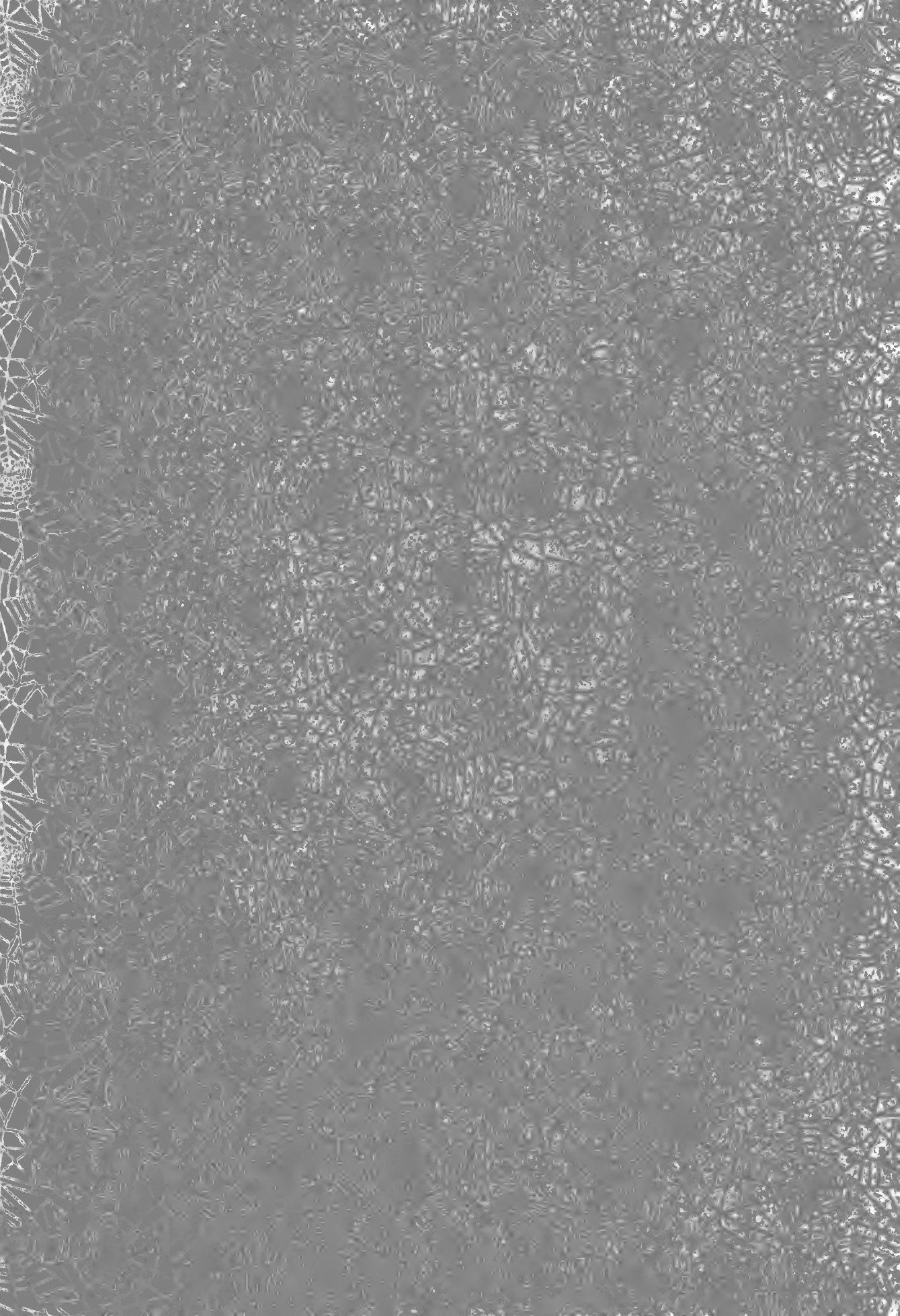


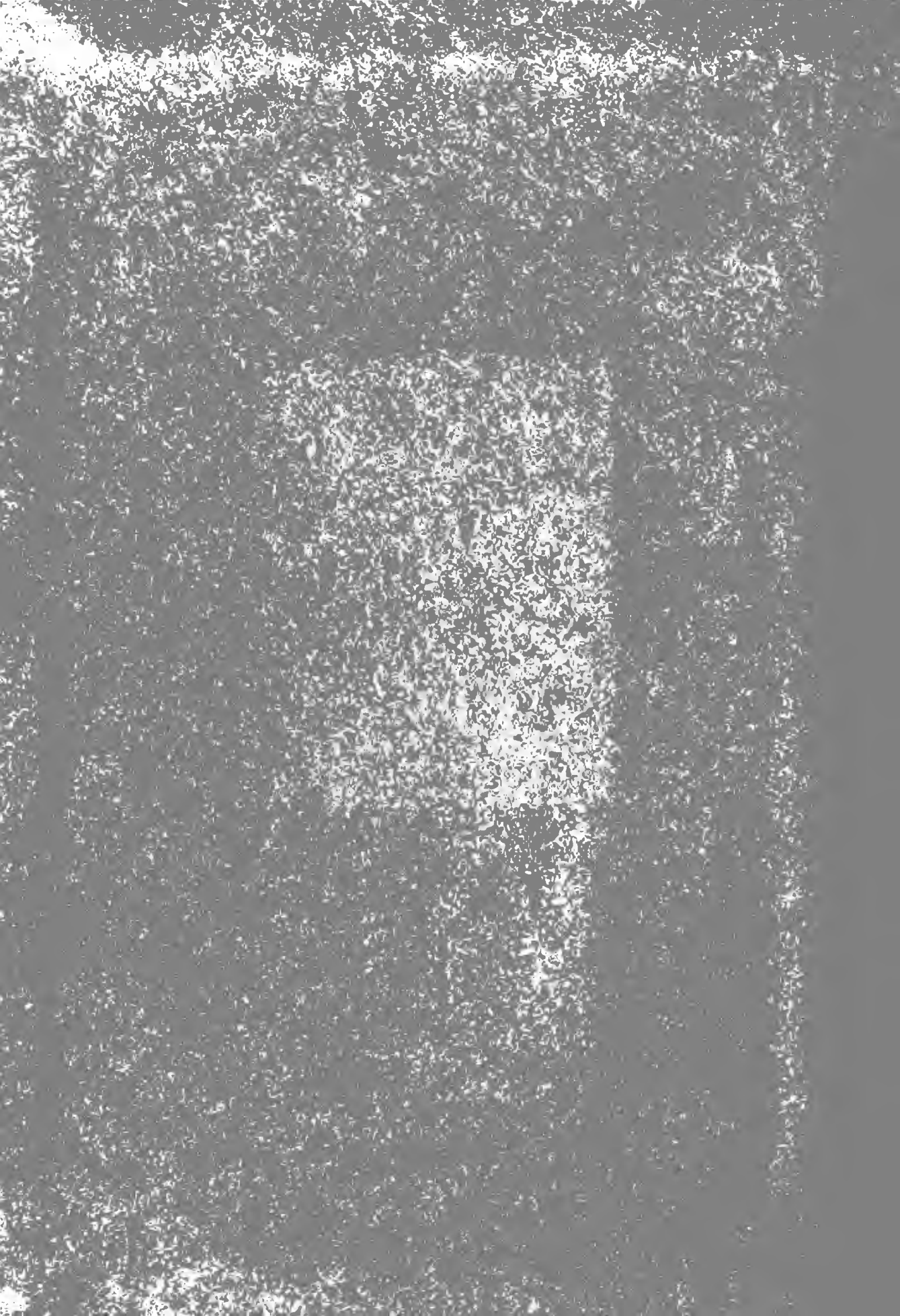




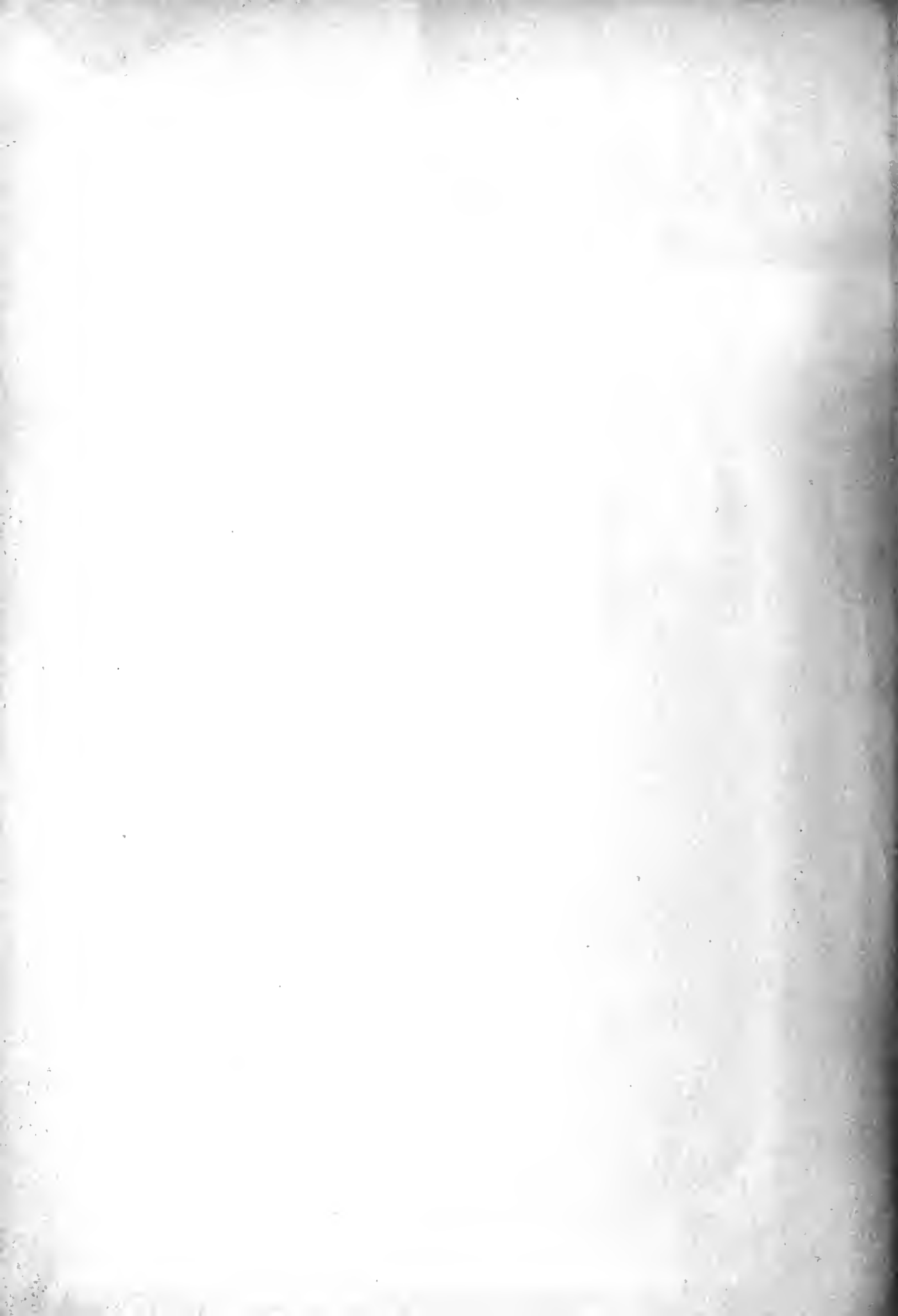
REFERENCE  
COLLECTION

CLEVELAND  
PUBLIC LIBRARY





Digitized by the Internet Archive  
in 2007 with funding from  
Microsoft Corporation



EDUCATIONAL  
**SCREEN**  
AUDIO-VISUAL GUIDE

JANUARY, 1959

VOL. 38, NO. 1

*Received*

JAN 12 1959

PENFIELD DESIGNS FOR AV

IRANIAN MOTION PICTURES

"HORIZONS OF SCIENCE" SERIES

PREVENTING EQUIPMENT FAILURES

Twenty-inch "Vanguard" satellite,  
examined by staff-member Robert Stroup





**NOW!**  
science  
guidance  
film...

## I Choose Chemistry!

Designed to interest young people in science, particularly chemistry and mathematics. Tom, a ninth grade student, receives a chemistry set for his birthday and takes it to school. His interest in it leads to a career in chemistry. Produced by Ruth O. Bradley, San Jose State College.

15 MINUTES. COLOR \$150, RENT \$7.50;  
B & W \$75, RENT \$5.

AND ON THE PRIMARY LEVEL...

## Kittens: Birth and Growth

Two children are present when their cat gives birth to kittens. They learn to care for the pets during an eight-week span. This simple science lesson prepares children for later pictures on human growth and assists teachers in discussions about motherhood. A Lawbets production.

11 MINUTES. COLOR \$110, RENT \$5;  
B & W \$60, RENT \$3.



Order your prints today!  
Write for free catalog.

**BAILEY FILMS, INC.**  
6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

## FOR YOUR CLASSROOM

THE EASY  
TO USE

SENSATIONAL NEW  
**Movie-Mite**  
Supreme

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
**1/3**

### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

**THE HARWALD co.**  
1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

# EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE

Founded  
in 1922  
by  
Nelson L. Gre

January, 1959

Volume 38, Number 1, Whole Number 1

## IN THIS ISSUE

### Editorial

10 DISTINGUISHED DESIGN

### Articles

- 12 AV IN IRAN—Don G. Williams  
16 "TO HELP TEACHERS TEACH AND CHILDREN LEARN!"—James Meagher  
19 FACING OBSTACLES IN THE USE OF AUDIOVISUALS—Edwin Swineford  
20 NEW FILMS PRESENT "HORIZONS OF SCIENCE"—Henry Chauncey  
22 PREVENTING EQUIPMENT FAILURE!—Edgar Parsons  
24 SAN JOSE BUILDS A MICROPHONE HOIST—Richard B. Lewis and F. A. Litke  
26 "THE ALPHABET CONSPIRACY"  
30 EARLY MOVIES REPRODUCED FROM PAPER PRINTS!  
31 WHY NOT MAKE YOUR OWN WORKSHEETS?—Bruce A. Lloyd

### Departments

- 4 ON THE SCREEN  
6 HAVE YOU HEARD?—News About People, Organizations, Events  
9 THE READER'S RIGHT—Letters to the Editor  
32 EVALUATION OF NEW FILMS—L. C. Larson, Carolyn Guss  
36 USEFUL FILMSTRIPS—Irene F. Cypher  
39 SOUND ADVICE—About Audio Materials and Equipment—Max Bilderee  
41 CHURCH DEPARTMENT—William S. Hockman  
45 NEW EQUIPMENT AND MATERIALS  
52 NEWS IN THE TRADE

### Other Features

- 42 HELPFUL BOOKS  
54 INDEX TO ADVERTISERS  
Inside Back Cover—Trade Directory for the Audiovisual Field



BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U.S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.

CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

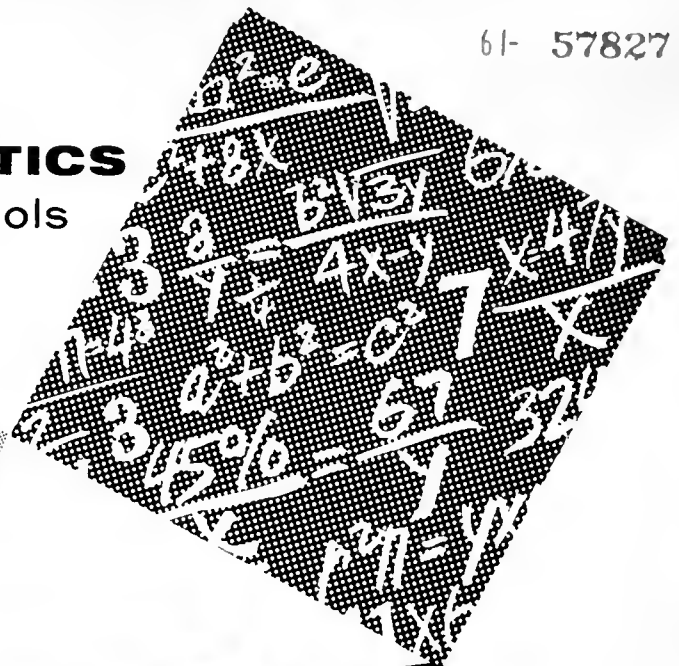
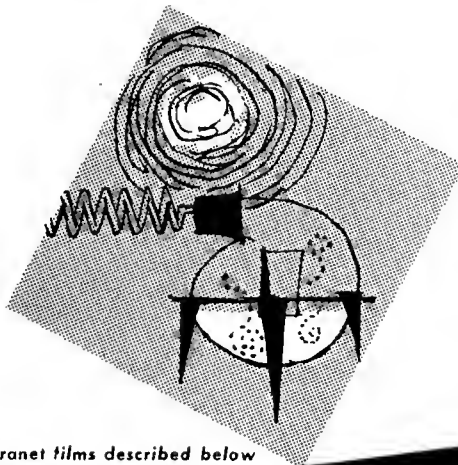
EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Barrington, Illinois; Business and Editorial Office, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Printed in the U.S.A. Re-entered as second class matter October, 1953 at the post office at Barrington, Illinois, under Act of March 3, 1879.



ENTIRE ISSUE COPYRIGHT 1959 BY THE EDUCATIONAL SCREEN, INC.



new Coronet films help teach  
**SCIENCE & MATHEMATICS**  
 in junior and senior high schools



These and other new Coronet films described below are available in either color or black-and-white:

**grades 1-3**

**The Cuckoo Clock That Wouldn't Cuckoo** (11 min.) A delightful film, designed to encourage classroom expression, tells in animation the story of how a careless watchmaker makes a little cuckoo clock go again.

**Spotty the Fawn in Winter** (11 min.) Spotty is growing up as summer changes to autumn. He awakes one day to a strange new world of snow. How he reacts to it is the subject of the film.

**grades 4-6**

**Geography of the United States: An Introduction** (3½ min.) A comprehensive overview of our national geography, this film introduces the series of eight films on U. S. Regional Geography.

**Life in the Alps (Austria)** (11 min.) Against the breathtaking background of the Alps, we see the agricultural activities typical of those who live on the high mountain slopes.

**grades 7-9**

**Rice in Today's World** (11 min.) This film shows how rice is grown in many areas and how important it is in the diet of millions of the world's people.

**grades 10-12**

**Are You Popular?** (New) (11 min.) This new version modernizes the pictorial and narrative treatment of one of the most widely used Coronet films. It shows not only popularity but also views it in a deeper perspective.

**Edgar Allan Poe: Background for His Works** (3½ min.) Original paintings, made expressly for this film, create a meaningful atmosphere for exploring the significance of Poe's works and show highlights of his life.

**Rembrandt: Painter of Man** (19 min.) This film is a beautiful treatment of Rembrandt's life and work through the medium of sixty of his original paintings from all over the world, including many from behind the Iron Curtain. Produced for the Netherlands' Government.

