace in using audio-visual materials. Many times in using audio-visual materials,
teachers find it advantageous to suit the pace of the material to the group. This is especially true of filmstrips but it may also be true of movies where it is often found desirable to stop the projector on a particular frame or to turn off the projector after a particular sequence for a discussion, before proceeding to the next sequence. How can television be adopted to the change of pace necessary for adequate use of the material?

Can Educational T.V. Provide Programs?
The problem of lengthy and costly preparation. Audiovisual materials of educational significance which have been produced to date in the form of sound motion picture films are very expensive and have taken a great deal of time and effort. The average 15-minute educational sound motion picture may cost from $10,000-$30,000 to produce, and a considerable amount of time and effort of subject matter specialists must be devoted to making the finished product educationally acceptable. To produce live television shows of comparable quality would be costly in terms of time of subject matter area specialists and producers. Unless a kinescope recording was made of the show (that is a motion picture film) it could be used only once. The question here is can we afford the cost of high quality live television educational shows?
The problem of scheduling. In our formal education system, television faces the same problem that radio has faced to date. For many years now the established educational radio networks have been struggling with this problem and in most cases have met with very limited success.

One of the most important things for the teacher is to attempt to adapt the audio-visual material to the class schedule. To use audio-visual materials they must be available on the day and at the hours they are needed. To have even a majority of the teachers in any state teaching a certain subject at a certain time on a certain day, so that they can have a television program, seems to be impossible of achievement.

The Trend Is Toward Specific Materials.
There are other problems also which concern the production of the material for television rather than their use in the classroom. We must also find ways in which we can encourage student participation in audio-visual materials. We must tailor our educational audio-visual programs for more specific groups and not make them for large mass audiences.

The question of the use of television in the classroom is now in the hands of the educational leaders of the country. They must decide upon the expenditure of large sums of money for this purpose. Before any such expenditures are made, it would seem desirable to conduct extensive experiments to determine the effectiveness of classroom educational television as compared with the methods of classroom audio-visual instruction currently in use.

Such research studies must be carried on by competent research people in the area of educational psychology, preferably in a University currently engaged in research in this field. Such research should be completed prior to the establishment of extensive educational television programs in the school systems.

Educational leaders would do well to beware of so-called research, presented in the form of teacher interviews on the use and effectiveness of television programs in the classrooms, opinions of experts, etc. Whereas these may serve their purpose they should not be considered as a substitute for a substantial research program conducted by qualified university experts in educational psychology. Only through a thorough study of this matter can we come to the final answer of the question.

“What is the place of educational television in the classroom?”

Salt Lake pupils learn about television prior to a student program over local video outlet KDLV-TV, a commercial station in that city. Student talent set up the program.

ALTERNATIVE: LOCAL COOPERATION

Television Experiment in Salt Lake City

by Ellamae Clark*

MUCH has been predicted for television and its place in modern education. Much also has been said about education's taking advantage of the opportunities afforded by television — opportunities which are two-fold: (1) the bringing of highly educational televised programs to the classrooms and (2) the use of television as a means of showing the public what is going on in the schools.

Educators and parents of Salt Lake City have watched with interest three different kinds of televised programs, using public school students, that have been in progress since September 1949. The three programs differed in content but all had many educational values for the participating students from seven junior and three senior high schools of the city.

One televised half-hour weekly program utilized a series of assembly programs from a junior high school. The programs were original dramatizations of the life and culture of neighboring countries. Dialogue, dances, songs and instrumental numbers were woven into the program. Beautiful costumes and attractive stage properties added (continued on the following page)

*Principal, Webster Elementary School, Salt Lake City.
Experiment in Salt Lake:

(Continued from the preceding page)

to the presentations. Approximately 100 students took part in these televised programs and it was a profitable educational experience for them. "It's a Date" and "Music Masters of Tomorrow" presented students of secondary schools in televised talent programs. These programs were planned in advance by a joint committee consisting of television station representation and school people.

Representatives from the television station auditioned the numbers at the schools, usually as the students were performing for an assembly. Prior to the audition students filled out blanks giving name, age, school, grade, type of number, name of selection, years of study, and ambitions. This information was of value in setting up the final show.

Wide Range of Student Talent Noted

In an attempt to balance each program a variety of numbers was used: vocal numbers included solos and ensembles—a brother and sister having near perfect pitch demonstrated it—a Negro girl sang spirituals; instrumental numbers were of wide variety with piano duo and solos, violin and saxophone presentations; dance numbers included ballet, toe, and a beautiful and near-professional interpretative dance by a junior high school girl; novelty numbers included the wide variety of interests one might expect to find among young people of high school age; impersonations and mimicry were especially entertaining. The poise of these students and the ease with which they performed before the television cameras amazed adults working with them.

It is true that the talents and interests of students presented in the programs described were not the result of classroom training, but we know the modern school recognizes and encourages student interests and abilities and affords its students opportunities to display these interests and talents wherever possible. In our opinion the opportunity presented by the television programs to do this very thing has been well worth the time and energy put into the project.

What of the future? What did we learn from these first simple beginnings? We saw potentialities for televised programs which are limitless and we are looking ahead and can see much progress in showing the school and the classroom to the public.

If we are going to show our students and our schools to the viewing public we should do it through school activities. We want to present the educational values of our schools. We won't look for a finished performance—the thing we should not and could not give in the light of children's maturity, interests, and well-being. That will mean that schools will maintain control of the programs.

School Activities Suggest TV Programs

There is no limit to the kinds of school activities that lend themselves to televised presentations: for instance, the manual arts division could show the making of jewelry, working with plastics, tooling leather. Youngsters could present a series of demonstrations explaining scientific principles. Explanations and discussions of natural objects might include collections of insects, butterflies, rocks by intermediate and secondary students. Charts and diagrams dealing with astronomy could serve as the subject for programs. The Social Sciences could contribute a wealth of classroom activities for television such as dramatizations of great events of history, discussion of pictorial interpretation of the "Bill of Rights," democracy and what it means, and so forth. Performing pets, hobbies, dramatization, puppet shows in which children handling the puppets as well as the puppets themselves are shown, would make interesting televised programs.

The health, music, and art departments, the school library, all have great possibilities for excellent television programs.

Physical Factors in TV Programming

From our observation of television programs we know a technique of handling the program will need to be worked out so that the children talk to the viewer about the activity and have the center of the screen, keeping the teacher or the other adult interviewer out of the picture.

We know that time schedules become a factor to be considered. Performers and the viewing public are often disturbed by the constant rush and push of television shows. School people and television workers will need to work on this problem to reduce to a minimum the feeling of push and rush.

We know also that schools will need to employ specially skilled persons who know children and the schools and the public and to be responsible for organizing such programs. It will be a full time job.

Much is said today about the school and public relations. Surely television is now a most powerful medium in this respect. The schools cannot afford to pass up this remarkable opportunity for taking the classroom to the public so that all may see and understand better the work of the school.

Our College Radio-TV Workshops Can Provide Talent for Video Programs

(Left) Al Davies, Fredonia (N.Y.) State Teachers College student was one of the featured actors when the nearby Erie, Pa. station WICU-TV presented a teacher-recruitment variety program produced by Dr. Henry A. Singer of the Fredonia faculty. The show featured the State Teachers' symphony orchestra, drama department activities, classroom demonstrations, and musical variety numbers.
state an understanding of the physical characteristics of the state and their relationships to the resources and industries of the state. Following this film, we plan to develop other films on the various industries of the state. This is an area of instructional materials that we feel needs considerable attention locally and one in which commercial producers can rarely afford to participate.

Other Campus Productions Are Planned
At present we are collecting scenes that are seasonable in nature. For instance the fall of the year is the season of greatest danger of forest fires. A recent field trip with a class through a state forest gave us valuable footage of a demonstration of the methods of detecting and fighting a forest fire. The rangers actually started a forest fire and employed their actual technique in putting it out. The loss of footage in editing these scenes is approximately 10% which is low as compared to our earlier experiences. Other scenes will be shot in the spring when the same geography class will visit the forest nursery and a paper mill.

We do not expect to complete the first film before the end of 1951. Many of the industries have seasonal activities, and we will have to catch them at such times when their activities are prominent. The entire series will probably take ten years to complete as we are not planning to devote full time to production.

Today our equipment includes a Ciné Special with an extra magazine, a Junior Professional Tripod with pan and gear head, an exposure meter, and a collection of flood lights. We do not plan to add sound equipment because of the expense.

We Do What We Can Do Best!
We are confining our production to those areas where materials are not available from commercial sources or are too limited in extent for our purposes. We believe the cost of production, which is not excessive, is well justified because of the wide use here that we can already see will be made of the films. Teachers over the state who have used these films have definitely profited from an enriched teaching program. This has led them to use other teaching materials to provide the desirable experiences for their pupils. We are certain our local productions are helping to expand the general utilization of teaching materials in the state. Such utilization is our primary objective.

A Word About Campus Film Production
- The 16mm film either sound or silent is rapidly becoming a documentary instrument in schools across America. Usually interest in film production begins in a small way—and expands rapidly. Here is another account of how a man with an idea, Mr. Graham T. Nixon, has created expanding circles of interest at his school, The Arkansas State Teachers College. If after reading this, you wish more complete information, please address Mr. Nixon.
The WELL-PLANNED use of visual materials can contribute richly to the spirit and beauty of the Christmas story in the classroom or assembly program. From the colorful simplicity of the filmstrip to the rich emotional depth or delightful fantasy of good motion pictures, there exists a number of excellent film subjects. Check these titles early and preview wherever possible so that the Christmas program may be carefully built around selected material. Sources of the following subjects are easily identifiable from abbreviations. (See page 25)

16mm Sound Motion Pictures

Christmas in Sweden—(14 min) Sale. Color $160, rental $8. b/w $50, h/w $4; FON.
- Here is the story of a Swedish family celebrating Christmas in the tradition of long ago. The camera follows the family as it visits the open air holiday market, eats the Christmas dinner, dances around the tree and finally attends services in an old Swedish church.

Christmas Night—(10 min) Sale: Official.
- Soglow’s Little King Santa Claus visits the palace on Christmas Eve and Christmas morning finds a royal riot as the Little King makes merry with fire engines and airplanes and all the wonderful toys.

Christmas Rhapsody—(10 min) Sale: EBF.
- Story of the “littlest” Christmas tree which is found in the forest by two forest rangers’ children who take it home, and with the family decorate it in traditional fashion. Outstanding quality of this film is the excellent full symphony orchestra and chorus which weave the familiar carols into an original score.

“THE FIRST CHRISTMAS” is a color filmstrip which recreates an authentic Christmas service. (See next page)

Christmas Slippers—(32 min) Sale or rental: Brandon.
- Excerpts from the opera “Cherevichki” by Tchaikovsky. Based on the story by Nikolai Gogol, featuring the orchestra and chorus of the Bolshoi Theater.

Christmas Story—(10 min) Sale $25: Film Highlights.
- Story of the birth of Christ, and the way Christmas is celebrated today. St. Bartholomew’s choir sings the background music.

Early One Morning—(10 min) Sale: Scandia.
- An actual Christmas celebration in Sweden which begins at four o’clock on Christmas morning in church.

Singing of Christmas carols.

Guiding Star—(30 min) Sale or rental: Family Films.
- Story of Uncle Henry, a militant Christian who 365 days of the year lived on the resolutions that most people made once a year. On Christ’s birthday, Uncle Henry, by seeing through Christian eyes and acting with a true heart, enlightens an embittered mother and reunites a long unhappy and misguided family.

Littlest Angel—(13 min) Color, sale: Coronet.
- Adaptation from Charles Tazewell’s best selling book, The Littlest Angel, which tells the story of a lonely and unhappy cherub who can’t seem to stay clear of trouble. Finally summoned before the Understanding Angel, he explains how he left on earth would make him good, if he could only have it. His wish is granted and he is a model angel. When the Lord is born, he gives Jesus his treasured box, and it is left to shine forever as an inspiration to mankind.

Miracle of Christmas—(121/2 min) Color or b/w. Sale or rental: Sq. Deal.
- A plea for the carrying over of the Christmas spirit and applying it to all walks of life throughout the year. Film is suitable for use at any time, not just Christmas.

Prince of Peace—(25 min) Rental: UWF.
- Adapted from a play by Lois M. Shiner. Follows the traditional Christmas story closely.

Santa Claus Punch and Judy—(10 min) Sale: Castle.
- Special Christmas version of the puppet classic with Santa Claus as the master.

- Kitty Kat and her animal friends of various kinds are sad because there is no Santa Claus for animals. At a meeting of the animals, Horace Hound suggests a trip to Santa’s workshop; perhaps something can be done to help the situation. Felix Frog and others agree and Kitty Kat and Annie Auk go to see Santa who appoints Kitty his representative for the animals.

Scrooge—(85 min) Rental: Brandon.
- A British production based on Charles Dickens’ “Christmas Carol.”
35mm Silent Filmstrips

Christmas—(28 fr.) Color, sale: YAF.
- Christmas customs—the origin of the Christmas tree, Santa Claus (or St. Nick), the yule log and others. Considerable attention is given to interesting Christmas customs in other lands.

Fire Tree. The—(29 fr.) Sale: SVE.
- Fairy tale by Hans Christian Andersen, illustrated by the Danish artist Paul Lorenz.

First Christmas. The—(26 fr.) Color, sale: Filmfax.
- Miniature scenes and authentic figures created by John Obold are pictured in excellent color to recreate the atmosphere of a beautiful Christmas service. A special hymnal selection is included in the printed text accompanying this filmstrip.

Holy Child of Bethlehem—(36 fr.) Color, sale: Cathedral.
- Christmas story as told in the Gospels of St. Luke and St. Matthew with photographs of real people in colorful costumes.

How Santa Claus Came to America—(23 fr.) Color, sale: SVE.
- A new approach to a familiar old tradition revealing little-known facts about Christmas customs, such as the hanging up of stockings, exchanging gifts, etc.

Little Match Girl—(32 fr.) Sale: SVE.
- Hans Christian Andersen’s fairy tale illustrated by Danish artist, Paul Lorenz.

Little Shepherd’s Gift. The—(23 fr.) Color, sale: SVE.
- Vividly illustrates the real meaning of sacrifice—the giving of one’s dearest possession.

Night Before Christmas. The—(23 fr.) Sale, color, b-w: SVE.
- Favorite Christmas poem illustrated with original drawings.

Savior is Born. The—(31 fr.) Sale: SVE.
- Prepared from a series of posed pictures designed especially to visualize the Christmas story. Pictures the story of the Savior’s birth.

Star of the King—(53 fr.) Color, sale: SVE.
- Three wise men tell their views on the Christmas story.

“WHEN THE LITTLEST CAMEL KNEELT” is another Society for Visual Education filmstrip subject for Christmas use.

The “Tellaviewers”

by Robert D. MacCurdy
Teacher of Biology, Watertown, Mass. H.S.

RESTORED for today’s educational use, with a recreational flair, is the simple, versatile and useful tool of what perhaps had become a lost profession—the “magic lantern” lecturer. Their modern protagonists are the “Tellaviewers.”

Two generations ago, before the movies, radio and television claimed our time and attention, our grandparents used to attend “magic lantern” illustrated lectures. They were both recreational and educational. With the passing of those days, the lantern slide has often overlooked as a recreational device. Now, the rapid growth of the audio-visual technique in education has turned the light of re-examination upon this tool. Beyond the use of the machine as a slide projector, little has been done to extend its application to its maximum potential.

A Lost Art Is Revived to Serve

The author has made an attempt to revive the lost art of the lantern slide lecturer. Several of his more promising students were offered the opportunity of participating in the program. They were provided with sets of lantern slides, or made their own, on such subjects as botany, domesticated animals, snakes, and prehistoric man.

The students then set about the task of compiling their own set of lecture cards to accompany and explain the slides. After the lecture cards had been prepared and correlated with the slides, the students searched through various anthologies to find anecdotes relative to the lecture material and slides. This material was also recorded on lecture cards and synchronized with the slides.

Practice Makes for Perfect Programs

Students then began to practice using the projection apparatus, the slides, the set of lecture cards and anecdotes, and the hat pin pointer.

Skill is necessary to handle smoothly this collection of items without noise, confusion, or a disarray of cards and slides. Finally, the student practiced reading the cards in the darkened projection room, stressing speech qualities.

CONTINUED ON PAGE TWENTY-FIVE
Applying Some Selected Films in the Classroom:

The Constructive Use of Home Economics Films

by Henrietta Fleck, Chairman, Home Economics Dept.,
School of Education, New York University

... "Measuring" (one of the Cooking film series described below).

It would be strange indeed if the home economics teacher could view the endless parade of new films on food preparation without some bewilderment. In one of the graduate courses at New York University a few of them were evaluated recently and suggestions offered for their use. Cooking Terms, Cooking Measurement, and Cooking: Planning, Buying Food, Why Budget and Kitchen Safety, were in the list.*

The opinion prevailed that all of the list could be used to introduce a unit, to summarize a unit or area of learning, or to evaluate the present knowledge of the student. And, the films are useful with high school, college, or adult groups. Three of the films were selected for detailed analysis.

Cooking: Terms. A high school teacher found this film valuable for a beginning class in foods to promote a clearer understanding of terminology. Showing of the film was followed by demonstrations by the teacher or in some instances, students when the terms were encountered later in actual preparation.

A college class in experimental cookery found the film challenging in an examination of terminology in food preparation. Definitions presented in the film were compared with those from other sources. In some instances, students formulated improved definitions. Several students studied the origin of definitions. Others analyzed the practical aspects of definitions for accuracy and clarity.

In another instance, an advanced high school class examined the terms for scientific accuracy and for their practical aspects. Questions were raised, as for example, about the advisability of testing jelly with a wooden spoon, the high temperature for scalding milk, the pouring of batter into egg whites, placing a roast with the meat side up in a pan, and the method employed for dredging. The flexibility of definitions was examined, too, especially in the light of equipment, the individuals concerned, and the situations involved.

Film Used for Examination

Since many terms are outlined in the film, a college teacher of an introductory foods class used the film in a final examination of the course. She asked students to evaluate each term critically and to make any changes they might deem necessary. The approach was novel and proved to be more than interesting to the students. A word of advice: sufficient light should be provided in the room for students to write.

Buying Food. A college teacher in a consumer education course found this film expressly helpful in presenting... "Planning" is another of the useful classroom film subjects on cooking.

Film points to consider in the buying of food. A young married man in the class became so interested in the suggestions offered that he made a careful examination of his own practices. Considerable money was saved when he and his wife discontinued buying all of their food at a local delicatessen and launched upon a definite budget and plan.

One of the graduate students found the film valuable in her work with adult groups of low income status. Information contained in the film had to be adapted and supplemented at certain points. For example, other types of milk which may be purchased were added. The film impressed many of the homemakers to volunteer information from their own experiences.

In a home management unit in a high school class the film was used as a point of departure in examining food-buying practices in general. Since only a super market is indicated in the film, class committees investigated other types of markets, studied food budgets and buying practices of various types of families, and summarized them in some overall suggestions for improved family buying.

Safety Is a Key Problem

Kitchen Safety. A college teacher in reporting on the use of this film says that discussion which followed the viewing of the film lead to an examination of many other types of experiences. Several students discussed safety practices with their families. Another student reported that her family examined the layout of the kitchen in her home, and as a result, a number of changes were made to promote safety. In another discussion, a family decided that a kitchen step-ladder was a "must" in their home.

In a high school home economics class, the film met with such favor that a high school assembly program was built around it. This, in turn, proved...
to be the incentive for an all-high school program on safety.

A home demonstration agent, in relating her experiences with the film, said that one outstanding by-product was the planning of safety exhibits for the county fair. In addition, a more diligent examination of safety practices occurred in many homes.

Use Films for a Purpose

SUMMARY. A number of points worthy of note were raised by this group of graduate students. In the use of films of this type, it is important that the films be used for some specific purpose other than mere entertainment. The success of the use of a film depends largely upon the extent to which the audience is reached through it. In other words, were ideas clarified, were behaviors changed, and did some kind of beneficial action result? Furthermore, a teacher should help her group to examine a film critically, not to accept all information wholeheartedly, but to examine it with a view to accuracy, clarity, and practicability. A film must not be allowed to stand by itself. It must be an integral part of the learning process.

"Kitchen Safety" provokes plenty of valuable classroom discussion.

Italian Culture of the Ages Shown In Highlight in Films of 3 Cities

In these days when time has a problem keeping its pen filled to record the swiftly moving world events, the screen provides an unexcelled medium to capture history in abbreviation for the student of the arts, crafts, and architecture of nations and cities. Three such subjects, on Italian culture, recently came from the Cornell Film Co., 1501 Broadway, New York City 13.

In Rome the camera spans 2,700 years in 20 minutes from pagan days to the modern city and a papal address in St. Peter's Square. Florence (12 minutes) shows students painting in street and studio, gold and silver-smiths creating their wares, a scene of the feast of St. John within the Baptistery and Giotto's tower and bells. A gondola tour of Venice (13 minutes) presents the Palace of the Doges, St. Mark's Cathedral, glass-workers of today, and the water-mirrored city at night.

Realistic Approach on International Scene Goal of Classroom Producer

A realistic approach to subject matter in the production of motion pictures of other lands for use in education is the objective of a new organization, World Neighbor Films, P.O. Box 1527, Santa Barbara, Calif.

Pre-production conferences with educators in California pointed out the fallacies of the all too frequent romantic and traveloguish treatment of the life and customs of other peoples, resulting in distortion to the student by emphasis on the spectacular. Hence World Neighbor Films, writes Clark V. Blocher, has taken the opposite tack and is giving first attention to the similarities to life in the United States.

The first production, on the earth and what it grows, is Northwestern Mexico (11 min., sound and color, $85). The film has been "classroom tested" for use in social studies courses and is pertinent to discussion of topics in the fields of geography, world affairs, land reclamation, the machine age and of course Mexican culture. Brought out are three aspects of the normal life of the area: the irrigation farmer's adaptation to his environment, the cotton ginning process and the derivation of hemp. Scenes were shot in Chihuahua and Sinaloa states last December. Maps provide an additional educational aid. Tractor, hay baler, harvester combine and cotton gin demonstrate the modern farming methods employed. A teacher's guide, with narration, carries out the theme of realism.

Fred Schaefer Heads Distribution Program of Films of the Nations

Fred J. Schaefer, named executive secretary of the Films of the Nations Distributors, Inc., is in charge of distribution under the direction of Maurice T. Groen, executive vice president.

Mr. Schaefer, who worked out the film insurance policy for film libraries which has been adopted by the National Audio Visual Association, headed the motion picture unit at the Walter Reed Hospital in Washington, D. C., during World War II.

Athena's "The Quiet One" Is Now Available on Long Term Lease

Athena Films' 'The Quiet One', which Edgar Dale, professor of education at Ohio State University, called "of special value to parents, teachers in training, and students of sociology and psychology," is now available on long term lease at $350. The story is of the building of a useful citizen out of a child who, denied the feeling of being wanted, has fought a despairing fight against the resultant confusion. The address of Athena Films is 165 W. 46th St., New York 19.

Here's a Useful Sound Slidefilm on "T" Formation for Athletics

The splitting of the atom is perhaps the most discussed world topic, but the splitting of the "T" is important to the football fan as well as player. In Theory and Fundamentals of the Split "T" Offense, narrated in transcription by Coach Charles "But" Wilkinson, the uses of the formation by his University of Oklahoma teams are shown by diagram and picture, with explanations of the stances, blocking and ball handling, with five, six and seven-man lines.

The 48-frame sound slidefilm is obtainable by purchase from W. R. Fulton, 941 Chautaugua, Norman, Okla.

Jennings "Family Portrait" in 16mm.

The spirit of England, a theme of the Festival of Britain, is reflected in Family Portrait. Humphrey Jennings' last documentary now available in a 16mm, 25-minute black and white version selling at $75 and renting at $3.75 from British Information Services, 30 Rockefeller Plaza, New York City 20 and its Chicago, Washington, D.C., and San Francisco offices.

Among Classroom Film Producers
Are You Using the Overhead Projector?
Growing Popularity Is Based on Useful Service in the Classroom

“Huh! Lazy Man’s Teaching,” was the comment the head of a department of education made recently to a query about the use of the overhead projector. Later on, when showing a visitor the department’s audio visual equipment, he pointed out a dust covered projector “of some sort” at the bottom of a closet.

You guessed it. The forgotten projector was one of the newer audio visual aids to learning—an overhead projector.

Most of the textbooks and other publications in the field either completely ignore this newer device, comment adversely, or pass it off lightly while giving much space to slide projectors.

Those of us who have used the projector find it hard to understand this lethargy. For the so-called overhead projector is a machine that will do everything that the old standby 3½ x 4 slide projector will do, plus much more. Educators who have used it in the fields of insurance, religion, publishing, and the military, as well as in the various levels of public education, have expressed amazed enthusiasm at its effectiveness.

Here Are Its Principal Advantages

Let us briefly list some of the factors which make this form of “lecture desk lantern” so useful.

It operates in daylight conditions. Because it need be only about seven feet away to fill the classroom screen, there is not the usual amount of light loss.

The operator faces the class.

As the teacher points to the material in front of her, she can readily see if the pupils are following along by taking notes, making sketches, or giving full attention.

The machine is simply operated.

One switch turns on the projector.

One easily turned knob focuses it.

One final knob adjusts the speed of the cooling fan.

Younger children can make materials for projection.

Since a slide of about seven inches on a side may be projected, the smaller children will have the large area to work on that their less finely developed muscles require. Since no darkening of the room is required, since a flick of the switch sets the prefocused machine in operation, and since no screen is really necessary, the children can project their own pictures for evaluation and correction.

It is ideal for one room schools and multiple-activity classrooms.

An individual or a group can be off in one corner of a room projecting their own materials without interfering with the other activities.

It’s Easy to Make Your Own Materials

Materials are easily constructed and filed and are non-breakable (with the exception of prepared 3½ x 4 glass slides which may be used on occasion).

Construction: Drafting or special plastics inks may be penned or brushed onto the clear varieties while colored pencils and slide crayons may be used on the “frosted” types. Materials that ordinarily have to be condensed may be traced full size from books and other sources. Much more typewritten or lettered material may be projected at once, thus making fewer breaks in continuity.

Filing: Ordinary letter filing folders provide an excellent device in which to store, arrange and catalog material.

Non-breakable quality: It is not necessary to put photographic, typewritten, drawn or other similar materials on or between glass. Unbreakable, non-burning plastics of cellophane thickness or greater, in single or multiple layers, may be utilized.

3½ x 4 and 2 x 2 slides may be projected without holders or slide carriers.

The slides are placed down on the projecting surface as they would ordinarily be viewed (no need to get them upside down). In a darkened room with the projector about 15 feet from the screen, several 2 x 2 slides may be projected at one time for purposes of comparison.

Overlays a Valuable Asset in Many Courses

The overhead projector allows for the ready use of overlays. In this it is unique among projecting devices.

In all fields, such as mathematics, art, industrial arts, and science, where step-by-step procedures need illustration, this technique is peculiarly adapted.

The first step (or the given material in geometry, for instance) may be flashed on the screen and explained, then the next step thumbed into position in a different color, and so on until the completed problem, project, or process is all built up before the pupils’ eyes.

In classes like English, industrial arts, biology, and chemistry, where objects (sentence elements in the case of English) have to be labeled, the overlay is an ideal medium.

Lessons may be traced on a projected basic material without disturbing the original material for use with the

Left: two views of the Besler Company’s Vu-Graph, typical of the modern overhead equipment. Other overhead-type projectors are available from Keystone View and Visualcast.
next class. The lesson is traced on a piece of rolled plastic clamped over the original material.

The same outline map may be used as a base to overlay various colored areas indicating various physical, political, economic, or other features.

Graphs, writing lessons, art techniques, and other illustrative material may be demonstrated in the same manner. All materials are available for the next lesson without erasing or redoing.

Many other techniques, methods and uses of the overhead projector are in operation now, and more will be developed by the versatile American teacher. Those uses listed here should serve to indicate the wide possibilities inherent in the overhead projection field.

In conclusion, overhead projection is not a "lazy man's teaching crutch" but a unique, valuable aid to doing a better job of helping the learner. Much work is necessary in preparing materials for this projection until somebody does for this machine what filmsstrip producers are doing for the owners of filmsstrip projectors. But it is work that pays rich dividends for both teacher and pupil.

Film Librarians Give Answers to Typical Management Situations

From Dade County, Florida

* One problem is: keeping outside organizations happy in spite of the fact that you do not allow them to use the facilities, when such use would be "the straw that breaks the camel's back," but which would also be a really valuable service to them. The only safe rule is to say "no" to EVERYONE, and then go out of your way to help them find the material they want from some other source. I believe such a course actually builds friendship, if it is handled firmly, consistently, and kindly.

From Frederick, Oklahoma

* Some schools want to use the films for entertainment, instead of using them for educational purposes. However, we are eliminating this to a great extent. Teaching the proper use of the films has been our greatest problem.

From Erie, Pennsylvania

* Too few teachers plan ahead to take advantage of advance bookings. They usually call at the last minute for material that has been previously booked—and regard themselves as THE user.

From Lynchburg, Virginia

* First of all, have someone in charge who is interested, has been a teacher, and knows the teachers' needs. One who is tactful in handling teachers, tireless in his efforts. He must be a person who can sell the program to the public as well as to staff members.

It is an expensive program, and the person in charge must have a substantial budget in order to succeed. New films should be added continuously. Make all materials available to teachers without too much effort on their part because teachers are busy people.

From Louisville, Jefferson County, Kentucky

* Only 16 mm films are circulated from our libraries. It has been my experience and that of others in the field that the circulation of records, transcriptions and filmsstrips is extremely difficult, resulting in high loss from damage and breakage and since the cost of these aids is relatively low, we have adopted a policy of building libraries of these materials within the individual schools. . . Some of our schools have filmsstrip libraries of two to five hundred filmsstrips and similar libraries of recordings.

Preview: "Steps of Age"


Title: The Steps of Age. 25 min., 16sd; produced by Film Documents.

* First of six in a Mental Health Film Board Series on Emotions of Everyday Living. The Steps of Age is a home spun story of the problems of the aging, a subject which is receiving increasing attention in the field of medicine and psychiatry, and on the screen.

The theme may have been predicated upon the thought expressed by the elderly central character who does the continuity narrative. In her words that "growing old is so much easier if someone loves you and understands you." It also could have been directed toward the idea that a retired worker who spends all his waking hours "beating himself" at checkers-solitaire is defeating his happiness.

Both themes are doubtlessly sound psychiatry, and probably generally accepted by the laity, but the resultant scattering of interest, complicated by the "fadebacks" of retrospect, stopped the results short of potentialities for general audience.

Elements of the story development include the widowed mother's moving in with daughter and family, the protests of interference when Gram picks up the mailing baby during a noisy costume party, her fruitless efforts to find a job when she feels she is not wanted. A dramatic bit is presented when the retired iron worker shifts himself in the cab of the crane he wants to operate once more.

The film may be borrowed through the State Mental Authority, rented from educational film libraries or purchased from the International Film Bureau, Inc., 6 No. Michigan Ave., Chicago 2. IFB has exclusive sales rights to The Steps of Age and to Angry Boy, second of the series.
Daisy May Came to Our School

As Reported by Mrs. Margaret Divizia
Supervisor of Audio-Visual Instruction
Los Angeles Public Schools

These Los Angeles Youngsters Learn About Rural Life From a Traveling Exhibit

Grade school youngsters get acquainted with Daisy May.

As the first of four truck units completes day-to-day visits among the schools of Los Angeles and carries its cargo of calves and a cow, the children often report as they return to their homes. “Daisy May came to our school today.” “Daisy May” is the name of the cow.

For the child who studies from pre-primers, which carry the picture of a dog or a cat on one page and a cow on the adjoining, both of about the same size, it is little wonder that wide stares, cries of amazement and squeals of recognition mean that first and second-grade children for the first time in their lives have become acquainted with the reality of a cow and her calves.

Currently four mobile units are visiting the schools of Los Angeles to carry information about farms and rural life to the children of the city schools. The four units are as follows:

(1) The Dairy Unit—This was the first unit put into operation. It has a cow and a calf, all the cows being named “Daisy May.” Everyone just says, “Has Daisy May been to your school?” The animals are supplied by two or three of the large dairies in this area. One cow will be on the truck for probably two weeks, and then another dairy will lend another cow and some calves. The calves are somewhat of a problem as they grow very fast.

Supplies also are carried on the dairy truck, such as cream for making butter and cottage cheese. These supplies are purchased by the city schools at a reduced rate. When the unit goes to a school, it stays all morning. The presentation is made by the teacher who is in charge of the truck and always is in charge when the truck is at the school. These people are regular certificate-holding teachers from our school system, paid by the school system.

(2) Poultry and Livestock Unit—Special stock of chickens, turkeys, a goat, a rabbit, a lamb, and a pig.

(3) Agriculture—Science Exhibits—Consisting of samples of grain, soil, plants, etc.

(4) California Wild Life—Living wild animals as well as mounted specimens, birds, etc.

We believe the mobile units are very worthwhile. In the first place, the mobile dairy unit was developed because so many of our children never had seen a live cow; they had no idea whatever of its size, or anything else about it. Most of our children study the dairy in the first or second grade, but it is not possible for us to take all the children to the dairies in this area. So we bring a live exhibit to the school. The children see the cow being milked; they see butter being made, and they are told about the other products made from milk. They get to pat the cow and the calf, and learn about the food the animals eat. The school is notified a long time ahead and so is prepared when the truck arrives.

The unit of California Wild Life helps our children appreciate the natural things around them and in our neighboring foothills. We have many children who never have been to the mountains, or the seashore, although that is hard to believe. This is one way to bring reality to them and, we hope, give them some appreciation of nature and wild life.

First-hand experiencing as a skilfull teacher answers young observers.

For the first time many youngsters see where their milk comes from.

Los Angeles’ mobile unit is accompanied by trained staff teachers.
Picture Story: “Williamsburg Restored”

EVERY AMERICAN who cherishes the traditions and examples of our founding fathers will appreciate the authentic interest of Williamsburg Restored, new documentary film in color on the history and restoration of this significant colonial capitol city.

Its 44 minutes of screen time cover the historic actions of the 18th century through to a present day detailing of the restoration work that has been underway in Colonial Williamsburg for a quarter century. Julien Bryan and the International Film Foundation were the producers. A new Film Distribution Section has been set up at Colonial Williamsburg to handle the sale and rental of prints of this and the earlier picture Eighteenth-Century Life in Williamsburg, Virginia.

An introductory sequence in Restored re-enacts a historic day in May, 1774. This is the festive season “Publack Times” when events of social and political importance take place in Virginia’s colonial center. The arrival of a post rider during a session of the Assembly brings news of the closing of port of Boston by the British. It is the eve of the Revolution. From this setting of the Williamsburg of 1774 the film turns to the 1920s.

Williamsburg’s star had set and the once-prosper center of colonial life was neglected until the idea of Colonial Williamsburg and the restoration was taken up. The painstaking work of research and restoration which began in 1928 is detailed in extremely thorough and fascinating scenes. History lives again and again as the research material from which the buildings and their contents so faithfully reconstructed is brought to the screen. There is, finally, the town as it is today for visitors to enjoy... breathing the spirit which lives again “in a new time of crisis, binding together the peoples of the free world today.” A film in the American tradition.
New Materials

FILMS • SLIDES • RECORDINGS
AND OTHER AUDIO-VISUAL AIDS

NEW FILMSTRIPS
• Demonstrations of different kinds of arithmetic are taken from subjects familiar to children: their family life, sports, school, etc. Cartoons make these explanations more interesting, and the job of teaching easier.

Advertising—A Force in Modern Living—(35 fr.) Free with guide: Key Prod.
• A filmstrip telling the story of the history of advertising, and its powerful effect on the world today. Also shown is the preparation of a demand campaign, and the different kinds of media used.

American Insects—(44 filmstrips) Color, sale $15.50: YAF.
• A new addition to the Golden Nature series, this filmstrip in color pictures 225 American insects, and is accompanied by a 67-page manual. It is suitable for elementary and high school nature study and science classes.

Scene in “Beginning Volleyball”

Beginning Volleyball —(208 fr.) 40 min, Color, sale—$3.93, st. $2.25: Athletic Test.
• This filmstrip was designed to teach people to play the game and know the rules. There are demonstrations of each of the skills, and a detailed explanation. The four units are entitled: The Game, The Pass and Set-Up, The Serve, and The Attack. There are corresponding 33⅓ rpm records, an Instructor’s Guide and a copy of the Student Manual.

Century of Progress—Navigation—(426 fr.) Sale $33: BIS.
• Here is the story of the progress that has been made in traveling by water, and arriving at a specified time. Because of the war, greater progress was made after 1940 than ever before.

A Century of Progress—Women—(29 fr.) Sale $3: BIS.
• Women’s status has changed a lot in the last hundred years; it has improved, due in a large part to more and better education. An Instructor’s Guide and a copy of the Student Manual.

A Garden We Planted Together—(52 fr.) Sale $3: UN.
• Children from many lands joined to plant a garden, just as adults from many lands joined to make a world of peace.

• Here is a filmstrip geared to make the study of spelling more fun for children of the middle and upper elementary grades. Cartoon characters are used throughout, and there are pupil participation activities.

• The preamble to the UN Charter says that one of its primary objects is “to promote social progress and better standards of life in larger freedom.” Filmstrip tells of the UN’s way to light the conditions which breed war. It tells of the people the world has long forgotten, the sick, the homeless, the poor, the ignorant, and how the UN has reached out a steady hand.

To Serve All Mankind—(67 fr.) Sale $3: UN.
• Here is an exploration of one of the great dreams of many peoples, the right to be self-governing. This is a visualization of the UN Charter and its aims in furthering freedom.

U. N. Around the World—(34 fr.) Sale $3: UN.
• The less well-known story of the UN is told, how it aids health, education and agriculture in many lands.

The Universal Declaration of Human Rights—(73 fr.) Sale $3: UN.
• Human rights for all people, everywhere that there was the document passed by the UN General Assembly in Paris. This filmstrip explains the document, and what it means to mankind.

16MM MOTION PICTURES

Primary

Here Comes the Milkman—Sale, Color $100, b/w $45: Bailey.
• The story of one day in the life of a milkman, what he does in the community, and what it is like to get the milk ready for delivery. Film is for the primary grades.

Our Teacher—(10 min) Sale, color $100, b/w $50: Coronet.
• This film is a visualization of the pupil-teacher relationship, as it should be. The teacher’s job is shown as being one of friendliness and helpfulness to the children. The children’s job is to be more cooperative and alert.

Intermediate

Improve Your Spelling—(10 min) Sale, color $100, b/w $50: Coronet.
• This film is a simple approach to make the student aware of how words “look”, and is an aid in achieving better spelling for a better adult life.

Rhythm in Music—(10 min) Sale, color $100, b/w $50: Coronet.
• This film visualizes the rhythm to be found in mankind, his environment, and music. Points out the basis of rhythm is the beat, and that rhythm and melody depend on each other for music.

Shooting Safety—(26 min) Color, Sale $995:
• Sporting Arms.
• Here is a film made by experts in the field of guns, and telling the story of the safe way to handle them in all situations. It portrays a shooting school for children, and the acting is done by professionals who know how to handle and use guns.

High School & College

Anthony and Cleopatra and Julius Caesar—(45 min, col) Sale $117.50 Ex: YAF.
• New Shakespearean films made in England by experienced acting company. These two films are condensations of the classics, suitable for high schools, colleges and adults.

The Debate Continues—(30 min) Sale $75, rental $3.75: BIS.
• Film shows the bombarded House of Commons, after the rebuilding, opening and dedicating ceremonies. Included are speeches made by King George, Winston Churchill and Clement Attlee.

• Film demonstrates the four basic turning movements in driving changing lanes, making a left turn at an intersection, backing into a parking space, and making a U-turn. Here is the right-way to drive, told in an easy-to-follow fashion. Suitable for high school and adult driving classes.

How Britain Votes—(18 min) Sale $55, rental $3: YAF.
• England will vote again on October 25, and this film tells the story of the British election machinery in action, from the selection of a candidate to the opening of Parliament—and the preparation made at headquarters as they prepare for the next election.

It’s a Small World—(36 min) Sale $125, rental $5: BIS.
• The camera tells the story as it follows a group of nursery school children from morning until they leave for home. There are no words spoken, and the acting is spontaneous.

Mother of Parliaments—(10 min) Sale $325.50, rental $1: BIS.
• The House of Commons reopens and the camera catches some of the famous people of England.

The New Pioneers—(20 min): Cathedral.
• The story of a newspaperman who travels to the nation of Israel and sees the work that has been done in industry and agriculture. It is the story of a race of people, their religion and how they live.

"To Promote Better Life" is a recent New York Times filmstrip.
High School, College & Adult

Feeling Left Out—(15 min) Sale, color $125, b/w $65.50: Coronet.
- Here is a film to help the lonely, those who don’t quite seem to fit into the patterns of their friends. Gives sympathetic suggestions which will help young people to overcome this difficulty.

How Billy Keeps Clean—(10 min) Sale, color $100, b/w $50: Coronet.
- A health film stressing the importance of cleanliness to a happy life. A simple tale which motivates the interest of children in keeping clean by explaining why it is important.

Let’s Be Human—(16 min) Sale $90: BRUA.
- The story of the Boss and the employee and how they should get along. It tells in detail some of the rules necessary for handling people by presenting the two opposing themes, the successful way, and the unsuccessful way.

Listen Well, Learn Well—(10 min) Sale, color $100, b/w $50: Coronet.
- The technique of being an active listener is presented in a story situation, pointing out how to acquire the skill of knowing the important things to listen for. Points out the importance of this ability in work and in your relationships with others.

This is Britain—Health—(9 min) Sale $32.50, rental $1.50: BIS.
- This film covers three important phases of health: the research on the common cold done at Harvard Hospital; how hypodermic needles are made; and the fitting and use of artificial limbs.

Treasuries for the Making—(20 min) Color, free loan: Assn.

- This film tells the story of how simple it is to make jambalaya at home. Two common methods are shown, the short boil (with pecan), and the long boil. There is also a slide film on the short boil method. (prints are free). There is a combination film manual and teacher’s guide with each film.

RECORDINGS

- This authentic album of 20 language recordings has been transcribed from its original standard (78 rpm) form as RCA’s answer to numerous educational requests for the 45 rpm form. The new album consists of unbreakable records but is just as complete as the original. Purchase from RCA or other visual education dealer outlets nationally.

This Is the U.N.—Album, 78 or 33½ rpm versions. Sale: Tribune Productions.
- This is the recorded story of the United Nations in action from 1945 to 1950, from San Francisco to Korea. Here are the voices of the Roosevelts, Truman, Atlee, Nehru, Program, Churchill, Marshall, and the many others who participated.

Sources of Materials

(Continued from page seventeen)

of enunciation, expression, speed and timing, enthusiasm and vitality.

When all these preparations were completed and practice had developed near perfection in performance before trial audiences and critics, the students were adjudged ready to perform openly, as competent "Tellviewers," their "professional" title.

The present status of the "Tellviewers" is similar to that of the "Traveling Teacherettes" and both groups are ready to perform with practiced efficiency at a moment's notice. They travel to other schools and clubs in the community, each giving a 35-minute performance that is specifically educational in its subject field, and highly entertaining due to its organization, style, and humorous treatment.

It would appear that in these youngsters called "The Tellviewers," the lost art of lantern slide lecturing has been revived and put to a new educational use. Even more important is the students' participation in the educational program and its effect on their development in morale, confidence, sense of accomplishment and the worthy publicity they acquire for themselves and their school.

Our four "Tellviewers" are Cynthia DeFelice, with Bontay as her topic; Parker V. Kirk, who speaks on Prehistoric Man; Robert Ehrlich, Domesticated Animals, and Harold Smith, whose subject is Snakes.
A NATIONAL DIRECTORY OF VISUAL EDUCATION DEALERS

EASTERN STATES

- DISTRICT OF COLUMBIA -
  Brenner Photo Co., 933 Penn Ave, N.W. The complete Photo Dept. Store.
- NEW HAMPSHIRE -
  A. H. Rice Co., Inc., 78 West Central Street, Manchester.
- NEW JERSEY -
  Shidecraft Co., South Orange, N. J.
- NEW YORK -
  Association Films, Inc., 35 West 45th St, New York 19.
  Council Films, Inc., 50 N. Main St., Homer, N. Y.
  Jam Handy Organization, Inc., 1775 Broadway, New York, N. Y.
  Visual Sciences, 599 SH Suffern.
- PENNSYLVANIA -
  Jam Handy Organization, Inc., 930 Penn Ave, Pittsburgh 22
  Karel Sound Film Library, 214 Third Ave, Pittsburgh 22.

SOUTHERN STATES

- FLORIDA -
  Norman Laboratories & Studio, Arlington Suburb, Jacksonville 7.
- LOUISIANA -
  Jasper Ewing & Sons, 725 Poydras St, New Orleans 12.
- MISSISSIPPI -
  Jasper Ewing & Sons, 227 S. State St., Jackson 2.
- TENNESSEE -

MIDWESTERN STATES

- ILLINOIS -
  American Film Registry, 24 E. Eighth Street, Chicago 5.
  Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.
- IOWA -
  Ryan Visual Aids Service, 517 Main St., Davenport.
- MISSOURI -
  Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.
- MICHIGAN -
  Jam Handy Organization, Inc., 2821 E. Grand Blvd., Detroit 11.
- OHIO -
  Academy Film Service, Inc., 2300 Payne Ave., Cleveland 14.
  Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.
  Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2.

WESTERN STATES

- CALIFORNIA -
  Association Films, Inc., 351 Turk St, San Francisco 2.
- OREGON -
  Moore’s Motion Picture Service, 306 S.W. 9th Avenue, Portland 5.
- TEXAS -
  Association Films, Inc., 1915 Live Oak St., Dallas 1.
  Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.
- UTAH -
  Deseret Book Company, 44 E. So. Temple St., Salt Lake City 10.

CANADA


Reference Shelf

  • Issued by UNESCO and the World Health Organization, lists films on child health and welfare produced by private companies and public institutions. 35 countries responded to the appeal for data. Motion pictures and filmstrips are included.
  * * *
  Food Preparation and Related Subjects: A Selected Annotated List of Visual Aids. $1, National Council on Hotel and Restaurant Education. Benjamin Franklin Station, Box 7727, Washington, D.C.
  • Motion pictures, filmstrips, charts and posters are listed and described in the booklet, prepared by a Committee on Library Facilities of the Council, headed by Miss Louise Moore. The compilation provides a wealth of new material for department heads and supervisors in their instructive duties, as noted in a foreword by H. B. Weck, director of the School of Hotel Administration at Cornell University.

Visual aids are classified as follows: equipment; food merchandising and display; food preparation; principles and techniques; quantity production; food processing; canning, dehydration; freezing; food service; maintenance and housekeeping, nutrition, personnel and public relations; purchasing; safety; sanitation; supervision and careers; and types of foods.
  * * *

  • The revised edition describes 35 free or inexpensive booklets, charts, posters and other a-v materials available to junior and senior high school teachers.
  Subjects include science, social studies, agriculture, home economics, industrial arts and photography. There also are sections on a-v aids, lighting the school plant, technical publications and Westinghouse scholarships available to teachers and students.

Introducing each filmstrip slide set and slide grouping is a concise statement outlining content and general utilization in curriculum. Additional information in many cases follows the individual titles plus the total frames and slides, or both, in a set.
ELIMINATE MOUNTING AND PICTURE HOLDERS WITH Beseler

VU-LYTE
Opaque Projector

All copy is held absolutely flat on the VACUMATIC PLATEN of this ultra-modern Beseler VU-LYTE during projection, through suction created by a special fan.

There is no need to spend time pasting and mounting copy—or inserting copy into holders. You simply introduce your copy onto the platen, and there it "stays put" without curl or flutter.

As you handle the superb new VU-LYTE, you'll appreciate the exceptional advantages of this VACUMATIC PLATEN. It's one of the exclusive Beseler developments that make the VU-LYTE the most modern and most versatile of visual teaching tools.

Yes, Beseler explored every line in bringing you a projector that gives top-notch results with maximum ease and economy of operation.

For instance:

1. YOU CAN use the VU-LYTE in a partially-lighted room. Total darkness is unnecessary in order to obtain clear, sharp images and brilliant color—because VU-LYTE provides extra illumination.

2. YOU CAN feed mixed or continuous copy through smoothly, without light flashes, by means of the Beseler FEED-O-MATIC* metal belt CONVEYOR. A full 8½x11 page letter or a postage stamp can be projected with equal ease, without flutter.

3. YOU CAN project a lighted arrow onto any part of the illustration by means of the new Beseler built-in POINTEX? POINTER—thereby pointing out details without leaving the projector.

4. YOU CAN use VU-LYTE on an uneven surface—project on small or large screens. In addition VU-LYTE is an amazingly quiet and cool operating opaque projector.

These advanced, exclusive features, plus others, are incorporated in a projector that weighs only 35 lbs. and is reduced in price!

Ask for a free demonstration of the precision built VU-LYTE in your own projection room and for more information regarding this truly new concept in opaque projection ask for booklet P

*Pat. Pend. 
†PATENTED

CHARLES Beseler COMPANY
60 Badger Avenue, Newark 8, N. J.
The World's Largest Manufacturer of Opaque Projection Equipment
The first automatic tape recorder... with completely automatic Push-Button Control

$149.95

The World's Most Advanced Tape Recorder

The last word in an easy-to-operate tape recorder— as simple to use as an auto radio! Push a button and it records— push another button and it plays. Two other buttons give you fast forward or fast reverse. It's quick, easy, convenient. This new tape recorder gives brilliant, rich reproduction with life-like fidelity— up to 4 hours on one 7-inch reel. Ideal for recording and reproducing voice or music— for home, industry, schools, churches, clubs. Compact, portable— and amazingly low priced. An engineering triumph by Wilcox-Gay, long-time pioneers in low cost quality recording.

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919 N. Michigan Ave., Chicago 11, Ill.
Issue 3 — Volume 7 for December-January 1952

Symposium: Organizing Film Library Operations
Nationwide Audio-Visual Service Facilities

PRICE FIFTY CENTS
Two New Fascinating Films for Primary Grades

The latest in YAF’s growing list of teaching films especially written and produced for language arts and science at the Primary Grade level.

THE ADVENTURES OF WILLIE SKUNK
The intriguing story of Mother Skunk and her five babies, featuring Willie, the baby who always manages to get into trouble. Narration written by Munro Leaf, creator of “Ferdinand the Bull.” 1 reel, $45. READY NOW.

OTHER YAF FILMS FOR THE PRIMARY GRADES
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The Curious Coati
Kitty Cleans Up
Let’s Look at Animals
Mother Duck’s Surprise

TWO LITTLE RACCOONS
The fascinating adventures of Randy and Wilbur Raccoon, two young raccoon twins, and all about the things they see and do on a day away from home. 1 reel, $45. JANUARY RELEASE.

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They get the idea...

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The Pageant Projector multiplies teaching effectiveness

These school children are sharing a new experience . . . watching on film how people actually live in a far-off foreign country. Children learn better and teaching is easier when you use movies . . . whether black-and-white or color, silent or sound.

And you will find the 16mm. Kodascope Pageant Sound Projector your best friend when using movies in your daily curriculum. A limited film library need not hamper you, because thousands of "ready-made" films on almost any subject you can name are available from hundreds of widely located rental libraries today.

You will also find the Pageant Projector easy to operate . . . simple to thread and set up for classroom use. Any sixth or seventh grader can handle the presentation for you. Dependable performance means trouble-free presentations. The optical system always projects the sharpest and clearest of pictures and a unique sound system has controlled tone volume for best of fidelity. Pupils are more sure to hear and understand the narration clearly whether from sound tracks or from the microphone or phonograph attachment used with silent films.

Lifetime lubrication means no more oiling problems, makes your film prints last longer. The Pageant and speaker, in a single, portable case, weigh only 33 lbs. List price is $400. Let your Kodak Audio-Visual dealer demonstrate it for you, or send for a new booklet which describes its uses in full.

A motion-picture camera for any assignment

With the 16mm. Cine-Kodak Special II Camera, you can make your own movies—top-quality films for teaching, demonstrating or research. It gives you professional results . . . with all the controls needed for fades, mask shots, dissolves, multiple exposures, and animations. Write for "16mm. Motion Picture Making with the Cine-Kodak Special II."

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“Williamsburg Restored”

This new documentary film of Virginia’s colonial capital presents a picture of historic Williamsburg as it was 194 years ago and as it is today. It vividly portrays the scope of the architectural achievement in the restoration of the town to its 18th century appearance.

44 minutes • Sound • Color • 16 MM
Rental $5.00 • Sale Price $180.00
Produced by Julian Bryan International Film Foundation
TO RENT OR PURCHASE WRITE TO
Colonial Williamsburg
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ONE DAY,

BERTRAM was chosen to project the class film. Films didn’t mean much to B. But he had to watch the screen that day. He saw the complete story of the SEA URCHIN — how it lives, feeds, moves, reproduces. “Perfectly fascinating, perfectly fascinating!” the class heard Bertram say as he was rewinding the film.

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OF MEETINGS AND T.V.

* Members of the Department of Audio-Visual Instruction (NEA) plan to gather in Boston and other groups are headed for the School Administrator’s meetings in St. Louis and Los Angeles during February and March. That’s the immediate calendar of special interest to audio-visual directors and classroom film users.

Emphasis on educational television continues to dominate many of these local and regional gatherings of audio-visual groups. The issue here is that the apparent necessity of setting aside a fair percentage of channels for future t.v. use by education has been interpreted by many as meaning that the use of those channels was also immediate. Much of the controversy and the grave danger of wasteful spending could be removed from this situation by assuring education of the channels for at least five or ten years ahead without requiring immediate operation of such facilities.

No single institution or bonafide educational group has yet tested the full-time ownership and operation of telecasting facilities for purely educational programming. Iowa State’s WOI-TV is a commercial operation with continued dominance of all that education deems bad in present commercial program fare. That is still the key question of 1952 in educational telecasting: why does WOI-TV continue to telect the Berle, Godfrey, Captain Video, et al?

At the recent School Broadcast Conference in Chicago, your editor met Mr. James MacPherson, DAVID secretary, in a brief debate on this subject. It is Mr. MacPherson’s contention that his FCC testimony favoring educational t.v. for classroom film projection was quoted “out of context.”

* The Instructional Film Research Program, located at Pennsylvania State College and sponsored by the U.S. Navy, has set forth 10 principles governing film influence in the learning-teaching situation. They should be of interest to all who use audio-visual materials.

1. Films are of greatest influence when their content reinforces and extends previous knowledge and attitudes. The converse of this is also true.

2. The influence of a film is specific, not general.

3. The influence of a motion picture increases as the content of the film is directly relevant to the audience reaction it is intended to influence.

4. Reactions to a motion picture vary with film literacy, abstract intelligence, formal education, age, sex, previous experience in the subject, and prejudice or predisposition of the audience.

5. The influence of the motion picture is primarily in the picture and secondarily in the accompanying language and/or music and is relatively unaffected by the “sickness” of production.

6. Response to motion pictures is selective in terms of the familiarity and significance to the audience of the pictorial context in which the action takes place.

7. Response to a motion picture is most intense, efficient, and predictable when it shows actions from the standpoint of the trainee.

8. Rate of development influences the impact of a motion picture on its audience.

9. Instructional techniques built into the film or applied by the instructor substantially increase the effectiveness of a film.

10. The relation of efficiency of learning performance of a group to a film or filmstrip exhibited is influenced by the leadership of the instructor who uses the aid as well as by the effectiveness of the aid itself.

See & Hear

“The National Audio-Visual Journal”

Office of Publication • 150 East Superior Street • Chicago

The resurgence of the educational use of radio highlights the need of good equipment, with above-average tone quality and reception to meet the specialized requirements of classroom listening.

RCA Victor is proud to offer a new AM-FM receiver, *The Livingston*, which meets your every school need. Here is an instrument which provides the finest reception of standard AM broadcasts . . . and if your school is fortunate enough to be within range of an educational FM station, *The Livingston* (Model 1R81) also offers incomparable FM reception.

*The Livingston* has the famed "Golden Throat" tone system with an eight-inch speaker for console-type tone quality. Two built-in antennas for FM and Standard broadcast. And, of course, there is a phono-jack which allows you to plug in a record player, like the "Victrola"* 45 Attachment for superb record reproduction.

Your local RCA Victor dealer will be pleased to demonstrate this fine receiver for you. Fill out the coupon below for literature describing this and many other RCA Victor radio receivers.


MAIL COUPON NOW FOR FREE BROCHURE

EDUCATIONAL SERVICES

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA, CAMDEN, N. J.

The Audio-Visual Journal
A-V Personalities

* These names made news in the audio-visual world during recent winter months. The Editors extend special regards to Dr. Franklin Dunham, honored by the School Broadcast Conference at its annual meeting.

Dr. Franklin Dunham Receives 1951 School Broadcast Award

For "meritorious service to educational radio and television," Dr. Franklin Dunham, chief of radio-televison at the U.S. Office of Education, has received the 1951 award of the School Broadcast Conference which recently convened in Chicago for its twelfth annual session.

Dr. Dunham is a member of the Joint Committee on Educational Television, the seven member board sponsored by the Ford Foundation to promote educational television stations and which represents all phases of education in the United States. He is also consultant to the Special Services Branch, Adjutant General's Division of the Army and to the U.S. Navy Special Devices Center at Port Washington, New York. He served for many years as educational director of the National Broadcasting Company and has held his present post in Washington since 1945.

Taff and Minesinger Are Named EBS Sales Representatives

Two recent additions to the nationwide staff of Encyclopaedia Britannica Films are Paul K. Taff and John R. Minesinger. In the capacity of district managers, they will consult on audio-visual problems and the establishment of film programs with educators throughout their territories.

Mr. Taff has been appointed district manager for the eastern section of Ohio and the western section of Pennsylvania. Prior to his new position he was program director for the radio and television department of the Chicago Board of Education. He is a graduate of James Milliken University and Northwestern University.

Mr. Minesinger has been appointed district manager for Maryland, Delaware and the District of Columbia. A graduate of Washington Missionary College, he has recently been engaged in managing his own audio-visual business.

Vernon Dameron Is Educational Director of Edison Institute

Appointment of Vernon Dameron to the newly-established position of educational director of The Edison Institute, Dearborn, Mich., was recently announced. In accepting the appointment, the well-known educator emphasized national aspects of the institute's program now being planned.

Included in this program will be the production and distribution of institute-relevant motion pictures and filmstrips as well as the production of television programs for school and adult education groups.

Mr. Dameron has had wide experience to qualify him for his new post. Besides his work as a teacher, he has been director of plans for an Army Air Forces training film preparation unit and the first director of the division of audio-visual instruction of the National Education Association. He was also the first secretary of the Film Council of America; adviser in organizing the Life Magazine filmstrip production department; and delegate to conferences of UNESCO, U.S. Department of State, and other government and professional groups.

The First Automatic Tape Recorder!

with completely Automatic

PUSH BUTTON CONTROLS

So simple any child can operate it!

As simple to use as an auto radio! Push a button and it records—push another button and it plays. Two other buttons give you fast forward or fast reverse. It's quick, easy, convenient. This new tape recorder gives brilliant, rich reproduction with life-like fidelity—up to 4 hours on one 7-inch reel. Ideal for recording and reproducing voice or music—for home, industry, schools, churches, clubs. Compact, portable—and amazingly low priced. An engineering triumph by Wilcox-Gay, long-time pioneers in low cost quality recording.

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Slightly Higher West of the Rockies

• Weighs less than 20 lbs.
• Measures 12" x 14" x 7".
• Uses both 5" and 7" reels.
• 5 x 7 Elliptical Speaker.
• High speed wind—forward and reverse.
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Available in two models:
Model 2A11—(two speeds) 3 3/4 and 7 1/2. Plays up to 4 hours on one 7" reel.
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MONSON CORPORATION
Exclusive Photographic and Educational Agents
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Second Annual Boston Festival To Be Held on May Third

The Film Council of greater Boston has announced May 3 as the date of its second annual one-day festival. Films released since January 1, 1951 in the following categories will be considered for screening during the day's activities: adult education, classroom, public relations, recreation and religion. Deadline for submitting entries is May 1, 1952. Send preview prints for consideration to Mrs. Muriel C. Javelin, Boston Public Library, Boston 17, Mass.

Nine Protestant Denominations Form Church Film Libraries, Inc.

To prevent overlapping in the distribution of 16mm films to churches in the western United States is the purpose of Church Film Libraries, Inc., a non-profit corporation recently established by nine Protestant denominations. Combining the film libraries of the Congregational-Christians, Pilgrim Press Service, Presbyterian Film Service, the new organization will be able to give complete service to all churches in the area.

Offices have been opened at 1399 North Lake St., Pasadena 6, Calif., to serve the need of churches in California, Nevada and Arizona. Branch offices will be located in various other cities in the area, first office having already been established in San Diego with the San Diego Council of Churches.

Representing nine denominations and serving as officers and members of the board are: Mr. Lee Bonnell, president of the board, representing the Disciples of Christ; Mr. George Heinrich, vice-president of the board, representing the Augustana Lutheran Synod of California; Mr. E. L. De Patie, treasurer of the board, delegated by the Episcopal Diocese; and Mr. Ralph Merriam, secretary of the board, Baptist layman.

Church A-V Demonstration Held

Selection and use of audio-visual equipment was the theme of the demonstration held in Chicago on November 26 by The Church Federation of Greater Chicago. Miss Pearl Rosser and Dr. Elmer G. Million, executive and associate director of audio-visual and radio education of the National Council of Churches, were present to give advice to those attending the exhibit. Later in the afternoon Miss Rosser spoke on "The Growing Use of Audio-Visuales in the Church."

Chicago's School Superintendent Headlines Coronet Film Showing

Teachers, parents and leaders of youth groups will be interested in a new Coronet 16mm sound film intended to combat the increasing tendency of high school students to leave school prematurely. Entitled *High School: Your Challenge*, the film was produced by Coronet Films in collaboration with Dr. Herold C. Hunt, general superintendent of Chicago schools. It is directed to the average high school student, showing him the advantages of a high school education and the value of taking active part in his school's many activities.

At a recent premiere showing of the film to 250 Chicago high school principals and administrators, Dr. Hunt described the problem of our youth leaving high school before graduation as one of the chief concerns of the nation today. "Adolescent life, under the magic of this film," said Dr. Hunt, "becomes a great adventure when nurtured in the happy environment of a first-rate high school with its activities and guidance program directed by sympathetic and understanding teachers."

*High School: Your Challenge* will be released in February. Further information may be obtained from Coronet Films, 65 E. South Water Street, Chicago 1, Ill.

AASA Meetings in February and March at St. Louis, Los Angeles

Regional meetings of the American Association of School Administrators will feature discussions of educational television. The late February sessions (at St. Louis) will also include an appearance by Robert J. Blakely of the Ford Foundation.

The Los Angeles meetings will be held on March 5-12 with exhibits and registration opening in Shrine Convocation Hall on Saturday, March 3. Members of the National Audio-Visual Association will attend a NAVA Western Meeting at the Hotel Ambassador in Los Angeles on Thursday and Friday, March 6 and 7. This regional gathering will feature 16mm manufacturers' sales meetings, followed by regular NAVA sessions. A final dinner on Friday evening, March 7, concludes the NAVA program.

In sharp contrast to other AASA sessions, little is noted on the program of the formal program dealing with practical problems of audio-visual application. Educational t.v., which many educators are presently bemused, comes in for program discussion during the administrators' sessions.

ASEE Requests Listing Data for Teaching Aids Catalog

The American Society for Engineering Education is issuing a call to industry, the professional societies, public or private research organizations and engineering colleges for teaching aids which may be reviewed in its forthcoming Catalogue of Teaching Aids. This publication, which is being prepared by the society through its committee on teaching aids, will contain reviews of all kinds of teaching aids suitable for use in the teaching of various engineering subjects. The first edition of the catalogue will be limited to civil, electrical, and mechanical engineering, mathematics and engineering mechanics. This edition will also be limited to motion picture films (sound and silent), 2x3.5x12 slides, models, charts and exhibits. Information on such devices may be sent to Professor Carl W. Muhlenbruch, Chairman ASEE Committee on Teaching Aids, Northwestern Technical Institute, Evanston, Illinois, who will see that they reach the proper reviewing group. Each offer of a teaching aid should be accompanied by a written description or photograph and a set of operating instructions.
Two New California Pictures
Study Practical Drama and Jazz
* Films that illustrate practical techniques of the theatre are now available from University of California's educational film sales department. Described in a pamphlet recently published, the films are designed as an introduction to theatre craft for students of dramatic art.

Four Ways to Drama explores the comparative advantages and disadvantages of the four media of dramatic art: stage, radio, television and motion pictures. Every stage of building a flat, from the blueprint to covering the piece with cloth, is described in One Way to Build a Flat. Make-Up for the Theatre illustrates in color the step-by-step processes of applying stage make-up. Color and Light uses animation to demonstrate the principles of additive and subtractive color processes in relation to white light. Making Theatrical Wigs describes the entire process of this little-known craft. The sixth film in the series, Projecting Motion Pictures, covers a familiar subject that goes beyond the purely mechanical aspects of projection. Here the stress is on the relationship between the audience and the various elements of projecting — eating, screen, loudspeaker, etc.

For further information write to Educational Film Sales Department, University Extension, University of California, Los Angeles 24, Calif.

* To acquaint thinking people with America's most unique contribution to the world of music is the purpose of a new 16mm sound film entitled Introduction to Jazz. Shown for the first time at the annual convention of the American Educational Theatre Association held in Chicago on December 27, the film incites the imagination by visualizing bits and pieces in the historical development of jazz, aided by excerpts from collectors' albums.

The film was made by Theatre Arts students on the Los Angeles campus of the University of California. It will be distributed through the university's extension bureau. Preview prints are available to those interested in purchasing the film. Only charge is for delivery and return shipping. Further information may be obtained from the University of California Extension, Educational Film Sales Department, Los Angeles 24, California.

New Materials
FILMS • SLIDES • RECORDINGS
AND OTHER AUDIO-VISUAL AIDS

NEW FILMSTRIPS

Historic Explorers, Grooming Subjects of YAF Filmstrips
* Historic explorers and grooming for girls are the diverse areas covered in two new filmstrips released by Young America Films, Inc. Explorers Marco Polo, Hernando Cortez, Jacques Marquette, Ferdinand Magellan, John Cabot and Lewis and Clark, their lives and exploits, are shown to be of great importance to our nation in the Great Explorers Series Set No. 1.

For high school and college home economics and guidance classes, the Grooming for Girls Series consists of six photographic filmstrips designed to illustrate the basic elements of good grooming for teenage girls. The titles included in the set are You and Your Grooming, Your Hair, Your Face, Your Hands and Feet, Your Clothing and Your Figure.

Consisting of six color filmstrips, the explorer series is priced at $30; the good grooming set sells for $16.50. The filmstrips may be purchased from Young America Films, Inc., 18 East 41st St., New York 17, N. Y. or from any authorized YAF dealer.

Better Reading Habits Reviewed in New SVE Filmstrip Series
* Recent additions to the filmstrip library of the Society for Visual Education, Inc., are Phonics: A Key to Better Reading, Alice and Jerry Reading Series — Second Grade Set, Plants, Animals, and Insects, and two more titles to the Child Care series.

Phonics: A Key to Better Reading is a series of 6 full-color filmstrips for primary through junior high school grades. Captioned drawings explain word sounds and offer exercises for identification and practice. These strips were designed to excite the interest of children who have difficulty in learning clues necessary for easy and effective reading. Individual titles, priced at $5 each or $29.50 for the complete set, are: Let's Start with Key Words, Make Words Work for You, Your Eyes and Ears are Good Helpers, Vowel Sounds Help You, Test Yourself on Sounds, and Help Yourself Read. Each filmstrip averages 34 frames.

Alice and Jerry Reading Series — Second Grade Set is another in the popular group of sets designed to correlate with the Alice and Jerry readers published by Row, Peterson and Co. The second grade set correlates with the text, "The Friendly Village" and aids in second grade word recognition.

Each filmstrip averages 45 frames and lists $3. Titles are: On the Sandy Shore, On the Mountains, On the Great Plains, A Summer in the South, and Navaho Indians.

Natural Science Series Ready
* Plants, Animals, and Insects is a set of 4 full-color filmstrips from colorful, original, scientifically accurate drawings with a few photographs prepared cooperatively with Row, Peterson and Co. This material correlates with their Basic Science Unitexts and was developed for the intermediate through the junior high school grades. This interesting material aids in the development of a pupil's ability to recognize different animal and plant life characteristics and extends experiences with these things. They provide testing material to determine the pupil's mastery and stimulate independent study and research.

Priced at $7 each, individual titles are: Living Things, Telling Trees Apart, Seeds and Seed Travels, and Insects and Their Ways.

SVE Shows Child Care Filmstrips
* Child Care consists of 4 black and white strips prepared by the Baby Development Clinic of Chicago. It is recommended for the junior high school through college level. The first two strips in the set deal with developing relationships between baby sitter, parents, and child, establishing approved methods of child care. The last two help young girls and women understand the natural methods of...
breast feeding and introduce mothers to proper procedures in bottle feeding.

Each filmstrip averages 40 frames and is priced at $3. Titles are Enter the Baby Sitter, The Certified Baby Sitter, Physical and Emotional Values of Breast Feeding, and Comfort and Satisfaction in Bottle Feeding. All SVE filmstrips are available through their dealer organization or by writing direct to the Society for Visual Education, Inc., 1345 Diversey Parkway, Chicago 14, III.

Wayne University Filmstrip On Teacher-Pupil Planning Shown

* Principles of teacher-pupil planning are illustrated in a 35mm filmstrip released recently by Wayne University's audio-visual materials consultation bureau. Entitled How Pupils and Teachers Plan Together, the new film presents the variety of ways in which planning is concerned and the way one teacher practices joint planning with her pupils.

To insure broad applicability for the filmstrip, every effort was made to depict "representative" school situations. Though designed for use with in-service and pre-service teachers, the film's straight-forward presentation is also suited for explaining the teacher-pupil planning method to parents.

Prints of How Pupils and Teachers Plan Together are priced at $3.50, including discussion guide, and may be purchased from the Audio-Visual Materials Consultation Bureau, Wayne University, Detroit 1, Mich.

Heritage Filmstrips Specialize in Social Studies Subjects

* Production of social studies filmstrips emphasizing our democratic heritage will be the specialty of a newly-organized filmstrip company named Heritage Filmstrips, Inc., 39-11 63rd Drive, Rego Park 74, New York. Officers of the company are Samuel P. Robbins, president, and Barbara Robbins, vice-president.


**NEW CLASSROOM MOTION PICTURES**

Coronet Releases Two Groups on "Are You Ready for Service?"

* Coronet Films have announced the release of Group III and Group IV in their 16mm sound film series, Are You Ready for Service? Prepared for high school students in their sophomore, junior and senior years, the two groups of pre-military orientation film consist of 7 individual titles.

Titles in Group III are The Nation to Defend, What Are the Military Services? When You Enter Service, and Military Life and You. Group IV consists of Communism, Your Investment in the Future, and Why You?

Recently commended by Arthur S. Adams, president of the American Council on Education, the film series is described in a free brochure which may be obtained from Coronet Films, Coronet Building, Chicago 1, Ill.

"Mount Vernon in Virginia" Is Distributed by McGraw-Hill

* Latest documentary 16mm sound film of George Washington's Virginia home is presented in Mount Vernon in Virginia. Presented as a gift to Princess Elizabeth and the Duke of Edinburgh during their recent visit to America, the film recounts the reminiscences of General Washington, returned to Mount Vernon on Christmas Eve, 1783. With his duties as commander of the revolutionary armies behind him, his thoughts are of the bright prospects that lie before him as a country squire. All the well-loved objects of his home are seen through his eyes—the house, the grounds, the service quarters—all are seen through the camera's eye. An original musical score adds additional charm to this motion picture.

Produced by Affiliated Films, the film sells for $55 and may be obtained from the text-film department of the McGraw-Hill Book Company, 330 W. 42nd St., New York 18, N. Y.

Young America Announces Three New Subjects for Classrooms

* Elementary and junior high school level 16mm sound motion pictures released recently by Young America Films, Inc., include an amusing animal story, a description of Australian geography, and the demonstration of a swimming champion.

Two Little Raccoons is a one reel sound film depicting the adventures of two young raccoons on their day from home. It is designed especially for the primary grade language arts and science programs.

For elementary and junior high school social studies, Geography of Australia is a concise treatment of the geography of that country, but also pointing out the interplay between physical and human factors.

In Learning to Swim a young Australian champion swimmer demonstrates the basic steps in learning the Australian crawl stroke. This film was designed for the elementary and junior high school level.

Each film is one reel in length and is priced at $40. Further information may be obtained from Young America Films, Inc., 13 East 41st Street, New York 17, N. Y.

"The Meaning of Engagement"

* Importance of the engagement period as preparation for a successful
Teen-Age Menace: Drug Addiction

A SOBER, REALISTIC NEW FILM MEETS THE CHALLENGE

- The hazards of narcotic drugs, the causes and physiological effects of drug addiction, derivation of the various drugs, and treatment for those addicted to drugs is the content of a new 22 minute, black and white educational motion picture, Drug Addiction, released by Encyclopaedia Britannica Films and produced in cooperation with the Juvenile Protective Association and the Wieboldt Foundation of Chicago.

Designed to present the facts about the growing menace of drug addiction, particularly among the youth of our country. Drug Addiction, it is hoped, will leave a deep impression on young minds and thus aid in the national effort to provide information which will help combat this shocking post-war problem which has become so prevalent within the past few years, Walter Colmes, EBFilms' president said.

For School and Community

Drug Addiction is intended for three areas in the high school curriculum—health and hygiene, problems of democracy, and guidance and also for college and adult levels, for discussion groups such as church forums, for groups interested in public health, and for service clubs and similar organizations. Drug Addiction is closely related to such other EBFilms as Alcoholism, Alcohol and the Human Body, and Wasteage of Human Resources.

The film gives a survey of the entire problem of narcotics addiction from several aspects: from the point of view of individual education; as a public health problem; as a law enforcement matter; and as a problem of rehabilitating existing addicts. Woven through this factual presentation is the story of Marty Denelon, a youthful addict.

Drugs Unrelenting Hold

Marty is first seen in a courtroom where he is being held for stealing a clock which he intended to sell in order to purchase more drugs. He tells the judge his story of how he was introduced first to marijuana and later to heroin by a "friend." He soon becomes addicted to the drug and must resort to stealing and selling what possessions he has in order to buy more drugs to avoid the dreaded withdrawal sickness. His whole life becomes centered about the drug. Because of his changed personality he no longer associates with his former friends. This sequence describes many symptoms which will help parents recognize possible drug addiction. Animated drawings describe the source of the major drugs, heroin and other opiates, marijuana, and cocaine, and their effect upon the body.

In concluding scenes Marty is seen undergoing treatment. He returns to his old environment but is shunned by his old friends who still consider him an addict.

Strongest Plea to Youth

Drug Addiction directs its strongest plea to young people and urges them never to experiment with drugs in any way. The film points out that only by avoiding drugs completely can every person be sure that he will remain safe from a vicious habit which enslaves not only one's body but his soul as well.

Collaborators for Drug Addiction were the Juvenile Protective Association of Chicago, a social agency which has handled hundreds of cases of drug addiction among young people, and the Wieboldt Foundation, a philanthropic institution. Dr. Andrew C. Ivy, Ph.D., M.D., acted as consultant on the film. Dr. Ivy is a vice president of the University of Illinois and head of its professional schools.

Facts About the Picture

Drug Addiction has a running time of 22 minutes. It may be purchased for $95 from Encyclopaedia Britannica Films, Wilmette, Illinois, or from any of eight EBF preview and rental libraries in New York: Boston; Birmingham, Michigan; Atlanta; Dallas; Portland, Oregon; Los Angeles, or Box 358, Wilmette, Illinois. This film may be rented for $1.45 for one to three days' use and $1.00 per day thereafter.

COMMENTARY: There's nothing "Sensational" about EBFilms' Drug Addiction; in fact, the film leans toward a sober, completely factual but terribly convincing presentation of this all-too-frequent problem. An important contribution to the documentation of this serious menace.
To bring both lay and professional audiences a better understanding of the use and purpose of educational films in school programs, the audio-visual field has at last a completely neutral and objective study of these “new” tools, appropriately titled New Tools for Learning.

A Chicago industry premiere in January brought universal commendation for the 18-minute 16mm sound motion picture, New Tools for Learning is presented by the University of Chicago’s Center for the Study of Audio-Visual Education and was a highly cooperative enterprise from the start. The idea first took shape in 1949 and in the early months of 1950, the University set up an advisory committee to supervise the planning and production.

New Tools shows the relationship of national interest to that of specific aid to education; the film establishes the fact audio-visual education has reached a stage of significant development requiring professional leadership at the local, state, and national levels.

Incidentally, much of the film was photographed on classroom location in schools and colleges throughout the country. Cooperation of leading producers and government sources helped make New Tools an outstanding review of progress in the audio-visual field.

The motion picture will be distributed on a quantity print order basis only by the Center for the Study of Audio-Visual Education, University of Chicago. Organizations may purchase prints from this source in larger quantities at approximately print cost; individual prints may be secured from regular dealer channels later. At least one major 16mm projector manufacturer has already purchased a large number of prints which it plans to use in a public relations program. There is no identification of any commercial source or producer in the film itself.

Film service libraries now provide classroom film distribution throughout most of the states; into more and more counties. Well-stocked film libraries serve our school. This one will look better when shelves are empty and all films busy.

"NEW TOOLS FOR LEARNING"

All Groups Interested in Audio-Visual Progress Can Use This Film
“That the Deaf May Speak”

LITTLE CAROL was born deaf. At first, no one noticed anything wrong, but one day her mother realized that Carol could hear nothing. A long time ago, this could have meant but one thing—she would be deaf and dumb, and shunned, almost as a mental defective, for the rest of her life. As things are working out, however, Carol can look forward to a happy, constructive life, but she will need understanding and years of training to take her place in the world of the hearing.

How she begins this training and what she can expect to accomplish are told in one of the most gripping and compassionate films on the problems of handicapped people ever produced. Sponsored by the Lexington School for the Deaf, and produced by Campus Film Productions, That the Deaf May Speak, 42 min. color, has already won wide acclaim from dozens of newspapers, child welfare authorities and government officials in the few short weeks since its release.

Carol, along with many other children who were born deaf or who became deaf before learning to speak, is just a normal child at the Lexington School—outside, she would be a “special” child, a pitiful, deaf child. At the school children live together all week (they go home week-ends) and work together at the main problem of their lives—learning how to speak and to understand the speech of others. They must start the long travail in earliest infancy for if speech training is not begun early it may never be learned at all. No sign language is taught at the school and none is permitted. Training in speech and lip reading is made a part of every subject, for the children are taught a full school curriculum rather than just that concerned with overcoming the handicap.

What makes That the Deaf May Speak a wonderful experience to watch is the acting of the deaf children and particularly three-year-old Carol. The New York Times called her performance one “that would put most Hollywood starlets to shame.” Other comments described the picture as “an artistic triumph,” a “good bet for an Academy Award,” a “standard against which all films of its class should be judged.” It is all of that. But it was not made this way by lucky chance. The children at the school, like all children, are self-conscious, perverse, and sometimes possessed by tantrums. Yet, some observers of the finished film felt sure that it must have been photographed by “candid camera” techniques (which it wasn’t), so lacking are the children in camera consciousness. Only, a deep love for children, the patience of Job and 50,000 feet of film enabled producer-director Nat Campus to
bring forth such a beautifully finished film in both speech and sound.

The day little Carol, Mike and Bea say their first words seems truly a mighty triumph in the film. It is a wonderful moment for the audience, too. In scenes of the upper classes in the school we can see the direction of the children's efforts. Carol's speech, like that of most congenitally deaf people, may never be easy to understand or pleasant to listen to, but what a tremendous accomplishment it is that the speech she will never hear can be learned at all.

The narration, written by Ralph Schoolman, is surely one of this top film writer's best scripts. It has the intimate and moving quality of telling the story as if spoken to just one person.

The Lexington School, probably the best known school for the deaf in the country, sponsored the film for two purposes: primarily to give a greater understanding of the problems of the deaf to the general public; and secondarily, to demonstrate its methods for other schools and teachers of the deaf.

The widest possible distribution of the film on a national basis is being sought through Ideal Pictures Corp., which has been named distributor.

Below: Audio-Visual techniques play an important part in classroom activities at the Lexington School.

“That the Deaf May Speak” brings to the informational screen one of the most appealing documentaries ever made in this important field of special education.

Above: It's a triumphant day when this youngster utters his first words after long months of patient classroom work. A wonderful moment for the audience what more than one critic has described as "one of the most impressive films that we have ever seen."
A System of Film Control

Resume of the Methods and Materials Developed for Schools by C. Harold Tabler, Massillon, Ohio

The achievements of the half-century just past have placed new responsibilities on those in leadership capacity. These responsibilities cannot be ignored as we go forward to our goal of universal understanding in an ever-broadening, yet shrinking, world.

The expanding use of audio-visual materials in the schools and in communities points to needs in programming. Familiarity with equipment and availability of materials extends utilization through schools, homes, and communities. Classroom presentations, student and adult leadership group meetings, and many community cooperative projects have the idea in focus through use of one or several of the types of A/V materials.

New Audio-Visual Centers

In schools, the central source for these materials is no longer a picture or record collection or a place where equipment can be secured. It may be called a film library. It may be an A/V Center with several or all types of A/V materials. It may be a Curriculum Center with the equipment and materials, and also have planned programming with experienced personnel busily engaged in organizing evaluations, selections, and the many correlations for expanded use of materials possessed and for new materials being considered as desirable for the area being served.

The establishment of Centers for the classification, correlation, and circulation of audio-visual materials, requires cooperative leadership. With a few items, the need for programming is apparent to the ones who foresee growth and wish to avoid frequent reorganization as that growth takes place. With the many items of all types of A/V materials to consider, programming becomes a necessity and relegating the details to the important position of providing service, clears the way for expanded utilization.

Availability and expanded utilization are important factors when justification of ownership is considered. The ownership of present and of future A/V materials places a responsibility of system, of programming, of service, squarely on the shoulders of those who would see the audio-visual program advance with adequate finance. An adequate budget will seldom precede the service nor will it be maintained without approaching anticipated results.

Many schools have had some experience with one, several, or perhaps all the types of A/V materials. Some have established Centers. Materials are available from these sources and service requests indicate growth. Patterns for functional A/V programming should anticipate additions of more materials and, plans for service in classification, correlation, and circulation can provide for a system which is functional at the outset and which will expand without the necessity of frequent, costly reorganization. The Triple C System is devised to handle any or all the types of materials: Dramatizations, Planned Field Trips, Exhibits, Demonstrations, Motion Pictures, Still Pictures, Recordings, Radio & T/V Experiences and Scripts, Visual and Verbal Symbols.

Advantages of Triple C System

The Triple C System is simple. It favors utilization. It motivates expansion. It serves all types of A/V materials and can handle equipment. It minimizes details. It permits and promotes correlations. It eliminates repeated catalog and supplement reference expense. It localizes identification, content, coverage, availability, booking, and all such references at one place. This avoids “criss-cross” or “back and forth” work requirements for personnel at the Center and thus retains the simplicity needed where help is limited.

The Triple C System is complete. The consideration at the A/V Center or Curriculum Center and at all points of use is a consideration of reference. There is reference to data such as source, type, cost, length, inspection, invoice date, title and physical data of items. This reference is made in complete form at the time of accession. The use level and purposes, and the evaluations made of the item become a part of the record. There are provisions for correlations in other areas to be noted on the original reference card, and actual correlation cards are made for the item as in-service use points the need for these references.

Local Integration With Studies

The Triple C System permits local integration of materials with the curriculum, and the reference cards are so devised that local interpretation of study guide helps and presentations can be composed and recorded. These local interpretations can relate the materials to specific uses, and combined with useful portions of the commercially produced guide, the resulting composite can provide the applicable utilization points suggested by the potential user as well as those suggested by the producer or collaborator. This composite guide becomes a part of the complete reference for the item as it is placed on the standard 5x8 classification card and on any correlation cards relating to the item. This standard card size is large enough to accept all the data necessary for all references in classification, correlation, and circulation.

There are many evident advantages to having all references complete on a single card, and those who have attempted to file the many odd size guides available for some films and filmstrips, are aware of the difficulties of housing the guides, difficulties of securing more than a review of content and less than a text on the subject, and finally are aware of the difficulties of finding out what was where. Locally composed guides for all items of all types accumulates the advantages and disposes of the weaknesses
of "ready made" references and allows effective cooperation in local curriculum programming. Evaluation of the material and integration to the curriculum can thus be complete and precise and those who share in this programming will share in a type of inservice training that is meaningful and productive.

The duplication of this complete reference is simply a matter of copying in a single typing to a READY MASTER which has the form of the card imprinted. Reproduction is accomplished by placing this READY MASTER on a spirit duplication machine and feeding in blank card stock. Both the form and typed material on a card is the result, and as many copies of this original can be run as may be desired . . . or if procedures are followed as recommended for a school system, there would be two cards furnished to each use point or place where references to the Center's offerings are made. One card would be placed in alphabetical order in the alphabetical file and the other card would be placed in numerical order in the numerical file where references are filed by subject coverage. The immediate availability of complete references at nominal cost is possible with such cataloging procedures.

Permanent and Current Files

The Triple C System is permanent and always current. The alphabetical and numerical (subject area) files are elastic for as items are classified as new offerings from the Center, immediate reference and utilization is made possible simply by placement of the 5 1/8 card in each file. Removal of any item from circulation is the reverse or simple removal of the reference card from each file. The inventory is as current as yesterday's invoices. The necessity, expense, delay, and personnel time for reorganization of printed catalogs and supplements is completely removed.

The booking sheet (at the Center) is so devised that it "over-rides" the permanent card and thus requires no duplicate reference, and by simple reversals, provides booking for the item and utilization record of the item for 4 years. Preparation for booking and use for another 4 years is merely a matter of insertion of a new booking sheet over the permanent Master card at the Center. The four year record of use is highly important to those who justify budgets on utilization. The time saved at the Center can best be estimated by those who have spent weeks on yearly reorganization in preparation for handling another year's bookings and have had to delay confirmations and to obstruct service because of "re-tooling" requirements.

The permanent Classification card and booking sheet at the Center is housed in visible filing which permits viewing of all reference numbers and titles, type material, use level, and booking reference data. Colored signals can be used in marking, as approximately 3/8" of each card is exposed and the identification and pertinent data is visible.

Functional Applications of This System

CLASSIFICATION

★ The item is referred, appraised, selected for evaluation, and secured as an addition to the offerings from the Center. The Director, with his curriculum group can determine the subject area where the item will be of greatest value according to its coverage and real content as it relates to the local curriculum. A permanent Classification number is then assigned to the item. It is a composite of prefix symbol for notation of the TYPE, the subject coverage number, and a dash extension number for notation of the inventory of items possessed in this class.

* TYPES of A V materials can be indicated by prefixes used with the classification number. These will serve to suggest devices needed for use of the different types, the coverage that can be expected, the presentation situations involved and allow all A V ma-
of this TYPE for this subject coverage.

Type of material, coverage from general to specific, and inventory are combined for functional references in this manner for any item as it is acquired and accessioned. The locally composed evaluation and study guide and the physical data of the item is typed to the MASTER CARD. Duplicates for alphabetical and numerical files are run on the spirit duplicator. Two cards of each reference are furnished to all use points. The READY MASTER "ditto" permits this printing at low cost, on equipment owned by most schools, and prepares references so that immediate use can be made of new items.

At the Center, the booking sheet is housed with the MASTER CARD in visible files with cards numerically arranged. The clerk has no "back tracking" or "criss-cross" work in booking a forward movement through the numerically arranged listings is all that is required to locate the item and to know its availability, coverage, evaluation, and all data necessary for service from the Center.

At the service or use point, the teacher can look in the alphabetical file listing or the numerical file listing and from either, can secure the classification call number for requisition. If she chooses to use the numerical listing, she will find all materials of all the types for main subject coversages within a section of the file. For example...the Art Instructor would need only concern herself with listings 700-799 to cover all MASTER listings and CORRELATED listings dealing with Fine Arts. This eliminates the necessity of going through the complete inventory of the Center.

CORRELATION

★ An item found to be useful in other areas beyond the original class in which it is listed can be listed as a correlation. This expands utilization. An assignment of a correlation number, duplication of the original data from the Master Card, and this reference supplied on a yellow correlation card for placement in each number file, permits correlations of all materials. These references of correlations appear in proper number order with the section listings. These cards will be filed numerically by correlation number but each carries the original call number also for requisition purposes.

A correlation number C727-1 on a yellow card would indicate to the teacher that the item has utilization in ART and the classification number, MP942-1, on the same card would indicate original reference (motion picture, English History, item 1 in this subject area). She would use the MP942-1 as call number to requisition the material. As additional uses for the item are evaluated, additional correlation cards would be issued so that extended utilization of all materials is a matter of evaluation and curriculum study.

Anyone can immediately select items dealing with any desired coverage or subject area. This allows for individual or group study with the IDEA IN FOCUS. Selection by types is as easy as reading the prefixes of the numbers. At the Center, the Director or others can know at any time the total inventory and also the inventory by types for any subject coverage.

CIRCULATION

★ The item is requested by number. If several items are requested, they are arranged on the requisition sheet in numerical order. Availability can be determined at the Center with a "once through" checking, and the booking of those items available for the dates wanted is completed by drawing a line through the exact dates on the over riding booking sheet, placing the borrower's name or code on the sheet, and drawing a circle around the call number of the item on the requisition sheet to indicate completed booking. The clerk is immediately able to confirm booking.

This confirmation as well as all necessary shipping control labels results with one typing, with the booker's confirmed requisition sheet as refer-
ence. Five forms: Shipping Label, Return Label, Confirmation, Inventory Control Record, and Utilization Report are prepared with this one typing operation. The last three carry dates of hooking data with complete Shipping Date, Dates For Use, and Date Due Back and all forms carry the Classification Call Number and the Title of the item or items to be included in the planned pick-up or shipment.

At the time of typing, the CONFIRMATION COPY is sent to the person making the request for the materials. This record will permit planning at the outset and allow local programming to be completed. The other four forms are fastened together with a paper clip and filed in the shipping file in proper SHIPPING date order. At the time of shipping, these forms are taken from the OUT file, and the Shipping Label (gummed #1) is placed on the package; the Return Label (gummed #2) and the Utilization Report Form are placed in the package; and the Inventory Control Record (#4) is placed in the IN file at proper RETURN DATE order.

Tardiness at the Center on ship outs and tardiness of the user on returns can be controlled. All five copies carry reference number and title of each item included in the shipment which again avoids “criss-cross” checking, package opening to determine contents, or “hack-forth” work at either the Center or use point.

INSTALLATION

★ The flexibility of the system allows for selection of materials and equipment to meet the size, service and budget of the area to be served. Housing of Classification cards with Booking sheets is possible with files of the sectional type, with additions of sections as needs develop; however, the 10-drawer capacity 630 items or the 17-drawer 1071 capacity type file is the better choice if needs can be anticipated.

The equipment and supplies to serve all use points can be acquired as the program grows and while the Center is operating if desired and the extension of the service for reference purposes can thus remove the necessity of catalog listings and supplements. In some instances, the complete system for the Center and the Use Points might be established at the same time.

The installation of a system at the outset of a program before items are possessed is obviously a different matter from installation with a program that is growing or with one that is presently of some size but in need of a flexible system to handle service requirements.

Since the variables are locally known as to size, help available, and service desired, the installation can conform with local needs and problems, as the materials and equipment can be secured as desired.

Costs bear a direct relationship to the job to be done, but for a relative cost factor, the desired materials, forms, supplies, and equipment for 200 items with a working capacity of 210 items, could serve as example. $95.00 would provide a complete control system for the A V Center in handling classification, correlation, and circulation of 200-210 items. This would include visible and vertical files and all necessary copyrighted forms and supplies.

Equipment and supplies for 200-210 items:
- 1 Visible file 210 maximum capacity
- 250 Booking sheets
- 250 Classification cards
- 1 Master Correlation file 3000 capacity
- 1 Set 40 Division index
- 1000 Correlation cards
- 300 Daily signals
- 300 Monthly signals
- 100 Sets of Circulation forms

5 Samples READY MASTER
1 AV Triple-C Descriptive Installation reference

In A V Centers involving a greater number of items, detailed costs of installation could be determined through consultation and review of the number of items to be handled and the area to be served, as the example given includes materials and equipment which would not require multiplying.

A Word About the Author
And This Control System

★ HAROLD TABLER is well known to the readers of SEE & HEAR as the former audio-visual director of the Massillon, Ohio public schools who contributed many useful survey features to these pages. He is now actively engaged in selling to others in school administration the audio-visual materials in which he so strongly believes.