**United States Expansion Overseas (1893-1917)** (3½ min.) This film reviews the important twenty-two years when the U. S. spread its influence to other parts of the world. It shows how domestic politics affected the course of events and how people of the different areas reacted to U. S. expansion.

**Write for preview . . .**

If you are considering purchase, merely let us know which films you would like to preview. There is no obligation other than return postage. For those interested in renting these films, use the coupon to request our general catalogue, which includes a list of major Coronet film rental libraries.

**The Laws of Gases** (11 min.)  
**Laws of Conservation of Energy and Matter** (8 min.)  
**The Sun and How It Affects Us** (11 min.)  
**The Metric System** (11 min.)

Here are four important new additions to the many Coronet films to help teach basic science concepts in grades 7-12. Three of these curriculum-centered motion pictures will awaken new interest in the laws of physics and the nature of physical bodies. The fourth, **The Metric System**, shows the advantages of using metric measurement in scientific observations and calculations, and traces the development of the system.



**CORONET FILMS**

Dept. ES-159  
 Coronet Building  
 Chicago 1, Illinois

Please send me for purchase consideration preview prints of the films on the list I have attached. I understand there is no obligation, except for return postage.

Please send me a copy of your latest catalogue and supplement, describing 823 fine motion pictures and including full information on rental and preview-for-purchase.

NAME \_\_\_\_\_

SCHOOL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Scratches

## on Film

## Irritate

## Audiences

Fortunately, scratches can almost always be removed — without loss of light, density, color quality, sound quality, or sharpness.

Write for brochure

**PEERLESS**  
 FILM PROCESSING CORPORATION  
 165 WEST 46th STREET, NEW YORK 36, NEW YORK  
 959 SEWARD STREET, HOLLYWOOD 38, CALIF.



## WAKE UP YOUR AUDIENCE

... with a lightweight, portable Arlington 5-Way Presentation Easel.

**ARLINGTON ALUMINUM CO.**  
 19015 W. DAVISON • DETROIT 23, MICHIGAN  
 Please send me complete easel information.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY AND STATE \_\_\_\_\_

# On the SCREEN

## Cover Scene

This official U. S. Navy photo, released by the Department of Defense, shows Robert Stroup of the Vanguard staff examining the surface of the satellite for flaws. (Vanguard I was launched last year on March 17.) The choice of this cover reflects the ever-increasing concern with public interest in science and educational problems encountered in teaching scientific subjects. Also please note the article on page 20 by Henry Chauncey, describing the "Horizons of Science" series, as well as the fact that several of the advertisements in this issue are featuring science materials.

## More "Architectural Solutions for Audiovisual Problems"

The importance of properly functional and attractive design and the awareness of it on the part of architects and school boards receive dual stress this month—in the editorial, and in "To Help Teachers Teach and Children Learn," James M. Meagher's story of Penfield High School. Our readers may wish to refer back to the first story to appear in this series, "An Elementary Instructional Materials Center," by Edwin Carmony, October, page 514. Future "Architectural Solutions" will include an article by our editor-in-chief, Paul Reed.

## Happy New Year!

Although we would like to send everyone our warmest greetings individually, we'll have to be content with a collective HAPPY NEW YEAR! We hope your Christmas holidays were joyous and that the year ahead bring you much happiness and success, both personally and professionally.

## For February—

Articles destined for our annual religious issue include advice on choice of AV materials for church use, current practices in religious use of the mass media. Watch for them!

*The Post office notified us early last month that mailing labels fell off several copies of the December issue. As there was no way for us to trace their destination, please notify us if you failed to receive your copy*

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. ENID STEARN, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. PHILLIP LEWIS, Technical Editor. IRENE F. CYPHER, editor for New Filmstrips.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. JOSEPHINE H. KNIGHT, Business Manager, OLIVE R. TRACY, Circulation Manager, WILMA WIDDICOMBE, Advertising Production Assistant.

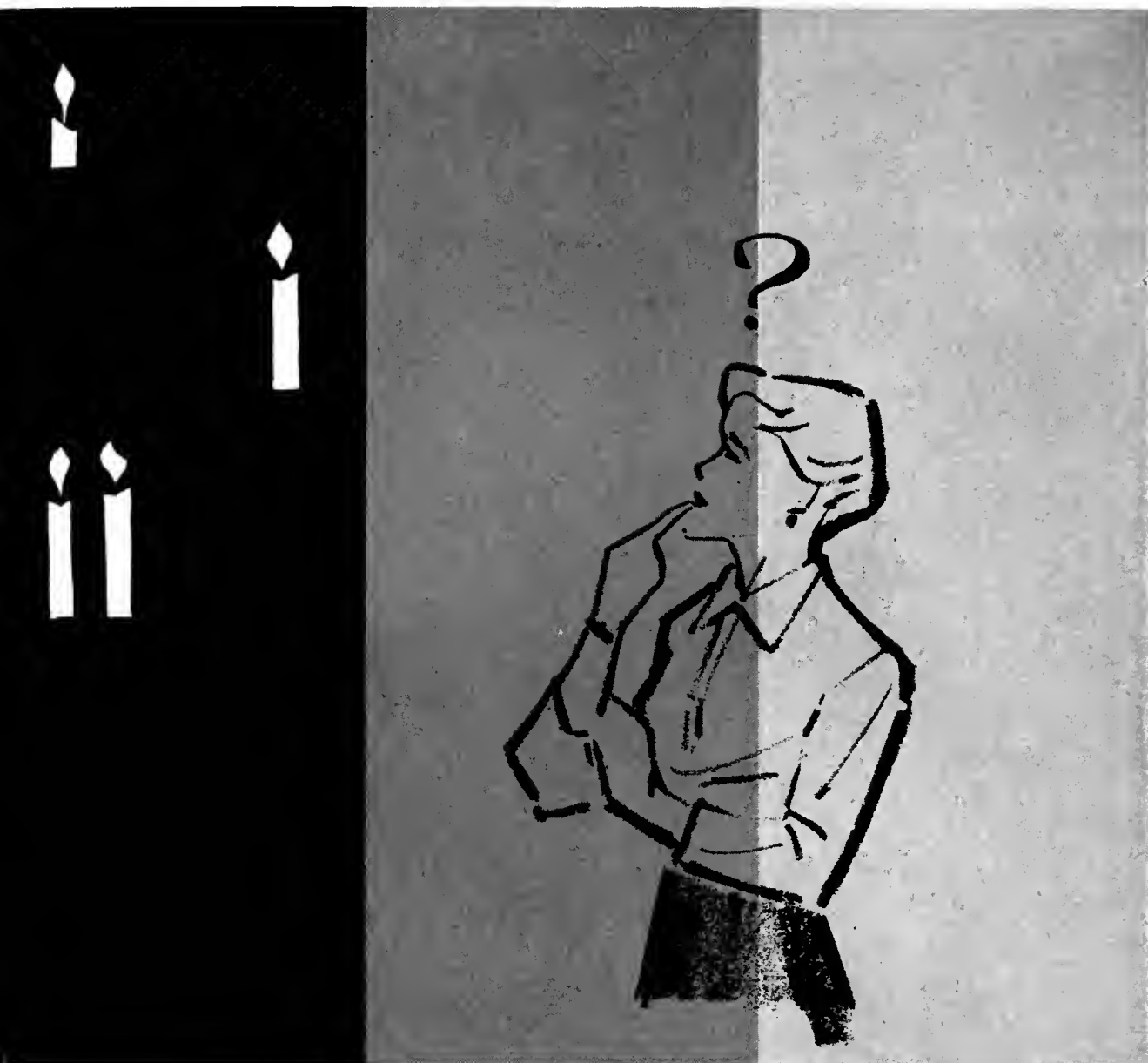
### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
 WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
 EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
 MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
 W. H. DURR, Supervisor, Bureau of Educational Materials, State Board of Education, Richmond, Virginia  
 CHARLES F. HOBAN, Project Big Ben, University of Pennsylvania, Philadelphia  
 EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
 F. EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
 F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California, Los Angeles  
 SEERLEY REID, Chief, Visual Education Service, U. S. Office of Education, Washington  
 CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
 ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
 DON WHITE, Executive Vice President, National Audio-Visual Association, Fairview, Virginia.



## HOW DARK SHOULD AUDIO-VISUAL ROOMS BE?

**ANSWER:** There is no choice that is always best. The proper amount of light depends on the type of projector, kinds of material and the activity of the student.

Only a venetian blind specially constructed for audio-visual purposes will control ambient light to suit all projectors, subjects and student activities. That is why the Levolor A. V. Blind is already in use in thousands of schools and universities.

Write for Levolor's invaluable survey report "How Dark Should Audio-Visual Rooms Be?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

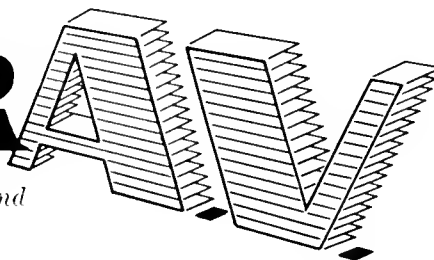


Be sure to specify

**LEVOLOR**

TRADE MARK OF LEVOLOR LORENTZEN

*The Scientifically Developed Audio-Visual Blind*



# Have you heard?



Teachers learning "how-to-do-it" at Iowa Audio-Visual Fair.

## Iowa Audiovisual Fair

For the first time in many years, the Audio-Visual Education Association of Iowa changed the entire pattern of its program before the Iowa State Education Association Convention in Des Moines on November 7th. In the past, the program had consisted of speakers and demonstrations, but the 1957 meeting was so large that the audience could not view the demonstrations being given on the stage.

The planning committee this year changed the program to include a "how-to-do-it" talk and projected materials demonstration by Harvey Frye, Supervisor, Graphic Arts Department, Audio-Visual Center, Indiana University, then arranged for a series of thirty (30) demonstrations. The talk was presented in a large meeting room and folding doors were closed to two large adjoining rooms where the demonstrations were arranged on tables with signs designating the type of demonstration being presented. Immediately following an introductory talk by Harvey Frye, the doors to the adjoining "Audio-Visual Fair" were opened and the demonstrations started. Demonstrations in the "fair" included such things as: making Polaroid lantern slides, slide talks on magnetic tape, making transparencies for the overhead projector, lifting pictures from the printed page, multi-color

transparencies, mounting of pictures, picture transfer, geographic models, how to make dioramas, using filmstrips in World History, feltboard materials, bulletin boards, photographic techniques, arithmetic aids, and many others.

The demonstrations in the "fair" were given over a two hour period during the afternoon program, allowing everyone in attendance to view the many different "how-to-do-it" demonstrations. Over 1,000 teachers and school administrators attended the program and "fair" and went away with new ideas regarding how they can improve their audio-visual program.

It is the plan of the AVEAI to extend this program next year to include a morning and afternoon program to allow more teachers and administrators to attend. The planning committee also learned they could find more teachers willing to participate than they had space on tables for the "how-to-do-it" demonstrations, so perhaps next year the demonstrations might be expanded to 50 or more with additional time allowed for questions and answers.

The AVEAI would highly recommend this type of a program for teachers and school administrators during a state teacher's convention. Large groups can be accommodated at such an "Audio-Visual Fair" and the demon-

strations can be varied to interest teachers at different grade or subject matter levels. All the teachers can participate in such a meeting by asking specific questions on "how," "why," etc., of other teachers who are teaching the same subject or grade.

## California AV Educators to Hold Conference

The annual conference of the Audio-Visual Education Association of California will be held in Beverly Hills January 29 through 31. The theme, to be reflected through addresses, discussions, demonstrations and exhibits, is "Creativity in Audio-Visual Instruction." Among the featured speakers will be Dr. Charles Schuller, president of DAVI; Dean Howard E. Wilson, UCLA School of Education; Dr. Raymond E. Denno, Sutherland Productions; Maurice Mitchell, president, Encyclopaedia Britannica Films.

## Calendar of Coming Events

- Jan. 22-24—NAVA Midwinter Conference, Jung Hotel, New Orleans, La.
- Jan. 22-24—DAVI Eastern Regional States AV Conference, Trenton State College, Trenton, N. J.
- Jan. 29-31—AV Education Association of California, annual convention, Beverly Hills, Calif.
- Feb. 14-19—AASA national convention, Atlantic City, N. J.
- Feb. 26-28—Harwald Co. annual AV Cracker Barrel, Evanston, Ill.
- Mar. 16-18—Third Medical Motion Picture Workshop, Calvin Company, Kansas City, Mo.
- Mar. 22-25—California Association of Secondary School Administrators Sacramento, Calif.
- Apr. 1-4—American Film Festival, New York City.
- Apr. 2-3—Illinois Audio-Visual Association, conference, Springfield, Ill.
- Apr. 13-16—DAVI annual convention Seattle, Wash.
- Apr. 17-18—NAVA Western Conference, Olympic Hotel, Seattle, Wash.
- Apr. 29-30—Columbus Film Festival 7th annual, Fort Hayes Hotel, Columbus, Ohio.
- May 4-8—SMPTE, 85th semi-annual convention, Miami, Fla.
- Sept. 29-Oct. 2—Industrial Film and AV Exhibition, New York City.

## January 10 Is Deadline for DAVI Ballot!

All members of DAVI are urged to vote for 1959 officers, if they have not already done so. Biographies of the candidates can be found in the December issue of *Audio-Visual Instruction*, but additional names may be written in if the voter so desires. Walter Bell, president-elect last year, automatically becomes president under the rules of the last revision of the constitution. Other nominees for DAVI offices are:

(president-elect) James D. Finn, Clyde K. Miller, Ernest Ticmann; (vice-president) William R. Fulton, J. J. McPherson, William G. Gnaedinger;

(delegates-at-large - vote for three) Lee E. Campion, Horace Hartsell, George E. Ingham, Virginia Kelly, Philip Lewis, Samuel Madden, Wesley C. Meierhenry, Neville Pearson, Constance Weinman.

The nominating committee was composed of Roy Barron, Robert deKieffer, Bill Gnaedinger, Elizabeth Golterman, Frances Hatfield, George Ingham, Henry McCarty, Clyde Miller, Pauline Smith and Paul Witt. Ballots should be mailed to the Department of Audio-Visual Instruction, National Education Association, 1201 16th Street, N.W., Washington 6, D. C.

## Swedish Movie Archives Oldest in the World

The Swedish Film Society, Stockholm, revealed recently that it possesses the oldest film archives in the world. Its collections consist of 370,000 different film stills and 600,000 extra copies, rare film copies, and other historical material. The oldest film in the collection is one taken at the Stockholm exhibition in 1897.

These films, many of them classics, are shown every Saturday afternoon to the public, sometimes accompanied by lectures. Members of the Society are mainly film people, authors, critics and technicians, but it is open to anyone interested. The Society also strives to better conditions in the modern Swedish film.

## One Town, Four AV Workshops

O. L. Detweiler, Audio-Visual Education Director for the Waukegan, Ill., public schools, has scheduled four AV workshops for teachers in his system. The first, October 20, was a language arts program for grades 4, 5, 6. It was attended by 30 teachers and included a film, "Let's Read Poetry," tips on

*"La plume de ma tante est sur le table"*



## Ekotape<sup>®</sup> RECORDERS

**SPEED FOREIGN LANGUAGE STUDY**

*"...Their language is alive immediately"*

Teachers speak enthusiastically about the new tape method of teaching foreign languages. And, note a big difference in achievement — in pronunciation and comprehension. Results of this tape teaching system indicate a significant "break through" in language training and point to a growing acceptance.

Ekotape recorders are an accepted standard in many of these modern language training centers — because they're so dependable, so easy to operate. Controls have been simplified, all are on top in full view. Handy knob gives instant start/stop action. Fidelity, of course, is unexcelled. What's more, the price is completely compatible with school budgets.

Accelerating your language training program? Your Ekotape dealer has full particulars on this new tape teaching method.

ELECTRONICS DIVISION

WEBSTER ELECTRIC

our 50<sup>th</sup> year

RACINE · WIS

bulletin adv. 8-129

equipment use and selection of material and a visit to the AV library. The next, scheduled for Nov. 4, stressed science in grades 4, 5, 6; then, on November 25 there was another on language arts for the first three grades and finally, on January 6, science for grades 1, 2, 3 will be discussed. Detweiler is also principal of the Greenwood School.

### Closed-Circuit TV Embraces Whole Community

An experimental network of closed-circuit television interconnects a housing project, a public school, a health center and a social center in New York's Chelsea district. Live programs originate in the Lower West Side Health Center, in the Hudson Guild Neighborhood House, and in Public School 33—and are distributed to more than 600 families in the John Lovejoy Elliott apartments as well as to the school's 39 classrooms and the principal's office.

General Precision Laboratories, of Pleasantville, N. Y., have provided ten TV cameras, a utility vidicon film chain for piping motion pictures throughout the circuit, and a TV projector giving the school auditorium a 10 foot wide picture. One classroom is fitted with four GLP cameras which can be operated from the control room in the basement of the school. The Settlement House has a similar four-camera setup for the purpose of televising community events such as parents meetings. The master antenna



Closed-circuit TV at work in New York City's Chelsea district

system and cables were furnished by Jerrold Electronics Corporation of Philadelphia.

The project, in its widely varied phases, is being evaluated constantly as a test of intercommunication on a community-wide level, as well as of experimental educational television.

### People in the News

Dr. Robert W. Wagner, Director of Motion Picture Production at Ohio State University since 1946, has been appointed head of the University of

Southern California film department. He succeeds Dr. Robert O. Hall, who will go to the Educational Radio and Television Center, Ann Arbor, a Program Associate.

Dr. Wagner won the Encyclopaedia Britannica Films Fellowship in 1951; he was film writer and director for The Office of War Information from 1942 until 1943, when he became motion picture producer with the Office of Coordination of Inter-American Affairs.

★

Herb Jackman is now the film librarian for the American Dental Association in Chicago.

★

Dr. Ernest Tiemann, director of the Visual Instruction Bureau and associate professor of education at The University of Texas, was recently nominated to serve as president-elect of the Department of Audio-Visual Instruction of the National Education Association and received a three-year appointment to represent DAVI as an advisor on the Association's Educational Policies Commission.

★

William Harley will take the presidential office of the National Association of Educational Broadcasters on January 1. Program director for WHA-AM-FM-TV, he has served as NAEB secretary and director for Region III.

★

Dr. John E. Ivey, Jr., Executive Vice President, New York University, has been named special educational consultant to the Radio Corporation of America.