The Triple-C System* is another of his interests, developed through experience and now being made available for local application through an Ohio firm. SEE & HEAR presents this review of the philosophy and functions of Mr. Tabler's system as a contribution to better utilization of the audio-visual materials now so rapidly increasing on the city and county level throughout these United States and Canada.

*Copyright.

Film Control Simplified

Kardex System Used in California Schools—Described by L. T. Bolger

Audio-visual materials have served a successful apprenticeship to the classroom teacher. The value of films in the classroom is recognized and accepted. As a result, entire audio-visual departments have been growing by leaps and bounds. New film libraries are making their appearance in schools throughout the nation—and with the new libraries come new problems in record-keeping, because any type of expansion always presents difficulties of control.

A growing audio-visual department must have an accurate, speedy and yet easily expandable system of operation. Schools everywhere are now confronted with just such "growing pains."

The city schools of Pasadena, Glendale and Santa Monica are not immune to the audio-visual departmental growth problems. These three school systems soon discovered that their vertical card file system for booking film requests was inadequate under the increased work load. The system was slow, inaccurate, and unwieldy. Film libraries in all three groups of city schools were swamped with requests from the various teachers and schools for reels from their film library. It became increasiny difficult to operate efficiently under the vertical card file system.

Although the schools of Pasadena, Glendale and Santa Monica are operated independently—no active connection between their records—all three groups of schools have solved their film-booking difficulties in the same manner. Each school has installed a Remington Rand Kardex Visible Booking System. Now film bookings take only one-half the time. This is an important factor because of the large number of phone bookings.

Through the use of Kardex, schools in Pasadena, Glendale and Santa Monica find that they have eliminated a great deal of confusion that often arises when more than one person works with the booking records. In the new system, cards are never out of place and there is no possibility of duplicate bookings.

Another tangible result these schools have met from the installation of Kardex is the savings in clerical costs, in order that audio-visual departments keep abreast with the increased demand, schools find that they must either hire extra help or improve their system. Pasadena, Glendale and Santa Monica find that Kardex has made it possible for work to be handled much more efficiently, with it it is possible to do without extra help to handle the increased load.

Speaking for our own audio-visual section, we find ourselves giving better service with less time and effort. and the record control system is expanding nicely with the department.

Because the cards in our new control set-up are housed on slides or panels with visible margin indexing, the records are never lost or misplaced, once they have been properly set up. And this is extremely important, particularly when there is more than one person working with the records.

Another big improvement has been the elimination of duplicate bookings and, of course, the confusion resulting from such duplications. The records are simple and clear. A glance at the graphic chart each card presents. tells those concerned with the administrative phase of the audio-visual program just what they need to know—quickly, accurately, without the time waste of plowing through or scanning a great deal of extraneous or incidental information.

Here's an actual booking record—posting requires minimum effort.
IN RECENT YEARS the audio-visual program has received wide acclaim as the most effective medium to be used by a teacher who wants to be economical with her time. Yet many teachers who have tried to use these materials have found the results don't live up to the claims made for them. Why?

Actually there are many reasons, but one that is all-inclusive is this: Teachers don't take time to use audio-visual materials to their full advantage; too many have the impression that some kind of magic is inherent in a film or record and that learning from these sources is automatic. If there is anything automatic about teaching, the audio-visual program ISN'T it. The audio-visual program must be mentally and manually operated.

Because so many teachers feel that this program is self-sufficient, a study was made to determine just how automatic these materials are. You as a teacher will find it worth your reading time to finish this article and find out what the study revealed.

They Don't Always Believe What They See

A rather startling revelation to come from audio-visual studies is that many students do not accept or believe what they see on the screen. Students may see a film on Holland showing that they dress much the same as we, but in a test these students answer that typical Dutch dress is wooden shoes and baggy pants. Or they may see a film on Switzerland showing the very extensive use of electricity and in a test state that Switzerland uses but little electricity. Why? The students are unprepared to accept new ideas and concepts, so they fall back on their previous ideas that probably came from the traditional stories told in the early elementary grades. In later years neither the teaching nor the learning was automatic.

Part one of this study was to find to what extent students who had false impressions of customs, dress, activities and living conditions in several foreign countries, changed their concepts when the correct visual information alone was expected to do the job. To determine what false impressions students have, a questionnaire was developed and administered to 117 5th and 6th grade students early in the school year. During the year eight special units were given which visually and verbally gave the correct impressions. The questionnaire was repeated at the close of the year and the false impressions that changed were counted. The percentage results appear later in the article.

No Automatic Increase in Total Learning

The second part of this study was to see if there was an increase in total learning over traditional methods when films were used automatically. Each class read four of the special units and were tested, the other four units combined reading, seeing a correlated film and testing. This was done as automatically as possible, or it might be stated—a poor method of film utilization was used. The students were not expecting to see a film; there was no class preparation of any kind, and there was no follow-up except the test. This procedure is inadequate, but many teachers use it regularly.

Results of the Questionnaire: Of the twenty-seven questions only five had 70% or more of the students change to correct answers, and well over half the questions had less than 50% of the students change their opinions during the year. The range was from 14 to 85%, and the average was approximately 45%. I doubt if teachers are satisfied when only 45% of the class finish a year's study knowing the correct answers. The suggestion is made that teachers might find it advantageous to devise a questionnaire and use it in a similar manner, making sure to correct the wrong impressions as they come up in the regular course of study.

Results of the Special Units: This was a measurement of one type of film utilization (conceded to be a poor one) to traditional methods (reading only). This study certainly indicated that the amount of learning was far less than might have been expected. The overall percentage gain was 6.19%. Other audio-visual studies in this field indicate that with better utilization, gains of from 20 to 30% could have been expected.

CONCLUSIONS:

1. The students who got the greatest benefit from this type of film presentation were those who were poor readers. The good readers showed practically no gain.

2. The percentage gain with this type of presentation, compared to what could be gained by using a method that is educationally sound, should make teachers dissatisfied with anything but good methods.

3. One of the aims of the social studies program is to have students realize the many similarities between our country and others. This study indicates that less than 50% of the students in the 5th and 6th grades will change their opinions unless the teacher takes special care to call attention to the false impressions. This strengthens the opinion that the Audio-Visual program is not automatic, but manually and mentally operated.

4. The general consensus of opinion by the teachers who participated in this study was that a questionnaire used at the beginning of each year would be invaluable. It would help teachers realize the areas of false conceptions that needed to be corrected during the year.

5. At the close of the study the students answered a brief questionnaire. It was discovered that students are aware of the contribution a film can make and are dissatisfied with poor methods of utilization.

There are many excellent books describing good methods of classroom film utilization. One of the most excellent descriptions is in the book Audio-Visual Paths to Learning, W. A. Wittich, Harper Bros., 1946. It is also suggested that every school subscribe to the audio-visual magazines, SEE AND HEAR and EDUCATIONAL SCREEN, in which one often finds articles by teachers describing successful methods of film utilization. It is worth your time to get good results.
Article on Overhead Projection
Authored by Arnold R. Hansen

The excellent article on Overhead Projection Techniques which appeared in Issue 2 of SEE & HEAR last year should be properly credited to Arnold R. Hansen, Director of Audio-Visual Activities at the Hartford Branch of the University of Connecticut. We are grateful to Mr. Hansen for this outstanding contribution.

Malayan War in “Alien Orders”

All-but-forgotten hostilities in Malaya provide dramatic material for a new Crown Film Unit production entitled, Alien Orders. Running 11-minutes, this 16mm sound film shows how the British police find among millions of men communist guerillas with alien guns and alien orders. British and Malayan troops fight with all the techniques of a modern campaign against the unseen enemy lurking in the Malayan jungle. Work of the guerillas is resisted by thousands of Malayan volunteers who guard mines and plantations. The film proves the struggle in Malaya to be no minor skirmish but a war in deadly earnest against a treacherous enemy.

Filmstrip on Atomic Protection

How to Lessen Chances of Injury from an Atomic Explosion is the title of a new single-frame, color filmstrip released recently by the Society for Visual Education, Inc. Consisting of 45 captioned frames, the film was designed primarily to teach pupils in the elementary grades to help protect themselves from injuries caused by atomic bombing. It dramatizes situations at school where a child would most likely be during an atomic bomb alert or actual attack.

Produced by Alexark and Norsim under the direction of Dr. Alexander Arkatov, the new color strip lists for $6.50 and is available through any SVE dealer.

Service to Education

Typical of modern audio-visual dealer facilities now rising in various sections of the U. S. is this new Chicago headquarters of Hydra Visual (left) which includes projection room, theatre, studios, repair department, research, and audio-visual development facilities. Personnel includes a complete staff of electronic and photographic workers.

National Check-List
for A-V Maintenance

There’s a network of some hundreds of specializing audio-visual dealers across the U. S. and Canada whose business it is to sell and service the many lines of audio-visual equipment which our schools find increasingly useful in expanding the world beyond their classroom walls.

Not all of these dealers have earned the cherished recognition of their parent companies as authorized "service stations." In fact, not all maintain the minimum essential facilities and experienced personnel necessary to maintain and perform certain repairs within the scope of their regionalized service. Those who do have this factory recognition are among the audio-visual dealers listed in this first complete check-list of nationwide audio-visual maintenance facilities which appears on the following pages.

It is coincidental (but important to note) that these dealers may also provide special instruction in the operation and care of modern equipment to the schools which they serve. Good equipment will last a long time and save needless replacement expenditure if it is properly operated and cared for by experienced hands. Consult any of the dealers listed in these pages for details of such service.

No intention is indicated here to list these facilities as film libraries, though many of them also maintain such services for school and community clientele. They also provide special service in projection rental and will furnish operators and equipment for larger group showings. Keep this list for a valuable permanent reference.

(See list on following pages)

Consumer Education

Milwaukee’s far-famed Photoart Visual Service, headed by Roa Birch, showed modern visual dealer’s enterprise when it staged an all-day consumer education program to which representatives of Wisconsin schools and industry came in droves to learn about latest equipment and av methods pictured at left and right.

SEE and HEAR
ALABAMA

Birmingham:
Brady Movie Service, 1034 1/2 So. 20th St. (DeVry)
Wilfred Naylor Co., 1907 Fifth Ave. No. (Bell & Howell. SSF: Illustravox. Operadio)
Southern Photo Supplies, 2104 First Ave. No. (Victor)
Stevens Pictures, 506 18th St. No. Branch office. See listing under Atlanta, Ga.

Mobile:
Louis U. Diemert, 310 Charleston St. P.O. Box 633. (Bell & Howell. DeVry)
Joseph Gardner, 160 E. Collins St. (Ampro)
Havard's Film Library, 8 St. Francis St. (SSF: Operadio)
Montgomery:
Alabama Photo Supply Center, Inc., 11 So. Court St. (RCA)
John R. Moffitt Co., 106 No. McDonough St. (Ampro)
Photo and Sound Co., 116 No. Perry St. (Bell & Howell. DeVry. SSF: Operadio)
Tarrant City:
Stone Radio Service, 1420 Ford Ave. (DeVry)

ARIZONA

Phoenix:
Kelton Audio Equipment Co., 308 No. First St. (Bell & Howell. SSF: Operadio)
Movie Center, Inc., 119 W. McDowell St. (RCA)
PBSW Supply and Equipment Co., 530 W. Washington St. (Victor)
Tuscon:

ARKANSAS

Fort Smith:
Theatre Supply Co., 1021 Grand Ave. (DeVry)
Little Rock:
All-State Supply Co., 1401 W. Capitol Ave. P.O. Box 1466. (DeVry)
Democrat Printing and Lithographing Co., 114 E. Second St. (Ampro. SSF: Operadio)
Grinnell-Williams Co., 115 W. Sixth St. (Bell & Howell. SSF: Operadio). Also other sound projectors, tape and wire recorders.

PARKIN PRINTING AND STATIONERY CO. (RCA)
Visual Aids, Inc., 3524 W. Tenth St. (Victor)
North Little Rock:
STANLEY SOUND SYSTEMS, 915 W. 23rd St. (DeVry)

CALIFORNIA

Altadena:
D. J. Clausonthe, 1629 No. Craig Ave. (Bell & Howell)
Bakersfield:
William Romley’s Projection Sales and Service, 610 Jackson St. (DeVry)
Fresno:
Photo Engineering Co., 244 van Ness Ave. (Bell & Howell)
Sound Movie Service, 2536 Tulare St. (DeVry)
Tinge Co., 2330 Kern St. (RCA)
Glendale:
Harold Ambrosh 16mm Sound Film and Equipment Co., 1122 E. Colorado St. (SSF: Operadio)
Hollywood:
DeVry Corp., 5121 Sunset Blvd. (DeVry)
Laguna Beach:
Audio-Visual Supply Co., 247 Broadway. (SSF: Operadio)
Long Beach:
Lett Photographic Service Laboratory, 2736 E. 10th St. (DeVry)

LOS ANGELES

Craig Movie Supply Co., 1053 S. Olive St. (Ampro)
Excel Auto Radiator Co., 931 E. 62nd St. (Revere)
The Jim Handy Organization, Inc., 7016 Hollywood Blvd. (SSF: Operadio)
Ideal Pictures Corp., 2108 W. Seventh St. (SSF: Operadio)

VERNE KAHLER AGENCY, 3305 Wilshire Blvd. (SSF: Operadio)
A. F. Milhiron Co., 346 So. LaBrea. (SSF: Operadio)
Projection Equipment and Maintenance Co., 1975 So. Vermont Ave. (DeVry)
Spindler & Sappe, 2201 Beverly Blvd. (Selectrodite automatic projector for 2" x 2" slides. Manufacture and repairs)

Oakland:
Art Movie and Sound Service, 6126 Buena Vista Ave. (DeVry)
Ideal Pictures Corp., 1427 Piedmont Ave. (SSF: Operadio)
Carroll W. Rice Co., 424 Fortieth St. (SSF: Illustravox)

San Diego:
Knight’s Library, 3011 El Cajon Blvd. (RCA)

SAN FRANCISCO

A & B Radio Laboratory, 539 Gough St. (SSF: Illustravox)
Craig Movie Supply Co., 149 New Montgomery St. (Ampro)
A. B. Loudermilk Co., 1539 Folsom St. (SSF: Operadio)
Gabriel Mollin Studios, 181 Second St. (SSF: Operadio)
Photo and Sound Co., 116 Natoma St. (Bell & Howell. SSF: Operadio)

SERVICE RADIO WHOLESALE, Attn. J. Shirek, 1357 Post St. (SSF: Soundview)
B. F. Shearer Co., 243 Golden Gate Ave. (DeVry)
C. R. Skinner (Hirsch & Kaye), 239 Grant Ave. (All makes of 16mm projectors)
Gene K. Walker Productions, 564 California St. (SSF: Operadio)

Sherman Oaks:
Training Aids, Inc., 4515-17 Sepulveda Blvd., P.O. Box 915. (Bell & Howell. SSF: Operadio)

Westminster:
Cottage Films, 13061 So. Jefferson St. (DeVry)

COLORADO

Denver:
American School Supply Co., 1514 Arapahoe St. (DeVry)
FLORIDA
Jacksonville:
Florida 16mm Film Service, 1931 Main St. (Ampro)
Norman Laboratories, Arlington Suburb. (DeVry 16 and 35mm, Forway 16, Holmes 16 and 35, Victor 16 and others)
Orben Pictures Co., 1615 Hendricks Ave. (Victor, SSF: Operadio)
Fort Lauderdale:
Gordon S. Cook, 1126 S.E. Fourth St. (Bell & Howell)
Gainesville:
Modern Photo Service (formerly D. Conroy & Co.), 206 S.E. First St. (Bell & Howell)
Miami:
Audio-Visual Training, Inc. (formerly D. Conroy & Co.), 1469 S.W. First St. (Bell & Howell, SSF: Operadio)
Ideal Pictures Corp., 1348 No. Miami St. (SSF: Operadio)
Stevens Pictures, Inc., 9536 N.E. Second Ave. (RCA, SSF: Operadio)
Miami Beach:
Miami Beach Photo Supply Co., 1339 Biscayne Blvd. (Ampro, SSF: Operadio)
Orlando:
Bownstead Camera Co., 1039 N. Orange Ave. (SSF: Operadio)
St. Petersburg:
Ronison's Camera Shop, 410 Central Ave. (Victor)
Tallahassee:
Tallahassee Camera Center, 123 N. Monroe St. (SSF: Operadio)
Tampa:
Southern Photo and News Co., 608 E. Lafayette St. (Bell & Howell, Other makes, SSF: Operadio)
Tampa Movie Center, 228 S. Franklin St. (Ampro)
Winter Haven:
Camera Craft, 110 W. Central Ave., P.O. Box 153. (Ampro)

U. S. RECORDING CO., 1121 VERNON AVE. N.W. (SSF: OPERADIO)

CONNECTICUT

BRIDGEPORT:
Wells
RCA,
No.
Bell


N.W.

CONNECTICUT

Bridgewater:
Greenwich:
Pix Film Service, 34 E. Putnam Ave. (Victor)
Hartford:
Flexiphone Hartford, 61 Allyn St. (SSF: Operadio)
Harrison Harris, 110 High St. (SSF: Illustravox)
Rockwell Film and Projector Service, 182 High St. (Ampro, Bell & Howell, Victor and all standard makes)
New London:
Wilson Projector Service, 159 Crystal Ave. (DeVry)
Torrington:
Flieg & Newbury, 41-45 Water St. (Ampro)
Waterbury:
Eastern Film Libraries, 143 Grand St. (Ampro, Natco)

DELWARE

New Castle:
Audio Service Center, 400 Single Ave., Collins Park. (Bell & Howell)
Wilmington:
Wilmington Camera Shop, Inc., 402 Delaware Ave. (Bell & Howell)
Wilmington Visual Aids, Inc., 9 Speer Rd., High Point. (SSF: Operadio)

DISTRICT OF COLUMBIA

Paul L. Brand & Son, 2153 "K" St. N.W. (Bell & Howell. SSF: Operadio)
Colonial Films Co., 2118 Massachusetts Ave. N.W. (SSF: Operadio)
The Film Center, 915 Twelfth St. N.W. (Natco, RCA, Victor)
Fuller and d'Albert, 815 Tenth St. N.W. (Bell & Howell)
Wilson Gill Motion Picture Service, 1217 "Eye" St. N.W. (Ampro)
The Jam Handy Organization, Inc., 544 Transportation Bldg. (SSF: Operadio)

GEORGIA
Albany:
Dixie Theatre Service and Supply Co., 1014 Slappey Dr. (DeVry)
Atlanta
Calhoun Co., 235 Ponce de Leon Ave. N.E. (Bell & Howell. SSF: Operadio)
Colonial Film Co., 1111 W. Peachtree. (Ampro, DeVry, Natco. RCA. Victor. Filmstrip and slide, opaque and overhead projectors)
The Distributor's Group, Inc., 756 W. Peachtree St. N.W. (Ampro. SSF: Illustravox)
Ideal Pictures Corp., 52 Auburn Ave. (SSF: Operadio)
Stevens Pictures, Inc., 101 Walton St. N.W. (Ampro, RCA, Victor. Minor maintenance on any make according to availability of parts; amplifier repairs on any make)
Augusta:
Audio Visual Center, 216 Twelfth St. (Ampro. SSF: Operadio)
Savannah:
Photocraft, 12 W. State St. (Bell & Howell)

IDAHO
Boise:
Howard P. Evans, 305 No. Ninth St. (Bell & Howell)
Idaho Camera Co., 306 Main St. (Victor)
Gooding:
Reed's Electric Co., Second Ave. and Idaho, P.O. Box 682. (DeVry)

ILLINOIS

Blue Island:
Watland Bros., 13039 So. Western Ave. (RCA, Victor)

CHICAGO
American Film Registry, 24 E. Eighth St. (Ampro, Bell & Howell. DeVry, Movie-Mite, RCA. Tape recorders)
Ampro Corp., 240 E. Ontario St. (Ampro)
DeVry Corp., 1111 Armitage Ave. (DeVry)
Kilday Visual Education Service, 2434 W. Lunt Ave. (Victor)
Masters Electric Service, Amt., R. Lomastro, 335 W. Washington Blvd. (SSF: Soundview)
Midwest Visual Equipment Co., Inc., 6961 No. Clark St. (Bell & Howell; SSF: Operadio)
Revere Camera Co., 320 E. 21st St. (Revere)
Rocket Pictures, Inc., 1313 W. Congress St. (SSF: Operadio)
Wydra Motion Picture Laboratory, 2956 Peterson Ave. (RCA)
Wilding Picture Productions, Inc., 1345 Argyle St. (SSF: Operadio)
Winn Sound Engineers, 1703 Division St. (SSF: Illustravox)
Evansville:
Educational Aids Service, 3034 Thayer Ave. (DeVry)
Galesburg:
Midwest Photo Service, 153 No. Broad St. (Bell & Howell)
Jacksonville:
The Camera Shop, 202 E. Court St. (Ampro)
Peoria:
Audio Visual Aids Center, 403 W. Lakewold St. (RCA)
Illini Audio-Visual Education Service, 308 Knoxvile Ave. (Bell & Howell)
Rock Island:
Don Wright Photo Supply Co., 1605 Second Ave. (RCA)
Rockford:
The Camera Shop, 114 W. State St. (Ampro)
Lundgren's Camera Shop, 419 Seventh St. (Bell & Howell, RCA; SSF: Operadio)
Springfield:
Herbert Georg Studio, 224 1/2 So. Fifth St. (DeVry)
Wheaton:
Christian Sound Service, 515 Kenilworth St. (SSF: Operadio)
INDIANA
Evansville:
Evansville Theatre Supply Co., 2900 E. Chandler Ave. (DeVry)
Fort Wayne:
Med Maxwell Productions, 609 Peoples Trust Bldg. (SSF: Illustravox)
Gary:
Gary Office Equipment Co., 25 W. Sixth Ave. (SSF: Operadio)
Indianapolis:
Ideal Pictures Co., 315 No. Pennsylvania St. (SSF: Operadio)
Indiana Visual Aids Co., Inc., 726 No. Illinois St. (Bell & Howell; SSF: Operadio)
Modern Audio-Visual Aids, 3610 E. 16th St. (RCA; SSF: Operadio)
W. H. Rodebeck Co., 15 E. Maryland St. (Victor)
Shoemaker Pictures Co., 124 W. Vermont St. (DeVry)
New Albany:
Petroff-Hedden Co., 415 Pearl St. (Ampro)
Pierceton:
Lake-Land Educational Sales Co., 401 So. Main St. (Victor)
South Bend:
Burke's Motion Picture Co., 434 Lincoln Way W. (Ampro [authorized class A], Victor. All amplifiers)
Smith's Nu-Art Photo Shop, 123 W. Washington St. (Bell & Howell; SSF: Operadio)
Terre Haute:
Brant Radio Co., 1202 Wabash Ave. (Ampro)
Union City:
Projection Equipment Co., 208 W. Division St. (Ampro)
10WA
Burlington:
Hucke Studio, 2205 So. Central Ave. (DeVry)
Cedar Rapids:
Pratt Sound Films, Inc., 729 Third Ave. S.E. (Victor)
M. Darwin Sandy, 1950 Fourth Ave. (RCA)
Counsel Bluffs:
Strohbehn Studio, 1024 Military Ave. (DeVry)
Davenport:
Ginarco Visual Service, Inc., 312 Main St. (Bell & Howell)
Ryan Visual Aids Service, 517 Main St. (Victor, SSF: Illustravox, Operadio. Other makes of 16mm motion picture, slide filmstrip, sound slide, and opaque projectors, and tape recorders)
Warner-Peterson Enterprises, (DeVry)
Davenport:
Modern Audio-Visual Aids, 3610 E. 16th St. (RCA, SSF: Operadio)
W. H. Rodebeck Co., 15 E. Maryland St. (Victor)
Shoemaker Pictures Co., 124 W. Vermont St. (DeVry)
New Albany:
Petroff-Hedden Co., 415 Pearl St. (Ampro)
Pierceton:
Lake-Land Educational Sales Co., 401 So. Main St. (Victor)
South Bend:
Burke's Motion Picture Co., 434 Lincoln Way W. (Ampro [authorized class A], Victor. All amplifiers)
Smith's Nu-Art Photo Shop, 123 W. Washington St. (Bell & Howell; SSF: Operadio)
Terre Haute:
Brant Radio Co., 1202 Wabash Ave. (Ampro)
Union City:
Projection Equipment Co., 208 W. Division St. (Ampro)
10WA
Burlington:
Hucke Studio, 2205 So. Central Ave. (DeVry)
Cedar Rapids:
Pratt Sound Films, Inc., 729 Third Ave. S.E. (Victor)
M. Darwin Sandy, 1950 Fourth Ave. (RCA)
Counsel Bluffs:
Strohbehn Studio, 1024 Military Ave. (DeVry)
Davenport:
Ginarco Visual Service, Inc., 312 Main St. (Bell & Howell)
Ryan Visual Aids Service, 517 Main St. (Victor, SSF: Illustravox, Operadio. Other makes of 16mm motion picture, slide filmstrip, sound slide, and opaque projectors, and tape recorders)
Warner-Peterson Enterprises, (DeVry)
Des Moines:
Des Moines Projector Service, 1210 Sixth Ave. (DeVry)
J. G. Kretscher & Co., 316 Royal Union Bldg. (Bell & Howell; SSF: Operadio)
Midwest Visual Education Co., 1120 High St. (Ampro)
Ryan Visual Aids Service, 1105 High St. (Branch office: see Davenport). (All makes 16mm and SSF)
Dubuque:
Modern Talking Picture Service, 450 No. Booth St. (Victor)
Fort Dodge:
Rollies Radio Service, 115 So. 12th St. (DeVry)
Mason City:
Decker Bros., Inc., 205-7 No. Federal Ave. (Bell & Howell)
S. W. Lock Co., 26 Second St. N.E. (Ampro)
Sioux City:
Community Film Service, 220 Sixth St. (RCA)
Tod's Camera Shop, 505 Fifth St. (Victor)
Waterloo:
Farnsworth Radio and Television Co., 623 Jefferson St. (Bell & Howell, DeVry)
KANSAS
Dodge City:
Film Library and Photo Supply Co., 308 W. Chestnut St. (DeVry)
Topeka:
Hall Stationary Co., 623 Kansas Ave. (Bell & Howell)
Wichita:
Frank Bangs Co., 315 No. Emporia St. (Victor, SSF: Operadio)
Geiger 16mm Projector Service, 1346 Palisade St. (Bell & Howell)
Lawrence Camera Shop, 149 No. Broadway, P.O. Box 1597. (Ampro, Bell & Howell, RCA, SSF: Operadio)
Moler's Camera Shop, 209 E. First St. (DeVry)
School and Park Supply Co., Inc., 1650 So. Broadway. (Ampro)
KENTUCKY
Ashland:
Cochran's Radio and Sound Service, 2721 Winchester Ave. (DeVry)
Covington:
Covington Camera and Sport Shop (sub-service station for Ralph V. Haile), 208 Madison Ave. (Bell & Howell)
LEXINGTON:
D. T. DAVIS Co., 178 Walnut St. (Bell & Howell, SSF: Illustravox)

LOUISVILLE
D. T. DAVIS Co. OF LOUISVILLE, Inc., 528 So. Fifth St. (Bell & Howell)
FALLS CITY THEATRE EQUIPMENT Co., 427 So. Third St. (DeVry, SSF: Illustravox, Operadio)
HADDEN FILMS, Inc., 423 W. Liberty St. (Victor)
KENT LANE, Inc., 437 So. Second St. (SSF: Operadio)
KENTUCKY SCHOOL EQUIPMENT Co., Division of Office Equipment Co., 117-125 So. Fourth St. (SSF: Operadio)
NATIONAL FILM SERVICE, 422 W. Breckenridge St. (RCA)
OFFICE EQUIPMENT Co., 117 So. Fourth St. (Ampro)

LOUISIANA
Alexandria:
STANLEY PROJECTION Co., 211½ Murray St. (Victor)
Baton Rouge:
LOUISIANA EDUCATION SERVICE, Box 1396. (RCA)
STIRLING MOTION PICTURE Co., 1052 Florida St. (Ampro, SSF: Illustravox. Ek-tape for Louisiana, Mississippi, Texas, Arkansas)
Lake Charles:
MAC’S CAMERA SHOP, 922 Ryan St. (SSF: Operadio)

NEW ORLEANS
DELTA VISUAL SERVICE, Inc., 315 Poydras St. (Ampro, Bell & Howell, DeVry, Natco, RCA, Victor, SSF: Operadio)
JASPER EWING & SONS, 725 Poydras St. (Bell & Howell. SSF: Operadio)
F. F. HANSELL & BROTHER, LTD., 131-133 Carondelet St. (DeVry)
IDEAL PICTURES CORP., 3218 Tulane Ave. (SSF: Operadio)
STEVEN'S PICTURES, Inc., 1307 Tulane Ave. Branch office (See Atlanta, Ga., listing)

Shreveport:
BRYAN & BRYAN Co., 615 Jordan St. (SSF: Operadio)
C. & H. Radio-Sound Co. (sub-agent for Jasper Ewing & Sons), 1908 Marshal St. (Bell & Howell)

MAINE
PORTLAND:
BICKELL PHOTO SERVICE, Inc., 14 Preble St. (Ampro)
HENRY D. BURRAGE Co., 29 West St. (RCA)
D. K. HAMMETT, Inc., 620 Congress St. (SSF: Illustravox, Operadio)

SOUTH PORTLAND:
INNESS VISUAL SERVICE Co., 87 Ocean St. (Bell & Howell)

MARYLAND
BALTIMORE:
COLLINS MOTION PICTURE SERVICE, 506 St. Paul Pl. (Ampro)
FOLKEMER PHOTO SERVICE, 927 Popular Grove St. (Bell & Howell, SSF: Illustravox, Operadio)
KENZ MOTION PICTURE SERVICE, 426 No. Calvert St. (Victor, SSF: Operadio)
STARK FILMS, Howard & Centre Sts. (RCA)
WYATT MOTION PICTURE SERVICE, 2519 Oliver St. East. (DeVry)

CUMBERLAND:
ROBERT L. DAVIS, 160 No. Center St., P.O. Box 572. (Bell & Howell, RCA, Victor, SSF: Operadio)
POILING’S ELECTRONIC SERVICE, 314 Avirett Ave. (DeVry)

MASSACHUSETTS
BOSTON
AUDIO-VISUAL CORP., 116 Newbury St. (Bell & Howell)
CAPITOL THEATRE SUPPLY Co., 23 Piedmont St. (Ampro, RCA)
JOE CIRE, Inc., 44 Winchester St. (SSF: Operadio)
CINEMA, Inc., 234 Clarendon St. (Bell & Howell, SSF: Operadio)
MASSACHUSETTS THEATRE EQUIPMENT Co., 20 Piedmont St. (DeVry)
NATIONAL THEATRE SUPPLY Co., 37 Winchester St. (Ampro)

NEW ENGLAND FILM SERVICE, INC., 755 Boylston St. (SSF: Operadio)
PANTHESCOPE Co., 437 Stuart St., New England Power Bldg. (SSF: Operadio)
PILGRIM PRESS, 14 Beacon St. (SSF: Operadio)
R. H. STEVENS, 230 Boylston St. (Bell & Howell)

CAMBRIDGE:
CLAUS GELOTTÉ, INC., 1290 Massachusetts Ave. (SSF: Operadio)
LYNN:
MASSACHUSETTS MOTION PICTURE SERVICE, 132 Central Ave. (Ampro)
RADIO AND ELECTRIC SERVICE Co., 10 Winthrop Ct. (SSF: Illustravox)
QUINCY:
STANLEY-WINTHROP Co., 90 Washington St. (Ampro)
SPRINGFIELD:
MOVIE CENTER, 7 Pearl St. (SSF: Operadio)
VALLEY CINEMA, 953 State St. (Bell & Howell. SSF: Operadio)

Worcester:
BAILEY SOUND FILM SERVICE, 59 Chandler St. (Ampro, Apollo, Bell & Howell, DeVry, Eastman, Forway, Movie-Mite, Natco, RCA, Revere, Victor, SSF: American Optical, Bausch & Lomb, Operadio, Spencer, SVE, Viewlex)

MICHIGAN
BAY CITY:
ANDERSON’S RADIO SERVICE (Service representative of Olson-Anderson Co.), 518 No. Farragut St. (Ampro)

OLSON-ANDERSON Co., 1113 McKinley Ave., P.O. Box 65. (Ampro, SSF: Operadio)

DETROIT
AUDIO-VISUAL SERVICE, 16706 Lindsay St. (DeVry, SSF: Soundview Attn. T. Wynn)
ENGLISH VISUAL EDUCATION SERVICE, 4754 Woodward Ave. (Bell & Howell, SSF: Operadio, Other makes of a-v equipment)
GRATIOT FILM AND CAMERA Co., 7603 Gratiot Ave. (SSF: Operadio)
HENNING & CHEADLE, Inc., 1006 W. Fort St. (SSF: Operadio)
IDEAL PICTURES CORP., 7338 Woodward Ave. (SSF: Operadio)
MINNESOTA

Alexandria:
BARTZ RADIO SHOP, 211 Lincoln Ave. (DeVry)

Brainerd:
Stafford's Radio and Refrigerator Service, 714 Front St. (DeVry)

Duluth:
National Equipment Co., 7 E. Michigan St. (Victor)

Hibbing:
AUBIN'S CAMERA DEPARTMENT, 1301 Third Ave. East. (Bell & Howell)

Hopkins:
ELDE PRODUCTS, 34 Ninth Ave. So. (DeVry)

Mankato:
Artcraft Studio, 412 So. Front St. (DeVry)

Kawell Radio and Appliance Co., 2106 So. Front St. (DeVry)

MINNEAPOLIS

Elliott Film Co., 1110 Nicollet Ave. (Victor)

Farnham Stationery and School Supply Co., 301 So. Fifth St. (DeVry)

Ideal Pictures Corp., 301 W. Lake St. (SSF: Operadio)

Messenger Press, 2121 Riverside Ave. (SSF: Operadio)

Midwest Audio-Visual Co., 2216 Nicollet Ave. (Ampro. SSF: Illustravox Operadio)


Owatonna:
B. W. Johnson Camera and Gift Shop, 122 W. Bridge St. (DeVry)

Rochester:
Kirkwood Radio Tel. Inc., 413 So. Broadway. (DeVry)

St. Paul:
Empire Photosound, Inc., 490 No. Snelling Ave. (SSF: Operadio)
Fischer Photo Supply Co., 381 Minneapolis St. (DeVry)
St. Paul Book and Stationery Co., 51-59 E. Sixth St. (RCA)

MISSISSIPPI

Jackson:
Jasper Ewing & Sons, 227 So. State St. P.O. Box 1153. (Bell & Howell. SFF: Operadio)

Jackson Theatre Supply Co., 814 No. Parish St. (DeVry)

MISSISSIPPI SCHOOL SUPPLY CO., 116 E. South St. (Ampro)

Herschel Smith Co., 119 Roach St. (Factory authorized service for Ampro, Movie-Mite, Natco, RCA, Revere, Victor. Repair service on all makes, also amplifiers, tape recorders, disc recorders, opaque and filmstrip projectors)

MISSOURI

Chillicothe:
B. R. Harris & Co., 722 Washington St. (Victor)

Columbia:
LASSETTER REMEMBER CO., Uptown Theatre Bldg. (Bell & Howell, RCA)

Jefferson City:
GORDON SOUND SYSTEM, 113 W. High St. (Victor)

Kansas City:
HOOPER BROS., 1020 Oak St. Bell & Howell. SSF: Illustravox

KANSAS CITY SOUND SERVICE CO., 1402 Locust St. (Ampro, DeVry)

Mo-Kan Audio-Visual Service, 509 Westport Rd. (SSF: Operadio)

SELECT MOTION PICTURES CO., 1326A Oak St. (RCA)

SIGHT AND SOUND CO., 320 E. Thirteenth St. (Victor. SSF: Operadio)

STEBBINS THEATRE EQUIPMENT CO., 1304 Wyandotte St. (DeVry)

Poplar Bluff:
B. A. MILSTER & SONS, 418 Oak St. P.O. Box 272. Amplifier repairs only. (Bell & Howell)

ST. LOUIS

ALLIED VISUAL AIDS, INC., 5154 Delmar Blvd. (Victor)

CAMAERA WORKS, 304 Pine Ave. (DeVry)

CINE SUPPLY CO., 3310 Olive St. (DeVry)

IDEAL PICTURES CORP., 5154 Delmar Blvd. (SSF: Operadio)
NEW JERSEY
Atlantic City:
BOARD FILM ENTERPRISES, 31 So. Stenton Pl. (DeVry)
East Orange:
CAMERA HOUSE, INC., 25 So. Harrison St. (DeVry)
Hackensack:
RIGER’S CAMERA CO., 233 Main St. (Ampro)
Haddon Heights:
KING’S PICTURES, 119 Eighth St. (DeVry)
Montclair:
VISUAL AIDS, INC., 154 Valley Rd. (Ampro, RCA)
Newark:
L. KALTMAN & SONS, 287 Washington St. (Bell & Howell)
J. C. REISS CO., 10 Hill St. (Bell & Howell, SSF: Operadio)
Plainfield:
HOWARD W. BOISE, INC., 144 E. Front St. (Bell & Howell, RCA)
Ridgewood:
ART ZELLER CO., INC., 26 Hudson St. (Victor)
Trenton:
FLEXITONE OF CENTRAL NEW JERSEY, 204 Second St. (SSF: Operadio)
Union:
MACK CAMERA SERVICE, 1025 Commerce Ave. (Ampro)

NEW MEXICO
Albuquerque:
ALLIED SUPPLY CO., 317 So. Second St. (Victor)
New Mexico School Supply Co., 414-418 W. Copper Ave. (Bell & Howell)
Projector Camera Service Co., 924 W. Tijerhas St. (DeVry)
Wentworth School and Office Supply Co., 902 E. Central Ave. (RCA)

NEW YORK
Albany:
CAREY AUDIO-VISUAL CO., 12 Providence Pl. (SSF: Operadio)
Hallebeek & Riley, 562 Broadway. (Victor)
Wilker Visual Service, 119 State St. (Bell & Howell, SSF: Operadio)
Brooklyn:
Fisher Studio, Inc., 303 Lincoln Pl. (Victor)
Buffalo:
Bacon and Vincent Co., 1 Ellicott St. (SSF: Operadio)

BUCHAN PICTURES, 79 Allen St. (Ampro)
IDEAL PICTURES CORP., 1558 Main St. (SSF: Operadio)
LARKIN ELECTRONIC SERVICE, 129 W. Huron St. (DeVry)
RENNER MOTION PICTURE SERVICE, 539 Genesee St. (RCA, Victor)
UNITED PROJECTOR AND FILM CORP., 228 Franklin St. (Bell & Howell)
Elmira:
Bovik & Cran dall, Inc., 263 State St. (Bell & Howell, SSF: Operadio)
Flushing:
CHARLES J. GIEGERICH, 42-20 Kissena Blvd. (Bell & Howell)
Hempstead:
KEN KILLIAN SOUND AND VISUAL PRODUCTS, P.O. Box 364. (Bell & Howell, DeVry, RCA, Victor. Beseler Vu-Graph and Vu-Lyte. American Optical, Bausch & Lomb, Illustravox, Operadio, SVE, TDC, Viewlex. Overhead projector, magnetic sound recorders)
Long Island City:
Middletown:
H. B. MILES, INC., 17 Lenox Pl. (Bell & Howell)
New Berlin:
WILKER VISUAL SERVICE, 28 Genesee St. (Bell & Howell, SSF: Operadio)

NEW YORK CITY
Ampro Corp., 92 Gold St. (Ampro)
E. J. BARNES ASSOCIATES, 45 Rockefeller Plaza. (Bell & Howell)
Camera Equipment Co., 1600 Broadway. (Bell & Howell)
Comprehensive Service Corp., 245 W. 55th St. (Ampro, Bell & Howell, Forway, RCA, Victor, and all others makers of 16mm projectors, also all makers of tape recorders)
Roosevelt:
RICHARD JAMES, 199 Park Ave. (Bell & Howell)
Syracuse:
W. G. BROWN SOUND EQUIPMENT CORP., 212 Washington St. (Ampro)
Utica:
EDWIN A. HAIN, 223 Columbia St. (Ampro)
Warwick:
VISUAL RESEARCH CO. (RCA)
Westbury:
KENNETH K. KILLIAN. (RCA)
Yonkers:
IDEAL MOTION PICTURE SERVICE, 371 St. Johns Ave. (Victor)

NORTH CAROLINA

Asheville:
CAMERA HOUSE, 80 Haywood St. (Bell & Howell)
Charlotte:
BAPTIST BOOK STORE, 304 No. Tryon St. (SSF: Operadio)
CHRISTIAN FILM SERVICE, 1302 E. Fourth St. (SSF: Operadio)
STONE'S, 509 Pecan Ave., Apt. 2. (Bell & Howell)
THEATRE EQUIPMENT CO., 220 So. Poplar St. (DeVry)
Fayetteville:
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Sound Electronics Supplier, 2031 Gallia St. (SSF: Operadio)

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Wisconsin Rapids:

Walters Radio and MOVIE SUPPLY Co., 1710 Baker St. (DeVry)

For Reprint Copies (15¢ each) write 150 E. Superior, Chicago 11, Illinois
Audio-Visual Equipment Review

Wilcox-Gay Tape Recorder Features Push-Button Control
◆ Believing that tape recorders for school and church use must be compact, lightweight, portable, and simple to operate, the Wilcox-Gay Company has announced a high-fidelity, different tape recorder with completely automatic push button controls.

It is no longer necessary to have trained operators accompany each recorder as it makes the rounds of the school rooms, the manufacturer’s representative states. You simply plug in this new Recorder, push a button and it records—push another button and it plays back. Two other buttons give fast forward or fast reverse. Threading has been simplified too.

A three-way recording system permits live recording through microphone and recording through radio or from phonograph. Standard magnetic tape is used which can be kept indefinitely for permanent records or it can be erased and used over and over again.

The new unit is completely self-contained and weighs less than 18 pounds. It plays up to four hours on one seven-inch reel. It is available in two models, both priced at $149.95, with prices slightly higher west of the Rockies.

New features include a fast, motor-driven rewind; speedy skip forward or skip reverse; an easy-to-read timing indicator which measures the exact amount of tape used and permits quick location of any recorded sequence on the reel; a lightweight, sensitive microphone; and wide tone control from treble to deep base.

More complete information is available from Monson Sales Corporation, 919 N. Michigan Ave., Chicago.

London’s Spring Fair to Show World’s Smallest 16mm Projector
◆ The scientific and photographic equipment section of the British Industries Fair to be held in London next spring (May 5-16) will contain items of interest to American buyers.

What may be the smallest sound projector in the world, for instance, will be shown by Southern Films Ltd. It is the Sofi “Minor,” a 16mm sound and silent film projector. No larger than the average portable typewriter, the entire equipment—projector, amplifier, transformer, loud-speaker and leads—packs into a single case measuring 12 x 12 x 9, and the special version for the United States weighs only 24 pounds.

This remarkable feat has been made possible by the free use of light alloys and miniature electrical equipment, plus the reduction of components to a minimum.

Precision-built throughout the projector has a heavy duty universal type motor, governor controlled for silent and sound speeds, operated by a single switch. Its high efficiency 6-1 shuttle/shutter ratio intermittent motion allows maximum viewing per picture frame during each cycle and eliminates undue strain on the film perforation. The film threads through the projector at two points and between two sets of rollers and around the sound-head drum. There are no sprocket shoes to lift, no lay-on idlers to thread. The simple film path can be followed even by inexperienced operators. Further information may be obtained from Southern Film Services Ltd., 5 Mackenzie Street, Slough, Bucks., England.

Reference Shelf

Films of the Nations’ Catalog:
◆ Films of the Nations is now distributing its new 1951-52 film catalog, listing 70 films with descriptions. Write for a free copy to 62 W. 45th St., New York 19, N. Y.

Beseler Company Now Issuing “Opaque Projection Practices”
◆ Opaque Projection Practices is a useful publication issued by the Charles Beseler Company, 60 Badger Ave., Newark, N. J. This little paper is devoted exclusively to suggestions helpful to users of the opaque projector. Write to the Beseler Company for a free copy.

University of Washington Issues List for Northwest Teachers
◆ Two additional audio-visual publications of more than average interest have appeared within the past month. From the College of Education, University of Washington comes Sources for Free and Inexpensive Teaching Materials for Northwest Teachers. Priced at 50c, the list gives several hundred addresses annotated to show the types of materials available.

Library of Congress Film Catalog Cards Now In Work
◆ The recent International Conference on Film Cataloging held at Eastman House in Rochester last year is being followed by another meeting in Chicago on February 4.

Meanwhile, the Library of Congress is making headway on its announced plan to print and distribute at low-cost standard 3x5-inch reference cards on all copyrighted films. First cards will cover all Government films. A sample card is shown in the illustration at right.

29 min., sd., b&w, 16 mm.
With discussion guide.
Summary: Parental influence on a child’s developing personality, illustrated by a series of episodes showing the effects of an overly solicitous mother and an overly demanding father; and, in contrast, the healthy childhood resulting when both parents accept their child as an individual.
Credit: Producer, Samuel A. Deutowr; writer and director, William S. Resnick; narrator, Nelson Case; consultant, M. Ralph Kaufman, M. D.; music, Karol Rathaus; photographer, Boris Kaufman; editor, Frank A. Madden.

The Audio-Visual Journal
A NATIONAL DIRECTORY OF VISUAL EDUCATION DEALERS

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Visual Sciences, 599 SH Suffern.

• PENNSYLVANIA •
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• MISSOURI •
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• MICHIGAN •
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• TEXAS •
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Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.

• UTAH •
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CANADA


Reference Shelf

MORE THAN 3,000 EDUCATIONAL FILMS ARE DESCRIBED IN INDIANA UNIVERSITY'S 1952 FILM CATALOG. IN ADDITION TO THE ALPHABETICAL LIST OF FILMS, THE CATALOG ALSO PROVIDES A SUBJECT HEADING CLASSIFICATION IN WHICH EACH FILM IS LISTED UNDER STANDARDIZED SUBJECT HEADINGS WHICH DESCRIBE THE CONTENTS OF EACH. GRADE LEVELS ARE INDICATED AFTER EACH TITLE IN THE SUBJECT HEADING CLASSIFICATION AS WELL AS THE DESCRIPTION OF CONTENT IN THE MAIN BODY OF THE CATALOG. AVAILABLE AT THE PRINTING COST OF .50C PER COPY, COPIES MAY BE OBTAINED FROM INDIANA UNIVERSITY, BLOOMINGTON, IN 1.

THREE SCHOOLS IN THE STATE OF WASHINGTON HAVE JOINTLY PUBLISHED A CATALOG OF THEIR FILM COLLECTIONS WHICH GIVES A LISTING OF ALL AUDIO-VISUAL MATERIALS AVAILABLE IN THEIR FILM LIBRARIES. THE SCHOOLS COOPERATING IN THIS WORK ARE CENTRAL WASHINGTON COLLEGE OF EDUCATION, ELLIensburg; UNIVERSITY OF WASHINGTON, SEATTLE, AND THE STATE COLLEGE OF WASHINGTON, Pullman. FILMS LISTED IN THIS CATALOG MAY BE USED BY ANY INDIVIDUAL, INSTITUTION OR ORGANIZATION IN THE NORTHWEST. COPIES MAY BE OBTAINED FOR 50C FROM ANY ONE OF THE COOPERATING SCHOOLS.


1. That the names and addresses of the publisher, editor and managing editor and business manager are: Publisher, E. M. Hale, Eau Claire, Wisconsin. Editor, O. H. Coelho, Jr., 156 E. Superior, Chicago, Managing Editor, Nomi, Business Manager, None.


3. That known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

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O. H. COELIN, Jr., Publisher.

Sworn to and subscribed before me the 17th day of October, 1951.

ROBERT A. GIFFENY, Notary Public.

The Audio-Visual Projectionist’s Handbook

Edited by Amo deBernardo
Portland (Ore.) Public Schools

Schools and colleges throughout the country have enthusiastically approved the first editions of The Audio-Visual Projectionist’s Handbook. It’s the most complete and understandable guide book now available anywhere to better utilization of all types of audio and visual aids. Now arranged in section form and larger than before with additional features, new colors, new threading diagrams.

Use this pictorial Handbook for teacher training classes, to instruct student operators, and as a general reference on many daily problems in audio-visual programming and projection. Single copy One Dollar; sent postpaid if payment accompanies order.

Note These Colorful Graphic Feature Sections

- Here Are Some of the Colorful, Graphic Features Including helpful suggestions on room layout for good projection, acoustics, ventilation, darkening, etc.; formula for screen placement; diagrams on principles of sound motion picture projection; sound slidefilm projection; a chart on film care and maintenance; an operator’s trouble checklist; safety precautions; use of opaque materials; use of recording equipment in education; flat picture ideas; plus original and exclusive threading diagrams on all standard 16mm sound motion picture projectors!

STEP BY STEP LESSONS

The Projectionist’s Job
Before the Showing
Starting the Picture
During the Showing
Ending the Picture
After the Showing
Projector Care & Lubrication
(all in two-color graphic pages)

AUDIO-VISUAL PROJECTIONIST’S HANDBOOK
150 East Superior Street — Chicago 11, Illinois

Please send______ copies of the Handbook at $1 each for which payment is enclosed or bill me (sent postpaid if payment accompanies this order).

Name:

School:

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City____________________ State:_______ Zone_______
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[ ] "Teaching Eternal Truths," your free booklet about religious film programs
[ ] Information on Moody Institute of Science Films

Name
Address
City
Zone
State
See & Hear
THE NATIONAL AUDIO-VISUAL JOURNAL
If You Own a Projector—You Need This Invaluable Guide to Its Use!

The Audio-Visual Projectionist's Handbook

Edited by Amo deBernardis
Portland (Ore.) Public Schools

Schools and colleges throughout the country have enthusiastically approved the first editions of The Audio-Visual Projectionist's Handbook. It's the most complete and understandable guide book now available anywhere to better utilization of all types of audio and visual aids. Now arranged in section form and larger than before with additional features, new colors, new threading diagrams.

Use this pictorial Handbook for teacher training classes, to instruct student operators, and as a general reference on many daily problems in audio-visual programming and projection. Single copy One Dollar; sent postpaid if payment accompanies order.

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Have You Seen These Recently Released EBFilms?

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- New Tools for Learning

Send for the New Free 1951-52 EBFilms Catalogue

Encyclopaedia Britannica Films Inc.
Dept. 14, Wilmette, Illinois.
Gentlemen: Please send me free of charge the 1951-52 catalogue of Encyclopaedia Britannica Films.

Name: ____________________________ Title: ____________________________

School: ____________________________ Address: ____________________________

City: __________________ Zone: ______ State: __________________
EFLA's 1952 Conference to Precede NAVA Show in Chicago

The Educational Film Library Association's conference this year will again precede the NAVA trade show in Chicago, it was recently announced. Ford Linder has been appointed chairman of the conference committee. Tentative plans call for a series of field trips and special projects in addition to the usual panel discussions and screenings.

A-V Summer Classes Announced

Arizona State College, Tempe, Ariz., recently announced its summer session schedules for 1952. First semester, to begin June 2 and end July 5, will offer the following courses: Audio-Visual Aids in Education, Production of Audio-Visual Aids, Audio-Visual Education, Practicum in Audio-Visual Education.

July 7 to August 9 will be the dates for the second semester. Courses offered will include Audio-Visual Aidie Education and Administration of Audio-Visual Aids Program. Detailed information may be obtained from the college at Tempe, Ariz.

50,000 Titles Carried in New Library of Congress Catalog

The Library of Congress recently issued one of the most valuable film reference books published in many years. This new publication is a monumental 1,256-page catalog that lists more than 50,000 motion pictures registered in the copyright office from 1912 through 1939. Entitled Motion Pictures, 1912-1939, the catalog contains much information that has up until now been available only after prolonged research in the files of the copyright office.

As time passes and old producing companies and their films are forgotten, this volume will become increasingly valuable as a reference book on films and film history. The information given about each film includes, insofar as possible, the sponsor, information about the published work on which the film was based, physical description, credits, claimant and date of copyright, and the author of the film story. The material for the entries, which are listed alphabetically, was obtained mainly from the record books of the copyright office, the original applications for the registration of the copyright claims, and descriptive material that was supplied at the time the films were registered.

The cumulative catalog has a 268-page index, which lists the individuals and organizations associated with each motion picture, and a "Series List," which provides the name of the copyright claimant and the title and date for each motion picture of a series. Any particular film may be located in a variety of ways—by title, producing company, copyright claimant, alternate title, name of the work on which the film was based, series title, author of the film story, sponsor, and releasing or distributing agents.

Motion Pictures, 1912-1939 is the first publication in the cumulative series of the Catalog of Copyright Entries. Work has started on a supplementary volume that will cover motion pictures copyrighted in the years 1940 to 1949. These two cumulative volumes and the subsequent semiannual issues of motion pictures and filmstrips in the regular series of the Catalog of Copyright Entries will constitute a comprehensive bibliography of United States motion pictures from 1912 to date.

The volume, which is buckram-bound, may be purchased for $13 from the Copyright Office, Library of Congress, Washington 25, D. C.

See & Hear

"The National Audio-Visual Journal"

Office of Publication • 150 East Superior Street • Chicago 11

After May 1st at 7061 Sheridan Road, Chicago 26

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SEE and HEAR
Michigan Reports on A-V

"AUDIO-VISUAL PROGRAMS IN ACTION"

Major legislative grants have not as yet boomed audio-visual developments in Michigan schools but a picture of steady and often inspiring progress in putting these new tools for better learning in the hands of the teachers in school systems all over the state is reflected in the pages of a new illustrated 112-page report prepared by members of the Michigan Audio-Visual Association and edited by Ford E. Lemler, director of the Audio-Visual Education Center, University of Michigan. Copies of "Audio-Visual Programs in Action" are available at $1.00 per copy from the Center, 1028 Administration Building, University of Michigan, Ann Arbor.

Fourteen Reports on Local Progress

Following a basic introduction which outlines important principles generalized from member reports which form the bulk of its content, the audio-visual directors of fourteen city, community and county school systems detail their budgets, problems and progress. As William G. Hart, president of MAVA, says in his foreword, "The audio-visual programs reported are well-known for success in coping with the many problems of this field. They were selected so as to report patterns of organization, financial resources, audio-visual services and effective techniques."

Mr. Lemler considers, in his pre-sununation, that "the audio-visual program is a complex operation." He notes that it "requires order, direction, and leadership." The tenor of the reports indicates that the "best way to provide these essentials is to centralize responsibility in an audio-visual director or coordinator with the necessary competencies of leadership and administration."

Darkening a Universal Classroom Problem

One very important area is highlighted as most of the contributors emphasize the need for adaptation of classrooms for audio-visual work. Darkening, for example, is repeatedly cited as an obstacle to successful classroom use of projected materials. Helpfully, the book also cites some specific ways in which Michigan a-v directors have solved this problem but we are also reminded that the problem is perpetuated by failure to provide facilities in new buildings. Lloyd Cartwright, who directs the Saginaw County Audio-Visual Education Center, says "Superintendents and school boards who are planning the construction of new buildings should insist that drapery track installations be specified in the architect’s plans. A determined stand on the part of educators in demanding these installations is of utmost importance for the reason that the current plans for new buildings have been in the direction of admitting the maximum of natural light.

Service, this report concludes, is the keynote of every successful audio-visual program. As implementing programs, "audio-visual programs have meaning only to the extent that... they... assist the work of other departments and activities of the school." You’ll value your copy of this well-illustrated, well-organized and thoroughly professional collection of “case histories” of hard work well done.
The Budget and YOU
by Charles Hoff, Omaha Municipal University

AS I STOOD, I WATCHED—I could not but be impressed with the many fine cars on the paved highway—cars zooming in both directions at from 50 to 75 miles an hour, cars with all the conveniences man’s mind could conceive.

My mind took me back to another day twenty years ago when I came to Kearney in my high-wheeled Model-T Ford from my home at Neligh. It was a day remembered because of sandy roads, high centers, a hot radiator, and, if I were lucky, only two flat tires.

But through the years our state has had an organization known as the Good Roads Association. Other states have similar groups. Through their efforts and the efforts of many private citizens in educating the public, properly informing the legislators, insisting that our automobile manufacturers, service agencies and highway contractors keep abreast of the motoring needs of our state, no one need be too ashamed of our highways systems today.

So it is with our audio-visual program in the schools. The use of such aids is not new. Every teacher in the country has used maps, charts, globes, phonographs, field trips, museums, etc. Many have used movie and slide projectors. But just as we have gone through a period of pioneering and development with our vehicles of transportation, we are now in an era of special attention to a “new vehicle” for learning.

Teachers must learn where to find films and slides for specific learning situations. They must learn how to use those films and slides most effectively to reach their objectives. But further, teachers must continue to be community leaders—to inform the public of the value and the efficiency of film for classroom teaching. The teachers must here take the place of the Good Roads Association. Teachers must explain the need to provide a better vehicle for better education.

Our communities look to our teachers for leadership. Citizens cannot all be educational specialists. School board members cannot be expected to keep informed on good teaching methods unless school administrators and teachers provide the “know-how” and the community leadership. School boards and communities will provide the finances for better education if they understand what is needed and how it will help. Audio-visual aids can be seen and touched. The proof of their value is evident in many schools of our country as well as in our successful war training programs. The job of convincing your community is not difficult if you yourself learn the values and the proper usage of audio-visual aids. But it is your professional duty to guard your community against visual education racketeers. A sound visual education program for your school cannot be “sold” to your school board by an equipment dealer who completes his job when he has the signature on an order. The purchase of equipment does not guarantee good usage. When teachers are ready and know that they need physical equipment, it next becomes their responsibility to explain that need for visual education equipment and materials to the community.

### Your Audio-Visual Dealer Gives Professional Service

- **A MESSAGE TO EDUCATORS**

  **THERE'S A NATIONWIDE** family of professional audio-visual dealers located in towns and communities throughout these United States and Canada who are more than qualified by experience and specialized facilities to serve your school's audio-visual needs.

  Representing the *best* in nationally-known, fairly-priced merchandise, they subscribe to the NAVA Code of Ethics, *train* their personnel in modern maintenance-service methods, and consider our schools (and related institutional users such as churches and business firms) as their selected fields of *specialized* activity.

  To maintain your audio-visual program at high standards of performance consult the National Audio-Visual Association dealer member in your community or in the nearest center.

  **WATCH FOR THE NAVA EMBLEM**

  *It's Your Sign of Professional A-V Service!*
Churches Inaugurate Ambitious A-V Workshop Training Program

♦ The National Council of the Churches of Christ in the U.S.A. recently inaugurated a program of audio-visual workshops which were regarded as the most comprehensive and adequate audio-visual training program in the history of the church.

Activities scheduled for the coming summer will include the annual international workshop to be held at Green Lake, Wisconsin between August 31 and September 5, and eight regional workshops which will be held in Northfield, Mass., July 15-21; Camp Kanesatake, Penn., August 3-4; Atlanta, Georgia, May 5-9; Bloomington, Indiana, April 14-18; Wichita, Kansas, November 27-29; Georgetown, Texas, July 14-18; Pueblo, Colo., August 18-22; Redlands, Calif., August 4-5; and Seattle, Wash., October 27-31.

Pearl Rosser, director of the Ninth International Audio-Visual Workshop, explained that this year's workshop will be devoted primarily to the use of audio-visuals to present the Bible. Official brochures that describe the workshop program may be obtained from Rev. Elmer G. Millson, Coordinator, 79 East Adams St., Chicago 3, Ill.

EBFilms Official Confers with European Audio-Visual Experts

♦ Robert E. Brubaker, director of overseas relations for Encyclopaedia Britannica Films, is in Europe confering with leading audio-visual experts and government officials in England and most of the major continental countries. He is also contacting the EBF film distributors in the various countries to further develop the company's broad distribution system, according to Walter Colmes, president of Encyclopaedia Britannica Films, Wilmette, Ill.

After a stop in London, England, Mr. Brubaker goes to Paris, France, where he is visiting the headquarters of United Nations Educational, Scientific and Cultural Organization to discuss the utilization of EBFilms. At Helsinki, Finland, he addresses a large convention of teachers. The remainder of his itinerary includes: Oslo, Norway; Copenhagen, Denmark; Zurich, Switzerland; Munich, Germany; and Vienna, Austria. He expects to return to the United States on May 1.

Since 1915, when the company organized its overseas operations, EBFilms have been introduced into more than 70 countries, and, as of this date, EBF has an overseas organization of 29 exclusive distributors. A total of 197 of the company's 450 different films have been translated into 14 foreign languages.

S.V.E. Appoints Ed Skipper the New Southern District Manager

♦ Ed Skipper of Jacksonville, Fla., has been appointed as southern district manager for the Society for Visual Education, Inc., by John C. Kennan, vice president and director of sales.

Mr. Skipper recently completed his second tour of military duty, totaling 17 months, as a first lieutenant with the Army Engineers. During World War II, he served four years with the same group, Jacksonville, where he lives with his wife and son, will serve as headquarters as he contacts his old friends among the religious and educational audio-visual directors and dealers, and camera store proprietors throughout the South.

Coronet Films Offers Preview Library to Summer Students

♦ Coronet Films will again open its preview library of 16mm educational sound motion pictures to summer session classes, conferences and workshops in audio-visual education.

Preview prints will be made available in limited numbers for group showings. Since this service has proved so popular in the past, it is suggested that orders be made as early as possible.

Descriptive material also will be available for use in summer sessions. Excepting transportation charges, there will be no charge for preview prints or descriptive material.

For a preview order form and a list of available material, write Coronet's sales department, Coronet Building, Chicago 1, Ill.

Offering Prizes of $500 for 24-Hour Recording Equipment

♦ Does anyone know of a simple device that will record and play back the complete New Testament on a single tape, wire or other recording medium? The Speaking Book Foundation, Inc., is looking for one, but, since that's a 24-hour run there doesn't seem to be any in existence.

The Foundation is therefore offering $500.00 in prizes for the best inventions to meet the need, according to Marcus W. Hinson, director. He also believes there is an increasing need for such long-play equipment in industry, schools and institutions.

A contest closing May 12 is being conducted by the Foundation. A first prize of $100.00 will be awarded for the best modification to 24-hour playing time of equipment already on the market. Another first prize of $400.00 will go for the best device especially engineered to specifications in the contest rules.

Illinois Librarians to Study A-V Service in Summer School

♦ Audio-visual service in libraries will be among the topics considered at the Summer Institute for Librarians-in-Service to be held by the University of Illinois Library School June 8-13. The institute will meet at Rob... (CONTINUED ON THE NEXT PAGE)
Maurice C. McCann Outlines Need for Improved Film Study Guides

Received in the office recently was a report from Maurice C. McCann, chairman of the WDAVI study guides committee. Its concern with a vital problem in audio-visual communication would seem to call for quoting it in full.

"The consensus of opinion of those interested in Audio-Visual education indicates that there is a definite need for study guides, particularly film study guides for teachers. Most of the film producers have well prepared and attractive guides to accompany their films. However, these guides are not made use of as extensively as they should be. In most cases the study guide is not received in advance of the film, and the teacher does not have enough time to plan and prepare the film presentation and lesson. Too often study guides are filed away and forgotten or the person in charge fails to send them out to the right people at the right time. It is logical to assume that much of the value of the film presentation is lost if a lesson plan is not available or used at the proper time. Some think it should be mandatory that there is a written suggested plan of use for all films as well as other audio-visual materials such as filmstrips, slides, recordings, and transcriptions. The manner of use of such a study guide should be optional with the teacher who knows his own teaching situation and pupil requirements best. Whatever the source of films, should they be school owned, or through a state or private film center, the study guides should precede the film by two or three days. In event that this cannot be done or if the guides are not satisfactory, the teachers who use the films should pool their knowledge and write their own guides. Study guides written by teachers usually are more satisfactory. They may be sent out by someone assigned to the job in each building, in advance, to each teacher and returned to be used again.

Make Them Brief, Effective

"In a recent survey of study guides of latest films, it was found that most guides consisted of one sheet 8\(\frac{1}{2}\) x 11" paper printed on both sides. Perhaps it is best to be sure of its use by making it brief and effective. Teacher written guides could be mimeographed. Actually state institutions distributing films should send out study guides as well as films. These could be a help if teachers wished to write their own. The format should be one that is most practical, effective and convenient to use.

"The content of a study guide is somewhat dependent upon the level and type of film. It is desirable to have illustrations and pictures if the guide is printed. According to our survey, the most necessary requisites are title, length, black and white or colored, sound or silent, cost, recommended subject area, introduction, or story of film, related films, vocabulary, suggested study activities, books available on subject and test questions.

Other Key Points Noted

"Other points to consider in writing a study guide are: difficult pronunciations, what to do before showing, points to look for, what to do after showing, review or discussion questions, answers to quiz questions, and sequences of scenes or continuity.

"Thequestion of adequate study guides is now an important factor in the forward progression we must make in the continued use of Audio-Visual materials. It is a challenge to those interested in Audio-Visual Education to fulfill this need for satisfactory study guides for teachers."

"Backgrounds of Our Freedom" Now Distributed by Heritage

Heritage Filmstrips, Inc., has now assumed the national distribution of all its filmstrips. They were formerly available through Association Films.

In response to a demand that followed the issuance of the original six filmstrips of the Backgrounds of Our Freedom series, Heritage has speeded up its production schedule and promises early issuance of the second six in the series. The original six are: Causes of the American Revolution, The Anti-Slavery Crusade, Causes of the French Revolution, The French Revolution, and The Triumph of Parliament. The six now in production concern the Bill of Rights, women's rights, and democracy in the 20th century. Heritage Filmstrip headquarters are at 89-11 63rd Drive, Rego Park 74, N. Y.
Our goal is to equip classrooms for a-e utilization; when finances or facilities do not permit, an audio-visual center such as this installation at the Elroy School serve both school and community.

Visual Education Room: Community Center


The Audio-Visual Education Room that is pictured was reconstructed for educational purposes from two idle, unattractive basement rooms. This special room, which in reality is a model auditorium with a miniature stage, serves many purposes. It contains 153 seats with folding tablet arms and will accommodate one or more classes, or will serve as an ideal meeting place. The heavy velour pull draperies not only beautify, but enable the room to be darkened for visual education purposes in about a half a minute.

It was converted last winter, and since that time it has become the headquarters for a functional program of visual education in the Elroy School as well as a center for community participation.

It becomes automatically a Community Service Center, that is an integral part of the school program, serving the needs of the children as well as the adults. The room is designed to utilize all phases of audio-visual education—motion pictures, slides, opaque projection, electrical transcriptions, radio, public speaking, dramatics, music programs, music instruction, and assembly programs of various types.

All parent-teacher activities, Boy Scout and Girl Scout work, local Y.M.C.A. projects, civic forums, and countless reciprocal school-community relationships prevail within this service center. Many programs originate here that are built around the community idea. In addition, the long corridor running along the outside of this room has been remodeled and in one corner kitchen fixtures were provided by the P.T.A. for use by teachers, pupils, and parents.

The name "Community Service Center" was probably first employed by Teachers College, Columbia University to bring to focus the idea that education is a community force. "As such, schools should be working in, with, and for the community and not apart from the community."

Audio-Visual education takes on a very broad meaning in a center such as this set up to help students and educational workers develop ways and means by which they may serve their school and community better.

Brentwood points with pride to the establishment of this vitalizing service center created from idle rooms and stored equipment. It has motivated inner pupil-pupil and school-neighborhood relationships; has inspired more home-school relationships; has increased participation in activities that influence children and has placed greater emphasis upon use of the school building by the community. Others may profit by our experience.
A Practical Demonstration in Community Cooperation

They Bring Films to the Handicapped

ST. LOUIS' VOLUNTEER FILM ASSOCIATION SETS A GOOD EXAMPLE

by Marion Strauss

An exciting plan of visual education has been put into effect in St. Louis through the fine cooperation and co-ordination of (1) the teachers of the home-bound, (2) the Division of Audio-Visual Education of the St. Louis Public Schools, and (3) a private agency called the Volunteer Film Association.

The Volunteer Film Association is a twelve-year old organization of men and women volunteers, who take projectors and motion picture films into the homes of the handicapped of all ages and also into hospitals and other institutions, giving shows as a form of recreational therapy with the approval of the patient's physician.

While the Association was still young, the Superintendent of Instruction of the St. Louis Public Schools granted the Volunteer Film Association the privilege of borrowing films from the library of the Division of Audio-Visual Education on the basis of the large number of school-age children the Association was caring for.

After the St. Louis home-teaching program had become well established under the Pupil Welfare and Adjustment Division of the Public Schools, the plan for bringing school movies to the home-bound pupils was further developed. This is how the plan works. When a home-taught child is also a patient of the Volunteer Film Association, the teacher may request a showing of any film in the catalogue of the Division of Audio-Visual Education. The Division of Audio-Visual Education lends the film to the Volunteer Film Association, and a Volunteer Film Association operator shows the film at the child's next regularly scheduled show. The teacher is not present, but she has had the opportunity of familiarizing herself with the film, the handbook, and the catalogue description. The film, you see, supplements her teaching, and she can use it as the classroom teacher does.

There have been excellent results, and everyone participating in the program is most enthusiastic.

Ask Yourself: How Can I Serve?

The examples of school-community cooperation are beyond recounting in these United States but there's always room for a new idea. This brief report on the work of St. Louis' Volunteer Film Association suggests one new area of cooperation: there are countless others in the fields of community recreation, of discussion programs, through formation of community Film Councils, etc.

The school belongs to the community but they are interdependent. While the "open door" policy of maintaining evening hours in the school auditorium or visual room may be hard on the budget, there's constant community value in such functional use.

Are your 16mm sound projectors locked away after hours? Student or volunteer adult operators on the faculty

SEE and HEAR
Cooperation Helps Make a Film

We Filmed Our Ideas

by Evelyn Hoke, Ball State Teachers College

On the opening day of class, Miss Grace Woody, Associate Professor in Physical Education, invited class members to state their interests in what the course, Recreation, should include. Student interest was high! When we were done, we all agreed that our ideas were good—so good that they should be documented in understandable graphic terms: so, we made a motion-picture report for other teachers to see and profit by.

Here's our story of play materials in the Elementary Grades.

1. We wanted to do something about providing activity for play periods! There were good reasons why unanimous agreement prevailed: First, in considering better use of free time in or out of school, the class subscribed to the notion that facilities were insufficient for indoor play periods. There was usually a dearth of indoor game and toy kits and often, inadequate planning was done. Secondly, since as college students, they were training for teacher and-or parenthood, a study of this vital topic would surely be of lasting benefit.

Here's Our Six-Part Plan for Term Work

The plan for the term’s work was structured something like this:

1. Start by investigating some of the present conditions governing play periods.
2. Make an evaluative study of available resources.
3. From these total findings, list a starting set-up of plans and kits.
4. Create ideas about ways for securing minimum needs.
5. Promote putting these plans and materials on trial in some schools.
6. Retain lists, sets of drawings, direction sheets, and write a documentation of the developments as each of the above is completed.

Finally, as a part of the record, make a motion picture. Play Materials in the Elementary School.

Students Do the Field Research

The students consulted with children, teacher-, and parents to gather first-hand information. They found that children should be allowed to obtain and make materials: use and care for tools, games, and accumulated materials.

Teachers admonished them to gather a host of games and toys so that a child of any age could suit his day, to ponder, to manipulate, to push, to dramatize, or to build. Without hesitation, they came to me as Director of Teaching Materials Service. Naturally, this seemed to be another big opportunity for the Service to further the role of the OPEN WORKSHOP, which is maintained for the purpose of producing instructional materials.

Straightaway general supplies were inventoried and needs listed in light of some of the students' sketches for the construction series. In addition to the hopper of scrap...
We Filmed Our Ideas:

(CONTINUED FROM THE PRECEDING PAGE)

supplies, the Teaching Materials Center secured gratis a truck load of discarded wooden boxes and a sizable load of top-grade kiln-dried hard woods from the trash heap of a lumber company in another county.

By purchase, the Teaching Materials Service added ready-made games, and bought such miscellany as paints, oilcloth, canvas, duck, and attractive puppet stage stuffs.

The materials made either by individuals or class units in this audio-visual laboratory are absorbed into the school’s collection so that they become available for demonstration and use by the campus at large.

Completion of the games was hastened. Meantime, the class made arrangements for us to transfer the kits to Riley Elementary School in Muncie where the children would use the materials noon hours during the closing weeks of Miss Woody’s course.

We Find Good Lighting Is Essential

Then the film making began! In spite of the schedule limits and the handicap of having a very simple assortment of tools, ideas were plentiful. Film shooting was confined to two noon hours. We had planned to operate with a minimum of technical equipment. We wanted to prevent the distraction due to having lighting equipment in the way.

Also, since we were striving for a pure documentary record, we planned to forego the complexity of rehearsals before shooting the action. Critics, of course, have reminded us that it is evident that we allowed shooting conditions which were under par. I now advise that one should use ample lighting and overlook the possibility of intrusion because children are miraculously free of camera shyness when so intent upon their activities.

Among the film sequences of the children at play, it is easy for the audience to share experiences along with the young actors. For example, one can readily identify the child’s sensation of balance and imbalance which combine to fortify or deter progress in a trial walk on the walking beam. The element of practice is apparent in the faltering steps of some as they negotiate this nine-foot trip on the beam which is only some four inches above the surface of the floor.

Further in the film, one is convinced that there is a fertile field for providing for the play periods of the older children. Singly or in groups they were equally diverted with this new supply of puzzles and games. Their responses would lead to the advocacy that they “enjoy play as much as the little folks” and hence need as many games.

Reaction to Our Project Is Enthusiastic

The final sequence of the film, though very brief, gives glimpses of “Woody” and the class in the Teaching Materials Service WORKSHOP busy with the preparation. Here learning was no chore and the interest was genuine. Of course, the class was delighted with the film. (However, this group was not unique in its enthusiasm and gratitude to us for the creative help offered in this laboratory.) This is a very enjoyable part of our Services. These students left Play Education daily, virtually refreshed. Of course, one aspect of the situation plagued them—namely, that there were more ideas than could be executed within time and resource limits.

In the main, the film Play Materials in the Elementary School has a two-fold purpose. First, it is a sort of documentary record which is intended to suggest several preliminary understandings and to share some planning which may be of assistance to those people who are interested in providing for programs of play. Secondly, the film is a kind of demonstration piece showing a pattern; or at least one example of the operations whereby a school service produces non-projected and projected instructional materials. This film is a silent motion picture record of a combined teachers’ college and grade school experience. Though the majority of similar Library projects are not filmed this was taken because the class wanted it.

Result: a Pictorial Record of Cooperation

The film, being a vehicle for telling the story of the cooperation between this teachers’ college class, the school, and the audio-visual laboratory in tackling the problem of what-to-do for indoor play, has been seen by scores of people. They have been chiefly teachers, camp counselors, and administrators seeing it either as a result of renting it or of purchasing it. School administrators have said that this whets their interest in the multi-sided approach to learning. Moreover, the scheme of putting the devices on trial increases the value which they and their teachers attach to the widening opportunities for selecting and evaluating instructional materials via the motion picture film.

SEE & HEAR INVITES YOUR ARTICLES

★ Your school and community experiences in producing and applying audio-visual materials can help others! The Editors invite articles for consideration and review, subject to space limitations. Both miss. and pictures will be promptly returned if unusable. Send to SEE & HEAR: 150 E. Superior, Chicago 11. After May 1st; 7061 Sheridan Road, Chicago 26.
Audio-Visual Equipment Review

RCA Offers Player Package With Educational Records

- New and improved facilities for music education in elementary schools, utilizing for the first time in this field the 45-rpm system of recorded music, are being made available by RCA Victor, it has been announced by the company's Education Division.

- The new facilities consist of a new 45-rpm table phonograph, featuring an 8-inch electro-dynamic speaker and continuously variable tone control, and 370 specially recorded compositions comprising the RCA Victor basic record library for elementary schools.

- The new phonograph achieves a tone quality comparable to that of most console phonographs, the company stated, and is a sturdy, compact instrument, well suited for classroom use. The 7-inch, wafer-thin, plastic records have two advantages. They are non-breakable and require only a minimum of storage space.

- The library has three basic divisions: a rhythm program, a listening program, and a singing program, plus special material. Extensive notes for teachers have been prepared by well-known authorities for each of the 370 compositions and are included with the library.

- The new phonograph and the 45-rpm library are being offered at a special suggested combination price of $150.00. A direct mail campaign by RCA Victor distributors is planned to bring the offer to the attention of educators.

Recorders and Tape Sent GI's by Revere and Minnesota Mining

- Miles of "Scotch" sound recording tape and 12 Revere tape recorders left St. Paul, Minn., for the American GI's in Korea on March 17, as part of the "Talking Letter" program between the boys at the front and their families back home.

- The recorders and tape are a gift to the army service clubs in Korea from the Revere Camera Company, Chicago, manufacturer of the recorders and Minnesota Mining and Manufacturing company, St. Paul, makers of "Scotch" sound recording tape.

- Governor C. Elmer Anderson, of Minnesota, officiated at an informal send-off ceremony in St. Paul and personally tape-recorded a "talking letter" to General Matthew B. Ridgway and General James A. Van Fleet. Duplicate tape-recordings of the governor's message went to each of the six stationary army service clubs behind the lines in Korea where the tape recorders will be located for use by the fighting men.

- There were 1,300 special "talking letter" reels of sound recording tape - nearly half a million feet of magnetic tape - each capable of holding a ten-minute recording. In all they will provide some 48,000 minutes of "talking letter" conversation between GI's and their families in the United States.

- Recipients of "talking letters" from servicemen can take them to any Revere dealer where they can listen to them and also record a return message to the serviceman free of charge.

1,000-Watt Filmstrip Projector

- DuKane Corporation of St. Charles, Ill., has announced a new 1,000-watt, electrically-operated filmstrip projector. A new "synchronous" electrical film advance changes the pictures one frame at a time.

"Tape-Chest" Stores Recordings

- Recently introduced by Reeves Soundcraft Corp., New York City, is a five-drawer "Tape Chest" for filing tape recordings. The unit is made of bned boxboard, colored blue.

- Produced in two sizes, for 625- and 1250-foot reels of tape, the chest is offered free to the consumer with the purchase of five reels of tape in either size.

- Each drawer holds a single reel of tape and has an identification label.

Shipping Carton Protects Tapes

- A new corrugated fiberboard carton for mailing and remailing individual reels of sound recording tape has been announced by the Minnesota Mining and Manufacturing Co. Said to provide added protection with minimum weight, the carton folds around the standard sound recording tape box and is taped shut.

- The carton is made in four sizes - for four-inch, five-inch, seven-inch and 101/2-inch reels. Space is provided for address, return and for postage.

Show New Tape Recorder Unit

- Introduction of a new portable tape recorder, designed for operation with the user's own audio amplifier and speaker, has been announced by tape-Master, Inc., Chicago.

- The new unit, Model PT-121, includes a tape-Master tape transport mechanism and matching self-powered pre-amplifier with push-pull super-sonic bias-erase oscillator, fully wired and ready to plug in.

- Operating at the RTMA standard tape speed of 7.5 inches per second, the PT-121 has a maximum speed variation of 2 per cent (95 to 125 volt AC line variation). Recording time is one hour.

Optical-Magnetic Projectors Due

- The adaptation or re-design of 16mm sound projectors to accommodate simultaneous use for magnetic tape recording and reproduction finds at least five major manufacturers with models either out or soon due in this field. Ampro Corporation, Bell & Howell, Eastman Kodak, RCA Visual Products, and Victor Animatograph are among the announced makers of this equipment. Bell & Howell have also announced magnetic coating of films as a company service. Full details will be given in future issues.
## A NATIONAL DIRECTORY OF VISUAL EDUCATION DEALERS

### EASTERN STATES

- **DISTRICT OF COLUMBIA**
  Brenner Photo Co., 923 Penn Ave. N.W. The complete Photo Dept. Store.

- **NEW HAMPSHIRE**
  A. H. Rice Co., Inc., 78 West Central Street, Manchester.

- **NEW JERSEY**
  Slidecraft Co., South Orange, N. J.

- **NEW YORK**
  Council Films, Inc., 50 N. Main St., Homer, N. Y.
  Jam Handy Organization, Inc., 1775 Broadway, New York, N. Y.
  Visual Sciences, 5909 S. Sunset

- **PENNSYLVANIA**
  Jam Handy Organization, Inc., 930 Penn Ave., Pittsburgh 22
  Karel Sound Film Library, 214 Third Ave., Pittsburgh 22.

### SOUTHERN STATES

- **FLORIDA**
  Norman Laboratories & Studio, Arlington Suburb, Jacksonville 7.

- **LOUISIANA**
  Jasper Ewing & Sons, 725 Pryor St., New Orleans 12.

- **MISSISSIPPI**
  Jasper Ewing & Sons, 227 S. State St., Jackson 2.

- **TENNESSEE**

### MIDWESTERN STATES

- **ILLINOIS**
  American Film Registry, 24 E. Eighth Street, Chicago 5.
  Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.

- **IOWA**
  Ryan Visual Aids Service, 517 Main St., Davenport.

- **MISSOURI**
  Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.

- **MICHIGAN**
  Jam Handy Organization, Inc., 2821 E. Grand Blvd., Detroit 11.

- **OHIO**
  Academy Film Service, Inc., 2300 Payne Ave., Cleveland 14.
  Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.
  Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2.

### WESTERN STATES

- **CALIFORNIA**

- **OREGON**
  Moore's Motion Picture Service, 306 S.W. 9th Avenue, Portland 5.

- **TEXAS**
  Association Films, Inc., 1915 Live Oak St., Dallas 1.
  Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.

- **UTAH**
  Deseret Book Company, 44 E. So. Temple St., Salt Lake City 10.

### CANADA


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### Reference Shelf

#### Folder Available That Lists “Free Films for Home Economists”

- Association Films, Inc., New York, announces a new folder describing films for home economics groups that are available free through their services. The folder, Free Films for Home Economists, lists 41 films dealing with cooking and food preparation, home sewing, diet and nutrition, food production, health and hygiene, financial security education, and good grooming.

The films are 16mm sound, and many of them in color. They may be borrowed at no charge except transportation. Copies of Free Films for Home Economists may be had by writing Association Films, Inc., 35 W. 45th Street, New York 36, N. Y.

#### Reference Guide to Government Films Recently Made Available

- A useful reference guide to all government films was recently published by the U. S. Office of Education. Containing information on current government motion pictures, filmstrips or slidefilms, the new catalog carries the self-explanatory title 3434 U. S. Government Films. It may be purchased for 70c from the Superintendent of Documents, Washington 25, D. C.

Also available for general reference use is the new Directory of 2002 16mm Film Libraries. This is a state-by-state and city-by-city list of sources from which 16mm films can be borrowed or rented. Under each library listed is shown the approximate number and types of films it distributes and its distribution areas. Available from the Superintendent of Documents for 30c.

#### New Language Booklet Now Available for Free Distribution

- The Language Laboratory is ready for distribution, according to John E. Medlar of Educational Laboratories, Inc., of Washington, D. C.

This booklet is a reprint of a section of the Monograph Series on Languages and Linguistics, of the report on the second annual round table meeting on linguistics and language teaching held at Georgetown University. It will be sent without charge upon request to Educational Laboratories, Inc., 1625 Connecticut Avenue N.W., Washington 9, D. C.
An Essential Guide to Over 2,900 Essential Pictures

The INDEX OF TRAINING FILMS

The COMPLETELY revised Third Edition of The Index of Training Films now provides education and industry with the only complete and up-to-date film listing of its kind—specializing in the factual and technical motion pictures and slide-films of, by, and about industry. It's a "must" for shop classes, training groups of all kinds, and for general educational background reference in this national defense period.

There are over 2,900 films (and their sources) listed and described from Aviation to Woodworking; the Index also includes such related subjects as Engineering, Industrial Relations, Production Methods, and Time and Motion Study Films. Invaluable as a starting point for vocational school film programs, small plants or large, where only a projector and postage fund is needed to maintain a film program.

For national defense programs, there are whole sections devoted to films on aviation, electronics, machine shop. Materials and metals are covered in detail from Aluminum to Tin. Plastics, Refrigeration, and other key industrial fields are also included with liberal selections of films. Junior and Senior High School groups will find excellent subject matter for Science, Economics, Shop, and other classes.

An introduction shows how simple it is to obtain these films and gives data on related sources such as Safety Films, etc.

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- Industrial Relations
- Machine Shop Work
- Materials & Metals (Aluminum to Tin)
- Office Practice Films
- Optics-Photography
- Petroleum Industry
- Physics Fundamentals
- Plastics Industry
- Precision Measurement
- Production Methods
- Railroad Industry
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- Welding Pictures
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Prices subject to change without notice and include Federal Tax where applicable.

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From NEWSPAPER STORY

Enrico Fermi, noted nuclear physicist, as he appears in the EBF production Atomic Alert, Dr. Fermi helped develop this new film on civilian defense for school children.

From WORLD TRADE
Cleveland's Annual Film Festival to Be Held June 12

* Cleveland's annual film festival will be held this year on June 12 at the Hotel Carter. Sponsored by the Cleveland Film Council, the day's activities will be concluded with an address entitled "New Dimensions in Idea Communication" by O. H. Coeln, Jr., editor of See and Hear.

During the day, films will be screened in labor-management and industrial relations, supervisory and employee training, sales, public relations and safety procedures.

Also included in the schedule will be the showing of informational subjects, civil defense, mental health and travel films.

Deadline for submitting entries for consideration is May 1, 1952. All inquiries should be sent to Kenneth Vermillion, Chamber School, 14121 Shaw Avenue, East Cleveland 12, Ohio.

Boston's Festival on May 3

* The second annual Film Festival, sponsored by the Film Council of Greater Boston, will be held in that city on May 3. Commander Robert Noe of the U.S. Navy will be the principal speaker.

Goal of Film Council Month: Better Use of A-V Materials

* During April film council throughout the United States will be encouraged, in observance of Film Council Month, to increase their promotion of organized cooperation among agencies, groups and individuals in local communities, and to assure better and wider distribution as well as more effective use of audio-visual materials.

Projects which are being encouraged among the local councils during the month include special community film forum panels which will conduct film forums at local organizations; establishing audio-visual reference sections in libraries, universities and other community centers; conducting community film workshops to stress proper film utilization and operation of A-V equipment, and arranging special community film screenings using "community-interest" films.

Subject areas will include: child development, community health, library services, community film services, conservation, conservation of human resources, community recreation, family relations, education, housing, intercultural relations, international understanding, making democracy work, labor and industry, economic problems, rural community development, understanding ourselves, juvenile delinquency, sex education and safety education.

In conjunction with Film Council Month the FCA has launched a new promotional project aimed at building the membership ranks of individual councils and establishing new councils in areas where none exist. An encouraging response has already been received from the state adjutants of the American Legion. Lists containing thousands of member prospects have been received from affiliate member organizations of the FCA. Also, in conjunction with the program the FCA has prepared a new brochure entitled "Better Informed Citizens," and a four page pamphlet relating the history of the FCA, what a local film council is, the formula for a successful council, and the groups which should participate in local council activities.

FCA's goal for April, in short, is to begin to produce, in ever increasing amounts, local community councils, which can promote organized cooperation among agencies, groups and individuals and to assure better selection and wider distribution and more effective use of audio-visual materials.

See & Hear

"The National Audio-Visual Journal"

Office of Publication: 150 East Superior Street • Chicago 11

See & Hear: The National Audio-Visual Journal, Issue 5 of Volume 2, published March 20, 1952. Issued monthly during the school year, September to May. Published at 150 E Superior St., Chicago 11 by Audio-Visual Publications, Inc, E. M. Hale, president; O. H. Coeln, Jr., vice-president. New York office: Robert Wyman, Jr., 301 W. 51st Street. By subscription: $3.00 per year; $5.00 for two years; Foreign: $4.00 for one year; $7.00 for two years. Entered as second-class matter October 19, 1945 at the postoffice at Chicago, Illinois under act of March 3, 1879. Copyright 1952; international rights reserved. Address all advertising and subscription requests and inquiries to the Chicago office of publication.
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With this new RCA projector, you can actually thread the film in only 30 seconds. Thread it while you're lecturing. Thread it in the dark. Even a child can thread it. It's that simple.

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Here is a 16mm sound projector so easy to use that a 12-year-old child can be the projectionist. So simple you can set it up with pictures and sound on the screen in only 2 minutes.

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In a single purchase, Pennsylvania schools bought 572 RCA “400’s”. Baltimore schools bought 156. Washington, D.C., schools bought 81. Already many thousands of RCA “400’s” are in schools... making film projection easier... for busy teachers just like you.

RCA “400” Junior. Handsome blue-green spatter finish. Single case weighs 33 1/3 lbs. 7-watt amplifier, 8-inch speaker. Excellent for medium to large rooms.

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Artwork by Milo Winter

Mr. Sorensen is one of the authors of the geography series, Man in His World.

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Expertly dramatized by a full cast of professional Broadway and radio actors (not just narrated!), these Enrichment Records give each listener a greater appreciation of our heritage as he hears the sonorous voice of Columbus proclaiming America for the King and Queen of Spain ... as he suffers with the Pilgrims through the hardships of their first winter. Young people will ride side by side through mountain passes with the Pony Express riders ... feel the gripping urge of gold fever as they hear the cry "On to California!"

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"A Wonderful Life" Released for Wider Church Showing

• With high praise for the effectiveness of the film "A Wonderful Life" in the campaign for reaffirmation of Christian faith of five U. S. Protestant denominations, the Reverend Vernon K. Hoover, of the Office of the General Council, Presbyterian Church U. S. A., has announced that the film is being released through the Religious Film Association for use by the churches that did not participate in the original campaign.

"We believe that the film, together with the program built around it, has brought to our people not only a new sense of commitment to Christ, but also a new awareness of the need to express this commitment in the family and in terms of service to church and community," states the Reverend Hoover.

A Wonderful Life runs 45 minutes and is available from most denominational and local film libraries, including those of the Religious Film Association, for a rental fee of $10.00.

The News at Pressstime

• Pennsylvania State College has just announced the fifth in a series of Coordinated Conferences in Education to be held on the college campus June 23 to June 27. The purpose of the Coordinated Conferences is to bring together workers in the fields of art education, audio-visual education, language arts, psychology, special education, and speech education to share their common interests and concerns. Write Dr. Charles E. Long, School of Education, Pennsylvania State College, State College, Pa. for further information.

• The Fourth Conference on the Effective Utilization of Audio-Visual Materials in College Teaching will be held in Lodge Auditorium on the Stephens College campus, Columbia, Mo. April 23-25. Main elements of the Conference will include the Selection of Audio-Visual Materials, Utilizing, Producing and Evaluating Audio-Visual Materials. Robert de Kieffer, assistant to the Dean of Instruction and Librarian at Stephens is the conference chairman. A meeting of Stephens’ National Advisory Board will be held preceding the conference, beginning on April 22.

• Elizabeth E. Marshall, assistant director of radio and television education for the Chicago Public Schools and radio-TV chairman of the Illinois PTA has been selected as one of seven women in radio and television who have received the first annual McCall’s Awards for outstanding public service.
Notes for Our “Time Capsule”

REFLECTIONS ON EDUCATIONAL TELEVISION

PROGRESS IN EDUCATION is a slow and often-painful process. The evolution of “visual education” has had its full share of both procrastination and denial from within the profession and among citizens-leaders of school affairs. From the beginning, the profession has resisted “mechanization” of the learning process, complexities of equipment, and the ill-timed cries and claims of “visionaries.” The obstacles to visual education progress could well begin with its lack of orderly plan and end with the confusion that has persisted through the last half-century through the lack of professional, thorough execution of the generally accepted and undeniable elements of such a plan.

In the second year of this new half-century there is an earnest and completely functional effort being made to distill educational sound motion picture and filmstrip utilization down to the county and city school system level. The map of these United States is slowly filling with the shaded areas which indicate the existence of such localized-service facilities, gradually outmoding the cumbersome, less-integrated and over-centralized state “mail order” film libraries. The prosperity of filmstrip producers is indicative of the gradual trend toward classroom recognition of the basic premise of the lighted screen on its simplest and most basic level, at the individual teacher’s fingertips when the lesson plan requires. More efficient, less cumbersome equipment has come from the manufacturers of sound projectors, filmstrip and opaque equipment to speed the day of classroom utilization nationwide.

State funds from sympathetic legislatures in California, Arkansas, Oklahoma have aided these trends. More may well be impending in the Carolinas, Georgia and other states where plans understandable to educators and administrators and bearing their endorsement may secure legislative aid to overcome county and local deficiencies.

The recent report of the Michigan Audio-Visual Association on progress made without such aid in fourteen city and county systems is evidence that similar, though more gradual, gains are being made by hard-working professionals devoting their full energies and ideas to the job at hand—a job of tireless, thankless but urgently important service to their schools on a thoroughly practical basis.

And then—now—each day of every recent month a major effort to confuse, divide and perhaps to destroy these painfully-built programs of progress is being made by a small but determined group of empire-builders. These new “visionaries” are the ambitious salesmen of educational television. One of them is (CONTINUED ON THE FOLLOWING PAGE)
creating a new professional throne for himself as director of New York State’s proposed network of educational television stations, for which he is billed as “drawing the plans.” That would he Paul Reed, presently of the Rochester Public Schools and editor of the Educational Screen. Another sits in the executive chair of the Department of Audio-Visual Instruction of the NEA. He is Mr. James MacPherson who has publicly envied the New York t.v. program (initiated in the Governor’s cabinet as a political maneuver) and who has endorsed educational television as the “answer” to the “impossible” costs of present classroom films.

Their co-workers are busy people. They are presently dominating almost every program presumably devoted to audio-visual education. Illinois’ struggling audio-visual group has no announced plans to end that state’s dearth of progressive legislation on a practical basis. But at this year’s first annual meeting, Illinois’ audio-visual directors will be inspired by Chicago’s present school radio chief when he tells them of the million-dollar plans for a civic “dream” center of educational telecasting that now exists only on paper, if at all.

Superintendents, curriculum supervisors, PTA’s are all fertile ground for such imaginative, “progressive” visionaries. Some legislators will listen most sympathetically to the creation of administration-controlled channels for such powerful thought-control apparatus.

Shades of George Orwell! What are we thinking of?

Where is the solid proof of the classroom value of educational radio on a broad basis worthy of its comparatively puny costs? Where are the clear cut answers to the need for mass telecasting of even the finest non-commercial educational films? TV is a mass medium. Have we really done so well with the education of our classroom pupils that we are now ready to begin saving the housewife’s soul? Or do the MacPhersons and their Boswell, Paul Reed, really think that such stations will be built and maintained from New York to California for the dissemination of classroom learning? Of course not! But the confusion in their minds is evident from constant references to the value of the small t.v. screen as sufficient for classroom reception, etc. And Mr. MacPherson’s ardent testimony before the FCC in which he denounced the cost of the Los Angeles City Schools film program and offered the existence of a t.v. station there as the answer to that city’s needs shows what they are up to.

Educational t.v. stations are powerful thrones which these hopefuls want to share. Each of them should be given a month’s leave to operate the nation’s first existing, genuine-pioneer, educational television station at Iowa State College. WOI-TV. The lucky owners of television sets around Ames learned about the strip-tease last month from that great delineator of culture. Milton Berle whose illuminating Texaco Star Theatre pays Iowa State College every week for the privilege of educating the regional citizenry on the art of low-comedy in its lowest form. Any single week you can learn from Roy Rogers. Prof. Ed. (Toast of the Town) Sullivan: Martin Kane. Private Eye: Garry Moore: Dr. Kate Smith: Tom Corbett. Space Cadet: Captain Video: Gabby Hayes: Cisco Kid: Groucho Marx: Lucille Ball: Red Skelton and Martha Raye on WOI-TV.

The innuendos of What’s My Line are closely followed every Sunday evening by some good tips on homicide from The Web on Iowa State’s pioneer educational t.v. station. And soon after, good old Martin Kane cleans up your Sunday evening of culture advancement while Iowa State has put away another fat little sum to maintain this expensive communications outlet.

We have no quarrel with progress nor any doubt of the entertaining qualities of any of the above popular favorites. But we have serious doubts of the future of American education when it combines these two ingredients in the name of public service.

More important we will fight to the limit those who would set aside all these years of painfully-won achievement on the sound basis of classroom utilization of soundly-created audio and visual tools. Professional audio-visual leaders know what is needed to complete the evolution of this field from the assembly hall to the classroom phase. They know how difficult it has been to prepare and to secure endorsement for soundly-written plans for statewide programs.

Producers of classroom films will understand that those who propose ill-conceived visionary schemes in the name of education are today’s real obstacles to continued progress.

The unfinished pyramid of progress will not be improved by the erection of a television antenna. Not until the last stones have been laid to reach the top, at least.

—OHC

SEE and HEAR

Expensive apparatus such as this WOI-TV tower has little in common with school needs...
Illinois A-V Association to Meet April 24-25

The Illinois Audio-Visual Association will hold its spring meeting at the Robert Allerton Park, Monticello, Ill., on April 24-25. Thomas H. Boardman, audio-visual director of the Freeport Schools, is president and will preside.

First session will begin on Thursday morning with a panel on "School Buildings and Audio-Visual Problems." Arthur Byrnes will lead a symposium in the afternoon on film censorship, budgetary problems, in-service teacher training, and student operators' clubs. At the banquet held Thursday evening, Dr. Harry C. McKown will be the principal speaker and distinguished service plaques will be presented to A. B. Roberts and H. C. McKown. Both men are well known for their outstanding work in the promotion of the use of audio and visual instructional materials.

On the following day "The Future of Educational Television" will be discussed by George Jennings, director of Radio Council, Chicago Board of Education. A business session following this will conclude the meeting.

Reservations for accommodations at the Park must be cleared through S. E. Alkire, executive secretary, 107 Centennial Building, Springfield, Ill.

FCA Designs Charter for Active Film Council Members

As a result of a recent survey covering active film councils in the United States, the Film Council of America has prepared a council charter to be distributed to all local film councils affiliated with the FCA. The charter will be distributed following the board of directors meeting in March. Attractively designed, the charter is suitable for framing, and will be issued to all active councils and all groups which, in the future, are accepted for membership by the board of directors of the Film Council of America.

Distribution of the charter is being withheld pending the official announcement of the executive director of the FCA and election of a president of the FCA at the forthcoming board meeting. Both executive signatures will appear on the document. The charter will be issued during Film Council Month-April.

Oklahoma's A-V Conference to Be Held June 12 and 13

University of Oklahoma's 13th annual audio-visual conference will be held this year on June 12 and 13. Dr. Robert de Kieffer of Stephens College will be chief consultant. Dr. Kieffer is former president of the Film Council of America and is currently on its board of directors.

Miami U. Produces Good TV Newsreel and Trains Students

The Campus Newsreel, a five-minute video summary of the week's events at the University of Miami, Fla., presented weekly by the University's radio and television department over station WTJF, is meeting with noteworthy success, according to news reports from Miami.

Films taken of events throughout the week are used for four of the five minutes. The photographic assignments, the scripts, the narration and the music selection are handled by students under the direction of Professor O. P. Kidder, chairman of the radio and television department. Professor Kidder feels that "the weekly newsreel produced for actual on-the-air programming is ideal for training motion picture and television students.''

Conference Studies Role of Films in Int'l Problems

Extensive use of educational films was featured throughout the National Conference on the United Nations called by the U. S. National Commission for UNESCO, a citizen group established by Congress to work with the United Nations Educational, Scientific and Cultural Organization.

The conference, which took place at Hunter College in New York late January, provided opportunities for 2,200 delegates from all sections of the country to examine international problems blocking the road to peace. Officials of the United Nations, the UN Specialized Agencies, the U. S. and other governments, as well as experts from many non-governmental agencies, participated in the conference activities.

To illustrate the use of educational films in promoting thoughtful consideration of international affairs, the Educational Film Committee of the conference, headed jointly by Paul Witt of Teachers College, Columbia University and Miss Emily Jones, executive secretary of the Educational Film Library Association, used a demonstrated film discussion program related to the conference theme.

Subject matter that was included considered such topics as "Peaceful Settlement and Collective Security," "The Fight Against Ignorance," "Advancing Human Rights," and "International Labor Cooperation.''

Prices of EFLA Cards Changed

EFLA recently readjusted the price schedule on its evaluation cards. Single cards of any one title are 3c each: if more than one card of a title is ordered at the same time, price is 3c each. When ordering, it is necessary to give both the film title and the EFLA evaluation number (lower right corner of the card).

Complete sets for the years 1943-49, 1949-50 and 1950-51 are still available at $7.50 a year.
NEW MINUTE PICTURE'S CONTENT HAS SOUND MEDICAL BASIS

One of the most important problems of our time is squarely faced in a new 16mm sound film produced by Encyclopaedia Britannica Films. The tragedy of excessive drinking is portrayed in Alcoholism, 22-minute film designed to focus interest on this disease, to change the climate of public opinion that surrounds it and to dispel some of the myths which have surrounded an illness which needs sympathetic treatment.

Alcoholism attempts to show how the roots of excessive drinking are imbedded in personality difficulties often relating back to the early formative years of the victim's childhood and how the patient can be treated through psychotherapy. The film presents a case study of three types of alcoholics tracing the development of the disorder from its origin.

The case of Ed Griner is given in detail. Ed began as a controlled drinker, but gradually reached the point where he was drinking heavily and finally reaches the point where he goes on extended benders. He tries several methods of treatment but none are successful for long. The film shows him at a clinic for alcoholics where his case is reviewed and an intensive study of Ed's personality is made. One important difficulty they find is that Ed, though moderately successful in his work, has a tendency to react to authority and responsibility in the same way as he did to his father's overbearing demands for perfection. The doctor tells Ed of other cases of alcoholism similar to his own, yet different.

The film cites two of these cases: Frank Jarley, a machinist who used to go on solitary weekend benders and then sober up for Monday's work and who, after treatment, joined Alcoholics Anonymous; and the case of Mrs. Lenford, a young housewife, who drank a little all day long without actually getting drunk. She too is under treatment.

Ed remains under treatment for some time. Learning through interviews with the doctor and others on the clinic staff to understand himself and the forces which drove him to alcoholism. He understands that he can never again be a controlled drinker and must never risk taking a single drink. The film ends with a plea for a better understanding of alcoholism as an illness and of the need for increased treatment facilities.

Intended for high school health and hygiene classes as well as college and adult levels, part of the film, which is devoted to physiology, is closely related to the EB film, Alcohol and the Human Body. Alcoholism was produced in collaboration with Selden D. Bacon, Ph.D., director of the Yale Center of Alcohol Studies and Raymond G. McCarthy, M.A., executive director of the Yale Plan Clinic. The film may be purchased from Encyclopaedia Britannica Films, Wilmette, Ill., or from any of EBF's eight preview and rental libraries. Rental fee is $4.50 for one to three days use and one dollar per day thereafter.

*Detailing the cause and treatment of excessive drinking as an illness which can be cured by analysis and clinical care as well as the patient's full cooperation. Alcoholism is Encyclopaedia Brittanica Films' new contribution on community problems.
Art Creativeness & Filmstrips

by Ann M. Lally
of The Chicago Board of Education

While creative art work is based upon the natural interests of children, teachers in large classroom situations are constantly faced with the problem of stimulating groups of boys and girls in the direction of purposeful creative activity.

Making the children want to "dig in" is as essential in an art lesson as it is in any other area of human learning.

First-hand experience such as playing outdoors, or helping at home or classroom activities like story-telling often serve as the theme of a young child's painting. Filmstrips of general interest to young people provide another stimulus for child art.

In utilizing filmstrips for creative picture making, best results will be secured when the teacher introduces the strips to supplement the experience and personal recollections of young people. At the primary level the strip Betty and Mother Go Shopping1 was used when a class decided to work on story-telling pictures about local shops. General discussion on activity within different stores was followed by a showing of the strip. As a result, many unmentioned items and anecdotes were added by the children to the list of experiences they wished to include in their pictures about stores.

"Community Helpers" Series Stimulates Drawing

Other filmstrips which primary teachers may use successfully in stimulating creative pictures are The Fireman; The Postman; and The Policeman.2 These strips serve to supplement children's knowledge of the work done by uniformed community workers. The discussion following the showing of the filmstrips usually reveals several dramatic work responsibilities of one or the other service group which boys and girls have not previously considered as a source of picture material. In one primary class a strip served as the inspiration for a folio of creative portraits of 23 different types of workers. Seeing the fireman, the postman, and the policeman, stimulated a discussion of the importance of the milkman, the school engineer, the window washer, and a host of others included in the portrait series developed by the boys and girls in this single class.

Several intermediate-grade classes interested in designing transportation murals have enjoyed viewing Chicago Transportation3 before proceeding with their compositions. The all-inclusive nature of the strip prompted one group to develop a designed interpretation of the rail, waterway, highway, and air facilities of their city. In another class the children decided to portray the activities and attitudes of people inside busses, trains, street cars, and airplanes. Still other boys and girls drew and painted what they thought they might see from the windows of conveyances travelling about the city. This approach resulted in startling aerial views, as well as more ordinary interpretations of the local scene.

Science filmstrips can frequently be utilized in intermediate and upper elementary grades in launching discussions of plant forms, animals, insects, and other creatures. When such strips are used to motivate interest in art activities they should be shown rapidly, and followed immediately with a discussion in which boys and girls have an opportunity to tell about other real or imaginary nature forms they feel could be used successfully in creative art experiences. At this point teachers can demonstrate that art does not slavishly copy nature either in form or color, and that boys and girls have an opportunity to make up new animal and plant forms of their own, as well as develop color combinations which are pleasing to them.

Filmstrips on sports, on health practices, on social customs and a variety of other subjects can be used as motivational pivots in launching teen-age high school students on original pictures or designs built around one or the other of these interests. Teachers using general filmstrips as a stimulant to art activity must at all times remember that they represent one possible and relatively new method of generating original thinking or individual emotional responses. They should never be used to limit a young person's creation.

These Color Filmstrips Show Original Concepts

The art filmstrips Contemporary American Painting4 can be used in many ways in high school and junior college art classes. Their function is more than that of stimulating an original approach to subject matter since they represent a collection of the original work of a number of outstanding American painters. They can be studied by young people for design quality, for color handling, and for general appreciation.

The use of the filmstrip is in its infancy in art education. Experimentation with general filmstrips have proven to be an interesting additional method of motivating two-dimensional creative art expressions. The use of art filmstrips has been found to broaden the young person's appreciation of the various ways in which a picture may be developed and completed.

A great many more strips are needed in all areas. Progressive art educators hope that, as additional art and craft filmstrips are prepared, many points of view and varied approaches to materials will be included.5

1 Betty and Mother Go Shopping (27 frames) 35 mm. filmstrip, Creative Arts.
2 These are three of the five strips in the Community Helpers Series, I. & W., Society for Visual Education, Inc.
3 Chicago—Transportation (35 frames) Color, Creative Arts.
4 Contemporary American Painting (5 filmstrips) 35 mm. filmstrip, Encyclopedia Britannica Films.
HOW MUCH SHOULD OUR SCHOOL SPEND for audio-visual education? This is a question which we hear very often from school administrators and from teachers. It is a question which cannot be answered glibly with so many dollars per pupil or teacher for all schools, but one which has to be worked out for each individual situation. The question can be answered only in terms of educational goals.

Is the school to have a well-organized program of audio-visual education under the direction of a trained co-ordinator with the material carefully selected to integrate with the units of the courses of study? Or is the school just going to run a program of films in the auditorium or central projection room? If the latter, the cost will not be much and the educational outcomes will be less. If the first type of program is desired, then there are three factors to be considered in working out the cost, administration, equipment, and materials.

Provide a Coordinator For Your Program

How much will the administration cost? One of the leading men in this country in the field of audio-visual education suggests one full-time visual education staff member for each 25 teachers. It is reasonable to assume that as faculties become larger, this ratio may become smaller. So staff cost is one factor, and an important one. If the teachers are not trained in the use of audio-visual materials, then the importance of the co-ordinator is increased, for he must take charge of an in-service training program.

The amount and kind of equipment is a second factor. To determine equipment needs, it is necessary to know how much time it is desirable for each teacher to spend using such equipment. Do you think a teacher should use a motion picture in each of her classes once each week? This will mean that a projector for each five teachers should be provided. If you think that a film in each class, once every two weeks is sufficient, then a projector for each ten teachers will be needed. This same time application can be made to determine how many slide lanterns are necessary, how many film strip projectors or 2 x 2 slide projectors should be supplied.

Owning Materials May Be a Real Economy

Material costs will be the third factor. Should they be rented or purchased? This again is a problem for each school to determine. Obviously such low priced materials as film strips, slides, transcriptions and recordings are more economical if purchased outright. If a motion picture film which costs $50.00 is to be used 10 or 15 times during a year, it would be better economy for the school to purchase the film, for with proper use, a film can be run several hundred times before it is worn out. If a film is needed only a few times during the year, then economy will be best served by renting the film from a film library.

In determining cost, the life of equipment and materials must be considered. A good motion picture projector or a good film strip projector should, with proper maintenance, last about eight years. A film which is used 15 times in a year should easily last eight years, so original costs of equipment and materials should be considered not
just as part of the budget in the year they are acquired, but rather a budget should be planned which will spread the cost of such equipment over a period of five to eight years. Even though it may be a part of your long term goal to have a projector for each five teachers, you will not want that much equipment at the beginning. It will take some time with a good in-service training program before all teachers will see the value of using visual education materials freely and often.

What Is the Cost of a Well-Rounded Program?

Let us take a hypothetical case and figure the cost of a well-rounded program of audio-visual education. The equipment and materials used in this problem may not fit the type of program every school may want, but it will show how to estimate costs of a program when goals for an individual school are set up. We will assume that after several years of planning teachers are using audio-visual materials to the extent that each teacher will need a motion picture projector and a film strip or 2 x 2 slide projector once each week for each of her classes, and that she will be making liberal use of slide lanterns, opaque lanterns, record players, etc. The school chosen will be a 15 teacher school with 450 pupils, which is quite typical of many Minnesota schools.

The first essential, of course, will be to secure a staff member with training in audio-visual education to organize the program, help with the planning and integrating of audio-visual materials with the curriculum and conduct a good in-service training program with the teachers. He should be given one-half of his time to devote to the audio-visual program. If his salary is $3000, then $1500 of this may be charged against the audio-visual budget.

In the matter of equipment, let the school begin with one each of the commonly used projectors, that is one motion picture projector, one combination film strip and 2 x 2 slide projector, one 3½ x 4 slide lantern, and one combination record and transcription player. The following costs are estimates only:

1. 16mm sound projector and screen = $500.00
2. 1 film strip and 2 x 2 combination = 90.00
3. 1 slide lantern = 90.00
4. 1 combination record and transcription player = 150.00

= $330.00

Each teacher will use each projector only one day in three weeks, so material costs will not be too high to begin with. Suppose each teacher uses 12 films per year in each of his classes and teaches on the average of four different subjects per day. This would mean 48 films per year per teacher or 570 films per year. However, let us assume that the films have a multiple use factor of 2. That is, they may be used by two teachers in two different courses instead of by just one teacher. That would cut the number of films to half of 570 or 285 per year. Assuming an average rental cost of $1.50 per film, the school would spend $427.50 for film rentals. Then if the school spent an equal amount for purchase of film strips, slides, recordings, etc., the annual cost for materials for the first year would be $855.00.

The second year, the cost for materials could be the same, and the only equipment added would be an opaque projector for $200.00.

At the end of the third year, the teachers will be using the materials so liberally that another motion picture projector at $500 and an additional combination film strip and 2 x 2 slide projector at $90 will be needed. By this time, the school will own some of their materials and an increase of 50% in the materials budget will be sufficient to take care of additional materials needed. During the fourth year, no additional equipment will be purchased, and the materials budget will remain the same or about $1200.

By the end of the fifth year, the program will be moving in high gear, and another motion picture projector at $500 and another record and transcription player at $150 will be needed with the materials budget increased to $1500. During the next three years, little or no equipment will be needed, and the $1500 may be sufficient to furnish materials. Now let us figure the total cost of the program over an eight year period.

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The average would be about $3,000 per year, $200 per teacher and about $6.66 per pupil.

Good Audio-Visual Equipment Is An Investment

The unit prices used in this article may vary somewhat from actual cost figures. It is possible now to buy good classroom motion picture projectors for considerably less than $500 per unit. If a school has a standard projector for auditorium use it could save some money by buying lightweight projectors for classroom use. There are several good lightweight projectors on the market now. Capital invested in audio-visual equipment is not great when compared with that invested in science equipment, commercial department equipment, shop equipment, etc. Quite frequently a school will spend a sizable sum for a piece of laboratory equipment which is used only a few times during the year, while projection equipment can be kept busy every day in the school year. If teaching efficiency can be increased from 20 to 40% by spending $6.00 annually out of the $160.00 per pupil cost of education, the money would be very well spent.

I wish to emphasize again that the problem used in this article is only a hypothetical one. The amounts of material and equipment may or may not be what a school will want or need. They are used only to show how a school may set about to plan its audio-visual program. The needs of a particular school may make the costs vary considerably from those of this problem. They could conceivably be considerably less or considerably more.
On a Practical Basis:
The University of Pennsylvania and WPTZ Combine Facilities
"IN THE AMERICAN TRADITION"

Television and education are cooperating in Philadelphia, Pa., as the University of Pennsylvania and Station WPTZ combine facilities to present a series of ten weekly programs entitled, In the American Tradition.

These programs are designed to dramatize the role that higher education plays in community and national life and the effect it has on the welfare of every citizen. They are being presented on Sunday afternoons from 2:30 to 3:00 p.m.

"It is to the credit of Station WPTZ", says Dr. Kurt Feiser, vice-president in charge of development at Pennsylvania, "that they have recognized television's use as a force for enlightenment and are pushing forward its achievement. The University welcomes this opportunity to be seen and heard beyond its walls, to carry its functions directly to the whole community in which it is a public-spirited neighbor."

Ernest B.Loveman, WPTZ vice-president and general manager, in announcing the start of the new series stated:

"We are proud and happy to be associated with the University of Pennsylvania in this series of programs.

... In the American Tradition is using television's popular dramatic-documentary techniques, along with on the spot coverage, to bring to the audience programs that are entertaining, authoritative and informative. It will employ studio facilities, remote te lexists from the University's campus and laboratories and films made specially for this series."

The programs are covering a wide variety of subject matter, touching on the work and accomplishments of the medical school, school of fine arts, education department and many others.

The initial program, for example, aimed to dispel fears and worries of people about to undergo surgery. In semi-story form it took the audience on tour of the Medical School and Hospital, pointed up the highly trained skills of the people involved in modern medicine, and showed the extreme precautions which are taken so that nothing is left to chance.

Current plans for In the American Tradition call for a summer vacation with the series to be resumed as a regular feature with the start of the fall semester.

CLOSED CIRCUIT VIDEO SERVES KANSAS' MEDICAL CENTER

Students at the University of Kansas Medical Center now benefit by simultaneous close-in projection of surgical procedures made possible by the school's new closed-circuit video equipment. A Remington Rand Vericolor camera picks up the picture over the operating table and three receivers provide for as many as 120 students to watch and discuss (via two-way sound) the operating techniques. Reports indicate deep interest being shown by medical students.

Direct-View receivers in two large auditoriums and a conference room enable as many as 120 students to watch and be lectured on procedures under way; sound is two-way permitting questions to be asked by the students and answered by the surgeons in charge.

Above: Monitoring and control equipment of Kansas Medical Center's closed circuit color telecasting setup for lecture demonstration.

Above: Shown above is the Remington Rand Vericolor camera mounted above the operating table and flanked with lights...
Four New Records Announced by Enrichment Materials, Inc.

- The first pressings of Enrichment Records are ready for sale, according to Miss Martha Huddleston, director of Enrichment Materials, Inc., 246 5th Avenue, New York.

Voyages of Christopher Columbus, playing time: 15 minutes. Columbus explains his beliefs for king and queen of Spain. It also deals with his trips, his triumphal return from the new world, and his tragic fate in later life. Price $2.20.

Land of the Pilgrims, playing time 15 minutes. This record presents early American characters during their first hard winter, and the humor and prayers of the first Thanksgiving. Price $2.20.

California Gold Rush, playing time: 15 minutes. An audio presentation of the excited men, women and children who rushed to California for gold. Their dreams and tragedies, successes and failures, against a background of authentic music of the period. Price $2.20.

Riding the Pony Express, playing time: 15 minutes. This record tells the story of how riders were recruited, their solemn oath that “Mail must go through,” and their wild ride through the mountains and over the plains. Price $2.20.

Records of these respective subjects are available in either standard or long-playing speeds. They may be ordered from the above address.

Audio Easter Record Present Two Authentic Biblical Stories

- Two Biblical stories, The Crucifixion, and The Resurrection are ready for release by Audio Records, 341 Madison Avenue, New York 17, N. Y., as part of their series, Immortal Stories from the Book of Books.

Originally produced for radio, these stories are being made available on long-playing records, at 33 r.p.m. with both incorporated into one record priced at $5.00.

RCA’s Player-Record Package

- RCA Victor’s Education department is offering a three-part record library of 370 selected compositions plus an RCA 15-rpm table phonograph (with an 8-inch electro-dynamic speaker) and teacher guides at a special price of only $109.95.

New Materials

FILMS • SLIDES • RECORDINGS AND OTHER AUDIO-VISUAL AIDS

NEW FILMSTRIPS

Young America Films Releases Four New Series of Filmstrips

- Four new series of filmstrips, three of them in color, have been released by Young America Films, Inc.

U.S. Regional Geography Series, 10 color filmstrips, $49.50, for upper elementary grades and high school social study classes. Regions of the United States are treated in the following titles: Regional Overviews of the United States, Northeast, Gulf Plains, Appalachian Highlands, Plateau Region, Pacific Coast States, Great Lakes Region, Central Plains, Atlantic Plains, Great Plains.


Experiences In Living Series, six filmstrips, $16.50, a new set for the kindergarten-primary grades. The titles: We Go To School, We Plan Together, We Work Together, We Make Some Safety Rules, We Visit the Doctor, We Visit the Dentist.

Song to Sing Series, four color filmstrips, $16.50, words and music of 16 well-known songs, adapted for group-singing in grades one to six.

These filmstrips may be purchased from YAF dealers, or direct from Young America Films, Inc., 15 East 41st Street, New York City 17, N. Y.

New York Times Filmstrip on Foreign Trade Now Available

- Keystone of Prosperity—America’s Foreign Trade, the New York Times’ monthly filmstrip for April, black and white, 53 frames, $2.00.

The filmstrip points up the contention that comfort and prosperity of the people of the United States and the nation’s strength depend on foreign trade. It shows the main exports and imports and their size. It outlines the main causes of the dollar shortage that besets many foreign countries and discusses what can be done about it. It also sketches the advantages to the United States of increasing world trade. A teachers’ discussion manual goes with the filmstrip.

Report on the News filmstrips are issued by the Office of Educational Activities, New York Times, Times Square, New York 36, N. Y. The price for the series of eight monthly filmstrips is $12.00. Individual strips, $2.00 each.

Filmstrip on the “Community Development in West Africa”

- Black and white, 21 frames, captioned, $3.00 (sale only), with study guide, British Information Services, 30 Rockefeller Plaza, New York 20, N. Y. Community development in bringing social progress to West Africa in a way the people can understand. Schools, roads, medical facilities and water supplies are being built by the villagers who will benefit directly from them. Other BIS offices, 39 South La Salle Street, Chicago: 903 National Press Building, Washington 5, D. C.; and 310 Sansome Street, San Francisco 4, Calif.

New Color Filmstrip Series on “Selection of Breeding Stock”

- Six new, color filmstrips of importance to all agricultural students, farm groups and future farmer organizations have just been released in a group of three series entitled, Selection of Breeding Stock, by the Audio-Visual Division of Popular Science Publishing Company, New York.

Fully covering beef, sheep and swine, each of the three series consists of two color filmstrips—one devoted to the male and the other to the female. All frames were specially photographed at Oklahoma A. and M. College and at Purdue University under guidance of animal husbandry experts.

The three series, Selection of Breed—(CONTINUED ON THE NEXT PAGE)
MOTION PICTURES

Coronet Films Announces Five New Classroom Sound Films

- Climate, geography, cultural inheritance, and dating problems are explored in the new March films released by Coronet Films of Chicago.

Our Inheritance From Historic Greece is an absorbing film designed to give students a keener appreciation of the contributions of ancient Greece to our modern society. It deals with language, thought, architecture, sculpture, drama and mathematics as their use in modern American life is linked directly with their origin in ancient Greece.

One reel, sound, color $100.00; or black and white $50.00. The educational collaborator is Elmer Louis Kayser, Ph.D., professor of history, George Washington University. For grades five to nine: high school: college; and adult groups.

Geography Of The Rocky Mountain States uses the six states of Montana, Idaho, Colorado, Wyoming, Utah, and Nevada to provide a geographical understanding of the entire region. Locations were carefully selected to portray visually some of the scenes that give meaning to this mountain region. Grazing, irrigation, farming, mining, and lumbering are graphically depicted against this vivid background.

It is one reel, sound, color $100.00: black and white, $50.00. Education collaborator is Earl B. Shaw, Ph.D., professor of geography, State Teachers College, Worcester, Mass. It is for intermediate grades, junior high school, and senior high school.

Blow, Wind, Blow is good background material for reading stories and poems or singing songs about the wind. It is designed for primary grades and Little Johnny learns about the wind and its different aspects. He discovers how it affects the weather and the way it helps people do many things.

One reel, sound, color $100.00; and black and white $50.00. The educational collaborator is William J. Iversen, Ed.D., assistant professor of education, Stanford University.

Date Etiquette shows the importance to young people of knowing courtesy and acceptable conduct for a date. The audience will discover with Danny and Alice, in this story of a date, the ways of asking and accepting date invitations, meeting the girl's parents, going to the date, behavior at a function where seating is required, eating at a restaurant, going home and saying goodnight.

One reel, sound, color $100.00; and black and white $50.00. The educational collaborator is Evelyn M. DuVall, Ph.D., consultant, National Council on Family Relations. It is for junior high, senior high, some college, and adult groups.

More Dates For Kay is a constructive film aimed at helping a girl overcome periods of "dating slumps" gracefully and with the proper viewpoint. It is designed to rid a girl of a feeling of social failure by making the best of a temporary situation and concentrating on self-improvement for future date possibilities.

One reel, sound, color $100.00; black and white $50.00. The educational collaborator is Mary E. Weatherby Pope, formerly head of homemaking education department, Mississippi State College. It is for senior high school, college, and adult groups.
"Conducting A Meeting," Is New Film By Young America

*Conducting A Meeting* is an educational film being released this month by Young America Films, Inc., as the newest title in its series of films on public speaking technique.

The film demonstrates and explains to group leaders and members of their groups the basic pattern of parliamentary procedure which contributes to an efficient and successful meeting. It was made in response to repeated requests from educators and other community leaders. It was planned and produced under the supervision of E. C. Buehler, director of forensics at the University of Kansas.

The Young America speech series is designed for use in high schools, colleges, community clubs, and employee training groups. Other subjects are: Stage Fright and What to Do About It, Platform Posture and Appearance, The Function of Gestures, Using Your Voice, and Planning Your Talk. They are available for rental from film libraries, and may be purchased from Young America Films, Inc., 18 East 41st Street, New York City 17. *Conducting A Meeting* is one reel, 16mm sound, priced at $45.00.

* * *

Albrecht Durer's Woodcuts Used to Portray Life of Christ

* Albrecht Durer's woodcuts, generally thought to be among the greatest ever produced, have been made the basis of a new 16mm sound film which depicts the life of Christ. With an original score based on medieval themes, *The Life of Christ* is narrated directly from the New Testament. Msgr. Ronald Knox's new translation is available along with the King James version.

To Durer the New Testament represented a unified drama and this cinematic interpretation of his work maintains that dramatic unity. Just as Durer sought for telling detail in the natural world, the film seeks out the details of his woodcuts, the minute observations, the perfectly caught gestures.

Price of the film is $75. One day's rental fee is $5.00; three days, $7.50; one week, $10. Bookings may be arranged through Athena Films, Inc., 165 West 46th St., New York 19, N. Y.

International Film Bureau Shows Film on Mental Health

* Out Of True, black and white, sound, 41 minutes, is the first mental health film to reach the United States from England. The film may be purchased from International Film Bureau, Inc., 6 North Michigan Avenue, Chicago 2, III., for $150.00, or rented for $5.00. Preview prints are available to prospective purchasers without charge other than transportation. Previews will be scheduled in the order of receipt of requests.

The film presents information on mental illness and mental hospitals through the story of a young housewife with a mother-in-law problem. Designed for use in public education, the film is recommended for adult audiences and special interest groups to show the causes, nature and treatment of mental illness and to help dispel common misconceptions about mental hospitals.

The story is a typical case of mental illness that centers about Molly Slade, who lives with her husband, two children and mother-in-law in a crowded block of flats. The film shows the development of irritations and resentment that finally takes expression in a suicide attempt. Expert and sympathetic psychiatric treatment at a mental hospital restores Molly to mental health and her confident return to her family.

* * *

Ceramic Decoration Subject of Elementary Handicraft Film

* Handicraft instructors will be interested in a new 16mm sound and color film entitled *Craftsmanship in Clay: Decoration*. Purpose of the film is to introduce decoration as an added visual interest to form and to show the three basic materials used for applying designs on a clay surface—clay, glaze and clay slip.

Useful in stimulating interest in ceramic art, the film has been designed for arts and crafts classes on the high school and college levels, for recreation and camp groups and for individuals interested in ceramics as a hobby or home industry.

Prints may be purchased from Indiana University's audio-visual center, Bloomington, Ind., or from the Educational Film Library Association, Inc., Suite 1000, 1600 Broadway, New York 19. Net price is $100.00. For rental information write to Indiana University.

* * *

X-Rays in Dentistry Featured in Film "Picture Your Teeth"

* The story of x-rays in dentistry and how a dentist uses x-rays to examine and care for teeth is told in the new sound motion picture, *Picture Your Teeth*, now being distributed by the Medical Division of the Eastman Kodak Company, and approved by the Council on Health of the American Dental Association.

Beginning with the statement that since a pretty smile is one of the symbols of good health, it is important to care for the teeth, *Picture Your Teeth* briefly traces the use of x-rays in dental care. It explains what x-rays are, shows how they work, and points up the fact that they are one of the most useful of all tools in modern dentistry.

Prints are available for loan, without charge, to dentists to present to community groups. Bookings may be arranged by contacting the Medical Division, Eastman Kodak Company, Rochester 4, N. Y.

* * *

"Boys' Railroad Club" Available from Association Films, Inc.

* A new film on model railroading, *Boys' Railroad Club*, is being distributed to schools, Boy Scout troops, YMCA's, boys' clubs, hobby groups, and other organizations from Association Films, Inc. The 15-minute picture tells about a boys' hobby club where the members operate their own model railroad system.

* Boys' Railroad Club* is a Transfilm production, sponsored by the A. S. Gilbert company, manufacturers of American Flyer trains. The film may be borrowed with no charges except transportation from Association Films, New York, 35 W. 45th Street: Chicago, 79 E. Adams Street; San Francisco, 351 Turk Street; and Dallas, 1915 Live Oak Street.

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- **MISSOURI**
  - Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.
- **MICHIGAN**
  - Jam Handy Organization, Inc., 2821 E. Grand Blvd., Detroit 11.
- **OHIO**
  - Academy Film Service, Inc., 2300 Payne Ave., Cleveland 14.
  - Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.
  - Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2.

## WESTERN STATES
- **CALIFORNIA**
- **OREGON**
  - Moore’s Motion Picture Service, 306 S.W. 9th Avenue, Portland 5.
- **TEXAS**
  - Association Films, Inc., 1915 Live Oak St., Dallas 1.
  - Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.
  - George H. Mitchell Co., 712 N. Haskell, Dallas 1.
- **UTAH**
  - Deseret Book Company, 44 E. So. Temple St., Salt Lake City 10.

## CANADA
- **Audio-Visual Supply Company, Toronto General Trusts Building, Winnipeg, Man.**

---

**Reference Shelf**

Folder on “The Beginning Sports Filmstrip Series” Offered by SVE

* The Society of Visual Education, 1345 West Diversey Parkway, Chicago, Ill., has published an illustrated folder for schools, churches, and public or private organizations with a sports or recreation program, telling of the silent or sound filmstrip sets The Beginning Sports Series.

The folder states that with The Beginning Sports Series filmstrips and the accompanying material, consisting of a comprehensive manual for teachers, and students’ handbooks, anyone can do a good job of teaching any of the nine sports covered. They are: golf, baseball, bowling, archery, volleyball, tumbling, tennis, basketball, and badminton.

The folder may be obtained from dealers or from the SVE headquarters.

* * *

**Young America Issues Bound Volume of Guides for Films**

* A complete collection of the teacher’s guides to accompany its classroom films has been published by Young America Films in a bound volume, in response to requests from school administrators and teachers. The volume contains the complete guides for 118 YAF films. It is available for purchase at $2.50 from any YAF dealer, or direct from Young America Films, Inc., 13 East 41st Street, New York City 17, N. Y.

* * *

**New Classical and Educational Record Guide Available Soon**

* A classical and educational record guide will be published soon by the Audio-Master Corporation, 341 Madison Avenue, New York 17, N. Y.

The guide will not only contain a cross-reference listing of all important classical music recordings in three speeds, but will also list recorded material in the fields of documentary, ethnography, drama, religion, sound effects, science, foreign language courses, and others. It is specifically designed to aid libraries, radio stations, schools, record collectors, dealers, musicologists, and the public at large in locating unusual and hard-to-find records. The guide is available at a pre-publication price of $2.00.
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CITY (ZONE) STATE
An Editorial Foreword

THE FIRST special guide to the many hundreds of sports, physical education and recreational films available to our schools, community groups, churches, industrial and labor organizations, etc., was inaugurated in 1947 as a cooperative venture shared by the present Editors and the forward-looking staff of The Athletic Institute, Inc.

This new guide brings you up-to-date listings of nearly 1,400 such subjects, eliminating many older films and adding scores of useful new subjects. It will be supplemented by a special bulletin of correction and addition just as soon as this edition warrants the inevitable follow-up of that kind. Only principal sources are listed in this issue but it is well to keep in mind that many hundreds of commercial and educational film libraries, some of them in your immediate community area, have stocked and can rent or loan subjects listed here. Your local film library can help check your guide copy or write to nearest listed source for further information. Free loan films available from national distributors are available only from their own network of distribution points.

These are technicalities of good film usage; much more important is the content of the films themselves and the immense good which they do for the audiences which enjoy them. Clubs and organizations using many of the sports subjects listed tell us that their attendance at such meetings zooms upward; the pleasure of enjoying a good hunting or fishing film is second only to the very real benefits gained by our young people who learn more of the basic fundamentals of sport skills from film sessions. The large number of progressive coaches who now use their own movie techniques, supplemented by the loan of these available films, is evidence of their teaching value.

In this field The Athletic Institute, Inc. has made a contribution through its growing library of the Beginning Sports Series, available in both sound and silent filmstrips. The very economical cost of these programs plus the sound instructional technique employed in their making has brought a new appreciation of visual education potentialities throughout the athletic education fraternity.

Content compilation of this new guide was made by special editorial researchers on the staff of SEE & HEAR. Simplicity and accuracy in detail and the largest possible coverage of available films were primary editorial considerations. It is hoped that these aims have been achieved and that your 1952-53 edition will get as dog-earned and well-used as many of our friends have indicated of the previous issue. That will be our measure of the value of this contribution.

—OIIc

BERTRAM was the class hero when he came up with films for the class United Nations project. He really introduced the class to people of many nations. Why? Because THE EARTH AND ITS PEOPLES Series of films actually shows people in different parts of the world—their homes, families, customs, work, fun.

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SH4

This scene, ADOBE VILLAGE (Valley of Mexico).


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SEE and HEAR
The Screen and Sports

As a popular medium of recreation and entertainment, the lighted screen has no equal in terms of the daily millions of persons who enjoy its fare, whether in theatres, on television or in some of the 300,000 group-owned 16mm sound projector audiences used in schools, churches, clubs, etc. throughout this land.

No less important and making a more direct contribution to the development of both mind and body are those basic instructional films which impart new skills and techniques. The instructional phase of the screen is well-applied by those coaches who re-create the events of a game so that players may benefit by their errors and sometimes shine in their reflected glory. But this is only a small part of it...for there are also such programs as the widely useful rule films distributed by the Official Sports Film Service and sanctioned by the National Federation of State High School Athletic Associations to impart real understanding of the rules which guide our youth and which are fundamental to the very democracy of which they must be a vital part in later years.

Again there are the numerous skills films made by classroom film producers such as Coronet and Encyclopaedia Britannica Films, and the hundreds of similar subjects made by specialists in such widely diversified fields as archery, field hockey, horsemanship, and winter sports. Every one of these and most especially such sponsored programs as the American and National Leagues of Professional Baseball Clubs (pioneered by baseball veteran Lew Fonseca), the basic films of such concerns as Spalding, Wilson, etc., all make a very direct contribution to the all-American way of life.

First of all we benefit by improved participation in the sports themselves, and thus improve our minds and bodies; but there is much to be said for the morale and recreational factor in which films help fill a winter's evening or give some important minutes of relaxing personal interest to factory workers at noon-hour showings. The attendance upswing which almost always accompanies a publicized film showing is further evidence of widespread public appreciation and interest.

Educational authorities have recognized the importance of the screen in modern teaching by the formation of such groups as the Audio-Visual Committee of the College Physical Education Association. As committee member Ross Allen so well said "the advantages of having highly-skilled performers to serve once constantly, to have their movements available for analysis, to have their skill and coordination objectives for youthful performers to attain, have enriched our teaching. A single picture can replace most effectively so many words."

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How to Use This Guide

A KEY TO LISTING ABBREVIATIONS, SYMBOLS & SOURCES

These brief notes will help the reader interpret abbreviations used in the following pages and the related source list:

Order of Listings: titles are given first in alphabetical order, in the alphabetical arrangement of sport interests; length of the film in minutes of running time is indicated next (10 min), indicating its screening time. Unless otherwise indicated, all listings refer to 16 mm sound motion picture films. These will not run on 16 mm silent projection equipment. Where 16 mm silenctype prints are available, this fact is indicated by the symbol “16si”. Please note this fact very carefully in ordering films. 35 mm filmstrips are listed at the close of each subject section, where available.

Rental, Purchase or Free Loan?

Next in order of each listing is the phrase “sale-rental” or “rental” or “loan”, indicated whether the subject is available for outright print purchase, daily rental or on a free loan basis, requiring only shipping charges. Where possible, rental and print sale prices are given. “Loan” always refers to free loan subjects from commercial sponsors or their distributors.

Sources of Subjects: Abbreviated symbols, referring alphabetically to the Source Listings on Pages 39 to 41 inclusive are given for principal sources known to the Editors of the Guide.

Film Descriptions: A brief review of significant content clues is given with each listing. No critical comment is attempted. It should not be construed that the listing of any film herein constitutes endorsement by SEE AND HEAR or The Athletic Institute. Neither do they supply any of the films listed herein.

The exception to this rule is, of course, the several recreation films sponsored by The Athletic Institute and the useful Beginning Sports Series of filmstrips also available from this source.

Tips for Good Shows: Preview all instructional-type films before class or group showings so that you may prepare the lesson, including key questions for review after the showing. Tell the class what to look for; review with them what they have seen right after the showing. A good film lesson is only as valuable as your preparation makes it.

Projection equipment (for sound films make sure you have a sound projector available) should be checked before any film showing. Proper room organization, with especial care on darkening and ventilation, will help make any showing a more enjoyable and profitable experience for your audience. Be sure cords are properly attached and out of the way of the audience. Test the film by running a few frames before the actual showing. Follow the manufacturer’s instructions on operation and threading if unfamiliar with equipment. Many of these films are valuable color subjects and damage to sprocket holes, etc., is a needless hazard which you can avoid by careful preparation.

Submit New Films: If you issue a new sports film subject suitable for inclusion in this guide please send us the facts concerning it and it will be included in an early supplement or the next edition of this guide.

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Sports Film Guide
A basic filmstrip program... in Color

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959 Seward Street, Hollywood 38, Calif.

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The 1952-53 Guide to Sports, Physical Education and Recreation Films

* Additional copies of this revised guide to nearly 1,000 sports, physical education and recreation films may be obtained at $1.00 each, sent postpaid on receipt of check or money order with request. Bulk orders will be filled as long as the supply lasts at special discounts; write for details.

The inevitable omissions or corrections and supplemental listings of new films not included in this edition will be covered in a Supplemental Bulletin to be issued soon after this guide is in the field. Please send your corrections to the Editor, Sports Film Guide Edition, c/o 7061 Sheridan Road, Chicago 26, Illinois. Order extra copies directly from The Athletic Institute, Inc., 209 South State Street, Chicago 4.
Archery

Archery for Girls. (1 rl) B&W—$50; color—$100. Coronet. Rent: B & W—$2.25; color—$4.50. IDP.

- The fundamental techniques of shooting: proper stance, nocking the arrow, the draw, the aim and the loose are explained in this film. Popular with beginners and experts alike, the film stresses relaxation and practice.

Archery for Beginners. (12 min) 16si. Sale—$40; rent—$3. UWF.

- Features Miss Ann Webb and Mrs. Dorothy Jackson in a demonstration of the techniques employed in a stance, nocking, aiming, the draw, etc. Presents a graphic study of fingers and arm action with the utilization of close-up shots.

Arrow Points. (5 min) 10-year license —$40. RKO.

- Andre Vail puts on an expert’s demonstration of archery.

Bow Strings. (9 min) 10-year license —$40. RKO.

- Five-time national champion, Russ Hoggeby, and 1937-38 woman’s national archery champion, Jean Tenney, render expert demonstrations of archery technique and tackle.

Class in Archery. (9 min) color—$75; B & W—$25. CH.

- Howard Hill, the nationally-famous archery expert, presents an introductory lesson in archery proficiency, also exhibiting the championship style that has won him renown. Offers valuable tips for improving bow-and-arrow competence.

Follow the Arrow. (10 min) rent. TFC.

- Archery technique is studied for form and accuracy. A Pete Smith Specialty, produced by MGM, for schools only.

It’s Done with Arrows. (9 min) color—$75; B & W—$25. CH.

- A display of bow-and-arrow skill by dexterous Howard Hill, the archery marksman. Hill shoots ping-pong balls and coins out of the air, also performing other outstanding feats.

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Titles: (1) The Sport; (2) Shooting; (3) Aiming; (4) The Rules Simplified.

Automobiles & Motorcycles

Assignment Soap Box Derby. (22 min) color; loan. GenMo.

- Here is the story of the boys who drive to win the all important college scholarship in their home made racers. Feature of the story is the 1949 Soap Box Derby in Akron, Ohio, and the boys from all over the U. S. who entered it.

Behind the Checkered Flag. (25 min) color. loan. SocVac.

- The 1949 auto race at Indianapolis is shown, including the careful preparations for the race and the construction of the winning car.

The Big Climb. (15 min) color. loan. SocVac.

- The annual Pike’s Peak Run for midget autos is presented against a background of magnificent mountain scenery.

The Big Race. (11 min) color. Loan. Ford.

- Filmed at the famous Indianapolis Speedweek during the actual running of the 1950 classic, every detail of the film is authentic—the pre-race preparations, the time trials, the carnival atmosphere, and the actual grueling 500 mile race.

Bullet on Wheels. (10 min) 16si—$9.75; 16sd—$19.75. Official.

- A story of midget auto racing, this film features a masked driver who burns up the speedways with his thrilling driving techniques.

The Crucible of Speed. (34 min) color; loan. Assn. Firestone.

- A re-cap of the thrilling 1946 Indianapolis Speedway race, with a review of the classical races since 1911. Brings out the importance of these speed tests in the development of better tires.

Jack Pines Run. (10 min) loan. Good- year.

- During motorcyclists demonstrate their skill in competition with riders from all sections of the country.

Proof of Performance. (35 min) color; loan. AAA.

- The Mobilgas Grand Canyon Run is described here. Depicts in detail the variety of tests cars are put through.

Scene in "Beginning Archery Series"

Auto Safety

On Two Wheels. (15 min) sale—$36.50. JH. Loan: BI.

- Opens with rules for safe cycling, each of which is illustrated to a violator in a school traffic court. Safety advice is given by a speaker at a messenger’s meeting.

Remember Jimmy. (10 min) rent. IDP.

- Film appeals for safe driving through the story of an accident caused by a careless driver.


- Proper method of handling more difficult driving problems is illustrated.

Sports Film Guide
Automobile Safety:

driving on hills, in fog, in rain, on snow, on ice, through hot stretches, and at night.

Safe Driving: Fundamental Skills. (1 reel) color—$100; B & W—$50. Coronet.
• Illustrates getting the car ready, starting the motor, driving forward, stopping, backing, turning, signaling, and parking.

Safe Driving: Streets and Highways. (1 reel) color—$100; B & W—$50. Coronet.
• Common problems of city, suburban, and highway driving are used to explain the principle of "driving ahead." Some specific problems and skills shown are: series signals, lanes, railroad crossings, passing, curves, and traffic signals.

Shortstops. (9 min) Vesco.
• Stresses the importance of the driver's brakes in safe driving. Effect of speed and road surface on stopping distance is illustrated by animation and narrative.

Teach Them to Drive. (20 min) Anwl.
• Depicts driver-training methods used in high schools, stressing the need for proper instruction of young people.

The Tip Off. (9 min) loan. Stanolind.
• Illustrates the precautions to observe for safe driving such as anticipating the other driver's movements. Shows devices used in measuring reflex action, model cars used in testing driving skill, and safety features of the modern automobile.

We Drivers. (13 min) color. 16s1 and st. GenMo.
• A safety presentation which contrasts "Sensible Sam" with "Reckless Rudolph" in directions and advice to the driver.

Your Driving Habits. (15 min) sale—$20.25. Castle.
• Demonstrates graphically the basic elements in driving. How to start the car, shifting gears, applying brakes, driving on curves, driving on ice, parking the car, etc.

Badminton

Badminton Fundamentals. (10 min) color—$100; B & W—$50. Coronet. Rent: B & W—$2.25; color—$4.50. IdP.
• Fundamental skills and rules of badminton demonstrated by both expert and novice players. Slow-motion sequences to make clear the techniques of this game.

Good Badminton. (12 min) rent. TFC. Assn.
• Features an exhibition match between two champions, Jess Willard and Cliff Sawyer. Some shots in slow motion. Timing, footwork, and placement are illustrated. Cocktail scenes prevent full recommendation for school use.

Let's Play Badminton. (16 min) loan. GSC.
• Film featuring Ken Davidson, badminton star. Explains the fundamentals of the game. Davidson demonstrates various techniques in slow motion.

Learn about badminton on the screen

Sir Thomas Cup Team in Action. (15 min) loan. GenSpCraft.
• American badminton players in action against their opponents in England's Sir Thomas Cup matches.

35MM FILMSTRIPS

Beginning Badminton. 6 slide-films color. 8min—$3.25; sd—$4.50. Athletic Institute.
• A complete package unit including instructor's guide and student manual. A total of 252 frames shows the basic rules and playing procedures of the game, and offers a step-by-step explanation and demonstration of all the playing skills and fundamentals. A cartooned interpretation of the playing rules. Titles: (1) The Game; (2) The Serve; (3) Forehand Strokes; (4) Backhand Strokes; (5) Overhead Strokes; (6) The Rules Simplified.

Baseball

• Film is based upon the Pacific Coast Baseball League. All important phases of modern baseball taught and illustrated by famous players who are now managing teams in this league.

Baseball All-Star Game of 1918. (feature-length) 16s1—$9.75; 16s1—$19.75. Official.
• A close-up view of the highlights of the fifteenth annual All-Star Game. Mize, Cooper, Kiner, Musial and the rest of the National League players bat it out with Williams, DiMaggio, Keltner, Boudreaux and others of the winning American League team.

Baseball Fundamentals and Techniques—NY Giants. (45 min) sale—$150; rent—$88. IdP.
• Proper batting, running, fielding and general "big-league" baseball techniques demonstrated by Giant team members.

Baseball Today. (28 min) rent—$4. (For non-scholastic showings) Assn; (for scholastic showings) OFFS.
• This film emphasizes the rules of the game. All rulings and interpretations are official and were selected for illustration after "case-book" conferences indicated their importance in coaching and training young athletes.

Batting Fundamentals. (11 min) color—$80; B & W—$40. Coronet. Rent: color—$4.50; B & W—$2.25. IdP.
• Leading players noted for their correct form demonstrate the proper techniques in stance, grip, swing, follow-through, etc. How to select a bat is also included.

Batting Stars of Baseball. (30 min) loan. ANLPC, Spalding.
• Many of the leading baseball stars active in the American and National Leagues give fundamental tips on batting. Many studies in slow motion. Film features such stars as Tommy Holmes, Johnny Mize, Hank Greenberg, Joe DiMaggio, Enos Slaughter, Eddie Waitkus, Pete Reiser, Johnny Pesky, Walt Judnich, Dick Wakefield, and Luke Appling. Bob Olson narrates.

Big League Baseball. (9 min) 16s1 and st. Sale: IdP.
• Such diamond greats as Bucky Walters, Dizzy Dean, Pepper Martin, Carl Hubbell, and Joe Medwick in action, showing the specialized play that has won them fame.

Big League Glory. (10 min) rent. TFC.
• Shows the workings of the New York Giants baseball farm system and helps to explain the methods of developing big-league talent. Scenes of the work of coaches with the players at spring training camp and of the team in action in a game emphasize offensive and defensive skills.

Catching Fundamentals. (10 min) color—$80 B & W—$40. Coronet. Rent: B & W—$2.25; color—$4.50. IdP.
• Stance, footwork, signals, catching high fous, fielding bunts, and backing-up first base are covered in this film about the player who squats behind the plate. In collaboration with Mike Tresh.

Catching in Baseball. (11 min) B & W; sale—$50; rent—$2.50. EBH.
• Demonstrates the fundamentals of catching in the sport of baseball. One of three series, it was directed by Norman Sper in collaboration with Jimmy Dykes, major league manager, and Hollis Thurston of the Hollywood baseball team.

Circling the Bases. (20 min) B & W; loan. ANLPC, Spalding.
• The fundamentals of base-running in slow-motion and normal speeds with such stars as George Strinnweiss and George Case performing. Close-up sequences are also included in this film.

Connie Mack. (8 min) 10-year license—$40 RKO.
• The great "Old Man" of baseball.

The Democracy of Baseball. (20 min) loan; ANLPC.
• A short story on the history of baseball featuring some of the past and present stars of the game.

Diamond Showcase. (9 min) 10-year license—$40 RKO.
• The story of a model baseball park in operation.

Cancer focus on baseball action

SEE and HEAR
Double Play Kings of Baseball. (20 min) loan. ANLPBC.
* Baseball's leading "keystone" players, including Lou Boudreau and Joe Gordon of the Cleveland Indians, Marty Marion and Red Schoendienst of the Cardinals, Vern Stephens and Bobby Doerr of the Red Sox, and Johnny Herr and Bill Rigney of the Giants demonstrate the fundamentals of defensive infield play at shortstop and second base.

Gymnasium Baseball. (2 hrs) Dunne.
* A teaching picture showing how to convert a gymnasium into a practical field. Shows how the ball is hit off the tee and how pitchers throw to holes cut in a striking zone in the canvas.

Hitting in Baseball. (11 min) B & W; sale—$50; rent—$85.00. EBF.
* Emphasizes the importance of practice, experience, balance, and muscular coordination. Uses slow-motion and stop-motion techniques as well as superimposed animation. Directed by Norman Sper and produced in collaboration with Jimmy Dykes and Hollis Thurston, the film is designed to teach the fundamentals of hitting.

Infield Play at First and Third. (20 min) loan. ANLPBC.
* Demonstrates technique of infield play at first and third bases.

Inside Baseball. (20 min) loan. ANLPBC.
* Big-league experts demonstrate the fundamental techniques of playing professional baseball. Cast includes such diamond stars as Joe DiMaggio, Ted Williams, and Bob Feller. Lefty Grove, Hank Greenberg, George Case, Bill Dickey, Red Ruffing, Frankie Crosetti, and Joe Kuhel. Directed by Lew Fonseca.

It's Your Team. (20 min) color. Rent—$81. AnL.
* Junior baseball is the subject of this 20-minute color film.

Little League Baseball. (20 min) loan. U. S. Rubber.
* Presents history of the Little League baseball for 8-12 year old boys. Also highlights the Cooperstown Hall of Fame plus championships of 1948.

Little League World Series. (20 min) loan. U. S. Rubber.
* Presents a typical world series of Little Leaguers.

Pennant Chasers. (9 min) 10-year license—$40. RKO.
* Tactics and techniques of baseball are demonstrated by such baseball experts as Carl Hubbell, Dizzy Dean, Joe Medwick, Merrell May, Gabby Hartnett, Arky Vaughn and Ernie Lombardi.

Pitching Stars of Baseball. (20 min) loan. ANLPBC.
* Important fundamentals of pitching in slow motion action are displayed by Harry Brecheen, Hal Newhouse, Ewell Blackwell, and Bob Feller.

Play Ball! (14 min) sale—$850. McGraw-Hill.
* A major league club is pictured, telling how they get their players, and train them. Some of the well-known players are also shown.

Play Ball. (10 min) rent. TFC, Assn.
* The locale is the New York Yankees' training camp in St. Petersburg.

The Editors dedicate these Listings to Marine Captain Ted Williams ... the "Swing King" of baseball.

Florida. The picture closes with shots of the World Series. A valuable film for showing to baseball squads the necessity for strict adherence to training schedules. A Columbia production for schools only.

Play Ball, Son. (20 min) loan: Ford. Wilson, YoungAm. Assn.
* Based on the book by Bert C. Dunne, this film depicts thirteen-year-old youngsters playing ball on the diamond with Joe Cronin, manager of the Boston Red Sox, acting as coach. The boys play an excellent brand of ball as a result of the training they have received from Dunne.

Play Ball with the Yankees. (30 min) loan. MTPS. (Restricted Distribution.)
* Recounts the story of the famous New York Yankees. Players are shown in practice and in competition, in games of the regular season and in the World Series. Narrated by Mel Allen.

Public Sport No. 1. (9 min) 10-year license—$40. RKO.
* Honus Wagner, Hank Danning, Whit Wyatt and Mort Cooper put on a demonstration of some of the tricks of the trade in baseball. Some umpiring is shown.

Simp King. (22 min) loan. Wilson.
* Actual game scenes, playing action and fundamental hitting instructions demonstrated by Ted Williams.

Throwing in Baseball. (11 min) B & W; sale—$50; rent—$85.00. EBF.
* Film illustrates the techniques of baseball pitching. Slow motion, stop motion, and superimposed animation are used. Directed by Norman Sper in collaboration with Jimmy Dykes and Hollis Thurston.

The Umpire in Baseball. (20 min) loan. ANLPBC.
* Big league umpires Bill McGowan, Babe Pinelli, Art Passarella, and George Barr show the training of umpires and some of their work in the Major Leagues.

World Series 1943-1948. ANLPBC.
* Complete films of each world series played during these years.

World Series of 1947. (10 min) 16mm—$80.75; 16mm—$81.95. Official.
* High points of the series between the New York Yankees and the Brooklyn Dodgers.

World Series of 1949. (35 min) loan. ANLPBC.
* The subway series of '49 is battled out between the New York Yankees and the Brooklyn Dodgers.

World Series of 1950. (30 min) loan. ANLPBC.
* Reenacted on film is the 1950 series between the Philadelphia Phillies and New York Yankees.

World Series of 1951. (35 min) loan. ANLPBC.

Basketball

Ball Handling in Basketball. (11 min) sale—$50. EBF. Rent: $2.50.
* Designed to aid the basketball players who are striving for court efficiency and perfection in form in dribbling, passing, etc. Has slow motion and superimposed animation. Directed by Norm Sper in collaboration with Coach Wilbur Johns of UCLA. Ken Carpenter is the narrator.

Basket Wizards. (9 min) 10-year license—$40. RKO.
* Shows in action the 1944 basketball team of Rhode Island State College.

* Demonstrates officiating procedure and correct interpretation of play situations.

Basketball for Girls—Game Play. (1 reel) sale—$50. Coronet. Rent—$2.25. 1DP.
* The fine points of individual player techniques in offense and defense. Pivoting, feinting, passing, screening, shooting, and handling rebounds are demonstrated in this film.

Basketball for Girls—Fundamental Techniques. (1 reel) sale—$50. Coronet. Rent—$2.25. 1DP.
* Shows the fundamental techniques of ball handling, passing and shooting and emphasizes the importance of practice and the value of individual skill to team success. Utilizes slow motion as well as fast-action photography to record skillful players in action.

Basketball Fundamentals. (15 min) sale—$50. Coronet. Rent—$2.75. 1DP.
* Branch McCracken, whose Indiana University quintets have gained nation-wide fame, describes the fundamental techniques of basketball. Guarding, passing, handling the ball, dribbling, and shooting are demonstrated.

Basketball Headliners. (20 min) 10-year license—$80. RKO.
* Championship teams of the 1947-48 season play it off at the Invitation Tournament, the NCAA and the Olympic Trials. Sectional style and various techniques can be studied and analyzed in the film.
Basketball Films:

Basketball Interpretation Film. (40 min) 16si—only; NBA. • Describes basketball play situations; 18 center pivot situations shown legally and illegally. Running, charging, dribbling, etc., are also demonstrated.

Basketball Is Fun. (17 min) sale—$1.75; rent—$2.50. Bailey. • Designed to introduce basketball to beginning students in the upper elementary and junior high schools. This film uses a playing situation as a background. Elements of the game are presented simply, clearly, and in non-technical language.

Basketball Technique. (10 min) rent. TFC. • Fast-moving basketball plays repeated in slow motion to permit analysis by both the player and the spectator. Studies in dribbling, shooting, and passing. An MGM production for schools only.

Basketball Thrills of 1916. (10 min) 16si—$19.75; 16si—$9.75. Official. • Ten shots from the headline games of the 1916-16 cage campaign. Classy basketball quintets in actual competitive contests.

Basketball Thrills of 1918, ’19, ’20. (10 min each) sale—$19.75; Official. • Contains three films covering the highlights of the most important games played during the 1918, ’19, and ’20 seasons.

Basketball Thrills of 1919. (10 min) rent—$1.50. Davis. • Tours of stars in the tournaments that draw crowds to their feet in cheers and excitement.

Basketball Thrills of 1930. (1 reel) rent—$2. Assn. • The highlight games of the exciting 1930 basketball season.


Basketball Up-to-date. (3 reels) rent $4. Assn. • A presentation of the latest basketball rules by the use of teams to demonstrate the various infractions and to show the penalties that may be inflicted.

Basketteers. (9 min) 10-year license—$40. RKO. • Features Clair Bee and his Long Island University basketball team in 1943.

Big League Basketball. (20 min) loan. Wilson. • Narrated by Jack Brickhouse, Chicago sportscaster, this film features personalities and action of the National Basketball Association.

Championship Basketball. (11 min) Official, Assn. Bailey. • Coach Nat Holman of CCNY, who started with the great Orange Cel- tics, analyzes plays. Demonstrates man-to-man and zone defenses, with some study devoted to passing and receiving. Illustrates measures employed to achieve proper playing technique.

Defensive Footwork in Basketball. (11 min) sale—$8.50; rent—$2.50. EBF. • A study of defensive tactics to be used by the individual player. Game shots are used to emphasize points, while slow motion and superimposed animation are also used to good effect. Produced in collaboration with Coach Willilr Johns of PCLA. Directed by Norman Sper. Narrated by Ken Carpenter.

Girl's Basketball for Beginners. (20 min) sale—$7.50; rent—$4.50. Bailey, Burrford. • Demonstrates the elements of Girls' Basketball as played by 13 to 15 year old girls in an actual game situation. Teaches beginners the fundamentals, skills, rules, and game play.

Kentucky Basketteers. (9 min) 10-year license—$40. RKO. • The champions of 1947, the University of Kentucky's basketball team, go into action.

Modern Basketball. (25 min) rent—$4. Assn. • The latest basketball rules demonstrated by skilled players: how the ball becomes alive; how the ball becomes dead; personal and technical fouls; violations; rights of player in possession of ball; player without the ball; dribbling; feinting; screening; air dribble; and crowd scenes.

Modern Basketball Fundamentals. (30 min) 16si only—$48; rent—$83. EBF. • A study, in normal and slow motion, of individual offense and defense and of team offense and defense, made under the direction of Coach Forrest C. Allen of the University of Kansas, an outstanding authority on the subject.

N.C.A.A. Basketball Tournaments. 16si only; loan. NCAA. • This is a series of films showing the national Collegiate Athletic Association basketball tournaments of the post-war years and of 1941 and 1942. These films are available individually.

N.C.A.A. Basketball Tournament. 1941. (All one reel) 16si only; loan. NCAA. • The 1941 National Collegiate Athletic Association basketball tournament is recorded in two phases, with many all-American grade stars in action. The following are available: Pitt-North Carolina (East consolata); Pitt-Wisconsin (East play-off); Dartmouth-North Carolina (East play-off); Dartmouth-Wisconsin (East final); Washington State-Creighton (West play-off); Arkansas-Wyoming (West play-off); Washington State-Arkansas (West final); and Wisconsin-

Basketball action with two girls' teams...see listing in column above


N.C.A.A. Basketball Tournament — 1912. (All one reel) 16si only; loan. NCAA. • Action and thrills of the 1942 N.C. A.A. hoop tournament. Includes the following: Dartmouth-Penn State (East play-off); Kentucky-Illinois (East play-off); Penn State-Illinois (East consolation); Dartmouth-Kentucky (East final); Kansas-Colorado (West play-off); Stanford-Rice (Westplayoff.) • Includes: Stanford (West final); Stanford-Dartmouth (N.C.A.A. championship game). Shows the Stanford Indians of California, Don Bumers, Howie Dallmar, Ed Voss and Bill Cowden, capturing the title.

N.C.A.A. Basketball Tournament — 1941. (All three reel) 16si only; loan. NCAA. • Another of the series highlighting championship college basketball. Features the following: Dartmouth-Catholic U. (East play-off); Temple-Catholic U. (East consolation); and Dartmouth-Utah (N.C.A.A. championship game). The "Cinderella" team from Utah wins the coveted championship.

N.C.A.A. Basketball Tournament — 1945. (All three reel) 16si only; loan. NCAA. • Scenes from the 1945 tournament play, highlighting the quintet coached by Henry Iba, the Oklahoma Aggies. Includes the following: N.Y.U.-Tufts (East play-off); N.Y.U.-Ohio State (East final); Penn State (East consolation); and N.Y.U.-OKlahoma A. & M. (championship game).

N.C.A.A. Basketball Tournament —1946. (All three reel) 16si only; loan. NCAA. • The film highlights the quintet of the 1946 cage season in action. Includes the following: N.Y.U.-North Carolina (East play-off); N.Y.U.-Harvard (East consolation); Ohio St.-Harvard (East play-off); Ohio State-North Carolina (East final); and Ohio State-Championship consolation) and Oklahoma A. & M.-North Carolina (East final).

Play Championship Basketball. (6 rls) sale—$150; rent—$12.50 a day—$25 a week. Assn. • All of the important phases of the game of basketball are demonstrated in this film series featuring Coach Henry Iba of Oklahoma A & M and his two-time national championship Aggie quintet. Shooting, scoring, blocking, dribbling, stance, rebound, defense on jump, offensive plays, guard play, defender tactics, infractions, use of arms and hands, etc. Basic construction purposes. Bill Slater narrates.

Practice Makes Champions. (28 min) sale, rent. Phillips. • The championship Phillips "66" company team demonstrates basketball fundamentals.

Shooting in Basketball. (11 min) sale—$50; EBF. Rent—$2.50. • The trick of tossing the basketball through the hoop is studied in this film which emphasizes and examines such matters as aim, finger control, and trajectory. Body coordination receives special stress. Superimposed animation and slow motion are used extensively. Produced in collaboration
Boating

Albany to New York Outboard Marathon. (13 min) color; loan. EvMo, Champion.
• The annual 133-mile race down the Hudson is photographed from the air as well as from the ground. Pictured are the 300 outboard motorboats in action, and the winner in at the finish.

• Film shows quick shots taken during the 1950 races, plus interviews with the people closely connected with the racing event. Also shown are scenes from the Silver Cup Races.

Canadian Cruise. (14 min) color; loan. NFB.
• In their 40-foot boat, an American family cruises from Rochester to Montreal. They head across Lake Ontario to Kingston, pass along the Cataraqui River and break their trip at Rideau Ferry’s annual regatta.

Canoe Country. (13 min) color; loan. NFB.
• An American family enjoys an adventurous holiday in Canada’s northland, travelling by canoe along the old fur trade route from Mississipi. Fishing is an important part of the trip. Tips on making a portage and on setting up camp in the bush are given for prospective campers.

Captain Caution. (22 min) sale—$75; loan. Humble Oil.
• The proper types and uses of safety equipment on motor boats used in Humble’s marine operations are demonstrated in this film. Regulation equipment and procedures to be followed for personal safety are shown. Chills and Spills. (10 min) color; loan. D & R G.
• Features a boat race down the Arkansas River through the swift currents and heavy rapids from Salida, Colorado, to Canon City, Colorado.

Colorado River Expedition. Sale: color—$124; B & W—$82. Rent: color $8.90; B & W—$4.20. BSA.
• Specially-equipped crash boats are maneuvered through white water between the towering cliffs of the Grand Canyon of the Colorado River in Arizona.

Cruising the Inland Seas. (11 min) color; loan. CPRR.
• Sailing over Lakes Huron and Superior from Port McNicoll to Fort Williams and Port Arthur.

Danger River. (11 min) color; loan. Santa Fe.
• Shows the preparation for an expedition down the Colorado River and through the rapids of the Grand Canyon. Demonstrates the skill of these danger-loving boatmen in handling their frail craft in the wild ride through the rapids.

Giants of the Galleys. (10 min) color; rent. Western Screen.
• The camera covers a water regatta at the University of Washington, many shots of the racing crews in action.

Green Blazes. (14 min) color; loan. NFB.
• Outboard motorboat drivers exhibit skill that include fifty-foot leaps in an aquatic obstacle course.

Indian Canoe Man. (10 min). Rent: color—$3; B & W—$1.50. Sale: color—$85; B & W—$50. NFB, SFIL, FS.
• Follows the journey, by canoe, of two Indians carrying supplies from the trading post to the camping place of the band.

Jack Pine Journey. (20 min) color; loan. CPRR.
• A vivid picture of a canoe cruise through the spectacular lake and river country of northern Ontario.

Learning to Sail. (10 min) color; $55; B & W—$32.50. HL, SFIL.
• A film study of sailing fundamentals, illustrating the know-how of learning to sail a small boat.

The Plywood Fleet. (35 min) color; loan. Douglas Fir.
• Speed boats, sailboats, and yachts are examined in a fast and lively way with an exciting trip down the Colorado River.

Safety Ahoy. (15 min) color; loan. Aetna.
• Rowboats, sailboats, motorboats and the hazards most common to each are depicted. Many helpful suggestions for the handling of small craft are presented.

Saga of the Poly-Wog. (20 min) color; loan. Even.
• Depicts the Shepard family’s 3300 mile trip on four rivers in their Evinrude Light Four powered houseboat.

Sail Plane. (1 reel) sale—$49; rent—$2. Assn.
• How wind currents provide the basis for "sail planning," one of America’s fast-growing sports.

Sails in the Wind. (10 min) sale—$45. Almanac.
• Demonstrates fundamentals of wind and the design of sails. The similarity between the sails and the wings of birds is explained in animation sequences.

Sails on the Sea. (11 min) color; loan. NFB.
• Appearing in the film are veterans of Nova Scotia’s yachting circles as well as the Charlestown Yacht Club of famous racing schooners such as the Bluenose, pride of Lunenburg. Highlight of the film is the annual Prince of Wales Trophy race, from Marblehead to Halifax.

Sailing in Canada. (11 min) color; loan. NFB.
• The thrill of sailing as it is enjoyed in Canadian waters from the Atlantic to the Strait of Georgia. Popular types of sailboats are shown in action and glimpses of famous races are presented.

Ship Ahoy. (11 min) color; rent. Taylor-Friedman.
• Pictures the “world’s biggest little yacht race” at Newport Harbor, California. Demonstrates preparation for the race, training and learning to handle the small boat, actual progress of the race, and the winner.

Small Boat Sailing. (15 min) 16mm only; loan. MIT.
• The Charles River provides excellent sailing facilities as recorded in this film. Student racing and sailing are shown in the vicinity of Massachusetts Institute of Technology.

Sport Parade No. 1. (10 min) 16mm—$21.50; 16mm—$64.25. Venice.
• The Harvard crew defeats the oarsmen of Yale in a race which requires infinite teamwork and coordination.

Sun, Sea and Sails. (complete edition) 16si—$9.75; 16sm—$217.50, Castle.
• Portrays yacht racing on the sound, the bay and the deep sea.

Tall Ship on Deep Waters. (21 min) color. Sale—$1.50; rent—$7.50. Tropics.
• A crew of school boys and girls take a cruise from San Francisco to Hawaii. The story of the voyage and the troubles encountered are dramatized.

Teen Age Tug. (20 min) color; loan. MerMo.
• Outboard motor gymnastics—rough riding white water in a light outboard rig.

Through the Grand Canyon by Boat. (2 reels) B & W—$97.50; color—$165. Gateway, with exciting trip down the Colorado River.

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• The Harvard crew defeats the oarsmen of Yale in a race which requires infinite teamwork and coordination.

Sun, Sea and Sails. (complete edition) 16si—$9.75; 16sm—$217.50, Castle.
• Portrays yacht racing on the sound, the bay and the deep sea.

Tall Ship on Deep Waters. (21 min) color. Sale—$1.50; rent—$7.50. Tropics.
• A crew of school boys and girls take a cruise from San Francisco to Hawaii. The story of the voyage and the troubles encountered are dramatized.

Teen Age Tug. (20 min) color; loan. MerMo.
• Outboard motor gymnastics—rough riding white water in a light outboard rig.

Through the Grand Canyon by Boat. (2 reels) B & W—$97.50; color—$165. Gateway, with exciting trip down the Colorado River.
Bowling

Bowling Aces. (10 min) 16sd and si; sale — $21.50; rent — $1.50. Vesco. Rent — $1.50. Assn.
• Joe Falcari, bowling expert, demonstrates the approved grip, arm and wrist motion, and ideal form. Trick shots are also included in the film. Good variation on the technical aspects of bowling.

Bowling Fever. (9 min) 10-year license — $40. RKO.
• A demonstration of techniques by bowling champions, Mrs. Caroline Fellmeth, Joe and Henriette Willman.

Bowling Fundamentals. (15 min) sale — $82.50; rent — $3. Mahnke.
• This film is for beginners in bowling. It shows some of the principles which will assure more fun and a better score.

Bowling Skill. (10 min) rent. TFC.
• Ted Husing narrates the "ins" and "outs" of bowling. The history of the sport is traced. Champions of the game perform basic shots at a bowling center in Hollywood. Gene Gagliardi is one of the stars. A Grantland Rice Spotlight for schools only.

Five Star Bowler. (9 min) 10-year license — $40. RKO.
• Examples of skill by the nation's best bowlers, Nelson Burton, Ned Day, Buddy Bomar, Harold Asplund and George Young.

Pin Games. (8 min) 10-year license — $40. RKO.
• The variety of games which are played in bowling alleys.

• The analysis of timing and control by bowling top-notchers Ned Day and Jo Pittinger.

Strike to Spare. (8 min) 10-year license—$40. RKO.
• Bowling experts show how it is done.

Ten Pin Parade. (9 min) 10-year license—$40. RKO.
• A demonstration of form, footwork and follow-through by experts Joe Norris, Harry Ledene and Ray Newton.

Ten Pin Titans. (9 min) 10-year license—$40. RKO.
• Upper-bracket bowlers Buddy Bomar, Mary Jane O'Donnell, Audrey Gersh and Nelson Burton demonstrate their knowledge of the game.

35MM FILMSTRIPS

• This packaged unit consisting of instructor's guide and student pocket books, explains the fundamentals of bowling. Prepared under the expert technical guidance of Ned Day and Milton Raymer, the three filmstrips are: (1) The Sport; (2) Delievery; (3) Aiming and Searing.

Boxing

Famous Fights No. 1. (10 min) sale — $19.75; Vesco. Rent — $1.50. Vesco.
• Highlights of some of the great fights in ring history. The Sharkey-Malone, Schmeling-Walker, Buddy Baer-Doyle, and Leonard-Tender matches are featured. Narrated by Bill Stern, ace sportscaster.

Famous Fights No. 2. (10 min) sale — $19.75; Vesco. Rent — $1.50. Vesco.
• Action scenes from the first Tunney-Dempsey battle as well as the Carnera-Schaaf, the Tunney-Carpentier, and the Chocolate-Battalione fights. Bill Stern narrates.

Famous Fights No. 3. (10 min) sale — $19.75; Vesco. Rent — $1.50. Vesco.
• Thrilling shots from bouts that have gone down in ring annals, including the Louis-Levinsky, the Dempsey-Schaaf, the Tunney-Carpentier, and the Ross-Petrolle matches. Narrated by Bill Stern.

The Fight Game. (18 min) sale — $55. McGraw-Hill.
• A story of the pitfalls of the prize-fighting game and how they can be overcome. Opens with a review of the history of prize-fighting.

Fundamentals of Boxing. (10 min) rent — $7. UWF.
• The various techniques employed by a boxer are demonstrated by Carl Siebert, including the feint, the block, the counter, etc. How to clinch the fist is also illustrated. Other titles in this four-part program package are: Louis and Baer; Amber and Armstrong; Sock and Louis and Godoy; Baer and Galento.

• Carl Seibert, veteran boxing instructor, demonstrates offensive and defensive boxing to his students.

Knockout Thrills. (11 min) 16si—$9.75; 16sd—$21.75. Castle.
• Shows the highlights of famous bouts such as the Carpenter-Tunney, Willis-Uzcudan, Sharkey-Dempsey and Bradock-Louis fights.

• The camera records scenes from great fistic matches of the past. Reel two covers the Sharkey-Malone, Schmeling-Walker, and Buddy Baer-Doyle bouts. Reel three shows shots from the Tunney-Carpentier, Carnera-Schaaf, and Dempsey-Tunney (first) battles. The fourth reel includes the Sharkey-Dempsey, the Louis-Levinsky, the Ross-Petrolle, and the Firpo-Brennan fights.

Price Fighter. (8 min) 10-year license — $40. RKO.
• A day in the life of a prize fighter, featuring Roland La Starza.

Round by Round. (11 min) 16si—$13.55; 16sd—$18.50. HFE.
• The controversial Louis-Walcott fight in 1948.

Sgt. Barney Ross. (10 min) rent — $1.50. GFS.
• Barney Ross, who was one of the war heroes at Guadalcanal in World War II, is featured in this film. The former welterweight champ's matches with McLarnin, Garcia, and Petrolle are shown.

Sock. (10 min) 16sd—sale — $21.50; 16sd — rent — $1.50; 16si — sale — $8.75; 16si — rent — $1.00. Vesco.
• A combination of various acts of fighting as demonstrated by infant prodigies, commercial boxers, and pro wrestlers. Also depicts University athletic training program and shows amateur boxing scenes.

You're in the Ring. (1 reel) sale — $30. SFI.
• A young fighter trains for his first bout. Includes scenes of a visit to the Ring Museum, a talk with boxing's historian Nat Fleisher, shots of former heavyweight champion Joe Louis in action, and views of Madison Square Garden.

• An action-packed picture of Tony Zale knocking out Rocky Graziano in the third round to regain the world's middleweight title.

Camping

Boy's Camp. (9 min) 10-year license — $40. RKO.
• A portrayal of boy's summer camping activities.

Boys' Day Camp. (2 reels) color; rent — $5. Assn.
• The story of the Rochester (N. Y.) Y.M.C.A. day camp program. An excellent example of what can be done to provide a rich and varied vacation program for young boys by the Y.M.C.A.

Camping Education. (18 min) sale — $55; rent — $3. Life Camps.
• March of Time film telling vivid story of the training program at National Camp for Professional Leadership, sponsored by Life Camps, Inc. Will stimulate discussion and furnish new ideas for camping activities.
Dutch Oven Cooking. Sale: color—$7.50; B & W—$36.50. Rent: color—$3.45; B & W—$2.10. BSA.
• Demonstrates the principles of fire-building and cooking along with the finer points of Dutch oven cooking.

Family Outing. (20 min) color; loan. NFB.
• A family holiday in the public camping grounds of Banff National Park. Pitching a tent is the prelude to happy, healthful days in the mountains.

Indian Canoe men. (1 reel) color—$85; B & W—$32.50. HL, SFI.
• Illustrates the Indian's method of canoe building, planking, camps making and breaking, and living off the land.

Life's Summer Camp. (30 min) loan.
Life Camps.
• Emphasizes need for outdoor education in America. Shows training of teachers, administrators, and youth leaders at National Camp.

Out in the Open. (11 min) color; loan. NFB.
• Experienced guides demonstrate their wood lore as the camera follows a small canoe-transported vacation party through the scenic hinterland. The film records the competitive events of the annual Nova Scotia Guides Meet.

Overnight. (2 reels) sale: color—$125; B & W—$75. Rent—$5. Assn.
• A group of Girl Scouts and their leader plan and enjoy an overnight camping trip. Illustrates the best in educational travel with all members of the group sharing fully in the experience.

Portage. (18 min) color: sale—$165; rent—$7.50. B & W: sale—$75; rent—$4. IntF.
• Shows transportation in relation to the opening of the North American continent. Demonstrates in detail the construction of a birch-bark canoe by primitive crafts and methods. Available in either English or French commentary.

• An educational experiment where children are sent to Life Camps for experience in outdoor life, this film is designed to stimulate interest in summer camping.

Trails of Camp Manatac. (12 min) 16sd; (30 min) 16si; loan. Good year.
• Activities of Boy Scouts at a beautiful camp near Akron, Ohio.

We Build a Camp. (3 reels) sale: color—$125; B & W—$95. Rent—$7.50. Assn.
• How the Hartford, Conn., Council of Girl Scouts faced the problem of providing camping facilities for its members.

Winter Camping. (22 min) sale—$62; rent—$4.20. BSA.
• Essentials of winter camping in deep snow and at sites lacking snow. Hiking with packs, cooking, selecting camping site, etc.

Youth in Camps. (22 min) sale—$20; rent—$8. Life Camps.
• March of Time film showing various types of summer camping with details on underlying philosophy and methods used in Life Camps' "decentralized" plan. A critical examination of camp life.

Community Recreation

Fitness Is a Family Affair. (19 min) 35mm and 16mm sd. Sale—$60; rent—$3. NFB.
• Shows how neighbors can pool resources to provide recreation and enrich community living. Contrasts one family, with no sense of unity, to another which is united, then shows how the spirit of the latter spread to the former.

• As a sequel to "Playtown, U. S. A." this film is designed to influence community attitudes and understanding in favor of professionally trained recreation leadership and leaders. It dispels the misconceived idea that a community can expect success of its recreation program merely by providing recreation facilities. This film is a subject which every civic-minded group should see. Particularly effective following a showing of "Playtown, U. S. A."

Lessons in Living. (22 min) sale—$60; rent—$3. NFB.
• Illustrates the ways a school project puts new life into a community by giving children a part in community life. Community of Lantville, B. C., is subject. Children learn to paint furniture, use tools, make window curtains, etc. Shows how barn is converted into recreational center for dancing, parties, etc.

Make the Most of Playtime. (30 min) loan. Aml.
• How recreational facilities for rural and urban communities are promoted and fostered. A sports program and physical education combine to keep youth engaged in wholesome activities. Good for adults interested in recreation programs.

$1,000 For Recreation. (12 min), 16sd, color, service charge, $1.50; purchase, $78. Assn., Athletic Institute.
• This film is invaluable for impressing community-sponsor groups with the fact that recreation is a basic human need and is as much a public responsibility as education, health, and sanitation. This film is a gripping and dramatic production in which Chi- engue's noted director of recreation, V. K. Brown, offers sound advice on how service clubs and other community organizations can invest wisely in a complete recreation program for their communities.

The picture stresses the importance of long-range thinking about community recreation, demonstrates the desirability of tax-supported recreation programs and shows conclusively the pitfalls of private sponsorship. It is especially designed for showing to members of city councils, school boards, park boards, civic service, fraternal and veteran organizations.

Playground Safety. (1 reel). Rent: B & W—$2.25; color—$4.50. IntP.
• Story tells how a student, who had broken his arm in a playground accident, taught other students essential safety rules.

• Here is an outstanding, fast-moving human interest film that does an excellent, well-dramatized job of showing how a community can organize to promote community-wide, all-age, year-round recreation programs and convincing pictorial evidence of what can be done when all local public and voluntary agencies pool their resources to achieve a common objective. It is a colorful and entertaining story of what can happen when one individual in a community recognizes the need for public recreation facilities and a supervised recreation-for-all program and sets out to do something about it.

Designed specifically for showing to adult "action" groups—city councils, school boards, park boards, civic service, fraternal and veteran organizations —this film is an effective aid to stimulating the initiation and expansion of community recreation programs.

To Live Together. (32 min) sale—$85; rent—$5. Assn.
• Documentary about a summer camp conducted by two community centers for white and Negro children in the U. S. A. and examines America's race problem through the eyes of a group of children.

When All the People Play. (28 min) sale—$90; rent—$4.50, NFB.
• Shows how a rural Canadian community, Annapolis Royal, Nova Scotia, woke up to the need of a community recreation program and how they met that need. It tells how the community formed a recreation committee and purchased an old war service building in which they installed a swimming pool, how Annapolis Royal became the center of a planned recreation program covering a 200-mile area.

Sports Film Guide

A typical scene from the motion picture "$1,000 for Recreation" (see column two)
Dogs and Dog Training

Arctic Dog Team (Arctic Notebook No. 2), (11 min) color. Rent—$5; sale—$7.50, NFB.
A study of the part played by husky dogs in the life of Eskimos of the Eastern Arctic. A team of huskies is shown in action here and something is learned of their characteristics, living conditions and treatment by the Eskimos.

Bird Dogs. (15 min) rent—$3.50; FS; loan: Gaines.
Hunters and dog lovers will receive valuable instruction in the training of hunting dogs such as pointers, spaniels, and setters. Good field shots as the dogs perform in championship style. Under the guidance of Elias Vail, one of the greatest dog breeders in America.

Chesapeake Bay Retriever. (10 min) sale—$80; Skibo. Rent—$2; Assn.
The webbed-foot Maryland bird dog is particularly well adapted to swamp-land retrieving. Good scenes of field trials. The history of America's only home-bred sporting dog is traced.

Dog Days. (8 min) sale—$30; Skibo.
The wire-haired terrier is studied with close analysis as the dog's championship points are shown: feet, muzzle, jaw, posture, and tail. Shots of terrier at play, as a watch dog, and at mealtime.

Doggone Clever. (8 min) 10-year license—$40, RKO.
The big four in dogs: the spaniel, the retriever, the setter and the pointer.

A Dog's Life in the North Woods. (1 reel) color—$85; B & W—$82.50, HL, SFI.
The huskies bred by the Cree Indian tribe must be versatile to do the work expected of them during the trapping season. They carry packs, hunt, and work in difficult terrain. This film describes working dogs that are little known.

Kennel Kings. (10 min) rent—$1.50, Davis.
Every dog has his day as thoroughbreds put their best paws forward at the Morris and Essex Dog Shows.

A Man, A Dog, and a Gun. (11 min) 16mm and 35mm; sale: Official.
Performances of pointers, setters, and spaniels. Action . . . with guns, game birds, and intelligently-trained bird dogs.

Puppy Trouble. (24 min) color—$10; B & W—$9.50, Assn.
Narrated by Helen Hayes and Lowell Thomas, this film illustrates with excellent photography the steps required to turn puppies into well-behaved members of the family. Picture was supervised by Blanche Saunders, famous for her obedience schools for dogs.

Quail Pointers. (8 min) 10-year license—$40, RKO; FS: rent—$2.50.
Two of the finest bird dogs in New England and how they work.

The Seeing Eye. (10 min) sale—$80; Skibo.
Shows training of sheep dogs for seeing-eye service. Remarkable intelligence of the dogs makes them respond to the needs of the blind. All features of training are presented in this film. Clinton Wunder narrates.

Springer Spaniel Champions. (30 min) rent—$6, FS.
Four magnificently-trained bird dogs perform expertly on an Illinois prairie under the watchful eye of the camera. There are excellent sequences on the tutelage of these dogs under Cliff Wallace, master trainer.

Steady Now! (1 reel) color—$85; B & W—$82.50, HL, SFI. FS: rent—$5.50.
Describes the firm patience used in training bird dogs to locate and point, to steady on shot, to retrieve on command and to be under perfect control at all times.

Winter Carnival. (10 min) color; loan, NFB.
The International Dog Derby, harness racing over frozen rivers, snowshoeing, and general fun in the snow.

Wonder Dogs in Action. (30 min) 16mm—$21.75; 16si—$9.75; Castle. Rent—$1.50; DL.
Poodles, pointers, setters, foxhounds, and Chesapeake Bay retrievers perform in a series of hunting sequences.

Fishing

Action in Idaho. (45 min) 16si only; color; loan, SBBC.
Fascinating record of a 16-day pack-horse and fishing trip into a region in Idaho. Eight days are spent on the Middle Fork of the Salmon River and eight days in the high lakes of the White Cloud Mountains.

Action, Power and Strength. (45 min) color; loan, SBBC.
Portrays inland lake and stream fishing in Old Mexico. The film is dimmed by the hooking and dramatic catch of a 192-lb Pacific Sailfish from a small speed boat.

Adventure for Anglers. (20 min) 16si only; color; loan, NFB.
Excellent fishing in the French River area of northern Ontario, Canada, is featured in this film.

Adventures of that Little Man of Mine. (45 min) color; loan, EyMo.
Depicts scenic beauty of the great northwest, the Jackson Hole country, fishing on horseback.

Alaska Sportfishing. (15 min) 16si only; color; loan, F & W Serv. SBBC.
Scenes of fishing for cut-throat and Dolly Varden trout, togetherness and seclusion, fishing in the salt-water inlets of Alaska, including the landing of a 50-pounder, go into the composition of this travel film.

Alaska Sport Fishing. (45 min) 16si only; color; loan. SBBC.
Fly-tackle fishing for King (Chinook) and Coho (silver) salmon in the tributary waters of the interior passage of Alaska provides the action which, together with some humorous incidents, completes this pictures.

Algonquin Waters. (1 min) rent—$1.50, IntF.
Trout fishing in Algonquin Park, Ontario, with scenes of camping and boating.

Arecia Rods. (20 min) color; loan, Phillips.
Features Dick Miller, All-American angler, who takes a 194-lb marlin on a 4-oz rod.

Atlantic Salmon. (9 min) color—$85; B & W—$82.50, H1, SFI, NFL, FS.
Account of expert anglers fighting with the leaping Atlantic salmon on the swift-flowing currents of the famous waters of eastern Canada. Features wet and dry casting.

Bass. (20 min) 16si only; loan. P & K.
Scenes made in western New York, as fishermen try their luck at catching bass.

Baiting Bass. (9 min) color—$85; B & W—$82.50, SFI.
Underwater shots of bass in action. Slow-motion photography including scenes of a baby tarpon taken on a fly rod and bass plug.

Baiting "Blue Fins." (22 min) color; loan, NFL.
A ring-side seat for a battle with big fish off the south shore of Nova Scotia, where nearly all the world's tuna fishing records have been made.

Bay State Stripers. (15 min) 16si only; color; loan. MassDevCom.
The popular sport of striped bass fishing is shown at Cuttyhunk Island, where the sport first began in 1864.

Big Fish. (11 min) 16sd—$21.75; 16si—$9.75, Castle.
Perilous thrills of doing battle with the "big ones" of the sea. Deep sea fish such as the marlin and the sailfish fight against the fisherman for survival.

Big Mouth Bass. (8 min) 10-year license—$40, RKO; Rent: FS.
Fishing for the large-mouth bass in Connecticut.
Big Tarpon on Bass-Tackle. (30 min) color; loan. SBBC.

There's plenty of action in fishing for tarpon in scenes made off the coast of Florida.

Blue Warriors of the Pacific. (9 min) color—$85; B & W—$32.50. HL. SF.

Sailfishing in the waters off Acapulco, Mexico, provide unexcelled excitement for the fishermen who like to tangle with fighting fish. Describes the most effective measures for catching the quarry.

California Trout. (10 min) color; loan. EvMo.

Shows fly-casting and trolling for trout in the lakes of the high Sierras.

Call of the Kawarthas. (20 min) color; loan. CTR.

Scene description of Peterborough and the Kawartha Lakes District of Ontario, including a number of sports and fishing shots.

Canada's Tackle Busters. (20 min) color; loan. CPRR.

Story of the fighting black bass in its favorite Canadian haunts. Shows latest streamlined fishing tackle in use as well as the poplar-branch and bentpin set-up.

Canadian Smallmouths. (1 reel) color; rent—$5. FS.

Hugh Grey, editor of Field and Stream, tempts his fellow fishermen with the fly and bass bug, while his 12-year-old fishing companion, Peter Watt of Ottawa, goes after them with plug rod and plunkers.

Canoeing for Trout. (12 min) color; loan. SBBC.

Down through the wilderness of northern Ontario on a month’s trip for trout.

Chalk Stream Fishing. (1 reel) color; rent—$5. FS.

Al McClane, Field & Stream’s fishing editor, and Charles Ritch, famous angler and fly-casting champion, teach casting fundamentals from beginning to end.

Channel Bass and Stripers. (1 reel) color—$85; B & W—$32.50. HL. SF.

Harry Stelwagon, holder of a world’s record in surf-casting, chooses the beaches of Cape Hatteras to take channel bass from the breakers. He is aided by the fishiest dog in the Carolinas who is so wise he can tell which fish to play with and which to avoid.