## First Aid for Damaged Films

**FREE INTRODUCTORY OFFER**

**Send us one damaged filmstrip. We will repair it with MAGIC MYLAR — absolutely FREE OF CHARGE.**



**MAGIC MYLAR**  
Sprocketed Splicing Tape  
Transparent—For Film

16mm — Single Perf.	\$ 5.00 per roll
16mm — Double Perf.	5.00 per roll
35mm	9.00 per roll

Opaque—For Magnetic Film

16mm	6.00 per roll
35mm	11.00 per roll

**F & B BUTT SPLICE AND FILM REPAIR BLOCKS**

Makes Butt Splicing and Repairing Damaged Film Strips Simple as A-B-C

Model B-16 for 16mm film	\$ 9.50
Model B-35 for 35mm film	12.50
Model B-4 for 1/4" magnetic tape	6.50
Model BSB—Combination Block for 16mm, 35mm and 1/4" tape	24.50

WRITE FOR FREE ILLUSTRATED BROCHURE AVAILABLE AT ALL A-V DEALERS OR DIRECT

# FLORMAN & BABB

68 WEST 45TH STREET      NEW YORK 36, N. Y.

# The reader's right

Send letters to EdSCREEN & AVGUIDE, 2000 Lincoln Park West, Chicago 14

## School Design for AV

"... We are in the process of making plans for a new school of 1000. I am trying to sell the idea of making each classroom suitable for A-V materials. Our present authorities think one or two audio-visual rooms are enough. Have you some book or magazine references that would help me? Would you be kind enough to write a letter to me giving your recommendations? Our school will be a one-story rambler type and our architects are planning skylight lighting in the classrooms plus usual windows."

Sister M. Bernardine  
St. Margaret's Academy  
1301 Linden Avenue  
Minneapolis 3, Minn.

"... in replying, I am responding not only as Editor... but from my more than twenty-five years experience as responsible head of the audiovisual program in the Rochester, New York, public schools.

Let me tell you first that in a new high school we are building in Rochester, every one of the eighty-six classrooms is being equipped with darkening facilities so that pictures of all kinds may be projected. I am enclosing a copy of the audiovisual committee report that justified this kind of facility for this up-to-date school. The most telling argument in favor of equipping each room was economy. We figured it this way. If we were to have separate audiovisual rooms, we would need at least four. With construction costs being what they are, it would cost more than \$160,000 to build four classrooms. We figured that we could equip all rooms for audiovisual purposes for much less than fifty thousand dollars and thus save a considerable amount of money and at the same time provide much better facilities for instruction. Our Board of Education and school administration saw the sense in taking that course.

I have touched upon this subject of equipping classrooms for audiovisual purposes in several editorials in EDUCATIONAL SCREEN magazine. If you have back copies available, you may wish to refer to the editorials in the June 1958 issue, and in the April 1956, February 1955, and November 1954 issues.

If you want your new school to be a school in which projected pictures can be used effectively in classroom

instruction, you must use every persuasive power you have to prevent the architects from daylighting your classrooms to the extent that audio-visual learning cannot take place. That would be an educational tragedy, and already too many schools have been built that are extremely limited in their effectiveness because of the failure of architects to understand the way learning takes place." — Paul C. Reed.

## Viopticon Slides, Anyone?

The DAVI audiovisual archives collection needs examples of the lightweight, paperbound glass slides used in the Victor "Viopticon," an important link in the evolution of the present 2x2. Any offers?

Wm. F. Kruse, Archivist,  
Ingleside, Ill.

"For the past year or so I have been trying to get along without a subscription to 'The Leading AV Magazine.' I find it not so easy as I had anticipated. Whenever I revise my classified list of articles pertaining to the use of AV aids (twice a year), I must go to the library. I have nothing against libraries—but I prefer to sit at my own desk and read my own magazines and mark them up or cut them up, or, at least, have them available on my own bookshelf.

"Then, when the September issue came out with FREE PUBLICITY announcing my little manual *Audio-Visual Equipment Operation*... the least I can do to show my appreciation is to reinstate my subscription.

"But I need the magazine anyway. I need the annual Blue Book issue. Can you start my subscription with the September issue?"

— Frank F. Gorow  
616 Princeton Circle West  
Fullerton, California

"R. A. Frye's excellent description of our CREATIVITY film in the October issue of Educational Screen stirred up such an interest throughout the country that capacity bookings were made through February."

— James E. Alford,  
Acting Chief of Distribution  
Motion Picture Service,  
U. S. Department of Agriculture  
Washington, D. C.

This was in response to request for a screening before the Chicago Film Council. Arrangements have been made to show a new print at the Council's January 16th meeting.

there's  
no other  
teaching aid like

a tape recorder  
in the  
classroom

there's  
no other  
recording tape like

irish  
BRAND  
FERRO-SHEEN\*

\*exclusive  
irish process for  
producing the smoothest  
possible tape surface

irish FERRO-SHEEN® tape  
can't sand down your magnetic  
heads or shed gummy  
oxide powder into  
your machine

Why risk the gradual deterioration of your precious tape recorder when ultra-safe **irish FERRO-SHEEN** costs no more than ordinary tape?

ORRadio Industries, Inc. ES-1  
Audio-Visual Department  
Shamrock Circle, Opelika, Alabama

Kindly send me free of charge and without any obligation the item(s) I have checked:

Complete, detailed chart of playing times for various types of tape in different reel sizes at all standard tape speeds.

"Tape It Off the Air"—the brochure that explains the correct way of tape recording radio and TV broadcasts.

Name \_\_\_\_\_

Position \_\_\_\_\_

School \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Distinguished Design

Here's the motion just the way it was made and passed:

"That NYSAVC establish a citation to be awarded to the architects who achieve distinguished design in school planning for the effective utilization of audiovisual materials;

"That companion citations be presented simultaneously to the school superintendent or head that made this planning possible; and

"That the NYSAVC designate a committee to consider schools recently constructed that might be cited, and to make recommendations."

That's a forward motion if we ever heard of one; and in taking this action the New York State AudioVisual Council may have started something more significant than they know. It will be a way of bringing the best school planning for audiovisual use strikingly to the attention of both architects and school superintendents. It could result in far more serious attention being given to the audiovisual facilities that must be planned into and built into our school buildings if they are to serve their intended purposes.

We don't know just what these awards will look like, or how they will be presented. It is conceivable that the citations to architects would be made at their own state meeting where it would count most with other architects. The citations to school superintendents likewise could be made at their meeting where the attention of all could be directed concretely to the meaning of good planning for good instruction.

The more you think about it, the more you can see. You can just see that *Distinguished Design* plaque on display in the lobby of the new school building. If you listen, you can hear the superintendent and the principal proudly explaining to their visitors what it means to their instructional program. You can also imagine the architect who has been cited for such distinction modestly calling it to the attention of the school board that is his prospective next client.

In our own imagination we can see this idea catching on in other states; and we don't think the NYSAVC would mind at all. The idea might even be picked up and developed by one of the national audiovisual organizations. A state citation would inevitably nominate the architect and superintendent for national consideration and the best plans from all parts of the country would be brought together for citation and stimulation.

We'll try to keep in touch with the NYSAVC Committee as it moves forward, "to consider schools recently constructed that might be cited." We'll try to keep you informed of what they do and how they do it. In any event, we promise we'll do our best to bring to you from New York and other states descriptions and pictures of school buildings in which distinguished design for audiovisual has been achieved.

In the meantime, we should like to nominate for consideration by the NYSAVC Committee the new Penfield High School described on pages 16-18. Here school administrators, architects, and an interested citizen committee planned cooperatively for good use of audiovisual materials. There is a functional plan that works and is working to bring about greater use of audiovisual material and better instruction.

Once a teacher friend of mine, "Sarge" Smith, was serving on a committee concerned with planning audiovisual facilities for classrooms. All of a sudden he lit up like a thousand watt T12 projection lamp and exclaimed, "I have it! What we've got to do is build classrooms in which learning is inescapable!" *Distinguished design* in school planning for the effective utilization of audiovisual materials will help to achieve that kind of Utopian environment where learning is inescapable.

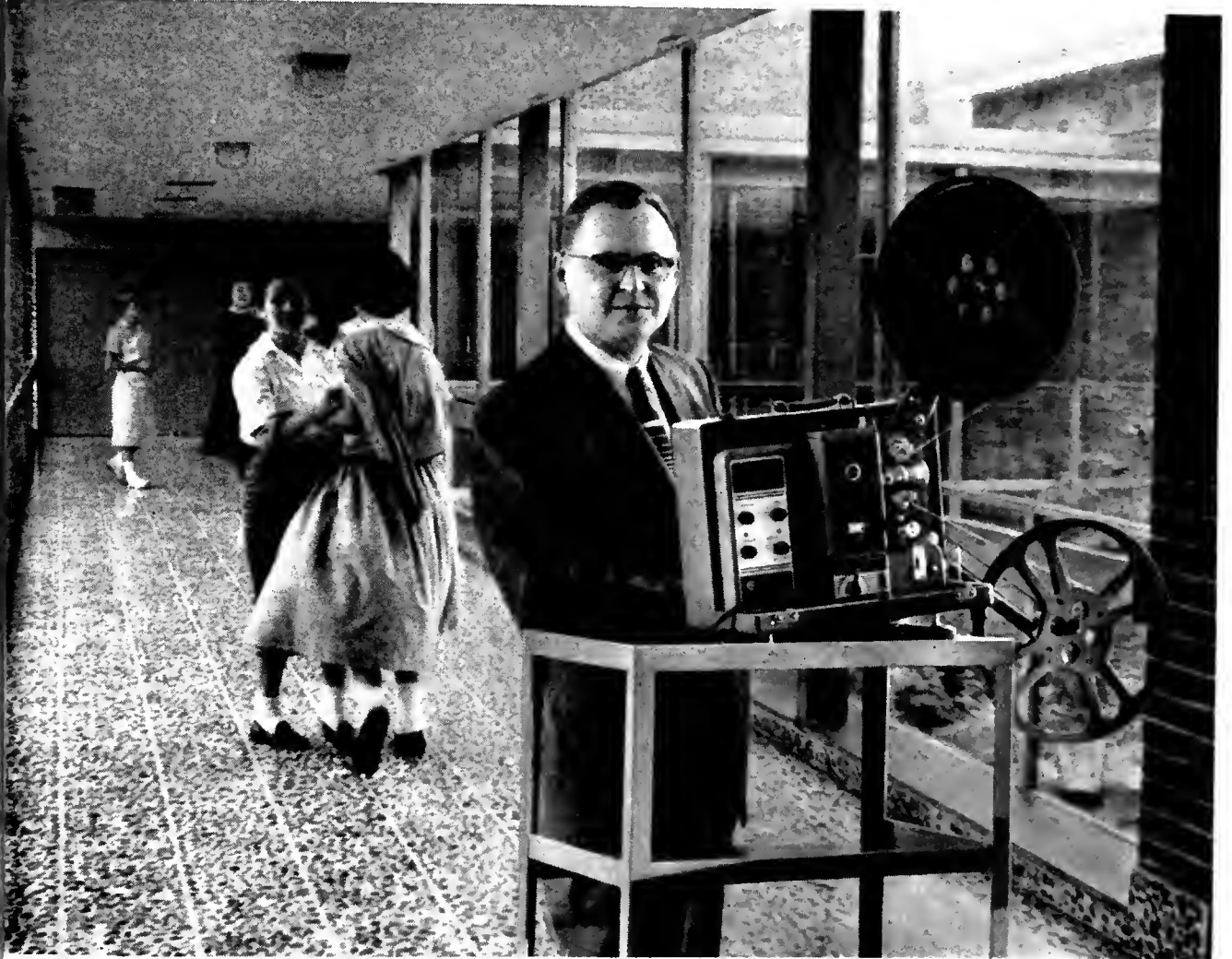
*Paul C. Reed*



**Kodak**  
TRADE MARK



At the new Cornwall (N. Y.) Central High School, selected by A.A.S.A. for its exhibit of outstanding school designs, Thomas D. Shost, Supervising Principal, says:



**"In equipment—as in building—today's investment has to pay off in the future. That's one reason we picked Kodak Pageant Projectors"**

"When we were planning our new school, we asked two questions about every item that we had to purchase: How long will it last? How much maintenance will it need? This concern with *value over the long run* led us, for instance, to select terrazzo for our corridors. And the *same* thinking influenced our choice of Kodak Pageant Projectors."

Learn, yourself, why Kodak Pageant Sound Projectors offer years of low-cost, trouble-free use. The Kodak Pageant Sound Projector *never* needs oiling, cannot suffer damage from improper lubrication. Let any Kodak AV Dealer give you the complete Pageant story. Or write today for Bulletin V3-22 . . . yours for the asking without obligation.



*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

# AV in IRAN

by *Dr. Don G. Williams*

Director, Syracuse University Audio-Visual Center

**E**DUCATIONAL motion pictures were totally unknown in Iran until just eight years ago. Today, these specialized films penetrate almost every corner of the country, and this fall Iran will dedicate a \$1,500,000 audiovisual center for the continued production and utilization of educational films and other audiovisual aids.

What sensitized a country almost completely unaware of audiovisual techniques to the tremendous potential of educational films is the story of eight years of cooperative effort on the part of the U. S. Federal government, Syracuse University's Film Unit and the government of Iran.

This unique overseas venture in mass education through motion pictures began in 1950, when at the invitation of the State Department our Audio-Visual Center set up its first overseas film project. Under the conditions of that contract, administered through our Research Institute, we agreed to produce informational films in Iran, using villages as settings, villagers as actors and colloquial language on the sound track.

The whole project was based on the conviction that films made in Iran's own back yard would succeed in communicating with audiences better than American-made films, which with all the splendor of skyscraper settings and mechanized farm locales, had done more to fascinate and confuse than to inform unsophisticated Iranian audiences.

As a first step four film crews were formed, two from Syracuse University and two on subcontract to the university from the University of Minnesota and the University of Southern California. Each crew consisted of a team of six—script writer, director, assistant director, cameraman, assistant cameraman and technical adviser.

When the first crews left in the spring of 1951, it marked the first time that an educational institution had ever become an overseas producer of educational-informational films under U. S. government auspices. Later the university sent film crews to Turkey and Greece for similar film production work.

Once launched, the scope of the project rapidly expanded, and in three years over 100 16mm motion pictures were finished. Most of the films produced were specifically tailored for use in

the Point Four program, and were chiefly concerned with agriculture, health, education and sanitation.

Although a film might take only 25 minutes to show, it frequently took six months to twelve months to produce. While all the shooting was done in Iran, mostly in villages on the outskirts of Tehran, processing of films was done in the States and editing and finish-up was done right on the Syracuse University campus by an audiovisual production staff of twelve. Production manager was Eliot Cooley, assisted by production supervisor Luella Snyder. The stateside staff was also responsible for servicing contracts, and shipping supplies and equipment.

In order to use the Iranian locale to the best advantage in shooting, the film crews had to be mobile. They jogged from village to village in trucks equipped with two motion picture cameras, portable lighting apparatus and an electric generator.

Rough roads made traveling difficult, sometimes even hazardous. There were other obstacles, too. Production was sometimes slowed down when Iranians didn't understand what the crew was doing or why they insisted that actors repeat a scene several times for a shooting. This reserve and even suspicion was not unwarranted, since many of these villagers had had absolutely no contact with a motion picture until suddenly they found themselves acting on one!

Still another impediment to production was the language handicap. Wherever the film crew went, an interpreter had to go along to give instructions and directions to Iranian actors.

As the number of film productions increased and as Iranians saw more and more films, their original reluctance not only vanished but was replaced by a whole-hearted enthusiasm for the project. Sometimes, though, this enthusiasm was almost explosive. Once during the showing of "How to Bathe a Baby" the entire audience disappeared. All the mothers had rushed home to give baby a bath just as they had seen it demonstrated in the film.

Often an entire village would turn out when a U. S. government mobile unit or a technical assistance specialist arrived with films showing how to care for cattle, control flies, improve cotton production, store food and use irrigation



The mayor of a small Iranian village explains to his people the mission of the Syracuse University Film Crew.

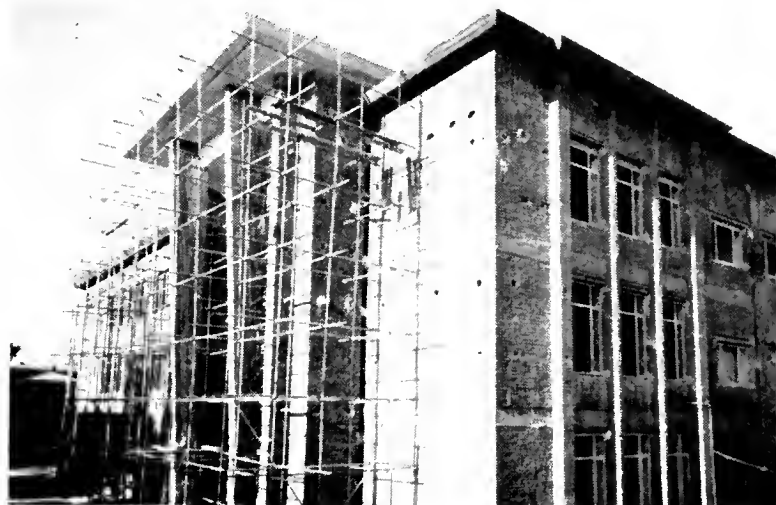
water.

The Iranian government soon recognized that the motion picture was the best single communications device for a country where illiteracy is high and where often only one person in a village can read. In just one year four million Iranians viewed Syracuse University produced films. By the lecture method a technical adviser might have reached an audience of some 400.

The tremendous impact these films were having throughout Iran, coupled with Point Four's ultimate goal of training counterparts of U. S. specialists, resulted in a review of the role of our overseas film crew. Emanating from that review was the conclusion that we must turn our attention from producing films to teaching film production. In 1953 we started the first overseas apprentice training program in motion picture production, which was supported by Point Four and the Iranian government through its Ministry of Fine Arts.

Response to the program was overwhelming. We had agreed to train 60 people in film production, graphics and printing trades. We were deluged by more than 300 applications. After

Iran's new audiovisual center in Tehran.





## Syracuse Plan to "Help Oth

careful screening, 75 applicants were admitted.

The one year of training integrated basic education in audiovisual techniques and theory taught in the classroom with practical application gained through on-the-job assignments with the Syracuse University film crew. Those 60 Iranians who satisfactorily completed the program are now in charge of producing technical and educational films and film strips.

Success of this apprentice training sparked off a second audiovisual program in Tehran in the summer of 1954, when a Syracuse University staff member taught a course in the production and utilization of audiovisual materials at the Fine Arts Ministry. To date, some 6,000 teachers and supervisors have been reached either directly or indirectly through this and similar courses.

Still another outgrowth of that first Iranian training program was an intensive one year audiovisual utilization program, given on the Syracuse University campus during 1955-56. This pioneer program, offered under the sponsorship of the International Cooperation Administration, had 23 student participants from 14 countries in the Middle and Far East, Africa and South America.

Iranians continued to build competence in the areas of film production and audiovisual administration. By 1957, the time was at hand for a shifting of operational responsibility from the

U. S. government to the government of Iran. As the final stage of our overseas project, we launched that year a program of advisory assistance to the Iranian government in developing educational motion picture production and printing arts.

We sent to Iran a staff of ten audiovisual specialists to serve as consultants on film production, printing trades, utilization and equipment maintenance. This brought the number of Syracuse audiovisual staff members who had at some time worked on the Iranian project up to thirty.