Chasse de Neptune. (30 min) rent (subscription only). FrancoAmer.

Illustrates harpoon fishing under the waters of the Mediterranean Sea off the coast of Southern France.

Coho Salmon on the Fly. (1 reel) rent—$5. FS.

Heard Al McClane, Field & Stream’s fishing editor, can be seen taking ten and twelve pound fish on a 4½ ounce rod, leading them away from the keep beds and into the air, showing expert form in handling big fish on light tackle.

Devil's Playground. (10 min) rent—$4.50. Vesco.

An exciting film photographed beneath the surface of the sea. Mammating monsters are shown in their natural habitats, with the George Vanderbilt expedition hunting the “devils” down in dramatic fashion.

Dry-Fly Salmon. (10 min) color; rent—$5. RKO.

The battling salmon in New Brunswick’s famous Tobique River are pursued by fisherman Dave Newell. The Atlantic salmon offers a terrific flight, but is eventually landed in an exciting scene.

Evinrude for Colorado River Bass. (10 min) color; loan. EvMo.

Bait casting for bass on Lake Havasu, Parker Dam on the Colorado.

Famous Fish I Have Met. (11 min) color; loan. NFB.

The scene is the Sportsman’s Show as two fishermen meet and tell how and where to catch the biggest and best fish.

Fishing Fight. (10 min) sale—$23; rent—$1.50. Australian News.

A large shark is stalked and captured off the Australian coast.

Fighting Tarpon. (8 min) 10-year license—$40. RKO.

The experts fish for Tarpon.

Fish from Hell. (10 min) rent. Assn.

A thrilling inside look at the struggle between man and the world’s most powerful salt-water fish, ranging in weight from 500 to 1,000 pounds. The drama unfolds in Yucatan and the Bahamas.

Fish Story. (30 min) color; loan. SBBC, EvMo.

Fishing for bass, muskies and trout, in the beautiful Woodruff, Wisconsin, area is the subject of this film. John Carradine and two old timers provide the action.

Fisherman’s Paradise. (10 min) rent—$1.50. Davis.

Exciting scenes of marlin fishing, from preparation of bait and tackle to reeling in the prize.

Fishermen of the North. (10 min) color; rent—$1.50. GPS.

Eskimos fishing in the north. Made by the McMillan expedition, the film includes sequences of strange catches which come up in the nets.

Fishin’ Time. (1 reel) 16si only; rent—$1.50. Int Film.

Trout fishing is one of the highlights of the sportman’s activities on the Nipigon River.

Fishing in Alaska. (27 min) loan; MTPS.

The story of two men and the wife of one on a fishing vacation to Alaska. The girl, Marion, proves herself an A-1 fisherman as well as a top-notch camp cook and a good sport. Based around this story, the film portrays a beautiful record of Alaska fishing. At the first stop, flashy big wet flies and small spinners produce all kinds of action, including an 8½ pound rainbow. The top scene is the story of the salmon, the hazards of the migration and the end of the long swim, spawning in the far up reaches of the river.

Fishing in the Quetico. (10 min) 16si only; color; loan. EvMo.

Shows fishing action in the Quetico.

Fishing Thrills. (11 min) 16si—$21.75; 16si—$9.75. Castle.

Masters of fishing skill tempt the fish in shaded streams with artificial lures. Good information for Isaak Walton enthusiasts.

Florida & Quebec. (15 min) 16si only; color; loan. Arbogast.

Florida Largeemouth Bass are captured at Blue Cypress Lake and Quebec Smallmouth are hunted in the Perkins Mills Section of Quebec.

Florida Fishing. (9 min) color—$85; B & W—$32.50. HL. SF, FS.

The camera catches the struggles of fishermen as they battle the sailfish, the shark, the barracuda, and the whip ray. Action, with close-ups of the fighting, slashing fish. Photographed in the blue Gulf Stream off Miami.

Florida Fresh Water. (20 min) 16si only; color; loan. P & K.

Quebec River is the setting for this film of bass fishing.

Florida 1 & 2. (15 min) each 16si only; color; loan. Arbogast.

Capturing Largemouth Bass in Florida’s Lake Okeechobee.

Florida Salt Water. (20 min) 16si only; color; loan. P & K.

Bait casting for salt water trout in the Gulf of Mexico.

Fly and Bait Casting for Rainbows. (15 min) rent—$3.50. FS.

Bait casting for rainbow trout is shown for the first time in a film, with a lake high in the Colorado Rockies for locale. Some fly casting on a Colorado stream where the fighting rainbows compete for the angler’s lure.

Fly Casting. (1 reel) color—$7; B & W—$5.00, Rent—$5.00.

Illustrates valuable tips in fly-casting techniques for the vagabond fisherman.

Flycasting. (15 min) 16si only; color; loan. Arbogast.

Smallmouth bass fishing at Grand Lake in the Perkins Mills territory of Quebec.

Fly Rod (Arkansas). (20 min) 16si only; color; loan. P & K.

Demonstrates fly fishing with different types of lures for bass in northern and southern parts of Arkansas.

Fun with Bluegills. (10 min) color—$85; rent—$3.50. CapitalFilm.

Shows sunfish, black bass, crappies and bluegills, members of the same family, being taken on worms by children and by experts from a birch bark canoe and through the ice.

Giant Tuna. (1 reel) color; rent—$5. FS.

Filmed in Biminini, this motion picture provides a ringside seat of a battle with giant tuna, tackle-busters of the Gulf Stream.
Fishing Films:

Grayling of the Yukon. (40 min) 16si only; color; loan, SBC.
  * In the Yukon Territory around Whitehorse, Arctic Grayling provide the action for this fishing film.

Great Northern Tackle Busters. (9 min) color—$55; B & W—$32.50. NF]. Rnt—Davis, FS.
  * The film features expert baitcasting methods, with the pike of the north country testing the angler’s tackle to the utmost.

Happy Fishing Grounds. (20 min) color; loan. NF].
  * Describes fishing on Saskatchewan’s waterways. A map of the province shows the close network of lakes and rivers, particularly in the northern part of this province which offers some of the best inland fishing on the continent.

Hook, Line, and Melody. (10 min) lease—$27. Vesco.
  * A Grantland Rice Sportlight. Fishing with a musical background provides a surprising guide. The fish, seemingly entranced, are hooked.

Hook, Line and Safety. (17 min) color; loan. Aetna.
  * Shows that while observing the common sense of safety, fishing enthusiasts may still get pleasure and enjoyment from their favorite sport. The film, which shows trout, pickerel and landlocked-salmon fishing, also gives pointers on safety and wooded craft from an experienced angler.

Illinois & Michigan. (20 min) 16si only; color; loan. P & K.
  * Fishing for bass on lakes in the Chicago area.

Invading Muskeiland. (1 r) 16si only; color; loan. Arnobast.
  * Scenes of muskie fishing on Lake Vermilion in northern Ontario.

Jasper. (11 min) color; sale, NF].
  * How the rivers and lakes in Jasper National Park are restocked with fish from the government hatchery to keep a big supply on hand for the many fishing enthusiasts who visit this park, which is two and a half million acres in size. Of such lake fishing, such as mountain climbing and riding, are also popular at this scenic playground.

Jitterbugging in Canada. (15 min) 16si only; color; loan. Arnobast.
  * Smallmouth bass fishing at Grand Lake in Canda.

Just What the Doctor Ordered. (1 r) 16si only; rent—$1.50. IntF.
  * A vacationist goes fishing bass in the waters of northern Ontario.

Lady of the Deep. (8 min) 10-year license—$40. RKO.
  * Expert girl fisherman lands a fish three times her own weight.

Lake of the Woods. (20 min) color; loan. NF].
  * Glimpses of wild life, fishing and camping, flying and cruising are presented in this film of Northwestern Ontario.

Lake Trout Thrills. (30 min) 16si only; loan. SBC.
  * In the early spring, the fisherman’s fancy turns to thoughts of trout in Dryberry Lake in Ontario. The trout strike hungrily for the fly in good action shots.

Lakehead-Nipigon Holiday. (15 min) color; loan. NF].
  * Scenery of Canada’s Lake Nipigon area together with fishing and wild life are highlights of this color film.

Large Mouth Bass (Arkansas). (20 min) 16si only; color; loan, P & K.
  * Fishing for bass on White River and Norfolk Lake, Arkansas.

Large Mouth Bass (Texas). (20 min) 16si only; color; loan, P & K.
  * Fishing for bass at Possum Kingdom, Breckenridge, Texas. Bait casting with close-ups.

Legend of U-seppa. (27 min) color; loan. Allegeney.
  * Tarpon and other game fish are pursued off the Florida coast. Available for use with Allegeney Ludium technical films.

Let’s Go Fishing. (10 min) 16si—$9.75; 16sid—$19.75. Official.
  * This film studies different types of fishing for different waters, includes the pursuit and capture of saltfish, tarpon, swordfish, and whales. Climax of the film is the chase, harpooning, and capture of a sixty-foot, twenty-ton whale.

Louisiana Bigmouth. (45 min) 16si only; color; loan. Arnobast.
  * Fighting Bigmouth at Black Lake, Campti, Louisiana.

Magnificent Wisconsin. (45 min) color; loan. NF]
  * A tussle with the world-famed tiger muskies highlights this trip to the historic and recreational centers of Wisconsin.

Marlin Unlimited. (12 min) sale; color—$75; B & W—$17.50. Rent: color—$3.50; B & W—$2.50. CH.
  * La Paz, Mexico, is the scene of these unusual shots of marlin fishing.

Men of Gloucester. (22 min) color; loan. Ford.
  * Gloucester fisherman are studied on sea and shore in this absorbing document.

Michigan Bigmouth. (15 min) 16si only; color; loan. Arnobast.
  * Fishing for Largemouth Bass at Mud Lake, Little Rapids, Michigan, section, and at Chaffey’s Locks, Ontario.

Michigan Smallmouth. (15 min) 16si only; color; loan. Arnobast.
  * A river float trip on Michigan’s Muskegon River.

Mighty Marlin. (9 min) 10-year license—$40. RKO.
  * Great anglers go forth in quest of the mighty Marlin.

Monsters of the Depths. (12 min) Sale: color—$75; B & W—$17.50. Rent: color—$3.50; B & W—$2.50. CH.
  * Scenes of sail fishing off Acapulco, Mexico. Also shows how the largest manta ray ever was taken.

New Zealand Rainbow. (8 min) 10-year license—$40. RKO.
  * Fishing for Rainbow trout in New Zealand.

Northern Trails. (15 min) 16si only; color; loan. Arnobast.
  * Recounts a fishing trip to Ignace, Ontario, and Orang-a-tang Lake.

One Day’s Catch. (10 min) color; loan, NF].
  * The camera records highlights of a day’s fishing in Kempt Lake, northern Quebec, observing the fisherman’s tackle, techniques and catch.

Plug-Fishing for Bass, Tarpon and Snook. (1 reel) color; rent—$5. FS.
  * Underwater shots of bass in action, fighting savagely in crystal-clear water. Also shows a baby tarpon on a fly rod and bass bugs.

Rocky Mountain Rainbows. (1 reel) rent—$3.50. FS.
  * Rainbow trout weighing two and three pounds are taken from the fast water of a Montana stream. Second part of film is devoted to casting and the fighting of trout in a gentle flowing meadow stream.

Rocky Mountain Trout. (14 min) color; loan, NF].
  * The turquoise lakes and foam-flecked streams of Jasper National Park offer superb sport for the fly-fisherman.

Salmon Angling at the Rectigouche. (1 r) 16si only; rent—$1.50. IntF.
  * Salmon fishing expedition by canoe trip into the Rectigouche.

Salmon and Trout Fishing in Gaspe. (28 min) 16si only; loan. Quebec TB.
  * Panoramic scenes of Gaspe, in the province of Quebec. Rich in salmon and trout. Gaspe is a famous fishing paradise.

Salmon Run on the Rogue. (10 min) color; loan. Evsto.
  * The salmon in the famous Rogue River of Oregon are the target for fishing enthusiasts.

Salt Water Fishing in Virginia. (20 min) loan. VirConCom.
  * Shows fishing in the four tidal rivers of Virginia, the York, Potomac, Rappahannock and the James, also in the Atlantic ocean off the Virginia coast.

Salt Water Wonderland. (1 reel) color—$85; B & W—$32.50. HL, SFI.
  * Filmed at the world’s largest oceanarium, Marineland, Florida, this film illustrates the many kinds of tropical fish found around a coral reef.

Sea Devil. (9 min) rent—$25. Telefilm.
  * Deep sea fishing shots as a hunt for the fly casting and fish-the-coast of Central America. Action includes close-ups of gaffing and spearing.

Sea Treasure. (10 min) rent—$25. Telefilm.
  * Five months at sea with the tuna fishing fleet. Here are some of the action shots obtained and the story of commercial tuna fishing.

Shark on the Line. (1 reel) sale—$22.50. SFI.
  * The capture of a giant killer shark in the South Pacific.

Sharking but True. (40 min) color; loan. MerMo.
  * Fishing for Dolphin, Barracuda, Shark, and Sailfish from a 14-foot outboard runabout.

Silver Rainbows. (15 min) rent—$3.50. FS.
  * With rod, reel, and lens in Silver Creek, Idaho, where the silver trout and the expert fly-fisherman vie for honors in a picturesque setting. Skillful film and fly-playing sequences make this picture good for instructional purposes.
Sky Fishing. (10 min) sale—$30; Skibo.
Fishing amid the scenic background of Lake Maligine. Camera catches action in the high Rockies of Jasper National Park as the fishermen tangle with the trout. Importance of selecting proper fly is explained.

Small Mouth Bass (Arkansas). (20 min) 16si only; color; loan. P & K.
Fishing for small mouth bass on the White River and Norfolk Lake, Arkansas.

Small Mouth Bass (Wisconsin). (20 min) loan; P & K.
The St. Croix River in northern Wisconsin with its beautiful scenery, is the setting of this picture on bass fishing.

Smallmouth on Fly, Plug, and Bait. (15 min) rent—$3.50. FS.
Bass fishing at a Connecticut lake with a party under the smart leadership of Explorer Roy Chapman Andrews. Dry and wet fly, plug, and bait methods are shown.

The Song of the Reel. (15 min) sale—$50. FON.
The different kinds of fish available in South Africa are pictured—from trout in quiet brooks to sharks along the coast.

South Bend Goes Fishing. (30 min) 16si only; loan. SBBC.
An autumn vacation starting at South Bend, Indiana, Kentucky, and ending at Norris Lake in Tennessee. Lots of good fishing scenes.

Speckled Trout Across Canada (9 min) color—$85; B & W—$22.50. HL, SFI, NFB. Rent—$3.50. FS.
Demonstrates various methods of fly-fishing. From the rivers of the Maritime Provinces to the lakes and streams of northern Quebec and Ontario, oversized fighting squartails snatch at the fishermen's offerings.

Spinning for Steelhead. (1 reel) color—$85; B & W—$32.50. HL, SFI. Rent—$3. FS.
Expert casters demonstrate the spinning reel in competition with the most spectacular fighter of the trout family—the steelhead.

Spring Fever. (15 min) 16si only; color; loan. SBBC.
A spring fishing trip, with the anglers after lake trout and bass on the Minnesota-Canadian border at Moosehead Lake.

The Story of Tuna. (2 reels) color; loan. Assn.
Commercial tuna fisherman from California brave mountain-high breakers and salty brine to bring back one of the toughest fish that ever snapped a rod.

Striper Bass (Rhode Island). (20 min) 16si only; color; loan. P & K.
Filmed during the Annual Martha's Vineyard Striper Derby, this film illustrates the art of catching striped bass with bait casting equipment.

Tabusintac Holiday. (15 min) color; loan. CTFL.
Show the game and fishing attractions of New Brunswick.

Tackle Teasers. (18 min) color; loan. Quebec TB.
A fisherman's thrilling day in the Laurentide park where speckled trout are plentiful.

Tarpon on Light Tackle. (9 min) color—$65; B & W—$22.50. HL, SFI. Rent—$5. FS.
Expert fisherman Dave Newell battles the 100-pound tarpon with 18-pound test line and light, freshwater bass tackle in an exciting film.

Thrills with Big Fish in Quebec. (10 min) color; loan. Quebec TB.
This bi-lingual film depicts the thrills of fishing in Quebec.

Tie Your Own Flies. (1 reel) color—$85; B & W—$32.50. HL, SFI.
A popular presentation of a typical trout hatchery, including stripping, feeding, sorting of fry, rescue work, and various methods of planting the fish.

Trot Fisherman's Dream. (10 min) color—$90. Selrissave.
Dr. Edmund E. Evans, noted fisherman, catches different kinds of trout in lakes and streams.

Trot Time. (10 min) color; loan. HL, SFI.
Travel with two young fishermen through the lakes and fast-flowing streams during a springtime fishing trip in Ontario's Northland.

Tuna Fishing. (25 min) color; loan. Westgate.
Story of commercial tuna fishing off the Galapagos Islands.

Tuna Fishing. (11 min) color—$90; B & W—$45. Hoefler.
A tuna clipper's cruise to the fishing banks of Central America with exciting scenes of tuna fishing near the Galapagos Islands.

Underwater Adventure. (1 reel) sale—$27.50. SFI.
Leaping porpoises, sharks, barracuda—photographed underwater at Marineland, Florida.

Upper Michigan Sport Fishing. (15 min) 16si only; color; loan. SBBC.
The upper peninsula of Michigan provides sport-fishing thrills for this film.

Wanted: Joe Trout. (11 min) color; rent. Taylor-Friedman.
A veteran fisherman demonstrates to one new to the sport some intricacies of trout fishing. Activities of the California Sport Fish and Game Commission are explained, and the film is concluded with the capture of a 6-pound trout.

Wisconsin Smallmouth. (15 min) 16si only; color. Arbogast.
A trip on the St. Croix River in Wisconsin.

Yellowstone and the Grand Tetons. (20 min) color—$180. Hoefler.
Scenes of trout fishing in the streams of Yellowstone and Jackson Hole country. Picturesque views of the grandeur of this wild and rugged country from the air and from the ground.

Football

Ball Handling in Football. (11 min) sale—$50; EBF. Rent—$2.50.
The stance, grip, feel, and control are clearly presented, as are the tricks of body adjustment prior to kicking, passing, and receiving. Close-ups, slow motion, game shots, and superimposed animation are used to illustrate and clarify instruction. Andy Kerr, noted grid-iron assistant, supervised production. Norman Sper directed. Ken Carpenter narrates.

Basic T Formations. (10 min) color—$90; B & W—$50. GFS.
Demonstrates the ground attack of the Chicago Bears, Los Angeles Rams, and Chicago Cardinals.

Blocking in Football. (11 min) sale—$50; EBF. Rent—$2.50.
The shoulder and body blocks are the two basic types shown. Film analyzes the various blocks, emphasizing such fundamentals as drive, speed, position, and follow-through. Close-ups, superimposed animation, and slow motion are used. Andy Kerr supervised, Norman Sper directed, and Ken Carpenter narrates.

Champions. (28 min) color; rent—$10 a day. GFS.
The Cleveland Rams of 1948, sparked by Bob Waterfield, the former U.C.L.A. all-American, turn back the challenge of the Green Bay Packers with a fourth-quarter rally. Claire Stone narrates.

Clark Shaughnessy T. (30 min) color—$245; B & W—$100. Also available in three separate reels. Avis.
The T football formation is demonstrated by Stanford's 1941 championship team.

Deception. (10 min) sale—$24; rent—$2. Nu-Art.
Howard Jones, the eminent U.S.C. coach, was the narrator for this film, which presents half a dozen outstanding pigskin coaches demonstrating the art of football sleight-of-hand. Dramatic scenes from intercollegiate tilts are included. Some slow-motion photography.

Defensive Football. (10 min) sale—$22.50; rent—$2. Bailey, Official, GFS.
Presents a complete analysis of defensive plays. Illustrated by the nation's leading players, the film makes it easy to learn the mouse-trap, flying trapese and other plays. Good basic techniques of football attack.
Football Films:

Football By-the-Code. (30 min) rent—$4. Assn, OffSS.

Produced under the authority of the National Federation of State High School Athletic Associations, this film describes thrilling play situations that drive home the violations of the rules. An excellent aid for game officials, coaches, and players. Suitable for school assemblies, civic, and social club uses.

Football by Knute Rockne. (10 min ea) sale—$17.50 ea; rent—$1.50 ea. Veseo

• Produced and directed by the immortal Knute Rockne, Notre Dame's legendary coach, this is a series of six films illustrating the fundamentals of football strategies and skills employed on the gridiron. Films are: The Last Yard, The Hidden Ball, Touch-down, Flying Feet, Two Minutes To Go, and Back-field Ace.

Football Highlights of 1946. (20 min)

• Shows the Army team in action against Oklahoma, Columbia, Notre Dame, Penn and Navy.

Football Highlights of 1947. (20 min) RKO

• Reviews the big games of the season, including Mississippi-Tennessee, Michigan-Illinois, Notre Dame-Purdue and Yale-Columbia games.

Football Kicking Techniques. (20 min) sale—$80; rent—$5. Athena.

• Ken Strong, famous kicking specialist, demonstrates the fine points of kicking and illustrates in on-field action shots. Divided into three sections: (1) general techniques, including balance, footwork and hall handling; (2) punting techniques for both end and spiral punts; and (3) techniques of place kicking.

Football's Mighty Mustang. (8 min) 10-year license—$40. RKO.

• Kyle Rote and the Southern Methodist University football team.

Open T Formation. (10 min) color—$85; B & W—$825. GFS.

• Demonstrates trick and pass plays and open plays of the T formation.

Packer-Bear Game. (6 min) rent—$1.50. GFS.

• Action scenes from one of the classic green bay Packer-Chicago Bear tilts played at Green Bay, Wisconsin.

Packer vs. Chicago Bears. (4 rls) 16si color—$750, GFS.

• The great T-formation quarterback, Sid Luckman, directs the Chicago Bears' attack in a 1945 game against the Green Bay Packers at Green Bay.

Packer-Giant Championship Game. (8 min) rent—$1.50. (GFS)

• Curley Lambeau's Green Bay Packers capture their sixth National Professional Football League championship by outscoring the New York Giants, 14 to 7, in an exciting contest.

Packer Hi-Lites of 1946. Color; rent—$8. GFS.

• With a narration by Clark Hinkle, the former all-American and Packer fullback, this film is a round-up of Green Bay Packer football during the 1946 season, featuring drum majorette champion, Miss Rose Mary Schwebbs, and novelty numbers by Uncle Louie and his Town Hall Players. To be released in spring of 1947.

Packers vs. Chicago Cardinals. (4 rls) 16si only; color; rent—$7.50. GFS.

• Photographed with long range, telephoto lens. Don Hutson, ranked as the greatest all-around back in history,.patched the Packers to a victory over the Chicago Cardinals in a 1945 meeting, 33 to 14.

Past Performances. (9 min) 10-year license—$40. RKO.

• 014-time football, former boxing champion, auto racing and track, together with other sporting events around the turn of the century, are recorded on this film.

Penalties. (10 min) sale—$24; rent—$2. Nu-Art.

• Coaches Al Wittmer, Walter Steffin, Bili Spaulding, and Sam Willaman collaborated with narrator Howard Jones on this "how-to-play-it" football film, emphasizing penalties.

Six Man Football—Championship Game 1941. (2 rls) 16si only; rent—$3. Davis.

• Shows action and techniques of two championship teams, Burgin, coached by Wellington Cooper, and Lebanon Junction, coached by Reverend Newton Much of the photography is in slow motion and it is a teaching tool for this game.

Southwest Conference Football Highlights of 1947. (9 min) sale—$27.50. Sack.

• Games included are SMU vs. Rice; Texas vs. SMU; SMU vs. Texas; Rice vs. SMU; Baylor vs. SMU; SMU vs. TCU. Narration by Gordon McLendon.

Southwest Conference Football Highlights of 1948. (20 min) color. Loan. Humble Oil.


Southwest Conference Football Highlights of 1949. (25 min) color. Loan. Humble Oil.

• Seven Southwest Conference teams are featured, with Kern Tips describing the outstanding plays.

Spring Training. (10 min) sale—$24; rent—$2. Nu-Art.

• The purpose and goal of spring training are portrayed with Howard Jones as narrator and such famous coaches as Alonzo Stagg, Joe Sutherland, Ray Morrison, and Chick Mohan providing able assistance.

Training in Football. (11 min) sale—$50; rent—$2.50. EBF.

• The two fundamental types of tackle, the shoulder and the cross-body, have many variations. All of these are explained with an emphasis on timing, body control, and drive. Safety measures are also illustrated. Andy Kerr of Colgate supervised and Norm Sper directed.

Touchdown. (10 min) 16si—$16; 16si color—$19. Davis.

• Football as played this season or any season. Shows techniques as practiced by coaches all over the country. Slow-motion shots of plays in execution.

Touchdown Tars. (9 min) 10-year license—$40. RKO.

• A documentary of the famous wartime football team of the U. S. Naval Training Station at Great Lakes, Illinois.

Touchdown Thrills of 1945. (10 min) Official.


Touchdown Thrills of 1946. (10 min) Official, GFS.

• A review of the outstanding games of the hectic 1946 football parade. A cascade of footage of university football blossom forth in all its pre-war splendor.


• Features highlights of the following games: Army-Notre Dame; Southern Methodist vs. Texas; Penn State-Pennsylvania; Princeton; Notre Dame-Purdue; Georgia Tech-Navy; Yale-Columbia; and Columbia-Army.

Touchdown Thrills of 1948. (10 min) 16si—$19.75. Official.

• Highlights of the top-flight games between the 12-Ply team in the season's pigskin parade.


• The top moments that made 1949 an outstanding football year.

Touchdown Thrills of 1950. (9 min) sale—$19.75. Official.

• Pictured in action are the highlights of many of the important games at different colleges and universities in the United States.

Wedge Play. (10 min) sale—$24; rent—$2. Nu-Art.

• The wedge play was long one of the most controversial segments in football. It is described and analyzed by coaches Harry Mehre, Tad Jones, Dick Hanley, and Bill Mundy. The late Howard Jones is the narrator.

West Point Championship Football. (6 rls—10 min ea) sale—$150; rent—$75. Assn.

• The West Point football team, which has gone down in history as one of the most outstanding teams of all time, in action. Films as follows: Iug-Constitution, Fundamentals of Defense, Formations; Single and Double Wing, Fundamentals of Defense, Pass Formations, T-formation. Stars include Glenn Davis, Doc Blanchard, and Johnny Green demonstrates passing, plunging, blocking, kicking, tackling, etc. Produced in cooperation with West Point officials and notable football experts. Narrated by Bill Slater.

Football Parade of 1946. (10 min) rent—$1.50. Davis.

• The great autumn spectacles of the sports world are filmed in exciting highlights from the season's gridiron events.


• Shows the highlights of the best college gridiron games of the season.
Football Today. (28 min) rent—$4 (for non-scholastic showings) Assn; (for scholastic showings) OffS8.  
• Made in Tempe, Ariz., St. Petersburg, Fla., and Dunde, Ill., the film emphasizes the rules of the game. Rulings and interpretations are official and were selected following "case-book" conferences indicating their importance in the coaching and training of young athletes.

Football Thrills of 1913. (10 min) rent—$1.50. GF3.  
• Recorded on this reel are such games as Yale-Princeton and Notre Dame-Northwestern. Highlights collegiate football in 1913.

Football Thrills of 1945. (1 1/2) loan. Emp.  
• Tricky backs scamper through the hole, and the lines on their way to pay dirt as the lens captures some of the outstanding games of the 1945 football season.

Football Up-to-Date. (3 reels) rent—$4. Assn.  
• The fundamentals on which the game is based are covered through motion shots showing the technicalities and controversial points.

Forward Pass. (10 min) sale—$24; rental—$2. Nu-Art.  
• Four coaches demonstrate their methods of teaching the forward pass, emphasizing strategy in the maneuver. Gus Dorais, Mal Stevens, Harvey Harmon, and Al Wittmer collaborated with narrator Howard Jones. Good scenes of intercollegiate play, with slow-motion photography used to good advantage.

The Game of Games. (17 min) rent—$1.50. AmFilms.  
• A pictorial summary of the 1946 Army-Navy classic played in Philadelphia in which the West Point eleven eked out a 21-18 victory by staving off a last-second scoring attempt by a fighting Annapolis team. In winning the 1946 renewal of their annual battle fromie the West, the Cadets stretched their undefeated streak to 28 games.

Grid Rules. (8 min) rent. TFC.  
• Explains modern football rules by emphasizing unusual plays and situations in old and modern games.

Hail Notre Dame. (9 min) 10-year license—$40. RKO.  
• Details the painstaking care which goes into putting together a championship football team.

Hold That Line. (8 min) sale—$50. Skibe.  
• Shows the development of football from ancient Greek games to modern times. Thornton Fisher introduces such great stars as Mel Hein, all-time center, and Sammy Baugh. Good instructive material with a descriptive narration.

Inside Football. (22 min) color; loan. Spalding.  
• The tricks of good football are demonstrated by such famous pro stars as Don Hutson, Sid Luckman, and Sammy Baugh. Good instructive material with a descriptive narration.

Kicking. (10 min) sale—$24; rent—$2. Nu-Art.  
• The memory of Howard Jones, whose U.S.C. teams were such a terror on the gridiron a decade ago, narrates while coaches Harry Kopke, Wallace Wade, Lou Little, and Bill Ingram join forces in defining various techniques of kicking the ball. Slow motion and scenes from collegiate games.

King Football. (28 min) rent—$4 (for non-scholastic showings) Assn; (for scholastic showings) OffS8.  
• This film was shot at the famous Sun Bowl in El Paso, Texas, and emphasizes the rules of the game. Rulings and interpretations are official and were selected following "case-book" conferences indicating their importance in coaching and training young athletes.

Know Your Football. (1 reel) rent—$2. Assn.  
• Dr. Marvin "Mal" Stevens of the New York Football Giants shows, with his crew of football experts, highlights of gridiron strategy.

Modern Football. (28 min) sale. Rental $4: Assn.  
• Today’s rules of football are discussed along with the penalties imposed when the rules are broken.

1917 Army-Navy Football Game. (20 min) sale—$75; rental—$1.50. AmFilm.  
• A slow-motion portrayal of the games high points.

1945 Cotton Bowl Classic. SMU vs. Pennsylvania State College (6 min) rent. Sack.  
• Depicts annual Texas Cotton Bowl Gridiron spectacles played in Dallas, January 1, 1945. Narration by Gordon McLendon.

1919 SWC Football Highlights (25 min) color. Loan. Humble Oil.  
• Highlights the outstanding plays of the 1949 Southwest Conference football games. Rice's last second field goal that beat Texas is featured. Includes Rice's win over North Carolina in the Cotton Bowl.

• Covers the faster action and highlights of the four quarters of the game with the slower moving parts deleted and appropriately bridged over by Jack Brickhouse who narrates the game.

1951 All Star Cleveland Brown Football Game. (26 min) loan. Chgo. Trib.  
• A close-up of the more exciting plays of the game and the slower plays deleted. The game is narrated by Jack Brickhouse. Highlighting the half-time are some shots of the Rangerettes of Kilgore College and the presentation of the award to the most valuable player of last year's games.

Offensive Football. (10 min) sale—$22.50; rental—$2. Bailey.  
• Shows various attacking methods employed and the reasons for every move. Formations, blocking, and the basic fundamentals of offensive football—passing. Also covered: the forward spot, optional, shuffle, overhand forward, and "Statue of Liberty" passers.

Elementary Techniques. (2 parts—16 min each) 16M only: color. Sale—$75; rent—$4. USPHA.  
• Explains fundamental strokes and

Hockey  

Hockey teaching methods in field hockey. The two parts are in sequence but may be used separately.

Ice Cutters. (9 min) 10-year license—$45. RKO.  
• A demonstration of ice hockey staged by the McGill University Varsity.

Ice Kids. (8 min) 10-year license—$40. RKO.  
• An ice kindergarten where youngsters from 11 to 14 practice with the N. Y. Rangers hockey team.

Tactics in Defensive and Offensive Play. (400 ft) 16M only; color; rent $4. USPHA.  
• Presents first a diagram, then the actual play. In defensive diagrams, a defense is left behind with free forward breaking loose with the ball. Offensive plays show the forward drawing the defense to make openings around and in the striking circle. Triangle passes are also included.

The World’s Fastest Game. (10 min) rent. UWF.  
• The technical aspects of the fast-moving game of professional ice hockey are described. The final scene is an actual game in Madison Square Garden. Narrated by Clem McCarthy. An interesting and informative film.

Apply to Listed Sources For These Sport Films  
• Films listed in this revised Sports & Physical Education Film Guide are not available from the Editors or, with few exceptions, from the Athletic Institute. Apply directly to listed sources, shown by abbreviated symbols following the opening titles in each film listing. In many instances these films are also available in educational and commercial film libraries located throughout the country.

In the case of Free Loan films, available from sponsoring firms such as Spalding, Wilson, etc., or commercial distributors such as Association Films, Ideal or Modern Talking Picture Service, return all borrowed prints promptly after the showing. Your cooperation makes it possible for other groups to enjoy the material.
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"Clutch" permits stopping film with picture on screen for "cue" marking. Optical and magnetic sound pick-up, record and erase heads are all positioned together as a unit. Synchronization of sound with picture is easily achieved.

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Sports Film Guide

Bell & Howell
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City ____________________________ County ________ State ______
Golf

Babe Didrikson. (12 min) loan, Wilson. • The greatest woman athlete of them all makes new records in women's golf. Instructional film narrated by Bill Stern.

Randall's Golf Challenge. (21 min) color; loan, CPR, • One of the most scenically beautiful spots in the world also has a famous and difficult golf course.

Basics of Better Golf. (30 min) • loan, Roy Mad. • The object of this film is to help the average golfer improve his game.

Ben Hogan. (9 min) 10-year license—$40, RKO. • A demonstration of the championship form of golfer Ben Hogan.

Byron Nelson. (9 min) 10-year license—$40, RKO. • A famous golfer demonstrates many of his intricate shots.

Craig Wood. (9 min) 10-year license—$40, RKO. • A full-length of tips on form by a famous golfer.

Follow Through. (1 reel) rent—$2, Assn. • Whether you play in the low 80's or specialize in divot-digging, you'll find this film of help.

Fore. (10 min) rent—$7, UWF. • Second of the Johnny Farrell series, this film is designed to improve the golfer student's game, with stress on how to get away from the fairway. Other films included in this four-part package program are: Follow Through, Smooth Approach, and In the Rough.

From Tee to Green. (12 min) color; loan, CTFL. • There are many fine golf courses in Canada, and the camera makes a tour of some of them, traveling from Newfoundland to Vancouver Island.

Golf Doctor. (8 min) loan, Wilson. • Presents Dr. Cary Middlecoff, who gave up a good practice as a dentist to become a professional golf star. Entertaining as well as instructive.

Golf Limited. (9 min) 10-year license—$40, RKO. • This film shows the playing of golf under war-time conditions.

Golf Masters. (8 min) 10-year license—$40, RKO. • Byron Nelson, Cary Middlecoff, Ben Hogan, Ed Dudley, Joe Kirkwood, Billy Moe, and Horton Smith display their golfing techniques.

Golf Mistakes. (10 min) rent: TFC, Assn. • The wrong way and the right way to break 100 on the links. Lawson Little, Jimmy Thomson, and Harry Craig, and Horton Smith are exponents of the "right way." An MGM production for schools only.

How to Break 90 (5 parts of 10 min each) rent: TFC. • Golfers receive advice from Bobby Jones on how to shoot under 90. Individual titles are: The Grip; Down Swing; Impact; Position and Back Switch; and Hip Action.

How to Improve Your Golf. (40 min) color; loan, Roy Mad. • Devoted to improving the average man's golf game.

How to Improve Your Golf. (30 min) color; loan, Roy Mad. • Illustrates the fine points of golfing. Harold "Jug" McSpadden narrates. Entirely different from 40-minute film of the same title.

Joe Kirkwood. (9 min) 10-year license—$40, RKO. • This golfer gives a demonstration of the science behind the game.

The L.A. Open. (9 min) sale; color—$75, B & W—$25, Rent: color—$3.00; B & W—$2.00. • Features outstanding American golfers competing at the Riviera country club in Los Angeles.

Museus and the Lady. (9 min) 10-year license—$40, RKO. • Frank Stranahan and Louise Suggs impart their golf knowledge.

The Nine Red Shots of Golf. (10 min) B & W—$40; color—$85, McGraw-Hill. • Shows what to do about the nine bad shots of golf, demonstrating the "don't do this way" by pro golfers Jimmy Daniel and Leo Diegel. A combination of action shots, slow-motion photography, and "frozen action." "freeze frames" are used to show what is wrong.

Play Better Golf. (16 min) loan, Wilson. • Shows the correct techniques for good shot-making. Gives many pointers in addition to how to use a bocce ball, Mangrum, Jim Ferrier, Sam Snead and Patty Berg.

Play Better Golf—Part II (Advanced). (10 min) 16sd—$9.75, 16sd—$19.75, Official, Wilson. • The champions apply their techniques to overcoming hazards and obstacles likely to be encountered, such as high grass, water hazards, tree blocks and sand traps. Chip shots, putting and selection of clubs are given attention.

Saving Strokes with Sam Snead. (10 min) rent: TFC. • Sam Snead, 1942 P.G.A. champ, uses the driver, the irons, and the brassie as he gets out of "impossible" playing situations. Slow-motion and "freeze" shots are used for the benefit of students. A Columbia production for schools only.

Slamming Sam Snead. (12 min) loan, Wilson. • Sam Snead, in action, demonstrates the fundamentals of good golf so even the beginner can learn the golf swing.

Smooth Approach. (10 min) rent—$1.50, Davis. • Four crack golfers give an expert demonstration.

Tee Tricks. (9 min) 10-year license—$40, RKO. • Golf stunts demonstrated by Joe Kirkwood, Betty Lee Boren and Jeanne Cline.

Tee Up with Patty Berg. (12 min) loan, Wilson. • Popular golf star, Patty Berg, shows how to play good golf.

These Sporting Scots. (1 reel) color—$85; B & W—$3.50, HL, SFI. • Depicts the St. Andrews Golf Club, where the game was born, leeches and rivers with fine fishing, a stag hunt in the Royal Arch, and brawny young men competing in games which grew out of the ancient Scottish wars.

Trouble Shooter. (9 min) 10-year license—$40, RKO. • A presentation of golf techniques by Horton Smith.

35MM FILMSTRIPS

Beginning Golf Series. (4 slideshows) color si—$25.75; sd—$3.30. • This complete packaged unit, including instructor's guide and student pocket book, tells the evolutionary story of golf, explains equipment, explains the fundamentals of form, fundamentals of iron shots and putting and has a cartooned version of general playing rules. Titles: (1) The Game; (2) The Grip, Stance and Swing; (3) The Iron Shots and Putting; (4) The Rules Simplified.

Gymnastics

Advanced Tumbling. (11 min) color—$80; B & W—$40. Coronet. Rent: B & W—$2.25; color—$4.50, 16P. • Advanced tumbling stunts are explained and demonstrated; the low, high, and snap arm-to-arm balance; backward hand springs; round-off to backward hand spring; backward somersault; side leg pitch; two-man toe pitch; forward somersault, etc. Good instruction for students of tumbling.

Beginning Tumbling. (11 min) color—$80; B & W—$40. Coronet. Rent: B & W—$2.25; color—$4.50, 16P. • Regular and slow-motion speeds are utilized as a national tumbling championship. Includes the forward, backward, sideward, and double rolls, the tip-up, headstand, handstand, round-off, cartwheel flip, and other tumbling techniques.

Broomstick Gymnastics. (1½ reels) rent—$1.50, Assn. • The Health and Safety Service has developed a series of physical exercises (with use of wooden dowels about the size of a broomstick) which are demonstrated by three Senior Scouts.

Gymnastics. (10 min) rent: TFC, Assn. • The Amateur Athletic Union champions swing on flying rings, the horizontal bar, and the long horse. Chinning and tumbling methods are illus-
Beginning Tumbling Series. (3 slide-films) color. si—$20; sd—$27.50. Athletic Institute.
- This packaged unit, including instructor's guide and student pocket booklet, treats progressively with 11 tumbling stunts enabling the analyzing of body movements. Nine balancing stunts are shown so that body movements may be analyzed at salient positions of action. Nine doubles stunts and seven mimetic stunts are treated also. Titles: (1) Individual Tumbling; (2) Individual Balancing; (3) Doubles Stunts and Mimetics.

Horses & Horsemanship

Aids and Gaits. (30 min) sale—$46.84. UWF.
- Shows how to control the horse and how to obtain certain types of movement.

Arcaro Up. (9 min) 10-year license—$40. RKO.
- The camera goes behind the scenes for a glimpse at the life of the famous jockey, Eddie Arcaro.

The Bauer Girls. (8 min) 10-year license—$40. RKO.
- The story of the Devon Horse Show.

Big House Rodeo. (8 min) 10-year license—$40. RKO.
- The famous rodeo held at the Huntsville, Texas, prison under the sponsorship of the Texas Prison Commission.

Bronco Busters. (10 min) color. loan. NFB.
- Pictures: the Calgary Stampede. With a background of western music and song, the film presents cowboys roping, bulldogging a steer, broncho-busting, and taking part in the chuckwagon race.

Caballero College. (9 min) 10-year license—$40. RKO.
- A portrayal of a Chilean Cavalry School from which come one of the world's best horsemen.

Calgary Cowboy Stampede. (10 min) 16si—$9.75; 16sd—$21.75. Castle.
- Skilled riders participete in roping, bulldogging and other riding events, including a chuck-wagon race, at the famous Calgary Stampede in Canada.

California's Gold. (29 min) color; loan. HollywoodTurf.
- The story of horse racing in California is presented, also explaining how the state helps support some educational institutions in the state.

Calm Rift. (9 min) 10-year license—$40. RKO.
- A trip through the Calmet Farm—one of America's finest breeding farms of thoroughbreds.

Canadian Roughriders. (8 min) 10-year license—$40. RKO.
- The Calgary Stampede.

Cinderella Champion. (9 min) 10-year license—$40. RKO.
- A history of the famous racer, Alisab.

Dressage. (26 min) 16si only; rent—$10 first day, $1 per day thereafter. Littauer.
- Presents most important technical points necessary for different dressage movements. Illustrated are: two tracks, turn on the haunches, pirouette, backing, halt, changes of leads, Spanish walk, passage, piaffe, extended trot, gallop, and extended gallop.

Forward Control. (28 min) 16si only; rent—$10 first day, $4 per day thereafter. Littauer.
- Film deals with the following fundamentals: (1) forward balance instead of collection for field riding; (2) "on the bit" with extended neck; (3) "following arms"; (4) "give and take"; (5) flexions; (6) alignment of horse's body for straight and curved movements; (7) quietness of performance; (8) maintenance of even speed; (9) smooth transitions from one movement to another; (10) nine basic signals.

Forward Schooling. (45 min) 16si only; rent—$15 first day, $5 per day thereafter. Littauer.
- Presents a program of basic schooling beginning with the first longeing lesson and ending with cross-country work and appearance in a show horse.

The Forward Seat. (28 min) 16si only; rent—$10 first day, $4 per day thereafter. Littauer.
- An educational riding film, describing the modern rider's position for hacking, jumping, and hunting. Depicts the unity of the horse and the rider, details of the forward seat, application of forward seat in special cases, and the forward seat in jumping. Ten outstanding riders participated in the production of this picture.

GreenTree Thoroughbred. (22 min) color; loan. Movies, U.S.A.
- Filmed against a background of Kentuckian beauty, this film recounts the story of a thoroughbred racehorse and the men who work so hard to develop champions. A longer, professional version of the film includes scenes of a mating and birth of a colt.
Horseman ship:

Harness Racers. (9 min) 10-year license—$40. RKO.
• Scenes of trotting and pacing champions in action at famous race tracks.

Here Comes Malicious. (10 min) sale.
Finney.
• Training of the race-horse Malicious is shown at stables in Pasadena. Includes also scenes of the horse's victory in the $100,000 handicap at Tanforan track near San Francisco.

Historic Horsemanship. (10 min) color—$75; B & W—$17.50. HFF.
• Albert Ostermaier and his Lipizzan stallion exhibit 'dressage riding as it has been taught in the Spanish Court Riding Academy of Vienna for 600 years.

The Horse and Its Relatives. (1 reel) B & W—$40. Coronet.
• A horse family album. Shows the social and economic significance of the members of the family as well as their most characteristic habits and appearances.

Horses Can Take It. (26 min) color.
Sale—$220.
• All breeds of horses are featured in the annual Mervied to Mariposa endurance tour. Eighty miles are covered in two days over California's old stage coach roads.

Horse's Gaits. (15 min) sale—$35. CCL.
• Produced by the Horse Association of America, this film shows clearly the difference in the gaits of horses, specifically—Tennessee Walking Horses, Standard Pacer and trotters, American Saddle Horses at the stepping pace and rack, jumpers over fences, and race horses at full run.

How to Teach Position. (43 min) 16si only; rent—$15 first day, $5 per day thereafter. Littauer.
• Presents a method of teaching a position which combines: unity of horse and rider; non-abuse of horse; rider's security; and aids ready to control quickly, efficiently, softly.

Hurdle Hoppers. (9 min) 10-year license—$40. RKO.
• Taking the jumps at the Army Cava rly Training School at Fort Riley, Kansas.

The Jockey Club. (2 reels) color; loan. Assn.
• Filmed in the Genesee Valley in upper New York, this film shows the thoroughbred, breeding that makes the thoroughbred and the importance of horse breeding to New York farmers.

Jumping and Cross Country Riding. (43 min) sale—$38.75. UWF.
• Shows bold riding as essential to successful cavalry operation.

Kentucky Derby Story. (16 min) sale—$80. McGraw-Hill.
• Behind the scenes at the Kentucky Derby as the horses are trained for the big race. Film tells story of the long hard hours of work that must go into the preparation of this show.

Kentucky Royalty. (9 min) 10-year license—$40. RKO.
• Scenes from the breeding grounds of the royalty of the race-horse world.

Kingdom for a Horse. (10 min) sale—$30. Skibo.
• A vivid story of the race horse family, showing all kinds ofgshoeflesh from thoroughbreds to almost-extinct fire horse, including brones, trotters, jumpers, race horses, etc.

Life of Seabiscuit. (15 min) rent—$3. 1dp.
• A dramatic presentation of the life story of one of the greatest money-winners of all time, Seabiscuit, from colt days to final triumph on the track.

Mounting and Military Seat. (30 min) sale—$87.50. UWF.
• Shows the effects of poor seat on both horse and rider.

Pampa's Paddocks. (9 min) 10-year license—$40. RKO.
• Scenes of horse racing in Chile and Argentina.

Perry Mansfield Horsemanship Training Course. (45 min) 16si only; color. Rent—$8. P-M.
• In three parts, this film covers complete care of horses: bridling, saddling, riding, shoeing, rodeo, gymkhana events, pack trips, etc.

Polo Pony. (9 min) 10-year license—$40. RKO.
• Shows the technique of training a polo pony.

Pride—The Saddle Horse. (11 min) sale—$50. EBF.
• How Prince was trained from his days as a colt to his three-year-old prime by a horse breeder. He learns to walk, trot, and canter, and eventually appears in a horse show. A good synopsis of the methods of training, with numerous horses in the film.

Quarter Horses. (9 min) 10-year license—$40. RKO.
• Scenes of horse racing with the great quarter-mile champions of the cattle country.

Racing Day. (8 min) 10-year license—$40. RKO.
• Behind the scenes at Hialeah Park, Florida.

Reading and Riding. (9 min) 10-year license—$40. RKO.
• A portrayal of reading and riding combined at a school for boys in southern Arizona.

Ride 'Em Chico. (9 min) color—$75; B & W—$17.50. Official.
• A dramatization of a Mexican boy who wanted to be a "Charro," an expert horseman, who rides in splendid ceremonial regalia, and performs skillful feats on horseback.

Ride 'Em Cowboy. (12 min) 16si—$21.75; 16si—$9.75; Castle. Rent—$1.50. GFS.
• Rodeo adventures and thrills of the old West, with champions demonstrating the tricks of riding backing broncos and outraged steers. Roping, trick riding, bull dogging, and bronc busting.

Riding High. (10 min) 16si and 80;
• color; loan. CPRR.
• Scenic scenes of Assiniboine is approached by horseback through the Canadian Rockies.

Saddle Starlets. (9 min) 10-year license—$40. RKO.
• Depicts junior riders performing at the Devon, Pennsylvania, Horseshow.

Saddling and Bridling. (24 min) sale—$30.84. UWF.
• Instructions on blanketing, saddling, and bridling.

Seabiscuit. (25 min) loan. Stdoil.
• The training and racing of the great horse, Seabiscuit.

Silks and Sulkies. (11 min) color; loan. NFH.
• The thrill of harness racing on Prince Edward Island, with a glimpse behind the scenes at the training of a colt for this sport.

Steed and Steers. (9 min) 10-year license—$40. RKO.
• Depicts rodeo, trick roping, bronc riding, bull dogging and calf roping.

Steelplacser. (9 min) 10-year license—$40. RKO.
• A portrayal of techniques used in the training of jumping horses.

Supplying Exercises. (16 min) sale—$22.13. UWF.
• Shows how to condition muscles and parts of the body in riding.

Trail Riding through the Clouds. (29 min) 16si only; color. CPRR.
• Riding with the Trail Riders from Castle Mountain to Twin Lakes, Egypt and Larix Lakes, thence to Banff.

United States Olympic Riders of 1918. (55 min) 16si only; rent—$15 first day, $5 per day thereafter. Littauer.
• Film covers schooling for all three equestrian classes: individual dressage, the Three-Day Event and The Prix Des Nations (team jumping). Contains information about the winners requirements for all classes and describes many dressage movements.

Hunting

Aim for Safety. (17 min) color; loan. Astana.
• Hunting safety. Includes suggestions about equipment and clothing, and details on the care and handling of guns.

Black Ducks and Broadbills. (15 min) rent—$3.50. FS.
• Long Island's bays and inlets furnish some of the best duck shooting in the eastern United States. Eltinge Warner and friends show skill in hunting black duck and broadbill from a blind. Shots of Labrador retrievers from icy waters and thick brush.

Blue Geese. (9 min) color—$85; B & W—$32.50. HL SFI.
• Film was photographed at the winter feeding grounds of the blue goose. Includes several kills. Interesting pictures of strange vehicles used to cross the treacherous marshes of southern Louisiana.

The Beaver Family. (14 min) 16si only; loan. CTFL.
• A picture of the late Grey Owl and his beavers, filmed in Riding Mountain National Park, Manitoba.

The Beaver People. (1 reel) 16si only; loan. CTFL.
• The first of a series of films showing the late Grey Owl, well-known naturalist and writer, with his beavers, Jelly Roll and Rawhide.

Return all films promptly: all free loan and rented films should be returned soon as possible after showings so other groups may benefit.
WildLife.

The camera follows a group of Cree and Chipewa Indians as they hunt caribou. They move with the herds and at the same time trap the smaller animals of the forest and streams.

Caribou Hunters. (18 min) color. Rent—$6; sale—$150. NFBO.

The camera is set for a young animal of the Fraser River area in British Columbia. Deer, moose and bear are featured.

The evening campfire after a day in the field hunting big game.

His Majesty, the Black Mallard. (10 min) 16si only—$20; rent—$3. H.L., FS.

The black mallard, one of the most cunning of the bird species, is photographed in his Long Island habitat as the hunters and dogs wait cautiously in their blinds.

Hunting and Fishing in Siberia. (20 min) 16si only; color; loan. Quebec TB.

The episode of a business man who goes into the Siberian hunting country of the Soviet Union. Good photography. A plentiful array of game parades before the camera. Titles in French and English.

Hunting the Puma. (17 min) color; loan. F & W Serv.

The capture of a young lion and the treeing and shooting of a large killer is depicted in this film, explaining the necessity for controlling the number of these predators.

Hunting with Bow and Arrow. (18 min) color—$225; B & W—$75. Cornell.

Andy Vane, explorer and archer, stalks the jaguar, deer, beaver, wildcats and wolves in the wilds of Tampico, Mexico.

Hunting without a gun. (10 min) 16si only; loan. CTFIL.

The camera catches deer, moose, grizzly bear and other animals of the wild in Canada's National Parks.

Indian Hunters. (10 min) 16si—$8.75; 16sd—$17.50, SFI.

Two modern day Indians scout new hunting grounds for their tribe. They track moose and hunt new fishing grounds as they move through the Canadian north country.

Mallards over Texas. (15 min) rent—$3.50. FS.

The ducks are plentiful in the Texas Panhandle as the hunters build their blinds and rig their stools in preparation for shooting. A two-year-old Chesapeake retriever almost steals the show with excellent hunting behavior.

Nimrods in Duck Land. (1 r) 16si only; rent—$1.50; sale. IntF.

Exciting shots of duck hunting on the upper St. Lawrence River.

Nova Scotia Woodcock. (8 min) 10-year license—$40. RKO.

Hunting the elusive Woodcock at Yarmouth, Nova Scotia.

On the Wing. (1 reel) rent—$3.50. FS.

A goose hunt is shown from start to finish. Includes slow motion shots of geese in flight.


Amid the inspiring scenes in the Rockies, there is a thrilling mountain lion hunt. This vacation in the saddle continues with a pack trip and there is a real rodeo showing how the experts do it.

Palmetto Quail. (15 min) B & W; rent—$3.50. FS.

A hunting trip in southeastern Florida with Editor Eltinge Warner of Field and Stream as guest on a quail hunt. These palmetto-studded lowlands are a favorite range of the bob-white quail, and the broom straw and cabbage palmettos give him plenty of odds. Sequences in fast gun handling and "cutting" the dogs loose.

Pere's of the Jungle. (20 min) rental. BGIC.

A hunting expedition in the Belgian Congo—action keynotes the proceedings in the capture of the famous Okapi.

Phesant Fever. (9 min) color—$8.5; B & W—$3.50. H.L., SFI.

Describes the habits of the pheasant. Portrays the thrill of following the rising bird in the gunsight. Shows the training of a young dog in field work.

Pheasant Galore. (25 min) color; loan, MTFS.

Pheasant shooting in South Dakota. Hundreds of targets are shown at once. Youthful enthusiasm and experienced maturity are combined in the characters, Old "Safety Joe" and Dick.

Sandbar and Playground. (1 reel) 16si only; color; loan, CTFIL.

Holidays in Elk Island National Park, Alberta, are illustrated, with views of the national buffalo herd, bird life, scenic drives, and various forms of recreation at Sandy Beach on Aston Lake.

Prairie Wings. (25 min) color; loan. StDoil.

Studies ducks and geese in the duck-hunting country of Grand Prairie, Arkansas.

Silvertip, She Say Socko. (10 min) color; loan. WCC, MTFS.

The Canadian wild with deer and moose centered in the hunter's sights. The camera catches the hunter, the moose, and the mood.

Slow Motion Quail. (15 min) rent—$3.50. FS.

Hunters bag their quota of bob-white quail at the South Carolina "Longlands." Plenty of shooting and plenty of birds. Slow motion photography illustrating the rise and flight of the birds. Show that those brown spots you see before your eyes when quail shooting are really birds.

Stalking Big Game. (10 min) 16si only; loan. CTFIL.

Scenes of Rocky Mountain sheep and goats, black bear and caribou in the northern part of Jasper National Park, Alberta, are obtained by a big-game hunter armed only with a camera.
Hunting Films:

Stalking Big Game in Montana. (9 min) color—$85; B & W—$32.50.

Two Montana youngsters make a game of determining how close they can get to dangerous beasts of the wilds. They approach to within a breath of the big horn sheep, the pronghorn antelope, moose, mule deer, and elk. Finally, they get too close to a grizzly bear which charges the boys in a thrilling sequence.

Texas Quail. (15 min) rent—$3.50.

Quail hunting in the Texas Panhandle region. Features flushing, shooting, and retrieving with the dogs—always in sight. Slow motion and close-ups show the dogs working in perfect partnership.

Texas Redhead. (8 min) 10-year license—$40. RKO.

Duck hunting near the Gulf of Mexico.

Health & First Aid

Attitudes and Health. (1 reel) rent: B & W—$2.25; color—$4.50. 16P.

• The importance of self-confidence and right attitudes in relationship to good health is dramatized.

Cleanliness and Health. (1 reel) rent: color—$4.50; B & W—$2.25. 16P.

• Through the use of photomicrography, the existence of dangerous tiny organisms all around us is demonstrated, and the importance of cleanliness to good health is soundly established.

Dental Health: How and Why. (1 reel) rent: B & W—$2.25; color—$4.50. 16P.

• Presents a dramatic review of what research and experimentation have done to promote better dental health for the American public.

Exercise and Health. (1 reel) color—$1.00; B & W—$50. Coronet.

• Intended to show students that the right kind of exercise will go a long way toward making them healthier, happier, and more apt to succeed in any undertaking.

Food that Builds Good Health. (1 reel) rent: B & W—$2.25; color—$4.50. 16P.

• Intended to teach young people the relation of good health to the foods they eat and exactly what those foods are.

Fun that Builds Good Health. (1 reel) rent: B & W—$2.25; color—$4.50. 16P.

• Intended to have a direct effect on the play activities of children, the film presents a variety of choices of recreation in terms of good times and good health.

First Aid (Wounds and Fractures). Sale—$50; rent—$2.25. EBF.

• Stresses the importance of training and practice in gaining a knowledge of first aid. Describes, in a dramatized sequence, the proper procedures in caring for an injured person from time of injury until medical aid arrives.

First Aid Filmettes. Sale (complete set, magazine and arm) $75; filmettes only—$50. EBF.

• Features six common types of injuries or disabilities and the approved first-aid techniques. Each filmette, of approximately ninety seconds duration, demonstrates the approval American Red Cross techniques by the best flushed and won. Filmed in the New England countryside in collaboration with Dr. Roy Chapman Andrew.

Why Not You? (10 min) 16si only; loan—Quebec TB.

• A Canadian nature film featuring the hunting and fishing facilities at Kipawa. Good camping scenes as well as fishing and hunting in the Canadian woods.

Whistling Wings. (20 min) color. Loan. WCC, MTPS.

• A duck and goose hunting panorama that will interest all audiences. Thousands of ducks and geese in flight.

Wild Fowl in Slow Motion. (9 min) color—$85; B & W—$32.50. HL, SFI.

• Photographed and directed by Richard Borden, this film is a study in grace and beauty, made possible by slow-motion pictures. Illustrates flights from take-off to landing, feeding, nesting, and concealing.

Woodcock Parlor. (15 min) rent—$3.50. FS.

• The unpredictable woodcock is a difficult target for the hunter. Film demonstrates how he is best flushed and won. Filmed in the New England countryside in collaboration with Dr. Roy Chapman Andrew.

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First Aid on the Spot. Sale—$50; rent—$2.25. EBF.

• Features six common types of injuries or disabilities and the approved first-aid technique. Provides demonstrations of caring for wounds, burns, and shock; of splinting, controlling bleeding, and of administering artificial respiration.

First Aid Habits. (1 reel) rent: B & W—$2.25; color—$4.50. 16P.

• Stresses the importance of eating slowly, chewing foods thoroughly, avoid excessive sweet foods, especially between meals, and why children should eat what is served to them at mealtimes.

Handle with Care. (14 min) color; loan. Aetna.

• Concise, up-to-date treatment of practical first aid, demonstrating correct treatment for fractures, wounds, burns, bleeding and shock.

Healthy Lung. (1 reel) rent: B & W—$2.25; color—$4.50. 16P.

• Shows the part of the breathing mechanism in contact with the air—the windpipe, larynx, bronchiol tubes.

Small air tubes and the tiny air sacs—and demonstrates how the exchange of waste products for oxygen takes place.

Hear Better: Healthy Ears. (1 reel) rent: B & W—$2.25; color—$4.50. 16P.

• In animation sequences, the structure of the ear is detailed and the actual process of receiving air vibrations and transmitting them into "sounds" is shown. General information on how to take care of the ears is presented.

How to Avoid Muscle Strain. (15 min) sale—$60; rent—$3.50. Bray.

• Muscle strains—and ways to avoid them—are explained with animated drawings. Also describes various types of hernias and where they may occur.

Human Body. (9 min) color. Sale—$4.16. IAP.

• Explains why man's body is his most important possession, stressing the body's need for fresh air and a variety of foods in providing strength and energy.

Improving Your Posture. (1 reel) color—$100; B & W—$50. Coronet.

• Shows major areas of the body by which posture is controlled and demonstrates what good posture is. Stressing relaxation, self-diagnosis and correction, the film is intended to overcome individual posture faults rapidly.

1 Never Catch Cold. (1 reel) rent: B & W—$2.25; color—$4.50. 16P.

• Presents a health program and teaches prevention and care of colds in a persuasive manner.

It Doesn't Hurt. (1 reel). Rent—$2.25. 16P.

• Demonstrates proper care of teeth.

Joan Averts a Cold. (1 reel). Rent: B & W—$2.25; color—$4.50. 16P.

• The need for cooperation of teacher, parent, and school health authorities to reduce colds among school children is stressed in this film.

Let's Have Fewer Colds. (1 reel). Rent: B & W—$2.25; color—$4.50. 16P.

• Simple practices can reduce substantially the number of colds we get each year and this film points out these habits.

Posture and Exercise. (10 min) sale—$50; rent—$2.25. EBF.

• How posture, both good and bad, affects the muscles, the nervous system, and peripheral circulation. Diagrams are used for clarification. Also presented are corrective exercises and good posture habits to be used for improved health.

Posture for Police. (22 min) 16si only; rent—$1. Iowa.

• Good posture pays tangible dividends. It aids in carrying weights, in conserving energy, and in impressing the right people at social gatherings. These points are portrayed in a convincing manner.

Posture Habits. (1 reel). Rent: B & W—$2.25; color—$4.50. 16P.

• Develops posture consciousness and motivates the cultivation of good posture habits in the growing child.

Rest and Health. (1 reel) color—$100; B & W—$50. Coronet. Rent: B & W—$2.25; color—$4.50. 16P.

• Centered around a student who is
burning the candle at both ends, the film points out the value of rest and sleep and their beneficial effect on every daily activity.

See Better: Healthy Eyes. (1 reel) Rent: $1.00. U.S. Navy for the WAVES. The film presents various exercises for keeping in good physical condition.


Illustrates explanations given in textbook of the same name. Teaches mobilization techniques for learning the active exercises.

Physical Fitness Program. (25 min.) sale—$31.57. UWF.

A U.S. Navy-produced film showing how a sailor exercises and the manner in which these exercises apply to his duties aboard ship.

Play the Thing. (15 min.) 16mm only: loan, U.W.F.

An instructive film for the use of parents and teachers, showing how useful, inexpensive, and safe playthings may be made at home. Also illustrates the development of muscular coordination through the use of various types of play equipment.

Noises. (10 min.) rent—$7. UWF.

Stresses the importance of poise to the athlete. A variety of sports events are used to demonstrate the meaning and the value of poise. Other subjects included in this four-part film package are: Big Leagues, Sport Aces, and Big League Baseball.

Rhythmic Exercises. (1 min.) sale—$45. rent—$2.50. Bailey.

Presents a series of rhythmically integrated exercises performed to music by a group of junior high school boys. Exercises are broken down into basic elements and demonstrated in slow motion action.

West Point Winners. (4 min.) 10-year B/W at $49. RKO.

Depicts the West Point physical training program along with some sports.

Your Friend, the Doctor. (1 reel)

Rent: B & W—$2.25; color—$4.50.

Helps children to understand some of the functions of the doctor in their lives and acquaints them with "doctors" in the neighborhood.

33-MM SLIDE FILMS

Health Adventures, (9 slide films in 2 parts) color. Complete kit: $54; individual slides: $6.50, JH.

Nine slide films showing the human body works and why health rules are important. Titles: Part I: You're Healthy; Part II: Your Health at Work; Part III: Your Health in the Home; Part IV: Health and Mileage; Part V: Your Body; Part VI: Your Heart and Lungs; Part VII: Sleep and Rest.

Rifley

Aim for Safety. (17 mm) color: loan. Astor.

Stresses the need for care and common sense in the handling of guns while shooting. Emphasizes proper safety procedure: in addition to making helpful suggestions about equipment, clothing, care and handling of weapons.

The Big Shoot. (8 min.) 10-year license—$59. RKO.

The biggest trap shooting meet held in the world.


Includes a series of demonstrations in technique by national rifle champions. The first reel covers nomenclature: sighting and aiming. The second—shooting position. The third—firing. The fourth—sight correction. The fifth—making sight corrections. The Sixth—proper technique for proper handling, shooting position, and trigger squeeze are some of the fundamentals described.

How to Shoot the Rifle. (10 min.) sale—$60. NRA.

Explains and illustrates all factors necessary to properly handle a rifle.

Kentucky Rifle. (10 min.) Barr.

An historical setting placed in frontier background describes the history of Kentucky rifles, their use in the preparation of shot, etc. The film also tells how this muzzle-loading piece was an important factor in the winning of the West.

The Trapshooter. (24 min.) 16mm: $32.00: 16pl. SSSC, N.S.C.

Traces the development of the young boy as he is trained by his elders to handle firearms with care and caution. Shows the National Rifle Match at Camp Perry with such champs as Ned Lilly, Dick Shugart, and Thurman Handle in action.

Pistol Bullettes. (21 min.) rent—$1.50. C.L.P.

Shows instructions in pistol and revolver shooting including positions, grip, trigger squeeze and all the important points in hand gun shooting.

Sniper's Safety. (16 mm) color—$89. SSSC.

Here is advice from experts on all phases of rifle handling: from the formal procedure of the target range to the proper method of crossing fences and carrying a gun in a car.


Fundamentals of shotgun shooting: shotgun handling, proper grip, load, and alignment demonstrated by Vic Benders, noted shooting champion.

Trigger Happy Harry. (21 min.) color—$1.50. N.S.C.

"Trigger Happy Harry" does everything with a gun that should not be done, but manages to survive with patient instruction.

Physical Education

Army Sports. (10 min.) loan. Army.

Outlines the Army's sports program, showing how it stimulates physical and mental well-being among the troops.

Everyone a Winner. (25 min.) sale—$25 rent—$10 for 10 days. (Free loan through agents.) Zurich.

Illustrates the value of competitive sports in aiding people to get the greatest benefit from recreation.

Fit for Tomorrow. (5 min.) sale—$20: rent—$1.50, NFB.

Shows how the Canadian recognized fitness and recreation as a major concern of the nation and how it has been organized under the National Fitness Act to do something about it. It compares the limited conditions prior to the national plan with conditions of the present to show the effects of physical fitness planning.

Fit to Win. (10 min.) rent. TFC.

Through physical fitness men can achieve body and mental prosperity. A great variety of athletic champions perform conditioning exercises to prove conclusively that body fitness is something that can be used and trained with effort. A Columbia production for schools only.

Make Up From the Neck Down. (19 min.) sale—$25.00. Castle.

Produced by the U.S. Navy for the WAVES. The film presents various exercises for keeping in good physical condition.

Things may be made at home. Also illustrates that the development of muscular coordination through the use of various types of play equipment.

Poise. (10 min.) rent—$7. UWF.

Stresses the importance of poise to the athlete. A variety of sports events are used to demonstrate the meaning and the value of poise. Other subjects included in this four-part film package are: Big Leagues, Sport Aces, and Big League Baseball.


Presents a series of rhythmically integrated exercises performed to music by a group of junior high school boys. Exercises are broken down into basic elements and demonstrated in slow motion action.

West Point Winners. (10 min.) 10-year B/W at $49. RKO.

Depicts the West Point physical training program along with some sports.
Soccer

The Great Game, (23 min) sale—$55; rent—$2.50, BIS.
• Everywhere in Britain you will find athletes playing Association Football, sometimes called soccer. A popular international amateur and professionals explain football tactics and help young enthusiasts to put the lessons learned in theory into practice; on the field. Shows vividly the skill of the players and the excitement and enthusiasm of the crowds attending the final games of the Football Association Cup competition.

How Russians Play, (18 min) sale—$65; rent—$3.50, Int.
• Though Russian people have different sports interests than Americans, they are every bit as enthusiastic. Soccer and the interesting game of Gorodki are shown, plus a sequence on International Youth Day, with great crowds watching the sports festival.

King Soccer, (9 min) rent. TFC.
• A sport travelog in which a soccer game in Buenos Aires is featured, with outstanding plays filmed in slow motion.

Soccer for Girls, (10 min) color—$80; B & W—$40. Coronet. Rent: B & W—$2.25; color—$4.50, IdP.
• The basic fundamentals of the game of soccer for girls are portrayed in slow motion and close-ups. Drills and passes are explained as are the various types of traps. Produced under the supervision of Miss Marjorie Fish of New Jersey State Teachers College at Trenton.

Soccer—The Universal Game, (11 min) sale—$55, H-P.
• To introduce Americans to the sport of soccer, this film demonstrates with action shots and animation sequences the fundamentals and techniques of the game.

Softball

• Produced in cooperation with Look Magazine, this slide film illustrates the basic skills involved in pitching, fielding, and batting. Drives home the necessity of team play. Printed commentary supplied.

Softball for Boys, (1 r) B & W—$50; color—$100. Coronet. Rent: B & W—$2.25; color—$4.50. IdP.
• Every motion photography is used to analyze the individual player skills, and the principles of team play are developed in actual game situations. Emphasis is placed on pitching techniques.

Soft Ball Champions, (15 min) 16s; color. Sale—$69; 16s—$75. Rogers.
• Championship girls' softball team plays champion men's team of Orange County, Calif. Includes closeups of pitching and general field play.

• Demonstrates the techniques of batting, throwing, pitching, running bases and fielding. Junior-high school girls are used to illustrate the individual techniques of play.

Softball for Girls, (1 r) B & W—$80; color—$100. Coronet. Rent: B & W—$2.25; Color—$4.50, IdP.
• Studies the fundamental softball skills of pitching, fielding, batting and running the bases as they are demonstrated during the last inning of a girls' intramural game. Each player's individual skill and coordinated team play is pointed out.

Softball Pitching, (15 min) 16s only. Trans.
• Teaches winning form for softball pitchers. Team composed of outstanding girls players demonstrates. Produced in cooperation with Women's National Section, and the American Association for Health, Physical Education, and Recreation, a division of the National Education Association.

Swimming and Diving

Advanced Swimming, (10 min) sale:
• The better-than-average swimmer is taught to correct the common faults of swimming with emphasis on body alignment, breathing, and arm action, etc. Supervised by Fred Cady, USC swimming coach. Narrated by Ken Carpenter.

Aqua Aces, (9 min) 10-year license—$50. Assn.
• Patty Aspinall, Betty Beis, Nancy Merki, Brenda Helser and other women swimming champions put on aquatic performances.

Aquatic Artistry, (1 r) rent. TFC.
• Harold Smith, Olympic champ, demonstrates the basic dives with artistry. Slow motion makes this film valuable for instruction. An MGM production for schools only.

Aqua Queens, (9 min) 10-year license—$40. RKO.
• Marilyn Bamber, Marion Pontacq, Brenda Helser and Helen Crenkowith Morgan, four of the country's top-flight women swimmers, demonstrate that championship form which wins swimming and diving titles.

Back to Life, (6 min) color; loan. Aetna.
• Shows proper method of applying artificial respiration to revive victims of drowning, gas poisoning and electric shock.

Beginning Swimming, (10 min) B & W—$22.50; color—$30; rent—$22. Bailey.
• Fred Cady demonstrates his famous swimming-teaching techniques by showing the basic fundamentals of swimming to a 10-year-old child.

The Breaststroke—Sidestroke, and Underwater Breathing, (12 min) sale—$15.75. UWF.
• Demonstrates the conventional breaststroke, timing the strokes, and the kick.

Champ Champ, (10 min) color—$75; B & W—$17.50. HPE.
• Diving and swimming exhibition by Sammy Lee, Marjorie Gestring and other Olympic stars.

Champion Maker, (9 min) 10-year license—$40. RKO.
• Charles L. Swan of Indianapolis teaches the creation of aquatic champions.

Crawl Stroke, (8 min) sale—$10.50; UWF.
• A demonstration in the art of swimming the crawl stroke, with slow motion shots under water.

Diving Dynasty, (8 min) 10-year license—$40. RKO.
• Ohio State University's diving team and how they gain their success.

Diving Fundamentals, (10 min) sale—$22.50; rent—$22. Bailey, Davis, Assn.
• Good diving, as taught by Fred Cady.
Tennis

**Advanced Tennis.** (10 min) sale—Official, Bailey. Rent: BFS, Bailey.
- One of the all-time greats of the racket game, Bill Tilden, demonstrates the more complex features of the game of tennis with splendid footwork, smash, service, and the net game.

**Australia vs. United States.** (20 min) sale—$7.50; rent—$1.50, AmFilms.
- Presents the 1947 challenge round Davis cup tennis matches.

**Beginning Tennis.** (10 min) sale—$22.50; rent—$2, Bailey.
- Bill Tilden introduces a high school boy to the rudiments of tennis.

**Court Craft.** (9 min) 10-year license—$40, RKO.
- Bill Tilden, Vincent Richards, Karel Kozeluh, George Lott and Bruce Barnes, top-flight tennis players, demonstrate the high points of the game.

The Fundamentals of Tennis (20 min—sale—$50, Films, Inc. Rent: Assn.
- Featuring Donald Budge, film deals with basic principles of playing sound tennis.

In the Center Court at Wimbledon. (22 min) rent—$5, AmFilms.
- Presents the English tennis tournament played at Wimbledon. Jack Kramer and Margaret Osborne receive trophies from the King and Queen of England.

Intermediate and Advanced Tennis. (15 min) 16mm only; sale—$25; rent—$3, Rogers.
- Featuring Mary Arnold, this film is designed for instruction of improvement in the play of any tennis enthusiast. Shows correct techniques for advanced players.

**Mix Troubles.** (9 min) color—$75: B & W—$25. Rent: color—$3.50; B & W—$2.81, CH.
- Mickey Rooney, Archy Gardner, Walter Pidgeon, Sarah Cook, and Pauline Betz are featured in a tennis novelty newsreel.

1947 Davis Cup Tennis Matches. (20 min) rent—$1.50, AmFilms.
- Shows the high points of the five matches played between Australia and the United States at Forest Hills, Long Island, much of the film being in slow motion.

Tennis training begins in young years.
Tennis Films:

1919 Wimbledon Championship. (20 min) loan. Slazengers.
- Top ranking tennis players at Wimbledon. Slow motion shots enable the viewer to study different techniques as well as court strategy.

Technique of Tennis. (9 min) rent. TFC.
- Demonstration of elementary techniques such as forehand and backhand grips, routine shots, and service. Footwork, timing, and net play are also illustrated.

Tennis for Beginners. (15 min) sale—$25; rent—$5. Rogers.
- Demonstrates correct grips for service, backhand, and forehand drives as well as stressing the volley. Technique of group teaching is explained.

Tennis for Beginners. (11 min) color—$75; B & W—$19.75. Official.
- Bill Tilden shows a boy how to play tennis. Each step is carefully explained, and the film is completed with the beginner and the expert playing a game.

Tennis by Contrast. (10 min) color—$75; B & W—$17.50. Rent—$5.50. TFC.
- Sarah Cooke, Pauline Betz, Les Stoeften, Bobby Riggs, Don Budge, Fred Perry and others in exhibition matches.

Tennis Rhythm. (9 min) rent. TFC, Assn.
- An account of Bobby Riggs' capturing the national tennis title at Forest Hills. Scenario then turns to Riggs' school for tennis where he shows the correct techniques of play. A Columbia production for schools only.

Tennis Tactics. (10 min) rent. TFC, Assn.
- Fred Perry exhibits the top-notch tennis for which he is famous. The short placement, sustained relays, the serve, the spin, and other technical aspects are shown. An MGM Pete Smith Specialty for schools only.

Tennis Technique. (9 min) color—$75; rent—$5.50. TFC.
- Pauline Betz, the great United States champion, is shown in court action. Sequences on group instruction technique and player training.

Technique of Tennis. (9 min) rent. TFC.
- Lloyd Budge, brother of Don Budge and prominent tennis instructor, puts his methods of instruction into pictures, demonstrating the backhand and forehand grips, service, and various types of stroke. A Columbia production for schools only.

Top-Flight Tennis. (10 min) color.
- Sale: B & W—$17.50; color—$75. TFC.
- Features highlights of matches played by Sarah Cooke, Pauline Betz, Les Stoeften, Bobby Riggs, Don Budge, Fred Perry, and others.

U.S.L.T.A. Don Budge Film. (51 min—5 reel) 16mm only; rent—$10. U.S.L.T.A.
- The great Don Budge in slow motion demonstration of form and strokes. Normal and slow-speed depiction of 1935 Davis Cup Challenge Round and National Championship play. Shots illustrating racket grips, service swings, backhand drive, volleys, footwork. Such stars as Budge, John Bromwich, Bobby Riggs, Adrian Quist, and Alice Marble in action.

USLTA "Loop" Films. 16mm only; six "loops." Sale—$12. USLTA.
- Slow-motion loop instruction films showing tennis strokes demonstrated by Don Budge. Each loop film shows one stroke in slow motion: service, forehand drive, backhand drive, forehand volley, backhand volley and overhead smash. Each film being a continuous loop, a stroke may be shown over and over again.

BEGINNING TENNIS SERIES
35MM FILMSTRIPS

Beginning Tennis Series. (5 slidefilms) color si—$30.90; sd—$41.75. Athletic Institute.
- A packaged unit including instructor's guide and student pocket books. Tells how tennis evolved and explains the object and procedure of play, fundamentals of the forehand drive, the backhand drive, the slice service and interprets the playing rules. Titles: (1) The Game; (2) The Forehand Drive; (3) The Backhand Drive; (4) The Service; (5) The Rules Simplified.

Table Tennis

Table Tennis. (10 min) rent—$1.50. UWF, Assn.
- Ann Sigman, Sol Shiff, and Stanley Fields give a well-rounded exhibition of this fast-moving game, beginning with the grip and choice of paddles and ending with advanced strokes and strategies. Descriptions of grip, service, push shots, spin shots, return, footwork, etc.

Table Tennis. (12 min) rent. TFC.
- An expert demonstration of both the singles and doubles game, handled with a comedy theme. There are demonstrations of the grip, footwork, fundamental strokes and strategy of the game.

Most 16mm Films are Sound Subjects; make sure you have access to sound motion picture equipment before applying for 16mm sound films so noted in these listings.

Track and Field

The Broad Jump. (11 min) sale—$40. Coronet. Rent—$2.25. 16P.
- Produced under the supervision of Dean Cromwell, renowned track and field coach of the University of Southern California, this film tells of the techniques necessary for acquiring skill in the broad jump. Various methods for training are studied. The hop, step, and jump is also explained.

The Broad Jump. (1 reel) sale—$45; rent—$3. UWF.
- Controlled speed—timed and co-ordination—development of legs and torso—mobility of pelvis and hips—one, two, three style—foot role—single and triple air stride—soft versus hard takeoff—arm position.

Championship Form. (1 reel) sale—$22.50. SF1.
- Jesse Owens, Earl Meadow, and other great Olympic stars set world's Olympic records.

Courses de Haies. (22 min) loan. AF Films.
- Development and techniques of foot obstacle races since 1886 are demonstrated, using slow motion, stop and reverse motion to examine the form and style of outstanding French athletes running the 110 meter.

Dashes, Hurdles, and Relays. (22 min) sale—$85; rent—$45.
- The 100, 200, and 400-meter dashes are studied in the first reel, with emphasis on starting techniques through judicious repetition. The second reel is devoted to the hurdles and the relays, with explanations on the passing of the baton, the distinction between short and long relays, and the various types of winning form in the hurdle events.

Decathlon Champion. (10 min) rent. TFC.
- Glenn Morris, the 1936 Olympic decathlon champ, trains on the farm and in college for his greatest athletic test, the Olympic Games in Berlin. Many scenes are actual shots of the Olympics, including the 1500-meter race in which Morris cracked the Olympic decathlon record. For schools only.

Discus. (11 min) sale—$45; rent—$3. UWF.
- Shows the proper grips, finger roll, heel of the thumb pressure, hip snap, etc., along with the principle of centrifugal force.

Distance Races. (11 min) sale—$50; rent—$2.50. EBF. Rent—$45.
- Distances from 1000 to 10000 meters are races for the distance runner. This film discusses these races, stressing the different techniques required for a top-notch distance runner as contrasted with a sprinter. The steeplechase is also pictured. Slow-motion shots make for a comprehensive treatment of the subject.

Distance. (11 min) sale—$45; rent—$8. UWF.
- Shows the importance of style and touches on the development of stamina, controlled tension, forward knee flex, correct automatic stride and other important factors.
The High Jump. (11 min) sale—$49. Coronet. Rent: B & W—$2.25, IDP.
- An analysis of the form required to clear the high-jump bar, with the side roll and the belly roll demonstrated by experts. Approach, tactics, and turning up of the body are discussed. Also includes the application of high-jumping techniques to the high hurdles. Filmed under the supervision of Dean Cromwell, track and field mentor at U.S.C.

The High Jump. (11 min) sale—$45; rent—$3. UWF.
- Shows coordination of arm and leg action, proper approach, and demonstrates the belly roll or straddle and western style, body lean and reverse, etc. Boyd Comstock, Yale. UCLA and Olympic coach, served as technical consultant.

The Hurdles. (11 min) sale—$45; rent—$3. UWF.
- Demonstrates the basic hurdling styles, body balance, rear hip and leg action, correct clearance and adaptation of styles to varying physiques.

The Javelin. (11 min) sale—$45; rent—$3. UWF.
- The four-page catapult throw, preliminary run, concluding stride, throwing stance, etc., are demonstrated.

Jumps and Pole Vault. (11 min) sale—$50. Rent—$2.50. EBF.
- The problem of the most difficult arts to master in all sportspersons, is illustrated in regular and slow motion with occasional "freezes." The hop, step, and jump is also described as is the running high jump and the running broad jump. Dean Cromwell of USC, Brutus Hamilton of California, and Lawson Robertson of Pennsylvania cooperated in production.

Middle Distances. (11 min) sale—$45; rent—$3. UWF.
- Sprinting techniques—ball of foot running, automatic stride, pendulum and bicycle stride, strides, counter balanced arm action, push drive, and kneeing for position.

N.C.A.A. Track and Field Meets. (Length as indicated) 1941 only; loan.
- Annually the outstanding collegiate track and field stars of the nation meet in the National Collegiate track and field meet. The following are included: 1938 (four reels); 1939 (two reels—color); 1941 (two reels—color—duplicated in black and white); and 1946 (two reels). The track and field meet from the University of Southern California team that dominated intercollegiate circles for such a long period of time are shown in action, as are the performers from the University of Illinois and other great track and field squads.

The Pole Vault. (8 min) sale—$50. Coronet. Rent: B & W—$2.25, IDP.
- An authoritative demonstration of pole vaulting technique. Filmed under the supervision of Dean Cromwell, collegiate track and field coach of the 1936 Olympic champs in the vault. Earl Meadows and Bill Setton.

Pole Vault. (11 min) sale—$45; rent—$3. UWF.
- Running action, proper grip, selection of pole and other basic vaulting principles are shown. Also western and eastern styles.

Record Breaker. (19 min) 10-year license—$40. RKO.
- Greg Rice, Leslie MacPhall, Gil Dzand and Cornelius Warner dam star in the Drake Relays of 1941.

The Relays. (1 min) sale—$45; rent—$3. UWF.
- Demonstrates the visible pass, blind pass, right and left exchange, merging of runners' speed, proper baton grips, relay starts, underhand action, cup style, overhead sprint, pass, the fly-scoop and the necessity for team-work and practice.

Shot Put. (11 min) sale—$45; rent—$3. UWF.
- Control of tension, finger and hand grip, finger and wrist snap, foot position, etc., are shown along with styles adapted to various physiques.

- A fascinating new sport involving cross-country running in which a special compass is used to guide the participants.

The Sprints. (22 min) sale—$60; rent—$6. UWF.
- Impact style and natural stretch style, synchronization of leg and arm action, starting techniques, etc., are demonstrated. Also included is the sprint—individual—of the 100 and 220-yard dash.

Track and Field Series. sale—$45 per reel. $475 for series: UWF.
- Regular, slow motion and stop photography are used in this film in a demonstration of various techniques used. Includes: Sprints, Hurdles, Pole Vault, Middle Distances, Discus, Shot Put, Javelin, High Jump, Relays, and Discus.

Weight Events. (11 min) sale—$50. Rent—$2.50. EBF.
- The hammer throw, the shot put, the discuss, and the javelin, are handled in detail with slow-motion shots for clarification. Thoroughly discusses form, leg action, posture, and balance.

United World Track and Field Series—1947. (11 titles, 11 min each) sale—$45 each; rent—$3 each. Sale for entire series—$435. UWF.
- Demonstrates fundamentals of track and field events: training exercise for each event and correct form for various types of individuals. Series includes: sprints, hurdles, pole vault, middle distances, distances, shot put, javelin, high jump, broad jump, and relays.

Volleyball

Play Volleyball. (20 min) sale—$55; rent—$3. Assn.
- An educational film explaining the rules and techniques applicable to volleyball. Narrated by Bill Slater, ace sportscaster, it presents a study of serving, passing, receiving, blocking, setting, up, etc. Slow motion and "zoom" shots emphasize the various techniques.

Volleyball for Boys. (11 min) sale—$40. Coronet. Rent: $2.25. IDP.
- Informative explanation of rules and their applications when local conditions demand changes. In slow motion and normal speeds; instruction in spiking, defense, serving, and volleying is presented in detail.

35MM FILMSTRIPS

- A complete training package including instructor's guide and student manual. A total of 266 frames. Offers a library of the game's detailed equipment and basic playing rules for both men and women. A step-by-step explanation and demonstration of the basic playing skills of volleyball are included.

Ten titles: (1) The Game; (2) The Rules; (3) The Pass and Set-Up; (4) The Attack.

Wrestling

Keep Fit Through Wrestling. (10 min) sale—$45. Hofbarg.
- Serious discussion and demonstration of wrestling as a sport, performed by great champions. Versions in German and Spanish are available.

Mat Men. (16 min) 10-year license—$40. RKO.
- Billy Sheridan, Lehigh University famous wrestling coach, puts his men through their training routine.

N.C.A.A. Wrestling Meet. 16 min only: B & W. Lease.
- A series of two films featuring outstanding National Collegiate Athletic Association wrestling meets during the past decade. The following are included: 1933; 1936; 1940 (four reels); 1941 (four reels); 1942 (four reels); and 1946 (six reels).

Scrambled Legs. (10 min) 16 min—$3.50. €2.50. Official.
- Brutal blows and holds of the Wrestling arena are portrayed as the camera takes a look inside wrestling gyms as junior muscle men. Terrible Tessie the lady wrestler and the real professional bouts.

Wrestling. (Series of six reels) rent: $1.25 per reel; series of six—$7.50 each. Sale—$20 each. Assn.
- Pictures highlights of single and double matches in present-day techniques with many famous defense and holds. Titles are: Giants of the Mat; Grips and Groans; Made-up Men; Modern Gladiators; Through the Ring; and Sports Fun.

Wrestling Thrills. (10 min) 16min—$4. 75: $2.50. Official.
- The wrestling ring is the scene of titanic struggles between wrestlers who tear their hair and pound their chests. Roughhouse comedy for an audience. Wrestlers strut their stuff, too.

Sports Film Guide
Winter Sports

America Takes to Skis. (10 min) rent—$7, UWF.
- How skis are manufactured is illustrated. How constant practice and a study of skiing fundamentals can produce a good skier. Other titles included in this three-part film program are Skiers and Snow Capers.

Au Carrefour des Pistes. (20 min) loan, FNTO.
- Narrated in French, the film depicts skiing at French winter resorts and illustrates French ski techniques.

Avalanches to Order. (17 min) color; loan, USFS.
- Portrays activities of the National Ski Patrol, Forest Service snow ranchers and Winter Sports Association in predicting and controlling avalanches. Narrated by Lowell Thomas.

Barbara Ann Scott. (12 min) color. Rent—$3, NYU.
- Skiing champion Barbara Ann Scott in three of her best-known numbers: Rhythm, Tropical, Alice in Wonderland, and Ave Maria.

Basic Principles of Skiing. (40 min) rent—$3, NYU.
- A comprehensive pictorial discussion of the popular winter sport. The care and adjustment of equipment is thoroughly handled, as are the techniques of jumping, turning, ascending, descending, walking, and running. Slow motion is utilized to clarify the finer points.

Beauty and the Blade. (9 min) rent. TFC.
- Barbara Ann Scott in some of the graceful and spectacular gyrations which won her the Olympic figure skating championship.

Big Bromley Ski Area. (25 min) color; loan. Big Bromley.
- Shots of skiing at Big Bromley also include many of the areas skiing facilities. (Available East of Miss. only.)

Canadian Snow Fun. (8 min) 10-year license—$40, RKO.
- Skiing at Banff National Park.

The Cliff Hangers. (11 min). Rent—$1.50; sale: B & W—$30; color—$75, NFIB.
- Over a gleaming ice field and up steep cliffs of bare rock the camera follows members of the Alpine Club of Canada to stand at last on a never-before-climbed peak in the Canadian Rockies.

Crystal Flyers. (9 min) 10-year license—$40, RKO.
- Portrays scenes of skiing with the Swedish Ski Patrol.

Daredevils on Ice. (10 min) 16sd—$21.75; 16sd—$9.75; Castle. Rent: GFS.
- Hair-raising shots of varied winter sports with the experts deliberately courting disaster. Skiing, ice-skating, bob-sledding performers go through incredible stunts.

Fifth Winter Olympiad. (30 min) color—$200; B & W—$57.50, Cine-Tele.
- Presents Switzerland's fifth Olympic winter games in which 29 nations are represented competing in winter sports.

Frozen Fun. (8 min) 10-year license—$40, RKO.
- Skiing in Sun Valley, Lake Placid, Mt. Tremblant in Canada and the famous Kandahar Run.

High Powder. (22 min) color; loan. CPRR.
- Within a fifty-mile radius of Banff in the Canadian Rockies is a scenic ski terrain unsurpassed for skyline touring, open downhill runs and powder snow.

Holiday on Skis. (22 min) color; loan. Yosemite.
- Depicts the winter beauty of Yosemite Park along with facilities for winter sports lovers.

Hot Ice. (1 reel) sale—$22.50, SFI, Vesco, Davis.
- Training of a young hockey player—from ice pond to Madison Square Garden.

How to Ski. (11 min) Skibow, Assn., BFS.
- An instructional film designed to explain the rudiments of skiing. Slow-motion shots clarify the all-important knee action required for successful performance. Two methods of going up hill, gliding, and snow-pow trials are described. Ed Thorgerson narrates.

- A demonstration of speed, style and tricks by world champion ice skater Irving Jaffee. The champion gives lessons to a beginner and an amusing comedian, Joe Flop, adds a light touch.

- Ice skating with champions cutting complicated figures in graceful motion. Figure skating and speed skating are included, as are dance interpretations and stage spectacles.

Ice Rescue. (5 min) sale—$12.50, BSA.
- Senior Scouts at Amherst, Mass., go through the ice at temperatures varying from ten to twenty degrees above zero. Demonstrations of methods of ice rescue are shown. Made in cooperation with Health and Safety Service and State College of Massachusetts.

Ice Skippers. (9 min) 10-year license—$40, RKO.
- Lake Winniehago in Wisconsin provides the scene for some good ice boating.

Ski thrills re-acted on the screen

An Introduction to the Art of Figure Skating. (11 min) rent—$1.50; sale—$30, NFIB, Int.
- Fundamentals of figure skating, demonstrated by Barbara Ann Scott. Shown are the bracket, the rocker, the counter, the loop, and advanced school figures such as the back double three, change double three.

La Haute Valle. (20 min) loan. FNTO.
- Illustrates the building of a ski lift in the Alpine Mountain region of France and shows many skiing scenes. Narrated in French.

A Nation of Skiers—Parts I and II. (50 min) sale—$150; rent—$12, FON.
- Swiss skiing techniques are illustrated, showing positions of the body, knees, legs, and ski by use of charts and drawings. Part I: preliminary training; Part II: advanced skill.

National Ski Patrol. (23 min) 16sd, only; rent. NSPS.
- Outlines primary objectives of the National Ski Patrol System. The Patrol, whose members are required to have completed an advanced course in first aid and winter sports, is shown applying splints, improvising a ski sled, and using first aid equipment.

Olympic Pre-View. (66 min) color. Rent—$15, Hughes.
- Deals with the 1948'9 Olympic Ski Trip—preliminary competitions and final selection. Narrated by Lowell Thomas, scenes from the film are set in Aspen, Colorado; Alta, Utah; and Sun Valley, Idaho.

Olympic Winter Thrills. (10 min) 16sd—$9.75; 16sd—$19.75, UWF.
- Features great amateur sports experts competing on ski, bob-sled and skates at Switzerland's 1948 Olympic games.

Ontario Winter Holiday. (18 min) color; loan. CTFL.
- Skiing by novice and expert, with scenes of other winter sports: skating, dog sledding, skijoring and winter carnival events.

Ordal by Ice. (1 rt) sale—$30; rent—$1.50, Int.
- Remaarkable shots of the training of ski troops in the Canadian Rockies.

Parallel Skiing. (9 min) 10-year license—$40, RKO.
- A demonstration of parallel skiing in the Laurentian Mountains of Quebec.

Play in the Snow. (11 min) sale—$50; rent—$2.50, EBF.
- Three children engage in such winter play activities as coasting, skiing, and building snowmen. Picture emphasizes safety and health factors desired for snow-and-ice recreation, such as appropriate clothing.

Rhythm on Blades. (10 min) rent. TFC, Assn.
- Granland Rice Sportlight. Skiing stars and potential stars demonstrate "rhythm on blades." Gustav Lussi puts on some of his championship pupils through their paces. Among these are Barbara Jones, Aileen Seigh, and Olympic champion Richard Button.

Skating Fantasy. (10 min) color—$85; B & W—$32.50, HL, SFI.
- Three skaters dance interpretations, tropical rhythm. Alice in Wonderland and Ava Maria are performed by Barbara Ann Scott.
Skating Lady. (9 min) 10-year license —$40. RKO.
• Champion skater, Gretchen Merrill, demonstrates skating championship form in figure skating.

Ski Champion. (9 min) 10-year license —$40. RKO.
• Rudolf Rominger, three times world champion skier, stages a breath-taking demonstration of fine skiing.

Ski Chase. (24 min) Hoffberg, Int.F.
• European best skiers perform precarious stunts in Alpine peaks with thrills and comedy intermixed. Features Hannes Schneider, world-famous skiing expert.

• World-famous French skier, James Couttet, demonstrates the French ski technique in downhill, sideslipping, Christiania and other maneuvers. Couttet utilizes drawings to show correct positions. Narration is in French.

Ski Flight. (10 min). Rent. TFC.
• Otto Lang demonstrates six fundamentals of skiing, using the Alberg technique of the Hannes Schneider system. Long shots and close-ups.

Ski Gulls. (9 min) 10-year license —$40. RKO.
• A display of top skiing form by America's best skiers.

Ski Holiday. (9 min) 10-year license —$40. RKO.
• Breath-taking scenes of skiing in the Swiss Alps.

Ski Master. (9 min) 10-year license —$40. RKO.
• Hannes Schneider demonstrates his skiing techniques while teaching students in New Hampshire.

Ski Novice. (9 min) color—$85; B & W—$29.50. HL, SFI, rent: Assn.
• Illustrates skiing from a novice's point of view. Emphasis is equally divided between comedy provided by beginners and the "know-how" of proper skiing. Directed and photographed by Dr. Frank Howard.

Ski Pilot. (10 min) Vesco.
• Skiing performances. Instructive sequences plus humorous incidents on "how not to do it." A Grantland Rice Sports Production.

Ski Pro's Holiday. (16 min) color; rent. Telefilm.
• A musical score alone, without aid from a voice track, heightens the excitement of this picture of four professional skiers going through a breath-taking run at Banff National Park.

Ski in Quebec. (20 min) color; loan. Quebec TB.
• Exhibits parallel skiing, the French technique of Henri Orellier, Olympic champion. This same technique is the one taught at Quebec skiing schools.

Ski Revels. (10 min) Castle, Davis.
• Skiing is fun. Highly instructive portions on the fine arts of training, jumping, stopping, and remaining erect. Exciting skiing scenes with horse and automobile. European ski troopers, and distance jumping.

Ski Safari. (9 min) color—$85; B & W—$32.50. HL, SFI.
• Expert skiers follow the sport from Sun Valley to Yosemite National Park and Mount Lassen. Slalom races, cross-country races, and championship jump-are all recorded. Directed by Dr. Frank Howard.

Ski Skill. (10 min) loan. NFB.
• Shots of various ski maneuvers— from the easiest to the difficult. Demonstrations by an expert of the snow-plow, the sideslip, the Christies, and the Ruade. The camera records a party of skiers on a day in the Laurentian hills including a famous skiing film sequence. Sequences of jumping, cross-country, and down-hill run.

Ski Techniques for the 1950's. (10 min) color. Sale—$75; rent—$25. Howard.
• Basic skiing techniques are demonstrated in the scenic Sugar Bowl. Includes all techniques approved by the Western Association of Ski Instructors.

Ski Trails. (9 min) 10-year license —$45. RKO.
• Shows men and women skiing champions plus action by the Army Ski Troops.

Ski Thrills of Norway. (10 min) 16si—$9.90; 16sd—$81.50. NuArt.
• Complex skiing maneuvers such as Christiania and Immellmann turns are demonstrated by professional skiers.

Ski Tips. (22 min) color; loan. Aetna.
• Tells the story of safe skiing practices for experts and novices alike and portrays the work of the National Ski Patrol System. Shows examples of all classes of skiing, filmed at Franconia Notch, New Hampshire.

Ski in the Valley of the Saints. (20 min) color; loan. NFB.
• Instructors in skiing from Switzerland, Czechoslovakia, Austria, Norway, and Canada demonstrate their skill. Winter sports in the Laurentian hills are depicted throughout this film. Scenes are shot by a party of skiers are included.

Ski Wings. (11 min). Rent. Telefilm.
• Featuring the famous Eng brothers, this film deals with the fundamental skills of skiing and includes some excellent shots taken by skiers. Photographed at Alta, Utah, the cast also is made up of students from the University of Utah.

Skifully Yours. (23 min) color; loan. Ford.
• The Sun Valley, Idaho, winter resort provides a setting for skiing demonstrations by Olympic stars.

Skiing is Fun. (22 min) color; loan. Yosemite.
• "How to ski" as taught in the Yosemite Ski School is the subject of this instructive film.

Skiing on Your Feet. (9 min) sale—$30; rent—$30.50. Hoffberg.
• The film demonstrates confidence through the examples of fearless youngsters. Scene views and proficient instruction by experts. Photographed in the Tyrolean Alps. Narration by Andre Baruch.

Apply Directly to Sources: for all films listed in these pages, apply directly to the keyed sources appearing at the end of these listings and designated by abbreviations following each film title.

Skyline Skiing. (11 min) color; loan. CPRR.
• Where the powder snow lies deep in the mountainous area around Louise and Banff in Canada, skiing is at its best, as here portrayed.

Slalom. (67 min) sale—$390. Hoffberg.
• A full-length German production with skiers and bobsledders hurtling down the St. Moritz slopes in Switzerland. Such stars as Hannes Schneider are in action in this artistically-filmed production.

Snow Eagles. (9 min) 10-year license —$40. RKO.
• Sun Valley, Idaho, provides the setting for some championship skiing.

Snow Hills of Quebec. (10 min) 16si only; color; loan. CPRR.
• Skiing through the snow in the Laurentian hills near Quebec. Photographed in natural color.

Snow Thrills. (10 min) 16si—$81.50; 16sd—$9.75. Castle. Rent: GFS.
• Breath-taking shots of daredevils as they hurtle along in a four-minute- per-hour clip on bobsleds. Scenes of skijoring behind horse and auto.

The Song of the Ski. (18 min) color; loan. NFB.
• Skiing in the Laurentians, Quebec, at Huntsville, Ontario, and in Jasper National Park. The commentator repeats Wilson MacDonald’s “Song of the Ski,” fitting each line to the swift motion on the screen.

Sun Valley Holiday. (26 min) color; loan. CPR.
• Illustrates skiing facilities in Sun Valley, but also stresses other activities to attract non-skiers to the famous vacationland.

Sun Valley Ski Chase. (feature-length) 16si—$9.75; 16sd—$9.75. NuArt.
• One skier, who is the hare, followed by the other skiers, who are the hounds, leads them on a breath-taking chase with jumps, turns, slalom and speed, demonstrating Sun Valley’s glistering ski trails.

Sunshine Skiing. (15 min) 16si only; color; loan. CPRR.
• Color shots of proficient skiers as they take to the snow in Sun Valley.

Swiss on White. (11 min) 16sd—$17.75; 16si—$8.75. NuArt.
• St. Moritz, popular Swiss winter resort, is the locale for demonstrations by Sonja Henie and other professionals in a winter carnival. Ski jumping and bobsledding are included. Narration by Don Bedoe.

Winter Setting. (9 min) 10-year license—$40. RKO.
• A variety of winter sports scenes from Sun Valley, Idaho.

Winter Sports. (10 min) Official. Assn. Rent. CPR.
• A variety of sports such as bobsledding, tobogganing, ice-skating, and snow-trotting are to be found in Canada during the winter months.

Winter Wonderland. (12 min) sale: $149.50. Castle, Assn.
• The National Parks and Forests of America are among the world’s most celebrated winter playgrounds. This film will take the audience from the Alleghenies to the Rockies in what is a rousing winter-recreation assignment. Produced by the U.S. Department of Agriculture.
Other Sport Interests

Dancing

The American Square Dance. (1 reel) color—$100; B & W—$50. Coronet. Rent: B & W—$2.25; color—$4.50. fig.

• With orchestral accompaniment, an experienced caller and a narrator explain the positions and teach such fundamental steps as the swing, allemande grand right and left, promenade, do-si-do, and others.


• Demonstrates the two basic fox trot and waltz steps, with three simple variations to send even the beginner off to a dancing start.

Fencing

Sword Soldiers. (9 min) 10-year license—$40. RKO.

• West Point cadets get instruction in heavy saber, dueling sword and foil fencing.

Techniques of Foil Fencing. (15 min) color—$24.50; color—$1. UWF. Rent—$40. RKO.

• With world’s champion Helene Mayer demonstrating with inimitable skill, a good explanation of the sport of fencing is brought forth in this film, including and ending with actual fencing bouts, the picture is designed to instruct the student in the positions, thrusts, parries, and lunges which comprise the art of fencing. Various attacks such as coups, straight thrust, and disengaged are also demonstrated.

Flying and Gliding

Big Race for Little Wings. (20 min) loan. Goodyear.

• Cleveland’s 1948 air races are recorded on film.

Cloud Chasers. (9 min) 10-year license—$40. RKO.

• The Army Air Force Glider School demonstrates the building of gliders and the making of glider pilots.

National Air Races. (20 min) loan. U.S. Rubber.

• Review of the precision and stunt flying as well as competitive events held in 1946 at Cleveland’s National Air Races.

Pylon Dusters No. 2. (20 min. color; loan. KenRef.

• Cleveland’s 1948 National Air Races are recorded here. Features contested races, the winners and their planes.

Silent Wings. (9 min) 10-year license—$40. RKO.

• A picture of the sport of gliding.

Sport of Flying. (1 reel) sale—$21.50. Hoffberg.

• Explains the basic principles of flying. Thrilling stunts are demonstrated by an expert.

Horseshoes

Horseshoes. (10 min) rent. TFC.

• The popular sport of pitching horseshoes, demonstrated with Ted Allen, world’s champ, tossing ringers with precision. A Grantland Rice Sportlight for schools only.

Horseshoe Pitching. (9 min) 10-year license—$40. RKO.

• A demonstration of horseshoe pitching put on by both men and women champions.

Jai Alai


• Jai Alai, a sport that has been often termed “the fastest game,” an art about which a great majority of the American public is unfamiliar. Imported from Spain, it is gradually winning a degree of popularity. This film presents an account and explains the rules. Close-ups and slow-motion shots are included.

Jai Alai. (12 min) sale—$24; rent—$2. Assn.

• Entertaining and informative documentary concerning the fast and dangerous game of jai alai. Shows players in action, explaining the type of equipment. Training of the players is also emphasized.

Mountain Climbing

Climbing the Peaks. (10 min) TFC.

• Photographed in the Colorado Rockies, this film portrays the dangerous sport of mountain climbing and shows special equipment needed, together with its use.

College Climbers. (9 min) 10-year license—$40. RKO.

• A part of the physical education curriculum at Western State College is mountain climbing. Here are shown students climbing the Colorado Rockies.

Conquest of the Alps. (2 hrs) sale—$60.00. A.F. Films.

• Thrilling sequences of mountain climbing, depicting men’s conquest of the Swiss Alps.

Daredevils of the Alps. (20 min) sale—$60.00. A.F. Films.

• Mountain climbers and a camera crew climb more than 13,000 feet to conquer five straight-walled granite peaks around Mont Blanc.

La Meije. (20 min) loan. NF.

• An historical account of mountain climbers who have attempted to climb La Meije. Narrated in English.

Mount Blyeua. (19 min) color; rent. Telefilm.

• Mount Blyeua in the Canadian Rockies is successfully assaulted by a band of mountain climbers. They make use of pack horses and skis as well as their feet. Training of the players is also emphasized.


• Records the first scientific conquest of Mount McKinley.


• The camera follows a rock climbing explorer unit as it climbs up a sheer peak in Arizona. There is also an explanation of the kind of equipment they use.

Cradle of Champions. (10 min) rent. TFC.

• This sportlight is devoted to the training of youngsters in various sports including football, boxing, track and riding.

See Number Four. (10 min) rent—$1.50. Davis.

• French and American super tanks. A boxful of monkeys make a barrelful of fun. Glide to high moutains, twinhill by human cannons.

Sport Almanac. (10 min) Vesco.

• A compilation of sporting events as featured in the Grantland Rice Sportlight.


• Fishing; pole-vaulting; rapid-shoot, outboard racing, and steeplechasing are several of the highlights of this film which presents sequences of action and thrills.

Sport Thrillers of the Year. (10 min) 16sd—$21.75; 16sd—$9.75. Castle.

• Numerous highlights from the world of sports, presented in an exciting and dramatic fashion.

Sports Antics. (1 reel) sale—$22.50, SFI.

• Water jousting, mountain climbing, a poker derby, and other unusual sports.

Sports Around the World. (1 reel) sale—$22.50, SFI.

• A film of unusual sports. Daredevil racing and football on motorcycles along with boxing and wrestling.

Sports! Best. (9 min) 10-year license—$40. RKO.

• The sports magazine award winners for 1948.

Sports’ Top Performers. (8 min) 10-year license—$40. RKO.

• The winners of the 1948 sports awards.

A Thrill a Second. (10 min) rent—$1.50. Davis, GFS.

• Sensational acts are performed by steel-nerved people in quest of new thrills.

Sport Personalities

Sport’s Golden Age. (16 min) 10-year license—$80. RKO, McGraw-Hill.

• Makes a comparison of the present day champions with those of a generation ago. Presents his knowledge of present-day athletes against his father and his memories of champions of the past, such as Jack Dempsey and Babe Ruth. Shows today’s sports performances compared to performances and the way games were played a generation ago.

Sports Immortals. (11 min) rent. TFC.

• Brief biographies of noted sport figures such as Knute Rockne, Bobby Jones, Red Grange, and Helen Wills Moody.

Sports for Women

Feminine Flashes in Sports. (10 min) sale—$22.50. Bailey.

• The ladies, too, have their champions in many of the events normally dominated by men. Here are excellent shots showing women boxing, bowling, skiing, canoeing, and swimming.

Speedball for Ladies. (1 reel) B & W—$50; color—$100. Coronet. Rent: B & W—$2.25; color—$4.50. IdP.

• Carefully explains player’s positions on the field, rules of the game and techniques in developing team coopera-
tion and individual skills, including kicking, volleying, juggling, passing and receiving.

Lacrosse for Women. Series of 10 Film Loops. 16s; color. Rent: $12.95. USWLA.
- Demonstrates the techniques of lacrosse for the player and coach. Shows the grip, cradling, catching, turning, dodging, picking up a stationary ball; a ball moving away from the player, and a ball coming towards the player: body checking; overarm pass.

Sportsmanship
- Demonstrates not only what good sportsmanship is, but tries to motivate a desire on the part of the individual to be a "good sport" himself. Rent: $5.

- Of interest to physical education classes, this film's story is built around the suspected dishonesty of one member of a basketball team. Deeper aspects of honesty are studied amidst a complex situation.

Travel
Ailsal Tales and Trails. (15 min) color: loan. Assn.
- A picture of cattle, horses and cowboys in round-ups, brandings and cattle shipping, photographed on the great lakes. Castle and Queen's Ranch in Santa Ynez Valley, Calif. Rent: $5.

Banff. Lake Louise. (10 min) rent—$11.50. Castle.
- The grandeur of Canada's playground is illustrated with ski trails, trout pools, and other scenic beauty.

Call of the Kawanathas. (20 min) color: loan. CTFL.
- Many good adventure, sports and fishing shots shown in this film of the city of Peterborough and its surrounding countryside, the Kawanathas Lakes District of Ontario.

Cruise Sports. (9 min) 10-year license—$40. RKO.
- Shipboard deck games such as shuffleboard, swimming, promenading and dancing are shown.

Friendly Invaders. (22 min) color: loan. CTFL.
- Through the Thousand Islands, along the St. Lawrence River and up the St. Lawrence Waterway to Canada's capital city, Ottawa. Fishing, sailing, canoeing and historic scenes of Fort Henry.

Hiking on Top of the World. (15 min) 16s; only: color: loan. CBPR.
- Fishing and hiking in the vicinity of Skyline Hiking near Port Arthur. The Skyline Trail Hikers find it excellent recreation.

Lakehead-Nipigon Holiday. (15 min) color: loan. CTFL.
- Scenes and activities around Ontario Lakes: Fort William and Port Arthur. Fishing, wild life and scenery in the famous Lake Nipigon area.

The Muskoka Story. (30 min) color: loan. CTFL.
- An expedition through Canada's rugged Northland to Hudson Bay takes the holiday-maker off the beaten track. Here the modern explorer is introduced to local wild life: sturgeon, caribou and white whale.

Northern Trails. (15 min) 16s; only: color: loan. SBBC.
- Trip to Ignace, Ontario, and Orangery, Lake, including superb wild life shots.

Northern Wisconsin. (2 reels) 16s; only: color: loan. EXMo.
- Fishing, picnicking and aquaplaning are featured in a day's outing for a family in northern Wisconsin.

Playground of Two Nations. (10 min) 16s; only: color: loan. CTFL.
- Swimming, boating and trail-riding in Waterton Lakes National Park, Alberta, are shown in this film.

Publicity Sports. (9 min) 10-year license—$40. RKO.
- Sand skiing, tubing, speedboating, bicycling, archery, tennis, golf and horse racing are shown in and around Miami.

Shooting Moose with the Camera. (26 min) 16s; only: color: loan. Quebec.
- Scenic beauty of the Laurentides Park of Quebec, Canada, as the moose is hunted down with the lens.

Sports and Seasons. (10 min) loan. NFB.
- Canadian youngsters meet the varying seasons with various types of recreational endeavor: skiing along snowy slopes, backyard hockey, and snowball fights in the winter—marbles, lacrosse, softball, and making maple taffy in the spring—hiking, swimming, canoeing, and sailing in the summer.

Water Sports
Aqua Frolics. (complete edition) 16s; $6.75; 16s—$12.75. Castle.
- Shows Mexican cliff divers in action, surfboard riding, outboard motorboating and a mermaid ballet.

Aquaplay. (feature-length) 16s; $6.75; 16s—$19.75. Official.
- A demonstration of rough-riding ocean sports—surf-skiing, water to.boggling and outboard speedboat racing.

Waterpoise. (9 min) 10-year license—$40. RKO.
- Portrays thrills and techniques of Florida aquaplaning.

Australian Surf Masters. (5 min) 10-year license—$40. RKO.
- Surf board riding, life saving techniques and surf boat racing in the land down under.

Mexican Playland. (9 min) 10-year license—$40. RKO.
- Acapulco, Mexico, sunny playground of the Pacific. Provides the setting for this aquatic sports cavalcade.

Ski Belles. (9 min) 10-year license—$40. RKO.
- Cypress Gardens, Florida, is the stage for a water-skiing exhibition.

Ski Riders. (5 min) 10-year license—$40. RKO.
- Water skiing at Nassau.

Spills and Splashes. (10 min) 16s; $19.75; 16s—$9.75. Official.
- Experts demonstrate exciting water stunts.

Sun Gods of the Surf. (10 min) rent—$1.50. Int'l.
- A demonstration of training and rescue technique staged by the Australian Surf Life Saving Clubs. Shows men and boats battling the great rollers of the Pacific.

Thrills of the Surf. (10 min) sale—$19. EBF.
- Life guards and experts in water sports exhibit the drama of water skiing, surfboard riding, and surf boat races.

- Shows goggle fishing: how underwater scenes are made; an underwater circus: aquaplaning; and Olympic divers.

Waders of the Deep. (8 min) 10-year license—$40. RKO.
- Surf boarding, water ballet and water polo plus other aquatic sports in Florida.

- This film shows how participation in water sports development confidence and skill.

General Interest
Balloon Racing. (12 min) 16s; only: $2. Goodyear.
- Pictures the pilots taking off without knowing where the wind currents will drive their large balloons. All details of the race, from beginning to end, are presented.

Barnyard Skiing. (8 min) 10-year license—$40. RKO.
- Ski-joring over everything but snow.

Death in the Arena. (1 reel) sale—$22.50. SFI.
- Manolete, the greatest bull fighter of them all, meets sudden death when he makes one fatal mistake which ended his career.

Goucho Sports. (6 min) 10-year license—$40. RKO.
- Long film shows the rodeo, the gauchos of the Pampas.

Jumpers. (1 reel) color—$85; B & W—$92.50. HL. SFI.
- An unusual film presenting action shots of a great many of the things that jump in this world. Men, fish, and horses are only a few.
General Interest

Making the Varsity. (10 min) rent. TFCS.
* Provides interesting scenes of the year round sports activities at Yale. Sequences show candidates trying out for the football team on Anthony Thompson Field in the shadow of the Yale Bowl; baseball players practicing; track and field athletes working out on Lapham Field; and swimmers, cardenans and basketball players in action.

Polo Aces. (8 min) 10-year license—$40. RKO.
* Demonstration of the fine points of polo.

* Lucid demonstration of attack and defense methods.

Q-Men. (9 min) 10-year license—$40. RKO.
* Willie Hoppe, Charlie Peterson and Irving Crane, champion pool and bil- liard players, perform.

Ride 'em Cowboy. (10 min) rent—$1.50. Davis.
* All the thrills of a real cow-town rodeo are revealed with a whoopee romp for fun in the rough.

Rolling Rhythm. (9 min) 10-year license—$40. RKO.
* Roller rink champions perform for roller fans.

Rolling Thrills. (8 min) 10-year license—$40. RKO.
* The art of roller skating—includes roller hockey, dancing on skates and the roller derby.

Sports Coverage. (8 min) 10-year license—$40. RKO.
* How sports writers gather their knowledge.

Timing. (10 min) sale—$21. LibFilms.
* Grantland Rice explains the essential element of success in almost every sport—the difficult-to-attain quality of timing.

Wings (over Belgium). (15 min) rental. BGIC.
* One of the most popular sports in Belgium is that of pigeon racing. The contestants are carefully tended and trained. Picture describes the preliminaries and the finals.

Miscellaneous

Water Fun. (10 min) 16sd sale—$21.50; rent—$1.50; 16si sale—$8.75; rent—$1. Vesco.
* Only streets are showered by the spray from water hydrants. Pictures then progress to pools where expert stars illustrate swimming and diving form.

Thrills of the Deep. (10 min) rent—$1.50. UWF.
* An exciting film in which the fisherman fight furious battles with the giant ray, the sablefish, and the dolphin.

Alaska's Silver Millionaires. (30 min) loan. AmCan.
* An industrial film considered to be a very comprehensive treatment on the subject of salmon. Narrated by Father Hubbard, it covers the spawning of the salmon and its life cycle.

* Designed to show by example what a valuable asset an American sports and recreation program is in the development of young men and women toward better health and citizenship. Emphasis on clean sportsmanship.

Play Materials in the Elementary School. (23 min) 16si only; rent—$2. Ballis.
* The children of Riley Elementary School in Muncie, Indiana, are subjects for an experimental course entitled "Play in Education." The youngsters' reaction to supplementary materials and new types of toys is shown in this educational film.

Wild Life Conservation

Alaska's Game and Fur Bears. (15 min) 16si only; color; loan. F & W Serv.
* Shows Alaskan game including Dall's mountain sheep, mountain goats, barren-ground caribou, grizzly bear and brown bear, ptarmigan; Canada, Emperor and Snow geese; black grant, eider and harlequin ducks.

Algonquin Adventure. (25 min) 16si only; color; loan; CTFL.
* A canoe trip through beautiful Algonquin Park, a provincial game preserve.

Animals Unlimited. (2 reels) sale; color—$175; B & W—$60. Rent; color—$86; B & W—$3. Assn.
* Presents animals in their natural states—foraging, fighting, and making a home in Kruger National Park. Among the highlights are: herds of Zebra thundering over the country side, crocodiles fighting in a muddy river, and animals running in terror from a charging lion.

Bear River Refuge. (35 min) 16si only; loan, F & W Serv.
* Species of birds, including nine species of ducks, Canada geese, pelicans, cormorants, gulls, swallows, shorebirds, marsh hawks and burrowing owl are seen at the Bear River Refuge at the north end of the Great Salt Lake bed in Utah.

Bears in Alaska. (1 rl) loan. F & W Serv.
* Grizzly, brown and black bears are pictured in Alaska, showing their ranges, sources of food and the salmon runs.

The Biggest Bears. (1 reel) rent—$3.50, FS.
* Presents the Great Alaska Brown Bear. Historical footage of Alaska Peninsula, probably the largest and most powerful of all carnivorous animals on the earth today.

Buffalo Lore. (1 reel) color—$85; B & W—$82.50. HI, SF1.
* The almost extinct American Bison is studied in this short for entertainment and instruction. Includes the rare White Bison and an awe inspiring battle between two huge bulls.

Fire Weather. (19 min) UWF, sale—$29.95.
* A factual portrayal of the cooperation that exists between the Weather Bureau and the Forest Service. Activities of both departments during hot, dry weather are shown. Has description of how a radio truck is used in the fighting and actual scenes of fires. Most scenes were photographed on the West Coast.

Forests. (1 rl) rent—$1. ANA.
* The most efficient conservationist of them all is the beaver, whose dams check the too-heavy flow of water, pre-

Forest Gangsters. (10 min) sale—$25. LibFilms.
* Professional hunters protect cattle and game by riding the western plains of mountain lions and other killers.

The Forest Ranger. (32 min) sale—$87.25. Castle.
* The forest ranger at work. Some of the many birds that Americans receive because of his activities. A U.S. Department of Agriculture film.

Four Seasons. (32 min) color; loan. NFB.
* A pageant of the year in the Gatineau Park, game sanctuary and holiday playground.

Guardians of the Wild. (10 min) sale. Castle.
* An abbreviated version of "The Forest Ranger."

Haunts for the Hunted. (30 min) 16si only; color; loan. F & W Serv.
* Shows necessary developments for the maintenance of proper wildlife habitats on National Wildlife Refuges. Species of geese, ducks, the rare trumpeter swan and the whooping cranes are depicted.

A Heritage We Guard. (30 min) Sale. Castle.
* Early exploitation for the hides and skins of wildlife is traced. Westward movement of trappers and thoughtless exploitation of land is depicted. Inter relation of wildlife and soil conservation is shown.

Kenai Big Game. (10 min) color—$85; B & W—$82.50. HI, SF1.
* Fine shots of goats, grizzlies, moose, and sheep. The close-ups of sheep and moose are outstanding. Unusual shot of birds, particularly snipe flying in uniform mass formation.

King Chinook. (3 rl) 16si only; color; loan. F & W Serv.
* Shows the life history and migration of the Columbia River salmon. Includes sport and commercial fishing. Shows work of the Fish and Wildlife Service in rerouting the migrations around man-made impediments.

Lower Souris Refuge. (45 min) 16si only; color; loan. F & W Serv.
* Includes a map of the area, reasons for establishing refuge, shows food and cover planting and other developments which go to make up a successfully operated refuge. It shows pheasants, swallows, sora, fletcher, rail, prairie chicken, sharp-tailed grouse, shorebirds, nesting waterfowl, and other birds.
Sources of These Films

Aetna: Aetna Life Affiliated Companies, Public Education Dept., 151 Farmington Ave., Hartford 15, Conn.
AmFilms: American Film Services, Inc., 1010 Vermont Ave., N.W., Washington 5, D. C.
Aml: American Legion, National Headquarters, Indianapolis 6, Ind.
ANA: American Nature Association, 1211 Sixteenth St., N.W., Washington 6, D. C.
Arbogast: Fred Arbogast & Co., Inc., 313 W. North St., Akron, Ohio.
Assn: Association Films, Inc., 317 Madison Ave., New York 17, N. Y.; 79 E. Adams St., Chicago 3; 351 Turk St., San Francisco 2; 1915 Live Oak St., Dallas, Tex.
Athletic Institute: The Athletic Institute, 209 S. State St., Chicago 4.
Ball: Ball State Teachers College, Miss Evelyn Hoke, Muncie, Ind.
BI: Bicycle Institute of America, Inc., 122 E. 12th St., New York 17.
Big Bromley: Big Bromley, P. O. Box 225, Manchester Center, Vt.
Billig: The Billig Clinic for Physical Habitation, Bureau of Audio Visual Instruction, 336 South St., Los Angeles 11, Calif.
BIS: British Information Services, 30 Rockefeller Plaza, New York 20; 39 So. La Salle St., Chicago 3; 316 Sansome St., San Francisco 1, Calif.; 903 National Press Bldg., Washington 4, D. C.
BSA: Boy Scouts of America, 2 Park Ave., New York 16.
CalU: University of California, University Extension, Educational Film Sales Dept., Los Angeles 24.
CapitalFilm: Capital Film Service, 224 Abbott Road, East Lansing, Mich.
CFL: Chicago Film Laboratory, 56 E. Superior St., Chicago 11.
CH: Courneya Productions, 142-148 South Robertson Blvd., Los Angeles 18.
Champion: Champion Spark Plug Co., Sales Dept., Toledo, Ohio.
ChgoTrib: Chicago Tribune, Public Service Office, 33 W. Madison St., Chicago 11.
Cornell: Cornell Film Co., 1501 Broadway, New York 18.
Coronet: Coronet Films, Coronet Bldg., Chicago 1, Ill.

(continued on the next page)
Sources of These Films

CPRR: Canadian Pacific Railway Co., 581 Fifth Ave., New York City, Dept. of Public Relations, Windsor Station, Montreal, Quebec, Canada. Films also available from Canadian Pacific representatives in Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Minn., Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, St. Louis, San Francisco, Seattle, and Washington, D. C.

CTFL: Canadian Travel Film Libraries, 1270 Avenue of the Americas, New York 20; 400 W. Madison St., Chicago 6.

Davis: D. T. Davis Co., 178 Walnut St., Lexington 31, Ky.

D & R G: Denver & Rio Grande Western Railroad, 1531 Stout St., Denver 2, Colo.


Dunne: Bert Dunne Productions, 1322 S. Genesee Ave., Los Angeles, Calif.


Emp: Employers Mutuals of Wausau, 407 Grant St., Wausau, Wis.

EvMo: Evinnude Motors, 4113 N 27th St., Milwaukee 16, Wis.


FNO: French National Tourist Office, Film Section, 1600 Broadway, Room 1001, New York 19, N. Y.


Ford: Ford Motor Co., Film Library, 3000 Schaeffer Road, Dearborn, Mich.; or contact nearest Ford or Lincoln-Mercury dealer.


Gaines: Gaines Dog Research Center, 250 Park Ave., New York 17.

Gateway: Gateway Productions, Inc., 1859 Powell St., San Francisco 11.

GenMo: General Motors Corp., Dept. of Public Relations, Film Section, 3041 W. Grand Blvd., Detroit 2, Mich.; 465 Montgomery St., San Francisco 4.

GenPics: General Pictures Productions Inc., 621 Sixth Ave., Des Moines, Iowa.

GFS: Gallagher Films, Inc., 113 S. Washington St., Green Bay, Wis.; 639 N. 7th St., Milwaukee 3, Wis.

Goodyear: Goodyear Tire & Rubber Co., Inc., Motion Picture Dept., 1141 E. Market St., Akron 16, Ohio; Box 5339 Terminal Annex Station, Los Angeles, Calif.


Hoeffer: Paul Hoeffer Productions, 7954 Santa Monica Blvd., Los Angeles 46.


Howard: Dr. Frank Howard, San Rafael, Calif.

Hughes: Hughes Sound Films, 1200 Grant St., Denver 3, Colo.

Humble Oil: Humble Oil & Refining Co., Film Library, P. O. Box 2180, Houston 1, Texas.

IdP: Ideal Pictures Corp., 65 East South Water St., Chicago, Branches in 26 large cities.

IAF: Institute of Inter American Affairs, 199 Pennsylvania Ave., N. W., Washington 25, D. C.

IntF: International Film Bureau, Inc., 57 E. Jackson Blvd., Chicago 4.

Iowa: State University of Iowa, Bureau of Visual Instruction, Extension Div., Iowa City, Iowa.

Jaeger: Eloise J. Jaeger, Dept. of Physical Education, University of Minnesota, Minneapolis 14, Minn.

JH: The Jam Handy Organization, 2821 E. Grand Blvd., Detroit 11.

KAM: Kiekhaefer Aeromarine Motors, Inc., 660 South Hickory St., Fond du Lac, Wis.

Kraft: Vernon J. Kraft Studios, 210 N. Plankinton Ave., Milwaukee, Wis.


Littauer: Capt. Vladimir S. Littauer, Syosset, Long Island, N. Y.

Mahnke: Carl F. Mahnke Productions, 215 E. 3rd St., Des Moines, Iowa.


MerMo: Contact nearest Mercury Outboard Motor dealer or write to Kiekhaefer Aeromarine Motors, Inc., 660 South Hickory St., Fond du Lac, Wis.


NBBA: National Basketball Coaches Assn., Visual Committee, c/o H. E. Foster, University of Wisconsin, Madison, Wis.
NCAA: The National Collegiate Athletic Association, La Salle Hotel, Chicago 2, Ill.

NFB: National Film Board of Canada, 1270 Avenue of the Americas, New York 20; 100 W. Madison St., Chicago 6.

NRA: National Rifle Association, 1600 Rhode Island Ave., Washington 6, D. C.


NYU: New York University Film Library, 26 Washington Place, New York 3.


OffSS: Official Sports Film Service, 7 S. Dearborn St., Chicago 3.


QuebecTII: Quebec Tourist & Publicity Bureau, 48 Rockefeller Plaza, New York 20.

Rogers: Theodore N. Rogers Productions, 2808-2810 East Slavson Ave., Huntington Park, Calif.


RoyMad: Roy Madison, 123 E. Sixth St., Cincinnati 2, Ohio.

Sack: Sack Amusement Enterprises, Film Exchange Bldg., 308 S. Harwood St., Dallas 1, Texas.

Santa Fe: Santa Fe Railway, Film Bureau, 80 E. Jackson Blvd., Chicago 1. Branch offices in Los Angeles, San Francisco, Oklahoma City, Topeka, Kansas, and Galveston and Amarillo, Texas.

SBBC: South Bend Bait Co., 1108 South High St., South Bend, Ind.

Seismave: Seismave Productions, 17501 Castellammare Drive, Pacific Palisades, Calif.


Spalding: A. G. Spalding & Bros., Inc., 161 Sixth Ave., New York 18; 1137 S. Hope St., Los Angeles; 180 N. Wabash Ave., Chicago 1; 401 N. Broad St., Philadelphia 8, Penn.

Stanolind: Stanolind Oil & Gas Co., Public Relations Section, P. O. Box 391, Tulsa 2, Oklahoma.


Taylor-Friedman: Taylor-Friedman Productions, 937 S. Sierra Bonita Ave., Los Angeles 36.


TFC: Teaching Film Custodians, Inc., 25 W. 43rd St., New York 18. For educational purposes, films may be leased directly from TFC. Rental rates may be obtained from local film libraries.

Tomkpin: Tomkins Films, 101 W. Edgware Road, Los Angeles 26.


TVA: Tennessee Valley Authority, Film Services, Knoxville, Tenn.

UP: Union Pacific Railroad, Film Bureau, 1116 Dodge St., Omaha, Neb.

USFHA: United States Field Hockey Assn., Film Chairman, Helen Bina, 1327 Newport Ave., Chicago 13.

USFS: U. S. Forest Service, Washington 25, D. C.

USLTA: United States Lawn Tennis Association, 120 Broadway, New York 3, N. Y.


USWLA: U. S. Women's Lacrosse Assn., 306 Sixth Ave., Pelham, N. Y.


Western Screen: Western Screen, Inc., 307 Lenora St., Seattle 1, Wash.


YoungAm: Young America Films, Inc., 18 E. 41st St., New York 17.

Zurich: Zurich-American Insurance Companies, 135 S. LaSalle St., Chicago 3.
A NATIONAL DIRECTORY OF VISUAL EDUCATION DEALERS

EASTERN STATES

- DISTRICT OF COLUMBIA
  Brenner Photo Co., 233 Penn Ave. N.W. The complete Photo Dept. Store.

- NEW HAMPSHIRE
  A. H. Rice Co., Inc., 78 West Central Street, Manchester.

- NEW JERSEY
  Slidecraft Co., South Orange, N. J.

- NEW YORK
  Colenil Films, Inc., 50 N. Main St., Homer, N. Y.
  Jam Handy Organization, Inc., 1775 Broadway, New York, N. Y.
  Visual Sciences, 5995H Suffern.

- PENNSYLVANIA
  Jam Handy Organization, Inc., 1930 Penn Ave., Pittsburgh 22
  Karel Sound Film Library, 214 Third Ave., Pittsburgh 22.

SOUTHERN STATES

- FLORIDA
  Norman Laboratories & Studio, Arlington Suburb, Jacksonville 7.

- LOUISIANA
  Jasper Ewing & Sons, 725 Poydras St., New Orleans 12.

- MISSISSIPPI
  Jasper Ewing & Sons, 227 S. State St., Jackson 2.

- TENNESSEE

MIDWESTERN STATES

- ILLINOIS
  American Film Registry, 24 E. Eighth Street, Chicago 5.
  Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.

- IOWA
  Ryan Visual Aids Service, 517 Main St., Davenport.

- MISSOURI
  Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.

- MICHIGAN
  Jam Handy Organization, Inc., 2821 E. Grand Blvd., Detroit 11.

- OHIO
  Academy Film Service, Inc., 2300 Payne Ave., Cleveland 14.
  Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.
  Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2.

WESTERN STATES

- CALIFORNIA
  Association Films, Inc., 351 Turk St., San Francisco 2.

- OREGON
  Moore's Motion Picture Service, 306 S.W. 9th Avenue, Portland 5.

- TEXAS
  Association Films, Inc., 1915 Live Oak St., Dallas 1.
  Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.

- UTAH
  Deseret Book Company, 44 E. So. Temple St., Salt Lake City 10.

CANADA


Some Other Key Films

RETRIEVERS AT WORK (4 min.)
Upper Grades. HS and College
• Here are Labradors, Chesapeake.
Golden and Irish Water Spaniels at work helping their hunter masters.
The 157 camera changes provide a wide range of action in the 400 feet
of film.

SHOOTING AND HOW! (10 min.)
Upper Grades. HS and College
• Vic Reinders, University of Wisconsin professor and champion gunner,
brings out the fundamentals of shotgun shooting: safe handling, fit of gun;
swing, lead and alignment. Reinders was an Air Force instructor in the war.

Recordings on Swimming

SWIMMING INSTRUCTION SERIES (Set of 4)
All classes in swimming.
• Four important phases of swimming are illustrated in slow-motion by Roy
Romaine, European breast stroke champion. Carl Sutton of Picture Post. English picture magazine, did
the recording, which is supplemented by drawings and captions. The titles are: Breast Stroke, Crawl. Butterfly
Breast Stroke, and Back Stroke.

Health and Hygiene

GUARD YOUR HEART (27 min.)
High School, College. Adults.
• Highlighting this year’s campaign of the American Heart Association, the production was
inspired by the teacher evaluation committee of Indiana University’s a-v center for its story
interest, animated sequences and attention to a healthful outlook on life.
The anatomy and functions of the heart and circulatory system are described
in language at the level of the average lay audience and student.

Sources of These Films

Audio-Master: Audio-Master Corp., 341 Madison Ave., New York City
Bray: Bray Studios, Inc., 729 Broadway, New York City 19.
Brandon: Brandon Films, Inc., 200 W. 57th St., New York City.
Kraft: Vernon J. Kraft, 310 Plankinton Ave., Milwaukee 3, Wis.
This is the Symbol—

OF A TRAINED AUDIO-VISUAL SPECIALIST!

MEMBER
NATIONAL AUDIO-VISUAL ASSOCIATION

It identifies the
NAVA dealer—
who can render many Services
for you—WHEREVER you are!

He belongs to NAVA—the long-established nation-wide organization of audio-visual dealers. His NAVA membership is your assurance of his reliability and competence. He can render many valuable services for YOU.

Some of them are:

1. Consultation and advice on your problems involving audio-visual equipment and materials.

2. Films—educational, religious, entertainment, industrial.

3. Repair Service for your equipment—electronic and mechanical repairs by trained technicians, with adequate stocks of replacement parts.

4. Equipment rentals and projection service for special occasions of all types.

5. Demonstrations of the new items of audio-visual materials and equipment as they become available.

6. Installations of your new equipment to make sure it functions properly and that your operators are properly trained in its use.

For a list of NAVA members, write...

NATIONAL AUDIO-VISUAL ASSOCIATION, INC.
EVANSTON, ILLINOIS

THE NATIONAL TRADE ASSOCIATION OF SELLERS AND MAKERS OF AUDIO-VISUAL MATERIALS AND EQUIPMENT
Only those instructional films produced since World War II are completely up-to-date.

The striking advances made in the production and use of 16mm sound educational motion pictures since World War II are so enormous that pre-war films are virtually out-of-date. New teaching techniques were developed and perfected during the war by educators and by the Armed Forces. Improvements in color, sound and subject treatment came out of the war. And these important advances were immediately incorporated into educational film production.

Thus, only those instructional films produced since the end of World War II can be considered completely up-to-date. Educational motion pictures produced before the war—regardless of the producer—are almost as obsolete as pre-war world maps and physics without nuclear fission.

Coronet Films has produced 70 percent more 16mm instructional films since World War II than the other three leading producers—combined!

This important finding—taken from official records of the U.S. Copyright Office, Library of Congress—proves that Coronet Films is by far the best source for the most modern, up-to-date teaching films in the world. The comparison chart below reveals how, since World War II, Coronet Films has produced more educational films than the other three leading producers combined.
SEE & HEAR

Annual
Fall Inventory of
NEW
AUDIO-VISUAL
MATERIALS

1952 Edition
ANNUAL FALL INVENTORY OF MATERIALS
ESO: GUIDANCE FOR TEACHERS - TELEVISION? - NEW EQUIPMENT
Every educator will want this catalog of 122 new EBFilms to use as a guide and a working tool. This new supplement, used together with your EBFilm Catalog, will help you plan your most successful audio-visual year.

Each of these films listed is educationally superior...is timely...yet timeless.

All EBFilms bear the stamp of the outstanding authorities who help produce them—the great leaders in educational films, in subject matter and in audio-visual production.

The result is a library of more than 550 of the world's most authentic films—the only library large enough to bring you not just a single film on a subject, but a series of films. Thus with EBFilms you can be sure of a far more precise correlation with your curriculum. This ensures better teaching.

NEW CATALOG SUPPLEMENT ALSO LISTS EBF FILMSTRIPS, RECORDINGS

EBF FILMSTRIPS
EBF Filmstrips contain only basic curriculum material—chosen after exhaustive, continuing research, organized by EBFilms' professional staff of educators. Leading subject matter specialists collaborate closely on the production of every EBF Filmstrip...assuring teaching tools that are authentic, accurate, absorbing.

RECORDINGS
Every school, every teacher, every student can benefit from this valuable collection of American folks songs, English poets, speech improvement stories, tuneful tales, and dance rhythms. These records are typical of EBFilms' desire to promote new teaching materials for the classroom.
New "VICTROLA" School Phonographs
PLAY ALL SPEEDS EASIER


"Victrola" all-speed Radio-Phonograph Combination, Model 2U57. All the advantages of the all-speed changer plus powerful AM radio reception. Light and easy for school children to handle.

"Victrola" all-speed Portable Phonograph, Model 2E538. The perfect school phonograph, with an 8-inch speaker for finest tone. Easily carried by students from room to room. Sturdily constructed.

How it works
An ingeniously designed "SLIP ON" Spindle now makes it possible to play both large and small hole records with equal ease. Merely place the "slip-on" spindle over the permanent spindle—press—it's locked in place to play up to fourteen of the 7-inch "45" records automatically, or single records manually. Remove spindle to play standard 78s or flip lever to play 33 1/3 rpm records.

Special advantages to schools
With RCA Victor's new "Victrola" phonographs, schools can now enjoy all the many advantages of the "45" system—as well as new playing ease and high quality reproduction of 75 and 33 1/3 rpm records. Existing 78 rpm records can still be utilized, while new record purchases are made of the superior 45 and 33 1/3 rpm records. This conversion to new speeds is accomplished economically and without obsoleting 78 rpm record libraries.

Your local RCA Victor dealer will be pleased to demonstrate the new "Victrola" phonographs and radio-phonograph combinations. Send coupon below for literature describing the complete new RCA Victor line of "Victrola" phonographs.

MAIL COUPON NOW FOR FREE BROCHURE

EDUCATIONAL SERVICES
RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA, CAMDEN, N. J.

Please send me descriptive literature on the RCA Victor line of new "Victrola" Phonographs.

Name ____________________________
School ____________________________
Street ____________________________
City ____________________________

EDUCATIONAL SERVICES, Dept. 1121
Radio Corporation of America, Camden, N. J.
SIGHT AND SOUND

See & Hear

"Aircraft Evolution of Aircraft Visual Materials"

volume 3. 1956

Published at

Society for Visual Education, Inc.

300 Watt, Blower Cooled Dual Purpose Projector in the World!

No other projector has all these school master features:

- One-way threading
- Finger-grip framing
- Film strips to slides in 7 seconds
- Blower cooling system
- No parts to attach or remove
- Protect-a-film channel

All these plus others available for a cost of $10.00. Over 2000 schools are using it. A perfect combination of picture and sound. Self-contained, 220 W output. Over 50 different educational filmstrips available.

SVE School Master

Society for Visual Education, Inc.
They can’t afford projector trouble
at North Fork!

Because of its remote location, the school district at North Fork, California, can’t risk a sound projector breakdown. The district covers a half million acres in the Sierra Nevada Mountains and, although Fresno is only 45 miles away, many of these miles are vertical.

To the people of North Fork, sound movies mean a lot more than an Audio-Visual teaching aid. They are a source of community education and entertainment. They are used by the Boy Scouts, Brownies, 4H Club, and other community groups.

Mr. J. A. Thomason, the District Superintendent and Principal, and his Audio-Visual Director, Mr. Norman Gould, chose a KODASCOPE PAGEANT SOUND PROJECTOR for these reasons:

1. The Pageant is portable, easily taken from place to place.
2. The Pageant is sturdy, withstands heavy use.
3. The Pageant is easy to operate and requires no lubrication.
4. The optical system always projects a sharp, clear picture—corner to corner.
5. The sound system provides faithful reproduction from all types of sound film.
6. The Pageant is priced to fit the most modest school budget.

And how did North Fork’s Pageant measure up? After more than 18 months of almost constant use, its PAGEANT SOUND PROJECTOR has never lost an hour from mechanical, electronic, or optical breakdown! In your school, as at North Fork, the Pageant will prove a useful and dependable teaching aid.

The Pageant and speaker, in a single, portable case, weigh only 35 lbs. . . . list at $400. In a two-case, 4-speaker unit, $492.50. Why not let your Kodak Audio-Visual Dealer demonstrate the Pageant for you—or write us for new free booklet.

Prices subject to change without notice.
THE TROUPER

THE STRONG ELECTRIC CORP.
15 city park avenue toledo 2, ohio

Ideal for projecting song slides and for visual education and training subjects.

Projects a clean, sharp, clearly defined picture, even on largest screens, with motion picture brilliancy attained on screens up to 22 feet wide.

Projects an intense, quiet, flickerless spot with a sharp edge from head spot to road. Fast operating bi-side color beamerong.

Plugs into any 110-volt outlet. No heavy rotating equipment necessary. Adjustable, self-regulating transformer is an integral part of the base. Automatic arc control. Trim of carbons burns 80 minutes.

Write for free literature and prices.

Index of Training Films
Available at $2.00 Each

The most complete listing of vocational training motion pictures and filmstrips is provided in THE INDEX OF TRAINING FILMS. Subjects ranging from Aviation to Welding are concisely listed, together with principal sources.

Many of these arc free-loan films available for shop classes, adult education programs and other areas of the curriculum.

Write today for your copy, sent postpaid if check or money order for $2.00 accompanies request. Order from:

Index of Training Films
7061 Sheridan Road
chicago 26, il.

CHESTER H. LINDSTROM RETIRES

After 12-1/2 years of service in the motion picture field, Chester H. Lindstrom has retired as Chief of the Motion Picture Service, Office of Information, U. S. Department of Agriculture. Mr. Lindstrom's retirement was effective at the end of August.

YAF ANNOUNCES EXECUTIVE PROMOTIONS

Young America Films, Inc., announced recently that James R. Brewster, director of production, has been promoted to vice president for production, and William J. Frazer, office manager and accountant, has been named assistant treasurer of the company. Mr. Brewster has been with Young America since 1946, and Mr. Frazer joined the company in 1951.

Other YAF officers re-elected at the annual board of directors meeting were Stuart Schefel, president; Alfred G. Vanderbilt, chairman of the board; Godfrey Elliott, executive vice president; T. C. Morehouse Jr., vice president for sales; and Alfred G. Burger, treasurer.

OWEN H. JOHNSON APPOINTED MINNESOTA MANAGER BY EB FILMS

New Minnesota manager for Encyclopaedia Britannica Films, Inc., is Owen H. Johnson, former assistant secretary of the American Medical Association's committee on medical films.

Mr. Johnson's territory will cover all of Minnesota. He will be responsible for distribution and servicing of all EB Films to schools and industry in that state.

21 states were represented by educators enrolled in Northwestern University's graduate audio-visual course this past summer... they are shown at the opening breakfast with C. K. Crakes, instructor, Educational Director, De-Vry Corporation.

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Mr. Johnson's territory will cover all of Minnesota. He will be responsible for distribution and servicing of all EB Films to schools and industry in that state.

David E. Strom to Coordinate Local Film Councils for FCA

David E. Strom has been appointed assistant director in charge of inter-organization cooperation for the Film Council of America. Formerly eastern representative of the sponsored film division, Ideal Pictures and utilization specialist and sales manager for McGraw-Hill Book Co., Text-Film Dept., Mr. Strom will coordinate the activities of the local film councils and affiliated members with the new program of the Film Council of America.

Mr. Strom's past experience with utilization, distribution, sales and production responsibilities for motion pictures and sound and silent filmstrips correlated with textbooks, his wide acquaintance and long experience in the field of visual education will qualify him to administer his new position successfully.

His appointment is another part of the planned expansion program which the Film Council of America is now undergoing.

Davide E. Strom
Battleground: Why We Oppose the TV Boom

A SEE AND HEAR EDITORIAL.

The process of formal education of our young people is carried on within the walls of a million classrooms within the several hundred thousand school buildings of these United States. These buildings are increasing to the extent of billion-dollar construction goals to match the enormous increase in our school population following the war.

This is the fact which underlies and defines the most basic goal for real progress in the field we call "audio-visual education." It is our first responsibility. These young learners and their teachers have urgent need of what no serious person any longer doubts are the most useful tools for bringing about greater understanding of ideas and information beyond the scope of the printed page.

And yet the application of the motion picture, the filmstrip, the tape or record reproducer, the opaque and overhead projector is still limited to a small minority of all the nation's classrooms. This is the fact. Prove it right or wrong in your own schools. How many times is a motion picture shown in the classroom any day or any week or any month...or even a filmstrip or any kind of lighted picture?

This is the limiting, undeniable fact which makes the economic well-being of the educational film or filmstrip producer or the audio-visual equipment manufacturer still dependent upon the comparative few hundreds of "regular" customers. We marvel at the courage and tenacity of those invested in teaching the capital and skills serving the unfulfilled promise of audio-visual education.

Do you challenge this realistic appraisal in light of the hundreds of new items listed in pages of this issue in our Fall Inventory of New Audio-Visual Materials? There is a notable lack of large return on the balance sheets of any concerns which can be attributed to real income from real, current school investments in new a-v materials or new a-v equipment. This is still the field of the big future...but what of the real present?

It is a field of too-little magazines trying to help make the opportunity live. It is a field of the will-of-the-wisp, where each new technique and new mechanical marvel is pursued with the enthusiasm...most often to the neglect of sound, solid and proven methods and materials still unused.

The rural school at Kaiser, Wisconsin has only two filmstrips to serve all eight grades. But enthusiasm in Wisconsin is high and is the budget for new "educational" telecasting equipment. Wisconsin has done well by audio-visual tools, however, and the budget for the University's Bureau of Visual Instruction is the highest in history this year. Nearly 100% of the secondary schools are equipped with at least one 16mm sound projector; many of the larger rural or consolidated schools are getting ahead. Continuing years of teacher training in summer extension courses and in the teachers' colleges are helping the use of a-v tools and to implant the desire for more of them.

And what of the Empire State...New York? And of the numerous other states where a most popular subject among the dilettantes of "audio-visual" education at current meetings is programming for proposed educational television stations. Here is today's great new "challenge" and it must be met!

But this mechanical means of mass-communication does not serve the classroom, except in the confused imaginings of the most visionary or for unusual historic events where immediacy is paramount. It does imply a vast new responsibility by school people for the cultural uplifting of home viewers. At a time when education is hard-pressed for teachers and teacher salaries...for buildings to serve crowded and ill-housed youngsters...for materials of instruction...legislatures and boards of education are being coerced and confused into making funds available for television stations for which an omnipotent but ill-advised Federal authority has set an "action now or else" deadline.

Much of the vigor and the precious time which should be going into the cause of audio-visual progress, school by school, state by state is being dissipated in the urgent, virulent and well-heeled campaign labeled "educational television." Look at the record and some of the results:

1. New York State has yet to have any kind of legislative aid for real statewide audio-visual development (such as made California the model for the nation ten years ago) is being "promoted" for millions of dollars worth of public funds for a number of such TV station installations. To serve the schools? Or to serve ambitious politicians who seek the power of this mass medium which thus comes into their hand?

2. The editor of one contemporary "audio-visual journal" is now the paid employee of the Joint Committee on Educational Television. This is the august body which included in its printed arguments to the Federal Communications Commission the statement that classroom film libraries were doomed as
Announcing 4
Brand-New Releases!

Enrichment
Records

Based on Landmark Books

Exciting, authentic dramatizations that provide an effective, PROVEN incentive to an appreciation of our great historic events, and encourage further reading about the men and women who built America. Write for descriptive literature.

Enrichment Records, Inc.
Dept. SH, 216 Fifth Ave., New York 1, N.Y.

FREE!
First Aid Film
"Help Wanted" 
Including the new back-pressure, arm-lift method of artificial respiration

This up-to-date film contains all of the important information on basic principles of First Aid and also demonstrates new artificial respiration method approved by the American Red Cross.

The only cost for this 34-minute 16-mm, sound film is return postage.

Johnson & Johnson

Education Department
Johnson & Johnson, New Brunswick, N. J.

Please send me information on the film "Help Wanted."

Name ____________________________

Address ____________________________

City State ____________________________

an economic impossibility ... that a local t.v. station could be entrusted to communicate such materials to local schools!

3. The audio-visual administrator of one Ohio city is already "too busy" for his regular chores. He's writing a weekly t.v. show.

4. The University of Houston, together with the Houston Independent School District has been granted a construction permit for t.v. facilities by the FCC. Ditto Kansas State College, the New Jersey State Department of Education (action pending); the San Francisco "Bay Area Educational Television Association" (action pending) and numerous other applications granted or pending for similar facilities.

There is no doubt whatsoever of the power of television as a mass medium, imparting good information or bad; good entertainment or, as it is today in the commercial sense, pretty bad. We cite TV as Exhibit "A" in our "Case for Audio-Visual Progress" because its proponents are selling it under false labels, at too high a price for an unknown article. We attack the nationwide campaign that is being waged for the fast dollar with no questions asked. We are not in the least awed by the Joint Committee's assemblage of the great names who are presumed to favor this great cause.

But we are keenly aware of the fact that the only educational institution as yet really operating such facilities (Iowa State College WOI-TV at Ames, Iowa) has practically proven the fact that a majority of its programs must be commercially sponsored (some of the worst trash, incidentally) in order to survive despite its tax-free, interest-free, donated physical plant.

Wherever state legislative aid is being actively campaigned for in the name of "educational television" the case of similar statewide budget aid for better classroom a-v use, for the establishment of county programs of audio-visual utilization ... the hope of real progress in this year and next ... is a lost cause. We sincerely hope not but see little evidence to the contrary.

Unless of course those audio-visual leaders who know better can summon up the courage and logic needed to properly limit and to help define real long-term goals for proving out educational television for what it is and what it can do. Why was it necessary to set the deadline of June 2, 1953 upon the 242 television outlets assigned to education by the FCC? Education is the most important single process in the nation. We might find out how television could be made compatible to films and other available tools rather than competitive if time permitted.

But time and the FCC do not permit. So there will be less school money for real things to help real needs . . . for films, filmstrips, equipment and projection facilities in modern school plants.

—OHC

See and Hear
Twenty-Four Organizations Participate in FCA Conference

* The Film Council of America will hold a one day conference on October 31 at the Town Hall Club, New York, for the 24 national organizations affiliated with the Council. Affiliated members are national organizations which use audio visual materials to further their educational activities.

Discussed at the conference will be the programs and services of the six national organizations which constitute the FCA—American Library Association, Canadian Film Institute, Educational Film Library Association, National Audio-Visual Association, and National University Extension Association. All six organizations are primarily interested in the use, distribution, or production of audiovisual materials for educational purposes.

Also to be presented will be the current program and service facilities of the FCA. A round table discussion will be held in order that each member can inform the others of their existing film programs and present major problems and needs for assistance to the group. A summary session has also been planned to determine courses of action and lines of communication between the national organizations and the Council, and between the national affiliates and the national constituent organizations of the Film Council of America.

* * *

Oklahoma Host to DAVI Meeting

* The mid-winter meeting of the Department of Audio-Visual Instruction of the NEA will be held in Oklahoma at the University of Oklahoma February 23-26, 1953. To be held away from the east coast for the first time, this national convention will attract audio-visual people from all over the country. Approximately 900 delegates are expected to attend.

EFLA Reelects Ford Lemler President

* Ford L. Lemler was reelected president of the Educational Film Library Association at the board of directors' first meeting of the 1952-53 year. Other officers elected were; vice president, Mary L. Huber, Enoch Pratt Free Library, Baltimore, Md.; secretary, Mary Louise Alexander, Ferguson Library, Stamford, Conn.

New directors elected to the board for a three year term are Ford Lemler (reelected); Miss Nelle Lee Jenkins of the St. Louis Public Schools; and Miss Alexander.

* * *

Entries for Freedoms Foundation Awards Must Be In by Nov. 11

* The fourth annual Freedoms Foundation awards program in which 832 individuals and organizations may share $100,000 in cash, medals and certificates of merit for their contributions to a better understanding of American culture has been formally announced.

Among the 15 different categories in which entries may be made, 16mm motion pictures have a special part. Slidefilms and 35mm films may also be entered in the "general category" of awards. Honor medal awards only will be made for 16mm motion pictures; entries in the general category are eligible for one of the three awards of $1,000 each and for the fifty awards of $100 each in addition to honor medals and certificates.

Closing date for all nominations is November 11, 1952.

All entries should be submitted to Freedoms Foundation, Valley Forge, Pa., on or before the above deadline. Nomination forms may be obtained on request.

* * *

National PTA Film Statistics

* How many PTA's are using films in their programs? Statistics provided in the AVCO News Letter on "Audio-Visual Coordinators of Oklahoma" give us an answer. Summaries from a survey conducted by the National PTA in 1951, on 11,016 PTAs reported, show that 46% used films in the field of parent education; 44% used films in the field of home and family life education; 26% used films in the field of citizen education; and 10% used films in the field of international relations.

* * *

Churchmen, A-V Leaders Discuss Films and the Bible at Workshop

* Films and the Bible were discussed recently in a workshop held in Green Lake, Wisconsin. It was the 9th International Workshop in Audio-Visual Education sponsored by the Division of Christian Education, National Council of the Churches of Christ in the U.S.A.

The council's special committee on Bible visualization, which has been at work for about 18 months, led the workshop. Among the topics discussed were such subjects as historical accuracy; selection of characters and incidents; use of non-biblical materials; treatment of miracles and the supernatural; handling incidents which are differently interpreted, such as the baptism of Jesus; and the treatment of Jesus and other characters, such as use of halos, ancient dress, type of behavior.

Dr. Paul H. Vieth of Yale Divinity School, as chairman of the special committee led the discussions. A number of film producers were present and participated in the discussions. Among them were the Rev. James K. Friedrich, of Cathedral Films; Sam Hersh, of Family Films; Noel Evans, of Religious Films, Ltd.; (J. Arthur Rank); Dr. Ronald Bridges and the Rev. S. Franklin Mack, of the National Council; and Jamison Handy, of The Jam Handy Organization.

The workshop delegates, of whom there were more than 300 from 29 states, Canada, and 12 other countries,
See & Hear News-Letter:
(CONTINUED FROM PRECEDING PAGE)

tries, representing 38 denominations—also previewed many films with biblical subjects.

* * *

California's Library School Begins New Audio-Visual Research
* A new audio-visual project under the direction of Irving Lieberman, formerly executive assistant for the Brooklyn Public Library, has been launched by the School of Librarianship at the University of California. The project has been made possible by a two year, $20,000 grant from the Carnegie Corporation of New York.

Purpose of the project is to isolate, identify, and develop the content which should be taught to the first year library school student to enable him "to promote, acquire, organize, and administer collections of audio-visual materials." It is expected that the project will produce appropriate teaching materials and will result in a report which may be useful to library schools generally.

* * *

W. A. Wittich Discusses Visual Methods in Church-School Work
* Walter A. Wittich, director of the University of Wisconsin bureau of audio-visual instruction, recently emphasized the "serious responsibility of our church-school work in helping children understand abstract values and believe in them." He spoke before a four-day audio-visual institute, sponsored by the Wisconsin Council of Churches and the University of Wisconsin.

Stating that we live in a different kind of world than that of centuries ago, Professor Wittich noted our "accelerated pace" of today, "We are living in a fascinating environment now, where youngsters take for granted things that would have seemed miraculous to their grandparents.

Mr. Wittich declared, referring to the relatively new inventions of radio, motion pictures, and television.

He added: "One of the most hopeful ways of letting the children of today understand the past is through actually re-creating the past, by means of the visual method of slides, films, and other graphic materials.

Oregon State College Establishes Two Branch Film Libraries
* Two new educational film libraries, designed to make instructional motion pictures more readily available to elementary teachers in southern and eastern Oregon, will be ready to begin operations about October 1. More than 150 educational films will be housed in each branch.

The southern branch will be set up at Southern Oregon College of Education at Ashland under the direction of Lawrence Butler and the eastern branch will be headed by Easton Sampson of Eastern Oregon College of Education's audio-visual center.

The department of visual instruction depository at Oregon State College, containing 2200 prints, will continue to serve other areas of the state, and will be the major source for films other than those housed in the branch libraries.

* * *

Washington State College Describes ECA Film Project in New Booklet
* More than 6,000 industry and agriculture films were reviewed during the past year for the ECA by the State College of Washington. Recommended films will be used by plans receiving aid under the Marshall Plan.

In the course of the project well over a million words were written, including a digest, a summary, and general information about each film. Members of the college's audio-visual center, realizing widespread interest in the project, have prepared a 16-page booklet entitled "ECA Film Project" which presents the evaluation of the films and how they were handled. It also presents some interesting data about sponsored films which was uncovered during the project. Available upon request, the booklet may be obtained by writing the Audio-Visual Center, The State College of Washington, Pullman, Washington.

DAVI Offers Booklet on Visual Problems in Classroom Planning
* NEA's Department of Audio-Visual Instruction has released a 40-page booklet which contains twenty visuals covering the following phases of classroom planning: light control, ventilation, projection screens and stands, speakers, and electrical installations.

It also contains a bibliography and a list of companies which produce light control materials and equipment. Price is $1.00.

* * *

UNESCO Distributes Newsreel Book
* Latest visual publication released by UNESCO is "Newsreels Across the World," by Peter Baechlin and Maurice Muller-Strauss. It is described as the first world-wide survey of production, distribution, and content of news films, covering 50 countries and includes photographs, statistical tables, and newreel "stills" to highlight the text. Price is $2.

* * *

V. W. Eimicke Elected Chairman of Film Makers' Public Relations
* Victor W. Eimicke, supervisor of the City College School of Business Audio-Visual Center, has been elected chairman of the public relations committee of the University Film Producers Association. Dr. Eimicke was also named as a member of the publications committee and the Ken Edwards Memorial Committee at the association's 1952 meeting at Syracuse University.

As supervisor of the City College Audio-Visual Center, Dr. Eimicke heads the world's largest business film training library.

* * *

Walter Colmes Leads Film Seminar
* Analyzing the potentialities and limitations of the motion picture, Walter Colmes, president of Encyclopaedia Britannica Films, Inc., is conducting a small seminar at University College, the University of Chicago's downtown school for adults. Mr. Colmes is guiding his students to a fuller understanding of the film medium by following a specific film through the actual phases of its history. A trip through EB Films' Wilmette studios will climax the ten week course.

See and Hear
Production of school films and filmstrips continues at a high rate as the new school year opens.

**Filmstrips for Primary Graders**

Cottontail Fables (6 filmstrips). Color, $27; EBF. Individual titles: $5.
- Intended for primary grades and kindergarten, this series presents some simple stories about the dilemma of rabbits. Titles are: Other People's Property, Obedience Pays, Greediness Doesn't Pay, Chasing Rainbows, Mother Knows Best, and We Work Together.

Folk Tales from Many Lands: 6 filmstrips. Color; entire set—$80; separate filmstrips—$8 each: YAF.
- Designed to stimulate an interest in books and reading, each filmstrip is an adaptation of a world-famous folk tale, done by photographing puppets which act out the story. The series was designed for grades 4 to 8, language arts and social studies. Titles and series: Clever Monkeys: Pinocchio; The Tinker and the Ghost: Giobrandonedohan's Tail; The Goose Girl; and The Five Chinese Brothers.

Golden Book Series: five sets of color filmstrips; sale for each set of eight filmstrips—$28.75; single filmstrip—$3.90 each: YAF.
- This series of filmstrips is an adaptation of the Little Golden Book series; each filmstrip corresponds to a book title and uses the original illustrations; designed for reading and story-telling: kindergarten and primary grades. Average length is about thirty frames.

Primary Grade Art Series: 6 filmstrips. Color; entire set—$36; single filmstrip separately—$5: YAF.
- This series is designed to stimulate children's interest in art activities, to encourage them to think for themselves, and to experiment with art materials. Titles are: Drawing; Cutting and Paste; Painting; Finger Painting; Water Coloring; Clay Modeling.

Through the Seasons Series: 4 filmstrips. Color; entire set of four—$16.50; each filmstrip separately—$5: YAF.
- Each filmstrip takes children through a complete tour of the season—the activities of boys and girls, the seasonal life of plants and animals. Titles are: In the Autumn; In the Spring; In the Winter; In the Summer.

Christmas Season
A Christmas Carol (51-frame filmstrip). Color, $7.50; SVE.
- Charles Dickens' fascinating story is brought to life. Useful for younger viewers but especially for 10 year olds and up.

The Baby King (23-frame filmstrip). Color, $5; SVE.
- This strip presents the story of the birth of Jesus, the shepherds' visit, the visit of the wise men, and the joy of that first Christmas. For: 5 year olds and up.

Rudolph—the Red-Nosed Reindeer (40-frame filmstrip). Color, $5; SVE.
- For 4 year olds and up. This film introduces a new character in American folk lore. Rudolph—the Red-Nosed Reindeer. Also teaches a lesson in obedience, cooperation, and forgiveness as it applies to their daily lives.

Religious Education
The Baby in the Temple (9-frame filmstrip). Color, $4; SVE.
- For 5 to 10 year olds. This filmstrip deals with the dedication of Jesus in the Temple, as recorded in the Gospel of Luke.

Thanksgiving with Jesus (12-frame filmstrip). Color, $4; SVE.
- For 5 to 10 year olds. This strip relates the story of the Feast of Booths, or Succa, as it may have been celebrated by Jesus when He was a small child.

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**The 1953 Annual Fall Inventory of New Audio-Visual Materials**

Including Classroom Films and Recordings

*Material previously released may be included in this section because of change of major distributor sources. See source list at end for key addresses.*
Filmstrips for Intermediate
Grade Levels

Building Work Habits: six filmstrips; each filmstrip with 12-inch, 78 rpm record (2 sides), $8.50; entire set, $46; McGraw-Hill.

- Designed to stimulate the individual child to analyze his own deficiencies and to improve his habits of work. Filmstrips deal with the following work habits: following directions (54 frames); thinking before acting (49 frames); concentration (53 frames); neatness (46 frames); checking work (43 frames); perseverance (53 frames).

Children of Europe Series: 6 filmstrips, color; entire set of six—$30; each filmstrip separately—$6; YAF.

- Designed for students in elementary and junior high schools, each filmstrip in this series contains an original story of a boy or girl living in a foreign country. Titles are: Homacap Holiday—Life in Ireland; the Ski Meet—Life in Norway; Rob's Alpine Summer—Life in Switzerland; Simone's Surprise—Life in France; Piet Takes a Barge Trip—Life in Holland; Panto's Birthday Ride—Life in Italy.

Cooking Series: 8 filmstrips, seven in color, one in black and white; entire set of 8—$26.50; each filmstrip separately—$3.50; except Servings of Meals Attractively (color)—$6; YAF.

- Presents some important understandings and skills in cooking. Titles are: Understanding Cooking Terms; Raising Food Wisely; Safety in the Kitchen; Organizing and Preparing Meals; Planning Meals for Nutrition; Storing Foods; Measuring Accurately; Serving Meals Attractively (color).

Great Explorers Series: Set No. 2: 6 filmstrips, color; entire set of 6—$50; single filmstrip—$8; YAF.

- Second in a series, each of these filmstrips is devoted to the life and work of a renowned explorer important to the history of America. Titles are: Columbus, Drake, Champlain, De Soto, Coronado, Hudson. Explorers described in the first set are Marco Polo, Margarette, Meyungall, Cortez, Cabot, and Lewis & Clark.

Intermediate Art Series: 8 filmstrips, color; entire set of 8—$38.50; each filmstrip separately—$6; YAF.

- Designed to stimulate and guide children's interest at the grade level of 4 to 8. Titles are: Sketching with Crayons; Stenciling; Pottery Making; Weaving; Painting with Water Colors; Potato Printing; Paper Craft; Making a Mural.

Introduction to the Globe: 5 filmstrips, color, $10.50. Individual filmstrips, $4.20. The Jam Handy Organization.

- Titles of filmstrips are: Continents and Oceans: Up and Down; North, South, East and West; Night and Day; and Hot and Cold Places. Designed to pave the way for future skill in globe and map reading, the filmstrips present basic understanding of the earth in space.

Punctuation Series: 5 filmstrips, color; entire set—$26.50; each filmstrip separately—$6; YAF.

- Explains and demonstrates the function and everyday use of the commonly used punctuation marks. Titles are: The Comma, Part I: The Comma, Part II: The Semi-Colon and Colon; End Punctuation Marks; and Quotation Marks and Italics.

Science Sermons: 8 filmstrips, color; Moody Bible Institute.

- Parallelizing its series of science motion pictures, Moody has released the following filmstrips: House of Clay; On the Beam; Flying Wonders; Fish Out of Water; Backyard Mysteries; God of Little Things; Every Day Treasures; and Invisible Miracle.

A special section listing all current Encyclopaedia Britannica filmstrips appears at the center of this issue.

Seasons, Weather and Climate: 5 filmstrips, color, $26.40. Individual filmstrips, $5.70. The Jam Handy Organization.

- Titles of filmstrips are: 1) Our Earth in Motion, Sun and Our Seasons, What Is Weather?, What Makes the Weather?, and Climate. Each filmstrip is developed with direct explanatory text to aid understanding. Simple experiments are suggested for class use, and a summary and questions appear at the end of each filmstrip.

Then and Now in the United States: 18 filmstrips, color; on purchase of 6 or more, each filmstrip—$6, plus postage; individual filmstrip—$8.50 plus postage; Silver-Burdett.

- Each filmstrip correlates history and geography, drawing upon other fields of knowledge whenever they have specific contributions to make to the pupil's understanding of America—its regions, people, past, present, and problems. Titles are as follows: Then and Now in New England; Then and Now Along the Main Street of the East; Then and Now in the Appalachian Mountains; Then and Now on the Great Lakes Waterway; Then and Now in the Corn Belt; Then and Now in the Midwest Dairy Lands; Then and Now in the Old South; Then and Now Along the Lower Mississippi; Then and Now in the Tennessee Valley; Then and Now in Florida; Then and Now in Texas; Then and Now in the Rocky Mountains; Then and Now on the Great Plains; Then and Now in California; Then and Now in the Pacific Northwest; Then and Now in the Southwest; Then and Now Between the Western Mountains.

Filmstrips for High School Level

Alcohol and Narcotics Series: 4 filmstrips, color; entire set of four—$21.50; each filmstrip separately—$6; YAF.

- Explains the nature of alcohol and narcotics, their effects upon the human body, the nature of addiction and its effects on the individual and society. Titles are: Alcohol and You, Part I; Alcohol and You, Part II; Narcotic and You, Part I; Narcotics and You, Part II.

First Aid Series: 9 filmstrips, B/W; entire set of nine—$26.50; each filmstrip separately—$3.50; YAF.

- Explains and demonstrates the approved techniques for first aid in most emergencies; based on the techniques and procedures prescribed in the manuals issued by the American Red Cross. Titles are: Your Responsibilities in First Aid; First Aid for Bleed-
Fundamentals of English Series: 6
films, color; entire set—$30; each filmstrip separately—$6; YAF.
• Designed for junior and senior high school, average length of each filmstrip is 50 frames. Titles are: Nouns and Their Uses: Verbs; Prepositions and Conjunctions; Pronouns and Their Uses; Adjectives and Adverbs; Simple Sentences.

16mm Films for Young Learners
CLASSROOM FILMS FOR PRIMARY AND INTERMEDIATE GRADES

Arithmetic
The Number System: 11 min., color, $100; EBF.
• Demonstrates the combining of single objects into groups of ten. This is followed by counting groups of tens. Several combinations are given representing a variety of combinations with two place numbers only.

The Meaning of Plus and Minus: 11 min., color, $100; EBF.
• A combination of photography, music, and colorful words such as “chase away,” “join,” and “give away” are used to explain the concepts of addition and subtraction.

Reading Interest
Farmyard Babies: 1 reel; B/W—$50; color—$100; Coronet.
• Surveys the variety of babies found in a farmyard: lambs, calves, colts, chicks, and others. For the primary level.

Here Kitty: 10 min., color or black and white; sale or rental; Cornell.
• Queenie, the cat, tells her life story through her adventures as a foundling and as an adopted kitten. She ultimately points out the difference between having a pet and caring for it.

Mittens: Story of a Kitten: 1 reel; B/W—$50; color—$100; Coronet.
• Creative expression is encouraged in this story about a girl and her kitten. Words such as nursing, drink, play, whiskers, and climb are matched to scenes defining their meaning and the audience is aided in verbalizing their experiences with kittens and other animals.

Old MacDonald’s Farm: 10 min., color or black and white; sale or rental; Cornell.
• Tommy’s wish for a vacation in the country was fulfilled, but only after he worked to get it. There he learns why and how things grow.

On the Way to School: 1 reel; B/W—$50; color—$100; Coronet.
• For primary grades, this is the story of a boy’s adventures on the way to school—meeting the milkman, watching a garage being built, looking in on a nest of robins and watching a train go by. Children are encouraged to see the trip to school as a time for observation and learning.

I’m Pappy: The Puppie: 1 reel, B/W—$50; color—$100; Coronet.
• To encourage youngsters to read, write, draw, and otherwise tell about interesting experiences with puppies and pets is one of the purposes of this film.

• In 1654 a little group of Jews settled in what is now New York. This filmstrip presents data on this often neglected part of early American history.

Report on the Cold War (58-frame filmstrip) B/W; $2; N.Y. Times.
• Traces history of the cold war from its early days right after World War II up to the present. Second in a series of eight, the filmstrip is illustrated with photographs, maps, and charts. Entire series may be purchased for $12.

Paul Bunyan and the Blue Ox: 1/2 reel; B/W—$25; color—$50; Coronet.
• Retells the story of Paul Bunyan and Babe, the Blue Ox, using puppets as the central characters. The story of how Paul found Babe and put him to work is designed for primary, intermediate grades.

Sea Lion Baseball Team: 10 min., color or black and white; sale or rental; Cornell.
• Little Willie had to learn to take instructions before he could make the team, and he gets his first lesson from the Sea Lions.

Winky the Watchman: 8 min., color or black and white; purchase or rental; Cornell.
• A general health film on care of teeth in cartoon form; story of Winky the sleepy little watchman who has trouble in guarding the “Great White Wall,” his teeth.

Painting & Crafts
Beginning of Picture Making: 6 min., color; rent—$3; sale—$50; Int’l Film Bureau.
• A film for elementary and art teachers to help give them a better insight into the 3 to 5 year old child through the pictures he makes.

Creative Hands Series Number One: B/W, Int’l Film Bureau.
• A series of four films each 5 1/2 or 6 minutes. $100 the series, $50 each (rental $3 each). Produced by Crawley Films and distributed by International Film Bureau. Titles are: Paper Sculpture; Finger Painting; Model Houses, and Design to Music.

Creative Hands Series Number Two: B/W, Int’l Film Bureau.
• A second series of four films, 6 minutes each, $190 the series, $50 each (rental $3 each). Produced by Crawley Films and distributed by International Film Bureau. Titles are: Making a Mask; Loom Weaving; Beginning of Picture Making; and Picture Making at the Gang Age.

Finger Painting: 6 min., B/W; rent—$3; sale—$50; Int’l Film Bureau.
• Number II of the Creative Hands series, this film includes directions for making finger paint and techniques are suggested in terms of the age and experience of the young artist.

Consult individual producer catalogs for other grade level correlations where many of the films listed in these pages can also be used.
Films for Intermediate Grades

Community Life
Near Home: 25 min., B W; rent—$3.75; sale—$7.50; Int'l Film Bureau.
• Field trips, models, charts, graphs, and diagrams are used to study the pupils' community and to prepare an exhibit based on their findings.
Our Community: 11 min., B W—$50; color—$100; EBF.
• Emphasizing that membership in a community is a responsibility as well as a privilege, this film illustrates important community institutions and their services by depicting a day in the life of a 10-year-old boy.
Rules and Laws: 14 min., B W, $60; EBF.
• Designed to help youth understand the purpose of laws in our society, this film demonstrates that laws in the community are like rules in children's games.

Communication
Getting the Facts: 16 min., B W—$70; color—$140; EBF.
• Discusses way and means by which people can become sufficiently well-informed to behave intelligently as citizens. Portrays newspapers, radio, books, school, television, and the spoken word as channels of enlightenment.
Making Yourself Understood: 16 min., B W—$70; color—$140; EBF.
• Shows that by analyzing all elements in the communication process we can become better able to evaluate and criticize all forms of communication.

Science Films
Insects: 14 min., color, $120; EBF.
• Defines class of animals known as "insects," identifying principal characteristics of butterflies, wasps, beetles, flies, and grasshoppers. Difference between true insects and their near relatives is shown.
Salmon—Life Cycle of the Sockeye: 11 min., B/W—$45; color—$90; Paul Hoefler.
• Records the complete life cycle of the Sockeye Salmon, beginning with its birth in a fresh mountain stream; its trip to the Pacific Ocean and, finally, its struggle upstream to its birthplace where it spawns and dies.
The Story of Time: 10 min., color or black and white; sale or rental; Cornell.
• The story of man's ingenuity and inventiveness in devising ways and means and instruments for the measurement of time from the beginning of time telling to the present day.
Snakes Are Interesting: 1 reel, B W, $45; YAF.
• A lesson on snakes: their typical life cycle, their habitat, their economic importance to man.
The Water We Drink: 1 reel; B W—$50; color—$100; Coronet.
• Designed to be used at the primary and intermediate level, this film depicts the importance of proper drinking habits for good health and illustrates the many body functions which water serves.

Painting & Crafts
Making a Mask: 6 min., B/W; rent—$3; sale—$50; Int'l Film Bureau.
• A group of children in school environment are directed through the simple procedures of making two kinds of masks out of wet paper and paste, the kind that is tied against the face and the kind that can be slipped over the head.
Model Houses: 6 min., B W; rent—$3; sale—$50; Int'l Film Bureau.
• Number III in the Creative Hands series, this film illustrates steps involved in making cardboard and paper models for a whole town project.
Paper Sculpture: 6 min., B W; rent—$3; sale—$50; Int'l Film Bureau.
• Number 1 in the Creative Hands series, this film illustrates the variety of three dimensional objects that can be made out of paper and cardboard and some of the techniques practical in the classroom for young children.
Picture Making at the Gang Age: 6 min., color; rent—$3; sale—$50; Int'l Film Bureau.
• Children in grades 5 and 6 are able with simple classroom equipment to make original and varied compositions expressive of their own interests. This film is a sequel to Beginning of Picture Making and is recommended for teacher training and classroom use.
Sculpturing Is Fun: 10 min., B/W, free-loan; UWF.
• A new film on the hobby of soap carving.
Speech: Conducting a Meeting: 1 reel, B W, $45; YAF.
• Demonstrates and explains to group leaders and group members the basic patterns of parliamentary procedure which contribute to an efficient and successful meeting.

Life in Other Lands
Airplane Trip to Mexico: 12 min., color, $100; EBF.
• Story of two youngsters who visit friends in Baja, California, Mexico. Portrays their adventures as they go sightseeing, visit a Mexican school, swim in the ocean, discover an old pirate cave, and go horseback riding with their host.
Artisans of Florence: 20 min., B W, $100; McGraw-Hill.
• Illustrates many phases of Italian art and handicrafts: ceramics, drawing sculpture, leather tooling, silver-work, and jewelry design. Produced by Julien Bryan and the International Film Foundation.
British Factory Foreman: 13 min., color, $120; McGraw-Hill.
• Portraying a family whose daily lives are directly affected by many of the major issues of our times, this film shows the similarity between ourselves and an ordinary British working family.
British Mill Owners: 13 min., color, $120; McGraw-Hill.
• Follows the activities of a manager of a cotton mill near Manchester along with his family life. Emphasizes the adjustment made by upper class English families in recent years, comparing this particular family to other English families.
English Farm Family: 13 min., color, $120; McGraw-Hill.
• Demonstrates one phase of an agricultural revolution that is taking place in England. Follows the activities of an English dairy farmer on his 900-acre farm in Oxfordshire.
Eskimo Arts and Crafts: 22 min., B/W; rent—$6; sale—$150; Int'l Film Bureau.
• Deals with the craft activities of the Baffinland Eskimos, including the making of Kayaks, dog sled whips, boats, beadwork, ivory carving and net making, the women participating equally with the men.
Fox Hunt in Italy: 10 min., color, $100; EBF.
• Photographed in color, this film depicts all the excitement and color of a fox hunt which takes place in the countryside of Rome.
Japanese Family: 23 min., B W, $125; McGraw-Hill.
• The story of the Kawai family, silk-weavers of Kyoto, filmed in post-war Japan. Pictures the adults at hand-operated looms weaving silk brocades; sales conference, preparation of a meal, family at supper, children at...
Today, with his overseer, Mr. Scott is inspecting his plantation lands.
[Image of Filmstrips]

Filmstrips
The Quality Standard

1 Social Studies: filmstrips on ♦ Geography ♦ History and Civics

Basic Economics
(j-H-c-a) (Color)
Collaborator: HORACE TAYLOR, PH.D., Columbia University
This unique series, adapted from the book, Enterprise Island by Hans Christian Sonne, outlines basic principles of economics by following the step-by-step development of an imaginary primitive community. Fascinating and factual, in brilliant color. For high school social studies, problems of democracy and economics. (Each filmstrip approximately 60 frames.)

Living and Working Without Money
Money and Panic
Money Goes to Work
Too Much Money
New Ways to Use Money
Too Little Spending

All 8 color filmstrips, in handy box $48.00
Each filmstrip 6.00

Northern Europe
(M-j-h) (Color)
Collaborator: RICHARD HARTSHORNE, PH.D., University of Wisconsin.
These notable filmstrips in brilliant color outline vividly the basic geographical concepts concerning five northern European countries—their land, their people, their customs, their agriculture, their industry, and their important places of interest. Designed for middle grades geography. (Each filmstrip approximately 60 frames.)

Norway
Sweden
The Netherlands

All 5 color filmstrips, in handy box $30.00
Each filmstrip 6.00

Southern Europe
(M-j-h) (Color)
Collaborator: RICHARD HARTSHORNE, PH.D., University of Wisconsin.
A companion group to the Northern Europe series, these color filmstrips provide a comprehensive geographical survey of five important European countries—their land, their industry, and their culture. The series is offered for middle grades geography but will benefit other levels as well. (Each filmstrip contains approximately 55 frames, in color.)

France
Spain

All 4 color filmstrips, in handy box $24.00
Each filmstrip 6.00

Switzerland
Portugal

All 5 color filmstrips, in handy box $30.00
Each filmstrip 6.00

WHERE TO FIND THEM
[Check boxes for page numbers]
- Social Studies, page 2
- Language, Literature and Art, page 6
- Science, page 7
- Health, Hygiene and Safety, page 8
- Arithmetic, page 9
- Selected Filmstrips and Slides, page 9

FILMSTRIPS...2
American History (M-J-h) (Black-and-White)
Production and Research: EBFilms Staff
Presents a vivid and authentic cross-section of life in America from the early Massachusetts settlements to the post-Civil War conquest of the Great Plains. Adapted from EBF motion pictures, the filmstrips correlate with middle grades and junior high school history and social studies. (Each filmstrip approximately 74 frames.)

Early Settlers of New England
Flatboatmen of the Frontier
Planters of Colonial Virginia
Life in Old Louisiana
Kentucky Pioneers
Pioneers of the Plains

All 6 black-and-white filmstrips, in handy box $18.00
Each filmstrip 3.00

Regional Geography—The United States (M-J-H) (Black-and-White)
Production and Research: EBFilms Staff
Already approved by thousands of enthusiastic teachers and students, this popular series is one of the most useful and effective groups of geography filmstrips ever produced. Adapted from EBF motion pictures, the series correlates with middle grades and high school geography, social studies, problems of democracy, and history. (Each filmstrip approximately 65 frames.)

The Northeastern States
The Middle States
The Southeastern States
The Northwestern States
The Western States

All 6 black-and-white filmstrips, in handy box $15.00
Each filmstrip 3.00

Food and People (M-J-h) (Black-and-White)
Production and Research: EBFilms Staff
Here, simply and forcefully described, are the basic problems involved in the production, distribution, and consumption of foods in terms of the minimum requirements of the world's peoples. Skillfully adapted from EBF motion pictures, the filmstrips are designed for middle grades geography and social studies classes. (Each filmstrip approximately 60 frames.)

Fundamentals of Diet
Distribution of Foods
Consumption of Foods
Science and Agriculture
Production of Foods

All 5 black-and-white filmstrips, in handy box $15.00
Each filmstrip 3.00

Americans at Work (Farming and Fishing) (M-j) (Black-and-White)
Production and Research: EBFilms Staff
Rich and meaningful experiences await the pupils who use these filmstrips portraying the basic activities of eight representative types of workers in producing some of our basic foods. Carefully adapted from EBF motion pictures for use in middle grades social studies and geography. (Each filmstrip approximately 60 frames.)

The Wheat Farmer
The Corn Farmer
The Truck Farmer
The Orange Grower
The Cattleman
Irrigation Farming
New England Fishermen
Shell-Fishing

All 8 black-and-white filmstrips, in handy box $24.00
Each filmstrip 3.00

Our North American Neighbors (M-j-h) (Black-and-White)
Production and Research: EBFilms Staff
The physical geography, people, resources, agriculture and industry of the neighboring regions in North America take on vivid new meaning for students using this filmstrip series. Based on authentic EBF motion pictures, the filmstrips offer a wealth of stimulating material to enliven and enrich geography and social studies courses in the middle grades. (Each filmstrip approximately 60 frames.)

Maritime Provinces of Canada
Alaska
Industrial Provinces of Canada
Land of Mexico
Prairie Provinces of Canada
Central America
Pacific Canada
West Indies

All 8 black-and-white filmstrips, in handy box $24.00
Each filmstrip 3.00

Our South American Neighbors (M-j-h) (Black-and-White)
Production and Research: EBFilms Staff
The physical geography, natural resources, industry, agriculture, and customs of six representative South American countries, all skillfully presented in five delightful filmstrips of obvious educational significance. Based on popular EBF motion pictures, the series correlates with geography in the middle grades. (Each filmstrip contains approximately 60 frames.)

Argentina
Peru
Brazil
Colombia and Venezuela
Chile

All 5 black-and-white filmstrips, in handy box $15.00
Each filmstrip 3.00

Combination Offers

FILMSTRIP CABINET Two drawers, each holding 90 filmstrips, 180 in all. Extra strong all-steel cabinet in beautiful silver-hammertone finish. $32.50


PLAN No. 1
$300.00 EBFilmstrips
32.50 Steel F. S Cabinet (two-drawer)
59.25 Viewlex Projector
$391.25 All for $300

PLAN No. 2
$150.00 EBFilmstrips
32.50 Steel F. S Cabinet
$182.50 All for $150

PLAN No. 3
$225.00 EBFilmstrips
59.25 Viewlex Projector
$284.25 All for $225
Our Community Workers (P) (Black and White)
Production and Research: EBFILMS STAFF
Youngsters are inspired to a lasting appreciation of the duties and importance of four essential community workers. Adapted from EBF motion pictures, this series is making a valuable contribution to the teaching of primary grades social studies, language arts and reading in thousands of schools. (Each filmstrip approximately 70 frames.)

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
<th>Price</th>
<th>Each Filmstrip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policeman</td>
<td></td>
<td></td>
<td>3.00</td>
</tr>
<tr>
<td>Mailman</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fireman</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctor</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

All 4 black-and-white filmstrips, in handy box $12.00

Clothing and Shelter (M) (Black-and-White)
Production and Research: EBFILMS STAFF
The technological processes involved in the production of some of our basic, everyday needs are here presented, clearly, simply, and impressively. Based on EBF motion pictures, these filmstrips make a lasting impression on boys and girls in primary and middle grades geography, social studies and science. (Each filmstrip approximately 65 frames.)

<table>
<thead>
<tr>
<th>Material</th>
<th>Description</th>
<th>Price</th>
<th>Each Filmstrip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotton</td>
<td>Building a House</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wool</td>
<td>Making Bricks for Houses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Making Shoes</td>
<td>Making Glass for Houses</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All 6 black-and-white filmstrips, in handy box $18.00

Children of Many Lands (P-M) (Black-and-White)
Production and Research: EBFILMS STAFF
Many thousands of school children have already been inspired by this group of remarkable filmstrips to a deeper appreciation of the everyday life, customs, and traditions of boys and girls of other lands or times. Designed for primary and middle grades social studies, inter-cultural understanding, geography, language arts, reading; and Sunday School classes.

<table>
<thead>
<tr>
<th>Culture</th>
<th>Description</th>
<th>Price</th>
<th>Each Filmstrip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eskimo</td>
<td>Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Navajo</td>
<td>Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>French-Canadian</td>
<td>Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colonial</td>
<td>Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japanese</td>
<td>Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Irish</td>
<td>Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexican</td>
<td>Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children of Holland</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Children of Switzerland</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Children of China</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>French</td>
<td>Children</td>
<td></td>
<td></td>
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<tr>
<td>Spanish</td>
<td>Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Norwegian</td>
<td>Children</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All 14 black-and-white filmstrips, in handy boxes $42.00

Government in Action (J-H-a) (Color) (Fall 1952)
Collaborator: WILLIAM ANDERSON, PH.D., University of Minnesota
A unique series of eight filmstrips employing original color drawings to explain clearly the organization and work of our national, state, and local governments, and of the United Nations. Designed for eighth grade and high school civics and problems of democracy. (Each filmstrip contains approximately 55 frames, in color.)

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
<th>Price</th>
<th>Each Filmstrip</th>
</tr>
</thead>
<tbody>
<tr>
<td>The President</td>
<td>State Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Congress</td>
<td>Local Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Federal Courts</td>
<td>Municipal Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Departments and Agencies</td>
<td>The United Nations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All 8 color filmstrips, in handy box $48.00
American Folk Heroes (M-j-h-3) (Color) (Late 1952)
Collaborator: Thomas D. Clark, Ph.D., University of Kentucky.
Fascinating color drawings tell the dramatic stories of eight great Americans who have become a part of the nation's most cherished folklore. These are significant filmstrips—a must for middle grades language arts classes as well as for groups at other school levels. (Each filmstrip contains approximately 52 frames, in color.)