Our specialists served as advisers on the construction of the ultra modern audiovisual center in Tehran. The three-story grey marble building houses a multilith and letterpress printing establishment, a library, facilities for motion picture and film strip production and photographic work as well as offices for administrative personnel, staff writers and directors. The center's staff of forty, now the leaders of audiovisual education in Iran, were all trained by our Overseas Film Crew.

When our overseas consultants return to the U. S. next June they will be able to take pride in the fact that in a land where less than a decade ago there was no knowledge of audiovisual materials, there stands today a beautiful, fully equipped audiovisual center to serve the needs of the various ministries of the Iranian government.



## "Help Themselves" Pays Off in Iran

(Far left) Iranian interpreter gives village actors instructions as Syracuse University Film Crew gets set for film shooting.

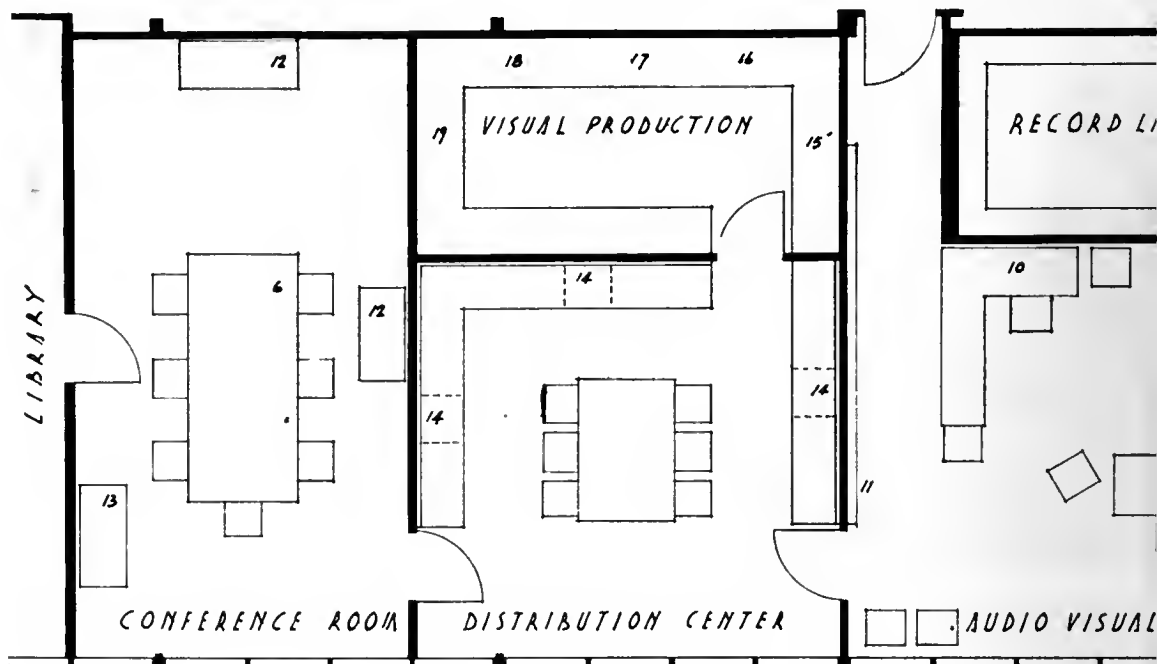
(Above left) An entire Iranian village turns out when a U.S. government mobile unit arrives for an educational film showing.

(Above right) Life on an American farm was a class project for one of the 23 foreign nationals who studied motion picture production at Syracuse University.

(Right) Representatives of government and business came to Syracuse University from Iran and 13 other countries for a one year audiovisual utilization program.



# "To Help Teachers Teach and



## LEGEND

- |                                     |                                 |
|-------------------------------------|---------------------------------|
| 1 REMOTE CONTROL TO PROJECTOR STAND | 11 DISPLAY RACK                 |
| 2 SCREEN                            | 12 LISTENING, DISC              |
| 3 SPEAKER                           | 13 LISTENING, TAPE              |
| 4 LECTURN                           | 14 FILMSTRIP PREVIEW STATION    |
| 5 MICROPHONE RECEPTACLE             | 15 CAMERA (POLAROID)            |
| 6 TABLE                             | 16 DRY MOUNTING (SEAL)          |
| 7 EDUCATIONAL RADIO & TV CONTROL    | 17 COPY EQUIPMENT (HARD)        |
| 8 PUBLIC ADDRESS CONSOLE            | 18 CAMERA (KODAK RETINA REFLEX) |
| 9 PROJECTOR STAND                   | 19 EDITING                      |
| 10 DESK                             |                                 |

"TO help teachers teach and children learn." These words from the sound track of the motion picture, *Pictures Teach at Penfield*, produced by Eastman Kodak Company in collaboration with the Penfield Central Schools, expresses the thinking of the Board of Education and the professional staff of the Penfield schools as to the purposes of their audiovisual program.

Penfield is one of several rapidly growing Rochester suburbs, with an expanding school population of approximately three thousand students. It contains three elementary schools, a junior high school and a new senior high school.

Located as it is in suburban Rochester, New York, in the heartland of the audiovisual communications industry, the community

naturally has considerable audiovisual motivation.

Faced with having to provide a new senior high school for occupancy in the fall of 1958, Mr. Elmer Peck, Supervising Principal of the Penfield Central Schools, recommended to his Board of Education in 1955 that it set up some seventeen sub-committees to assist in planning the new high school. In this way Mr. Peck believed that the talents and experience of the whole community could be utilized and at the same time community understanding and support for this large financial undertaking would be developed.

The specific recommendations of the sub-committees to the Board of Education were resolved by a steering committee working closely

with the administration and the Board of Education. With this wealth of information and special talent, the architectural firm of C. Storrs Barrows & Associates of Rochester conceived the design for the Penfield Senior High School, which incorporates the most modern concepts of present day secondary education and yet is utilitarian to the ultimate.

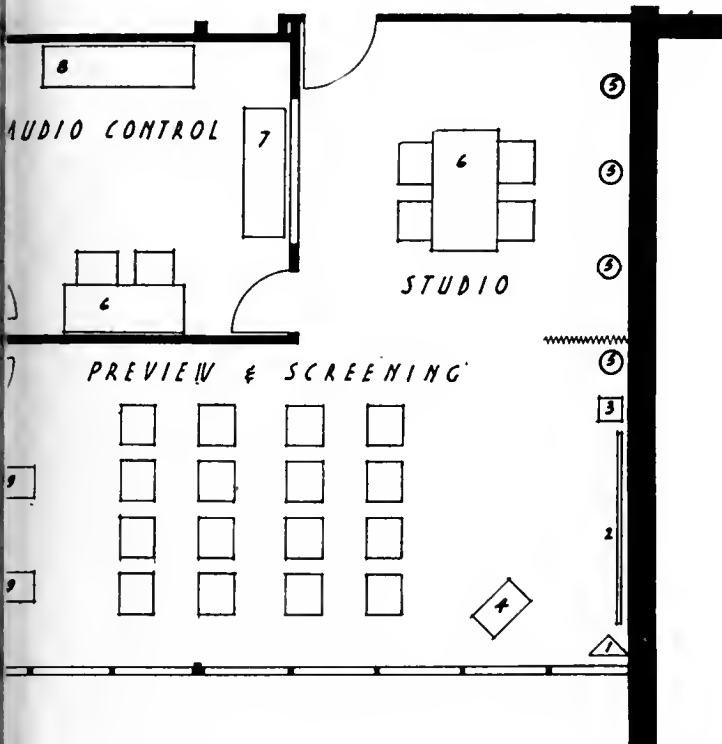
With this background as preface, it should be observed that the audiovisual instructional materials area in the new school is designed to serve not only its own needs, but those of all the schools of the district.

As is shown in the architectural drawing accompanying this article, the audiovisual area comprises eight rooms, having these func-

# Children Learn!"

by James M. Meagher

Coordinator, Audio-Visual Instructional Materials, Penfield Central Schools, Penfield, New York



AUDIO VISUAL DEPARTMENT  
PENFIELD HIGH SCHOOL PENFIELD, NEW YORK

ROBERTS, PARKS, MORIN, HALL & BRENNAN  
ARCHITECTS ROCHESTER, NEW YORK



this entire area to a *production set* either for television or motion picture production. The audio control, located adjacent to these rooms, houses the public address console and is designed with a large monitoring window so that production in the studio areas can be directed.

The recordings library room needs no particular discussion. Records are stored in vertical shelving and arranged on the shelves by Dewey number. Recordings are circulated in the same manner as books from the library.

Providing space for the storage, distribution and production of materials was an important consideration in planning the audiovisual offices. Two rooms illustrated in the accompanying drawing and photographs provide for this. In this area filmstrips are stored on shelving designed to hold several thousand titles. The filmstrips are arranged on the shelves by Dewey number and may be quickly identified by teachers and students and previewed at preview stations provided in the counter. Drawers and cupboards serve for the storage of spare lamps and other appropriate materials.

Production of materials is provided for in these rooms with cameras and other production facilities. However, it is important to observe here that darkroom facilities are incorporated in the science area, as it was thought that photography was a proper function of science teaching. The darkroom is available to all teachers for the production of materials.

In planning for the most effective utilization of materials, each classroom and laboratory was equipped with its own wall screen, and all classrooms were equipped with audiovisual venetian blinds. By using blinds, provision was made not only for darkening but also for light control.

During the construction of the new high school, problems developed which were not foreseen in the planning stages. For example, in many modern schools wall and ceiling construction is such that adequate support ordinarily is not provided for wall and ceiling type screens. Fortunately, this situation was observed in time, so that spe-

tions.

The audiovisual office is the administrative center for audiovisual instructional materials for the school district. It is here that routine detail is handled; film bookings for example. Here also, professional literature, catalogs of materials, new recordings and so on are displayed. And it is in this office that teachers confer with the audiovisual coordinator in relation to all matters concerning procurement and use.

Leading from the office are the following rooms: a preview and screening room, an audio control room, an audio studio, a recordings storage room, and two rooms serving to house a filmstrip library and for the production of materials. Between the library and the audio-

visual area is a conference room, which is used also for individual listening to both tape and disc recordings.

The preview and screening room is designed to accommodate small groups for preview and workshop purposes. Straight down Kleigl lighting strips fall upon folding lecture chairs, enabling note-taking during the projection of pictures. Remote control of apparatus is provided through floor conduits from the front to the back of the room; speaker lines run from the front to the back of the room in comparable floor conduits.

You will note on the drawing that separating the screening and preview room from the audio studio is a large modern folding door. The idea here is to adapt



cial supports could be installed in the ceiling to give the necessary strength. Here too, is an interesting installation feature. Screens were mounted eighteen inches from the end wall at the front of the classroom, enabling the teacher using overhead projection to pull the screen down at an angle to a small hook fixed in the chalk tray, thus correcting keystoneing.

Another construction problem was corridor lighting shining into the classrooms through door and transom windows. Correction of this condition is under study.

In conclusion, these factors are of paramount importance for consideration in planning new schools for effective audiovisual utilization.

1. *Room Darkening*, regardless of what kind, blinds, drapes, or what-have-you, should be studied in detail in order that windows are of such a kind and construction that they adapt with a minimum of re-engineering to the installation of blinds. Ceilings should be of such a construction that they will provide support for draperies.

2. *Corridor Lighting*. Many schools are being constructed with large glass areas in doors and transoms and in windows over lockers. This practice should be watched for and discouraged.

3. *Wall and Ceiling Screens*. Modern school construction is of such a kind that adequate support for them needs to be incorporated in the planning stages of a building program.

As all audiovisual people know, there are countless other considerations in providing for effective utilization in our schools. The ones mentioned here developed through the concern of the people of Penfield in their efforts to provide an audiovisual center that would "help teachers teach and children learn."



(Above) Teachers and students may preview and study filmstrips in the Distribution Center.

(Center) Display rack in Audio Visual Office brings new recordings to attention of teachers.



(Left) Record players are located in the conference room serving both the library and the audio visual department.



"I ALREADY know more about audiovisual aids than I use," comments a teacher. Most teachers do know more about audiovisual resources and procedures than they utilize in their daily work. Is this the usual gap between theory and practice, or are there other improvable conditions that intervene? Four major obstacles and suggestions for their elimination are given.

*Obstacle No. I: Teacher Attitudes.*

A. A teacher's philosophy or concept of method may result in a brand of teaching which does not call for audiovisual procedures. A superficial concept of how students learn may preclude the utilization of sensory experiences. Audiovisual procedures may be tacked on or used to satisfy an instructional check list instead of being an integral part of a modern teaching method. The problem for the teacher is not "Why don't I use more audiovisual procedures?" but "Why don't I want or need to use audiovisual procedures?"

B. A negative attitude toward long-range planning results in opportunistic teaching which makes it impossible for the teacher to plan and develop a semester audiovisual schedule.

C. A reluctance to evaluate the effectiveness of audiovisual procedures may result in the repetition of ineffective lessons or the dropping of sound but unproven procedures.

D. A failure to understand the importance of timing in utilizing audiovisual resources may negate their effectiveness. An effective resource is a sharp, specific, and timely instrument which depends on the teachable moment. Effectiveness may depend as much on the psychological impact as on the logical and sequential presentation. Judgment and insight plus sacrifice in effort and planning are necessary to achieve perfect timing. Often the teacher himself is the only person who realizes this and he may find himself at loggerheads with co-workers, clerks, custodians, administrators, and audiovisual service personnel.

E. A feeling that audiovisual resources are all right for another grade level or subject, but not for me, is responsible for the omission of these procedures in certain grades or subject areas.

F. An unwillingness to engage in cooperative planning and development of audiovisual resources with other teachers on the same grade level or in the same subject

## Facing

# OBSTACLES

## in the use of audiovisuals

by Edwin J. Swineford

Santa Barbara College, Goleta, California

area prevents their systematic acquisition and development.

G. A tendency of teachers to hold back or short-cut the sensory experiences of students interferes with the effectiveness of audiovisual procedures. Even after a teacher has planned and secured them there is a tendency for him to cut back on their utilization, justifying this appalling act of hari-kari on the grounds that "there wasn't enough time," or "the class got restless."

H. A failure to refine and sharpen audiovisual tools may blunt their effectiveness. Smart framing, clever captions, copious color, neat lettering, challenging previews, clever packaging, and sparkling dialogues will vitalize an otherwise drab or out-of-date resource, and insure its more effective utilization. Consumers expect this in our TV age. Yes, this is teaching.

I. A tendency to use one audiovisual resource (a slide film) by itself instead of combining several (a slide film and a magnetic recording) limits the effectiveness.

J. An "upside down" approach to audiovisual instruction reduces the effectiveness of many teachers. Instead of starting with the objectives and developing the audiovisual resources needed, the followers of the "upside down" approach start with their own narrow supply of resources and, in true Procrustean form, bend the course around them.

*Obstacle No. II: The Quality and Variety of Experiences Provided in the Teacher's Audiovisual Course.*

The quality and variety of experiences in audiovisual resources experienced by the teacher in professional courses are another factor which affects the utilization of audiovisual procedures in teaching. Whether achieved as a separate course or integrated with other teaching procedures, the teacher

needs to have a personal and direct first-hand experience in manipulating and operating the equipment.

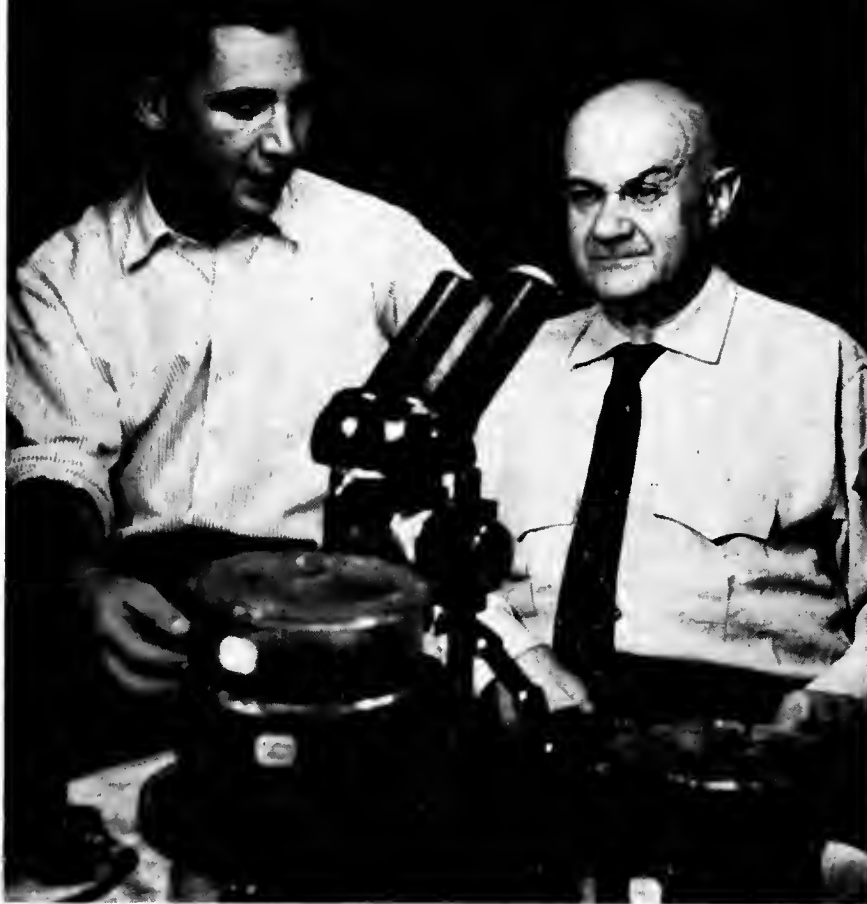
*Obstacle No. III: Administrative Provisions for Audiovisual Resources.*

The utilization of audiovisual resources may be bottle-necked because of slag in the administrative channels. Increases in demand because of staff expansions or a variety of resources has placed a heavy burden on the administrative organization. Previewing of materials by teachers is in many places only an ideal. A notice that it is too early to book certain materials may be followed in a few days with the comment "previously booked." Little or no provision for housing or storing materials is a constant irritation, particularly when a teacher must use several rooms. Coordination is needed to prevent teachers from ordering the same materials at the same time.

*Obstacle No. IV: Emotional Reactions of Teachers to Audiovisual Equipment.*

Many teachers have developed an emotional reaction to audiovisual equipment as a result of traumatic experiences suffered while using the equipment before large and unruly classes. Teachers are told that audiovisual is not as complicated as a sewing machine. However, they do not sew on a different machine each time, nor do they do it while attempting a dozen other things at the same time. With some exceptions, few teachers have the opportunity to become familiar with the equipment before they actually use it. It is a monster which may turn on them at any minute, usually when it hurts most.

Four major obstacles faced by teachers in utilizing audiovisual resources have been presented. All may be overcome and eliminated through the combined efforts of classroom teachers, college instructors, and school administrators.