Miles Standish
Johnny Appleseed
Davy Crockett
Mike Fink
Sam Houston
Wild Bill Hickok
Buffy Bill
Kit Carson

All 8 color filmstrips, in handy box $48.00
Each filmstrip 6.00

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Children's Stories of Famous Americans
(P-M) (Color) (Release 1953)
Producer: William P. Gottlieb, Co., Collaborators: Charles F. Davis and Louise F. Davis, Ph.D., National College of Education.

Famous men of American history come to vivid life in this group of noteworthy filmstrips. The stories are told with vivid color drawings, and emphasis is laid on the background influences that made each man great. Produced for primary and middle grades American history and language arts. (Each filmstrip contains approximately 45 frames, in color.)

Captain John Smith
Peter Stuyvesant
Ethan Allen
Paul Revere
William Penn
John Paul Jones

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00

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Life on the Farm
(P) (Color) (Release 1953)

This series describes six important farm activities seen through the eyes of two visiting city children. Photographed in beautiful color for primary grade social studies and science. (Each filmstrip contains approximately 45 frames, in color.)

Milking
Gathering Eggs
Feeding the Animals
Haying
Picking Vegetables
Picking Fruit

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00

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The Home Community
(P) (Color) (Release 1953)

These appealing filmstrips describe for boys and girls how the family unit is constituted, why it is important, and how youngsters can help make it run smoothly. Produced in beautiful color photography for primary grade social studies and reading. (Each filmstrip contains approximately 45 frames, in color.)

Our Family
Family Fun
Keeping Busy
Helping Mother
Brothers and Sisters
Growing Up

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00

---

The School Community
(P) (Color) (Release 1953)

Designed to help young pupils make a healthy adjustment to a new environment—the school, these charming filmstrip stories provide delightful experiences to make positive impressions on young minds. Produced in color for primary grades social studies and reading. (Each filmstrip contains approximately 45 frames, in color.)

The New Pupil
Our School
School Helpers
Our Job in School
Part of the Team
School Courtesy

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00

---

The Country Community
(P) (Color) (Release 1953)

These important filmstrips point out for boys and girls the unique characteristics of rural life and the role of the farm community in providing many necessities of life for the rest of the nation. Produced in vivid color photography for middle grade social studies. (Each filmstrip contains approximately 45 frames, in color.)

The American Farmer
The Rural Village
Living on a Farm
The New Fire Engine
The County Fair

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00

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The Neighborhood Community
(P) (Color) (Release 1953)

Designed for primary grade youngsters, these filmstrip stories introduce the important concept of interdependence between people living in a democratic community—in this instance, a typical small town. Produced in dramatic color photography for primary grade social studies and reading. (Each filmstrip contains approximately 45 frames, in color.)

Neighbors and Friends
Places We All Own
Going Shopping
Saturdays are Holidays
Making Things for Us
From Here to There

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00
The Town Community    (P) (Color) (Release 1953)
Producer: WILLIAM P. GOTTLEB CO.
Collaborator: RUTH ELLSWORTH, Ph.D., Wayne University
By means of simple but delightful stories of everyday family life these charming filmsstrips clarify the meaning of interdependence in the community life of a small city. Produced in photography for primary grade social studies and reading. (Each filmsstrip contains approximately 45 frames, in color.)

Father's Job
Father Gets a Promotion
The New House
Setting a Dispute
Fixing Our House
The New School
All 6 color filmsstrips, in handy box $36.00
Each filmstrip 6.00

The City Community    (P) (Color) (Release 1953)
Producer: WILLIAM P. GOTTLEB CO.
Collaborator: RUTH ELLSWORTH, Ph.D., Wayne University
These attractive filmsstrips make clear for youngsters the concepts of interdependence and of life adjustment in a typical large American city. Photographed and produced in color for primary grade social studies and reading. (Each filmsstrip contains approximately 45 frames, in color.)

Sightseeing in the City
Business in the City
Apartment House Living
Recreation in the City
City Workers
City Transportation
All 6 color filmsstrips, in handy box $36.00
Each filmstrip 6.00

filmstrips on

2 Language, Literature and Art

American Legendary Heroes    (M-j-h-a) (Color)
Collaborator: THOMAS D. CLARK, PH.D., University of Kentucky
Here are the fascinating stories of six of America’s best loved legendary heroes, each told by a series of beautiful color drawings. They are designed especially for middle grades language arts classes but will be effective at other grade levels as well. (Each filmsstrip contains approximately 52 frames, in color.)
Ichabod Crane
Pecos Bill
Rip Van Winkle
Hiawatha
Paul Bunyan
Uncle Remus
All 6 color filmsstrips, in handy box $36.00
Each filmstrip 6.00

Stories from Other Lands    (p-M-j) (Color) (Late 1952)
Producer: WILLIAM P. GOTTLEB CO.
Collaborator: WANDA ROBERTSON, Ed.D., University of Utah
Six famous stories from six different countries, all vividly told with original color drawings in delightful filmstrip form. Designed for middle grades language arts, but appropriate for lower and higher grade levels as well. (Each filmsstrip contains approximately 45 frames, in color.)
Dick Whittington
Peter and the Dike
William Tell
Joan of Arc
Phedippides, the Marathon Runner
Robert Bruce and the Spider
All 6 color filmsstrips, in handy box $36.00
Each filmstrip 6.00

Contemporary American Painting    (H-C-A) (Color)
Collaborator: DANIEL CATTON RICH, Director, The Art Institute of Chicago
Using as basic material the famous Encyclopaedia Britannica Collection of original paintings by American masters, these significant filmsstrips, all in vivid color, provide a complete and fascinating unit of study in art appreciation and contemporary American art history. Designed for high school, college, and adult art classes. (Each filmsstrip contains approximately 45 frames, in color.)

Let’s Look at a Painting
Realism
Romanticism
The American Scene
Modernism
All 5 color filmsstrips, in handy box $30.00
Each filmstrip 6.00

Constructing Reports    (M-J-h) (Color) (Release 1953)
Producer: WILLIAM P. GOTTLEB CO.
Written reports, compositions, and themes take on new, vitalized meaning for students when these unique and helpful filmsstrips are used. Comprised entirely of appropriate color drawings, this series is offered for use in middle grades and junior high school English composition classes. (Each filmsstrip contains approximately 45 frames, in color.)

Digging for Facts
Nailing the Theme
Building Reports
Painting with Words
Finishing Reports
Using Reports
All 6 color filmsstrips, in handy box $36.00
Each filmstrip 6.00

If the numbers of these animals are kept at a reasonable limit, the soil will be able to feed them.
3 Science

The Human Body
Production and Research: EBFilms Staff
Graphic photographs combine with micro-photographs and easily understood drawings to provide one of the most significant series of classroom filmstrips ever produced. Adapted from EBF motion pictures, the filmstrips make an outstanding contribution to junior and senior high school biology, science, health, and physiology. (Each filmstrip approximately 65 frames.)

The Heart and Circulation
The Teeth
Direction of Foods
The Eyes and Their Care
Mechanisms of Breathing
Control of Body Temperature
Work of the Kidneys
Posture and Exercise

All 16 black-and-white filmstrips, in handy boxes $48.00
Each filmstrip 3.00

General Science
Production and Research: EBFilms Staff
Some of the most important units of study in junior and senior high school science courses assume new and vivid meaning for students using this filmstrip series. Adapted from EBF motion pictures, the filmstrips include such motivational material as review and discussion questions, and suggested follow-up activities. (Approximately 55 frames each filmstrip.)

Simple Machines
Fuels and Heat
Distribution of Heat Energy
Elements of Electrical Circuits

All 8 black-and-white filmstrips, in handy box $24.00
Each filmstrip 3.00

Soil Conservation
Production in cooperation with The Conservation Foundation, New York
Collaborators: H. C. M. Case, Ph.D., and Russell T. Ode, Ph.D., University of Illinois; and Elmer L. Salt, Ph.D., U. S. Dept. of Agriculture Soil Conservation Research
An absorbing examination of the pressing problems of soil conservation. Explains clearly what soil is, how it is formed, how it is used and misused, how it can be made more productive. Correlates with junior and senior high school science, agriculture, geography, social studies, and with adult study programs. (Each filmstrip approximately 60 frames.)

How Long Will It Last?
How Soil Is Formed
Plant Life and the Soil
Water and the Soil
Animal Life and the Soil
Minerals in the Soil
How Man Has Used the Soil
How Man Conserves the Soil

All 8 black-and-white filmstrips, in handy box $24.00
Each filmstrip 3.00

Elementary Science
Production by INSTRUCTIONAL FIlMS, INC.
Teachers and pupils alike will welcome this valuable and practical series which draws upon normal daily childhood experiences to illustrate some important basic science concepts. Carefully paced to match the learning requirements of middle and high school youngsters in science classes. (Each filmstrip approximately 47 frames.)

Nothing But Air
We Make a Fire
Water in the Air

All 4 black-and-white filmstrips, in handy box $12.00
Each filmstrip 3.00

Animal Friends
Production and Research: EBFilms Staff
Wherever these delightful filmstrips are used in the primary grades—whether for study units in science or as motivation material in language arts and reading—young children are always enthusiastic about them. They were adapted from 8 popular EBF motion pictures. (Each filmstrip approximately 60 frames.)

The Horse
Gray Squirrel
Three Little Kittens
Step, The Farm Dog

All 8 black-and-white filmstrips, in handy box $24.00
Each filmstrip 3.00

The Earth and Its Wonders
Collaborator: Carey Cronies, President, Beloit College
Six comprehensive filmstrips comprised entirely of easily understood original color drawings making clear some of the basic fundamentals of geology. Designed primarily for elementary grades geography and science classes. (Each filmstrip contains approximately 50 frames, in color.)

The Story of Rivers
The Story of Underground Water
The Story of the Air
The Story of Ice and Glaciers
The Story of Mountains
The Story of Volcanoes

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00
Prehistoric Life 
(M-j-h) (Color) (Late 1952)
Produced by JOHN A. HAESLER in cooperation with the American Museum of Natural History, New York
Collaborator: EDWIN H. COLBERT, Ph.D., American Museum of Natural History
Designed for middle grades science classes, these filmstrips, produced in color tell the fascinating story of prehistoric life from the early beginnings through the age of reptiles to the age of mammals. (Each filmstrip contains approximately 55 frames, in color.)

Discovering Fossils
The Story Fossils Tell
The Coming of Reptiles
The Rise of the Dinosaurs
Reign of the Dinosaurs
Age of Mammals

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00

Audubon's Birds of America
(M-j-h-a) (Color) (Late 1952)
Produced by JOHN A. HAESLER in cooperation with the American Museum of Natural History, New York
Collaborator: RICHARD H. POUGH, Author of the Audubon Bird Guides
Using the original Audubon bird plates as basic picture material, these filmstrips in vivid color provide a delightful study of Audubon's art and of American birds and their habits. For middle grades science and art classes. (Each filmstrip contains approximately 55 frames, in color.)

John James Audubon
Birds of the Countryside
Birds of the Gardens
Birds of Forest and Woodland
Birds of Sea and Shore

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00

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filmstrips on

4 Health, Hygiene and Safety

Keeping Healthy
(p-M) (Black-and-White)
Production and Research: EBFILMS STAFF
These simple but delightful stories cover the basic concepts of six important phases of health and hygiene. Adapted for middle grade students, from EBF motion pictures, the filmstrips go far in translating dull, drab facts of body care and good health into unforgettable and meaningful experiences. (Each filmstrip approximately 85 frames.)

Save Those Teeth
Sleep for Health
Exercise for Happy Living
Care of the Skin
Care of Hair and Nails
Common Cold

All 6 black-and-white filmstrips, in handy box $18.00
Each filmstrip 3.00

Health Stories
(p) (Color) (Late 1952)
Producer: WILLIAM P. GOTTLEIB CO.
Collaborator: HELEN E. WESTERBERG, M.A., George Williams College
Six impressive filmstrip stories on six basic areas of health education for primary grade boys and girls. Each story is made up of appealing color drawings and provides a moving experience not easily forgotten. (Each filmstrip contains approximately 45 frames, in color.)

Health Habits
Checking Your Health
Keeping Neat and Clean
Avoiding Infection
Proper Food
Health Helpers

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00

Safety Stories
(p) (Color) (Late 1952)
Producer: WILLIAM P. GOTTLEIB CO.
Collaborator: HERBERT J. STACK, Ph.D., New York University
Basic safety rules for primary grade youngsters take on new meaning and come alive in these delightful filmstrip stories. The filmstrips are composed entirely of charming color drawings that boys and girls love. (Each filmstrip contains approximately 45 frames, in color.)

School Safety
Home Safety
Play Safety
Street Safety
Vacation Safety
Safety Helpers

All 6 color filmstrips, in handy box $36.00
Each filmstrip 6.00

A Key to Grade Level Abbreviations
Capital letters (P-M-J-H-C-A) after each title indicate grade levels for which the filmstrip series was designed: P—primary grade; M—middle grade; J—junior high school and upper elementary grades; H—high school; C—college; A—adult. Small letters (p-m-j-h-c-a) indicate additional grade levels at which the filmstrips will be found useful.

5 FILMSTRIPS...8
# 5 Arithmetic

**Using Numbers**  
(P) **(Black-and-White)**  
Collaborators: **JOHN R. CLARK, PH.D., Teachers College, Columbia University; and CAROLINE H. CLARK, Child Education Foundation, New York.**  
This unique series is designed to vitalize the child's earliest number experiences. Attractively planned to motivate actual pupil participation during the showings, the films quickly create an understanding of numbers and introduce simple addition and subtraction. For primary grade arithmetic. (Approximately 35 frames each filmstrip.)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counting to 5</td>
<td></td>
</tr>
<tr>
<td>Counting to 10</td>
<td></td>
</tr>
<tr>
<td>Reading Numbers to 10</td>
<td></td>
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<tr>
<td>Writing Numbers to 10</td>
<td></td>
</tr>
<tr>
<td>Counting by 1's to 50</td>
<td></td>
</tr>
<tr>
<td>Counting by 10's to 100</td>
<td></td>
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<tr>
<td>Counting by 10's to 80</td>
<td></td>
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<tr>
<td>Counting by 10's to 100</td>
<td></td>
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</tbody>
</table>

All 16 black-and-white filmstrips, in handy box $48.00  
Each filmstrip $3.00

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# 6 Selected Filmstrips and Slides

**Character Building**  
(P) **(Color)**  
Produced by SIMMEL-MESERVY, INC., Hollywood  
Sixteen filmstrip stories in gay color, tell the adventures of a cottontail family to point up desirable character traits to primary grades youngsters. The series finds its best use in language arts, reading, and social studies. (Each filmstrip contains approximately 39 frames.)

<table>
<thead>
<tr>
<th>Trait</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kindness</td>
<td>Thankfulness</td>
</tr>
<tr>
<td>Consideration</td>
<td>Acceptance</td>
</tr>
<tr>
<td>Sharing</td>
<td>Helpfulness</td>
</tr>
<tr>
<td>Honesty</td>
<td>Promptness</td>
</tr>
<tr>
<td>Thoughtfulness</td>
<td>Fair Play</td>
</tr>
<tr>
<td>Neighborliness</td>
<td></td>
</tr>
</tbody>
</table>

All 16 color filmstrips, in handy box $80.00  
Each filmstrip $5.00

**Cottontail Fables** (For Life Adjustment)  
(P) **(Color)**  
Produced by SIMMEL-MESERVY, INC., Hollywood  
A sequel group to the Character Building series. Color drawings relate further adventures of a family of rabbits, and each story carries a simple moral. For primary grades language arts and reading. (Each filmstrip contains approximately 40 frames, in color.)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other People's Property</td>
<td>Obedience Pays</td>
</tr>
<tr>
<td>Chasing Rainbows</td>
<td>Greediness Doesn't Pay</td>
</tr>
<tr>
<td>Mother Knows Best</td>
<td>We Work Together</td>
</tr>
</tbody>
</table>

All 6 color filmstrips, in handy box $30.00  
Each filmstrip $5.00

**Mediterranean Culture**  
(J-H-a) **(Color)**  
Produced by SIMMEL-MESERVY, INC., Hollywood  
Five filmstrips in color point up the culture of ancient and modern Italy and Egypt, and ancient Athens. Significant architectural works, sculpture and monuments are well represented. (A supplementary narrative text accompanies each filmstrip.) Valuable for use with junior and senior high school classes in world history, ancient history, Latin, and art. (Each filmstrip approximately 40 frames.)

- Ancient Egypt  
- Modern Egypt  
- Ancient Athens

All 5 color filmstrips, in handy box $25.00  
Each filmstrip $5.00

**United States Geo-Historic Map Slides**  
(J-H-a) **(Color)**  
Produced by INSTRUCTIONAL FILMS, INC.  
Forty-six 2 x 2 slides in full color, each one dealing with an important geographical concept in the development of the United States from 1400 to 1783. There is accompanying manual containing supplementary information concerning each slide. The maps are authentic, comprehensive, and artistically excellent. Designed for use in American history classes.

- Deluxe glass mount set $62.50  
- Utility paper mount set $47.50
Where to use Filmstrip Series

Primary Grades

SOCIAL STUDIES
- Children of Many Lands
- Our Community Workers
- Children's Stories of Famous Americans
- The Home Community
- The School Community
- The Country Community
- The Neighborhood Community
- Town Community
- The City Community
- Life on the Farm
- Character Building
- Cottontail Fables

LANGUAGE ARTS
- Animal Friends
- Children's Stories of Famous Americans
- Stories From Other Lands
- Life on the Farm
- Character Building
- Cottontail Fables

SCIENCE
- Animal Friends
- Life on the Farm

HEALTH AND SAFETY
- Keeping Healthy
- Health Stories
- Safety Stories

ARITHMETIC
- Using Numbers

Middle Grades

SOCIAL STUDIES
- Regional Geography—The United States
- Our North American Neighbors
- Our South American Neighbors
- Northern Europe
- Southern Europe
- Africa—Tanganyika, Kenya, Uganda
- Children of Many Lands
- Americans at Work
- Food and People
- Clothing and Shelter
- The Earth and Its Wonders

HISTORY
- American History
- American Folk Heroes
- Children's Stories of Famous Americans
- Stories From Other Lands

LANGUAGE ARTS
- American Legendary Heroes
- American Folk Heroes
- Our Community Workers
- Children's Stories of Famous Americans
- Stories From Other Lands
- Constructing Reports

SCIENCE
- The Human Body
- Animal Friends
- Food and People
- Audubon's Birds of America
- Elementary Science
- Prehistoric Life
- The Earth and Its Wonders

HEALTH, HYGIENE, and SAFETY
- The Human Body
- Keeping Healthy
- Food and People

ART
- Audubon's Birds of America

Junior High School and Upper Elementary Grades

SOCIAL STUDIES
- Regional Geography—The United States
- Our North American Neighbors
- Our South American Neighbors
- Northern Europe
- Southern Europe

HISTORY
- American History
- American Folk Heroes
- Mediterranean Culture

SCIENCE
- Soil Conservation

ART
- Audubon's Birds of America

ENGLISH COMPOSITION
- Constructing Reports

LITERATURE
- American Legendary Heroes
- American Folk Heroes

College and Adult Audiences

POLITICAL SCIENCE
- Soil Conservation

PHYSIOLOGY
- The Human Body

FINE ARTS
- Contemporary American Painting

Senior High School

GEOGRAPHY
- Regional Geography—The United States
- Soil Conservation

AMERICAN HISTORY
- Government in Action
- American History

WORLD HISTORY
- Mediterranean Culture

PROBLEMS OF DEMOCRACY
- Government in Action
- Basic Economics
- Soil Conservation

BIOLOGY
- The Human Body

PHYSICS
- General Science

GENERAL SCIENCE
- General Science
- Soil Conservation
- The Earth and Its Wonders
- Audubon's Birds of America

AGRICULTURE
- Soil Conservation

COMPOSITION
- Constructing Reports

LITERATURE
- American Folk Heroes
- American Legendary Heroes

ART
- Contemporary American Painting
- Audubon's Birds of America
## Special Combination Offers

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- $200.00 EBFilms
- 32.50 Steel F.S. Cabinet
- $9.25 Viewflex Projector
- $391.75 All for $300

### PLAN No. 2
- $150.00 EBFilms
- 32.50 Steel F.S. Cabinet
- $182.50 All for $150

### PLAN No. 3
- $255.00 EBFilms
- 32.50 Steel F.S. Cabinet
- $7.25 Viewflex Projector
- $284.25 All for $225

## Send the Following Complete Series

- **Basic Economics**
  - 5 color filmstrips $48; each $6

- **Africa (Tanganyika, Kenya, Uganda)**
  - 4 color filmstrips $24; each $6

- **Northern Europe**
  - 5 color filmstrips $20; each $6

- **Southern Europe**
  - 4 color filmstrips $20; each $6

- **American History**
  - 5 b/w filmstrips $13; each $3

- **Regional Geography—The United States**
  - 5 b/w filmstrips $15; each $3

- **Food and People**
  - 5 b/w filmstrips $15; each $3

- **Americans at Work (Farming, Fishing)**
  - 5 b/w filmstrips $24; each $3

- **Our North American Neighbors**
  - 5 b/w filmstrips $24; each $3

- **Our South American Neighbors**
  - 5 b/w filmstrips $15; each $3

- **Our Community Workers**
  - 5 b/w filmstrips $15; each $3

- **Clothing and Shelter**
  - 5 b/w filmstrips $15; each $3

- **Children of Many Lands**
  - 10 b/w filmstrips $42; each $3

- **Government in Action**
  - 6 color filmstrips $48; each $6

- **American Folk Heroes**
  - 6 color filmstrips $48; each $6

- **Children's Stories of Famous Americans**
  - 6 color filmstrips $30; each $5

- **Life on the Farm**
  - 6 color filmstrips $26; each $6

- **The Home Community**
  - 6 color filmstrips $30; each $6

- **The School Community**
  - 6 color filmstrips $30; each $6

- **The Country Community**
  - 6 color filmstrips $30; each $6

- **The Neighborhood Community**
  - 6 color filmstrips $26; each $6

- **The Town Community**
  - 6 color filmstrips $30; each $6

- **The City Community**
  - 6 color filmstrips $30; each $6

- **American Legendary Heroes**
  - 6 color filmstrips $30; each $6

- **Contemporary American Painting**
  - 5 color filmstrips $20; each $6

- **Stories from Other Lands**
  - 6 color filmstrips $20; each $6

- **Constructing Reports**
  - 6 color filmstrips $20; each $6

- **The Human Body**
  - 10 b/w filmstrips $48; each $3

- **General Science**
  - 6 b/w filmstrips $24; each $3

- **Soil Conservation**
  - 6 b/w filmstrips $24; each $3

- **Elementary Science**
  - 4 b/w filmstrips $12; each $3

- **Animal Friends**
  - 6 b/w filmstrips $24; each $3

- **The Earth and Its Wonders**
  - 6 color filmstrips $36; each $6

- **Prehistoric Life**
  - 6 color filmstrips $36; each $6

- **Audubon's Birds of America**
  - 6 color filmstrips $36; each $6

- **Keeping Healthy**
  - 6 b/w filmstrips $18; each $3

- **Health Stories**
  - 6 color filmstrips $36; each $6

- **Safety Stories**
  - 6 color filmstrips $36; each $6

- **Using Numbers**
  - 10 b/w filmstrips $48; each $3

- **Cottontail Fables (for Life Adjustment)**
  - 6 color filmstrips $30; each $6

- **Character Building**
  - 10 color filmstrips $80; each $5

- **Mediterranean Culture**
  - 5 color filmstrips $25; each $6

- **United States Geo-Historic Map Slides**
  - Deluxe glass set $62.50; ordinary paper set $47.50

## Send the Following Individual Filmstrips (specify series; list here and/or on separate sheet)
Why EB Filmstrips Rate Highest Among Educators...

Consider these key points when selecting new filmstrips for your library:

- EB Filmstrips are produced with the same exhaustive research by subject matter specialists as the world-renowned EB classroom motion picture library.
- EB Filmstrips contain built-in learning aids (no manual is required).
- Because EB Filmstrips contain 40 to 70 frames per strip they cost less per frame of content material.
- EB Color Filmstrips utilize the finest in high-quality color processes.
- A permanent, long-established production company stands behind your EB Filmstrip purchases... bringing the finest in new materials... improving the old as needed.
play; preparations for and festivities of the Japanese New Year. Produced by Julien Bryan and the International Film Foundation.

The King's Life Guard: 9 min., B/W, $82.50; British Information Services.
- Shows in detail the ceremony of the changing of the guard, the barrack's of the troops, and their preparations—grooming the horses, putting on uniforms, etc.

Life in the Sahara: 14 min., color, $120; EBF.
- Reviews important aspects of the life, habits, and customs of people living in the great Sahara.

Longhouse People: 24 min., color, $170; EBF.
- Portrays the life and rituals of a non-Christian Canadian Iroquois community, illustrating authentic dances and religious ceremonies still practiced by members of a tribe which once ruled the eastern half of North America.

Mary Visits Poland: 10 min., B/W, $50; McGraw-Hill.
- A study of the customs and ways of living of the people of Poland, narrated for school children by an American schoolgirl who is describing her trip of the previous summer to her parents' homeland. Produced by Julien Bryan and the International Film Foundation.

Oxford Student: 13 min., color, $120; McGraw-Hill.
- Oxford of today as shown through the eyes of a young undergraduate; summarizes Oxford's history across the centuries, tracing its influence on many of the great men who studied there.

Pacific Island: 18 min., B/W, $100; McGraw-Hill.
- The natives of Likiep, one of the Marshall Islands group, are shown as a tightly-knit community in their village life—sailing, fishing, building boats, weaving baskets. Film highlights: catching a giant underwater clam by a skilled diver, boys hunting turtles' eggs, the celebration of a birthday feast. Produced by Julien Bryan and the International Film Foundation.

Peiping Family: 21 min., B/W, $100; McGraw-Hill.
- Life in a middle-class Chinese family; depicts the struggle of Dr. Wu and his wife to provide for their large family and to educate their oldest daughter, showing Chinese customs of work and play. Produced by Julien Bryan and the International Film Foundation.

Peoples of the Soviet Union: 33 min., B/W, $150; McGraw-Hill.
- A newly revised sound track makes again available these pictures of life behind the Iron Curtain. Provides an over-all concept of the vast country with its many distinct peoples and racial groups. Produced by Julien Bryan and the International Film Foundation.

Sampan Family: 18 min., B/W, $100; McGraw-Hill.
- The story of the Ling family of the Fukien Province who live and make their living on a small riverboat in the Min River. We watch the daily fishing that earns the family's livelihood. Life aboard the small boat, and how the family, from babies to old folks, work together as a team. Produced by Julien Bryan and the International Film Foundation.

Scottish Miner: 13 min., color, $120; McGraw-Hill.
- Examines different aspects of the coal crisis: working conditions in the mines, mechanization, constant dangers, shortage of young miners, showing that mining, whether in Scotland or Pennsylvania remains a hazardous and difficult job.

The World We Live In

PEOPLE AND PLACES RELATED TO OUR SOCIAL STUDIES

Ancient Egypt: 1 reel, B/W—$50; color—$100; Coronet.
- A visit to Egypt—to see the great Sphinx, the Temple at Karnak and many examples of famous Egyptian sculpture—is made while watching this world history film.

Ancient Baalbek and Palmyra: 10 min., color, $100; EBF.
- As members of a desert caravan, pausing for water and rest, we visit the ruins of ancient Palmyra and Baalbek, in Syria. We wander through the remains of the temples and halls of a city built by King Solomon to commemorate the ground on which David slew Goliath.

Ancient Petra: 10 min., color, $100; EBF.
- An archeological study of ancient Petra, a city of red sandstone caves in the heart of the Arabian desert. Shows the effects of Edomite, Greek and Roman architecture on this city which was laid under a curse in the time of Moses.

Arabian Bazaar: 10 min., color, $100; EBF.
- Color photography portrays a Bedouin bazaar as a center where nomads buy food, blankets, leather, and metal goods, exchange news and gossip, and enjoy a cup of coffee with friends.

Death Valley—Ancient and Modern: 22 min., color, $180; Paul Hoeffer.
- Pictorial treatment of a valley that has changed little in millions of years; surveys the geology of Death Valley, its history, and modern developments.

It Takes Everybody to Build This Land: 21 min., B/W, $85; EBF.
- Against a background of music to guitar accompaniment, this film traces the development of specialization in American industry and agriculture.

Japan: 12 min., color, $100; EBF.
- Illustrates the ways in which Japan utilizes all possible land for farming. Shows farmers at work in the rice fields, planting, fertilizing, etc.

Life in the Nile Valley: 1 reel; B W—$50; color—$100; Coronet.
- Within the narrow Nile valley, where over 15 million people live, an agricultural society dependent on the river has existed for hundreds of years. This film studies the activities of a typical Egyptian farm family.

New Horizons: 20 min., color, free-loan; UWP.
- Surveys the natural resources and potential wealth of the Old South. Available only in states east of the Mississippi River.

People Along the Mississippi: 21 min., B/W, $85; EBF.
- Studies the region through which the Mississippi river flows and the people who live in this region. The film reveals the oneness in purpose, ideals, and in national character of a vast part of the country.

The Prairie: 17 min., B/W—$85; color—$140; Arthur Barr Productions.
- This is a "before and after" presentation of the midwestern prairie—before the white man replaced the...
World We Live In:
Indian and afterwards. Deals with the various grasses, wild flowers, rock formations, etc.

South Africa: 22 min., color, $180; Paul Hoesler.
- This overall picture of South Africa gives a comprehensive treatment of the important aspects of South Africa life: industrial activities; agriculture and mining.

Southeast Asia: 29 min., color, free-loan; UWF.
- Facts about natural rubber and the people who grow it. Shown against the background of a constant threat of armed aggression.

This Is Rubber: 16 min., B/W, free-loan; UWF.
- The story of natural rubber, where it comes from and how it’s processed.

Understanding a Map: 1 reel, B/W, $15; YAF.
- Explains, by means of models and animation, the relation of a simple map to the territory which it represents. Designed as a sequel to YAF’s What Is a Map.

Victoria Falls: Smoke that Thunders: 11 min., color, $80; Paul Hoesler.
- Locates Victoria Falls on the Zambezi River in relation to Southern and Northern Rhodesia and South Africa. Showing the town of Livingstone and country surrounding the falls with its abundant wild life.

History
American Revolution: 12 min., color, $100; EBF.
- Explanation of the strategy, the struggle, the movement of forces and the important military engagements of the war for independence. Stresses geographical and social factors which brought victory to the 13 states.

Beginnings of History: 46 min., B/W; rent—$7.50; sale—$150; Int’l Film Bureau.

Civil War: 12 min., color, $100; EBF.
- Points out important military events of the war between the North and the South, stressing social and geographical factors which brought victory to the North.

The Colonial Printer: 22 min., color.
- Write to Colonial Williamsburg.
- Through the eyes of the printer’s apprentice, the film describes in detail the printing methods and equipment used in colonial America; demonstrates how ink was mixed, paper prepared, type handset and the press hand-operated.

Current Affairs
Crisis in Iran: 18 min., B/W, $80; McGraw-Hill.
- Outlines the peculiar economic and political conditions that have brought on the present Iranian crisis, and introduces the individuals and groups that move behind the scenes. A March of Time film.

- This is the story of the Air Force’s Strategic Air Command and of the men responsible for America’s first-line defense. A March of Time film.

Formosa: 17 min., B/W, $80; McGraw-Hill.
- Gives an account of the week that the U.S. is doing in Formosa to support Chiang Kai-Shek’s nationalist government and army in exile and to build up the living standards and morale of the native islanders. A March of Time film.

Moroccan Outpost: 17 min., B/W, $80; McGraw-Hill.
- Surveys conditions in Morocco today and introduces key figures in the country’s present struggle for independence. A March of Time film.

Producing for Defense: 22 min., B/W, $100; EBF.
- A discussion of America’s ability to arm and, at the same time, to produce civilian goods. Examines the role of machine power, the human elements, and natural resources in our present rearmament economy.

Sudan Dispute: 20 min., B/W, $55; British Information Services.
- Examines the Anglo-Egyptian Sudan and the problems facing this country. Shows why Egypt fears control of the upper reaches of the Nile by a separate power and analyzes the dispute between Egypt and Britain.

Tito—Our Ally: 18 min., B/W, $80; McGraw-Hill.
- A picture of life inside Yugoslavia as it exists today for her 16,000,000 culturally divergent people. A March of Time film.

World Affairs Are Your Affairs: 27 min., B/W, $100; EBF.
- Illustrates the Cleveland Council of World Affairs, explaining the services and educational activities designed to help citizens achieve understanding of problems arising between the U.S. and the rest of the world.

Business Education
Importance of Selling: 20 min., B/W, $100; EBF.
- Role of selling in modern business organization is shown in this film, which gives particular emphasis to services provided by salesmen to business and to the consumer.

Industrial Purchasing: 21 min., color, $170; EBF.
- Portrays the director of purchasing in his capacity as buyer of everything purchased by his company, revealing the actual problems of buying materials and machines.

The Law of Demand and Supply: 1 reel; B/W—$50; color—$100; Coronet.
- Through the story of a boy who is in the bicycle-rental business, students are taught how the law of supply and demand affects business. For junior and senior high school.

Office Courtesy: 12 min., B/W—$50; color—$100; EBF.
- Dramatizes techniques for office workers in meeting and working with persons outside the company. The film emphasizes the importance of courtesy and thoughtfulness and reveals how the employee’s attitude may have considerable effect on his company’s success.

Office Teamwork: 12 min., B/W—$50; color—$100; EBF.
- Illustrates the importance of cooperation among members of a business organization. Dramatizes representative office situations in which teamwork is necessary.

Teaching Gregg Shorthand Simplified: Series of six black and white films—$225; McGraw-Hill.
- Six films designed to give business teachers an opportunity to observe the technique of the experts in teaching Gregg shorthand. Titles are: First Lesson (15 min., $75); Typical Lesson (17 min., $75); Teaching Marginal
Reminders (10 min., $50); Developing Shorthand Speed (14 min., $75); Doing Homework in Gregg Shorthand Simplified (9 min., $50); Doing Homework in Gregg Shorthand Simplified, Functional Method (9 min., $50).

Industry at Work

Background films from industry itself, many of them on a free-loan basis:

From Bristles to Brushes: 30 min., B/W, free-loan; UWF.
- Describes the machines designed for the production of brushes of every kind, from nylon fiber toothbrushes to large brushes for industrial use.

A Fast Worker: 41 min., B/W, free-loan; UWF.
- The story of a modern farmer and his family who take pride in employing the most advanced dairy techniques on their farm; shows new method of cleaning cream separators.

No Longer Worried: 28 min., B/W, free-loan; UWF.
- A dramatic story of Benjamin Franklin's contribution to the growth of America through Insurance. "Spread the risk among many and reimburse those suffering losses."

On the Track: 16 min., color, free-loan; UWF.
- How we are all dependent on some measure on the services of the railroad is told in this film.

Railroad Special Agent: 15 min., B/W, $80; McGraw-Hill.
- Records the activities of the men who guard the cargo which travels along the American railroad system.

Rubber Lends a Hand: 28 min., color, free-loan; UWF.
- This is the story of modern, mechanized farming all over America. It shows the wide range of usefulness of rubber in easing the work of the modern farmer.

Search for Security: 17 min., B/W, free-loan; UWF.
- Deals with the origin, meaning and value of life insurance.

Thundering Rails: 18 min., B/W, free-loan; UWF.
- The story of America's railroads, the people who operate them and the famous trains that roar through a nation.

Note: also write for free-loan lists available from Modern Talking Picture Service, 45 Rockefeller Plaza, N. Y.; Association Films, 55 W. 45th St., N. Y.

The Arts and Literature

CLASSROOM FILMS FOR ENGLISH, DRAMA AND ARTS CLASSES

Antony and Cleopatra: 3 reels, B/W, $117.50; YAF.
- Professional re-enactment of condensed version of the Shakespearean play. Suitable for high schools, colleges, and adult groups.

Better Reading: 12 min., B/W—$50; color—$100; EBF.
- Reveals problems confronting the slow reader and suggests ways in which they can be met and solved. Tells the story of an intelligent high school boy whose work suffers from his slow reading habits.

Julius Caesar: 3 reels, B/W, $117.50; YAF.
- A condensed dramatization of the Shakespearean play as portrayed by a professional cast.

Library Story: 15 min., color, $120; EBF.
- Documents the methods in which a modern public library serves the community. Dwells on the varied interests of "regular" readers, showing how the library helps them all.

Mark Twain and Tom Sawyer: 11 min., B/W, $50; Int'l Film Bureau.
- Illustrates those elements in the life of Samuel Clemens which went into the creation of his best known works, "The Adventure of Tom Sawyer" and "Huckleberry Finn."

Literature Appreciation: How to Read Essays: 14 reels; B/W—$62.50; color—$125; Coronet.
- Stresses the enjoyment to be found in reading and studying essays. Such writers as Lamb, Emerson, Hunt, Addison, Thackeray, and Stevenson are portrayed at work in their native surroundings. The film points out that for full appreciation an essay should be read with an understanding of the author, his purpose in writing, and his style.

French Classes

New French Film Reader Series: B/W, sale or rental; Int'l Film Bureau.
- Three films produced by Basic Films Ltd. in cooperation with the National Committee for Visual Aids in Education and The Modern Language Association of Britain. Titles are: La Famille Martin 18 min., sale—$85; rent—$6; Depart des Grandes Vaux (11 min., sale—$50; rent—$4); Histoire de Poissons (11 min., sale—$50; rent—$4). The films portray typical family incidents which the adolescent in the U.S. can recognize as likely to happen in his own family. They are so edited that significant shots of familiar Paris landmarks are included in the first film and many characteristic regional landscapes in the other two.

Arts and Crafts

Loom Weaving: 6 min., B/W; rent—$3; sale—$50; Int'l Film Bureau.
- The art teacher and the manual training teacher cooperate here to help students build a simple loom out of an old broom and a few pieces of wood.

The Making of Fine China: 20 min., color, free-loan; UWF.
- Presents a workshop where some of the finest china in America is produced; demonstrates the working out of the decorations, the firing of the colors and all the interesting operations in the manufacture of china tableware as well as china ornaments. Restricted to senior high school levels and adult women's groups.

Music Films

Begone Dull Care: 9 min., B/W; rent—$3; sale—$75; Int'l Film Bureau.
- An interpretation in fluid lines and color of jazz music played by the Oscar Peterson Trio. Painted directly on film by Norman McLaren and Evelyn Lambart.

Design to Music: 8 min., B/W; rent—$3; sale—$50; Int'l Film Bureau.
- Fourth in the Creative Hands series, this motion picture demonstrates how drawing and painting to music may result in fresh visual relationships inspired by personal reactions to ideas suggested in the music.

Harmony in Music: 11 min., B/W—$62.50; color—$125, Coronet.
- Part of a series in beginning music, this film explains how harmony enriches music. Shows relationship between harmony supports melody and rhythm.

The King's Musketeer: 20 min., B/W; BIS.
- A tour of the Royal Military School of Music at Kneller Hall, showing various methods of training in conducting and in the playing of many instruments.

Pacific 231: 1 reel, B/W, $15; YAF.

Sadler's Wells Ballet: 18 min, color, $120; McGraw-Hill.
- Dealing with the theatre company of London's famous Sadler's Wells Ballet, this film tells the story of a young dancer about to make her de-

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Music Appreciation:

but, showing the work and study that she has gone through.

Selected Songs of James A. Bland: 10 min., B. W., $50; EBF.
• This film dramatizes two of the old favorite songs of the Southland: “Carry Me Back to Old Virginia” and “O Dem Golden Slippers.”

Selected Songs of Stephen Foster: 10 min., B. W., $50; EBF.
• Dramatizes two of Stephen Foster’s best loved songs: “My Old Kentucky Home” and “O Susanna.”

Ballad of the West: B. W., 14 min., $60; EBF.
• Based on western folk tunes, this film tells the story of a cowboy longing to have his own herd and brand and to be his own boss. Filmed against the magnificent background of Arizona’s Castle Hot Springs, the story revolves around the popular ballad, “The Chisholm Trail.”

Music Reading: 20 min., B. W., sale: Johnson Hunt.
• A companion to Two Part Singing, this film is designed to teach music reading teaching techniques to in-service teachers and to encourage pupils to learn to read music by showing a typical fifth grade class enjoying a music lesson.

Two Part Singing: 20 min., B. W., $95; Johnson Hunt.
• Among the teaching techniques demonstrated are music reading from the board, quick teaching through the analysis of “like” phrases, listening to the blending of two parts, and the use of the auto harp.

Three American Ballads: 8 min., color, $80; Univ. of Calif.
• Artist Alfred Kousei provides a series of sketches which illustrate three American ballads: “Acres of Clams,” “Old Dan Tucker,” and “John Henry.”

The Process of Education

NEW BACKGROUND FILMS FOR TEACHER TRAINING & THE COMMUNITY

Design of American Public Education: 14 min., B. W., $80; McGraw-Hill.
• A “assembly line” educational process is contrasted with a genuinely democratic, decentralized, local elected educational system that tailors its curriculum to community needs.

The Fight for Better Schools: 20 min., B. W., $80; McGraw-Hill.
• Beginning with the story of how the citizens of Arlington County, Virginia, planned and worked to raise their schools from among the nation’s poorest to a level which has been called “an educator’s dream,” this film goes on to describe the efforts of citizens to improve their educational systems in communities in Arkansas, Delaware, and Long Island. A March of Time film.

18

Facts About Film: 11 min., B. W.; rent—$2.50; sale—$50; Int’l Film Bureau.
• Shows how to guard against the common kinds of damage to film. It explains what film is, how to pack film for shipping, why 16mm is more fragile than 35mm, etc.

Facts About Projection: 11 min., B. W.; rent—$2.50; sale—$50; Int’l Film Bureau.
• Explains that a projectionist must run over a check list of necessary precautions in advance of the scheduled showing to assure an unobtrusive performance.

New Tools for Learning: 19 min., B. W., $40; EBF.
• This film promotes a better understanding of the contribution of audio-visual materials in education today. Special emphasis is given to the motion picture.

Operation and Care of the Bell & Howell Sound Projector: 21 min., B. W.; rent—$2.50; sale—$50; Int’l Film Bureau.
• First in a series, demonstrates how to thread and operate B & H projectors, giving information on film maintenance.

Time-Lapse Photography: 10 min., color; rent—$5; sale—$100; Int’l Film Bureau.
• This film illustrates what time-lapse photography is and how time-lapse pictures are made. The newly designed time-lapse studies of John Nash Ott, Jr. are shown.
School and the Community: 14 min., B/W—$55; color—$125; McGraw-Hill.

- The traditional wooden schoolhouse symbolizes an outmoded educational system that is isolated from the community. But school and community working together can produce an educational process geared to students' needs; methods for achieving this are demonstrated.

Who Will Teach Your Child? 24 min., B/W, $100; McGraw-Hill.

- Raises important issues on the subject of teacher education—how to attract people of ability, how they can best be trained, and how to encourage good teachers to remain in their profession. In a series of classroom situations we see what teaching means to different teachers. Skillful guidance is the combined job of educational institutions.

The American Teacher: 15 min., B W, $80; McGraw-Hill.

- Makes clear the responsibility of the American citizen for the kind of education his community provides, and demonstrates the pros and cons of "progressive education," emphasizing what all good teachers know—that good teaching methods are, in the last analysis, individual, and that teaching involves developing pupils' ability to think as well as to absorb facts.

Teacher Training

Broader Concept of Method. Part I: "Developing Pupil Interest:" 13 min., B/W, $80; McGraw-Hill.

- A picture of the teacher-dominated, lesson-hearing type of recitation. Shows typical effects of this method in terms of student attitudes, responses and learning, then shows alternative techniques to achieve broader objectives.

Broader Concept of Method. Part II: "Teacher and Pupil's Planning and Working Together:" 19 min., B/W, $95; McGraw-Hill.

- Some aspects of group participation—organizing into functional groups, making and carrying out plans for investigations, presenting findings, etc.—and some results in terms of developing self-expression and the ability to evaluate.

Importance of Goals: 19 min., B/W, $95; McGraw-Hill.

- Tommy's keen interest in his outside activities demonstrate to his teacher his need for proper motivation. With the possibility of a post in the Safety Patrol Tommy's work takes on new meaning.

Individual Differences: 23 min., B/W, $100; McGraw-Hill.

- Emphasizing the importance of recognizing individual differences, the film contrasts two brothers and shows methods one teacher eventually used to deal with them.

Learning to Understand Children, Part I: "A Diagnostic Approach:" 21 min., B/W, $100; McGraw-Hill.

- The case study of a maladjusted fifteen-year-old girl, the teacher's efforts to help her, and diagnostic techniques used for the formulation of remedial measures.

Learning to Understand Children, Part II: "A Remedial Program:" 23 min., B/W, $100; McGraw-Hill.

- The teacher's plan which helps to improve the girl's confidence and interest in her school work and wins recognition and acceptance from her classmates.

Maintaining Classroom Discipline: 14 min., B/W, $80; McGraw-Hill.

- By contrasting methods of handling the same class, this film explores techniques for securing proper class conduct and attitude.

Motivating the Class: 19 min., B/W, $96; McGraw-Hill.

- A young student teacher sees wider implications of mathematics for his students, but is unable to translate these values until suggestions from his supervising teacher show him how to plan for learning situations.


- Story of a boy who quit school because he was unable to relate his school work to outside life.

Problem of Pupil Adjustment, Part II: "The Stay-In:" 19 min., B/W, $96; McGraw-Hill.

- An actual school program where individual needs are met, not only in actual subject matter but in academic classes as well. Under this program, "drop-outs" are less than 5 percent of the total student population.

Child Psychology

Child Care and Development: 17 min., B/W, $80; McGraw-Hill.

- Correct attitudes and procedures for establishing good habits of everyday living.

Children's Emotions: 22 min., B/W, $100; McGraw-Hill.

- The major childhood emotions: curiosity, fear, anger, jealousy and joy. The major causes of fear at different age levels.

He Acts His Age: 13 min., B/W—$65; color—$120; McGraw-Hill.

- The child's development from one to fifteen years. A photographic record of children responding to typical situations in a manner characteristic of their particular stage of development.


- Three one-reel pictures present fifteen separate episodes, each showing, first, a typical everyday occurrence as it is all too often mishandled in the home; then reenacting the same incident as it might be handled with good will, good humor, and good sense.

Heredity and Pre-Natal Development: 21 min., B/W, $100; McGraw-Hill.

- Growth, subdivision and union of male and female cells, Role of Chromosomes and genes. Fertilization of the ovum by the sperm cell at conception and development of the fetus.

Life with Baby: 18 min., B,W, $80; McGraw-Hill.

- Candid-camera sequences, photographed through a one-way vision dome, show how children grow and how younger babies respond to standard tests. Under the direction of Dr. Arnold Gesell, the Yale University Child Development Clinic has established definite standards of development for children up to six years. A March of Time film.

Life with Junior: 18 min., B/W, $80; McGraw-Hill.

- A typical day in the life of a ten-year-old. Such common problems such as acceptance of the new brother and Junior's refusal to eat are pictured in sequences made in cooperation with the Child Study Association of America. A March of Time film.

Principles of Development: 17 min., B/W, $85; McGraw-Hill.

- Fundamentals of growth and change from early infancy. Six basic principles of development—the variables that make each child different.

Social Development: 16 min., B/W, $80; McGraw-Hill.

- Social behavior at different age levels and reasons underlying changes in behavior patterns as the child develops.

Terrible Twos and Trusting Threes: 20 min., B/W—$90; color—$160; McGraw-Hill.

- The two-year-old's never-ceasing activity, insatiable curiosity, response to distraction rather than reasoning, etc. The three-year-old's purposeful activity, consciousness of social approval, interest in practicing newly-acquired skills.

To Meet a Problem

Time for Television: 2 reels, B/W, $85; Seminar Films.

- Presents the gradual, self-inflicted isolation a young boy incurs because of his overriding fascination with television. Also shows how he finally realizes how much he has been losing and begins to work out his own way of letting television take its place as a natural part of his daily life.

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Problems of Modern Living

NEW AND HIGHLY USEFUL FILMS FOR YOUR GUIDANCE PROGRAMS

Character Development

Angry Boy: 35 min., B/W, $105; Int'l Film Bureau.
• Presents the story of a boy who, having been caught stealing in school, is sent to a child guidance clinic, instead of being treated as a criminal, for what his understanding teachers regard as an emotional problem.

Belonging to the Group: 16 min., B/W — $70; color—$140; EBF.
• Examines the meaning of the idea of respect and explains the essential relation to living in a democracy. Illustrates the origin and development of some of the barriers to respect, suggesting ways and means by which such barriers can be avoided.

Discussion Problems: The Bully: 1 reel, B/W, $45; YAF.
• The dramatization of a situation revolving around the too-aggressive boy, designed to provoke discussion on this everyday group problem.

Discussion Problems: Cheating: 1 reel, B/W, $45; YAF.
• Portrayal of a situation in which cheating occurs in the classroom, designed to stimulate discussion of the causes and effects of cheating as a form of dishonesty.

Discussion Problems: The Procrastinator: 1 reel, B/W, $45; YAF.
• The re-enactment of a situation in which procrastination, on the part of one of the student leaders, almost ruins plans for a class party.

Don't Be Afraid: 12 min., B/W — $50; color—$100; EBF.
• Designed to aid youngsters in obtaining a basic understanding of fear, this film points out that certain fears are normal, that many will be outgrown, and that others can be overcome.

Don't Get Angry: 12 min., B/W — $50; color—$100; EBF.
• Explains anger as a natural emotion which cannot be entirely avoided but which can be successfully managed in a mature way.

Farewell to Childhood: 23 min., B/W, $85; Int'l Film Bureau.
• A film about adolescence, the story is that of a teenager, who wants independence and the privileges of adulthood, while at the same time fearing them. Outlines responsibilities of parents towards children of this age.

Fears of Children: 29 min., B/W, $115; Int'l Film Bureau.
• A film about children from 4 to 6, their fears, and what parents must do to ease this phase of a child's life.

The Meaning of Conscience: 11 min., B/W, sale; Coronet.
• Without defining conscience, this film illustrates how it works, looking upon conscience as a "sensibility to right or wrong or to good or bad."

Marital Relations

Marriage Is a Partnership: 15 min., B/W; Coronet.
• Covers the ground of what goes into a successful marriage.

The Meaning of Engagement: 13 min., B/W, sale; Coronet.
• Describes two people who pay little attention to the advice of their friends but who gradually come to learn the meaning of engagement.

Torn Between These Two: Concordia Films.
• Portrays the conflict between a mother and her son's sweetheart, developing because of the mother's basic selfishness.

Social Problems

Alcoholism: 21 min., B/W, $85; EBF.
• Presents in detail some causes and suggestive treatment of excessive drinking, tracing the development of the disorder in the case history of an individual. Shows how the roots of alcoholism are imbedded in personality difficulties, and describes various forms of treatment.

Alcohol Is Dynamite: 10 min., B/W, $50; Sid Davis.
• Intended for young people, this film presents case histories of several boys and girls who were victimized by drink at an early age, showing the effect alcohol had upon them.

Drug Addiction: 21 min., B/W, $95; EBF.
• All phases of drug addiction are depicted, especially as it affects high school youth. Explains the derivation of heroin, marijuana, and cocaine, and employs animated drawings to describe their physiological effects.

No Smoking: 10 min., B/W, $50; Sid Davis.
• Intended for non-smokers, especially young people, to show them the harmful consequences thought to result from smoking.

Miracle of Money: 30 min., B/W, free-loan; American Cancer Society.
• Produced by MGM for the ACS, this film exposes the cancer-cure racket. It is intended to prevent this quackery from getting a foothold in any community.

Religious Living

Against the Tide: 27 min., color, free-loan; Moody Bible Institute.
• Covers field work of Moody Bible training, showing students moving into all sections of a large city in an attempt to lead people to God.

As We Forgive: 50 min., B/W; Family Films.
• Story of two boys in trouble and what a preacher and a big-hearted policeman do to help them.

The Bill Bentley Story: 26 min., color, free-loan; Moody Bible Institute.
• Shows the work of a woman missionary among a backward Indian tribe in southern Mexico.

The Major Religions: 22 min., color, $170; EBF.
• An objective survey of the important aspects of the major religions of the world today, explaining their origins, their basic philosophies, and their symbols.

They Follow On: 30 min., color, free-loan; Moody Bible Institute.
• Story of a student at the Moody Bible Institute who goes through his training, struggles with the problem of what he is to do with his life, and finally makes a decision.

Tolerance Films

Boundary Lines: 10 min., color, $100; McGraw-Hill.
• Planned and executed by Philip Stapp, this film traces the symbolism of lines that men have used to express their ideas of trees, mountains, and men—and the imaginary lines of fear, possession, greed, color. The dangers of these boundary lines are shown together with the friendly line, the circle, as a symbol binding us together.

Picture in Your Mind: 16 min., color, $150; McGraw-Hill.
• Suggested by the United Nations Film Board as a follow-up for Boundary Lines, this film, also the work of Philip Stapp, makes use of the same animation technique. In developing its theme of intergroup relations, it points out the origins of prejudice, the necessity of examining the picture in our mind of our fellow man to determine whether it is a true one or a distortion of propaganda and fear, and the importance of varieties of patterns in enriching our lives.

The Christmas Spirit

Christmas in Sweden: 14 min., B/W—$50; color—$160; Films of the Nations Distributors.
• Presents the highlights of the long Christmas season in Sweden.
Health, Hygiene and Safety Films
FILMS TO HELP US KEEP SAFE AND IMPROVE OUR HEALTH

Artificial Respiration: 6 min., B/W; continuous film loop, cartridge-packed—$47.50; standard 16mm—$37.50; Seminar Films.
- Describes the new, more effective resuscitation process. Experts perform and commentary directs attention to each detail. Back pressure arm life method is used.

Safety Films
Borrowed Power: 17 min., B/W—$50; color—$150; American Automobile Association.
- Emphasizes that the power of an automobile is “borrowed power” and that it must be used wisely. Story is centered around reckless teenager who learns his lesson of safety.

Safety on the Playground: 14 min., B/W—$80; color—$120; EBF.
- Centering around the activities of an active youngster, this film illustrates good habits of playground safety.

Safety on the Way to School: 1 reel, B/W—$50; color—$100; Coronet.
- This film can become the basis for a class safety lesson and other activities centering around ways of going to and from school safely.

Safety on the Street: 11 min., B/W—$50; color—$100; EBF.
- Designed to encourage important habits of safety on the street, this film employs the activities of a school patrol to illustrate street safety precautions.

Street Safety Is Your Problem: 1 reel, B/W, 845; YAF.
- Designed to promote better safety habits on the part of boys and girls who play on or near the street and those who walk along the streets and highways.

Why Take Chances? 10 min., B/W, $50; Sid Davis.
- Points out that the real number one child killer in the U.S. is the simple accident; tries to educate the child to the dangers he faces in everyday life situations, principally through carelessnes.

Red Cross Films
(not necessarily new—but highly useful for your program needs)

Disaster Strikes: 17 min., B/W, free-loan; UWF.
- The Red Cross in action in peace time.

It Can Be You: 17 min., B/W, free-loan; UWF.
- See why more Red Cross volunteers are needed. Watch Red Cross volunteers on the job in disaster areas, children’s clinics, etc.

A Life in Your Hands: 20 min., B/W, free-loan; UWF.
- Another film on the Red Cross National blood program.

Red Cross Report—1952: 13 min., B/W, free-loan; UWF.
- With music and commentary, this is a presentation of humanity in action—The story of unselfish volunteers doing what is needed, where it is needed most.

There Is No Substitute: 22 min., B/W, free-loan; UWF.
- The thrilling story of how blood and blood plasma save lives on the battlefield and in civilian hospitals.

Volunteer 1940: 20 min., B/W, free-loan; UWF.
- A film on blood donations. It urges: do as others may have to do for you; make a date with the Red Cross to save a life.

Your Red Cross: 13 min., B/W, free-loan; UWF.
- This tells of the fine sympathetic work done for servicemen and women by Red Cross field directors in training camps and on fighting fronts.

Film Notes at Prestimne
Lone Star Roundup: 15 min., B/W, $80; McGraw-Hill.
- Studies the make-up of a modern 20,000-acre ranch in Texas; the workers (cowboys), the roads, lakes, equipment, and activities are all pictured.

The Meaning of Thanksgiving: 16mm sound, B/W; Young America Films.
- Story of what one family did to deepen its understanding of Thanksgiving.

Coronet Films announces the following new fall releases at prestimes:
Japan: The Land and the People (1 reel)
Television: How It Works (1 reel)
Personal Hygiene for Boys (1 reel)
Personal Health for Girls (1 reel)
Mary Had a Little Lamb (1 reel)
The English Language: Story of Its Development (1 reel)

Your Source List for These Materials

Almanac Films, Inc., 516 Fifth Ave., New York 36, N. Y.
American Automobile Association, Traffic Engineering & Safety Dept., Pennsylvania Ave. at 17th St., Washington, D. C.
American Cancer Society, 47 Beaver St., New York 4, New York.
Arthur Iarr Productions, 6211 Arroyo Glen, Los Angeles 42, California.
Association Films, 35 W. 45th St., N.Y.; also Chicago, Dallas & San Francisco.
British Information Services, 30 Rockefeller Plaza, New York 26, New York.
University of California, University Extension, Educational Film Sales Dept., Los Angeles 24, Calif.
Colonial Williamsburg, Williamsburg, Virginia.
Concordia Films, 3558 S. Jefferson St., St. Louis 18, Mo.
Cornell Film Co., 1501 Broadway, New York 18, N. Y.
Coronet Films, 65 E. South Water St., Chicago 1, I1.
Sid Davis Productions, 3826 Cochran Ave., Los Angeles 56, Calif.
Films of the Nations Distributors, 62 W. 45th St., New York 19, N. Y.
Filmfax Productions, 10 East 43rd St., New York 17, N. Y.
Paul Hoefler Productions, 7634 Santa Monica Blvd., Los Angeles 46, Calif.
International Film Bureau, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.
McGrave-Hill Book Co., Inc., Text-Film Department, 350 W. 42nd St., New York 30, N. Y.
Modern Talking Picture Service, 45 Rockefeller Plaza, N.Y.; 26 other regional libraries.
Moody Bible Institute, Film Department, 820 N. LaSalle St., Chicago 10, Ill.
The New York Times, Times Square, New York 18, N. Y.
Silver Burdeit Co., Audio-Visual Division, 45 East 17th St., New York 3, N. Y.
United World Films, 1445 Park Ave., N.Y. 29; also Chicago, San Francisco and other cities.
YAF: Young America Films, Inc., 18 East 41st St., New York 17, N. Y.
New Recordings for the Classroom

SELECTED RECORDS FOR MANY GRADE LEVELS AND SPECIAL PROGRAMS

Events in American History
Dramatized on Enrichment Records

* Colorful events in American history are dramatized for classroom use on two new records released recently by Enrichment Materials, Inc. Long-playing and unbreakable, these 33 1/3 rpm Enrichment Records are adapted from the popular series of Landmark Books.

Building the First Transcontinental Railroad and The Wright Brothers — Pioneers of American Aviation are titles on one of the records (LLP 104); titles on the other (LLP 103) are Paul Revere and the Minute Men and Our Independence and the Constitution.

Dramatizes Factual Events

The railroad story is a portrayal of the color and excitement that were a part of the construction of the first transcontinental line. The men who spearheaded the project — Collis P. Huntington, Mark Hopkins, Charles P. Crocker and Leland Stanford — are introduced. The strenuous days of construction, the work songs, the battle waged between Chinese and Irish laborers as they drew within sight of each other — all are presented.

In recording a dramatization of man's attempts to fly the hopes and disappointments of the Wright Brothers are followed as they test the exciting idea of adding a motor to a glider. Sounds of early motors are recorded as the two men strive to get their flying machine off the ground. The record includes a salute to the Wright brothers and aviation by Captain Eddie Rickenbacker.

In the recording on LLP 103, Paul Revere's famous ride is shown to have had its beginnings in the patriot's boyhood. Paul's French father teaches him the meaning of freedom; Paul, as a boy, climbs the tower of the Old South Church; as he matures, he participates in the activities of men who are becoming dissatisfied with British policies; when his big moment arrives, Paul Revere is ready to make history.

On the reverse side of the Revere record is a dramatization of the historic meetings which resulted in America's Declaration of Independence and Constitution. Tom Paine, Alexander Hamilton, Thomas Jefferson, Benjamin Franklin, and George Washington — all are represented as their voices are once again raised in the passionate fight for a young country's freedom.

Here Are Other Titles

Other titles in the Enrichment Record series are: Voyages of Christopher Columbus; Landing of the Pilgrims; California Gold Rush; and Riding the Pony Express. Additional titles are in preparation.

The Enrichment recordings are prepared with the assistance of the following board of educational authorities: Gertrude Broderick, Radio Education Specialist, Federal Security Agency, Office of Education; C. V. Buttelman, Executive Secretary, Music Educators National Conference; Helen McCracken Carpenter, Chairman, Curriculum Committee, National Council for the Social Studies; Edward Gordon, Head English Department, Germantown Friends School, Philadelphia, Pa.; Hannah M. Lindahl, Supervisor of Elementary Education, Mishawaka (Indiana) Public Schools; Dilla MacBean, Director, Division of Libraries, Chicago Public Schools; Leo McCormick, President, Elementary Dept. of the Nat'l Catholic Ass'n; Mark Neville, Headmaster, Boys Chicago Latin School; and Margaret Scoggin, Instructor, Library School, St. John's University, Brooklyn, N. Y.

Detailed information on Enrichment Records may be obtained from Enrichment Materials, Inc., 246 Fifth Ave., New York 1. * * *

American Book Co. Offers
Three Albums of Recorded Poetry

* Three albums of recorded poetry are now available from the American Book Company. Consisting of three ten-inch records, each album includes poems about people as well as the humorous and philosophical variety; each album features some selections with musical effects and some without; all three packages include a brief description of the poems and artists presented on the records.

Poems recorded in Album WL 1 are "Daniel Boone," "O Captain! My Captain!" "Do You Fear the Wind?" "Paul Revere's Ride." "Nancy Hanks," "Between Two Loves," and "Blue Tail Fly."


* * *

Interview Recordings Now Available

* "Why Did He Do It?" is the title of a new series of special interview recordings which deal with people "who are in trouble with themselves. Subtitles are Burglar, Arsonist, Juvenile Delinquent, Embarrass, Prostitute, and Drug Addict. The records may be obtained from Communication Materials Center, Columbia University Press, 413 West 117th Street, New York 27. * * *

Educational Services Distributes
E. A. Richards' Language Records

* Educational Services, 1702 K Street, N.W., Washington 6, D. C., is offering the second series of its "Anglophone" English language teaching records. Produced by E. A. Richards and his associates at Harvard, the unbreakable 78 rpm records parallel the Pocket Book text "English Through Pictures."

Series One covers the first half and Series Two the second half of the text.

Also offered by the Washington company are language recordings on tape in French and Spanish as well as its "Voices of Freedom" tape recording. The latter is available at either 3.75 or 7.5 inches per second. * * *

FB Films Adds to Recordings

* New additions to Encyclopaedia Britannica Films' growing list of classroom recordings are noted in a source list available on request from Wilmette, Illinois' headquarters. Two of the most useful albums contain the Martha Blair Fox recordings for young listeners, including many of the familiar stories of childhood days.
Artist Everett Davis illustrates this simple and highly useful project...

Art based on outline and shadows was one of our earliest forms...

Here's one way to eliminate confusing detail as we learn to cut silhouettes.

Opaque projection shows us nature's basic shapes in leaves, trees, etc.

Silhouette cutting is really paper sculpturing—like hewing rough stone.

The right size of paper helps us to form the proper shape of the object.

Here's a good seasonal idea which you can try for your silhouettes...

There's lots of action in another silhouette idea for the season...

We might make a simple filmstrip out of our silhouette artwork...

You can even have a "quiz" show based on ideas like this one...

Young farmers ought to know what these basic shapes represent...

How many of these famous profiles do you recognize in this scene?
The printer's apprentice of the 18th Century learned his trade the hard way—here he is helping the journeyman run off copies of a bookplate for Patrick Henry.

But the apprentice also learned that occasional free meals are one of the compensations of being a newspaper man...this scene was filmed in the Governor's Palace.

Life and Times in 18th Century America

COLONIAL WILLIAMSBURG BEGINS NEW HISTORICAL FILM SERIES WITH "THE COLONIAL PRINTER"

A RELATIVELY new subject area for films, the life and times of 18th century America, will be introduced to the 16 mm. field in November with The Colonial Printer, first of a special historical series produced by Colonial Williamsburg.

Filmed in the restored 18th century city of Williamsburg, the series will cover the history, culture, social life, crafts and customs of colonial Americans. The series has been undertaken as an educational project by the Audio-Visual Department of Colonial Williamsburg, the organization restoring the city, and will be distributed nationally for group bookings and television screenings. A permanent film crew is headquartered in Williamsburg to produce, process and distribute the series.

Turn Back the Pages to Colonial Days

The initial film, The Colonial Printer, tells the story of 18th century American printing when a few dozen shops scattered through the 13 colonies, produced newspapers, served as public printer, filled private printing orders, and sold stationery supplies and household goods on the side. In 22 minutes of running time the film describes news coverage, printing methods, personnel, struggles for press freedom and the economics of publishing 200 years ago.

The film focuses on one newspaper, "The Virginia Gazette," and dramatizes its story by following a printer's apprentice through a day's work. With authentic reproductions of colonial printing equipment for props and a restored colonial printing office for a set, the film demonstrates the slow, laborious printing methods of the 18th century. It details the mixing of ink, handsetting of type, preparation of paper and the eleven different hand operations necessary to make just one impression on the press.

The film was cast mainly with non-professionals recruited from residents of Williamsburg and members of the Colonial Williamsburg organization. Leading roles are played by a high school boy, a college professor, a drama student and a skilled printer who enacts his 18th century prototype, the journeyman. Extras includes a group of soldiers from a nearby army camp who play the parts of British marines.

Script for the film was written by Howard Turner and based on a Colonial Williamsburg research project into 18th century printing. Director of the film was Ross Patton and head of production was Arthur L. Smith, director of the Colonial Williamsburg Audio-Visual Department.

The new film series is not Colonial Williamsburg's first venture into historical film making. In 1913, in cooperation with Eastman Kodak, it produced Eighteenth Century Life in Williamsburg, Virginia, a documentary on the life and times of George Washington's day. Colonial Williamsburg's second film, Williamsburg Restored, was made in 1951 with the Julien Bryan International Film Foundation as producer. It was not until 1951, however, that Colonial Williamsburg authorized a regular motion picture program with its own production unit and a schedule of two to three releases a year.

“Decision at Williamsburg” is Next Title

The Colonial Printer will be followed in the new 18th century film series by Decision at Williamsburg, a description of events before and during the American Revolution. The Colonial Williamsburg film unit is also working on Eighteenth Century Flower Arrangements, the story of colonial flower designs and making plans for a special children's film.
Almanac Publishes New Film Catalog

Almanac Films is now distributing its new supplementary catalogs of educational films, listing 1952-53. Copies may be obtained without charge by writing the company at 516 Fifth Ave., New York City.

Young America Films Distributes Film Catalogs, Correlation Study

Catalogs which describe motion pictures and filmstrips produced and distributed by Young America Films, Inc., were released recently by the New York company. More than 190 educational pictures and the seven leading series of elementary textbooks are described in a separate 20-page booklet.

Also recently published by YAF is a revision of its correlation study for elementary science, showing the page-by-page correlations between the 30 YAF elementary science films and the seven leading series of elementary textbooks for grades one through eight.

Copies of all three publications may be obtained without charge by writing to the company at 18 East 41st St., New York 17.

Booklet on A-V Christmas Materials Distributed by SVE

A new 16-page booklet devoted to holiday filmstrips and 2 x 2 slides from the SVE library is now available according to an announcement by the Society for Visual Education, Inc., Chicago.

The booklet describes and illustrates materials for use in church and school programs for the Christmas season and Thanksgiving. Among these items are many new materials being offered for the first time, including The Baby King, The Baby in the Temple, Thanksgiving with Jesus, Unto You Is Born a Saviour, and Rudolph—the Red-Nosed Reindeer.

Booklets are available free of charge from any SVE dealer or by writing direct to the Society for Visual Education, Inc., 1345 Diversey Parkway, Chicago 14.

Film News Review Offered Teachers

Now available on 16mm film is the "Weekly News Review," a 15-minute summary of the international news highlights of the week. Distributor, on a rental basis, is Telenews-Productions, Inc., producer of television news films. Details may be obtained from Richard Milbauer, Telenews Productions, Inc., 630 Ninth Ave., New York 36.

EBF Implements Mississippi Film With "Personal Experience" Project

A new way to assist teachers in using the educational motion picture has been arranged by Encyclopaedia Britannica Films, Inc., in connection with its prize-winning release, People Along the Mississippi.

The film deals with the voyage of a little boat, constructed by a young French-Canadian lad at the headwaters of the mighty stream, from Lake Itaska to the Gulf of Mexico. Its voyaging is told by people who write letters back to the boy as they help the boat on its way.

Now EBF Films has arranged for teachers to expand the work of the film by having their students write to the boy who played the part of Robert Bigars, builder and launch of the frail craft. His address simply is Robert Bigars, Lake Itaska, Minn.

The boy, whose real name is David Traun, will receive the letters through his school, and they will be answered. It is thought that this will give the teacher an opportunity to add clarifying detail and personal relationships to work units centered around the film.

SVE Distributes Life Filmstrips

The Society of Visual Education, Inc., is now distributing filmstrips produced by Life Magazine. The company's current catalog lists two pages of Life filmstrips which include such titles as The Middle Ages, The American Revolution, and The Atom. Literature is available from the company at 1345 W. Diversey Parkway, Chicago 14.
A NATIONAL DIRECTORY OF VISUAL EDUCATION DEALERS

**EASTERN STATES**

- **DISTRICT OF COLUMBIA**
  - Brenner Photo Co., 933 Penn Ave. N.W. The complete Photo Dept. Store.
- **NEW HAMPSHIRE**
  - A. H. Rice Co., Inc., 78 West Central Street, Manchester.
- **NEW JERSEY**
  - Slidecraft Co., South Orange, N. J.
- **NEW YORK**
  - Council Films, Inc., 50 N. Main St., Homer, N. Y.
  - Jam Handy Organization, Inc., 1775 Broadway, New York, N. Y.
  - Visual Sciences, 590 SH Suffern.
- ** PENNSYLVANIA**
  - Jam Handy Organization, Inc., 950 Penn Ave., Pittsburgh 22
  - Karel Sound Film Library, 214 Third Ave., Pittsburgh 22.

**SOUTHERN STATES**

- **FLORIDA**
- **LOUISIANA**
  - Jasper Ewing & Sons, 725 Poydras St., New Orleans 12.
- **MISSISSIPPI**
  - Jasper Ewing & Sons, 227 S. State St., Jackson 2.
- **TENNESSEE**

**MIDWESTERN STATES**

- **ILLINOIS**
  - American Film Registry, 24 E. Eighth Street, Chicago 5.
  - Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.
- **IOWA**
  - Ryan Visual Aids Service, 517 Main St., Davenport.
- **MISSOURI**
  - Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.
- **MICHIGAN**
  - Jam Handy Organization, Inc., 2821 E. Grand Blvd., Detroit 11.
- **OHIO**
  - Academy Film Service, Inc., 2300 Payne Ave., Cleveland 14.
  - Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.
  - Jam Handy Organization, Inc., 316 Tarbott Building, Dayton 2.

**WESTERN STATES**

- **CALIFORNIA**
- **OREGON**
  - Moore's Motion Picture Service, 306 S.W. 9th Avenue, Portland 5.
- **TEXAS**
  - Association Films, Inc., 1915 Live Oak St., Dallas 1.
  - Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.
  - George H. Mitchell Co., 712 N. Haskell, Dallas 1.
- **UTAH**
  - Deseret Book Company, 44 E. So. Temple St., Salt Lake City 16.

**CANADA**


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EFLA’s “Index to Evaluations” Now Available for General Distribution

- Of interest to film librarians and audio-visual directors, two publications were issued recently by the Educational Film Library Association. Both were originally intended for EFLA members, as part of the regular membership service, but they are now available to any interested individual.

“Index to EFLA Evaluations” was designed as a service supplement for members of the association. It lists, alphabetically by title, the nearly two thousand films which have been evaluated by EFLA’s evaluation committees and for which 3 x 5 evaluation cards are available. Since more and more film libraries are using 3 x 5 cards for catalog files, the EFLA evaluations have a double use, in providing catalog information and in giving a brief, unbiased appraisal of the film’s value and uses.

“Film Library Administration—How We Do It” was prepared by members of EFLA as a handbook of practical pointers on film library techniques. Each issue takes up one topic and presents reports on how that problem is handled in three or four different libraries—usually one report from a university library, one from a public school system, and one from a public library.

The six issues have now been bound together and the handbook may be purchased for $1.00 from the EFLA office. Twenty per cent discount is offered on orders for five or more copies. Address of EFLA is Suite 1000, 1600 Broadway, New York 19.

Two EB Film Subjects Honored at Venice, Edinburgh Festivals

- Life Along the Waterways was judged “best educational film for children” at the recent Venice International Film Festival. The film is a color study of animal and plant life along a small Connecticut stream and was produced by Encyclopaedia Britannica Films, Inc.

At the Edinburgh festival held last month, the Waterway film was accorded similar honors along with another EB film, People Along the Mississippi.

All told, EB Films’ productions have won 46 national and international awards for technical excellence, content, or portrayal of American ideals.
If You Own a Projector—You Need This Invaluable Guide to Its Use!

The Audio-Visual Projectionist's Handbook

Edited by Amo deBernardis
Portland (Ore.) Public Schools

Schools and colleges throughout the country have enthusiastically approved the first editions of The Audio-Visual Projectionist's Handbook. It's the most complete and understandable guide book now available anywhere to better utilization of all types of audio and visual aids. Now arranged in section form and larger than before with additional features, new colors, new threading diagrams.

Use this pictorial Handbook for teacher training classes, to instruct student operators, and as a general reference on many daily problems in audio-visual programming and projection. Single copy One Dollar; sent postpaid if payment accompanies order.

Note These Colorful Graphic Feature Sections

- Here Are Some of the Colorful, Graphic Features Including helpful suggestions on room layout for good projection, acoustics, ventilation, darkening, etc.; formula for screen placement; diagrams on principles of sound motion picture projection; sound slidefilm projection; a chart on film care and maintenance; an operator's trouble checklist; safety precautions; use of opaque materials; use of recording equipment in education; flat picture ideas; plus original and exclusive threading diagrams on all standard 16mm sound motion picture projectors!

STEP BY STEP LESSONS

The Projectionist's Job
Before the Showing
Starting the Picture
During the Showing
Ending the Picture
After the Showing
Projector Care & Lubrication
(all in two-color graphic pages)

AUDIO-VISUAL PROJECTIONIST'S HANDBOOK
7064 Sheridan Road — Chicago 26, Illinois

Please send ______ copies of the Handbook at $1 each for which payment is enclosed/or bill me (sent postpaid if payment accompanies this order).

Name: ____________________________
School: __________________________
Address: _________________________
City: _____________________________ State: __________ Zone: __________
you can add sound to any 16mm movie!

Another Bell & Howell engineering first... magnetic sound on double-perforated film ...makes sound movies cost even less!

If you have been considering the purchase of the famous Filmosound 202 ... remember, you can now buy it adapted to use double-perforated film. If you already own a Filmosound 202, have it adapted for double-perforated film for just $20.00 ... through your authorized Bell & Howell dealer.

**IMPORTANT:** With this new development in sound movie making, any 16mm movie camera now takes sound film. This includes magazine-loading film used in such cameras as the exciting, new Bell & Howell 200 ... or roll film used in the famous 70-DL and other spool-loading 16mm cameras.

Ask your authorized Bell & Howell dealer about making your own sound movies on any 16mm movie film. Or get complete information by mailing this coupon today!

Bell & Howell makes it fun to make movies!

Here is a pace-setting new development in low-cost sound movies! Now ... you can record and play back magnetic sound on double-perforated 16mm film ... with the new Bell & Howell Filmosound 202 recording projector!

No longer are you limited to single-perforated film for sound movies. Soundstripe, the magnetic oxide sound track available through Bell & Howell laboratories, can now be applied to any 16mm movie film.

Therefore, if you already have 16mm silent movies which you would like to make into sound movies, all you need do is have this magnetic sound track added to the original films. No need to have them copied on single-perforated film, a tremendous savings in the cost of making your own sound movies.

Bell & Howell Company
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Please send me, without cost or obligation, complete information on the making of low-cost sound movies. I am interested in their use for:
- [ ] Industry
- [ ] Church
- [ ] School
- [ ] General

Name: ________________________________
Address: ________________________________
Organization (if any): ________________________________
City: ____________ County: ______ State: ________

The 200-T
Every educator will want this catalog of 122 new EBFilms to use as a guide and a working tool. This new supplement, used together with your EBFilm Catalog, will help you plan your most successful audio-visual year.

Each of these films listed is educationally superior . . . is timely . . . yet timeless.

All EBFilms bear the stamp of the outstanding authorities who help produce them—the great leaders in educational films, in subject matter and in audio-visual production.

The result is a library of more than 550 of the world’s most authentic films—the only library large enough to bring you not just a single film on a subject, but a series of films. Thus with EBFilms you can be sure of a far more precise correlation with your curriculum. This ensures better teaching.

NEW CATALOG SUPPLEMENT ALSO LISTS EBF FILMSTRIPS, RECORDINGS

EBF FILMSTRIPS
EBF Filmstrips contain only basic curriculum material—chosen after exhaustive, continuing research, organized by EBFilms’ professional staff of educators. Leading subject matter specialists collaborate closely on the production of every EBF Filmstrip . . . assuring teaching tools that are authentic, accurate, absorbing.

RECORDINGS
Every school, every teacher, every student can benefit from this valuable collection of American folks songs, English poets, speech improvement stories, tuneful tales, and dance rhythms. These records are typical of EBFilms’ desire to promote new teaching materials for the classroom.
you can add sound to any 16mm movie!

Another Bell & Howell engineering first... magnetic sound on double-perforated film... makes sound movies cost even less!

Now you can order the famous Filmosound 202 with an adaptor enabling you to record sound on double-perforated film. Or, if you already own a Filmosound 202, you can have it adapted through your authorized Bell & Howell dealer. The adaptor costs but $20.00.

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The 200-T
SIGHT AND SOUND

Letters Pro and Con Debate
Problem of Educational TV

SOME long-needed open debate on
the many problems of educational
Television has been stirred up by re-
cent SEE & HEAR editorials on this
subject. Here are the first of many
letters to the editor:

TV IS NO SUBSTITUTE . . .

To the Editor:

Your interesting editorial on edu-
cational TV seems to be predicated
upon certain assumptions about busi-
ness, finance, and education which
are open to some debate. The general
trend of your argument is that we are
getting way ahead of ourselves by
going into TV when we have not yet
developed the common classroom aids
beyond a primitive stage of utilization.
Moreover, the great expen-
ditures that must be laid on the line for
TV are bound to cut deeply into ordi-
nary audio-visual allocations.

This is not an idea that some of the
rest of us have not thought about. In
fact, a great many teachers fear that
TV expenditures will cut into their
salaries just as they fear that movies
will replace them in the classroom
and render their jobs unnecessary.

I see no reason why educational
TV will not result in the greatest
stimulation for use of all types of
audio-visual materials in the schools
and outside the schools. A little re-
fection will reveal that TV is no sub-
stitute for any present type of class-
room teaching aid except radio and
never will be. TV programs must be
of a general nature, by necessity,
whether used in the schools or for
home viewing. I see no conflict here
with classroom aids.

The matter of competition for the
scarce tax dollar is much more seri-
ous. The plan in Illinois seems to be
toying toward tapping no existing
educational fund of any kind for TV,
but asking for a new fund to support
a state TV network to be adminis-
tered by a Radio-TV Council ap-
pointed by and financed by the Legis-
ature. My thinking along this line is TV beamed
toward adult education of a work-a-
day type, because the average edu-
cational level in this country is only 9.3
grades, and even if it were 19.3
grades, no person can learn enough

general information in his youth to
last him all the rest of his life. WOL-
TV has demonstrated the unlimited
capability of educational programs once
the public catches on to the poten-
tialities inherent in the medium.

With our national income doubling
once every 30 years, I don't see how
anyone can subscribe to an economy
of scarcity and the idea that there is
just so much money to go around.

One reason why there aren't more
audio-visual materials in schools is
the amateurish and uncoordinated
condition of the industry. Television,
as youth as it is, is more mature.
Take for example the lack of stand-
ardization in 16mm projector exciter
lamps. Note the high cost of mer-
chandising audio-visual equipment,
and the lack of local servicing.

If the audio-visual industry will
give some of us educators full support
and encouragement, we can do a tre-
mendous amount toward the job of
getting audio-visual materials ac-
ccepted in the schools at the point where
the budget is designed. We must have
a combined educator-NAVA policy
committee, however, just as soon as
possible. This should be a committee
of long tenure, made up of people
who really belong to the major league
and who are seasoned planners.

Murray Lincoln Miller, Ph.D.
Director of Audio-Visual Education
Illinois State Normal Univ.

ED.: WOL-TV devotes only a small per-
centage of air time to truly educational
programs; Iowa State's TV station is to
our viewpoint a classic example of what
education ought not to be doing in TV.
"NOW IS NOT THE TIME"

To the Editor:

I have read your editorial on educational television and feel encouraged in my conviction that "now is not the time."

A number of communities here in Florida are feeling the pressure of individuals who could hardly be described as wise councilors of the school systems. We are now trying to assemble information which can be used to head off what could be a tragedy in the handling of school funds.

I am sure you have given a great deal of thought to this problem and perhaps have accumulated some data on the financing and operation of a school owned station. I feel that a few glaring statistics as to cost of installation, mechanical operation and maintenance, salaries of technicians, program supervisors, specialists and assistants plus cost of sets to be installed in each school will have a sobering effect on some of the individuals who must place their stamp of approval on the expenditure of school funds.

Among other factors which are not highly publicized at the present, is the time consumed by teachers and children in preparing and presenting class activities at the station. This element of the program can indeed become costly to the educational process which is already over burdened with routine and extra-curricular features.

If the questionnaire which I have forwarded to a number of educational institutions produces information worthy of report I shall be glad to submit a resume for your examination.

I assume that a committee from NEA will make an appeal to the FEC for an extension of time on permits. Possibly a suggestion to your readers as to an address to which they may write to urge this action would be beneficial.

I wish to commend you for your stand on the matter and urge that you continue to stimulate the thinking of educators who may not have been involved in the rush to develop local television facilities.

George L. Cratcher, Head
Department of Visual Instruction
University of Florida

See & Hear
Midwinter Issue • 1952
Issue 2 of Volume 8
Published at 7061 Sheridan Road, Chicago 26


This Month's Cover

Linda Gilsan of Minneapolis' Cavell School is our "cover girl." She appears in a recent General Mills' filmstrip on basic economics and that's what she proudly displays.

SVE FILMSTRIPS
for Christmas Programs

RUDOLPH—The Red-Nosed Reindeer
For 4 year olds and up; 40 frames. For the first time—the story of Rudolph in a filmstrip! Your children will be delighted with the antics and problems of this lovable Santa Claus helper. Original illustrations by Winfield Nash. The accompanying manual includes the complete copyrighted poem by Robert L. May. This strip can be used with the RCA recording of the same name.

A246-12 Rudolph—The Red-Nosed Reindeer, in color, with manual...........$6.00

A Christmas Carol
For 10 year olds and up; 51 frames. The popular and fascinating story by Charles Dickens is brought to life in this new SVE filmstrip. Scrooge, Tiny Tim, and Bob Cratchit are all presented in this adaptation by Margaret Bradford, with illustrations by Carlos Lopez.

A246-11 A Christmas Carol, in color, captioned........................$7.50

The Baby King
For 5 year olds and up; 23 frames. The old, old story of Christmas as found in the Gospels is simply and beautifully told. The birth of Jesus, the shepherds' visit, the visit of the wise men, and the joy of that first Christmas.

A770-5 The Baby King, in color, with captions.........................$5.00
A770-1 The Baby King, in color, with reading script.................$5.00

These six beautiful, inspiring filmstrips are a representative selection from the complete SVE Holiday Season library. Ask your Audio-Visual Dealer for a copy of the new SVE Christmas Filmstrip Folder, or write . . .

THE SOCIETY FOR VISUAL EDUCATION, INC., A Business Corporation
1345 WEST DIVERSEY PARKWAY, CHICAGO 14
creators of internationally famous Instructor, School Master and Skyline projectors

Midwinter Issue
LEADERSHIP FOR TV . . .

To the Editor:

* All power to you in your opposition to the current "educational" television boom. There is, of course, the remote possibility that this boom will prove to be the greatest thing that ever happened to the audio-visual field in releasing funds that ought long ago to have been released for education—but personally, I doubt it.

Two things are happening: (1) administrators are calling in "new blood" to plan for the television boom and, thus, thoughtlessly by-passing their audio-visual specialists and creating new internecine warfare within school systems over teaching materials and resources; (2) administrators are saddling audio-visual specialists with new and impossible responsibilities in television programming without providing extra funds or extra personnel.

Some leaders in the audiovisual field have, perhaps unavoidably, been made the front for the television boom. They are stumping the country as they did for AM radio, for FM radio, and for tapes. Maybe they will really ring the bell in television, but again, I doubt it.—Norman Woelfel, Professor of Education Director, Teaching Aids Laboratory, Ohio State University.

ED.: The audio-visual specialists' first responsibility is to classroom utilization. We are far behind in that vital area but now seem ready to bypass our failure for more glamorous goals . . . as yet unfunded.

* * *

WANTS REPRINTS OF EDITORIAL

To the Editor:

Your excellent editorial in the most recent issue of SEE & HEAR on television has just come to my attention.

Congratulations for a good clear exposition of the true facts. You have put into words clearly what I have many times tried to say but never quite so satisfactorily as in your editorial.

Can we get reprints of the editorial from you for distribution—or can I have your permission to reprint it with proper credit?

We especially need to bring some sense into the thinking of many people in Southern California. The same bunch that tried several years ago to stampede us into a statewide F.M. radio network at a cost of $114 million, are now blazing the horns for "educational television." My question to the advocates of T.V. is simply—where are you going to get the necessary programs—and how can you pay for them? If films are going to be used, then they can better be shown directly in the classroom and scheduled to meet the real needs of the pupils.

Herb Elkins
10031 Commerce Ave.
Tujunga, California

* * *

ED.: Reprints of SEE & HEAR's "Battleground" editorial are being made available at cost for distribution to any interested parties. Send in your requests.

CONTINUED ON PAGE 19)
Texas Educators Form State Audio-Visual Directors’ Association

This meeting in San Antonio, a group of professional educators including directors of visual education, curriculum coordinators, and supervisors of instruction organized a professional association called TEXAVED (Texas Audio-Visual Education Directors). The primary purpose of this new organization is to bring about a wider and more effective use of audio-visual instructional materials in the elementary and secondary schools, colleges, and universities and adult groups throughout the state of Texas.

This follows a tradition of state audio-visual organizations. Similar groups have formed organizations in Oklahoma, California, Rhode Island, Illinois, Michigan, and Indiana.

Officers of TEXAVED are: President, Dr. Ernest Tiemann, Director Visual Instruction Bureau, The University of Texas; Vice President, Mr. Hugh Proctor, Audio-Visual Consultant, Texas Education Agency, Austin, Texas; Secretary, Miss Audrey Hebert, Director Audio-Visual Education, Beaumont Public Schools, 2405 Neches St., Beaumont, Texas; Treasurer, Dr. Robert B. Toulouse, North Texas State College, Box 5006 N.T., Denton, Texas.

TEXAVED has submitted a formal application for affiliation with the Department of Audio-Visual Instruction of the National Education Association.

University Film Producers Elect Officers; Announce 1953 Meeting

The University Film Producers Association recently elected Herb Farmer, as president, and Harry Webb, secretary-treasurer. At their fall meeting, held at the University of Syracuse, dates and locations for the next two meetings were also voted on. The meeting for 1953 will be held at the University of Southern California during the third week in August.

Ohio State University was selected as the meeting place for the conference in 1954.

At the fall meeting of the University Film Producers Association at Syracuse a resolution was formulated and adopted to abolish the Film Award Contest formerly held by the membership. Frank Neusbaum, Pennsylvania State College, chairman of the awards committee presented the resolution after extensive discussion by the committee members.

The contest was established three years ago to give incentive to University Film Producers to improve their production techniques and film quality and to give recognition to praiseworthy educational films. Films were to be submitted by the member units to a screening committee which was responsible for selecting the better films in each of three categories. These films then were to be shown to the membership and the best film in each category was to be given recognition in the form of a certificate and plaque.

The resolution to discontinue the contest was submitted on the basis that 1) showing films under contest conditions may lead to dissensions among the group instead of harmony; and 2) contest conditions appeared to hinder rather than further the free flow of helpful information among the members.

Some members felt that there was incentive to produce better films coming out of the preview sessions that are such an important part of each conference. These sessions were originally set up for the free discussion and exchange of ideas by all participating universities.

A-V Coordinators Elect Officers

The Audio-Visual Coordinators of Oklahoma recently announced election of officers for the coming year. Officers elected are: President, Claude Harris, Curriculum Coordinator and Assistant to the Superintendent at Muskogee; Vice President, Mrs. Jewel Askew, Director of Visual Education, Red Oak, Oklahoma; Secretary, Miss Iris Covy, Curriculum Coordinator, Sand Springs, Oklahoma; and Treasurer, Ford Michael, Director of Visual Education, Norman, Oklahoma.

Students Donate A-V Equipment

The National Student Association of the New England Region has begun a special project to purchase audio-visual equipment for Patzcuaro, UNESCO's fundamental-education center in Mexico.
South Carolina's Extension Division Sponsors 5 Audio-Visual Workshops
- The extension division of the University of South Carolina, Columbia, South Carolina, sponsored a series of five Audio-Visual workshops during the week of November 3. Conferences, which covered both afternoon and evening sessions were held at Columbia, Anderson, Greenwood, Spartanburg, and Orangeburg.

Forman E. McEachern, Assistant to the Director of Extension Division, University of South Carolina, served as Chairman at each session. Charles R. Crakes, Educational Director, De Vry Corp., served as speaker and discussion leader at each session.

3,000 Attend Audio-Visual Program at Santa Monica City College
- Santa Monica City College was recently the scene of one of the largest audio-visual conferences ever held in California. More than 3,000 teachers, parents, and community workers attended, according to an estimate of Marston Jones, president of the Audio-Visual Education Association of California, Southern Section, sponsor of the conference.

More than 25 continuous exhibits, demonstrations, and previews of the latest audio-visual materials and equipment were featured. Teachers, along with audio-visual dealers and community leaders, demonstrated the latest audio-visual techniques. Although the conference featured "making and using" audio-visual materials for the classroom, use of such materials by community groups was not overlooked.

Dr. Alexander Stoddard, Superintendent of the Los Angeles City Schools, discussed "Educational Television," which was followed by a closed-circuit demonstration educational television.

FCA to Administer Film Discussion Developed by Ford Fund
- Two film discussion series developed by the Fund for Adult Education will be administered by the Film Council of America. Dr. Paul A. Wagner, executive director of the FCA announced recently.

Dr. Wagner stated that as rapidly as possible these film discussion series will be initiated in communities all over the nation. The Film Council of America is responsible for the promotion of the program, for the distribution of the printed materials and for the coordination of film distribution to groups purchasing the printed materials. The leaflets describing each series are available at no charge from the FCA, 600 Davis St., Evanston, Ill. Sample kits of each series are available at $1.85. Charles Bushbee, director of adult education programs for the FCA, is in charge of the Film Discussion Project.

The "Great Men and Great Issues in Our American Heritage" and "World Affairs Are Your Affairs" programs were launched by the Fund for Adult Education on an experimental basis early in 1952 under the direction of Dr. Glen Burch. These series, using motion pictures and printed materials in a series of related subjects, have been tested with 122 groups in 76 communities. In the light of that experience certain revisions have been incorporated, and both programs are now available for general distribution.

The "World Affairs" series opens with a discussion of the relationships of the American citizen to world events, proceeds to an examination of eight critical areas in the world, and closes with a program on world trade. The "Great Men and Great Issues" series presents ten film biographies of great Americans with essays on the issues these men dealt with and the application of their ideas to the problems we face today.

Wayne Univ. Offers Study Grants
- Several graduate study awards for candidates for a master's or doctor's degree with specialization in audio-visual education were announced recently by Wayne University's College of Education, Detroit, Mich. Awards are for the tenth school year and include tuition costs as well as payments of $1100 and up. Special consideration will be given to applicants with elementary teaching experience or with production experience. Full information is available from Arthur Stenius at Wayne University.

Color Slide Exhibition Announced
- The Fifth International Color Slide Exhibition is being held between April 4 and April 12 by the Berk-Camera Club, Reading, Penn. Judges are H. J. Johnson, W. H. Savary, and F. Meyer. Entry fee is $1.00. For further information write to John H. Kline, Chairman, 550 North 11th St., Reading, Penn.
Scientific Film Congress Meets

Reported for SEE & HEAR by Tom Hope

Probably the longest film gathering in the world was the 6th Congress of the International Scientific Film Association which lasted nine days. Held in Paris this year with representatives from 22 nations, over 100 films were screened in the four fields of activities in the ISFA—research, medical, industrial, and educational.

Of greatest interest to many were the films from behind the Iron Curtain. The Communists tried to show off their best but even the non-professional film reviewer found them somewhat naive in story although well done technically. Russia, Poland, Czechoslovakia, and East Germany all had films at the Congress.

Behind the Iron Curtain

One of the best was an East German picture, "Working With a New Spirit." That productivity film brought out a different philosophy from that of the United States Mutual Security program ideas. Instead of using work simplification methods and time studies, the Germans showed that each individual worker did his best to improve and increase his output. When one of them had achieved a good goal, he was the hero in that plant and was told to explain the secret of his success to his fellow workers. Of course the film didn't mention that the entire individual quota per worker was raised after that with the minimum set at that good worker's highest achievement. Likewise the system of arriving at that goal was through a haphazard unscientific approach.

Another Iron Curtain film from Poland showed proudly that Poland now had tractors, fork trucks, etc. One item, somewhat ingenious to some viewers, was a truck unloader which is fairly new.

Color Film from Hungary

One of the most beautiful films exhibited was one from a Russian satellite, Hungary. The picture, The Evolution of Lakes shot with Agfa color, brought out many "oh's" and "ah's" over the photographic quality.

With 106 films screened over the nine day period it is difficult to give a complete review of them all. One of those creating a great deal of interest was an industrial film from Great Britain, Introducing the New Worker. Made for the British government in connection with our MSA program, the picture has a fresh approach to the subject of the new employee in a factory.

It pictures a young man applying for a job and going to work his first day as well as his first few weeks. After a time he becomes discouraged with his job and quits. Then the narrator suggests that they repeat the film and take the chap in to work for the first day all over again. Written with a good sense of humor, the film gives a good lesson to supervisors on the right way to greet and handle a new worker.

Seventy-three delegates and observers from Europe, North and South America, Africa, Asia, and Australia attended. They were from South Africa, Australia, Austria, Belgium, Brazil, Cuba, France, Great Britain, Italy, Holland, Poland, German Democratic Republic (East Germany), German Federal Republic (West Germany), Switzerland, Czechoslovakia, and Uruguay. Observers came from the United States, the Vatican, Greece, Hungary, Israel, Morocco, Sweden, and Tunisia.

Films screened also came from Canada, the West Indies, Mexico, New Zealand, and the U.S.S.R.

Sectional Meetings Featured

During the nine-day convention, every morning was devoted to business meetings, committees, and the like. In the afternoon two of the four sections of the congress held showings and demonstrations in their fields—research, medicine, industry, and education. Each evening a single showing of a mixed variety of films were presented in the auditorium of the Chemical Society Building, where the film congress held forth.

The association re-elected John Maddison of Great Britain as president. Other officers are Jan Korngold of Poland and Prof. Mario Ponzo of Italy as vice presidents; honorary treasurer, J. W. Varossieu of Holland; honorary secretary, Jean Painleve of France; curator of the film reference library, Luc Harsaerts of Belgium; and delegate for Latin America, Prof. R. V. Tahiye of Uruguay.

Review of Technical Progress

The association voted to add a fifth section to its organization, which will be concerned with scientific veterinary work. A committee was set up which is to study the results of scientific films and a special session on equipment and its future possibilities was agreed upon. The ISFA decided to sponsor the film Atoms at Work and to encourage more such films for future production.

Discussions were held on the problem of getting international financing of important films. One such film has been produced by Belgium and Holland in the medical research field.

Other subjects discussed and demonstrated in many cases included three-dimensional films, magnetic film projection, light intensity of the image, the use of film loops in training work, and a new high speed camera.

The latter was invented by a Frenchman, Maurice Girardin of Grenoble, who says that the camera using 16mm film can take pictures up to 75,000 frames per second. Normally it takes pictures at 3,000 per second. The camera is built with a drum inside which has 30 separate lenses. The revolving drum passing the lens opening forms its own shutter speed as it travels along with the film. The demonstration film among other things dramatically showed a television tube being smashed by "imposition."

One new type of third dimension film was demonstrated. The effect is achieved with a special screen resembling an inverted cone which has slats all the way around. The third dimension effect is obtained by whirling the screen as the film is projected on it. No special polaroid glasses are necessary.

Midwinter Issue
"By all odds, the biggest single service problem with motion-picture projectors is faulty lubrication," is the opinion of Audio-Visual experts, coast to coast. Too little oil encourages wear. Too much oil gums up working parts, stalls motor, collects dirt, impairs performance.

Recognizing lubrication as a major problem, Kodak engineers set out at the start to design a projector which would eliminate lubrication worries. The result—the sensational Kodascope Pageant Sound Projector with its *permanent lubrication.* Oil-impregnated bearings...sealed-in-oil ball bearings..."lifetime" oil-retaining pads...low-friction nylon gears...and a minimum of moving parts, all assure quiet, trouble-free operation—month, after month, after month. You can forget all about lubrication!

Yet, you really have to see and operate this superb new 16mm. sound-and-silent projector to truly appreciate its many unique advantages. Your Kodak Audio-Visual Dealer will be glad to show it to you—either the one-case, single-speaker Pageant for classroom and small auditorium use, or the matched-case, four-speaker Pageant for ideal sound reproduction under difficult acoustical conditions. Or fill in and mail the coupon at right for complete details about the Pageant. List price, $400 with single speaker; Kodak Multi-Speaker Unit, $92.50. (Prices are subject to change without notice.)

The Kodak Multi-Speaker Unit provides three extra speakers which pack into a single, easy-to-carry case.
Pageant and its exclusive "P. L."

"... The main problem in the use of 16mm. sound equipment for schools, churches, industry, etc., is that of maintenance. The primary maintenance problem has been over- or under-oiling. The Pageant eliminates this difficulty, making it the most popular in the Audio-Visual field..."

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"... We finally have the answer to the schoolman's 'breakdown' problem, where sound projectors are concerned, with Pageant's permanent prelubrication! The schoolman cannot fail to oil, or oil too much..."

W. S. Booth, Vice-President
National School Supply Co., Inc., Raleigh, N. C.

"... The Pageant's permanent prelubrication is welcome news to the schoolman. No hourly oil records to keep, no freeze-up from lack of oil, and no 'mess-up' from too much oil..."

E. F. Burke
Burke's Motion Picture Co., South Bend, Ind.

"... Our biggest single problem in servicing and maintenance of 16mm. sound projectors in our territory has been under- or over-lubrication. This has been a really big problem in the school and institutional field where there have been many different operators assigned to handle the equipment. Permanent prelubrication will be a significant factor in the reduction of service cost and maintenance expense on the part of these 16mm. users... our congratulations to the Eastman Kodak Company for this outstanding achievement!..."

Harold Guzofsky, Manager
Colorado Visual Aids Supply Co., Denver, Colo.

"... Our Service Department records show that most mechanical failures in motion-picture projectors are caused by improper oiling... the Pageant's permanent prelubrication definitely eliminates this annoying problem..."

John T. Moore
Moore's Motion Picture Service, Portland, Ore.

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Please send me the name and address of my nearby Kodak Audio-Visual Dealer... also complete information on the Kadoscope Pageant Sound Projector.

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Kodak TRADE-MARK

Midwinter Issue
The Motion Picture Camera and a Gifted Creator Speak to Millions—

Of Science and the Power of God...

MOODY SCIENCE FILMS BY DR. IRWIN MOON
BRING NEW UNDERSTANDING TO LAYMEN

It is most evident that never before in history has man been so concerned with nonessentials as he is in our own day. Descriptive phrases which sum up this phase of the twentieth century are not lacking—The Age of Anxiety, The Age of Television—and, if one takes the time to analyze these descriptions of his apparently purposeless activity, one might find that the common element present in them all is man's distraction. In other times—and, even in our own day in less fortunate parts of the world—all man's time was used in working to stay alive. He plowed the fields, feeling the dirt in his feet and the sun in the heavens, and he did not need to be an astronomer to know that his work day was marked by the passage of the sun. The wind that rustled the corn in his fields, the sun that caused his eyes to smart as the sweat trickled into them, the stars and moon and sea were all part of his daily existence because they were at the same time his partners and his opponents in the never-ending struggle for existence.

Material Progress But What of Reflection?

In Aristotle's time a consciousness of the natural world caused children to wonder about the movement of the sun: today they stand in open-mouthed awe before a television set: the possibilities for distraction, in short, have prodigiously multiplied in proportion to the improvement in communication media. No longer do we take the leisurely hike: we use the automobile; instead of the parlor game we watch "What's My Line?" on TV; and the long, leisurely novel has been replaced with digests of encapsulated information with which all can agree. The pleasures of distraction have replaced the capacity to wonder.

To decry this movement of progress is but to bury our heads in the sands of an always nostalgic but never quite accurate conception of the past. Modern communication is also a force for tremendous accomplishment and it is nowhere more evident than in a series of films that have been acquiring a reputation for again inspiring people to a sense of wonder.

The Relationship of Science and Religion

The Moody Bible Institute for the past few years has been quietly producing and distributing films which examine the world about us and which proclaim in a small but powerful voice that in this day of distraction, in this Age of the H-Bomb, science is not an uncontrollable force for destruction but is a power that comes from God. Quietly, sincerely, and with consummate artistry, these films without even the slightest hint of proselytizing, have revealed to thousands of people, adults and children, in schools, clubs, business, and industry that there is a meaning and truth in science that comes not from man alone. As many are propelled through the swiftly revolving doors of modern civilization, these films quietly say: "Wait—let's take a look at a few of the things that are really important."

And how do they do it? Simply by dramatizing that God cannot be escaped, that He is all around us, not only in the obvious wonders of nature but even in the most inconspicuous snowflake that falls to the ground.

Five Films Available in Series to Date

The titles of the films give some indication of the areas they explore: God of Creation (37 min.); God of the Atom (40 min.); Voice of the Deep (30 min.); Dust or Destiny (43 min.); and Hidden Treasures (46 min.). From the galaxies of stars photographed from the Mt. Wilson Observatory to the photosynthesis of a leaf, the Moody films are designed to reawaken a child-like sense of awe in those who see them. All in color, they study all forms.
of life and allow the audience to judge whether or not life is a haphazard prank or the design of a Master Planner.

Director of the series is Dr. Irwin A. Moon, head of Moody's Institute of Science. Using time-lapse and microscopic photography, the telescope, radio equipment, and other scientific paraphernalia, Dr. Moon is in the habit of working on a budget that would make Hollywood's major entertainment producers bug-eyed with amazement.

Are these films designed for classes in religion, for the pious, for those who are removed from the struggle of living in today's world? An answer to this may be found in Moody's experience with industry.

Like many genuine works of art, the films have a tendency to make the viewer feel like a "high-brow." Reaction of executives on a first screening is almost invariably an enthusiasm mingled with some misgivings about showing it to the men in the plant. "It may be alright for us, but maybe the men won't understand, perhaps they'll think we're cramping religion down their throats."

To circumvent this difficulty, Don H. Parson, Director of Moody's Film Department, usually suggests that the films be shown to a selected committee. Amusingly enough, the committee's reaction is quite often similar to the front office's: "It may be alright for us but . . . ."

That the films have been more than suitable to the man who works with his hands is proved by a list of companies which have used the series as part of their recreational and training programs. This list includes such firms as American Typefounders, Inc., General Foods Corp., Electro-Motive Division of General Motors, Goodyear Tire & Rubber Co., and the Eastern Air Lines.

One national manufacturer with branches throughout the U. S. has already expended 3600 man hours in screening the films to supervisors and workers. Comments are always much the same—"let's have more of them."

Future plans of the Moody Institute of Science are only limited by a lack of money, a problem which is not new to the Dr. Moon and his associates. Several new films are now in preparation, a special series for television is being planned, and the infectious enthusiasm of Don Parson is at work in the Moody office (320 N. La Salle St., Chicago 10) making available the current films to an ever-widening audience in churches, schools and industry.

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**Filmstrip frames like these aid the foreign-born.**

### Using the Filmstrip in Adult Education

by Angelica W. Cass

* The filmstrip is especially adaptable to the teaching of foreign born and other adults who labor under a literacy handicap. The writer has had many years experience in working with these adults and has arrived at the above conclusion after experimenting with and evaluating audio-visual methods and techniques.

Filmstrips are excellent to use with these adults because they can be geared to the abilities of the students in each group. The pictures and titles are "still" and do not move on before the students can take in the salient point or points and read the titles completely and satisfactorily. Each individual frame can be shown for as long a time as is desired or necessary so that ample time for asking questions or for discussion can be allowed for at the point at which they arise.

The fact that the filmstrip can be operated backward when desired is a distinct advantage when it is needful to refer to a previous frame to settle a point or to correct an impression. Another advantage is the fact that absolute darkness is not essential for a good, clear showing of a filmstrip. While a matte white screen is preferable for best projection results, an adequate and, in many cases a satisfactory, projection can be obtained on the reverse side of a wall map, chart, wall space, or on the blackboard itself if necessary.

Filmstrip projectors are very portable and can be set up quickly and easily without fuss or a long period of preparation. No intricate "threading" is involved in setting up the projector and inserting the filmstrip. The entire process can be learned in less than five minutes.

The following steps are suggested when planning to use a filmstrip: (1) preview it, (2) plan for its use as a part of the lesson, (3) show it, (4) evaluate the results and decide whether or not to (5) reshown it.

A filmstrip should be used to meet a need, stimulate interest and conversation, help correct mistaken impressions or to fix a point. In other words, use a filmstrip when it will enable the students to learn better because of its use than they would without it.
“The Impressionable Years” Now Available from United World Films

* The Impressionable Years, a State Department film which delve into a little girl’s first experience in the children’s room of the New York Public Library, may now be purchased from United World Films, Inc. The film emphasizes the freedom of choice and democratic relationships in the library.

On request from the U.S. Office of Education, a number of films prepared for the Department of State’s International Information Administration program have been made available for use in the U.S. The Office of Education places these films on sale through United World Films, current contractual agency for government films.

Price of The Impressionable Years is $4.60 and may be obtained from the distributor at 1415 Park Ave., New York 28.

Six Motion Pictures Scheduled for January Release by Coronet Films

* A “public relations” film which describes the American people is among the 16mm motion pictures scheduled for January release by Coronet Films. Who Are the People of America? explains where Americans originally came from, how they fought together, how they plowed the land and built cities, and how they are still building to create a finer America. Main theme is that “the people of America are the people of the world.” The one-reel sound film is available in either color or black and white, and was designed for junior and senior high school students.

For the primary grades, Coronet will release Flipper, the Seal, which follows a group of children at a zoo as they watch the seal in action. As a language builder the film fuses the seal’s action with such words as waters, swimming, dive, and fur.

A physics film for intermediate and junior high school students is Simple Changes in Matter, which depicts the physical and chemical changes present in everyday life—such as growth of seedlings, soil erosion, metal expansion, ice melting, leaves changing color, logs decaying, and metal rusting. Difference between physical and chemical changes are examined through simple experiments.

School Rules: How They Help Us demonstrates rules in action—on the street, the basketball court, in the school halls and library. The point is stressed that school rules, like all rules, are methods to make life smoother and more pleasant, to facilitate fairness and safety for all.

Two other films complete Coronet’s January releases, Hoppy, the Bunny, for primary and low intermediate grades, is the presentation of farm life through the eyes of a small rabbit, a raccoon, and an owl. In Let’s Measure: Inches, Feet and Yards, a boy and his father use a ruler to measure the son’s height. They examine the ruler together, indicating the units of length. From the foot ruler they proceed to a yardstick and the measurement of longer lengths. Designed for the primary grades.

Other recent releases by the Chicago film producer include Japan: the Land and the People: Television: How It Works; Personal Hygiene for Boys: Personal Health for Girls: and The English Language: Story of Its Development.

All films are in sound and are available in either black and white or color. For prices and information in greater detail, write to Coronet Films, 65 E. South Water Street, Chicago 1.

Film Covers Operation of Fire Boat

* How a fire boat operates in extinguishing waterfront fires is the subject of a new film released recently by Bailey Films, Inc. Entitled The Fire Boat, the picture is suitable for all cities having this form of protection, whether on ocean, river, or lake. The picture includes scenes of the firemen working and playing, distinctive features of the boat itself, and an actual fire, showing the part played by the fireboat. Produced in collaboration with Anna Marshall and Anita Packwood, elementary grade teachers in the Los Angeles City Schools, and with the Los Angeles Fire Department, the picture was filmed in the Los Angeles harbor area. It is available from Bailey Films, Inc., 6509 De Longpre Ave., Hollywood 28.

“Indian Dances” Is EB Films’ Latest in Conservation Film Series

* Indian Dances is the title of a new color film which shows how the American Indian expressed some of his environmental adjustments through the medium of dancing. The film is being released by Encyclopaedia Britannica Films, Inc.

Made in collaboration with the American Museum of Natural History in New York, the film shows the prizewinning Life Along the Waterways as part of a new series of five EB films on ecology and conservation. The film shows four of the rhythm patterns used by the Indian to express his relationships with nature—and in turn to reveal his power as a close observer of nature.

Sharp and beautiful bird photography by Edgar M. Queeny, chairman of the board of Monsanto Chemical Co. and trustee of the American Museum of Natural History, shows the characteristic patterns of the prairie grouse courting and of the eagle in flight. The appropriate dances by Tom Two Arrows show the Indian abstraction of these patterns.

Similarly, the buffalo and deer dances are shown again in juxtaposition with their sources in nature. The whole effect is one of a primitive human being watching nature and then making his own esthetic interpretation of its phenomena.

Music rhythms used in the film were drawn from the Library of Congress ethnic folkways recordings. Bird sounds were recorded by Ralph Piper on location at the time of photography.

Following will be Marine Life, a vivid portrayal of some of the colorful forms of undersea life: Land of Little Water, which tells the story of the effect of too little water and too much water on our western lands; and Forest Ranger, which is an account of the work of the forest ranger in conservation, lumbering and fire-fighting. Each runs approximately 11 minutes.
“Political Parties” is the first of an important new Encyclopaedia Britannica film series designed to help us understand vital problems in political science and to help define democracy. They are of particular importance in this era of world tension.

“Social Revolution” takes up some of the broader implications of democracy in terms of peaceful versus violent change. In a democracy, the film shows the existence of processes based upon change. Prof. Hans Kohn, CCNY, was the collaborator on this film.

“Nationalism” traces its development on the theme that it has contributed mightily toward the development of the modern world. The problem lies in controlling its regressive aspects which endanger peace.

“Pressure Groups” examines how such organizations operate and for what end . . . some as legitimate and needed forces . . . others whose motives need to be analysed. This is the second EB Film on forces at work in a democracy.

“Centralization and Decentralization” shows power becoming more concentrated. How can this be controlled so that historic liberties are preserved? The answer is suggested in the historic American solution . . . “balance.”

“World Balance of Power” examines this widely accepted theory of international politics: past and present. Outstanding collaborators aided in this entire series. Films are available in 16mm black & white at 85 each.
exercises that brings back young interest in a hurry.

For 30 minutes Miss Frances is the program, and the program is in fact a nursery school—a program for active participation by pre-school youngsters, one in which they may (and do) completely lose themselves in the fascination of taking part in a real show.

* * *

The Christophers Use Television to Show "What One Person Can Do"

* More than 7,000,000 persons each week view the new 15-minute television program presented weekly by the Christophers on 63 stations from coast to coast. On television since mid-September, the Christopher presentations are filmed and made available without cost to the stations. The programs, entitled What One Person Can Do, feature anecdotes which show what an individual can do with God's help to change the world for the better.

These real-life stories are related by Father James Keller, M.M., founder and director of the Christophers. He also conducts discussions with leading personalities and celebrities, who contribute their time and talent to the program.

Guests who will be seen over TV in the latest series of Christopher films produced during the past month include Fred Allen, Anita Colby, Bob Considine, Igor Gorin, Marie Killilea, Snooky Lanson, General Charles Romulo, Ed Sullivan, June Valli, Fred Waring, and Charles E. Wilson.

Motion picture stars and artists who have participated in Christopher quarter-hour film programs completed earlier this year for showing on television include Eddie "Rochester" Anderson, William Bendix, Jack Benny, Joe E. Brown, and many others.

Christopher films are made in New York and in Hollywood and then are shipped out to the TV stations each week from the Christopher headquarters at 18 East 45th St., New York City. At the present, 59 out of a total of 65 areas in the country where TV coverage now extends present the Christopher quarter-hour weekly series. In Baltimore, Cleveland, Detroit, and Omaha two stations feature the Christopher program.

Average cost of producing one Christopher film a week for television is $3,500. A unique feature of this Christopher television project is that no collections, appeals or fund-raising drives are conducted to cover the expense of producing the weekly films. All contributions are completely voluntary and unsolicited. The $53,000 to cover the cost of the first 16 films was spontaneously provided, mainly in small amounts, by Christopher friends throughout the country. It is hoped to make 52 films a year under this same policy.

Air time is donated by the individual stations as a public service. It is estimated that the cost of the time for the 63-station network would exceed $750,000 a year.

Before launching the television series this fall, the Christophers had made four 30-minute films which have been shown to groups throughout the country as well as in motion picture theatres and on TV.

Founded in 1945, the Christophers seek to show the power of each individual, under God, to bring "Christ" into the marketplace and restore peace to the world." Over 700,000 persons participate in the Christopher movement, which has no meetings, no memberships, and no dues.

* * *

Filmed Television Series Combines Entertainment, Religious Message

* One filmed television series receiving a good deal of attention in many parts of the country is This is the Life, produced by the Lutheran Church-Missouri Synod and distributed in cooperation with the National Council of Churches of Christ in the U.S.A. After eight weeks on the air about 30,000 letters in praise of the program have been received. The series of films has been described as "combining entertainment with a religious message."

This is the Life is one of the most televised programs of the day. It is already seen in 61 TV areas out of a maximum of 64. Efforts are being made to make the coverage national.
“Food As Children See It”  
A NEW GENERAL MILLS’ NUTRITION FILM

★ "Is it good for him?" This is a question mothers often ask themselves as they look at little Johnny as he sits, spoon in hand, waiting for his food to be dished up to him. Too old for a formula but not yet ready for his father’s steak and french fries, an active youngster’s diet is a nutritional problem which has perplexed many a mother. A recent film is designed to eliminate it.

Sponsored by General Mills, Inc., and available on free loan, Food as Children See It features an ideal meal for pre-school children, common child feeding problems and suggested solutions, and menu planning and food preparation for health and efficiency based on the basic seven food groups. The film is a sequel to the popular The School that Learned to Eat.

Produced With Expert Guidance on Detail

Food as Children See It was produced under the technical supervision of Dr. Miriam E. Lowenberg, now head of the Department of Foods and Nutrition, Pennsylvania State College. During World War II, Dr. Lowenberg supervised a day nursery at one of the nation’s largest defense plants, directing the feeding of thousands of children. After the war, she became nutritionist for the Rochester Child Health Institute at Rochester, Minn. There, she conducted adult education classes on child feeding and other phases of nutrition for mothers of young children, public health workers and other lay and professional groups.

The Rochester program, sponsored by the Child Health Institute and the Rochester-Olmsted County Public Health Department, was extremely popular. Mothers in the area said it gave them the help they needed to put their physicians’ advice on child feeding into practice.

Child’s Viewpoint is the Basic Theme

At Rochester, Dr. Lowenberg found a perfect outlet for the philosophy of child feeding she had developed while supervising the defense plant nursery. That philosophy—always look at food from the child’s point of view—has been reflected in the new film.

General Mills, a financial contributor to the Rochester program, produced the picture as part of a broad program of nutrition education that dates back many years. The picture was produced by T. W. Hope, directed by Paul Dunn.

Planning a Scene Are (left to right) Dr. Miriam Lowenberg, director Paul Lawrence and cameraman Marshall Hosp shown below on a production set.

This new film on nutrition captures reaction of a young diner to serving of food as aid to mothers.

R. Lawrence, and filmed by Marshall Hosp. Sound recording is by the Calvin Co. of Kansas City, Missouri, with Pan Dunn serving as narrator.

The 18-minute film is available from General Mills on short period loan, without charge except for postage. In addition, the company will sell complete prints at cost. With the film, the company offers copies of a four-page pamphlet that summarizes highlights of the picture’s message.

FREE!
First Aid Film
"Help Wanted"
Including the new back-pressure, arm-lift method of artificial respiration

This up-to-date film contains all of the important information on basic principles of First Aid and also demonstrates new artificial respiration method approved by the American Red Cross.

The only cost for this 34-minute 16-mm. sound film is return postage.

Johnson & Johnson, New Brunswick, N. J.
Please send me information on the film “Help Wanted.”

Name
Address
City State

Education Department
Personailities in the News

Charles H. Dand New Director of BIS Motion Picture Division in U. S.
* British Information Services has announced the appointment of Charles H. Dand as director of its films and publications division. Mr. Dand replaces Mrs. Katharine Noel Parker, who has been reassigned by the Foreign Office in London.

After some years as a newspaper man in London, Mr. Dand entered Britain's film industry in the 1930's and gained experience in both the entertainment and documentary sides of the business.

For the past two years he has led the British delegation at meetings of the Non-Commercial Cinema Committee which was set up under the Brussels treaty organization to arrange the production and exchange of cultural films among the five signatories of the treaty: France, Belgium, the Netherlands, Luxemburg, and the United Kingdom.

CCNY Names George Schoengood Ass't Supervisor of A-V Center
* George J. Schoengood was recently appointed assistant supervisor of CCNY's expanding audio-visual center, evening and extension division. Mr. Schoengood, who has taught business management courses at the New York school's midtown business center, has had nearly ten years of personal experience in industry and with the veterans' rehabilitation section of the New York State Department of Labor.

A. D. Elden

A. D. Elden Is Named New President of Ideal Pictures Corp.
* A. D. Elden has been named president of Ideal Pictures Corp., replacing A. L. Blinder, who has been appointed chairman of the board, the company's board of directors announced recently.

Mr. Elden, who is also secretary of Esquire, Inc., has been active in the management of Ideal Pictures since it was acquired by Esquire in 1948. He has been active in enlarging the scope of Ideal's operations to include distribution of industrial sponsored films, now an important phase of Ideal's services.

Bruce Linton Joins Bailey Films
* C. Bruce Linton has joined the staff of Bailey Films, Inc., Hollywood, and will represent the company to schools, libraries, and museums throughout Southern California as well as working in the production of educational films. Mr. Linton, who will shortly receive his Master's degree in cinema from the University of Southern California, has previously been an English teacher and public relations director with several schools, including Elgin Academy in Elgin, Ill., and Westmont College, Santa Barbara, Calif. While at Westmont he made the public relations film, Leaders for Tomorrow.

F. W. Lloyd to Assist Ralph Creer
* Frederick W. Lloyd was recently appointed as assistant to Ralph P. Creer, secretary of the Committee on Medical Motion Pictures, American Medical Association. Mr. Lloyd received his training in audio-visual education at the University of Iowa, Iowa City, Iowa.

Society of Visual Education to Distribute Filmstrips for "Life"
* Plans for the distribution of Life filmstrips through the Society for Visual Education, Inc., Chicago, were completed recently with the editors of Life Magazine, according to an announcement by W. H. Garvey, Jr., president of SVE.

This method of distribution through SVE and their dealers is a departure from the direct selling plan used by Life since it entered the filmstrip field several years ago. Under the new arrangement both organizations will distribute filmstrips based on Life's major pictorial essays in the fields of history, art, science, and social studies. Life plans to continue its direct selling activities while SVE will distribute through its dealer organization.

Kinder to San Diego State
* Dr. James S. Kinder has announced his resignation from the faculty of the Pennsylvania College for Women in order to accept a position at the San Diego State College, Calif., where he will direct the audio-visual program.
THE TV DEBATE
SHARES OUR VIEWPOINT

To the Editor:

It certainly is refreshing and inspirational to still find some persons and publications that refuse to be stampeded by the current boom towards educational TV.

Our own state is no exception unfortunately, and all efforts and publicity are geared toward the spending of approximately three or four hundred thousand dollars for a TV station whose value remains to be proven, while the proven tools of communication receive hardly any attention.

Just when it appeared that audiovisual people might get the support they so badly needed in many communities, now they see this support vanishing because the "miracle" tool has arrived.

I agree that TV has great potentialities and we made use of some of these last spring when our A-V Association presented eight programs entitled "Tools For Learning" illustrating the types and uses of AV tools.

But our so called and self styled "oracles" are misleading us. I believe and I think it is high time for a return to some fundamental concepts which they advocated themselves.

All school systems and all schools are not equipped as they should be nor are teachers trained as they ought to be.

I personally do not subscribe to all this hoopla and I want to commend you for your fine editorials on this matter.

I know there are many others who feel as I do in this matter. Individually perhaps, we are small fish not making much of a splash, but perhaps collectively we may organize and make our voices heard so that those concerned may take heed.

I would appreciate it very much if you could either send me reprints of the editorial if available or a few extra copies of the magazine so that I may spread them around where they will do some good.

Wilfred E. Berube
President
Rhode Island Audio-Visual Education Association

ED.: More letters and articles on this subject will be included in our next issue. Write us! Pro or Con!
If You Own a Projector—You Need This Invaluable Guide to Its Use!

The Audio-Visual Projectionist's Handbook

Edited by Amo deBernardis
Portland, Ore. Public Schools

Schools and colleges throughout the country have enthusiastically approved the first edition of The Audio-Visual Projectionist's Handbook. It's the most complete and understandable guide book now available anywhere to better utilization of all types of audio and visual aids. Now arranged in section form and larger than before with additional features, new colors, new threading diagrams.

Use this pictorial Handbook for teacher training classes, to instruct student operators, and as a general reference on many daily problems in audio-visual programming and projection. Single copy One Dollar; sent postpaid if payment accompanies order.

Note These Colorful Graphic Feature Sections

- Here Are Some of the Colorful, Graphic Features Including helpful suggestions on room layout for good projection, acoustics, ventilation, darkening, etc.; formula for screen placement; diagrams on principles of sound motion picture projection; sound slidefilm projection: a chart on film care and maintenance; an operator's trouble checklist; safety precautions; use of opaque materials; use of recording equipment in education; flat picture ideas; plus original and exclusive threading diagrams on all standard 16mm sound motion picture projectors!

STEP BY STEP LESSONS

The Projectionist's Job
Before the Showing
Starting the Picture
During the Showing
Ending the Picture
After the Showing
Projector Care & Lubrication
(all in two-color graphic pages)
FEATURES OF THIS ISSUE:
Selected New Films and Filmstrips
The Magic Art of Disney
Sermons on Science
So You Want to Be a Producer!
Films for Rural America

NUMBER 3 • VOLUME 8 • 1953
Old Betsy, the first Filmosound projector ever sold by Bell & Howell, was retired recently after twenty years of outstanding service. E. C. Waggoner, Director of the Audio-Visual Department in the Elgin (Ill.) Public Schools, is shown above with Old Betsy and her replacement—the first new Filmosound 202 recording projector sold.

Ask your Bell & Howell Special Representative to show you how Bell & Howell equipment can give the same lasting service to your film program.

Filmosound 285 16mm projector for sound or silent films. Easy to use, compact and light weight, completely contained in single case. Built-in 6-inch speaker operates within case or removed. Brilliant pictures, natural sound. $449.95.

Filmosound 202 16mm magnetic recording projector. Add sound to movies easily, inexpensively. Make your own sound movies ... add sound to old silent films. Sound can be changed again and again. Plays both optical and magnetic sound. From $699.

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Please send me, without cost or obligation, complete information on sound movie equipment for use in audio-visual programs.

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CITY COUNTY STATE
Encyclopaedia Britannica Films

OFFERS 50 NEW TEACHING FILMS FOR ELEMENTARY AND HIGH SCHOOL GRADES

Check these titles carefully. They are recently released films in the library of more than 375 accredited EBFilms for junior high school and the upper elementary grades. Each of these films will be of prime importance in helping you plan and integrate curriculum areas. Superbly produced and with their teaching messages carefully defined, each of these great films is another proof of the confidence EBFilms has in the future of A-V education.

**583 Jet Propulsion**, Color $100, B&W $50

**636 Life in the Sahara**, Color $120

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**691 Better Reading**, Color $100, B&W $50

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**713 Man's Problem**, Color $140

**656 Atom and Industry**, B&W $50

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**691 Mental Health**, Color $100, B&W $50

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**611 Pressure Groups**, B&W $85

**616 Social Revolution**, B&W $85

**613 Nationalism**, B&W $85

**627 Centralization & Decentralization**, B&W $85

**617 World Balance of Power**, B&W $85

**600 The Social Process**, B&W $85

**623 Understanding the Law**, B&W $50

**578 Library Story**, Color $120

**577 Dear Live with Danger**, Color $100

**547 Italy—Peninsula of Contrasts**, Color $140

**561 India**, B&W $70

**715 Japan—80,000,000 Mouths to Feed**, Color $100

**635 Mediterranean Africa**, Color $100

**572 Longhouse People**, Color $170

**507 Hind Family**, B&W $50

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**601 Frank and His Dog**, Color $50

**602 Jean and Her Dolls**, Color $50

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**593 It Takes Everybody to Build This Land**, B&W $85

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**598 Working Together**, B&W $100

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**629 Selected Songs of James A. Bland**, B&W $50

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*Prices will be increased April, 1953.

**THESE FILMS WILL HELP YOU DEVELOP A VITALLY INTERESTING LEARNING CURRICULUM**

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IMPORTANT FILMS ON COLONIAL AMERICA FROM WILLIAMSBURG VIRGINIA

"Eighteenth Century Life"—an authentic story of life in Colonial days. 44 min. • Rental $5*

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"Williamsburg Restored"—how and why Virginia's old capital was preserved. 44 min. • Rental $5*

*Postage Additional

Each Film 16 mm. Sound in Color

For information write: Colonial Williamsburg Films Department Box 749 Williamsburg, Virginia

SEE & HEAR Camera

TV May Be Educational—But Is It For Schools?

NOW THAT LIFE Magazine and the radio-TV experts of the U. S. Office of Education have joined the well-heeled lobby of the Joint Committee on Educational Television in promoting state and community budgets for this modern miracle medium, SEE & HEAR seems to be the lone voice in the clamorous multitude.

At least one major editorial stand is being won by default as proponents admit the slowness with which this effort is being taken up and now ask FCC postponement of the mid-1953 deadline for school allocation of channels. And the wildly-ridiculed New York state advisory committee who voted down that state's appropriation have also slowed the bandwagon. Maybe just enough to get some sound thinking on the subject.

For it is now apparent that a good many people are being talked into the idea that educational television is a classroom instructional medium. That's what LIFE thought in its mid-April editorial, including this thought-provoking comment "Houston's president, Dr. W. W. Kemmerer, figures that once KFI HT has hit its full stride, the University can save some $10 million on physical plant, like more classrooms, that it won't have to build."

And the U. S. Office of Education

See & Hear

Spring Issue • 1953

Issue 3 of Volume 8

Published at 7061 Sheridan Road, Chicago 26

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THIS MONTH'S COVER

* Reflecting the new content approach of SEE & HEAR, our cover carries scenes from such currently popular 16mm films as Food as Children See It; And the Earth Shall Give Back Life; Nationalism and The Colonial Printer. We hope you’ve seen all of them by now.

bulletin No. 16, "Television In Our Schools" sells this idea: "As a communications medium, television is unique in its ability to bring many other aids into the classroom. Every audio and visual help we have ever known can be carried by television—motion pictures, film strips, slides, recordings, drawings, maps, and countless other instructional devices."

We have no doubt of the community value of real educational t.v., even if proof of a loyal viewing audience is still lacking. But we ridicule the whole idea that school money be wasted on the absurd premise that our entire classroom learning structure should or will be turned upside down to accommodate mass dissemination of anything short of an important current event.

These audio-visual tools have been developed over decades of progressive experience to meet individual teaching situations, according to the teacher’s need and at the convenience of classroom groups, as needed. No push-button regimentation of the learning process is necessary to open wide the use of these tools. Nor is it necessary to push schools into buying a $1200 TV receiver per classroom to take the place of equipment costing a fraction of that amount with much less upkeep cost!

• Issues Guides for Geography Series

• Teachers’ guides for The Earth and Its Peoples series, 36 16mm motion pictures for geography and social studies classes distributed by United World Films, are now available. Each guide is an eight-page teaching aid specifically designed to assist the teacher in the classroom. A complete set of 36 may be obtained for $3. Address of United World Films, Inc. is 1445 Park Ave., New York 29.
DeVry's New Sensational

*Jan Unit

the Most Spectacular 16 mm Projector

in Sound Motion Picture History!

IDEAL FOR USE IN ALL BRANCHES OF EDUCATION!

When the ARMY and NAVY wanted to jointly develop the finest 16 mm sound motion picture projector obtainable for instructional and entertainment purposes—their engineers, in collaboration with DEVRY'S skilled staff, developed the DEVRY JAN.

So remarkable was their achievement, that the JAN projector STANDS OUT AS THE MOST AMAZING UNIT OF ITS KIND EVER CREATED. By all competitive tests, it has no equal.

As a result, more than 10,000 JAN units were ordered and are replacing all obsolete 16 mm sound movie units in both the ARMY and NAVY.

SEND COUPON FOR FULL FACTS TODAY!

Use Liberal Trade-In Plan!

Anyone who owns a 16 mm silent or sound motion picture projector is invited to take advantage of DEVRY DEALERS' NEW LIBERAL TRADE-IN PLAN. This program permits you to apply the present market value of your equipment against the purchase of a new DEVRY unit. MAIL COUPON TODAY FOR FULL INFORMATION!

"JAN...Our Greatest achievement in 40 years"...says W. C. DeVry

"ARMY and NAVY engineers, in collaboration with our engineering department, did a remarkable job in creating the JAN projector. It marks our greatest achievement in 40 years!" says William C. DeVry, president of the DEVRY CORPORATION.

MAIL THIS COUPON TODAY!

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Please give me full information, without cost or obligation, on the following:

☐ 1. JAN 16 mm sound motion picture projector
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☐ 3. DeVry dealers' liberal trade-in plan.

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City: ________________________
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Film Program Guide
NEW FILMSTRIPS

of Current Affairs and Nature

Wayne Univ. Begins New Series of Current Affairs Filmstrips

Latest series of current affairs filmstrips to be made for elementary schools has been announced by the Audio-Visual Materials Consultation Bureau, Wayne University, Detroit.

Each release in the series will treat a significant subject in current events. Emphasis will be placed on stimulating presentations that will motivate discussion and study, on clear and detailed photographs appropriate for use with youngsters, and on pre-tested vocabulary in all text captions. A teacher's guide accompanies each filmstrip.

Available on a series subscription or individual purchase basis, the series, entitled Contemporary Affairs Filmstrips, will be issued once a month during the school year. First release, The Magic of Mass Production, is now available from the Audio-Visual Bureau.

PROTESTS BRILLIANT PICTURES

OF UP TO THEATRE SIZE

EVEN IN DIFFICULT-TO-DARKEN ROOMS!

The New Strong Universal
High Intensity A.C.
Arc Slide Projector

Ideal for

SCHOOL AND COLLEGE
AUDITORIUMS AND CLASSROOMS

and for projecting song and advertising slides in

THEATRES • DRIVE-INS • NIGHT CLUBS • HOTELS

RESORTS and Hymn Slides in CHURCHES

It is especially useful in projecting pictures under daylight or artificial lighting conditions where a darkened room is not desirable. Entirely safe in the hands of a layman, it is easier to operate than the average 16mm projector. Simply plug into any 110-volt A.C. convenience outlet, the motor-driven arc will project continuously for 80 minutes without retrimming.

The Strong Universal Model No. 4900 projects 3½" x 4" slides. Comes complete with blower, slide carrier, power transformer and arc lamphouse with motor-fed carbons. Adaptors permit the projection of 2½" x 2½", or 4½" x 5½" slides. Lenses as required for other than customary installations are available.

Use coupon now to obtain full details and prices. Dealer Inquiries Invited.

THE STRONG ELECTRIC CORPORATION

15 City Park Avenue • Toledo 2, Ohio

Please send brochure and prices on the Strong Universal Slide Projector.

Name __________________________
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Name of Supplier __________________________

SEE and HEAR
10,000 Films in Search of an Audience

A SEE & HEAR EDITORIAL VIEWPOINT

EACH YEAR the producers of educational and information films add many hundreds of new titles to the already staggering numbers of motion pictures and filmstrips now available for the many kinds of program and teaching tasks to which they are applied.

In 1952, for example, nearly 1,500 new titles were produced among the 126 film studios serving foundations, trade groups, government agencies and U. S. business alone. About 400 additional motion pictures and hundreds of new filmstrips for classroom teaching and community information were turned out by instructional film companies specializing in such non-sponsored materials.

10,000 Films for Half-Million Projectors!

The increment or totally available inventory now accessible to schools, churches, industry and community groups is probably in excess of 10,000 individual titles of motion pictures and many thousands of highly useful filmstrips. Not to mention growing libraries of recorded programs, both disc and tape, also circulating.

Keeping up with these program sources is a full-time business for resource people in our educational film libraries, among commercial libraries and dealers, public library film collections, and within the schools, churches, and industry. Our own constantly busy telephone lines and the Chicago mail desk confirm the problem.

Not Big Lists. But Specific Titles Sought

To expand the frontiers of film use we must first recognize the urgent need of teacher, program chairman, safety director, labor counsellor, welfare worker, and other film users for SPECIFIC film guidance, for now almost totally lacking lists of related materials. Having pioneered in such specific film lists as the Health & Welfare Resource Guide (SEE & HEAR, April 1950); the Science Film List (SEE & HEAR, March 1949); The National Directory of Safety Films (Annual, 1951): The Index of Training Films (Third Edition, 1952); and the Sports Film Guide (SEE & HEAR, June 1952) we consider our task only fairly begun.

We therefore define our course of action as less concerned with the theory of audio-visual education or, with the professional practices of audio-visual administration and reaffirm our immediate concern with practical assistance in the matter of specific film evaluation and listing. Here is a partial list of features you can expect from the Editors of SEE & HEAR:

1. A listing of films and a related article on "Using the Film in Your Community Welfare Campaign."
2. "How to Use Films in Summer Camp Programs"—together with suggested sources of both recreational (entertainment) films and films for background on crafts, swimming and life-saving, boating, nature study, etc.
3. "Films for Garden Clubs"—including film sources, program preparation and presentation suggestions.
4. "How to Promote Your Film Showing"—Publicity, Bulletin Board, Mailing Ideas and Announcements—tools and techniques that will increase interest and build attendance at meetings and assemblies built around film programs.
5. "Films in World Affairs"—the best in current motion pictures and filmstrips related to current problems and world news.
6. "Government Sources for Program Films"—how to get and use the best in pictures from military and civilian agencies.
7. "Meeting Community Problems With Selected Films"—is your community concerned with traffic accidents, juvenile delinquency, better government, better schools? These are the films, readily available, that will help make better community discussion programs.
8. "The American Heritage and Films"—films related to the current national discussion program in this important area of community interest.

16MM FILMS, TO PARAPHRASE HOLLYWOOD, ARE BETTER THAN EVER!

* This great and group-minded country of ours has long since found 16mm sound films and filmstrips among the other audio-visual tools, to be powerful stimulants to attendance and the most effective way of opening wide new worlds of information and guidance as well as recreation.

Color processes, rapidly improving for 16mm, give all of us a medium that makes the television viewing screen far inferior except for the most important current affairs. For we choose what we want to see, when we want to see it and we now have selection for almost every kind of film program contemplated.

A word of caution. There are those who would impair the improving economic health of film production and supplant this group medium with mass tools. Suffice it to say that groups are meeting in large numbers than ever before and that the strength of our democracy which is founded on this gathering of members of the community is deep and real.

What all of us need is more information on available films, accurately and completely given. That is our primary editorial aim.

—OHC
Georgia Distributes More Than 100,000 Educational Films in 1952

The state of Georgia's Audio-Visual Division last year distributed 117,361 educational films. This figure was quoted in an article about the state's A-V activities appearing recently in "The Atlanta Constitution." Director of the division is G. C. Bagley, who can recall when the library had only 1,200 prints of 660 titles back in 1917. Today the total is 21,051 prints of 2,420 titles.

Films are mailed by parcel post to the schools upon request, and the schools are allowed to keep them three to four days before returning them by mail to the library. Postage is paid both ways by the Audio-Visual Division.

Any Georgia school may request and get films for a fee of $10 per school year. The service also has been extended to public libraries of the state on the same basis.

Medical Film Circuit Will Facilitate Distribution to Schools

In a new plan, American and Canadian medical colleges were divided into 10 circuits by the Medical Audio-Visual Institute to facilitate distribution of new films, filmstrips, slides, and other visual material.

Under the plan, the medical colleges were divided into circuits according to geographic accessibility, with each circuit containing eight to ten colleges. The first college in each circuit receives a print which progresses to the last college in the circuit. The film remains at each college for one week including transportation time and is preceded by full printed information describing the nature of the program. In some instances the materials are those distributed by the Medical Audio-Visual Institute of the Association of American Medical Colleges. The materials are selected in terms of medical teaching and enough prints are made available to provide one for each circuit and two spares for use in case of emergency.

The key to the success of the preview circuits may be attributed to the fact that someone within each medical college, known as the Audio-Visual Coordinator, is responsible for informing all faculty members and arranging preview sessions for specialty areas.

Two Oklahoma Audio-Visual Conferences Scheduled

It has just been announced that summer audio visual conferences will be held at Oklahoma A & M on July 9-10 and at the University of Oklahoma on June 25-26.

Issues New Edition of Russian Film

Peoples of the Soviet Union, produced by the International Film Foundation, has been reissued with a new sound track and brought up to date with present conditions in Russia. It is being distributed by McGraw-Hill Text-Films, 330 W. 42nd St., New York 36.

Supplement to Film Guide Available

A 1952 supplement to the Sports Teaching Aids prepared by the National Section of Women's Athletics of the American Association for Health, Physical Education and Recreation is now available. It consists of 20 cards which list audiovisual materials which have been produced since the 1951 edition. Frederica Bernhard and Marjorie Fish collaborated in preparing the supplement.

The packet of cards costs $5c and may be obtained from the association at 1201 Sixteenth St., Washington 6, D. C.

THE LISTENER'S CORNER

The University of Oklahoma has recently completed a catalog listing master tapes on 355 different subjects which are available to teachers now.

The titles cover such areas as agriculture, conservation, child development, driver training, English, speech, drama, guidance, health, home economics, history, music, science and social studies.

To secure the recordings, one need only send a blank tape on which the title will be recorded. The tape may be retained permanently by the person who made the request. The charge is only for copying and postage: $5.00 for a 15 minute title and $1.50 for a 30 minute or longer title.

Recordings may also be rented for a 5 day period if the teacher does not wish to send blank tapes. The cost for this service is $1.50 per 15 minute recording and $2.50 per title running over 15 minutes, plus postage both ways.

Further information may be obtained from Educational Materials Services Department, University of Oklahoma, Norman, Oklahoma.

World History Recordings

A series of world history educational recordings on three 12-inch long-playing records has just been released by Audio Classroom Services. The records dramatize significant aspects of European and Far Eastern developments.


The records, which are $16.00 for the series, are available from Audio Classroom Services, 323 South Franklin Street, Chicago, Illinois. Accompanying each set is a teacher's study guide.

Record Appreciation Aided by Enrichment Issues Listening Guides

Listening guides to increase the effectiveness of four records released recently by Enrichment Materials, Inc. have been prepared by Dr. Helen McCracken Carpenter, Chairman of History and Government, State Teachers College, Trenton, N.J. Entitled "Leads to Listening," one guide is devoted to each of the records; "Wright Brothers, Pioneers of American Aviation;" "Building the First Trans-continental Railroad;" "Our Independence and the Constitution;" and "Paul Revere and the Minute Men." Each guide is priced at 30c and may be obtained from Enrichment Materials, Inc., 246 Fifth Ave., New York 1.
Previewing the New Films:

See & Hear Reviews 16mm Sound Films for Your Community Recreation Program

The Film: Sports of the Southwest
Produced by: The Santa Fe Railway
Length: 18-minute, color
* A camera journey along the western trails for a holiday, this film is reputed to satisfy sportsmen of any age. Prints are available on free loan from the Santa Fe Film Bureau, 80 East Jackson Blvd., Chicago 4, Illinois, or any Santa Fe agent.

The Film: My Son's Dad
Produced by: Young Men's Christian Association
Length: 27-minute, black and white
* This film bypasses the often overworked subject of juvenile delinquents and considers the more numerous "average American boys." Today's youngsters face a world of working mothers and out of the home activities for most members of the family. Though most boys never touch narcotics or take up robbery, they often do have a sense of loneliness which adults too frequently overlook or misunderstand.

My Son's Dad, without crises or violent action, tells the story of the "Ys" work in helping boys learn to get along with each other and develop into leaders and good citizens.

For information about securing the film contact your local YMCA.

Association Films also distributes this film from offices in New York, Chicago, Dallas and San Francisco.

The Film: Water Wilderness
Produced by: Western Auto Supply Co.
Length: 30-minute, color
* The National Wildlife Federation named this one of the outstanding outdoor films of 1953. The unique award was granted because the motion picture depicts "unique recreation in one of our great national parks."

Water Wilderness, classified as a top wildlife motion picture, is available on free loan from Western Auto Supply Company, 2197 Grand Avenue, Kansas City, Missouri.

Water Wilderness was made by the Kiekhaefer Corporation which produced, at the same time, Keys to Adventure, a full-color motion picture on the Florida Keys.

Information about borrowing Keys to Adventure is available from Mercury outboard motor dealers.

Underwater shots in "Keys to Adventure" were taken as travel film lecturer, Julian Gromer, bucket-fished with a camera.

The stars of "My Son's Dad" are average boys with endless time on their hands who need "Y" activities to help build sound character.

The Film: Out of the North
Produced by: Nash Motors
Length: 25-minute, color
* In the tradition of Fishing in Alaska and Hunting in Alaska, two earlier films by Nash, Out of the North is a great outdoor film. In an almost poetic combination of picture, music and narration it shows the arrival at the Canadian marshes and lakes of migratory ducks and geese; the concealment and quiet of the laying season; the young breaking out of their shells—and then learning how to dive, dabble, tip, scoop.

Then the flocks whirl and begin the long flight south, past the hunters who have waited all year to take man's toll, and finally to the places without fear in the deep south. This picture, which took three years to produce, is as colorful, beautiful and amazing as the birds it portrays.

Nash films may be obtained free by contacting dealers nationwide.

The Film: Skiffly Yours
Produced by: The Ford Motor Company
Length: 23-minute, color
* Demonstrations of skiing technique, shots of Olympic stars and scenes from Sun Valley are all included in this picture. Downhill runs and jumps by the experts provide the learned with something to aim for.

This picturesque winter vacation on film is available from any of the Ford Motor Company film libraries located at 3000 Schaefer Road, Dearborn, Michigan: 415 Park Avenue, New York; and 1500 S. 26th Street, Box 1666, Richmond, California.
Of all the causes of projector breakdowns, Audio-Visual experts agree improper lubrication is the number one—by a big margin. (See statements opposite.) They will also tell you that the Kodascope Pageant Sound Projector is the one 16mm. sound projector that eliminates this worry...it's the only machine permanently lubricated at the factory!

This achievement didn't just happen. It's the result of a fresh approach by Kodak engineers on the over-all design of motion-picture projectors. Out of this came the idea of using oil-impregnated bearings, sealed-in-oil bearings, "lifetime" oil-retaining pads, low-friction nylon gears, and a minimum of moving parts. Trouble-free operation is built into the Pageant.

But to really satisfy yourself on all points of Pageant superiority, ask your Kodak Audio-Visual Dealer for a demonstration. Then you can hear its fine tonal results from all types of 16mm. optical sound films...see its sharp, corner-to-corner screenings...note the sound quality you get at all volume levels...appreciate how adaptable it is for small- or large-audience showings. If you're not as yet acquainted with your Kodak A-V Dealer, please fill out and return the coupon at the right—today.

CHECK THE PAGEANT ON ALL POINTS...YOU'LL SOON SEE WHY IT'S PREFERRED

- Trouble-free operation
- Undistorted sound at all volume levels
- Brilliant, crisp screen images

- Easy threading...any student can do it
- Compact, easy to carry, simple to set up

EASTMAN KODAK COMPANY, Rochester 4, N. Y.
A-V experts agree, prove
projector maintenance worries!

"... Our service records show that
75% of the service work which we
have done was necessary primarily because of the
lack of oil or too much oil . . ."
Carl M. Loftis, Executive Vice-President
Audio-Visual Supply Co., Inc., Laguna Beach, Calif.

"... We didn't realize what a good
feature you had in permanent lubri-
cation until we sold some Pageants to schools.
While other makes have been sent back for lubri-
cation and cleaning, we have yet to see the first
Pageant. Believe us, the schoolman likes that kind
of performance . . ."
I. L. Miller, Jr., President
Miller's Visual Aids, Inc., Fort Worth, Texas

"... Here's a startling fact even I
wouldn't have believed, hadn't our
own records proved it. Not one Pageant sold by our
company has required major 'after-sale' repair or
adjustment! Since over- or under-oiling is the prime
reason for projector breakdown, we're satisfied that
the Pageant's permanent-lubrication feature de-
serves the credit for this remarkable 'continuous
duty' performance . . ."
Mrs. Ruth B. Walsh, President
James E. Duncan, Inc., Rochester, New York

"... Of all causes of equipment
breakdown, lack of regular lubrica-
tion is far in the lead. Needless to say, the pre-
lubrication feature of the Pageant is welcome
news to schools and to all other organizations in
which the motion-picture equipment is operated
by a number of different persons . . ."
Franklin R. Crawford
Crawford and Immig, Inc., New York, New York

"... Any organization that has
more than one person using its
sound equipment is sure to be enthusiastic about
the fact that the Kodascope Pageant Sound Projector
is 'lubricated for life.' They know that their
equipment will never be out of service because
someone forgot to lubricate it . . . This has been
our biggest help in placing Pageants in schools
and industrial organizations . . ."
W. D. Morrow
James Lott Co., Harrisburg, Pennsylvania

"... Central California educators
have found projector lubrication
unnecessary, inefficient, and time consuming—
are being sold here than any other . . ."
Galen Lorion
Fresno Camera Exchange, Fresno, California

EASTMAN KODAK COMPANY, Rochester 4, N.Y.
Please have nearest Kodak Audio-Visual Dealer contact me about a Pageant de-
mockstration. Send complete information on the Kodascope Pageant Sound Projector.

NAME

ORGANIZATION

ADDRESS

CITY STATE ZIP

This will get you a FREE demonstration

MOTION PICTURES
... teach, train, entertain

Film Program Guide
The Magic of Walt Disney...

...his talented studio and collaborators bring "True Life Adventures" to 16mm

There's magic in the pen and name of Walt Disney who has brought millions the world over the delightful antics of his cartoon characters. The broadened horizon of Disney's production program recently added the fascinating interest of colorful nature study films and won the studio three Academy Awards in this field.

Now that magic name and talent has come to 16mm and rental library outlets across the nation, including such well-known sources as Association Films, RKO-Radio, Ideal Pictures and others, have been licensed to distribute 16mm versions of a wide range of Disney productions. From the award-winning "True-Life Adventure Series" have come such subjects as Seal Island, Beaver Valley and Nature's Half-Acre, all in Technicolor.

Colorful Animated Cartoons in 16mm

Animated cartoon subjects now available include the History of Aviation, Behind the Scenes of Walt Disney Studio, and Disney Cartoon Parade Number One. Three nine-minute cartoons in 16mm now are Clock Cleaners, Bone Trouble, and Donald & Pluto.

Of all this picture pioneer's innovations in mass entertainment and showmanship, none won him more widespread acclaim than the series of nature dramas. These factual reports on the human and funny side of wild animals have won the respect of naturalists, educators and showmen.

A scene from Disney's "Cartoon Parade No. 1"

The man who made Fantasia sensed the entertainment possibilities in the natural behavior of animals and evolved the plan for True-Life pictures. His first problem was finding photographers with the proper qualifications. For Seal Island, the first True-Life picture and the first award winner, he secured Alfred G. Milotte and his wife Emma. They were naturalists as well as cinematographers, had the skills and patience necessary for successful nature photography, and knew where to find and what to expect from their quarry.

Improved Technique for Nature Dramas

Since Seal Island Disney has further developed the technique for filming nature dramas. He first sends photographers to the natural habitat of the subject with orders to return only when they have the subject's entire life cycle on film. Secondly he requests footage from amateur photographers and free lancers. The specifications set forth for these submissions reveal the nature of the True-Life films. The material presented must be covered completely, and there must be no sign of human presence.

In Seal Island the camera looks at the intimate family life of handsome fur seals in the mist-enveloped reefs of the Pribilof Islands in the Bering Sea. These polygamous seals return to the islands each summer to battle for wives and raise their families. Suspicious bull seals who spend all of their time guarding their harems, bachelors who are in training for next year's turmoil, the cows who do all

Another scene shows denizens of "Seal Island"
of the work, and the cubs who do everything star in an adventure that develops in plot-like fashion.

Seal Island is now available on a rental basis from Association Films, Inc., 347 Madison Avenue, New York 17, or Walt Disney Productions, Non-Theatrical Film Division, 2400 W. Alameda Avenue, Burbank, California.

RKO Radio Pictures, Inc., 1270 Avenue of the Americas, New York 20, is distributing two other True-Life adventures on a rental basis.

Beaver Valley, which won the Academy Award in 1950, shows the wild life around a beaver pond going about its everyday business of courtship, house-making and survival. The beaver, famous for his industry, builds dams and lodges, Otters clutter, and coyotes prowl.

A frog symphony uses the film sound track to excellent advantage in bringing to life the hollow-throated croaking. And, as in Seal Island, candid scenes are combined into a story-like sequence that builds interest and suspense in an absorbing narrative.

The newest nature drama to be freed from the "prior location approval" type of distribution is Nature's Half Acre. With stop-motion, time-lapse and magnifying lens-photography Disney brought to the screen the exciting drama of the struggle for existence in a tiny spot of land. Nature's system of balance, and survival of the fittest are followed from the re-birth of life in the spring to its activity before the coming of winter.

Notes About Other Animated Subjects

The History of Aviation, an all cartoon subject running 18 minutes, records the story of our pioneer aviation men, from the fumbling, fateful Wright Brother experiments at Kitty Hawk to the dawn of the modern, time-racing airplane.

Behind the Scenes of Walt Disney Studio, 26 minutes of combined live action and cartoon, takes one on a tour of Disney's fascinating workshop under the humorous guidance of Robert Benchley. Disney and his staff of artists show how they give life to the fabulous cartoon characters known and loved the world over.

Disney Cartoon Parade Number One is a 26-minute film which will include the antics of many of Disney's most famous comic characters, Mickey Mouse, Donald Duck, Pluto, and Goofy.
Sermons from Science
Moody Science Films Carry Inspiring Message

The five sound films produced by Dr. Irwin A. Moon for The Moody Bible Institute have brought a new understanding of the relationship of science and faith which is giving inspiration to countless thousands in all kinds of audience groups. Three of the films are briefly reviewed below. All may be obtained from the Moody Bible Institute's audio-visual center at 520 N. LaSalle St., in Chicago, at low cost rental or for outright purchase. All are in 16mm sound and in color. Write for complete details.

The Film: God of the Atom
Length: 40 minutes, color.
- As mankind ponders the future of our world in this atomic age, God of the Atom relates the meaning of the atom bomb to faith and our survival. Is the harnessing of the atom to be interpreted as power for destruction or for good?

The film relates the awesome story of destruction at Bikini atoll to the many constructive uses for atomic power and medicine. A "sermon from science," "God of the Atom" comes to the conclusion that men of good faith can work out their own destiny for good and find in atomic power a "weapon" for the betterment of all mankind.

The Film: God of Creation
Length: 37 minutes, color.
- Through the lens of the time-lapse camera, Dr. Moon brings to the screen nature's creative wonders. From the galaxies of stars photographed from the Mt. Wilson Observatory to the photosynthesis of a leaf, this Moody film is designed to re-awaken a child-like sense of awe in those who see it.

There are two additional Moody films in the present "Science" library. These include Dust or Destiny (a 15-minute film) and Hidden Treasures (a 46 minute film). All are worth previewing for adult, community forum, plant showing or assembly use.

"A Is for Atom"

This recently-produced General Electric color motion picture explains atomic energy through the medium of animated drawings. 14 minutes in length, it shows the structure of the atom, how nuclear fission works, what a reactor pile is, what radioactive isotopes are, and concludes with the hopeful reminder that the atomic age is not only helping the warrior but is also aiding the engineer, the farmer, the healer, and the research worker.

From its opening sequence, we are made aware of the shadow of atomic power over a changed world. Animation leaps the barriers of screen limitation and makes clearly understandable the basic concepts of science involved without becoming overly technical. A Is for Atom is one of General Electric's Excursions in Science series of films and will be interesting to adult groups as well as to high school seniors and especially to community forums as a background picture for general science and physics courses. Prints are available on a free loan basis from General Electric film libraries in principal cities or write GF's Film Department at Schenectady, N. Y.
Conserving America

TWO FILMS DISCUSS WATER RESOURCES

IN THE spirit of the Living Earth Series which won international acclaim, Encyclopaedia Britannica Films has begun the Living Water Series of sound motion pictures concerned with the increasingly important problem of conserving the supply of fresh, clear water. Parts I and II of the full color series, produced by the Conservation Foundation in association with the New York Zoological Society, have been released. They are intended particularly for junior and senior highschool classes in general science, agriculture and related subjects, but they should prove to be of broad interest to many groups of adults—especially as more and more areas of the country are troubled with dwindling local sources of water.

NATURE’S PLAN describes the water cycle, nature’s scheme for providing all living things with life-giving water. Natural and time-lapse photography show the nature of our water supply, and combine with animation to explain the mechanics of the water cycle and to describe and contrast various patterns in North America. The picture is 14 minutes long and may be purchased for $125.

MAN’S PROBLEM. the sequel to Nature’s Plan, emphasizes our absolute dependence on an adequate supply of water. It makes astonishingly clear the growing water shortage problem, and outlines the steps which must be taken to guarantee sufficient water to the increased population and expanded industry of the future. Part II in the Living Water Series is 19 minutes long and may be purchased for $175.

Either of the above films may be purchased outright at the prices noted or are available on a preview rental basis from any of EBFilms regional offices in New York, Atlanta, Wilmette, Dallas, Los Angeles or Portland. Address all inquiries to the headquarters office at 1150 Wilmette Avenue, Wilmette, Illinois.

SELECTED FILMS FOR

Rural America

Right As Rain is a 25-minute vocational agriculture color film featuring Virgil Overholt, Professor of Agriculture at Ohio State University. The professor starts off by correcting popular misconceptions about irrigation. He explains seasonal variation in rainfall, points out the need for supplementary irrigation in all parts of the country and shows the advantages of new practices in sprinkler irrigation. Part of the film is devoted to a controlled experiment conducted to determine how much bigger and better crops will grow when modern irrigation practices are employed. The film was sponsored by the Aluminum Company of America.

Background for Home Decoration is The Wallpaper Institute’s explanation of the art of turning houses into homes. It emphasizes the part wallpaper can play in planning for pleasant living, and discusses color, design and style as elements of room arrangement. The different problems wallpaper can solve, and the functions it can serve are considered, and complete instructions for hanging wallpaper yourself are included. The final part of the 22-minute color picture is devoted to a parade of designs suited to different types of interiors.

Both of the above pictures are available on a free loan basis through Modern Talking Pictures, Inc. Write 45 Rockefeller Plaza, New York 20, for the address of the nearest of 27 regional offices.

Farmer of Tomorrow is a General Motors picture dedicated to the Future Farmers of America. Made in the farming community around Gettysburg, Pennsylvania, the 26-minute sound and color motion picture is the story of a farm boy whose father is discouraged and ready to go back to the city. Through his chapter of the FFA the son gets advice on farm management and the help he needs to overcome many problems and make a fresh, successful start.

Walt Peabody, star of “Farmer of Tomorrow,” gave his family a fresh start in farming with help from the Future Farmers of America.
So You Want to Be a Producer!

How Cornell’s School of Industrial and Labor Relations Produced a Low Cost Motion Picture—by J. J. Jehring

A nine-minute sound motion picture in color produced for less than $100.00. It sounds fantastic to anyone who has been working in the production of films, but it was actually accomplished at the New York State School of Industrial and Labor Relations at Cornell University.

The latest sound motion picture produced at the school was the outgrowth of a definite classroom need. It was something which would more adequately serve the purpose of the instructor and had to do with the field of human relations. In one of the courses it was necessary to teach the students various methods of group observation. In order to accomplish this, various role playing presentations were performed before the group and the group was asked to make careful observations of what was being said as well as what was being done by the various members. As much as it was rather difficult to reenact the group scenes in an exact fashion in order to point out the matters the students had missed, the use of film was suggested. It was decided that a sound motion picture of the situation was needed.

Short Silent Film Used for Test

The first step was experimental, an attempt was made to discover how many persons could be shown on a screen and still be able to be carefully observed. In order to decide this problem, a silent black and white film of 100 ft. was made using various lenses and various lighting conditions. Groups of two, three, and five persons were taken at varying distances from the camera. After a careful analyzing of the results of this shooting, it was decided that with proper lighting it would be possible to carefully observe five persons at about twenty-five feet from the camera and it was decided to use a group of five for the film.

In order to make the film, it was necessary to experiment with a single system sound motion picture camera and the Auricon Pro was obtained for the purpose. The original plan was to make the film in black and white. However, the producer of the Auricon Pro camera recommended that color film be used in order to obtain the best sound accordingly the proper color film was obtained in three two hundred foot rolls which gave a total running time of 16.5 minutes.

Cornell Sound Film Studio Used

The shooting took place in a sound motion picture studio at Cornell and regular studio lighting was employed for the production. The scene which was to be photographed was a school board meeting. There was to be little movement of the actors. The role playing situation was thoroughly rehearsed before the camera. The scene lasted 11.5 minutes and because only two hundred foot reels of film could be used, it was necessary to change the reels twice during the performance. In order to accomplish this, we resorted to cutting in the camera, which means that the actors held their positions till shooting was again resumed. The places where the action was cut was carefully worked out so that all persons knew exactly what was expected of them. It was found that having the actors hold their positions was not an advisable situation, and that in future productions it would be advisable to have a camera that would shoot for longer periods of time, such as the Auricon 2100.

The camera and sound work for the film was under the direction of Professor Elmer Phillips of Photo Science Service at Cornell University.

Only One Camera Position Employed

One of the unique features of this film is that the camera does not move from a given position for the entire length of the shot, no panning was used, and further, the film is all made with one lens. This was in direct violation of all known camera technique but it gave the results needed in the classroom and that was the most important consideration.

The picture image which the camera gave was very clear, and the sound was also very good for all members of the group. The camera was very simple to operate and good results were obtained from the start by persons who had not been familiar with cameras and sound equipment.
One of the enigmas was what would happen when a person was forced to look at a film from a given angle for eleven and a half minutes. There is much motion picture theory about this matter but whereas the stationary camera may not be desirable for long periods of time for entertainment purposes, the use of this technique in educational motion pictures may be found to have certain advantages when certain educational objectives are to be achieved.

In viewing this film, most people who are motivated to carefully observe what is happening, find that it is a strain to look at the screen for about the last half of the first minute, at this point the eye begins to accommodate for the lack of motion, by traveling around to different parts of the screen. Lacking this motivation the results might be different. Once the eye accommodates itself by moving about the screen, the observer soon forgets the lack of motion picture technique.

Out-of-Pocket Cost Was Only $60

The actual cost of producing this film was the cost of the film which was about $60.00. The shooting time was about two hours, and if overhead, etc., were figured at $20.00, this would bring the cost to about $100.00 for an eleven minute color sound motion picture which will be very useful in teaching observation techniques in the class room.

The script was written and directed by Mr. Stephen Richardson. Members of the cast included Mr. Richardson: Nonnie Siegfried, his secretary; Edith Lentz, a Research Field Director: Robert Wilson, Research Associate; and Diana Hills, a student in the N.Y.S.S.I.&L.R.

The production was under the direction of Professor J. James Jehring and the camera and sound work under the direction of Professor E. S. Phillips.

Alaska: Kenneth S. Clem, Education Supervisor, Department of Education, Territory of Alaska, Juneau.
Arizona: Dr. Lillian B. Johnston, Assistant Superintendent and Director of Instruction and Curriculum, Department of Public Instruction, State of Arizona, Phoenix.
Hawaii: Mrs. Helen Griggs, Field Assistant for Audio-Visual Education in Oahu, Department of Public Instruction, Territory of Hawaii, 1227 Pensacola St., Honolulu.
Indiana: Miss Esther V. Barrin, Director, Division of School Libraries and Teaching Materials, Department of Public Instruction, State of Indiana, Indianapolis.
Iowa: Virgil S. Lagomarcino, Supervisor, Division of Supervision and Curriculum and Chairman, Audio-Visual Committee, Department of Public Instruction, State of Iowa, Des Moines.
Kansas: George J. Frey, Informational Counsel, Kansas State Department of Public Instruction, Topeka.
Kentucky: Ismael Trippelt, Director, Division of Free Textbooks, Department of Education, Commonwealth of Kentucky, Frankfort.
Michigan: George S. Wesley, Supervisor of Instructional Aids, State Department of Public Instruction, Lansing.

A Word About the Author

Cornell's active participation in audio-visuals can be traced in good part to J. J. Jehring, Assistant Professor in the New York School of Industrial and Labor Relations at that University.
State Audio-Visual Leaders:

(CONTINUED FROM THE PRECEDING PAGE)

MONTANA: Harry A. Norton, Supervisor of Visual Education, State Department of Public Instruction, Helena.

NEBRASKA: LeRoy Ortgiesen, Supervisor of Visual Education, State Department of Public Instruction, State of Nebraska, Lincoln.

NEW HAMPSHIRE: Austin L. Olney, Director, Audio-Visual Education, Department of Education, State of New Hampshire and Director, Audio-Visual Center, University Extension Division, University of New Hampshire, Durham.


NEW YORK: Ward C. Bowen, Chief, Bureau of Audio and Visual Aids, State Education Department, Albany.

OHIO: Clyde K. Miller, Director, Division of Audio-Visual Education, Department of Education, State of Ohio, Columbus.

OKLAHOMA: Earl W. Cross, Coordinator, Division of Audio-Visual Education, State Department of Public Instruction, Oklahoma City.

OREGON: Joseph I. Hall, Director, Curriculum and Publications, State Department of Education, Salem.

Pennsylvania: Ula F. Goodall, Chief, Division of Radio and Audio-Visual Education, Department of Public Instruction, Commonwealth of Pennsylvania, Harrisburg.

Puerto Rico: José Leavitt, Director of Adult and Audio-Visual Education, Department of Education, Government of Puerto Rico, San Juan.

Rhode Island: Russell Meinhold, Supervisor, Division of Audio-Visual Aids, State Department of Education, Providence.

South Carolina: George W. Hopkins, Chief Supervisor, State of South Carolina, Columbia.

South Dakota: W. Marvin Kemp, Supervisor, Vocational Guidance, Department of Public Instruction, State of South Dakota, Pierre.

Tennessee: C. M. Hardison, Director, Division of Instructional Materials, State Department of Education, Nashville.


Vermont: Max W. Barrows, Director of Instruction, Department of Education, State of Vermont, Montpelier.


West Virginia: John T. St. Clair, Assistant Supervisor of High Schools, Department of Education, State of West Virginia, Charleston, and Harold A. Williams, Chairman, State Audio-Visual Committee, College of Education, West Virginia University, Morgantown.

Wisconsin: Russell Mosely, Supervisor of Secondary Education, Department of Public Instruction, State of Wisconsin, Madison.

They Serve the Community

★ SERVING the community and its schools are more than 3,000 film libraries in every state, expeditious the distribution of tens of thousands of prints of 16mm sound films. These key links in the chain of film distribution perform invaluable services to the users and producers alike. Yet their services are performed without fanfare and with such efficiency that they often go unnoticed.

They divide into functional groups: the urban commercial libraries providing both free loan and rental films to their clientele; the statewide university extension film libraries; the growing number of county film libraries serving schools and finally the local public and school film libraries serving their individual communities and school systems.

Their shelves are constantly being enlarged as new product emerges from the laboratories. Typical of this growth is the example of the Southern Illinois University library at Carbondale, Ill. According to figures recently released by Donald A. Inglis, director of the school’s Audio-Visual Service, between 10,000 and 12,000 bookings of films are now being made annually by that service alone.

85% of the films are circulated at nominal rental fee to schools in the state, most going to educational institutions in the southern Illinois counties. The other 15% are circulated to church, civic and social groups.

Proper film handling assures borrowers of prints from Southern Illinois University film library of a good show.
Variety of Free-Loan Subjects
Offered by Association Films, Inc.

- Availability of six free loan films was announced recently by Association Films, Inc. They are: The Shortest Way Home—an ex-G.I.’s trip to 22 American landmarks; Viva Mexico—historical and scenic highspots of Mexico; Washington—Shrine of American Patriotism—a panorama of the Capital narrated by Lowell Thomas; New Horizons—contrasts of the old and new South; Liberia, Africa’s Only Republic—customs and contributions of a country founded by former American slaves; and Colombia—Land of Mountain Coffee—colorful views of Colombia’s coffee-growing regions.

These motion pictures may be borrowed by writing to Travel Films Division, Association Films, Inc., 347 Madison Ave., New York 17.

* * *

Exploration and Hydro-Electric Power Subjects of New BIS Films

- Recent films released by the British Information Service include a survey of an Antarctic expedition and an examination of Britain’s achievements in hydro-electric power. Titles are Gates of Power, 19-minutes, black and white, and White Continent, a 20-minute Technicolor film.

Gates of Power shows what England is doing all over the world to harness the greatest natural power on earth. New dams are seen under construction, including the Karapiro Dam in New Zealand, one of the largest in the world. Also included in the film are shots of Scottish and Canadian miners who, at Pitlochry in Perthshire, are building the largest water tunnel in the world through more than two miles of solid rock.

In the British Isles the power stations are connected to the Grid System that covers the whole country, and the final sequences of the film show what happens when they are called upon to supply extra current. The power house in which the filming was carried out has turbines each of which is rated at 15,500 h.p. They never wear out, and it takes only two men to run them.

Further information on these films may be obtained from British Information Services, 30 Rockefeller Plaza, New York 20, or from BIS regional offices in Chicago, Washington, and San Francisco.

A NATIONAL DIRECTORY OF VISUAL EDUCATION DEALERS

EASTERN STATES

- DISTRICT OF COLUMBIA
  - Brenner Photo Co., 933 Penn Ave, N.W. The complete Photo Dept. Store.

- NEW HAMPSHIRE
  - A. H. Rice Co., Inc., 70 West Central Street, Manchester.

- NEW JERSEY
  - Slidecraft Co., South Orange, N. J.

- NEW YORK
  - Council Films, Inc., 50 N. Main St., Homer, N. Y.
  - Jam Handy Organization, Inc., 1715 Broadway, New York, N. Y.
  - Visual Sciences, 5939 S. Surnern.

- PENNSYLVANIA
  - Jam Handy Organization, Inc., 930 Penn Ave, Pittsburgh 22
  - Karel Sound Film Library, 214 Third Ave, Pittsburgh 22.

SOUTHERN STATES

- FLORIDA

- LOUISIANA
  - Jasper Ewing & Sons, 721 Poydras St, New Orleans 12.

- MISSISSIPPI
  - Jasper Ewing & Sons, 227 S. State St., Jackson 2.

- TENNESSEE
  - Southern Visual Films, 686-689 Shrine Bldg, Memphis.

MIDWESTERN STATES

- ILLINOIS
  - American Film Registry, 24 E. Eighth Street, Chicago 5.
  - Swank Motion Pictures, 614 N. Skinker Blvd, St. Louis 5, Mo.

- IOWA
  - Ryan Visual Aids Service, 517 Main St., Davenport.

- MISSOURI
  - Swank Motion Pictures, 614 N. Skinker Blvd, St. Louis 5, Mo.

- MICHIGAN
  - Jam Handy Organization, Inc., 2821 E. Grand Blvd, Detroit 11.

- OHIO
  - Academy Film Service, Inc., 2300 Payne Ave., Cleveland 14.
  - Suntar Films, Inc., 2105 Payne Ave., Cleveland 14.
  - Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2.

WESTERN STATES

- CALIFORNIA

- OREGON
  - Moore’s Motion Picture Service, 306 S.W. 9th Avenue, Portland 5.

- TEXAS
  - Association Films, Inc., 1915 Live Oak St, Dallas 1.
  - Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.
  - George H. Mitchell Co., 712 N. Haskell, Dallas 1.

- UTAH
  - Deseret Book Company, 41 E. So. Temple St., Salt Lake City 10.

CANADA

If You Own a Projector—You Need This Invaluable Guide to Its Use!

The Audio-Visual Projectionist's Handbook

Edited by Amo de Bernardis
Portland (Ore.) Public Schools

Schools and colleges throughout the country have enthusiastically approved the first editions of The Audio-Visual Projectionist's Handbook. It's the most complete and understandable guide book now available anywhere to better utilization of all types of audio and visual aids. Now arranged in section form and larger than before with additional features, new colors, new threading diagrams.

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Note These Colorful Graphic Feature Sections

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Starting the Picture
During the Showing
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(all in two-color graphic pages)

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See & Hear
NATIONAL MAGAZINE OF FILMS, FILMSTRIPS & RECORDINGS

Film Program Features:
★ Films Fight the Traffic Menace
★ Thinking Right: Mental Health Films
★ 'Round the World Via the Screen
★ The Woman's Viewpoint on Film
★ Pictures in the American Tradition
and a complete source guide

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Issue 5 of Volume Eight • 1953
SUMMER PROGRAM NUMBER
Sound movies—teach fast, effectively!

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SERVING THE NATION'S SCHOOLS

Since the inception of educational motion pictures about 25 years ago, Encyclopaedia Britannica Films has progressed continually forward, producing and distributing top quality, authentic, integrated films. Nothing has deterred its professional staff and technicians from aiming at superiority of product. An expanding list of satisfied film users attests to EBF's contribution to better communication in the classroom, the lecture hall, the discussion group—everywhere that films complement the spoken or written word. Today's EBF educational movies reach all levels—continue the confidence and satisfaction of yesterday—timely and timeless films.

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JUNIOR HIGH SCHOOL
SENIOR HIGH SCHOOL
COLLEGES AND UNIVERSITIES
PROFESSIONAL SCHOOLS
ADULT EDUCATION

Illustrated are some recent motion picture releases—a cross section of films that are being offered by Encyclopaedia Britannica Films. The current titles cover every subject matter area and grade level. Consider the seven films shown here for study programs; refer also to all of the titles now in the EBF library: request previews for purchase requisition.

Encyclopaedia Britannica Films

Every school in the nation should augment its program of study by using some motion pictures from Encyclopaedia Britannica Films. The curricula of today and tomorrow are being planned with film integration. Choose only the finest films for your visual aids expansion. Use EBF Filmstrips with the same assurance of contributing to better learning in the classroom—ask for a catalog of authentic, impressive, inexpensive filmstrips. Audition some of the selected EBF educational records, after requesting a listing of these supplementary teaching materials.
Film Libraries—
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Magazine With a Mission

THERE IS a vast difference between visual programs viewed in the home via the family television set (if at all) and the expression of American democracy at work which takes place when 30, 50 or several hundreds of friends and neighbors gather in their many community meeting places to see a film and talk about it after.

Not only is the performance as much better as only a real audience can make it . . . but something very important to our way of life has taken place. It is the mission of this magazine to see that these tens of thousands of potential group users of the film medium get the information they need. While we respect the power of television to deliver a mass impression, we'd like to see individualism and group action encouraged. We'd like to try to remove some of the barriers and frustrations which have thus far handicapped many groups from becoming active film users.

The cover of this issue reflects the broad expanse of material available . . . the serious needs of mental health education . . . the inspiring message of American enterprise . . . the important topic of inflation . . . and the pleasant memories of woods and waters. All these things are reflected in our cover scenes. But more important, all these films and their most convenient sources are described in detail within the pages of the program chairman's first film guide. Schools, churches, lodges, granges, union groups and management audiences alike will share the benefits. All you need is a 16mm sound projector, whether borrowed or bought . . . and the world is yours for the seeing . . . and hearing!

See & Hear Magazine
Issue 4 • Volume 8 • 1953
Published at
7064 Sheridan Road. Chicago 26
Edited by Ken Duncan

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Matching Films to the Audience

a fresh approach to the needs of film users

To Fill the Present Gap Between
Information About Available Films

and Thousands of Potential Audiences

EACH DAY and through the long summer evenings ahead, tens of thousands of group assemblies and meetings of all kinds, in recreation centers, city parks, at rural crossroads and in the cool surroundings of air-conditioned halls, will provide the audiences who need and want the potent ingredients of light-hearted entertainment and useful information which the magic of the 16mm sound film can so well provide.

In the first half of 1953, literally hundreds of new films, representing literally millions of dollars in production cost have been prepared for these audiences.

Here is the real paradox and the urgent problem of the 16mm sound film field, shared by the audience, the producer and by those who hope to bring these important factors together.

While magazines devote countless pages to the mystical fol-de-rol of "visual education"...few of us have done anything to meet the most urgent problem of all. The simple truth is that the groups who can use these films are poorly informed about the wonderful fare available to them. Producers tell the editors of this publication that it takes nearly a year to reach all the possible users of their new product with the news of its existence.

Related to this problem is the distribution complex of the field itself. News about a good new film on Inflation that can be purchased for $200 is of little value to the Young Republicans' Club of Rogers Park in Chicago. But information concerning a local source of that subject on a low rental basis is of interest.*

In this great country, the vastness of our geography and the self-imposed limitations of budget are similar problems. What is the good of publicizing a sound film on home decoration when no more than five or ten prints exist to serve a potential borrowing audience representing ten thousand projectors?

These are the problems of that great community of program chairmen. The annual electorate of this band of hard-working Americans deserves something better from a field that can potentially serve them so well. In Rotary, Kiwanis, Elks or Lions...among the General Federation of Women's Clubs or in the Parent-Teachers Association, Junior League, the 4-H and the Future Farmers...among the AFL, the UMW and the vast assemblies of the CIO...these are the groups we intend to serve. The Veterans organizations alone comprise million-fold memberships. And the influence of all these groups is of key importance in their respective communities. Recognizing this let us see what must be done to serve them better and what we intend to do about it.

First and foremost we have thrown aside tradition in this single national guide to a wide variety of AVAILABLE films. We have stressed the following primary ingredients: the quality of the film listed or evaluated in terms of its physical excellence; the value of the film in terms of its content interest, and finally, the availability of the film in terms of enough prints widely scattered around the country so as to be reasonably easy for the group to get and show.

Some of these are rental films; some are available on a free loan basis, requiring only payment of transportation charges by the borrower. They have been selected in a specific arrangement of subject areas, i.e., there are pictures on sports and travel, for women's groups, for the community gathering, for serious discussion groups, and for next Sunday evening's church social. They have one thing in common. In these selections the reader has fair assurance of availability.

Do you own a 16mm sound projector? That is all you will need—besides a modest budget for postage or rentals. From that point on, the dividends to any group using these popular, useful films will bring a handsome return in terms of increased attendance, informed discussion, and sheer pleasure.

Have you seen Out of the North? This thrilling color documentary of the annual pilgrimage of game fowl is a program event! Do you know the facts about Inflation? Learn about them in the interesting, thorough and authoritative language of the screen. Keep up with the world about you through the medium which recreates the whole sweep of its events before your eyes...use the magic of the 16mm sound films we bring you in these pages.

Scene from "Inflation"

* This 21-minute color film explains the causes and effective cures for inflation. It may be purchased for $200.00 or rented from the producer, Encyclopaedia Britannica Films, see EBF, group two, page 17.
IN THE American Tradition

Within the scope of every organization's purpose lies the furtherance of understanding and appreciation of the things which make this country great. The American Heritage is the possession and responsibility of each citizen, and through the programs of his community groups he can learn more about it.

Motion pictures from both sponsored and educational sources make easily available a huge fund of information on American history, our economic system, our government, and the citizen's duties. In the brief reviews below we have only brushed across the field of free and low cost 16mm film material, but these examples are typical of the many programs available to your organization.

A View of History

- The relationship of power to the development of our democracy is the theme of the General Electric color film, Freedom and Power. With a refreshing "illustration" rather than cartoon technique, the film moves through history since the American Revolution offering an enjoyable and factual interpretation of inter-relationships between our way of life and the development of electric power.

Opening with crisp scenes of the revolution and the breathless fight to victory, the film begins a panorama of the inception and growth of America's industrial might. Ben Franklin's early experiments are followed by dramatization of the ingenuity of later men. The more goods... more jobs... more goods cycle is shown through the fascinating detailed-drawing technique until recent times, then live-action scenes show the heights reached by electric power today and the promise of the future.

Sioux Indians seal a marriage with a ceremonial pipe in "Fallen Eagle."

A detailed illustration technique, rather than the usual cartoons, is used for the animation in General Electric's "Freedom and Power."

Freedom and Power is a fine addition to General Electric's More Power to America program, and it is widely available on free loan through the sponsor's Visual Education Service. See G.E. group three.

A scene from "Baltimore Plan."

A City of Today

- Certainlly an important part of the American heritage is maintaining it, and one of the places this must be done is in the large city. The problem of slum clearance and urban redevelopment is a vital one to millions of Americans, and it is of economic and social importance to the entire nation.

The attack made on this problem by one city is depicted in Baltimore Plan, a 21-minute production by Encyclopaedia Britannica Films, Inc. The film tells how the community was aroused by newspaper exposes of slum conditions in Baltimore, and set about to enforce previously ignored city ordinances which compelled an improvement in conditions.

Through these efforts Baltimore has successfully begun the rehabilitation of its blighted areas, and the film shows dramatically what this means in terms of better and more comfortable living for many of the city's people.

Baltimore Plan may be purchased for $100, or rented for preview, at a low cost, from the producer. It is also available in many educational film libraries. See EBF, group two.
Basis of Our Economy

- An objective analysis of the effect of big business on our private enterprise economy is made by Competition and Big Business, produced by Encyclopaedia Britannica Films, Inc.

In 21 minutes this film defines big business and places it in proper perspective alongside other forms of enterprise. It discusses the effect of big business on such economic problems as monopoly, entry into the market, and technological progress.

The film is definitely serious and will be of greatest value as a springboard to a group discussion. The purchase price is $200.00 or it may be rented for preview from the producer at a low cost.

See EBF, group two.

On Holding Discussions

- More and more organizations across the nation are becoming aware of the need for informal discussion groups among public-minded citizens. Recognizing that free discussion is vital to our political system, they see in their organizations the opportunity to express a voice in local and even national affairs.

Establishing and conducting effective discussions is a difficult undertaking however, and many clubs could use the assistance offered by three 22 to 25-minute Encyclopaedia Britannica films. They are: Room for Discussion, which shows the values to be gained; How to Conduct a Discussion, which explains the basic principles; and Organizing Discussion Groups, which suggests specific steps to take. The first two cost $142.50, and the third $100.00. Preview rental may be arranged through EBF branch offices. While making interesting programs themselves, these films could provide a foundation within your group for many satisfying meetings in the future. And your members become more skilled with these techniques, the satisfaction will increase.

See EBF, group two.

This killdeer defends her camouflaged eggs in "Bird Nesting Time."

From the tiny humming bird to the great Canadian goose birds are the stars of a series of three 10-minute color films sponsored by the Minneapolis-Moline Co. They are especially appropriate for showings to groups with a sports or nature interest, but the fascinating beauty of birds makes these motion pictures genuinely appealing to almost any audience.

The first in the series is Bird Nesting Time which deals with the home life of 13 relatively well-known North American birds. Among the outstanding scenes are one of a baby crested flycatcher valiantly trying to swallow a dragon fly and another of a male tree swallow who has to line his mate's nest with hard to find white feathers because she won't take the red ones lying around the nesting site.

One point made clear in this film is that because of the tremendous number of insects they destroy birds are truly the guardians of our food supply.

Birds of the Prairie, the second in the series, won a first award in the classroom division of the 1953 Boston Film Festival. Its locale is the western prairies when flowers are in bloom and birds are nesting. In one sequence a long-billed curlew, the largest of all North American shore birds, puts on her broken wing act to lure an intruder away from her eggs. Birds of the Prairie emphasizes interesting characteristics like this and the infinite beauty of birds which make them a resource which should be cherished and guarded as an important part of the American Heritage.

The third of Minneapolis-Moline's color bird films shows close ups of many North American ducks in the beauty of their full spring plumage. The majestic canvasback, the diminutive ruddy duck, green-winged and blue-winged teal, and a handsome drake mallard are all seen near at hand. Shown in their nests are the female redhead and female gadwall as well as newly hatched shovellers.

Some of the exciting shots are of great flocks of blue and snow Canadian geese, pied-billed and western grebes swimming by, and marsh hawks diving at the camera. The film is designed for sportsmen's clubs as well as TV and classroom use. It makes the point that although fall shooting with guns is great sport, it is even better to go out in the spring and hunt waterfowl with field glasses or, better still, with a camera.

Minneapolis-Moline Power Implement Company offers its films for transportation and insurance charges only. For bookings write the company's advertising department.

See M-M, group three.

Nature In Flight

A graceful common tern, one of the stars of "Birds of the Prairie."

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"THE CHILDREN"

a new United Nations film shows their worldwide plight

Most of the 900 million children who live in today's world are finding that it isn't easy to grow up. Sometimes it's not easy to stay alive. They don't make war or poverty, politics or disease, but they suffer the consequences of these things.

Children aren't equipped to cope with hunger, homelessness, or desolation, and millions of them need help. They are getting it from the United Nations International Children's Emergency Fund which is supported solely by voluntary contributions from governments and individuals.

UNICEF was founded in 1946 to bring emergency relief to the children suffering the aftermath of total war. In 1950 it received a new mandate from the United Nations to bring aid also into the many regions which lack modern equipment, supplies and skills to protect the health and welfare of their children.

The 10-minute motion picture The Children, which received a 1953 award of merit from Scholastic Teacher Magazine, describes UNICEF's attack on these problems. It shows how today, with the help of UNICEF and the World Health Organization, local governments can strengthen their child care services and build safeguards against the disasters which threaten their young people.

The films shows the food production, the health programs and educational activities carried out in many areas, with the aid of the UN, which are making a happier, healthier and more hopeful world for tomorrow's citizens.

Just one of the growing library of United Nations' motion pictures and filmstrips, *The Children* may be rented for $2.50 from official distributors throughout the U.S. listed by the Editors at the back of this issue under Group 6, UN. A complete catalog of UN films is available from the Department of Public Information, United Nations, New York City.

Also ask about *Screen* Magazines, a series of short documentary films which relate current activities of the United Nations. These 16mm films are also available through UN distributors.

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This little waif is one of the innocents who are paying the price of war and poverty in many parts of our world: "The Children"

The picture at right, below: famine and disease are the allies of Mars and they attack young and old in Korea, Southeast Asia and other vital areas where UN forces do battle for freedom.

Below: at the International Children's Center in Paris, children benefit from latest rehabilitation techniques, aided by UNICEF funds.
There was a time when people didn’t talk about problems of the mind. But as progress was made in the study of the mind and emotions, and as the public learned, mental health became recognized more and more as one of the problems of mankind which something can be done about.

The 16mm film is playing an important part in helping the public understand what can be done in the home and in the community both to help people who have difficulties, and to prevent the development of mental problems. Parents clubs, women’s organizations and many other community groups have a vital interest in motion pictures which

to realize how they have contributed to the difficulties. As the film closes the mother and father are beginning to develop attitudes which in time can keep them from adding to the emotional burdens of their child. For its value as a classroom film Fears of Children received an award for outstanding merit from Scholastic Teacher magazine.

- The period of adolescence is considered in the 23-minute Farewell to Childhood. It is the story of a normal teenager who wants independence and the privileges of adulthood, while at the same time fearing them. She is shown to be uncertain while her parents are bewildered and confused. As the picture shows her emotional ups and downs her parents begin to understand her point of view, and they develop a deeper appreciation of their daughter’s adolescent problems. The girl also becomes aware that parents, too, need to be understood.

Two earlier films produced by the Board deal with the problem of a boy who is caught stealing, and with frustrations of entering old age.