**Dr. Roman Vishniac, noted photomicroscopist (right), with Robert M. Young of HORIZONS OF SCIENCE, during production of HORIZONS OF SCIENCE film on the life and behavior of microscopic one-celled animals, for release in 1959.**

SOME eighteen months ago a group of professional motion picture people with very successful backgrounds in making public affairs films got together to plan a new series of films for schools. This unusual program, "Horizons of Science," is going into national distribution this month (January, 1959), and will be available to schools throughout the country as quickly as arrangements can be worked out.

"Horizons of Science" is a considerable departure in concept and content from any previous film series. As distinct from *curriculum* films, "Horizons of Science" aims at more general objectives — to increase the understanding and awareness of science and scientists in the world today and to stimulate interest and intellectual curiosity about science — both among those students who may be the scientists and technicians of the future; and those who will be tomorrow's businessmen, artists, housewives, industrial employees, Congressmen and voters.

The "Horizons of Science" films can hardly avoid — nor do they wish to avoid — doing some good teaching. But they are not teach-

ing films as such. They are reports from the world of science, and the men and women of science — direct to the students in the schools.

The subject of each film is one significant activity, project or research program that is going on in science. We learn about it, in the first person, from the scientist or scientists directly responsible for it. Ten such reports a year at roughly four-week intervals, will be forthcoming in this and future years.

As a new departure, the program has sought new means of distribution through the assistance of business, industry and foundations who are purchasing the program for presentation free of cost to school systems.

In the early stages of this series, its Executive Producer, Alfred Butterfield, came to us at Educational Testing Service to ask our advice on evaluation procedures. Here at ETS we have long been interested in films, television and other audiovisual media, not only because of the opportunities they offer for better education in general, but also because of their many unexplored applications in testing, guidance and other areas

with which we are primarily concerned.

We felt that the "Horizons of Science" group had an extremely stimulating and important idea, and were fully competent to bring it to life. We also saw an opportunity to learn more about films ourselves and were glad to offer what assistance we could.

The first step was to help set up "Horizons of Science" on a non-profit basis, and to serve as administrators of an initial grant made by the National Science Foundation. ETS is also collaborating in preparation of the Teacher's Guides and other study materials to accompany the films, and has worked with the distinguished Board of Advisers of "Horizons of Science" which includes the following:

*Lincoln Barnett*—author of "The Universe and Dr. Einstein," "The World We Live In," etc.

*Robert H. Carleton*—executive Secretary, National Science Teachers Association

*Donald F. Hornig*—Chairman, Department of Chemistry, Princeton University

*Neal E. Miller*—James Rowland Angell Professor of Psychology, Yale University

*Kenneth E. Vordenberg*—Supervisor of High School Science, Cincinnati, Ohio

*S. S. Wilks*—Professor of Mathematics, Princeton University

*Jerrold R. Zacharias*—Professor of Physics, Massachusetts Institute of Technology; Chairman, Physical Science Study Committee

Perhaps most important, a continuing program for the evaluation of the films has been set up. Three of the issues planned for 1959 have been previewed in semi-final form by student audiences, totalling about 3,000, in ten different schools in Cincinnati, Milwaukee, New York City, Princeton, New Jersey, Nyack, New York, and Weston, Connecticut. So far as we know, no comparable film program has had the benefit of such pre-release evaluation procedures.

The three issues which have been previewed are as follows: "The Worlds of Dr. Vishniac," a study of life and behavior of microscopic one-celled animals through the eyes of Roman Vishniac, the great photomicroscopist. "Visual Perception," a vivid demonstration of the assumptions we make when we "see" the world around us. "Exploring the Edge of

pace," a report on the development of the plastic balloon systems which have carried man to the threshold of space.

Following the showings of these films, students have been asked to fill out detailed test-questionnaires designed to reveal a) their general reactions to the film as a whole, b) their grasp of the ideas in the film, and c) the parts of the film they liked best — and least.

The percentage of students in the various groups who "recommend that this movie be shown to students in other schools like ours" varied from 92 to 100 percent with an average value of 98 percent. More than half the students strongly recommended such showings.

About 90 percent of the students said they would like to see the same movie again in science class so that they could discuss it. We regard this as particularly significant because it very completely supports our opinion that the best use of the program is a first showing for general appreciation to the entire student body of a school, followed by second and third screenings, sooner or later during the school year, for full discussions of the ideas and information in the films.

As a severe test of the students' attitudes toward the film they had seen, they were asked: "Would you object if you were required to see a similar movie next month outside of school time?" Less than 20 percent said they would object and less than 5 percent said they would strongly object.

The older and more academically advanced students scored higher on the "content" questions, of course, than their juniors, but in general *all* the young people questioned seemed to retain a large amount of knowledge. This has been true despite a conscious refusal to proscribe or censor difficult concepts or difficult vocabulary when either seems called for in the films.

In general, the sequences in the films that we have liked least ourselves have been liked least by the best audiences — and vice versa. Interestingly enough, this seems to have little to do with the intellectual difficulty or, conversely, the "entertainment" factors in a given sequence.

In some schools, in order to gain a sense of the dynamics involved in moving ideas from the screen to the student's mind, detailed

## New films present

# "Horizons of Science"

by *Henry Chauncey*

President, Educational Testing Service

classroom' discussions of the film topics were led by the teachers and were recorded on tape. These discussions have afforded valuable and at times startling insights. In one of the films it was anticipated that young students would have some difficulty in understanding the scientist because of his heavy European accent, and it was assumed that in the final edition of the film some provision would have to be made for this difficulty. Classroom discussions revealed, however, that for the students the

accent became "easier to understand after you listen awhile," and that to them it was "important to hear the scientist's own words."

Though some of us had doubts about the extensive use of this narration, feeling that young audiences might squirm, whisper, or even laugh, we have yet to find any indication of anything other than serious attention. One "Horizons of Science" staff member has been led to the (untested) conclusion that "children are smarter than people!"

**A**T a time when schools are expanding their audiovisual programs, it is well to take a long, hard look at maintenance practices for costly equipment. The next five years will see tremendous growth of investment in equipment designed to bring sight and sound into the classroom; the annual output of motion pictures and other audiovisual presentations for school use will undoubtedly keep pace. Part of this predicted growth is due to the enactment by the Federal Government of Public Law 85-864, "The National Defense Education Act of 1958," which specifically provides funds for the purchase of audiovisual equipment and improvement of such facilities in schools.

Why? Someone, somewhere along the line has failed his responsibility—to the teacher, students and community. The magic moment is gone, never to be recaptured. To say that "all machines break down at the least expected time" is not enough. It is quite impossible to explain that the projector lamp has burned out; that *all* projector lamps burn out sooner or later, and "we were only trying to save money by using this one past its normal life."

The school that has invested hard-to-come-by taxpayer dollars in audiovisual equipment owes it to itself—and to its students and supporters—to inaugurate a program of preventive maintenance. To fail to do so is to court disaster.

directly responsible for equipment can double check their own maintenance programs:

1. Buy equipment that is capable of giving top performance. It is invariably more economical to specify heavy-duty gear where constant use is likely to cause wear to moving parts. Quite often the lowest priced, or "special model" proves to be the costliest piece of equipment in the long run.

2. Install equipment properly. Where the equipment is in disuse, there is little excuse for proposed electrical connections. One school system found that its projector maintenance bill could be cut in half by providing for "utilized" dollies built in the school shop. When each projector is

This article is reprinted through the courtesy of THE APERTURE, publication of The Calvin Company, Kansas City, Missouri. The Author, Edgar Parsons, is president of Sight & Sound Inc., Washington, D. C. film consultant service.

**AUTHOR'S NOTE:** No attempt has been made here to describe in detail the various types of audiovisual equipment used



in schools, and it is intended to imply that any particular type requires more than ordinary care. All manufacturers imply or state their guarantees that their equipment will perform according to specifications WHEN HANDLED AND OPERATED ACCORDING TO DIRECTIONS. No more care is expected of any piece of mechanical or electrical equipment.

One of the costliest—and most embarrassing—phases of any school audiovisual program is the failure of equipment to behave as the manufacturer intended. This aspect accounts for countless "embarrassing moments" when classes are assembled and keyed up to see a motion picture or sound slide film which illustrates a point in a course of study. Suddenly, for no apparent reason, the room goes dark, the screen image vanishes, and a buzz of conversation sounds throughout the room.

When teachers are plagued by equipment failure, they lose their enthusiasm for use of valuable classroom tools. And when audiovisual programs lag through lack of enthusiasm on the part of teachers, a chain reaction sets in that is damaging to the entire concept of up-to-date instruction through use of the graphic illustration.

The following checklist is for everyone concerned with effective utilization of audiovisual facilities, and provides a "road map" through which school officials and those

rolled from classroom to classroom the entire "package" was composed on a specially designed rolling cart. All connections between external speaker and projector remained in place, and the operator had only to insert a heavy-duty electrical plug into the room outlet, uncoil the speaker cord and start the machine. Indeed, the picture could even be threaded ahead of the Such portable projector stands are now on the market but many schools still require students to lug the projector, speaker and

by *Edgar Parsons*

om place to place, assembling  
e units at the point of use.  
here films are shown in a per-  
nent projection room, projec-  
rs should be permanently  
ounted in a separate booth.

3. Buy equipment for a specific  
urpose and limit its use to that  
urpose. One of the major causes  
equipment failure is the use of  
quipment in a manner not in-  
ded by the manufacturer. As an  
 adjunct to this suggestion, buy  
ough of the right kind of equip-  
ent to carry out the assignment.  
any school systems find it ex-  
edient to install automatic film  
pection equipment, for exam-  
e, where central storage and dis-  
tribution of prints is regular pro-  
ure. Thus each print is carefully  
eamed and inspected before being  
eculated to the next booking.

4. Place a competent individual  
in charge of maintaining and op-  
erating all equipment. Obviously,  
in a large school system it is highly  
impractical to send an adult op-  
erator along with each movie; but  
student operators should be in-  
tensely trained to become highly  
skilled. Conduct a thorough course  
of instruction for student operators,  
including plenty of practice in such  
simple techniques as changing pro-  
jector lamps.

5. Put maintenance on a sched-  
ule; keep records of operating time  
for each piece of equipment, to-  
gether with notations when it is  
revised or repaired. Know the  
probable life of expendable parts  
and replace them *before* they fail.

6. Where in-school technical  
maintenance is impractical, con-  
tact with an outside audiovisual  
service organization for regular  
service. Submit each piece of equip-  
ment to periodic checkups by a  
technically qualified shop, even  
where day-to-day maintenance is  
handled internally.

7. Equip the school with ade-  
quate maintenance tools and test-  
ing devices, and give school em-  
ployees the time and facilities to  
do the job properly.

8. Maintain a stock of expend-  
able replacement parts on per-  
petual inventory.

9. Engage a qualified consultant

to review the operation of the  
audiovisual department from time  
to time. His recommendations for  
improvement may carry more  
weight than those of salaried per-  
sonnel!

10. Insist on high standards of  
performance in all phases of audio-  
visual instruction. Nothing is so  
damaging to the audiovisual pro-  
gram as sub-standard performance.  
Where a central unit makes its own  
audiovisual tools, ranging from  
flannel boards to complete motion  
picture films, be sure the product  
is better than comparable materi-  
als purchased ready made. The  
field of motion picture production  
is a separate subject, but a word of  
caution is in order here. Many  
schools do make movies, either with  
student aid or handled entirely by  
the instructional staff. Poor quality  
in picture or sound, inexpert edit-  
ing and other common faults are  
doubly apparent in the "home-  
made" motion picture. Seek the  
counsel of professional film-makers  
in one or several phases of produc-  
tion, just to be certain the result  
is thoroughly professional. Such ad-  
vice can frequently be had from  
"friends of the school" for little or  
no fee; whatever the cost, it is a  
wise investment.

11. Put the audiovisual program  
on a business basis and be able to  
justify each item of cost. Alert cit-  
izens are taking a dim view these  
days of wasteful practices, and the  
audiovisual program is frequently  
the target of economy-minded  
budget slashers. For the audio-  
visual director, a course in account-  
ing may be the salvation of his  
program; in any event, he must  
know where the money is going,  
and for what purpose. Where it  
can be shown that "do-it-yourself"  
practices are saving substantial  
sums of money for the school sys-  
tem, there is little doubt of the  
continuance of the program.

12. Subscribe to magazines and  
information services that keep  
school personnel informed about  
new methods and equipment. In  
addition to the usual technical  
journals dealing with audiovisual  
practices, such periodicals as *Pop-  
ular Mechanics*, *Popular Science*

and *Mechanix Illustrated* frequent-  
ly contain ideas for the do-it-your-  
self addict.

13. Recognize the fact that all  
machines are subject to breakdown  
at times. Be patient with delays  
due to breakdowns, but learn *why*  
failure occurs, and take corrective  
steps against recurrence.

14. Keep the shop and working  
areas meticulously clean. Dirt is  
probably the most formidable  
enemy of precision machines and  
film. Insist on neatness in all em-  
ployees. Be sure they wear gloves  
when handling film (other than  
routine threading for projection.)

15. Have adequate storage facil-  
ities for tools, equipment and acces-  
sories, and see that everything is in  
its proper place when not actually  
in use. Study the procedures for  
handling prints and equipment and  
see that efficient use is made of  
space, and that inspection and  
handling tools are where they are  
most easily reached. One school  
makes a practice of keeping repair  
tools on another floor, away from  
the audiovisual department. Re-  
sult? the tools are almost never  
returned to their "proper" place,  
and since there is no real place  
for them in the department they  
lie scattered around on desks and  
tables most of the time. Conven-  
ience is often the key to efficiency  
of operation; audiovisual people  
could well take a tip from the as-  
sembly line operations of industry,  
where each lost motion means  
added production cost.

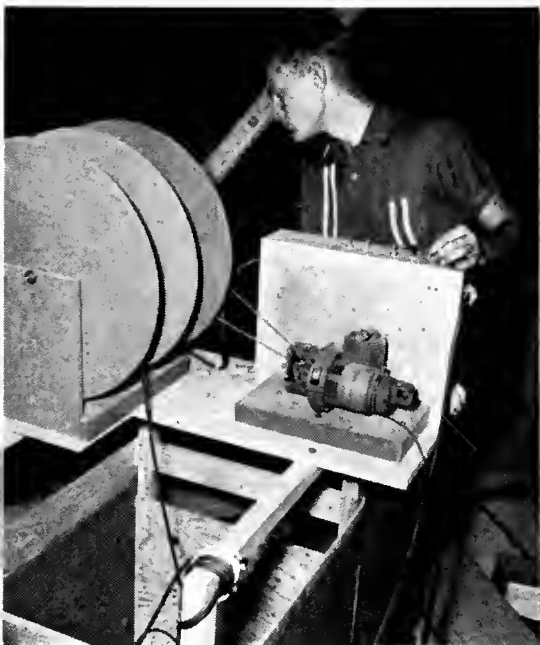
While these suggestions are in-  
tended primarily for the central  
audiovisual department in a good-  
sized school, they apply nonethe-  
less to the single school which may  
own only a projector, a tape re-  
corder and assorted flannel boards.  
Bear in mind that one projector  
lamp can burn out as quickly as  
forty; if a replacement is not on  
hand immediately — and someone  
who knows how to replace it — fail-  
ure results. Yet too often equip-  
ment in schools is neglected.

Proper maintenance is not only  
the keystone of instructional effi-  
ciency; it may well be the answer  
to continued success and expansion  
of the audiovisual program.

# EQUIPMENT FAILURE!

# MICROPHONE HOIST

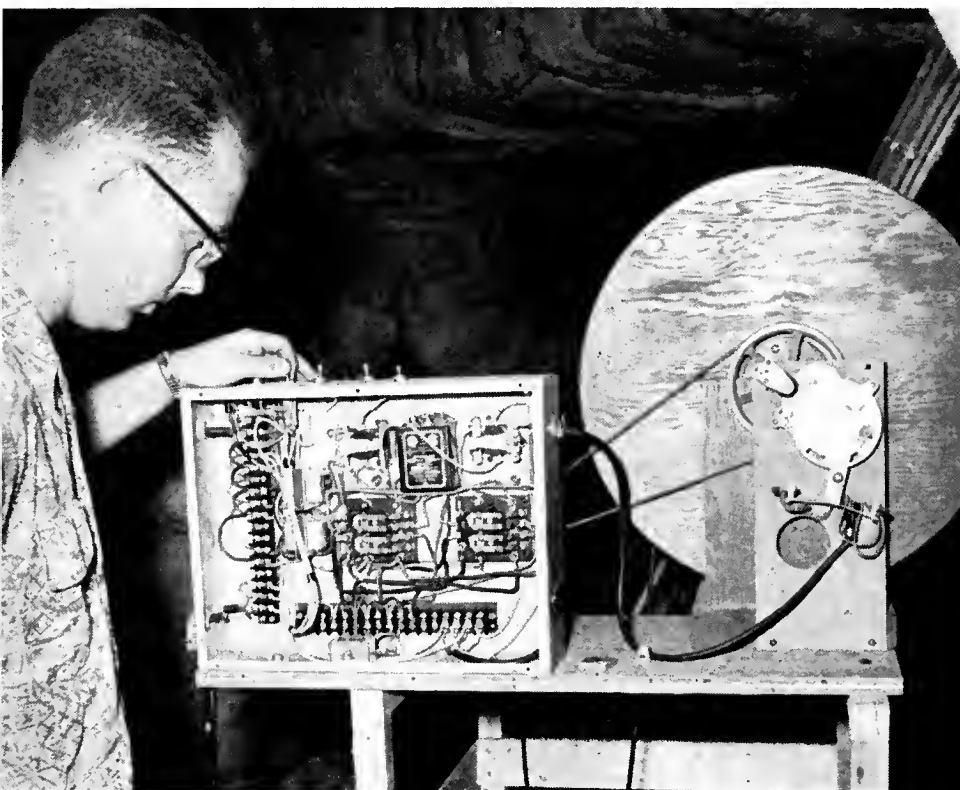
by *Richard B. Lewis*, Head, Division of Audio-Visual Services, and *Ray A. Litke*, Coordinator, Audio-Visual Technical Services, San Jose State College, California



**A** HANGING microphone is a desirable feature for many school or college auditoriums, theatres, and concert halls. However, mechanisms for raising and lowering a hanging "mike" are not generally available at a reasonable cost. At San Jose State College, with a new Concert Hall fully equipped with top quality recording facilities, a hoist seemed essential, especially since the open platform stage and high ceiling with no proscenium complicated any hanging microphone installation.

In the attic the microphone hoist is a simple, trouble-free unit. The B&H projector motor can be set for either 16 or 24 frame operation; the slower speed draws less attention to microphone movement in the auditorium.

The dust tight control box contains wiring blocks, transformers, relays, and duplicate control switches for testing and adjustment. Mercury switches and a geared radio dial make a reliable limit switch for both up and down operation.



And we wanted to avoid the usual large boom stands that clutter the performance area.

Less than fifty dollars gave the college a microphone hoist that has operated for four years with a service call. The Audio-Visual Service Center staff constructed and installed the unit. First, a working model was made of a spool and a 1.5 volt reversible motor to determine basic design. From then on it was a search for parts and some relatively easy construction brought the project to completion in a few days.

The microphone, a low impedance omnidirectional dynamic of very high quality, hangs from its own cable directly over the conductor's podium position, and any height selected to meet performance requirements. The cable passes through a small hole in the ceiling, just above the hole, the cable runs over a pulley made of an edge-grooved disc of wood. Masonite sides to provide support; this pulley is mounted on a bolt through a wood bracket; bearing point is lubricated with paraffin.

From the pulley, the cable passes upward to a double drum mechanism constructed of three discs of plywood with a core of wood slats sandwiched between them. The core is smooth; the core is about one inch in diameter providing a satisfactory radius for the cable wind. The cable to the microphone is on one section of the double drum, and the other section of the drum where the amount of cable equal to the microphone drop distance is wound on the core. The end of the cable is terminated in a standard microphone plug and jack. As the microphone is raised, its cable section winds on its portion of the drum, while the cable on the other section of the drum is unwound into a plywood box below the mechanism; the reverse occurs—the microphone cable is unwound from the core.



The microphone is now in position to balance piano and orchestra. The recording engineer in the booth (left rear window) controls its position between selections. Photos by Orville Goldner.

and the cable in the box winds into the drum.

Two suggestions here for any building such a unit: first, the angles of the drum are much larger than necessary, and, second, the drum shown could be made of much lighter material. These modifications would reduce the inertia of the drum and lighten the load on the motor.

The motor is a war-surplus Bell and Howell projector mechanism, stripped of all parts except the motor and gearing. Any reversing motor of adequate power could be used. A gear was silver soldered on the sprocket wheel shaft, and another gear in appropriate ratio was mounted on the shaft attached to the drum. Chain appropriate for the sprockets drives the drum.

In the control room of the Concert Hall a wall panel contains a locking spdt switch, a spst switch, and a jack. The spdt switch controls a 24-volt relay which starts the motor for either up or down movement of the microphone. The jack permits plugging in a remote switch on an

extension cord for use at the console 6 feet away. The spst switch provides off-on control for a relay provided to activate a power supply in the attic for certain types of microphones when required. All power switching, therefore, is done by relays in the control box in the attic over the stage; low-voltage wire, multiple conductor and rubber-covered, conducts control current to the relays from the control room; no conduit for this circuit was required. If, however, conduit had been available, a 120-volt switching circuit would have eliminated the relay system and simplified installation.

The relays — also surplus — have 120 volt contacts and coils operate on 24 volts A.C. These are wired appropriately to energize the reversing and off-on switch of the projector motor. The unit is lused. On the top of the electrical component box control switches are duplicated to facilitate servicing and adjusting the unit.

Especially important is the limit-switch system. A surplus geared radio dial unit was attached to the

shaft of the drum; to it, two mercury switches, such as are used in furnace controls, were mounted in fuse clips on a piece of brass strap. As the gear is turned by the drum, the switches are tilted. One is in the forward circuit, one in the reverse. When the motor runs forward — microphone down — the forward circuit is broken when the microphone reaches its lowest level; the reverse circuit mercury switch is in the "on" position where it remains until the microphone is raised to its top limit, when this switch breaks the "up" circuit. Incidentally, gear drag in the mechanism is sufficient to eliminate need for a brake system, and since a motor line filter is used there is no pick-up of noise from the motor, relays, or switches.

So, in our Concert Hall the microphone can be set at any elevation appropriate for each number in a program: the console operator just touches the switch. Further, after performances, the microphone is withdrawn into the attic, out of sight, and in a relatively clean storage place, a round tube.



The Mad Hatter warns Dr. Linguistics (Dr. Frank Baxter) of the conspiracy.

ON MONDAY, January 26, at 7:30 PM (EST), television viewers will see an ingenious plot to murder the alphabet—and indeed all language. “The Alphabet Conspiracy,” produced in color and featuring live actors, animation, and filmed scientific sequences, is the latest in the Bell System Science Series of programs. In it, the conspirators (Judy, a grammar-hating school girl, the Mad Hatter, who’s against language on general principles, and the Jabberwock, who speaks a language all his own) are dissuaded by Dr. Linguistics, who leads them on a tour through the science of language.

The role of Dr. Linguistics in “The Alphabet Conspiracy” is played by Dr. Frank Baxter, and Hans Conried plays the Mad Hatter. Judy is young Cheryl Callaway, and the Jabberwock is Dolores Starr. Robert Sinclair directed the program from a script by Leo Salkin and Richard Hobson. Owen Crump was the producer.

Dr. Linguistics starts his case for language by pointing out to the three conspirators that the alphabet is only a minor target for them, because languages can and do live without alphabets.

From then until he clinches his case by showing them the simultaneous translations at the United Nations, he astounds them with fact after fact about language that they never considered:

— Language is the spoken rather than the written word, and man has been talking for at least 70 times as many years as he has been writing.

— Babies throughout the world all have a common language, and it is only by imitating their elders that they begin to speak separate languages.

— A talking machine that actually produced (not reproduced) human speech sounds was invented in 1780.

— In the Canary Islands people talk to each other across long distances by using a whistling language.

— A chimpanzee has been taught to speak English words.

— Dialect geographers of the United States can locate a person’s home by listening to only 30 words of his speech.

— Modern machines have been invented which actually are worked selectively by the voice, as the automatic digit recognizer that identifies spoken numbers and the voice typewriter that can type out some words spoken to it.

By the time Dr. Linguistics has finished with the conspirators, they not only give up their plot but even are amazed that they ever considered it in the first place. For language, as is pointed out at the end of the program, expresses “the needs, affections, joys, hopes, tragedy, the affirmation of faith, the

very spirit of man’s deepest nature.”

Dr. W. Freeman Twaddell, professor of linguistics at Brown University, served as principal advisor on the production of “The Alphabet Conspiracy.” Ralph Potter, retired director of transmission research of Bell Laboratories was associate advisor, and Dr. Harry Hoijer, professor of anthropology at UCLA, was consultant.

The Bell System created this series of programs to combat the widely found public apathy toward

# “The





# Alphabet Conspiracy"

science. Back in 1951 Bell first conceived the idea of trying to explain science and the work of scientists to the American people through television and film showing. The first presentation of a Science Series program to a large television audience occurred in October, 1956. To date, five programs have been produced, shown on television, and made available in 16mm film: "Our Mr. Sun," "Hemo the Magnificent," "The Strange Case of the Cosmic Rays," "The Unchained

Goddess" and "Gateways to the Mind." The first four were produced by Frank Capra; the following four are being produced by Warner Bros.

More than 125 million viewers were reached by the four original telecasts, and two repeat telecasts were viewed by 42 million people, 85 percent for the first time. Schools, also, have made enthusiastic use of the 16mm color prints which the Bell Telephone Company has made available.

(Lower left) *The Mad Hatter*, played by Hans Conried, explains his plot to destroy the alphabet to the Jabberwock (Dolores Starr) and Judy (Cheryl Callaway).

(Below) Dr. Linguistics explains children's speech patterns to the three conspirators.



# Leadership



## 350 E B FILMS FOR SCIENCE AND "SPACE AGE" EDUCATIONAL NEEDS

*The entire field staff of Encyclopaedia Britannica Films, working with experts in science and other areas, is trained and ready to offer guidance and counsel to schools and school systems concerning the National Defense Education Act in reference to audio-visual materials. Your letter or telephone call will command the services of an EBF representative near you. Write today for EBF's new "Space Age" catalog.*

• • •

*Left: scene from the E B Film, EARTH SATELLITES; an illustration by Fred L. Wolff, from the book, THE WAR FOR THE MOON, by Martin Caidin.*

*Bring the  
Universe to  
the Classroom*



**ENCYCLOPAEDIA**  
*For Complete "Space Age" Catalog and Information*

# IN AUDIO-VISUAL MATERIALS FOR SPACE AGE EDUCATION

For more than 30 years Encyclopaedia Britannica Films has had but one goal—to produce the finest audio-visual materials; to make them available in the majority of our classrooms; to provide films and filmstrips that are easily accessible to all teachers.

You within the field of education have been more than loyal allies through the years in helping us build the existing great E B Film audio-visual library which is unquestionably considered to be the standard for such materials throughout the world. No further impetus than the constant encouragement and leadership of America's educators has been needed to bring E B Films to the present point of readiness.

Today E B Films—with but a portion of its many resources—can offer more than 350 films, several complete courses on film and many filmstrips in the *specific areas recently highlighted as most vital to our security under the new National Defense Education Act.*

A special catalog of all EBF films and filmstrips on science and other areas covered by the various sections of the NDE Act has been prepared for your convenience and is available upon request.

The tools to do the job are at hand. You demanded them long ago—E B Films *delivered* and will continue to do so. Fortunately, however, the NDE Act at last provides an economic climate under which America's teachers can secure audio-visual and other teaching tools even *beyond* the challenge of today's crisis in "Space Age" education. It rests with every individual and segment within the structure of American education to make the most of our new opportunity.

**BRITANNICA FILMS**  
*write today; 1150 Wilmette Avenue • Wilmette, Illinois*



## early movies reproduced from paper prints!

by making paper contact prints from their 35mm negatives and depositing these prints in the Copyright Office in the Library of Congress, with applications for registration of their claims for copyright protection. This practice was followed until 1912, when the copyright law was amended to provide for the registration of claims for motion pictures as such.

For as many as 64 years these paper prints have been stored in the Library. The original films themselves were on nitrate stock and most of them have disintegrated or been lost, burned or otherwise destroyed, so these paper prints are in many cases unique copies of the originals.

The Library of Congress has long been aware of the importance of these motion pictures, both from an historic standpoint and as cultural documents concerned with the social history of the nation. As long as twelve years ago, experiments were under way to determine practical means of reconvertng the paper prints to new 16mm negatives, for under the copyright laws, upon expiration of the copyrights, the particular works involved fall into public domain and are available for anyone to use. These experiments proved successful in 1953. Under the sponsorship of the Academy of Motion Picture Arts and Sciences 16mm negatives were produced which the Library of Congress felt to be of good quality, and during the intervening years about half the 3500 titles, and about one-third of the footage in the paper print collection have been copied, and prints are in the Academy in Hollywood and in the Library in Washington, for reference screening by persons in serious research. However, these 16mm copies may not be duplicated nor are they loaned or circulated! But

any qualified individual or organization, upon getting the approval of the Library of Congress, and providing the necessary insurance coverage, may himself attempt to copy these 35mm paper originals for his purpose.

Several years ago the Blackhawk Film Company, working with the father and son team of film printers, David H. Bonine, Sr. and Jr., succeeded in making copies from the 35mm paper prints. They ran into considerable difficulty, due to the fact that the old prints are on varying types of stock and many are in bad condition. But this worthy project is the first of its kind, along with CBS television, to make available 8 and 16mm prints to the public, where these films can provide invaluable historical documentation as well as great enjoyment.

Blackhawk Films, 1235 West 5th Street, Davenport, Iowa, will supply these films on loan without charge for telecasting in any factual program, as long as credit is given the company and the Library of Congress. Also, 16mm prints are available on request for previewing. At present, the following films are available: *Famous Trains of Western Railroads, 1897-1903* (Edison-Biograph); *The Georgetown Loop* (Biograph, 1903); and *The Hold-up of the Rocky Mountain Express* (Biograph, 1905).

Among the films currently in preparation are: *Teddy Roosevelt and the Rough Riders* (Edison-Biograph, 1898-1899); *The Pennsylvania Railroad in the 1890's* (Edison); *The Building of the Panama Canal* (Edison); *The Klondike Gold Rush* (Edison, 1897-1901); *Louisiana Purchase Exposition, St. Louis, 1904* (Edison); *Engine 999* (Lubin, 1909); *The Automobile Race for the Vanderbilt Cup* (Biograph, 1904); *New York City in 1903* (Edison).

**W**HEN the first commercial use of motion pictures was made in the "peep shows" and penny arcades of 1894, there was no provision in the copyright law to give them copyright protection, but there was a provision for the registration of copyright claims for photographs. A number of pioneer motion picture producers — Edison, Biograph, Vitagraph, Selig and others—therefore protected their works

# Why not make your own worksheets?



## AIR PRESSURE

**Materials Needed:** One metal container with top, alcohol lamp or electric hot plate, stand, large pan with cold water, gloves with which to handle container when it is hot.

**Procedure:** Make sure that the inside of the container is clean or free from anything that could explode when heated. Remove top from container. Pour about a quarter of an inch of water in the container. Place container over heat until water boils. Remove container from heat and put top in place. Put container in water. The water quickly cools the can and air pressure does the rest.

**Purposes:** To help children realize that the air pressing on them has great force. When air is heated it expands. As air expands it takes up more space. When air is cooled it takes up less space.

by Bruce A. Lloyd

**H**AVE you ever wanted to repeat certain science experiments each year? Have you ever had to spend a great amount of time searching for the book that described the experiment you wanted? Have you ever wanted a handy reference to a number of easy and interesting science experiments that you know your students will be anxious to perform? If you have ever faced these problems then the following may be of some assistance.

*Make your own worksheets of your favorite science experiments!* This is not as difficult as it seems. If these steps are followed it will take a minimum of teacher time.

First of all choose the experiment. Then select two or three good students to assemble the equipment and demonstrate the experiment. Photograph the equipment used and have the students who performed the experiment write on a piece of paper the materials needed, the procedure or steps and the learnings involved or outcomes expected. When the students have completed the written work

paste the picture on the paper and file the paper for future use. Easy, isn't it?

The learnings involved seem rather obvious, but should still be emphasized. In almost every classroom there are, fortunately, several students with great ability. They are the ones who complete their work before the others and have the time to devote to extra learning situations. These are the students who should be chosen to participate in this activity. Usually all that such students need is the text book describing the experiment and a deadline.

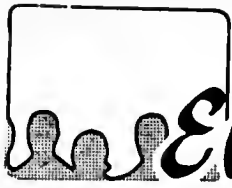
Let these students obtain the materials and equipment needed for the experiment. Tell them that the experiment is theirs to perform and explain to the class. When all is ready you the teacher, or a student, should photograph the materials displayed. It may also be necessary to photograph several steps in the procedure, but that depends upon the experiment. If only one photograph is needed to explain the experiment take the picture and then have the bright students perform

the experiment. Upon completion of the experiment have the students begin to write the worksheet.

The worksheet itself could easily be written on a piece of notebook paper. Just make certain that the students leave room on the sheet for the picture to be mounted. The worksheet should contain a list of the materials and equipment needed to perform the experiment. It should also contain specific directions to be followed by those who will perform the experiment in the future. There should be mention made of the learnings involved in the experiment or the concepts to be obtained. Finally the picture itself should be pasted on, because a picture, properly done, can explain so much more than many pages of text.

It is suggested that students do this because they can learn much from participating in this type of activity. Furthermore, the teacher is free to work with the other students.

This has been done with considerable success in other school systems. Why don't you try it?



# Evaluation of new films

by L. C. LARSON

Director, Audio-Visual Center  
Indiana University

CAROLYN GUSS

Associate Professor, School of Education  
Indiana University

## ISRAEL—AN ADVENTURE

(Tribune Films, Inc., 141 East 44th Street, New York 17, New York) 28 minutes, 16mm, sound, color. For free use, apply to Tribune Films, Inc. and for purchase information apply to the Israel Office of Information, 11 East 70th Street, New York 21, New York.

### Description

Here is a film that is neither a travelogue nor a political record. Instead, one finds a cultural character sketch that is rich in historical overtones. The side-by-side existence of the ancient and the modern in Israel is the theme of this film. It is even carried over into the musical score where flute and vibraharp are orchestrally married by composer-producer Nathan Kroll to a tune of ageless folk flavor.

The slow pace and Arab ways of the old city of Acre are contrasted with the hustle of the modern industrial city of Haifa across the bay. Near the sea of Galilee, girl sailors of the Israeli Navy explore the catacombs of Beyt Shearim, historical seat of the Sanhedrin, to find inscribed there the ancient symbols of Judaism and potsherds that could be Phoenician, Canaanite, or Byzantine. The archeologists at the new Hebrew University in Jerusalem help piece together the history of the land by identifying their finds as Grecian, Roman, and Cretan.

One sees religious worship in several of Jerusalem's churches—Roman, Abyssinian, Russian, and Greek. Then there are the scribes and proofreaders of the Torah, who were the first to revere Jerusalem as holy. In modern Tel-Aviv, the Inbal Ballet group gives a dance interpretation of an ancient Yemenite wedding ceremony. The construction of a power plant in a desert for a port city yet to be built signifies the "practical dream" of tomorrow's Israel.

### Appraisal

In the high school curriculum the film will find its most obvious correlation with the content of world history courses. Sunday school and church

groups of almost every denomination will find that the film gives new meaning to whatever concepts they presently hold regarding the "Holy Land." Certainly they would gain in understanding Israel's modern configuration. *Israel—An Adventure* is much more than places and people, facts and understandings. It is an aesthetic experience which qualifies it very highly for use on high school convocation and film society programs. Alexander Hammid and Franta G. Herman, who photographed, directed and edited the film, are able to sustain moods of mystery, so that in every scene the viewer experiences a moment of discovery. A subtle element of suspense is provided by Christopher Plummer's expert reading of Allan Sloane's restrained and poetic commentary. Film critics will be charmed by the visual poetry of the fugitive playground ball that rolls and bounces down the inhabited slopes of Carmel and through the city of Haifa to be reclaimed by a new group of children. This sequence will remind some of the *Red Balloon*, others of *People Along the Mississippi*. For the sophisticated, *Israel—An Adventure* will be unforgettable.

—Ledford Carter

## GATEWAYS TO THE MIND—

### THE STORY OF THE HUMAN SENSES

(Produced for Bell System.) 60 minutes, 16mm, sound, color, 1958. Apply to your nearest Bell Telephone System office for use. Teacher's guide and student's guide are available.

### Description

This film, the fifth in the Bell System Science series, uses animated figures, diagrammatical drawings, live action, and documented film footage to dramatize what happens when we hear, see, smell, taste and feel. Dr. Frank Baxter, in a Hollywood sound stage setting acts as narrator and guide.

Opening scenes depict a discussion between Aristotle and several of his students concerning the five human senses but Dr. Baxter corrects them by stating that one has many more than five senses which work together rather than independently. The film continues by showing Gene, the animator, as he describes the drawings of characters he has made to represent five of the senses.

Next, Dr. Baxter explains that the

senses are like dispatchers that send information through the network of the sensory system. Animated drawings show the sense of touch character dispatching a message and the outline of man's nervous system is shown in a silhouette.

The film goes on by explaining that nerve fibers carry signals by electricity. Luigi Galvani's experiment with "animal electricity" is briefly explained, then the film presents an actual recording of electrical impulses going from a living eye to a living brain. The impulses jumping from cell to cell are shown by animation.