- Angry Boy is a 33-minute film about a boy who was sent to a child guidance clinic when he was caught stealing instead of being treated as a criminal. His problem is shown to be emotional, and it is traced back to its basic causes. He is on his way to recovery at the end of the picture, and the audience has seen how unconscious motivations can affect the behavior of both adults and children.

Anger against his father and resultant guilt disturb Paul in “Fears of Children.”

explain in understandable terms what they can do for their children and for the whole family.

Several films which discuss some of the problems faced by children and the aged have been produced by the Mental Health Film Board. Set up to plan and carry out a coordinated film production program, the Board is made up of representatives from psychiatry and the public. All of the films produced by the Board are approved and recommended by the National Association for Mental Health and the National Institute of Mental Health.

- Fears of Children is a 29-minute film about a normal five-year-old and his well-intentioned parents. Episodes typical in families with small children show how the boy’s fears of the dark, being alone and new situations are related to his parents. The film points out that these fears are common among children between four and six and may be accentuated when parents become either too protective or over-severe.

Scenes in the picture show the boy’s fears bringing him to a state of panic, and when this happens the parents begin

Imagery fears of a nightmare are very real to Paul in “Fears of Children.”

- The Steps of Age shows the confusion of a woman of 62 as she faces retirement, unemployment and emotional problems which everyone must face when he grows old. The film is designed to help people early in life to adjust to these problems, and it is of particular interest to those who live with older people and want to make their lives happier and more rewarding.

Rentals from local film libraries, or see I.R. group two.

Presenting “Out of True”

- The recent award of merit by Scholastic magazine classifies Out of True as an outstanding classroom film but the approach of this recent British Information Service sound release is broad enough to serve any adult audience interested in mental health. Its mission is to bring understanding of the role of the mental hospital . . . not as a place to be dreaded but as a place where the mind may be healed.

Rentals from British, group two.

Molly, who appears in "Out of True," is partially recovered from a mental breakdown. Anxious to see her children she runs away from the hospital to be with them.
A painting comes alive to model a garment in "Figures Are Fashion."

In women's clubs, P.T.A.'s and the many other community organizations where women discuss their problems and interests, the film has become a favorite program tool. Subjects aren't limited to homemaking and children because today's woman is concerned with all facets of her active life as mother, purchasing agent and good citizen. Briefly reviewed below are current 16-mm motion pictures of proven popularity among these women's groups.

**Stretching the Budget Dollar**

- Taking full advantage of authoritative consumer product information, and using caution in buying things on time are the subjects of two recent Coronet Films productions. These pictures, *Installment Buying* and *Consumer Protection*, seem to be especially useful for forum discussions, and they are becoming widely available as educational film libraries throughout the nation acquire them for low-cost rental.

The pitfalls of buying now and paying later are dramatically demonstrated in the 14-minute film, *Installment Buying*. Complete investigation of credit, contracts and interest rates is encouraged.

"Installment Buying" advises careful checking of contract terms.

and according to the film the prospective buyer should ask herself three questions: Is the article worth buying this way? Can I afford it? Am I getting the best terms?

*Consumer Protection* offers an 11-minute description of both consumer and government services available to the prospective buyer. By taking advantage of this information, the film says, the consumer is properly protected in her buying. The higher standard of living made possible by buying on the basis of more than price and appearance alone is vividly illustrated.

*See Coronet, group two.*

**For the Lady of Fashion**

- The paintings in an art gallery come to life to model foundation garments and bras in *Figures Are Fashion*, 22-minutes, sponsored by Warner Brothers Company. The garments shown are properly selected for different figures, ages, and occasions. It is an educational fashion show in color originally produced for the annual buyer's show in New York.

*Facts about Your Figure* is a 15-minute film made by the same sponsor. It describes the proper selection of bras and foundation garments for teen-age girls through three typical girls who are preparing for a home economics fashion show. Throughout the film though, are basic facts and information that should be helpful reminders to any woman. Common posture defects, basic figure types, how to measure for proper fitting, and proper care for bras and girdles are all illustrated and explained in color.

*See Modern, group one.*

- The Pepperell Manufacturing Co. produced the color film, *Dear Miss Markham*, which uses a trip through a cotton mill to show consumers many facts about fabrics which they should know. The information that helps you make wise purchases is in "Consumer Protection."

Your Child's Eating Habits

- The problem of feeding the child too old for a formula, but not quite ready for steak and French fries is seen from the child's own viewpoint in an 18-minute film sponsored by General Mills. *Food as Children See It* features an ideal meal for pre-school children, common feeding problems and solutions, and meal planning and preparation for health efficiency based on the basic seven food groups.

Produced under the direction of Dr. Miriam E. Lowenberg, a nationally known nutritionist and authority on child feeding, the film should provide some of the help often necessary to put a physician's advice into practice.

**About Your Fine Things**

Present day practices in glass-making and how fine glassware is made are described in simple terms in *Crystal Clear*, a 28-minute color film produced by the Fostoria Glass Co. An important sequence is devoted to table settings for breakfasts, luncheons and various types of parties and dinners.

*See Modern, group one.*

- The relationship between patterns used on modern silver and the art of the periods which inspired them is traced in *The Romance of Silver Design*, a 27-minute color film sponsored by Reed & Barton.

Beginning with the heritage of silver
as the most beautiful of precious metals, it shows a procession in the Temple of Karnak in Egypt, Persian scenes of the time of Darius, and other scenes made in Iran, Greece, Italy, Switzerland, France, England and the United States. See Modern, group one.

**On Buying Carpets**

- How a young couple can redo their living room without straining the family budget is shown in *Miracle Under Foot*, a 16-minute color film sponsored by the Bigelow-Sanford Carpet Company.

The story is told through a couple that has both the financial and rug problem. They learn how to make their home more attractive without great expense from a lecture by the sponsor's decorating consultant. Many helpful hints that can be utilized by everyone in redecorating the home are presented.

See *Ideal*, group one.

**Preparation for Freezing**

- Many new products and processes have contributed to the health and well-being of the family while making life easier for the homemaker. One of these is the home freezer which has opened up a whole new group of menus. To help you get the most out of both freezing foods, and using them later, General Motors made *Frozen Freshness*, a half-hour color film available on free loan.

The film's setting is at a large county fair with its gaiety, midway and fascinating exhibits. A typical American family is seen touring the fair, and it reaches a frozen foods demonstration.

At this exhibit a home economist reviews the history of various types of food preservation. Nearly every category of food is included, and the demonstrator shows which should, and which should not be frozen. To finish the film the proper preparation of foods and the actual freezing process are illustrated.

See *GM*, group three.

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**ON COOKERY & GROOMING**

in color motion pictures

for women's groups

by armour and company

Economical and tempting recipes, cooking hints and advice on good grooming are the subjects of a growing collection of color motion pictures produced by Armour and Company, and available without charge to groups throughout the nation.

Some of the shorter cooking subjects are handled in pairs which make convenient size programs. The *ABC's of Beef Cookery* with *Can You carve* offers 26 minutes of advice to every woman who has occasionally cooked beef less than perfectly, and every man who ever wrestled a hunk of meat and almost lost the fork.

How to cook chicken, and the technique for making pies are explained in 27 minutes by *Spring Chicken Year Round* and *Easy as Pie*. For some easy and appealing recipes there is the 24-minute pair, *Your Frankfurter Favorites and Better Bacon*.

The popularity of the shorter Armour subjects led to the production of three 22-minute motion pictures of the same type. *Let's Talk Turkey* should give even good cooks some ideas about cooking, carving and serving turkey all year long.

*Your Festival of Cheese Recipes* tells the interesting story of how cheese is made and offers a score of ways to use cheese in preparing a variety of dishes. Each recipe is fully explained and demonstrated. The third picture along this line is *Pantry Meal Magic*. Four women visit a test kitchen and learn some "quick and easy" meals based on canned meats and meat dishes. One of the women is followed home where she tries out some of the ideas presented. This is one of the Marie Gillard series of films Armour produced for home economics classes.

To promote and explain Armour's Dial soap, the company produced the 30-minute film, *The Clean Look*. A housewife, teenager, matron and business woman each demonstrate proper methods of washing to cleanse the pores and stimulate circulation. They also show how to achieve the "natural look," with make-up, set hair according to facial contours, and acquire gracefulness. The film gives basic information for good grooming from head to toe.

See *Modern*, group one or *Assn., group one*.

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Tempting recipes to appeal to all types of men are offered in the Armour Films.

"Let's Talk Turkey" suggests that there is waste in many types of birds.

A variety of easy-to-fix meals are shown in "Spring Chicken Year 'Round."
Films Help Meet Our Traffic Menace

This Fourth of July holiday, Labor Day and every summer weekend to follow hundreds of Americans will die in needless traffic accidents. Estimates by the National Safety Council as to how many people will be killed during each holiday period receive wide coverage in the newspapers, but week in and week out the highways take a huge toll regardless of publicity.

More people are killed on our highways than are killed in battle, and in recognition of that situation many firms have sponsored 16mm films which promote safe driving.

Some of these driver training and safety motion pictures are reviewed below. They are aimed at every age group, and can play an important part in every organization's community service program.

Court's Eye View
- International Harvester Co., Inc. produced the half-hour film Day in Court which reviews the cases of typical traffic law violators. In a factual and believable manner the film presents seven cases in an average traffic judge's day. Through flashbacks and the thoughts of the judge the viewer sees careless driving that could well be his own. For its effective message that safety is the business of everyone who drives, this film received a top award from the National Committee on Films for Safety.

Free loan from group one, Modern.

Judge Robert Alton Pfaff hears the cases in award-winning "Day in Court."

For the Non-Drivers
- The Case of Tommy Tucker is an eight-minute Chrysler Corporation film which dramatically teaches safety to teen-agers and younger children. The job of the pedestrian and bicyclist as well as the driver are emphasized, and the rules of safety are effectively impressed. Several scenes show the way that many people risk their lives by taking little chances in traffic.

Free loan from group one, Modern.

Teen-Agers in Traffic

The problem of "teenicide" of the killing caused by reckless immature drivers was considered by Lumbermens Mutual Casualty Co. in the 20-minute film, Last Date. It is the unforgettable story of four teen-agers whose lives were drastically affected by their careless driving. The picture has been called one which should be seen by all candidates for self-annihilation.

For "Minor" Violators

Five average people, who might be anyone, start out on a trip in this 16mm sound film, And Then There Were Four, co-sponsored by Socony-Vacuum Oil Co., Inc., Magnolia Petroleum Co., and General Petroleum Co. You ride with these ordinary people, who aren't "reckless" drivers but who commit minor violations, as they demonstrate the needless deaths caused by "take a chance" driving. The film is 18 minutes of terrific suspense, and the message that ordinary driving is not safe driving is impressed.

Free loan from group one, Modern.

A cynical professional racing driver is turned into a one-man safety campaign.

A Selection of Current 16mm Sound Motion Pictures for Safety-Minded Clubs & Schools

These likable people are the ones who came back in "And Then Were Four," in the Kaiser-Frazer Safety Corporation film Word of Honor. The driver's change comes about after he almost loses his life through encounters with hot rods on the highway. In 24-minutes of excellent story he sells the KF safety campaign to the young drivers of Los Angeles by talking their language.

See any Kaiser-Frazer Dealer.

Disney's "Motor Mania"
- The three special awards given to "Motor Mania," a Walt Disney 16mm color release, place it among the outstanding films promoting greater motor- ing safety. It is a cartoon "special," starring Goofy as both pedestrian and driver, running for seven minutes of top entertainment. Prints will be available for rental at $3.00 by August 15 from all licensed Disney dealers. Write Walt Disney Productions, 16mm Film Division, 2100 W. Ahmeda Ave., Burbank, Calif. and a print will be shipped from the dealer nearest you.

Three 11-minute Coronet Films, "Safe Driving: Fundamental Skills," "... Streets and Highways," and "... Advanced Skills and Problems," are a complete safety course. Though produced for schools they are suitable for any audience. For rental source write group one.

— 12 —
WALT DISNEY'S "MOTOR MANIA"

THE CINDY "MR. RALEEF" who wouldn't hurt a bug, is the subject of Walt Disney's powerful new animated cartoon short in Technicolor, "MOTOR MANIA". On his way to the garage, he is a considerate careful driver. Yet in a moment he becomes a road hog.

BOBBES "MR. WHEELER" as he zooms into traffic or an almost unbelievable transformation. He has the look on wheels... the arrogant, careless, rude, combative, primitive creature.

THE ROAD HOG... as "Mr. Wheeler" is often seen, blocking the highways, completely oblivious to every other driver's right and all the rules of the road, "Mr. That up back there! What's your hurry."

LET PEDESTRIANS DISAPPEAR! The motor maniac takes a nice delight in littering walkways, and in other iniquities. But when someone gives it to him, "Mr. Just because tools for a cop..."

WALT DISNEY PRODUCTIONS

AWARD - WINNING

16mm Films

Here are selected titles of 16mm sound films recently accorded honors at civic film festivals and other competitions. Look for these titles in the lists available from your local film library sources.

Adult Education
Thru the Deal May Speak
Lexington School, Deal
The High Wall
Anti Defamation League
Pressure Groups
Encyc. Britannica Films
Dark Interlude
Overbrook School, Blind

Safety Education
We Hold These Truths
Nat. Council of Churches
I Beheld His Glory
Cathedral Films

Religious
A Ruby
Nat. Film Board, Canada
Images Medieval
A. F. Films, Inc.
John Gilpin
British Information serv.

Art
Out of the North
Nash Motors
Gunning the Flyers
Remington Arms

Sports and Travel
Scorin' With Her Wings
United Airlines
Mark of C
Anheuser-Busch
American Harvest
Chevrolet

Films from Industry
Day in Court
International Harvester
Closed Book
Farm Bureau Mut. Ins.
Motor Mama
Walt Disney
Mickey's Big Chance
A. A. A. Found. for Safety
The School Safety Com.
Automobile Club S. Cal.

THIS DISNEY FILM WILL BE AVAILABLE FOR RENTAL AFTER AUGUST 15
film bait for sportsmen

a sampling of the thrills awaiting your group

Among the most popular of all 16mm films are those catering to sporting interests. Many sponsors devote huge budgets to motion pictures of this type, and as a result there are hundreds of titles. Subjects range from baseball through fishing in South America, and many of the films are among the finest ever made. Most of them rank high as attendance builders.

Baseball and Game Techniques

- Professional baseball is of national interest year round. While in season newspaper space and radio and television time devoted to the game offer proof of its popularity, and when the year’s schedules are complete the “hot stove” league takes over for rehashing and planning.

To foster and maintain this interest in the sport the American and National Leagues of Professional Baseball Clubs offer a growing library of educational and World Series films. Highlights and important plays of each World Series are recorded, and half-hour films sponsored by A. G. Spalding and Bros., Inc., and Hillerich and Bradsby Co. are available on each series from 1943 through 1952.

For general background on the sport the clubs offer The Democracy of Baseball, a short history featuring past and present stars, The Umpire in Baseball, and others on the order of Double Play Kings of Baseball. Instructional films sponsored by Spalding have been made on the fundamentals of the game. Inside Baseball covers play on the diamond in 30 minutes, Circling the Bases stresses the technique of base running in 20 minutes, and Infield Play at First and Third is a 20-minute film on defensive play at these positions.

These films and others are available for transportation charges only from Lew Fonseca, Promotional Department, American and National Leagues of Professional Baseball Clubs, 61 E. Jackson Blvd., Chicago 4.

- Another growing library of baseball films is maintained by U.S. Rubber Co. on Little League Baseball, a scale model of the professional game for 8 to 12-year-olds.

This movement, started by Carl Stotz in Williamsport, Pennsylvania, grew rapidly after World War II and in 1948 U.S. Rubber began sponsoring a big national tournament.

Motion pictures on each Little League World Series are available on free loan, and in addition the sponsor has made some general films. Little League Baseball is a 25-minute film on the origin and history of the game, and Little League Baseball Basics combines the techniques developed to teach fundamentals to the small-size players with highlights of the 1951 series.

Free loan from USR, group one.

- How to improve baseball technique ... with scientific batting method and fundamentals of fielding hot grounders, covering bases, pitching and catching ... is the theme of Play Ball, Son, sponsored by the Ford Motor Company.

In this 15-minute documentary, Joe Cronin, a baseball immortal, demonstrates the game’s fine points to a teenage group while a narrator describes basic diamond play at every position. Major league players and scouts have called it an excellent instructional film on the national pastime.

For the Outdoorsman

- Evinrude Motors of Milwaukee, oldest outboard motor manufacturer, has sponsored 15 motion pictures of interest to outdoor sportsmen. Most of the films concern fishing, with an outboard naturally, and a few deal with other types of boating.

The newest release is Trout Al Shoshone, a 25-minute color story of the battling trout in the clear waters of Lake Shoshone near Yellowstone National Park. This film won the Freedom Foundation George Washington Honor Medal. Another prize-winner is the 13-minute film In the Valley of the Wolf, which received a Boston Film Festival Merit Award. It tells the story of car spear fishing in the spawning areas of the Wolf river. The carp, an enemy of the black bass, is hunted to preserve a favorite game fish.

Among the other Evinrude films are That Boy of Mine, about a boy and his dad traveling the canoe trails of Canada’s Quetico National Forest; California Trout, 15 minutes in the lakes of the High Sierras; and Lake Superior Adventure, 20 minutes of fishing and hunting in the north shore waters. This whole series is available for transportation charges only from Ideal Pictures Corporation. See Ideal, group one.

- Game fish, which seem always to cooperate in motion pictures, outdo themselves to provide thrills and excitement in Fabulous Fishing in South America, a 22-minute color film co-sponsored by Johnson Motors, Pan American World Airways, Pan American-Grace Airways and South Bend Bait Company.

Stu Pritchard and Cecil Wallace, famous anglers, hook as many as 40 18-pound rainbow trout in the course of a day’s fishing in the Chilean lakes.

Also See Source List Directory on Pages 17, 18

With as many as two hundred decoys in place and gun loaded with shells of great power and punch, the hunter faces his biggest thrill — deluxe waterfowling as seen in “Gunning the Flyways.”

One of the many boats in Evinrude films carrying the sponsor’s product and message.
In the Uruguay River they catch dorado, a spectacular fish that looks like a salmon and jumps like a tarpon, and off northern Chile they find marlin and swordfish as thick as minnows.

The film more than proves that South America is one of the few spots in the world where fishing is still truly fabulous, and as a bonus it has some fine scenery—sky-breaking mountains, gem-like lakes and beautiful birds. Modern is the source for free loan. See group one, Modern.

- Lee Wulf, world-famous authority on hunting and fishing, has produced Wings for the Hunter, a sequel to Wings for the Angler which he made for the Piper Aircraft Corporation several years ago. The film moves from hunting Hungarian partridge on Prince Edward Island to some of the world's finest goose shooting on the west coast of Mexico.

It is 23 minutes long and in full color, and throughout are some fine flying shots. As part of the story Wulf shows his two sons good safety practices and the techniques of hunting everywhere they go. Available on free loan from sponsor's sales dept., Lock Haven, Pa.

- Gunning the Flyways is a prize-winning film produced by Remington Arms Co., Inc. Blue goose hunting on the tundra near James Bay, Canada: broadbill on Long Island Sound; mallards over the pin-oak flats of Arkansas bring the sharp smell of gun smoke, salt air and swamp to every sportsman in the audience.

The editors highly recommend this outstanding motion picture to all audiences, with the warning that prints are always heavily booked. Request it as far in advance as possible from the sponsor's advertising dept., Bridgeport 2, Conn.

One of the fabulous fish caught in "Fabulous Fishing in South America."

For the Racing Fan

- Diesel Race Car, a 15-minute film in color sponsored by Cummins Engine Company, could be called the story of a great failure. It is an honest record of a good try, and an exciting picture.

Car No. 28, in last year's "500" at Indianapolis, never finished the race, but it qualified for the poll position with the record time of 138.01 miles per hour. The car, made by this film sponsor, a diesel engine manufacturer, was tops in aerodynamic styling, speed and stability. Being pulled out of the race because of breathing difficulties did not make it a failure in a broad sense, because every fact discovered during the building of the great diesel will be used in Cummins future engines. See group one, Assn.

The highlights of 1952 boat and auto racing are in "Racing Champions."

- Highlights of the 1952 racing season are the subject of Racing Champions, a 25-minute color film produced by the Champion Spark Plug Company. Dirt track, sports car, stock and boat races are covered together with championship events and the annual "500" at Indianapolis.

One of the outstanding scenes is of a 10-car crash at the modified stock event at Langhorne, Pa. Fire sweeps over the mangled autos, and the mayhem is terrific, but not a driver was seriously hurt. The pictures include scenes from some 18 racing events—the best of them all. For distribution information write the sponsor, Toledo 1, Ohio.

So You Won't Get Lost

- How to find your way in the wilderness is explained in the 26-minute color film By Map and Compass sponsored by Silva Inc. of Sweden.

Film shows a father and son learning to explore the country around their summer cottage and as they make their way through the brush they demonstrate how they learn to read maps and use a compass. International Film Bureau is the U.S. distributor on a rental basis. See IFB, group two.
'ROUND THE WORLD
With Screen and Projector

Summer is the time for travel, and uppermost in the minds of millions of Americans is where they are going to go during their vacations. But satisfaction of the urge to see new places and things doesn't have to be limited to the two or three weeks allotted by an employer. The sights and appeal of nearly every interesting place in our vast world have been recorded on 16mm film, and hundreds of titles are available to the program chairman who needs something different to keep attendance from dwindling in the hot weather.

Airlines, railroads, steamship companies, automobile manufacturers, and other groups of firms as well as educational producers have whole libraries of films featuring scenery, adventure and excitement in this country and abroad. We can briefly mention but a few of the available pictures, but the interested user can locate many more through his local film library, or from many sponsors and commercial film distributors. Check the directory of sources, pages 17 and 18 for likely prospects.

"Wings to the World"

A scene from "Wings to Italy," the latest of Pan American's travel films. Pompeii and the beach at Capri, and "do" the many places for which Italy is famous.

Information about the rest of the series and the name of the nearest agency which will supply the films, for transportation charges and sometimes a small service fee, can be obtained from Pan American World Airways, Inc., 135 East 42nd Street, New York 17.

Ocean-Going Fun

"Enchanted Holiday," produced by Moore-McCormack Lines, Inc., is a color story of 38 relaxing days at sea in such romantic places as Trinidad, Rio de Janeiro, Montevideo and Buenos Aires. One of the highlights is a detailed account of the Neptune Ceremony performed on uninitiated neophytes during their first crossing of the equator.

This 35-minute film is the latest of four motion pictures by Moore-McCormack featuring the lure of far-away places and the excitement of a ship at sea. The others are South to the Sun, Great Cargoes and Rio, the City Marvelous.

All four are distributed through the sponsor's 12 district offices. For the address of the one nearest you write Moore-McCormack, Inc., 5 Broadway, New York 4.

Our Near Neighbors

- The major scenic areas of Canada and background material on that nation's expanding industry and economic development are treated in Canadian Pattern, a half-hour color film by Canadian Pacific. The film hits the tourist spots, and on the train ride in between there is some fine scenery.

This is one of 19 travel motion pictures, produced by this railroad, which are available for transportation charges only from any representative of the sponsor. For the address of the office nearest you write the Public Relations Department, Canadian Pacific Railway, Windsor Station, Montreal, Que.

Within the States

- A 27-minute trip through the tourist attractions of 15 midwestern states is offered in the Standard Oil Company of Indiana color film, Midwest Holiday. There's a light romantic plot, but the main value of the film lies in the scenery.

The film moves from the sparkling waters and grassy sand dunes of Lake Michigan to an old water wheel in Indiana which tells of the hardships and enterprise of the early pioneers. Restored log cabins at New Salem, Illinois recall Abe Lincoln's place in history, and the wide sweep of the Mississippi brings back the old river days.

Further west are Pike's Peak and the Rockies, and Trail Ridge Road winding two miles high among snow-streaked peaks. The majestic Tetons tower above Wyoming plains, and Pine trees frame a brilliant view of Jackson Lake and the mountains behind it. To the north are the sights of Yellowstone park.

Good entertainment is the keynote of Midwest Holiday and it does a good job with a lot of human interest, scenic wonders and historical and modern events.

Distribution is limited to 15 midwestern states where Standard of Indiana operates. Modern Talking Picture Service offices in these states offer the film on a free loan basis. (Colo., III., Ind., Iowa, Kan., Mich., Minn., Mo., Neb., N.D., Okla., S.D., Wis., Wyo.)

See group one, Modern.
A Directory of National Film Sources

- Listed on these two pages are the sources of films reviewed in this issue and other major suppliers of 16mm motion pictures. This is a new approach to the classification of film sources offering greater convenience to the film user. The listings in each category usually offer the same general types of films on the same terms. The regular film user can quickly tell which source he wants to obtain catalogs from, and when faced with a need for some particular kind of film he can easily determine the sources most likely to have what he wants.

When requesting films always write the closest geographical office when more than one is listed. This saves transportation costs, and even in the case of "free loan" films, the user is usually expected to pay shipping charges one or both ways. Always plan your film programs well in advance, and try to give the source alternate titles and dates.

GROUP ONE
Major Commercial Sources
Primarily Free Loan Films


Ideal Pictures Corp., 65 E. South Water St., Chicago 16. Offices in 27 major cities.

JHO: The Jam Handy Organization, 2821 E. Grand Blvd., Detroit 11.

Modern Talking Picture Service, Inc., 45 Rockefeller Plaza, New York 20. Branch offices: Atlanta 3, Ga.; Boston 16; Buffalo 2, N.Y.; Cedar Rapids, Ia.; Detroit 2; Chicago 11; Cincinnati 2, O.; Cleveland 11, O.; Dallas 1, Tex.; Denver 9, Colo.; Detroit 1; Harrisburg, Pa.; Indianapolis 4, Ind.; Kansas City 6, Mo.; Los Angeles 7, Memphis 7, Tenn.; Milwaukee 3, Wisc.; Minneapolis 2, Minn.; New Orleans 12, La.; Oakland 9, Calif.; Omaha 2, Neb.; Philadelphia 7; Pittsburgh 22; St. Louis 5, Mo.; Seattle 5, Wash.; Washington 3, D.C.


Princeton Film Center, Inc., Carter Rd., Princeton, N.J.

Ray: Reid & Kay Film Industries, Inc., 2269 Fork Pkwy., St. Paul 1, Minn.


GROUP TWO
Educational Producers, Distributors Films Are for Sale or Rental


Bureau of Communication Research, Inc. 13 E. 57th St., New York 16.


Churchill-Westex Film Productions, 801 N. Seward St., Los Angeles 8.

Colonial Williamsburg, Film Distribution Section, Box 316, Williamsburg, Va.


Cornell Film Co., 1501 Broadway, New York 18.


Ganz, William J., Jr., 40 E. 39th St., New York 17.

Harding College, Motion Picture Div., Searcy, Ark.


IFB: International Film Bureau, Suite 308-316, 57 E. Jackson Blvd., Chicago.

JHO: The Jam Handy Organization, 2821 E. Grand Blvd., Detroit 11.


YAF: Young America Films, Inc. 18 E. 41st St., New York 17.

GROUP THREE
Sponsors Distributing Directly Mast Films Are on Free Loan

AEtna Life Affiliated Companies, Public Education Dept., 151 Farmington Ave., Hartford 15, Conn.

Mooa Aluminum Company of America, Motion Picture Dept., 801 Gulf Bldg., Pittsburgh.


Edel Corp., Chrysler Bldg., 100 Park Ave., New York 17.

Farm Bureau Insurance Companies, 216 N. High St., Columbus 16, Ohio.


Ford Motor Co., Film Library, 3000 Schauer Rd., Dearborn, Mich, or contact nearest Ford or Lincoln-Mercury dealer.

GE: General Electric Co., Distribution Section, Adv. & Sales Promotion, 1 River Road, Schenectady 5, N.Y. Or write nearest branch office, Attention: Visual Education Service.

G/Mills: General Mills, Inc., Film Library, 100 Second Ave., Minneapolis, Minn.

GM: General Motors Corp., Dept. of Public Relations, Film Section, 3011 W. Grand Blvd., Detroit 2, 165 Montgomery St., San Francisco 4.

Gulf Oil Co., Gulf Bldg., Pittsburgh 39.


IBM: International Business Machines, Film Library, Endicott, N.Y.
GROUP FIVE
Federal Government Agency Sources Films Available on Free Loan

Farm Credit Administration. Write nearest district office: Springfield, Mass.; Baltimore, Md; Columbus, S.C.; Louisville, Ky; New Orleans, La; St. Louis, Mo; St. Paul, Minn; Omaha, Neb; Wichita, Kan; Houston Tex; Berkeley, Calif; Spokane, Wash.

Air Force. U.S. Write Public Information Officer at nearest Air Material Command: Harrisburg, Pa; Sacramento, Cal; San Antonio, Tex; Mobile, Ala; Ogden, Utah; Macon, Ga; Oklahoma City, Okla.

Army: U.S. Army Pictorial Service Div., Motion Picture Branch, Washington, D.C. Write Signal Officer at nearest Army Area Headquarters; Ft. George G. Meade, Md; New York 4; Ft. McPherson, Ga; Chicago; San Antonio, Tex; San Francisco; Washington 25, D.C.


Fish: U.S. Fish & Wildlife Service, Dept. of the Interior, Washington 25, D.C. Write nearest Regional Director: Albuquerque, N.M; Atlanta 3, Ga; Minneapolis 2, Minn; Portland 11, Ore.

Forest: U.S. Forest Service, Washington 25, D.C. Films on loan to state universities extension division libraries or write regional offices in: Albuquerque, N.M; Atlanta, Ga; Denver, Colo; Juneau, Alaska; Milwaukee, Wis; Missoula, Mont; Ogden, Utah; Philadelphia, Pa; Portland, Ore; San Francisco.

Naval: U.S. Motion Picture Section, Office of Public Information, Executive Office of the Secretary, Navy Department, Washington 25, D.C. Write Assistant for Public Information at nearest Naval District: Boston 10; New York 7; Philadelphia 12; Norfolk 1, Va; Charleston, S.C; New Orleans 12; Great Lakes 3; San Diego 30; Cal; San Francisco 2; Seattle 99; Wash; Washington 25, D.C.

Soil: U.S. Soil Conservation Service. Write nearest office: South Agriculture Bldg., Washington 25, D.C; P.O. Box 713, Lincoln, Neb; P.O. Box 1348, Albuquerque, N.M; Swan Island, Portland 18, Ore; Center Bldg., Upper Darby, Pa; Spartansburg, S.C; P.O. Box 1898, Ft. Worth, Tex; 143 N. Plankington Ave, Milwaukee 3, Wis.

GROUP SIX
Foreign Government Film Services Most Films for Sale or Rental

Australian News and Information Bureau, 636 Fifth Ave, New York 29.

British Information Services, 50 Rockefeller Plaza, New York 20. Other offices in Chicago, San Francisco, Washington, D.C; Consulates in Boston, Detroit, Houston, Los Angeles, Seattle.

Canada: National Film Board of Canada, 1270 Avenue of the Americas, New York 29, 400 W. Madison Ave, Chicago 6.

Canadian: Travel Film Libraries. Addresses above.


CHECK YOUR LOCAL SOURCES
- State colleges and universities usually have film libraries, and will loan films to groups in the state. They often stock both educational and sponsored subjects, and will supply catalogs or lists. In many cities there are commercial film libraries with films of all kinds. These may usually be found under "Motion Pictures" in the classified telephone directory.
A NATIONAL DIRECTORY OF VISUAL EDUCATION DEALERS

EASTERN STATES
- DISTRICT OF COLUMBIA
  Brenner Photo Co., 933 Penn Ave. N.W. The complete Photo Dept. Store.
- NEW HAMPSHIRE
  A. H. Rice Co., Inc., 78 West Central Street, Manchester.
- NEW JERSEY
  Slidecraft Co., South Orange, N. J.
- NEW YORK
  Council Films, Inc., 50 N. Main St., Homer, N. Y.
  Jam Handy Organization, Inc., 1775 Broadway, New York, N. Y.
  Visual Sciences, 509SH Suffern.
- PENNSYLVANIA
  Jam Handy Organization, Inc., 930 Penn Ave., Pittsburgh 22
  Karel Sound Film Library, 214 Third Ave., Pittsburgh 22.

SOUTHERN STATES
- FLORIDA
  Norman Laboratories & Studio, Arlington Suburb, Jacksonville.
- LOUISIANA
  Jasper Ewing & Sons, 725 Poydras St., New Orleans 12.
- MISSISSIPPI
  Jasper Ewing & Sons, 227 S. State St., Jackson 2.
- TENNESSEE

MIDWESTERN STATES
- ILLINOIS
  American Film Registry, 24 E. Eighth Street, Chicago 5.
  Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.
- IOWA
  Ryan Visual Aids Service, 517 Main St., Davenport.
- MISSOURI
  Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.
- MICHIGAN
  Jam Handy Organization, Inc., 2521 E. Grand Blvd., Detroit 11.
- OHIO
  Academy Film Service, Inc., 2300 Payne Ave., Cleveland 14.
  Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.
  Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2
- WESTERN STATES
- CALIFORNIA
  Association Films, Inc., 351 Turk St., San Francisco 2.
- OREGON
  Moore's Motion Picture Service, 300 S. W. 9th Avenue, Portland 5.
- TEXAS
  Association Films, Inc., 1915 Live Oak St., Dallas 1.
  Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.
- UTAH
  Deseret Book Company, 44 E. 80 S. Temple St., Salt Lake City 10.

CANADA
Audio-Visual Supply Company,
Toronto General Trusts Building, Winnipeg, Man.
Kodak announces...

3 brilliant new Pageant models

...and a heavy-duty silent projector for critical movie analysis

The Pageant is the projector that has revolutionized 16mm sound projection...the first compact projector with the optical and tonal excellence of full-scale 16mm equipment...the first to offer permanent prelubrication—an exclusive 16mm feature that eliminates completely the chief causes of projector breakdowns!

At just $400, the Pageant is still the economical top-choice projector for average 16mm sound-and-silent projection. But now from Kodak have come four more projectors—each "tailor-made" to meet a particular 16mm projection requirement. See your Kodak Audio-Visual Dealer about a demonstration—or use the check slip below for further information.

NEW Kodascope Pageant Sound Projector, Model AV-151, with Plus-40 Shutter A super-brilliant version of the standard Pageant, it incorporates an extremely efficient two-bladed shutter which provides vastly increased illumination—more than 40% greater than the sound-and-silent projector. Ideal for projection under difficult conditions...in hard-to-darken rooms, in halls or auditoriums...wherever extra image brilliance, long screen "throws," or unusually large picture areas are required. $400. Sound projection only.

NEW Kodascope Pageant Sound Projector, Model AV-151, with 15-watt amplifier Features an extremely high-fidelity amplifier, the extra capacity of the 15-inch Kodak De Luxe Speaker, and provision for the finest sound fidelity obtainable with a 16mm. portable projector. Ample power output and speaker capacity for auditorium projection...plus separate bass, treble, and fidelity controls for unmatched sound quality in cramped quarters as well as in spacious auditoriums. $530. Sound-and-silent projection.

NEW Kodascope Pageant Sound Projector, Model AV-151E, with Plus-40 Shutter and 15-watt amplifier Combines increased light output produced by Kodak's Plus-40 Shutter with the precise tone and volume features of the Model AV-151. No other portable projector gives you such brilliant screening—even on long throws—plus such excellent tonal quality at all volume levels. The Pageant, Model AV-151E, is capable of meeting every 16mm. requirement short of a theater-type installation. $530. Sound projection only.

NEW Kodascope Analyst Projector Heavy-duty silent projector designed to meet the critical requirements of 16mm. motion-picture analysis...ideal for such fields as time-and-motion study and sports analysis. Features a heavy-duty reversing mechanism operated from a remote-control switch on a 5-foot cord. Separate motor drives blower at constant speed, permitting repeated, instantaneous reversals without film or projector damage. With Daylight Projection Viewer, for desk-top movie study, $295. Silent projection only.

Prices subject to change without notice

For top sound coverage in acoustically difficult locations, you can step up volume without distortion with the inexpensive Kodak Multi-Speaker Unit...3 additional speakers in matching case. Simply plug into any Pageant.

MOTION-PICUTURE PROJECTORS

for every audio-visual need

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

Please send name of nearest Kodak Audio-Visual Dealer. Complete information on equipment checked: □ Standard Pageant □ Pageant Model AV-071 □ Pageant Model AV-151 □ Pageant Model AV-151E □ Kodascope Analyst □ Kodak Multi-Speaker Unit

NAME ____________________________________________

ORGANIZATION ____________________________________

STREET __________________________________________

CITY ____________________________ [State] ________

Kodak

CR-112
IN THIS ISSUE: "THE LIVING CITY"
WHAT'S NEW IN CLASSROOM MATERIALS
A CHECK-LIST OF NEW SPORTS FILMS
Exclusive feature in Pageant Projectors keeps them out of repair shops!

If you are using sound or silent films in the classroom, here is the way to make sure of uninterrupted schedules while minimizing projector repair bills.

Take a tip from the people who sell and service projectors: Kodak engineers have eliminated the biggest cause of breakdowns—over- and under-oiling! Every model in the Kodascope Pageant line is pre-lubricated at the factory! This exclusive 16mm. sound-projector feature keeps Pageants out of repair shops... helps you to keep on schedule.

But there are a good many other features about Pageants that you will like, too. Take the Pageant, Model 1, shown above, for example. At its new low price of only $375, this is the economical, top-choice machine for sound and silent projection under average conditions. Should you need greater sound distribution, simply plug in the Kodak Multi-Speaker Unit—3 extra speakers in matching case at only $92.50. But if you need extra light or power, check (below) the Pageant that best meets your need.

You will find every model in the Kodascope Pageant Sound Projector line exceptional for its easy operation... its brilliant screening... its high-fidelity reproduction of sound... its compactness and light weight.

Have your Kodak Audio-Visual Dealer demonstrate the Pageant that will meet your requirements best... use the coupon to get started.

Prices subject to change without notice.

Here's what A-V experts are saying about Pageants

"For years our service department has received all makes of projectors that have been abused from over-oiling as well as for the lack of proper oiling. Of course, these projectors came to us for repairs as a result of mechanical failures which, in many cases, occurred during the presentation of a classroom film. In our estimation, oiling is the number one problem of most projectors. Now, thanks to Kodak, the Pageant Projector, which requires no lubrication by the user, has solved this problem."

R. Hilton McGary
Stanley Projection Company
Alexandria, la.

"There's no doubt about it—improper lubrication is the chief cause of sound-projector breakdowns. A large percentage of projectors that come back to our shop have been either over- or under-oiled. Often this results in big repair bills, to say nothing of the time the projector is out of service. That's why we're getting so many calls for the permanently pre-lubricated Pageant."

William L. Weeden
Oscar H. Hirt, Photographic Supplies

"Practically everybody knows that too little oil will cause working parts to wear out and result in projector failure. But few people seem to realize that over-oiling is just as bad. It gums up parts and stalls motors. Many of our customers have found the permanently lubricated Pageant a happy solution to this problem."

William C. Raile
Raile Company
Los Angeles, Calif.

"Most projectors that come to our service department for repair are found to have suffered from improper lubrication—either too much or too little. With the Kodascope Pageant this critical maintenance problem has been eliminated. The Pageant is a fine projector at a reasonable price."

J. Howard Orth
Midwest Visual Education Service
Des Moines, Iowa
Illustrated are some recent motion picture releases—a cross section of films that are being offered by Encyclopaedia Britannica Films.

The current titles cover every subject matter area and grade level...Consider the twelve films mentioned here for study and teaching programs: refer also to all of the titles now in the EBF film library...When planning the curricula of tomorrow for film integration or enrichment, choose from the many fine EBF motion pictures—more than 600 timely and timeless titles...To order films mentioned here, or to find out about the many other EBF offerings for the classroom, the lecture hall, the discussion group, the industrial session—just fill out and send in the coupon below...
Film Libraries-
Now is the time to CHECK your prints
Are some of your old films
- Dirty?
- Oily?
- Dried out?
Are some of your new films
- Tacky?
- Scratched?
- "Rainy"?

If the answer is "Yes" to any of these questions, your next step is to have such films serviced.

PEERLESS-Serviced
Services include cleaning . . repairs . .rehumidification . . scratch removal . . and the famous Peerless Treatment, that guards against future damage, makes your films screen better and last longer.

PEERLESS
FILM PROCESSING CORPORATION
165 WEST 46th STREET, NEW YORK 36, NEW YORK
939 SEWARD STREET, HOLLYWOOD 38, CALIF.

When you write, please mention size of your library and maximum number of prints you could spare at one time, for cleaning and treatment.

SEE & HEAR in 1954
NEW MANAGEMENT ANNOUNCES PROGRAM

EFFECTIVE JANUARY 1, 1954, this eight-year old publication is being acquired from its founders, Audio-Visual Publications, Inc., of Wisconsin by the publishers of BUSINESS SCREEN MAGAZINE. Readers of SEE & HEAR are already receiving copies of BUSINESS SCREEN as a further fulfillment of subscription obligations and a vigorous new SEE & HEAR series of issues will begin with our first publication in February under this strong new management.

Thus moments of greatness are remembered over the past eight years and a period of indecision ended. The new SEE & HEAR in 1954 will be completely dedicated to the interests of its subscribers in the field of education. It will be thoroughly independent in viewpoint and, accepting no advertising in the initial stages of this new program, will freely express its opinions and evaluate materials where such expression and evaluations have been badly needed. The new program assumes the character of five special reports to our readers as its main feature. Certainly one of these will cover the positive and negative aspects of the current boom for educational television facilities nationwide.

From pocket-size to regular format, SEE & HEAR had only one mission: to serve school administrators and teachers. As such it will continue on that course in 1954. The best in new materials, new utilization techniques, ideas for budget-raising, in-service training of teachers, and open debate on major policy issues are features within the scope of our 1954 editorial program.

The loyalty of our subscriber family during this recent period of transition was a memorable aspect. They shall be remembered and served to our utmost in the year ahead. In serving these readers we expect to hold to the best traditions of real audio-visual leadership and to speak freely on those matters which will help the field advance toward the goal of widest possible classroom utilization of the finest in audio and visual materials.

— OHC

FREE!
First Aid Film
"Help Wanted"
Including the new back-pressure, arm-lift method of artificial respiration
This up-to-date film contains all of the important information on basic principles of First Aid and also demonstrates new artificial respiration method approved by the American Red Cross.
The only cost for this 34-minute 16-mm. sound film is return postage.

See & Hear Magazine
Issue 5 · Volume 3 · 1953
Published at
7064 Sheridan Road, Chicago 26
Edited by Ken Duncan

See & Hear: The National Magazine of Films, Filmstrips & Recordings, Issue 5 of Volume 8, published Dec. 15, 1953. Issued 5 times annually during the school year in October, December, February, April and June, Published at 7064 Sheridan Road, Chicago 26 by Audio-Visual Publications, Inc. E. M. Hale, President. By Subscription $3.00 per year; single copies 50c. Entered as second class matter, October 19, 1948 at the post Office at Chicago, Illinois, under Act of March 3, 1879. Entire contents copyright 1955; international rights reserved. Address all advertising and subscription inquiries to the Chicago office of publication.
There is no longer any reason to deprive anyone of the benefits of visual instruction. Certainly not a budget reason — because this fine Viewlex Filmstrip projector is so modestly priced that it is easily within the reach of even the most stringent budgetary limitations.

The Viewlex models V-4 and V-44 have been specifically designed for use with filmstrip only — in classroom or auditorium. It has been designed to put your lecture material "across" effectively, effortlessly... and INEXPENSIVELY! Even under the most adverse conditions it will give perfect projection.

Look at its many features. Unsurpassed performance and top-notch construction, combined with functional, streamlined design. Clear, sharp projection, brilliant illumination — 2" - 3" - 5" - 7" interchangeable lenses!

Compare the real value of this exceptional projector with it's extremely low cost. Decide NOW to use Viewlex for your visual instruction equipment.

Write for descriptive literature — Dept. 24

Viewlex INC. • 35-01 QUEENS BOULEVARD • LONG ISLAND CITY 1, N. Y.
West Texas A-V Cooperative

A VISIBLE, SERVICE on the local
or county level is the paramount in-
rest of every a-v director and teacher.
To attain the ultimate goal of true clas-
room utilization of motion pictures, filmstrips and other classroom tools, the
source of supply must be brought
closer and closer at hand. Statewide
library facilities at our larger colleges and
universities have rendered invaluable
service during the formative years but,
in this new year ahead, the utmost
effort should be made to continue the
work of building and supporting city
and county libraries as well as actual
collections within our larger schools.
Certainly filmstrips and recordings will
be acquired for individual buildings.

The uniting efforts of the nation's
largest and oldest classroom film pro-
ducing company, Encyclopaedia Britani-
ica Films, Inc., have been devoted to
this cause. Assistance in building coun-
try film libraries has been a primary
mission of EB Films' staff in the field.
Other producers and many audio-visual
leaders on the state and local level
have been similarly engaged.

A model program of this kind is the
West Texas Cooperative Audio-Visual
Services, centered at Texas Techno-
logical College in Lubbock under the
inspired leadership of Dr. John S. Car-
roll and supervised by Henry R. Mc-
Carty as audio-visual director.

Hundreds of reels of classroom films have been acquired through this co-
operative program to serve the schools
of the region. Beyond this material
service, however, the West Texas Co-
oporative has examined these profes-
sional responsibilities:

1. The in-service program for
teacher training in Audio-Visual Edu-
cation offered by Texas Technological
College.

2. Duties of audio-visual coor-
dinators in the region.

3. Film requisition and distribu-
tion patterns.

4. Study of local transportation
problems.

5. Evaluation and selection of new
materials.

6. Group discussion of problems of local utilization and distribution of
audio-visual materials.

Joined together, the comparatively
modest budgets of local school districts
make a formidable sum which benefits
all who make up the West Texas Co-
opoperative. These benefits go beyond
the sharing of valuable classroom mate-
rials; they help improve the professional
status of all who serve within the in-
dividual schools and thus, are vastly
improving the quality of instruction
given pupils within the member schools.

How many of the 3,000-odd counties
within the U.S. are achieving a similar
realistic goal? Many states have made
real progress but probably less than 10%
are on such a practical basis of
service. The other 90% are Mission
No. 1 in 1951.

County library services, budgets,
standardized forms, etc., will be the
subject of a See & Hear Special Report
on our 1954 editorial program. We
cannot think of better examples than
the West Texas Cooperative Audio-
Visual Services but wherever they are
will we include them!

DAVI CONVENTION AT
CHICAGO'S HOTEL MORRISON
ON MARCH 2-5, 1954

If you're interested in a well-filled
program of audio-visual data, problems
and information be sure to make your
reservation for the Department of
Audio-Visual Instruction convention
to be held at the Hotel Morrison in
Chicago on March 2-5. Many state a-v
groups are planning get togethers dur-
ing the convention.

Exhibits of the latest in a-v equip-
ment, previews of new materials and
discussion of common problems are
part of the agenda.

Proponents of Educational Video
Cite Values for Classroom Teaching

The Citizens Committee for Educa-
tional Television in a recent bulletin
"Questions and Answers" offers a high-
ly debatable idea well worth quoting:

"Question: Will the [educational T.V.
station provide program for
schools?"

"Answer: Decidedly so. At elemen-
tary school levels, at university levels
and in graduate school courses, most
stations will eventually use television as
a direct classroom tool. All over the
country, schools are already acquiring
television receiving sets . . . ."
National Conference of Churches A-V Dept. Gets New Leadership

Three ministers are serving in leadership phases of the Department of Audio-Visual and Radio Education, Division of Education, National Conference of Churches. Miss Pearl Rosser, director, is on leave for the fall quarter to study film making in Los Angeles. With the transfer of the department's other mentor, Dr. ElmerMillion, to the Commission on Christian Higher Education, the Department was left without permanent staff direction.

The Rev. Milton Heitzman, minister of the Congregational Church of Plainfield, Ill., has agreed to serve as field representative in Regional Audio-Visual Workshops and the Youth Work Institutes. The Rev. George B. Ammon, audio visual director for the United Lutheran Board of Parish Education is serving as executive director. The Rev. A. L. Roberts, executive of the Commission on General Christian Education, is acting as general supervisor.

The Audio-Visual Workshop will participate in the 1951 conference season at the American Baptist Assembly, Green Lake, Wis., August 30 to September 1 with its traditional leadership gathering.

EFLA To Hold Eastern Regional Meeting in New York January 15-16

"Exploring the Audio-Visual World" will be the central theme of the first Eastern Regional Meeting of the Educational Film Library Association, to be held in the organization's new headquarters in the Carnegie International Center, New York, January 15 and 16, 1951. To determine the effective use of films and other audio-visual materials, the sessions will include discussions, demonstrations and screenings of films and filmstrips.

All those interested in using films in schools, community groups or in national and local organizations are invited to attend the meeting. Experienced film users and those beginning to explore the possibilities of the media are offered guidance from people who have developed successful programs.

Under the chairmanship of Edward T. Schofield, Newark Public Schools, president of EFLA, the meeting, according to the advance program, will include sessions on: The Child's World-screening of new children's films in a program devoted to findings and presenting good audio-visual materials for informal screenings for children. The World of the Community-screening of new adult film in a program on the various types of community film use and distribution of adult film. The School World-screening of new school film in a program showing how films are evaluated for school use, using the EFLA evaluation form. One World-screening of new feature-length film on work of the United Nations in under-developed countries in a program on the use of films in increasing international understanding. The registration fee for both days is $2.00. A single day registration is $1.25. Send advance registrations to EFLA at 315 East 46 Street, New York City 17.

Religious Film Association Moves Four Major Depositories

To better guide member churches in the choice of visual materials suited to their individual programs, the Religious Film Association, official distributor for 21 Protestant denominations, has moved its four major depositories to new locations proximate to church agencies. The move marks a change in management and method of operation as the depositories will be operated under church agency supervision. The Reverend H. C. Spenscr, chairman, has announced.

The move of the depository in Dallas, Texas to Bridwell Library, Perkins School of Theology, S.M.U. marks the first time a school of theology has had immediate access to so comprehensive a library of motion pictures, it was declared. Mr. Decherd Turner, librarian of the school, who has direct supervision of the depository, is working with other faculty members on a plan for the experimental use of films in the curriculum as well as in the churches.

The New York depository, now located at 156 Fifth Avenue, and the San Francisco depository at 231 MeAllister St., are being operated in conjunction with Presbyterian Distribution Service. The Chicago depository at 220 West Monroe St. is being operated by the Westminster Bookstore. In each case, a film librarian with a wide knowledge of church needs has been placed in charge of correspondence and booking arrangements.

CVE Grants Distribution Rights to Educational Projections, Inc.

Exclusive world-wide distribution of Catholic Visual Education, Inc. producers of filmstrips and records for parochial schools and catechetical centers, has been assigned to Educational Projections, Inc.

This new organization plan will allow the company to devote full time to improving and expanding their film and record library and will result in more efficient marketing and distribution, according to Charles V. Martignoni, president of CVE. The company will enlarge and revise its filmstrip productions so as to form a teaching library integral to the courses of study of Catholic schools, he said.

Coronet Films Issues December Supplement to 1953-54 Catalog

The December 1953 Supplement to the latest Coronet Films Catalogue is now available to educators, clubs, church organizations and other interested groups.

This two page supplement contains full descriptions of 22 Coronet films produced since the 1953-1954 Catalogue was issued. Prepared by Coronet to provide information on its newest, the supplement offers films specifically designed for primary, intermediate and high school levels, covering a multitude of subjects and interests.

The supplement may be obtained free by writing to Coronet Films, Coronet Building, Chicago 1, Illinois.
The British Information Service is focusing its informational film lenses in many directions in this period of history. Among the recent VIS educational releases are films ranging from tradition's palaces to jurisprudence, defense, new enterprise, life in the Orient and child's play.

A Traditional Palace

The People's Palace is a 13-minute black and white film showing the beauty and spectacle of Hampton Court Palace in the urban town of Hampton on the Thames. In its history quest, the camera stands in the armoury guard room dating from days when kings bore arms. Three thousand weapons hang where William the Third's gunsmith hung them over 250 years ago. The priceless tapestries are preserved by patient workers who are seen at their daily task of patching. Other scenes show ancient galleries haunted by memories of the turbulent Tudors: the superbly carved chapel royal and the great hall where Shakespeare entertained his king; the court where royal tennis is played and the court where Handel wrote his “Water Music.” This film rents for $2.50 and is sold for $15.00.

Story of Jurisprudence

Man on Trial, a 30-minute black and white film, describing how British justice works, through the story of a burglary. A man rushes out of a window followed by the owner of the house. The owner catches the thief, suspect and telephones for the bobbies. The subsequent trial of the arrested man defines English practice of criminal law, showing that every criminal, even an habitual one, is afforded a fair hearing. Man on Trial rents for $3.75 and is sold for $75.00.

Traffic on the River Thames

Waters of Time, a 37-minute black and white documentary made for the Port of London Authority, custodians of the 69 miles of the tidal Thames and the British Commonwealth’s largest port. The many activities of the port and different aspects of life along the remarkable river are seen. The docking of a ship, the unloading and reloading of cargo, and the sailing capture the life and sweep of maritime life in the very mouth of Britannia. Factual passages come true from the voice of a dockmaster. Elsewhere a mood commentary preserves the salt air, river brine flavor. Ingenious shots of a ship's hold were made by lowering the camera on the end of a crane chain and an exciting aerial view was caught from a helicopter. Rental is for $5.00, sale, $100.00.

Exploring Industrial Scotland

The Future of Scotland, a 21 minute, black and white essay on Scotland's current renaissance. Produced by the J. Arthur Rank Organization, the film explores the increased industrial activity and new interest in arts and science and the impetus this gives to changing political concepts. It shows the atmosphere of prosperity that is nourishing the cry for independence. Rental at $2.50, sale at $55.00.

Preparation for Air Defense

Wing to Wing, a 10 minute, black and white film dealing with the defensive preparations in the air being made by the Western Powers and the part played in them by Great Britain. Superiority in the air means strength and speed. The role of jets in attaining this power is illustrated. The support given them by new ground techniques, new controls, new radar eyes, new standards of human skill are shown. England’s value as an “American Air Force Base” is advanced. This film rents for $1.50 and sells for $32.50.

Turkey, Past and Present

Turkey — Key to the Middle East, a 20 minute motion picture which considers the position of Turkey in relation to its own past and the present state of world affairs. The changes wrought in the last 30 years, especially those effected by the revolution under Kemal Ataturk, are explained. Although Kemal’s reforms are going forward, Turkey still is bowed under antiquated agricultural methods and poor communications. Industrialization is lagging and vital dams and roads are yet to be built. Turkey's need for a long period of peace to grow is contrasted against a geographical position which jeopardizes this. This film rents for $2.50 and is sold for $55.00.

Progress in the Orient

Citizen of Singapore, a 10 minute film telling the story of seven-year-old Hung Swee Kiat who personifies Singapore’s education problems. He represents the 163,000 children who sought admission to primary schools which could accommodate barely 110,000. In 1917, the government launched a 10 year plan for school building. To get Hung Swee Kiat off the street, a short-term plan was activated to provide 90,000 extra places within five years. This development scheme is instructive for other lands which face the same conditions. Rental is for $1.50; sale for $32.50.

Development in Ceylon

Waters of Life, a 10 minute, black and white film which makes the point that until water is brought to give new life to the earth and the jungle is conquered, there can be no future for the people in a large area of Ceylon, plans to procure water, and Ceylon’s other needs, are now in operation. A cooperative enterprise for raising the living standards of one-fourth of the world’s population is now aiding the natives of Ceylon. The Colombo plan is providing new land and irrigation to develop agriculture and industry and transportation for the betterment of the Indian subcontinent and South East Asia. Rented for $1.50, sold for $32.50.

The Meaning of Child’s Play

Your Children’s Play, a 20 minute, black and white film thoughtfully probes the games devised by children to prove such games are an important factor in mental and physical development. Children of various ages are shown enjoying themselves in their own, often peculiar way and the reaction of their parents. It is stressed that children should be allowed to play as they wish provided they are protected against injury and the interference of busybodies. This film rents for $2.50 and sells for $65.00. Sales rights in the United States have been granted to the McGraw-Hill Book Co., Inc., Text Film Dept., 330 W. 12th st., New York.

SEE & HEAR
A BRIEFING FOR THE BATTLE AGAINST SLUMS

"The Living City" Is Visual Report on Recent Study of City Planning

Fifty years ago, Jacob Riis was admonishing New Yorkers with a terrifying treatise called, "How the Other Half Lives." Twenty years ago, Franklin Roosevelt was warning that "one-third of our nation is ill-housed." Both men were concerned with the total problem of poverty but both were quick to point to poverty's bulwark, the slum.

The vigorous growth of urban dwelling in America during this century, the most massive growth in world history, seems exceeded only by the virulence of its own decay. The war against this decay is being joined by alarmed communities throughout the land. A new briefing for today's battle is provided in The Living City, a 21 minute, 16mm sound motion picture produced by Encyclopaedia Britannica Films for the Twentieth Century Fund.

Slums Are Major Problem

Slums are no longer something shadowy on the other side of the tracks and it is increasingly difficult to measure them in fractional terms. The Living City shows the cancer in stone: the old, overcrowded, hard-core slum corroding in every direction until there are rings of blight around the city, bitterly contained by outer rings of booming suburbs.

Based on the Twentieth Century Fund's newly published study of city planning by Miles Coale, the film serves the continuous urban cycle of growth, decay and renewal. It asserts that this transition may be for better or worse, depending on what is planned and accomplished at point of renewal. Chronically, in the film's evidence, there is little planned and less accomplished. The delays in clearing and reconstruction ally time and space with the slum's progress.

Evolution of a City

The baffling physical problem of nearly all big cities, the opposing rings of blight and suburbs, is mapped in animation. The sociological, economic and political problems involved in the rings are mirrored in the forthright photography of children, men and women and the cities they live in.

The age-bombed neighborhoods, miles of faded jumbles of filthy meanness that great populations must call home and landscape, the pathetic storefront playgrounds, the choked streets, the crumbling horror of archaic walls, splintered stairways, sagging porches, the rat haven fire-traps are in The Living City. The people of this landscape are there, wistful girls wondering what beauty looks like, mothers who wonder how their children's beauty can survive, earlier mothers who have grown to think the slums beautiful and would not leave them. The child playing on the trash pile, happy in a way of life. The factory owner driving to work. Is it worth the effort, nudging through this metropolitan mess?

And where will it end; when all the city is this way, who will live here, who will work here, who will visit? What good will be the factory? These questions the film forces the viewer to inquire. These questions it addresses to those who block the city's renewal by industrial strangulation, by outdated traffic controls, negligence. It speaks to conscienceless landlords and slovenly tenants, careless business houses, lax and corrupt officials and a purblind, retreating citizenry.

This done, The Living City gives credit where it has been earned by civic planning and reform. It shows how many cities have at least begun to fight. It shows Baltimore's block-by-block attack, strict enforcement of municipal ordinances and a vigilant citizen's committee clocking the operation.

The Living City, produced by John Barnes, is available through the country-wide offices of Encyclopaedia Britannica Films at a sales price of $100.00 or a rental fee of $4.50.

Urban citizen groups and civic organizations have indicated interest in The Living City. Through their concerted action, an aroused citizenry may yet deal with problems that are as close to home as home itself.
FILMSTRIPS

"In Congress Assembled" Timely Look at Legislators in Action

As the 1951 Congressional elections loom, Republicans and Democrats are almost equal in strength in the Senate and House. To this politically divided assembly President Eisenhower must present his program for Congressional action. In Congress Assembled, The New York Times Filmstrip on Current Affairs for January, is a timely look at the role of our legislative branch in national and international affairs.

Congress is seen as the forum of the American people, architect of the laws we live by, the pivot of federal activity. The constitutional powers of Congress, such as control of money and military might, are studied. The structure of Congress and the process of lawmaking are detailed. The problems of the law makers, including their relationship with the executive branch are defined. In Congress Assembled consists of 57 black and white frames for 35mm projectors. A teacher's manual discussing each topic frames accompanies each filmstrip. The entire series is available for $15.00. Individual filmstrips cost $2.50. They are supplied from the Office of Educational Activities, The New York Times, Times Square, New York 36, N.Y.

The World and Western Culture Shown in Current Life Subjects

The planet and its people, past and present is the range of Life Magazine filmstrips, several new series of which are now available. The World We Live In series of natural science panels includes: The Earth Is Born, a color story of the earth from its birth in cosmic dust to its formation, growth and demise; The Miracle of the Sea and The Face of the Land. These filmstrips are adapted from the text and illustrations of Lincoln Barnett's essays which appeared in Life Magazine. Many of the scientific paintings, diagrams, photographs and drawings are enlarged or divided into sections for closer study of detail. A reprint of the topics will be sent with each filmstrip for use in lecturing.

In the History of Western Culture series appear The Golden Age of Spain, a recounting of the civilization which explored and captured the riches of the new world; The Middle Ages; Renaissance Venice; The Age of Exploration; France in the 18th Century; The American Revolution; 18th Century England and The Protestant Reformation. These color strips reflect the development of western civilization from medieval times to the middle of the 18th century.

The Social Science series, in black and white, includes: India, a timely survey of the country's progress in education and industrialization under the government's five year plan; The United Nations Organization, which traces the structure of the U.N., its history and function; Saudi Arabia, an evaluation of the change in this land wrought by the discovery of oil. The color filmstrips cost $6.00 each, the black and white strips cost $2.50 individually.

Traditional Stories Told in Classical Music Filmstrips

Six stories which became music now have become bright pictures in a filmstrip series produced by The Jam Handy Organization. Totalling 128 frames, the Music Stories series is comprised of visual versions of classics which inspired composers. The character and scenic renditions are conceived as an artistic guide to elementary appreciation of the literature and music.

Peter and the Wolf is adapted from the commentary of the score by Sergei Prokofiev. Persuasive Peter leads his woodfolk friends through a jolly 29-frame cartoon.

Hansel and Gretel appear in the same version as Humperdinck's opera. Thirty-one frames take the pair of tots to the candy house and in and out of the witch's clutches.

The Nutcracker is retold in 31 exciting drawings and Marië's voyage to Sugarplumb land sets the scene for the dances of the Nutcracker suite.

Pe'er Gynt is a vivid 31-panel picaresque of Peer's escapades, which are the background of Grieg's music, emphasizing Peer's encounter with the imps in the hall of the Mountain King.

The Firebird swoops to the aid of Prince Ivan in a 31 frame visualization of the Russian legend dramatized in Stravinsky's music.

The Sorcerer's Apprentice, limned in Dukas' music, is presented with a new charm. Twenty-nine frames retrace the misadventures of the magic-stealing apprentice.

Contact The Jam Handy Organization, (School Service Dept 1, 2221 East Grand Blvd., Detroit 11, Michigan.

MOTION PICTURES

Latest Forum on Film Deals With the Arab-Israel Question

The Arab-Israel Question is the fourth Film Forum issue completed for December release, the American Film Forum announces. The new film features Robert R. Nathan, economist and expert on Middle East affairs and James M. Ansara, executive director of the Syrian-Lebanese American Federation, Marquis Childs, columnist, is moderator.

Film Forum No. 4 is one of a series of nine discussions panel films on public affairs issued monthly on a subscription-lease basis to educational institutions and community groups. The American Film Forum prepares study material and display posters for its monthly forums and for subscribers who use the films as a springboard for further discussion.

Previous issues are Forum No. 1—Should Senate Debate, The Filibuster Be Limited? Forum No. 2—Should American Tariffs Be Lowered? Forum
Camera Tours Lugano and Far’s in Recent Young America Films

- tales of two cities, behavior and nutrition form the diverse subject matter of four new pictures from Young America Films, Inc.

Lugano, a one-reel film portrays a beautiful city in southern Switzerland. Paris introduces the viewer to France’s incomparable city, its landmarks and its people, in a one reel tour.

The Good Loser is YAF’s latest addition to its Discussion series, designed to help build desirable attitudes toward winning and losing.

Your Food explains that food provides energy, growth and repair and relates the nature and function of the basic food elements. The latter films are one and one-quarter reels in length.

* * *

Art in Motion and Sculpture Lends Beauty to Five AF Films

- Five new films have been announced by AF Films. They include:
  - Analogies No. 1, a 10 minute color film by Jim Davis in which he makes a comparison between reflections by nature and reflections made by an artist.
  - Braque, an 18 minute black and white film produced in France which makes an intimate study of this artist surrounded by his works.
  - Gospel in Stone, a 15 minute, black and white story of the life of Christ, told in part by the extraordinary sculpture in French churches depicting the gospel.
  - Kumak, The Sleepy Hunter, a 13 minute color rendition of an authentic Eskimo legend employing puppets, produced by Alma Duncan and Audrey McLaren of Canada.
  - Through the Looking Glass is a 10 minute color treatment of artist Jim Davis using, for the first time, the human body in his reflections.

AF Films is located at East 60th Street, New York 22, New York.

* * *

"The Toymaker" Is Puppet’s Tale of Foibles in Human Differences

- The popularity of puppets as teachers dates from the Middle Ages. Their doll-size department establishes a perspective in which humans may view their own foibles. The Toymaker, a new 16 minute, 16mm puppet show from Athena Films, employs two toy creatures to symbolize the folly of magnifying differences among people. The puppeteering toymaker gives his two creatures a free hand, so to speak, and they make the worst of it. With a mirror they discover one has spots, the other stripes. Suspicion replaces unity and they are soon at war. Finally, The Toymaker proves to them they are really one. It is available in color or black and white for $135.00 and $75.00. Athena Films’ address is 165 West 46th Street, New York 19, N.Y.

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Protestant Denominations Join in Sponsoring an Inspirational Film

- For Every Child, an inspirational film prepared by 13 Protestant denominations through the National Council of Churches, was premiered in Chicago Temple recently. The premiere opened the 1953-54 season of audio-visual preview meetings sponsored by the Audio-Visual Committee of the Church Federation of Greater Chicago.

The film faces adults who feel they are "too busy" to take part in providing children with a faith in God.

Other preview materials on the program included one sound slide film, How Persons Learn: one silent slide film, Ruth Ann Is There, and a motion picture, Preparing to Use a Film. These films emphasized leadership and motivation. The Audio Visual Committee conducts monthly sessions to teach interested persons how to use audio-visual equipment of various types such as 16mm projectors, slide film projectors and opaque projectors.

* * *

"Skippy and the 3-R’s" an NEA Contribution to School Relations

- Skippy and the 3-R’s, a 16mm sound motion picture produced by the National Education Association, brings good news to parents wary of "progressive" education but encourages teachers to make use of self-expression. Filmed by J. P. Nicholson of Agra- films Inc., it assures that reading, writing and arithmetic remain the fundamental tools of primary education but that new methods have replaced the hickory stick.

By finding out what her first grade pupil, Skippy, is interested in, his teacher acquires a psychological magnet with which to draw Skippy into academic application. By encouraging his admiration for a bicycle, she gives him a motive for learning.

This film is proving popular with parent-teacher, vocational and community groups. Its running time is 29 minutes and it is available in color for $170 and black and white for $75.00.

Boston & Cleveland Annual Film Festivals

- The Greater Boston Film Council will hold its 1954 Film Festival May 15. Plans of the 7th Annual Cleveland Film Festival call for June 16-17 at the Hotel Carter. Site of previous events.

THE AUDIO-VISUAL JOURNAL
PORTABLE UNIT TO BE BUILT TO FIT WINDOW FOR MAXIMUM VENTILATION. PAINT UNIT BLACK. WINDOW TO BE OPENED BEFORE SETTING PORTABLE DARKENING UNIT.

SECTION A-A

VENTILATION and DARKENING SUGGESTIONS

SECTION B-B

PORTABLE STANDS USE 2x4

SECTION C-C

METAL BRACKETS AND ROLL SCREEN

SECTION D-D

WHERE YOU ARE UNABLE TO CONTROL CEILING LIGHTS OR DARKENING OF WINDOWS PROPERLY A SHADOW BOX FOR SCREEN IS SUGGESTED.
What's New in Sports Films

A supplementary listing of the more recent releases in 16mm sound films for sports and physical education.3

PHYSICAL EDUCATION FILMS

Athletic Injuries — Their Prevention and Care. (35 min) 16mm; Free loan. Assn.
• Directed toward trainers, coaches and managers, this film demonstrates the taping techniques used in wrapping various sprains and other athletic injuries. Available from the Chicago exchange only.

Posture and Locomotion. (1 reel) b/w; Sale—$50; EBF.
• Studies infant development from helpless immaturity to controlled locomotion. The film follows the infant kicking and wriggling, then as he gradually gains control and posture by pivoting, creeping, standing, cruising, walking, and running. Thirteen age levels are depicted.

BASEBALL

The Making of a Yankee. (18 min) Free loan; MTPS
• "Vivid, authentic, action-packed" describe this biography of a typical Yankee. How a young sandlotter can become a player in the big time is shown in the training of a Yankee recruit — their instruction in sliding, pitching, tagging, and other fundamentals. Teaching them are such vets as Burleigh Grimes, Dutch Zilling, Paul Krichell. Joe Di Maggio, Phil Rizzuto, Snuffy Stirnweiss and the rest are observed in action — plus the Babe in his last appearance. Distribution restricted to 27 states.

Modern Baseball. (25 min) Service charge: $4.00; Assn. OSF-412.
• Action by school teams, major and minor league players; correct game administration by umpires and interesting views of baseball executives of the big leagues. Slow motion and animation detailing of plays; rulings on force, appeal, obstruction, interference, base awarding, infield fly, strike zone, the balk and legal pitching procedure.

World Series of 1952. (35 min) 16mm;
• Free loan; ANLPC.
• Highlights of all the important plays of the seven games of the 1952 World Series between The New York Yankees and the Brooklyn Dodgers.

SOFTBALL

Play Softball. 35mm slidefilm; sale—$3.50. Assn.
• An instructional film illustrating the basic skills involved in softball batting, fielding, pitching; it emphasizes the importance of team play. Printed commentary provided.

-basketball

Basketball Fundamentals. (22 min)
• Loan. U. S. Rubber.
• Demonstrates the fundamentals of basketball and features the world-famous Minneapolis Lakes professional team.

King Basketball. (25 min) Rental — $4.00. Assn. OSF-411.
• A motion picture recital of the rules of the game. Clarified are the playing court, a chart showing dead and live ball rulings; fouls by offense and defense; try for goal; rebound; jump ball free throw; team control; dribble; pivot; screen; restricted areas; out of bounds; basket interference; third-second rule; division line; and player and crowd scenes.

FOOTBALL

All Star — Los Angeles Rams Football Game, 1952. (30 min) 16mm; Free loan. Chgo-Trib.
• The 19th All Star football game between the Los Angeles Rams and the College All Stars, rapid action and highlights of the event.

A scene from "Little Leaguers" film sponsored by U. S. Rubber.

• Thrilling sequences from the 1953 season collegiate games: Oklahoma-Notre Dame; Maryland-Georgia; Ohio State-Michigan State; Army-Duke; Texas Christian-Washington State; Illinois-Wisconsin; Princeton-Dartmouth and others.

Tackling in Football. (1 reel) b/w; Sale—$50; rent—$2.50, EBF.
• Slow-mo motion and stop motion photography analyzes the basic techniques used in the shoulder tackle and the cross-body tackle, with variations of each type. The importance of correct starting position, speed, drive, sure grip, timing, and body control are stressed. The film also treats of safety measures and recommends constant practice to improve technique.

SKING

ABC of Ski. (15 min) 16mm; color; Free loan; UP.
• The alphabet of high sweep technique as taught by the instructors of the Sun Valley Ski School.

Let's Go Skiing. (30 min) sd; color; Rental—$35. Howard.
• Demonstrations of techniques by outstanding teachers and champions in slow motion and scenes of national championship races and events. Styles, historical information, instruction and outstanding western areas are shown.

SWIMMING

Aqua Frolies. (1 reel) Rental—$2.00; Assn.
• Sequences of swimming games, basketball under water, diving from cliffs, and many other splash stunts.

Springboard Diving. (13 min) color.
• Rental—$15.00 and $56.25., b. w. U. of Cal.
• Exemplary instruction in the fundamentals of springboard diving. Details are clarified in illustrations of body position in the air, use of feet and arm and approach and take off from the board. Techniques for the standing front dive, the swan dive, the running front dive, and the back jump are shown as body control exercises and common faults.

FIELD AND STREAM

FISHING

Basic Net Mending. (16 min) 16mm; color; Free loan; F&W Serv.
• An instructional film showing the basic procedures and equipment used in mending fish nets.

Unless otherwise noted all films in these pages are 16mm sound motion pictures.

THE AUDIO-VISUAL JOURNAL
FISHING FILMS:

Fabulous, Fishin' in South America. (22 min) color. JM, PAWA, PAGA, SBBC.

* Angler champs Stu Pritehard and Cecil Wallace make the big fish fable real as they reel in 18 pound trout in Chilean lakes; casting in the Uruguay River, they quickly come up with the leaping dorado; on the coast, they ginglycines in marlin and swordfish. South America is portrayed as the last wonderland of big fishing, lakes and rivers brimming with record brown. Besides the gleaming fish, the film is generous with Latin-American scenery.

Fishin' For Fun. (20 min) color. Gen. Mo.

* National fly casting champion Ben Hardesty pits his skills against the trickly trout, bass, salish, bonelfish and tarpon. They give him a fast run for his hook but in the last splash he gets 'em and nets 'em. The camera takes in the waters of Northern Michigan, New Jersey, and Florida.

Fishing With HD Power Glass. (22 min) color; b/w; free loan. H-IC.

* Carefully traces the manufacture of solid and tubular glass fishing rods. Shown are the processes of making the solid rods from glass thread and the tubular rods from glass cloth; plastic impregnation; liquid nylon immersion; heat treating; precision grinding; sanding, guide winding are demonstrated. Demonstrations of the glass poles in action are taken at West Canada Creek, New York, and at Otsego Lake in the locale of the "Leather-stocking Tales."

Keys to Adventure. KAM.

* Opening at Pier 5, Miami, this film goes on an educational jaunt with travel film lecturer Julian Gromer who heads his craft for Key West. Underwater shots result from Gromer's "bucket-fishing" with a camera. He also goes deep sea fishing in the gulf stream and catches king, dolphin and barracuda. Six-hundred pound porpoises and tarpon frequent the coral and the coral Keys call to the traveler.

Knight on the Broadhead. (6 min) and Hewitt on the Neversink. (51/2 min) color; both on the same reel; Al&T.

* John Alden Knight, hunting and fishing author, spends a day pursuing Broadhead brown trout. As he does so, he demonstrates the right and wrong way to hold a rod, the need for keeping the backcast high, the advantage of being able to handle a rod in any plane, forward or backhand, how to fish in the rough water, how to net a trout. In the second film, Edward R. Hewitt, the dean of American fly fishing, does battle with Square-tails and brown trout. Film sounds a conservation note.

Portage to Alaska. (30 min) color.

Scott-Atwater.

* Tells the story of two average Americans as they drive the famed Alaskan Highway to the north seeking fishing thrills. They find them—in a scenic splendor that takes their breath away even before the fishing begins. Fishing scenes are casting for grayling and king salmon in rushing Alaskan rivers. There are no spoken commercials in the film, only two brief visual product identifications.

Sea Going Sea Horse. (40 min) color; Loan: JM, MTPS.

* Deep sea fishing in a Johnson motorized craft.

WILD LIFE FILMS

Out of the North. (25 min) color.

Nash Motors, MTPS.

* Near the Arctic circle the ducks and geese arrive from the south to begin again the life cycle: as spring blooms so do the ducklings and goslings; their struggle to live and fly progresses with the summer and as frost returns they have joined the ageless armada and are soaring south over the heads of the hunters. Memorable sights of the splendor of Canada and the swift grace of the feather migration. Contact your local Nash dealer for bookings.

Tar Heel Wild Life. (25 min) color.

WLCSVNC.

* Surveying the state of the underbrush nation in North Carolina, this film points out that wild life resources are of economic as well as scenic value and that conservation is a vital task. It shows the steps being taken to preserve and increase the reserves for soil, forest, farm, birds and fish. It tells the toll lumbering and farming have taken on the state's wild life areas, how streams have been polluted, banishing the fish.

Water Wilderness. (30 min) color; Free loan; WASC.

* Named one of the outstanding outdoor films of 1955 by the National Wildlife Federation, this film features Ed Dodd, creator of "Mark Trail," on a research exploration of the Florida Everglades. He encounters the tarpon, shark, gator, sting ray and other denizens of the swamp-land—"one of America's enchanting wilderness areas."

HUNTING

Gunning the Flyways. (32 min) color or EAC.

* Ranges over a good part of the bird route to catch the fall time hunter stalking his prey. Riflemen in their shiff in Long Island Sound waiting for black ducks; willow-hidden sportsmen scanning for Blue Guese over James Bay; hunters in British Columbia, San Joaquin Valley, North Carolina. Arkansas braving the wet and the cold for pintails, hunker's mallards. Bird-victories and man-victories and busy, barking dogs in the autumn dawn.

Hunting in Alaska. (37 min) color; Nash; MTPS.

* Semi-documentary type treks with hunter and his guide through the wilds of Alaska. They bag bear, caribou and other game. Available from Nash dealers.

Kenai Big Game. (1 reel) rental—$2.00. Assn. YS-336.

* Enormous moose, bear, Dahl sheep and mountain goats in beautiful scenes. A hunter's thrill.

Shooting Safety. (23 min) color. SSB.

* The time for a young sportsman to own and use a gun is when he has learned to use it safely, this film says. How the budding Daniel Boone can be turned into a responsible sharpshooter with the aid of parents, local gun dealer, policemen and school gun class is told.

Wings for the Hunter. (23 min) color. Piper.

* Lee Wulff follows the geese and points out the lore of the hunter as he glides to such places as Prince Edward Island and the west coast of Mexico. The world famous authority takes time out from his crack rifletry to teach proper hunting and good safety practices to his two sons.

DOG BREEDING

221. (28 min) color. Amer. Kennel.

* An inside look at the big bureau effort that keeps the books on Bowser's breed. 221 Fourth Ave., New York is the address of the American Kennel Club which spends the day going thru an average of 1500 to 2000 letters on the problems and statistics of America's dog breeders. Every year 215,000 new pure breeds are registered. The club sanctions the showings of these dogs, appoints judges, keeps records and plays the leash on legislative and other pro-canine activities. Dogdom is a democracy with owner and breeder governing themselves through the offices at 221. Camera goes for a recess run with the dogs, too.
Meet the racing champions of the Indianapolis Speedway on the screen.

AUTO RACING

Diesel Race Car. (40 min) sd, b w. Free loan, Assn.
- The development of an experimental racing car, powered by a truck type diesel engine is shown, from the drawing board concept to the entry in the Memorial Day race at Indianapolis. The film was sponsored by the Cummins Diesel Co. and produced by Julian Bryan—International Film Foundation.

Pick a Winner. (26 min) color. Pure Oil.
- Four national championship auto races and events provide the excitement in this film. Vying for the top honors are the record 139.054 MPH qualifying run of the ill-fated Novi Pure Oil Special at Indianapolis, and Chet Miller's demon stock car streaks at Detroit, Dayton Beach and Darlington. Limited distribution.

Racing Champions. (25 min) color.
- Champion.
- Miles of mercury footage from some 18 racing events all over the country, a composite of thrill pictures originally made for television showing. It includes shots of dirt track, sports car, stock and boat races, championship speed tests such as the annual “500” at Indianapolis Brickyard. Smash finish is a screaming 10 car pile-up in which no driver was seriously injured.

HORSES

Racing Heritage. (25 min) color. NYRA.
- Mary Marsh inherits her uncle's string of thoroughbreds. The world of horses and racing are unknown to her but she determines to keep the family's turf flags flying. Owners, trainers, jockeys and other experts guide her on a tour of the tracks and introduce her to the way of the hayburners. She sees the Kentucky breeding and training grounds, the racing museums, early morning clocking sessions, Saratoga yearling sales and a slow-motion film trapping of a cheating jockey.

8 Tons of Champions. (10 min) 16mm. LCDPS.
- Budweiser's famous eight-hour hitch of Champion Clydesdale Horses prance through their percision paces in state fair grandeur.

Animal All-Stars. (of the St. Louis Zoo.) (20 min) 16mm color. Free loan, IHC.
- Spectacular animal acts at the St. Louis Zoo, the subject of many newspaper and magazine articles, are preserved in this funnybone Olympics. Elephants bowl and play baseball; lions, tigers, bears, chimpanzees and parrots prove what athletes they are in this entertaining and educational film.

Antarctic Whalhunt. (19 min) b/w.
- A modern quest for “Moby Dick” — the small boat gets out from the mother ship, approaches a sea monster. From 60 feet away, the gunner shoots his harpoon and scores. The whale battles and tries to escape but finally dies. It is lifted on to the mother ship and reduced to oil and bone meal. Produced by J. Arthur Rank.

The Big Vacation. (25 min) color.
- Amer. Air.—Assn.
- A recent American Airlines film visit to California, touring the state from Palm Springs to the Sierras. A young couple are seen vacationing on the Camino Real and the circle of enchantment, a 17 mile trip around Moss Creek. Miniature racing seaplanes, ancient Spanish missions and the sport centers of the Golden State are introduced.

Canadian Pattern. 3 reels. 16mm color.
- CPRR.
- The bigness of Canada as a place of people and business and its vastness as a vacation land is the reflection of this cross-continent travelogue. All of the great cities and provinces are visited and the metropolitan powers and the immense outdoor challenges are shown.

The Case of the Mileage Masters. (31 min) color. Soc-Vac.
- Two youngsters share in the adventure of a three-day “economy run”— illustrating the dollar and safety-wise discipline necessary to enjoyment of such an auto trip. Besides a record of efficient travelling, the film has plenty of suspense, human interest and excellent American countryside. The run covers Southern California, through Palm Springs and the desert to the Grand Canyon, north to Utah, a detour through Zion National Park to Salt Lake City and on to Sun Valley, Idaho. The run is composed of 26 competing sedans and numerous observer cars.

Daughter of the Stars. (24 min) 16 mm color; loan. SVI.
- Such Shensandah Valley landmarks as the natural bridge, skyline drive, Monticello and Spotswood's Monument are shown.

A Day at Florida's Silver Springs. (Shrine of the Water Gods). (22 min) color. Free loan, FSS.
- Florida's Silver Springs are starred in this film. A Boy Scout and Girl Scout visit the colorful jungle regions, see Seminole Indians, ride in glass-bottom and photo-sub boats to see the life of the undersea which includes an underwater ballet. The various transportation services which bring tourists to the tropical state are depicted. A million people hit the trail to Silver Springs in 1952.

Sports of the Southwest. (18 min) color. Free loan, Santa Fe.
- A fast journey for sports lovers along the old southwestern trails— full of variety and excitement.

These Sporting Scents. (9 min b/w—$22.50; color—$85. SF.
- Panorama of sport activity among the Scottish Highlanders. They are seen at their festive and vacation pastimes, golf, shooting, fishing, hunting and traditional games. Interesting costumes, landscape.

Viva Mexico. (22 min) color. Free loan; Amer. Air.—Assn.
- Our traveling hero is a reporter-photographer on assignment in Mexico. He alights his camera and boards an American Airlines DC-6 Flagship and flies to Cuernavaca, Taxco, Spa Pencil, Fortin des Flores, Paracuato, Monterey and Acapulco. What he sees in these principal points of interest is thoroughly recorded.

Wings to Bermuda. (30 min) color.
- EWA.
- Unusual underwater lensing captures the netherworld where dome-helmed explorers glide ponderously through the deep; These and other sequences of natural life on the gulf stream are reached by an exciting aerial trip aboard a Lockheed Constellation. The camera watches from above the nose wheel.

RIGHT: Martin Boyce, one of the country's most able technicians, has caught moments of great adventure in his recent pictures of the big horn sheep seen in the 16mm color film "Timberline."
Sources of Sports Films

Here is a complete source listing of producers and distributors of sports, travel and physical education motion pictures, including those titles listed on the preceding three pages. Many of the concerns listed here offer their films on a free loan basis, requiring only payment of transportation costs. Others, such as EB Films, Coronet, etc., are producers of classroom films sold outright or rented at low cost from convenient regional film libraries. Always address source nearest you for prompt service.

AA: American Airlines, 100 Park Ave., New York 17, N.Y.

AAA: American Automobile Association, Traffic Engineering & Safety Dept., Pennsylvania Ave., at 17th St., Washington 6, D. C.

Aetna: Aetna Life Affiliated Companies, Public Education Dept., 151 Farmington Ave., Hartford 15, Conn.


AKC: American Kennel Club, 221 Fourth Avenue, New York, N.Y.


AL&T Ashaway Line & Twine Mfg. Co., Ashaway, R.I.


AmFilms: American Film Services, Inc., 1010 Vermont Ave., N.W., Washington 5, D. C.

Aml: American Legion, National Headquarters, Indianapolis 6, Ind.

ANA: American Nature Association, 1214 Sixteenth St., N.W., Washington 6, D. C.


Arbogast: Fred Arbogast & Co., Inc., 313 W. North St., Akron, Ohio.

Asn: Association Films, Inc., Broad at Elm Ridgefield, N.J.; 79 E. Adams St., Chicago 3; 851 Turk St., San Francisco 2; 915 Live Oak St., Dallas, Tex.


Athletic Institute: The Athletic Institute, 209 S. State St., Chicago 4.


Ball: Ball State Teachers College, Miss Evelyn Hoke, Teaching Materials Service, Muncie, Ind.


BI: Bicycle Institute of America, Inc., 122 E. 42nd St., New York 17.

Big Bromley: Big Bromley, P. O. Box 226, Manchester Center, Vt.

Billig: The Billig Clinic for Physical Habitation, Bureau of Audio Visual Instruction, 536 South St., Los Angeles 14, Calif.

BIS: British Information Services, 30 Rockefeller Plaza, New York 20; 39 So. La Salle St., Chicago 3; 310 Sansom St., San Francisco 4, Calif.; 908 National Press Bldg., Washington 4, D. C.


BSA: Boy Scouts of America, 2 Park Ave., New York 16.

CalU: University of California, University Extension, Educational Film Sales Dept., Los Angeles 24.

CapitalFilm: Capital Film Service, 224 Abbott Road, East Lansing, Mich.


CFL: Chicago Film Laboratory, 56 E. Superior St., Chicago 11.


ChgoTrib: Chicago Tribune, Public Service Office, 33 W. Madison St., Chicago 11.

Cine-Tele: Cine-Tele, 6327 Santa Monica Blvd., Hollywood 38, Calif.

Cornell: Cornell Film Co., 1501 Broadway, New York 18.

Coronet: Coronet Films, Coronet Bldg., Chicago 1, Ill.

CPRR: Canadian Pacific Railway Co., 581 Fifth Ave., New York 17; Dept. of Public Relations, Windsor Station, Montreal, Quebec, Canada. Films also available from Canadian Pacific representatives in Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Mo., Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, St. Louis, San Francisco, Seattle, and Washington, D. C.

CTFL: Canadian Travel Film Libraries, 1270 Avenue of the Americas, New York 20; 400 W. Madison St., Chicago 6.

Davis: D. T. Davis Co., 178 Walnut St., Lexington 34, Ky.

D & R G: Denver & Rio Grande Western Railroad, 1531 Stout St., Denver 2, Colo.


Dunne: Bert Dunne Productions, 1332 S. Genesee Ave., Los Angeles, Calif.

Request all Films from Library Source Nearest You

★ For best service on all films, address requests to source nearest you. Prompt return of all free loan films is a courtesy which helps other borrowers make use of these subjects. Do not rewind films for return. Schools and non-profit organizations are reminded of new low-cost mailing privileges on film shipments where the new Postal Rates are in effect.


NYRA: The New York Racing Association Service Bureau, 250 Park Ave., N. Y. 17, N. Y.

NYU: New York University Film Library, 26 Washington Place, New York 3.


PAWA: Pan American World Airways, 28-19 Bridge Plaza N., Long Island City 1, N. Y.


Pure Oil: The Pure Oil Company, 35 E. Wacker Dr., Chicago 1.

QuebecTB: Quebec Tourist & Publicity Bureau, 48 Rockefeller Plaza, New York 20.

RAC: Remington Arms Company, Bridgeport, Conn.

Rogers: Theodore N. Rogers Productions, 2808-2810 East Slavson Ave., Huntington Park, Calif.


RoyMad: Roy Madison, 123 E. Sixth St., Cincinnati 2, Ohio.

Sack: Sack Amusement Enterprises, Film Exchange Bldg., 308 S. Harwood St., Dallas 1, Texas

Santa Fe: Santa Fe Railway, Film Bureau, 80 E. Jackson Blvd., Chicago 4. Branch offices in Los Angeles, San Francisco, Oklahoma City, Topeka, Kansas, and Galveston and Amarillo, Texas.

SBBC: South Bend Bait Co., 1108 South High St., South Bend, Ind.

Scott-Atwater Manufacturing Co., Inc., 2901 East Hennepin Ave., Minneapolis 13, Minn.

Seirsnav: Seirsnav Productions, 17501 Castallammare Drive, Pacific Palisades, Calif.


Spalding: A. G. Spalding & Bros., Inc., 161 Sixth Ave., New York 18; 1137 S. Hope St., Los Angeles; 180 N. Wabash Ave., Chicago 1; 401 N. Broad St., Philadelphia 8, Pa.

Standoln: Standoln Oil & Gas Co., Public Relations Section, P. O. Box 591, Tulsa 2, Oklahoma.


Taylor-Friedman: Taylor-Friedman Productions, 1435 N. Vista St., Hollywood 46, Calif.


TFC: Teaching Film Custodians, Inc., 25 W. 43rd St., New York 36. (For educational purposes, films may be leased directly from TFC. Rental rates may be obtained from local film libraries.

Tomkins: Tomkins Films, 9601-2 Larrabee St., Los Angeles 46.


TVA: Tennessee Valley Authority, Film Services, Knoxville, Tenn.

U of Cal: University of California, Berkeley, California.

UP: Union Pacific Railroad, Film Bureau, 1416 Dodge St., Omaha, Neb.

USFHA: United States Field Hockey Assn., Film Chairman, Helen Bina, 1327 Newport Ave., Chicago 13.

USFS: U. S. Forest Service, Washington 25, D. C.

USLTA: United States Lawn Tennis Association, 120 Broadway, New York 5, N. Y.


USWLA: U. S. Women’s Lacrosse Assn., 305 Sixth Ave., Pelham, N. Y.


WASC: Western Auto Supply Company, 2107 Grand Avenue, Kansas City, Missouri.


Western Screen: Western Screen, Inc., 307 Lenora St., Seattle 1, Wash.


YoungAm: Young America Films, Inc., 18 E. 41st St., New York 17.

Zurich: Zurich-American Insurance Companies, 135 S. La Salle St., Chicago 3.
A NATIONAL DIRECTORY OF VISUAL EDUCATION DEALERS

**EASTERN STATES**

- **DISTRICT OF COLUMBIA**
  - Brenner Photo Co., 933 Penn Ave. N.W. The complete Photo Dept. Store.
- **NEW HAMPSHIRE**
  - A. H. Rice Co., Inc., 78 West Central Street, Manchester.
- **NEW JERSEY**
  - Slidecraft Co., South Orange, N. J.
- **NEW YORK**
  - Council Films, Inc., 50 N. Main St., Homer, N. Y.
  - Jam Handy Organization, Inc., 1775 Broadway, New York, N. Y.
  - Visual Sciences, 599 SH Suffern.
- **PENNSYLVANIA**
  - Jam Handy Organization, Inc., 930 Penn Ave., Pittsburgh 22
  - Karel Sound Film Library, 214 Third Ave., Pittsburgh 22.

**SOUTHERN STATES**

- **FLORIDA**
  - Norman Laboratories & Studio, Arlington Suburb, Jacksonville.
- **LOUISIANA**
  - Jasper Ewing & Sons, 725 Poydras St., New Orleans 12.
- **MISSISSIPPI**
  - Jasper Ewing & Sons, 227 S. State St., Jackson 2.
- **TENNESSEE**

**MIDWESTERN STATES**

- **ILLINOIS**
  - American Film Registry, 24 E. Eighth Street, Chicago 5.
  - Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.
- **IOWA**
  - Ryan Visual Aids Service, 517 Main St., Davenport.
- **MISSOURI**
  - Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.
- **MICHIGAN**
  - Jam Handy Organization, Inc., 221 E. Grand Blvd., Detroit 11.
- **OHIO**
  - Academy Film Service, Inc., 2200 Payne Ave., Cleveland 14.
  - Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.
  - Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2.

**WESTERN STATES**

- **CALIFORNIA**
- **OREGON**
  - Moore's Motion Picture Service, 306 S.W. 5th Avenue, Portland 5.
- **TEXAS**
  - Association Films, Inc., 1915 Live Oak St., Dallas 1.
  - Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.
  - George H. Mitchell Co., 712 N. Haskell, Dallas 1.
- **UTAH**
  - Deseret Book Company, 44 E. 500 N. Temple St., Salt Lake City 10.
- **CANADA**
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