Continuing, the film treats the problem of how the brain transforms the impulses it receives into action, sensation, and thought. An animated character representing the thinking part of Joe's brain reacts to stimuli flashed on the brain's master screen and flips switches to trigger the proper physical responses.

The film returns to Dr. Baxter who points out that *stimulus* is the key word. He illustrates this by projecting a film which shows animals—from the one-celled Protozoa to man—responding to stimuli. He tells that each living thing develops senses according to its needs, with man alone possessing a brain with a capacity for imagination, thought, speech, reasoning, planning, and storing knowledge.

The next sequence describes and shows by drawings the parts of the ear and traces the influence of the sound-wave stimuli from the outer ear to the brain pattern formed. Dr. Baxter switches on tape recordings of impulses from the optic nerve, taste buds, and others and calls attention to the fact that they are all the same.

Dr. Baxter continues by explaining that taste is actually four senses; it seems like more because one smells things as they are tasted. Also, the thermal senses are in the mouth.

By diagrammatical drawings, the film then shows the path of the molecules which are smelled to the cell filaments on the olfactory patch which send electrical impulses over nerve fibers to the brain.

Next, the film compares the parts of the eye to those of a camera, shows a close-up view of the external human eye and points out the blind spot on the retina. In a diagrammatic side view of the human eye, the film shows

the path of light through the cornea, through the lens, and finally its focusing on the retina. After the fovea is pointed out, the functioning of the rods and cones is explained as they are shown in a drawing. This sequence concludes by showing that pigments can be extracted from the retina in the laboratory.

Next, the film explains that the sense of touch consists of at least four other senses. Animated drawings show that when the tip of the finger touches a hot iron, the pain endings, touch, heat and cold, and pressure all send their messages, which trigger a reflex action as well as continuing to the brain. Dr. Baxter explains that the sensation of pain is important; it alerts a person when injured and helps to locate the point of injury.

The film continues using animation to show the functioning of the semi-circular canals in the inner ear, as Dr. Baxter tells how a series of sensory responses work together to help keep one's sense of balance. Also, slow-motion scenes of a cat dropped from an upside-down position show how it twists itself to land upright.

The setting for the next sequence is "under the big top," as the film tells of the senses used by the various circus performers as they do their acts. Ani-

mation shows the little man at the master receiver of the brain as he throws the switches necessary for an aerialist to accomplish the proper physical responses while swinging through the air and grasping the waiting hands of his partner.

The film now begins a presentation of evidence to substantiate the statement that the brain interprets visual images through past experiences. Trapezoidal windows that are revolving appear instead to be moving back and forth because the windows are not rectangular as one expects them to be. A distorted room looks normal making the size of boy and man in the room appear abnormal. The distorted room looks normal because it looks like what it is expected to be. Professor Hadley Cantril, who has pioneered in this research at Princeton University, explains that one acts in terms of what one has learned to expect from past experiences.

Next, the film shows Dr. Baxter demonstrating that the electroencephalograph can measure electrical impulses that reach the human brain. Then the film duplicates the McGill experiment, showing that people who were subjected to extreme and prolonged monotony by cutting off their senses from all stimuli soon developed

hallucinations. A similar result may be produced by the monotony of such tasks as truck driving and aircraft piloting. Dr. Baxter also mentions that scientists are studying such questions as what happens to men in the monotony of the Antarctic "white-out" and what is the "rapture of the deep."

The film next shows that man has extended his senses with such developments as the field-ion microscope, satellites broadcasting information, bathospheres, and stratosphere balloons. Nevertheless, regardless of how much man extends his senses, he must still depend on the ones he has always had.

Finally, the film shows that experiences brought to the brain through the senses are recorded there for a lifetime. Dr. Wilder then presents his findings when he stimulated the surface of the temporal lobe of the human brain of his patients with an electrode. Recordings of the actual words of the patients are heard as they speak of experiences that happened in the distant past. The film concludes with Dr. Baxter telling that scientists are beginning to understand the senses more and more and to realize how remarkable they are.

#### Appraisal

The evaluating committee feels that *Gateways to the Mind* continues the



## ROCKETS: PRINCIPLES AND SAFETY

elementary-junior high film  
one reel — color, \$110; b/w, \$55

## SATELLITES: STEPPING STONES TO SPACE

elementary-junior high film  
one and one-half reels — color, \$170; b/w, \$90

*Preview Prints Available From*

### FILM ASSOCIATES OF CALIFORNIA

10521 SANTA MONICA BLVD.  
LOS ANGELES 25, CALIFORNIA

# OH TROUBLE TROUBLE TROUBLE TROUBLE TROUBLE TROUBLE (FIRST INSTALLMENT)

While talking to a film producer, have you noticed his tear filled eye, his depression, his slight facial tic? This is a little understood disorder known as PCN, or Production Cost Neurosis. Think back. You were probably complaining to him about your own problems, perhaps the cost of prints, the price of rentals. This you must not do. It brings on his symptoms immediately.

The malady arises from the producer's conviction that no one understands his cost problems. So: We explain costs. You develop sympathetic understanding. Neuroses disappear. Simple?

Before exploring classroom films proper, you might be interested in knowing that the big, razzle-dazzle free loan industrial films that you get usually cost the sponsor from \$30,000 to \$100,000. No PCN there. True, production costs are high. There may be three to five more crew members than listed below. Writing, shooting, editing and client relations may be interminable. However, the budget is raised accordingly and the sponsor more or less gracefully foots the bill.

Classroom films are a different story. Most of them probably cost the producer from \$4,000 to \$10,000 to make. They can cost as little as \$2,000. Few exceed \$20,000. It depends.

Let's conjure up a rough budget (with a warning that costs vary greatly depending on place and circumstances). Let's imagine a fairly complex film: 16mm color, 1 1/2 reels, four speaking parts, five days shooting in studio and on location.

writer (3 weeks).....	\$ 750.00
director (2 weeks).....	700.00
crew (1 week)	
director of photography.....	337.50
camera operator.....	225.00
sound mixer.....	270.00
sound boom operator.....	168.75
chief electrician.....	213.75
electricians (2 @ \$112.50).....	225.00
grip.....	157.50
actors (4 @ \$285.00).....	1,140.00
studio rental.....	500.00
set and location costs.....	350.00
equipment rental.....	300.00
transportation.....	100.00
raw stock (film).....	192.00
work print.....	120.00
magnetic film.....	150.00
editor (3 weeks).....	675.00
narrator.....	100.00
recording studio.....	160.00
titles.....	75.00
miscellaneous.....	250.00
1st completed print.....	90.00
	<hr/>
	\$7,249.50
plus (let's say!) 15% overhead.....	1,087.43
	<hr/>
	\$8,336.93

How many prints does the producer have to sell before he begins to make a profit? Will the tears well up in old Sy Wexler's eyes? Will old Bob Churchill reach for the barbiturates? Don't miss the enthralling sequel in next month's issue.

No room for adv't this time.



CHURCHILL-WEXLER  
FILM PRODUCTIONS

801 N. Seward St. L.A. 38, Calif.

outstanding precedent set by the other films in the Bell System Science Series by having an interesting attention-holding treatment, accurate content, clear presentation, coupled with excellent color, sound, and acting. Dr. Frank Baxter again excellently performs his role as narrator and guide. The two broad purposes of the film may be stated as follows: (1) to present factual information concerning the senses resulting in a more understanding and deeper appreciation of the senses and motivating further study concerning them, and (2) to create a feeling of respect for the work of the scientist and consequently serve to attract students to the field of science. It appears that the film does an admirable job of fulfilling both of these purposes. Even though many of the concepts presented are difficult to visualize, the film, through animated drawings and other means, does a very good job of showing such ideas as "all knowledge is ultimately dependent on the senses"; "there are many more than five senses"; "the senses code information electrically"; and "what is perceived is dependent on past experiences." Also, the setting of the Hollywood soundstage adds interest and makes logically available various types of equipment and materials which are used to clarify certain points in the film. The casual approach, appealing visuals and personalities, slow pacing, and interesting content make the film suited to a general television audience. However, evaluators of the film agree that it also has much curriculum value. In classes, such as high school biology, health, and general science, the film would be useful in presenting certain factual information, promoting discussion, and helping to create certain attitudes. In addition it would have some use in college and university classes of biology, health, and psychology and in the elementary school as well.

— George Vuke

## PARAGUAY: A NEW FRONTIER

(Paul Hoefler Productions, 1122 Kline Street, La Jolla, California) 17 minutes, sound, color, 1957. \$150.

### Description

Narration, musical background, and actual photographic views of life in the Chaco district of Paraguay show people of many nationalities helping to bring civilization to this wild country—one of the world's last frontiers.

A film map locates the small South American country of Paraguay while the narrator points out that although Asuncion, the capital city, was settled less than fifty years after Columbus

discovered America, this region has been slow to develop because of its isolated position—its only outside contact being through the Rio Paraguay. Business and commerce center around the waterfront. On the Rio Paraguay are seen small boats from upstream docked beside large steamers from Buenos Aires loading and unloading bales of cotton, hides, oil, food, machinery, and clothing. Another map depicts a detail of Paraguay, showing how the river divides it into two regions. The western region called El Chaco is the subject of the rest of the film.

The camera pictures El Chaco as a strange wild land populated by a few scattered Indian tribes and pioneer immigrants. Saddle horses and ox carts creak across the scrubby terrain, ford shallow lagoons in the swampy areas, and furnish the only modes of transportation for people and supplies. Comparisons of life in three districts of El Chaco reveal striking differences.

In the north men are cutting down quebracho trees, loading the logs with the help of oxen onto flat cars where they will be carried on a narrow gauge railway to a sawmill near the river, unloaded, and crushed to extract the tannin.

In the heart of the territory lies the community of Filadelfia, settled in the 1930's by a group of Mennonites from Germany and the Russian Ukraine who were seeking religious freedom. Given land by the Paraguayan government, they have built houses and developed a civilization similar to that known to them in their homeland. A view of the main street shows trucks, horses, teams and wagons, people, and cows all sharing the thoroughfare. In true pioneer fashion the settlement is self-sustaining as illustrated by such scenes as a cobbler and wagon-maker at work, women doing the family wash with hand-powered machines or on washboards, and men hulling peanuts in hullers made entirely of timber from nearby forests. A glimpse is also caught of the sawmill where the lumber is cut. A visit to an experimental farm shows that cabbage, dates, castor beans, bananas, papayas and grapes as well as peanuts will grow in this area.

An airplane landing in a pasture reveals a kind of a pioneer to be an enterprising American, the owner of a large cattle ranch to which he flies often from his home is Asuncion. Activities shown of the ranch include the branding of the calves and inspection of the herd. After pointing out that two of the hazards of cattle-raising are jaguars and cattle-rustlers, the film shows steers being taken to market at Asuncion. The film closes with a view



of the vaqueroes returning to their home ranch.

#### Appraisal

This film should have wide audience appeal from the junior high school to the adult level. It is technically good and logically organized. Groups studying the problems or methods of pushing back frontiers or the geographical characteristics and economic development of Paraguay should find it helpful. Emotion is heightened through stirring music and the sound effects of the cattle lowing as they leap out of the barge and trot up the river bank at Asuncion. There is no portrayal of life in native Guarani villages; rather, a colorful picture of a not generally known way of life in Paraguay and the problems of developing a new area are presented. Some words such as "Guarani," "guarana," "vaquero," and "quebracho," which may be unfamiliar to children may need explanation. The film should prove interesting by illustrating the fact that history is not dead but is repeating itself within our own lifetime.

— Jean Holt

### THE RETURN

(American Physical Therapy Association, 1790 Broadway, New York 19, New York.) 39 minutes, 16mm, sound, black and white, 1958. \$140. Produced by MPO Productions Inc., New York.

#### Description

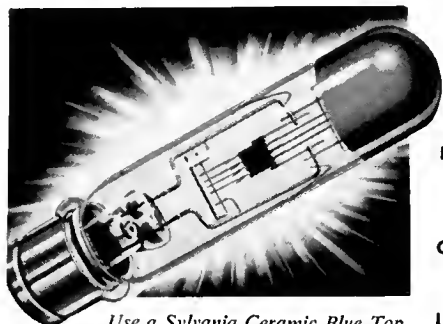
*The Return* is in semi-documentary dramatic form, depicting the role of the physical therapist in the rehabilitation of a paraplegic victim.

In the opening scenes, Jim Hines is involved in an automobile accident, in which he suffers almost complete paralysis of his lower limbs. Jim is told that he has some muscle return, but he will have to work very hard if he intends to walk again. Under the guidance of his physical therapist, Pat Chaney, Jim begins his exercises to develop his muscle power. Through hard work and the use of whatever muscle power he can muster, Jim learns to sit upright and eventually is able to dress himself. It is a big day for Jim when he uses his wheelchair for the first time and is able to look at people from a sitting position once more.

The confidence Jim has gained thus far seems to all but disappear when he tries to learn to crawl for the first time. Pat feels that because Jim is unable to see any improvement he has given up. His failure and refusal to try to learn to crawl causes a great deal of concern to the therapist and the other members of the staff. After a consulta-

# SYLVANIA CERAMIC BLUE TOP

PROJECTION LAMPS... for all makes . . . all types . . . in all sizes



Use a Sylvania Ceramic Blue Top  
in your projector . . . your slides  
and movies deserve the best!

New Sylvania Ceramic Blue Tops are available in all standard sizes for any projector . . . to fill your exact requirements for clear, brilliant projection.

**Blue Tops offer these superior qualities:**

**Brighter** . . . Ceramic Blue Tops won't scratch, chip or peel like ordinary painted tops . . . machine-made filaments assure pictures bright as life.

**Cooler** . . . Ceramic Blue Top is bonded to the glass for improved heat dissipation . . . cooler operation assures longer lamp life.

**Longer Lasting** . . . Exclusive Sylvania shock-absorber construction protects filaments from vibration damage.

SYLVANIA ELECTRIC PRODUCTS, INC.  
1740 Broadway, New York 19, N. Y.



## SYLVANIA

. . . fastest growing name in sight!

LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

tion with the other staff members Pat receives permission to take Jim to the pool and allow him to walk between the handrails in the water. It is felt by all that this may restore Jim's confidence in himself and prove that he is making progress. In the pool Jim finds that he is able to walk, and his desire to walk under his own power is stronger than before. At the handrails in the gymnasium Jim takes his first steps. In a few short weeks he is walking with crutches. Jim's improvement and that of the other patients is discussed by the therapists on the staff. The progress of a patient is the greatest reward for any physical therapist. The faith that the patients, young and old, have in their therapists is payment enough.

Pat helps Jim to learn to fall from his crutches should it ever be necessary. During an exercise in which the patients gain confidence in using their crutches by hitting a large ball to each other with their crutch, Jim is thrown off balance. As he turns and starts to fall, Jim remembers what he was taught and lands in the proper manner. Jim's excellent progress has merited him the opportunity to proceed with a travel test in actual life situations which is designed to measure his ability and determine if he is ready to leave the hospital. Jim and Pat walk to the railroad station, board the train, and travel to the city. Pat records the time it takes Jim to travel the various distances and determines if he is able to handle the many situations he may encounter. Jim does well and finds that he has returned.

#### Appraisal

*The Return* is an excellent documentary film depicting the rehabilita-

tion of a paraplegic victim through the help and guidance of a physical therapist. The film is designed to be used in vocational guidance programs and will definitely stimulate a desire on the part of the viewer to seek further information about a career as a physical therapist. It may be used profitably by senior high school and college guidance counselors, in nurses training programs, and in general adult groups. Supplementary information on type and amount of training, suggested prerequisite courses, job availability, and approximate salaries will be needed. The producer intended that the film: (1) motivate young men and women to enter the profession, (2) and inform the general public about physical therapy. Through excellent casting and production techniques the film certainly should meet these objectives. The leading roles were performed with a great deal of feeling and emotion, which are transferred to the viewer. Using the facilities of the New York State Rehabilitation Hospital in West Haverstraw, New York, adds authenticity and impact. The viewer cannot help but feel a desire to want to do something for these patients. The training sequences, especially those on the mat and handrails, have tremendous power. In addition to the dramatized sequences, the viewer is given an insight into the actual work of the therapist and the rewards by the actual scenes taken at the rehabilitation hospital. Though lacking in information on the training required of a therapist, *The Return* should prove to be very effective in guidance programs and for use by general adult audiences. A 28-minute version is also available.

— Sheldon A. Goodman

## FILM SERVICES TO PRODUCERS OF 16MM MOTION PICTURES AND FILMSTRIPS

Sound Recording

Magnetic Transfer

Editing and Matching

Titles and Animation

Colburn Color Positives

Magna-Striping

Filmstrip Animation

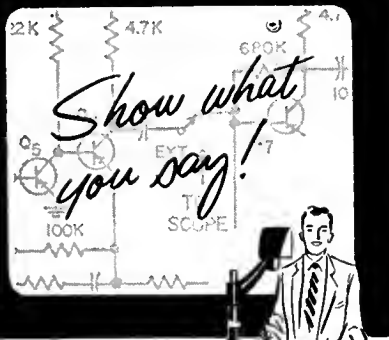
Slide Duplicating



**GEO. W. COLBURN  
LABORATORY  
INCORPORATED**

164 No. Wacker Drive, Chicago 6  
Telephone DEarborn 2-6286

HERE'S A NEW AND BETTER WAY TO TEACH



With  
The  
New

# VU-GRAPH

Overhead  
Projector.

It's unique! Beseler's new VU-GRAPH is the projector you use in a fully lighted room. The picture flashes OVER your head—onto the screen—while YOU face the class to see who understands, who needs help. Use prepared transparencies or quickly make your own. VU-GRAPH projects in black and white or full color: slides, stencils, models, even your own writing—as you write! 4 models including new portable. Teacher operated—no assistant needed. Free Demonstration at your convenience. Free Brochure: "Get Your Point Across—Fast!"

CHARLES *Beseler* COMPANY  
EAST ORANGE, NEW JERSEY

# Useful Filmstrips

By IRENE F. CYPHER

Associate Professor of Education  
Dept. of Communication Arts  
New York University



The other day we happened to be observing a sixth grade class "in action." Lo and behold, the teacher used exactly seven frames of a filmstrip, then turned away from the projector and started her group on a production project which involved making transparencies for use with an overhead projector. Now that's what we call sensible utilization of a filmstrip! There were thirty-eight frames in the filmstrip, but she neither tried to hurry through the complete strip nor did she "apologize for not showing it all." She simply used what she and her pupils needed at the moment and made it a part of the normal course of work. Perhaps the day of sensible visualization techniques is approaching at long last!

## ALASKA

### TWENTIETH CENTURY FRONTIER

(Single strip, black and white; produced by Current Affairs Films, 527 Madison Ave., New York, N. Y., as a public service for the New York Journal American.) Alaska is "the topic of the hour," and interest in the 49th state runs high. This filmstrip gives a picture account of the resources, industries, living problems and future potential of this great area. By highlighting the facts and features of outstanding importance the viewer is led to see the meaning of statehood and to a consideration of what constitutes Alaska's major problem if it is to be developed. This type of filmstrip is best suited for use in a class where there will be discussion of social and economic matters. Its use will enable a teacher to focus attention on major issues and to stimulate pupil interest in current matters of national and international importance.

## AMERICAN AUTHORS

(6 strips, black and white; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$18 set of 3, \$3 single strips.) Irving,

Cooper, Alcott, Holmes, Whittier and Longfellow are names that represent much to all students of American literature. These authors have contributed to the reading pleasure of many. The filmstrips (adapted from motion pictures of the same names) give us an insight into some of the events in the authors' lives and focus attention on their better known writings. In this way the strips can be used both as introduction to the people and as guides to the literary works for which they are famous. The general scope is adapted to junior and senior high school work in American literature.

## AMERICAN HISTORY SERIES

### SET NO. 2

(6 strips, color; produced by Young America Films-McGraw-Hill Text-Film Division, 330 West 42nd St., New York 36, N. Y.; \$32.50 per set.) There are many events and personalities connected with the growth and development of our country. This series deals with the major developments from 1789 to 1850. Included are the problems and policies of the new government, the place of the young nation in world affairs, growth of the western sections, industrial and agricultural expansion and social change and sectional controversy. The presentations are correlated with standard curriculum units and follow the sequence of study usually covered under the title of American History I. Interest is centered on significant problems of each period and on the people who helped to carry out the progress set up by the government and its leaders. Suited to study in grades 7 through 12.

## INSTRUMENTS OF THE SYMPHONY ORCHESTRA

(6 strips, color, with records; produced by Jam Handy Organization, 2821 E. Grand Blvd., Detroit 11, Michigan; \$51 for complete set of 6 filmstrips and 6 33-1/3 rpm records; \$8.95 for individual strips and records.)

Whether you actually play an instrument yourself, or are merely one of an audience listening to a concert, your appreciation of a symphony orchestra will be enhanced if you know something of the various instruments and how they are played. This series takes each section of a symphony orchestra—string, woodwind, brass, percussion, melodious percussion, the orchestra as a whole—and gives us the stories of the individual instruments, how they evolved, what they contribute to solo or group playing. The accompanying records, of course, enable us to hear the tonal pattern and the range of each instrument. The production is a good one and represents a happy combination of sight and sound for true teaching and learning purposes and pleasure. This is one of those instances where the producer says the set is intended for later elementary, junior and senior high school. We prefer not to give a specific grade category, for the material can well be used by any level or age group interested in music.

### J. A. COMENIUS 1592-1670

(Single strip, black and white; produced by UNESCO and available from UNESCO Publications Center, 801 Third Ave., New York 22, N. Y.; \$3.25 with manual.) Anyone interested in the use of audiovisual instructional materials will find this filmstrip valuable. It is, of course, biographical in nature, and as such gives us some of the highlights of the career and work of John Amos Comenius, the exiled Moravian pastor who had so great an influence on educational methodology. Illustrations in the filmstrip have been gathered from famous libraries in Paris and Prague and the United Nations resources. We are given a description of the famous encyclopaedia "Orbis Pictus" and of the philosophy underlying Comenius' insistence on the use of pictures to motivate children to learn. Such a filmstrip is naturally to be recommended for teacher-training groups. We see no reason, however, to restrict it to such groups. Certainly pupils in junior and senior high school would find it interesting for use in consideration of world history and culture.

### MASTERS OF MODERN ART

(2 single strips, color; produced by Life Filmstrips, 9 Rockefeller Plaza, New York 20, N. Y.; \$6 per strip.) The latest editions to this series are *Henri Matisse* and *Vincent Van Gogh*. There are lecture notes which provide additional information about the specific material shown in the strips. In

each instance the intent is to provide the viewer with a selection of the works of the artist, particularly those which give us a key to his style and contribution. Selections illustrative of the different periods and moods are included; so are detailed closeups which enable us to examine paintings carefully. The lecture notes provide background data and serve as references. Filmstrips such as these can be used in a variety of ways and to meet many needs. They can serve either to prepare pupils for a visit to great museum centers, or as a guide to recall and discussion after such visits. They are also helpful in leading students to understand and appreciate the skill of artists and in helping to form ideas of art and the role of art in modern life.

### TAGLINE FOR SUCCESS

(Single strip, color; produced by and available without cost from Educational Service Dept. of Bristol-Myers Products Division, 45 Rockefeller Plaza, New York 20, N. Y.) There is no single royal road to business success, but a bit more attention to some of the points stressed in this filmstrip could well help any young man or woman who is starting out on a career. A plea is made for skill and knowledge to meet job demands; a good attitude, towards work and fellow-workers; basic cleanliness as an essential; maintenance of good health, and the wearing of suitable clothing. Wall charts and booklets may also be secured to use with the strip. There is a place for material of this type in college and training courses and in industry training units. The diagrams are clear and the descriptions simple, leaving opportunity for plenty of discussion.

### 20th CENTURY BOOKKEEPING AND ACCOUNTING SERIES

(Revised) (3 filmstrips, color; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago, Illinois; \$15 set of 3.) This series is both general and specific. There is an overall emphasis on the general value of keeping accurate records. There is detailed and itemized information as to how to record transactions, post journals and keep a ledger of debts and credits. There are many diagrams designed to show the types of record books, accounts and processes involved. The material is based on the South-Western Publishing Co. books of the same title, and a very complete visualization is provided for this study. Good for work in business training courses in grades 9 through 12.



120 PAGES

Now, between the covers of one book you'll find hundreds of items relating to every photographic need . . . Recording, Photographing, Processing, Storage and Optics. Truly a treasure of information . . . yours Free. Write — ESAVG 159

**BURKE & JAMES, INC**  
321 S. Wabash Chicago 4, Illinois

**RADIO-MAT**

TALK from your SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES

or  
RADIO-MAT SLIDES

WRITE AMBER-GREEN  
ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES**

on your own  
**TYPEWRITER**  
by using  
**RADIO-MAT**

Regular size 3 1/4 x 4 or the New Duplex 2x2.  
Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write —  
**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd., Daytona Beach, Fla.

**SCIENCE FILMSTRIPS**

SINCE 1931 SINCE 1931

MADE BY TEACHERS FOR TEACHERS

BIOLOGY	HEALTH & SAFETY
PHYSICS	GENERAL SCIENCE
CHEMISTRY	MICROBIOLOGY
BIKE SAFETY	BUS SAFETY

NEW—Elementary Science Series in Brilliant Spectracolor

**VISUAL SCIENCES**

Box 599E Suffern, New York

**FILMSTRIP CATALOGUE**

Largest Filmstrip Library

**EYE GATE HOUSE, INC.** Dept. ES 1  
146-01 Archer Ave. Jamaica 35, N. Y.



# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$6.00. With guide, \$6.30.

**The Vikings** — In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**Knights of the Round Table** — A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**A Lesson in Mythology** — Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50

**Alexander the Great** — Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Richard III** — Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe** — In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Block-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$3.50.

**Hansel and Gretel** — In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kinemins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth** — In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Ulysses** — In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**

10 Brainerd Road, Summit, New Jersey

by Max U. Bildersee

# Sound Advice

about audio materials

and equipment

Elementary school teachers should be aware of several books by Fan Kissen, script writer and program consultant in the Elementary School Division of the New York City Board of Education station, WNYE. The books are "The Straw Ox," "The Bag of Fire," "The Crowded House" and "They Helped Make America."

Each of the first three are in the series "Tales from the Four Winds" and have been successfully reproduced as radio programs in New York. Just as the four winds blow from the four major directions, so the stories come from all over the world. Most of these stories are old, so-called folktales. They may not have been written down before—certainly not in the form of a usable radio script. No one knows who first told them but they have been handed down from parent to child through many generations.

"The Straw Ox" includes such familiar titles as "Jack and the Beanstalk," "The Sleeping Beauty," "Rumpelstiltskin" and, of course, "The Straw Ox." These scripts are simply written and included with each are simple sound effect suggestions.

Similarly "The Bag of Fire" contains many familiar titles including "Why the Sea is Salt," "Cinderella," "The Tinder Box" and "The Bag of Fire." Included in "The Crowded House," as well as the title playlet, are "The Pied Piper," "The Young Paul Bunyan," "The Three Golden Dranges," "The Ugly Duckling" and "The Wise Men of Gotham" to mention but a few.

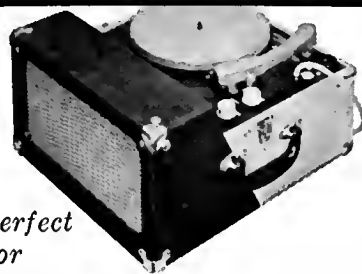
Teachers will immediately recognize the opportunities these ready-to-go radio scripts can mean to them in literature, reading and speech instruction programs. These are 'tailor-made' for presentation over school-wide sound distribution systems. Or the class can use the tape recorder and perform and record plays of their own selection for their own satisfaction. The variety of uses in assembly

programs and classroom situations is limited only by the imagination of the teacher and her students. The publishers have recognized these potentials and have wisely made provision for them by stating that "No permission is required for informal presentation in classrooms or school assemblies" although permission for presentation beyond these limits must be secured from the publishers, Houghton Mifflin Company.

These three volumes are little gems which can be most effectively used in the audio education program as it contributes to student growth in reading and in speech.

"They Helped Make America" is quite different in that these are reading plays. Production with limited school facilities would be difficult. Costumes are required, as are special sets. Seventh graders, however, who seek introduction to the form of the drama, can profit from reading about such men as William Penn, Benjamin Franklin, Paul Revere, George Washington, Sam Houston, Abraham Lincoln and others who excite their imagination and whose lives and deeds are integral to the growth of America.

The amazing growth of the language laboratory idea and its broad acceptance on all levels of instruction prompts us to try to keep abreast of the flood of foreign language records approaching or on the market. LEARN FLUENT SPANISH (*Wilmac Recorders*, Pasadena, California), is one example. Wilmac has produced many records in the major foreign languages and is well equipped to contribute successfully in this area. LEARN FLUENT SPANISH is entirely recorded in the foreign language and is designed so that the student listening alone or in a group situation is immediately immersed in it. The content is travel oriented, being based on travel situations. The vocabulary employed is entirely practical



perfect  
for  
instruction and recreation

## NEWCOMB DEPENDABLE

### CLASSROOM RECORD PLAYERS AND RADIOS

Newcomb sound products have proven their dependability by delivering years of trouble-free service in leading school systems throughout the country. They are safe; ruggedly built of the finest quality materials; most are transformer powered for best performance, maximum safety. With easy-to-service construction and quickly available American-made parts, it is a simple matter for any service man to put the equipment in like-new condition.

NEWCOMB serves your other sound needs with **DEPENDABLE PUBLIC ADDRESS AMPLIFIERS** and **DEPENDABLE TRANSCRIPTION PLAYERS**. Write for complete catalog.

**NEWCOMB AUDIO PRODUCTS CO., DEPT. C-1**  
first in sound since 1937  
6824 Lexington Ave., Hollywood 38, Calif.

## Audio Directory

### Audio Equipment

### EVERYTHING IN ELECTRONICS

FREE ALLIED 1959 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for 452-page Catalog.

**ALLIED RADIO**  
100 N. Western Ave., Chicago 80, Ill.



### 4 SPEED RECORD & TRANSCRIPTION PLAYERS

Write for illustrated  
catalog

**AUDIO-MASTER**  
17 E. 45th St., New York

### califone

Portable PHONOGRAPHS  
TRANSCRIPTION PLAYERS  
Complete SOUND SYSTEMS

for Every School Use!!

Califone 400 Park Ave. New York 17, N.Y.  
100 Park Ave. New York 17, N.Y.

and it is not impossible, within the limits already indicated, that the student in a short time can be conversing simply in the language.

Method is important here and the authors have wisely elected to use a pure aural-oral approach, giving the student ample time to repeat heard phrases and to respond to recorded questions. Although a translation and manual accompanies the recordings, it cannot be used except for students who have a facility for reading quickly and easily.

Foreign language recordings must also be judged on the basis of speech. These represent superior enunciation and pronunciation and can be effectively employed in instruction on the junior high school level and above in the introduction of the language and in the early development of a sizable vocabulary. Of course the speakers can be imitated to good purpose for proper speech.

If the recordings are employed below the seventh grade the text material becomes less important and the recordings then must stand on their merits. In this instance rapid progress may not be possible—it may not even be desirable. But younger children can enjoy and profit from the aural practice.



ENRICHMENT MATERIALS (New York, N. Y.) offers four titles adapted from the Landmark Books. These include "George Washington: Frontier Colonel" and "The Santa Fe Trail," pressed back-to-back on disc 116. Each of these can be useful, particularly in the upper elementary and junior high school grades, in classes studying American History. Each of the recordings deals with the westward expansion of the American people. The recording of George Washington emphasizes his early journeys to the Ohio valley and his services in that area to the British expedition—particularly General Braddock. Students will learn something of the rivalry of the French and the British in pre-Revolutionary days and of warfare in the trails and forests of the then unexplored west.

"The Santa Fe Trail" deals with a later period, of course, and recounts dramatically the trials and hardships encountered by the traders who, in 1822, made up the first wagon train westward from Franklin, Missouri. Included in this recording are mentions of the exploration of the Cimarron River, the Mexican War of 1846, and the Gold Rush just three years later.

Junior high school students can enjoy and profit from hearing "Thomas Jefferson: Father of Democ-

racy" (ENRICHMENT), which is a dramatization of major events from the life of this American statesman. Beginning with Jefferson's political activities prior to the American Revolution, this recording relates his contributions to the framing of the Declaration of Independence and his service as President of the United States. This is an excellent recording which can be valuable for either student motivation to study and reading or for quick summary of the life of the founder of the University of Virginia. The reverse side, intended for somewhat younger students, is titled "The Vikings," and summarizes the explorations and settlements of Greenland and the American continent, led by Eric the Red and his son Leif the Lucky.

Senior high school students can gain a new insight into Shakespearean drama through the recordings issued by THE SPOKEN WORD (New York). Included in their recent releases are four, all of which are superior. These are performed by the Gate Theatre Players of Dublin. "As You Like It," "Much Ado About Nothing," "Taming of the Shrew" and "Twelfth Night" are the four titles thus far released. Each play is complete and can be heard with profit either by individuals listening alone for pleasure or study, or by groups listening together. The dramas are unchanged from the original, except for the deft and useful introduction of simple stage-setting sound effects. These recordings of complete Shakespeare plays represent valuable contributions to the recorded literature available to schools.



Equally valuable are several recent CAEDMON (New York) releases such as "The Ancient Mariner" backed up by "The Poetry of Coleridge" read by Sir Ralph Richardson. In addition to the title poem, "Kubla Khan," "This Lime Tree Bower My Prison," "Frost at Midnight" and "Dejection: An Ode" are heard.

It is interesting that when Edison developed the first crude phonograph he spoke of developing a form of "written sound" which could be preserved and reheard. Francis Turner Palgrave, at about the same time, was so impressed with the beauty of some English poetry that he collected an anthology of particularly impressive works. These two arts have been combined in CAEDMON'S "Palgrave's Golden Treasury," which represents the work of many major English poets whose work was well known before the twentieth century. These include such giants as Arnold, Burns, Byron,

Coleridge, Donne, Dryden, Keats, Marlowe, Milton, Shakespeare, Tennyson and Wordsworth to name but a few. All in all fifty-four poems selected from Palgrave's original anthology are here reproduced in sound as they were meant to be heard. This too, is an exceptional recording and can well be used in secondary school record libraries as well as in other collections for adults.

Still in the area of English Poetry, we would like to draw to your attention "The Poetry of Keats," also published by CAEDMON. Sir Ralph Richardson reads this recording, which includes "Ode to a Nightingale," "Ode on a Grecian Urn," "To Autumn," "Ode to Melancholy," "When I have Fears That I May Cease to Be," "On First Looking Into Chapman's Homer," "La Belle Dame Sans Merci" and "The Eve of St. Agnes." We have not been able to give you the complete contents, but this selection can indicate the importance of this recording in the instructional as well as the pleasure listening program. The poems are obviously carefully and well selected and the reading is superior. Here, too, is a recording which can contribute much to the pleasures of study and at the same time increase both the speed and the intensity of learning for secondary school students as well as college students and adults.

We all recall the delightful "Rutabaga Stories" which Carl Sandburg created for his children. CAEDMON has produced a recording of seven of these fascinating tales as told by the poet and author himself. It is difficult to assign such a recording to any particular group except by saying that it is delightful leisure listening for children of all ages—and instructionally valuable in the elementary school for the opportunity it gives to introduce children to Sandburg. The stories here recreated involve the fabulous trip to the Rutabaga Country and introduce such delightful places and charming people as the Village of Cream Puffs, Hatrack the Horse, the wild Babylonian Baboons and Googler and Gaggler. This one is really 'fun for all' and can be used in instruction for a variety of purposes on several levels of learning.

"Listen and Play the Piano" is an effort to offer direct instruction in music for beginners. CABOT, in publishing this record, claim no more for it than that through it some musical talents may be discovered. Hardly intended for school use, it may still be applicable to home situations and may be used in a supervisory sense to determine specialized talents.



# Church department

by William S. Hockman

## Back To Green Lake

Most oldtimers in the church AV field will welcome the news that the 1959 international conference will be held on the beautiful grounds of the American Baptist Assembly at Green Lake, Wisconsin. Opening Sunday evening, September 6th, with a keynote presentation, the 16th Conference will conclude Friday evening the 11th. During these days the theme will be "Improving Christian Communication." Let us hope that the accent will fall on "communication" and not on spelling out "the message"—a temptation the clergy find it hard to resist. Again, let us hope that some of the "high ecclesiastical brass" show up for the consultation which will run concurrently in some manner to be devised by the Conference sub-committee. In 1960 the Conference is to be held at the University of Colorado, at Boulder, with August 17 to 24 as the favored date.

## The AVRГ

What a handsome and useful volume, that FOURTH EDITION AVRГ! Here is a book every minister, educational director, and church school superintendent will reach for often, and as he does he will have warm inner feelings of gratitude to the Committee on Audio-Visual and Broadcast Education (CAVBE) of the National Council of Churches (NCC) and especially to Don Kliphardt, expeditor and editor of the vast project. And a vast job it was! Assembling more than 50,000 pieces of information from the Preview and Evaluation Committees across the country and other sources, and reducing it to the pages of the AVRГ, while carrying forward the other concerns and work of the Department, was a task requiring competent skill and many hours of labor beyond the line of both pay and duty. We salute them for a job well done! Now let the church buy

(\$10.00) this indispensable resource and use it. Orders sent to CAVBE at 257 Fourth Avenue, New York 10, will receive prompt attention.

## Filmstrips For Lent

If I were responsible for the Lenten services in my church this year, I would seriously consider using a filmstrip series. It would be no short-cut to ease. Far from it; even more work would be involved than for a talk-and-hear series. It would do at least two things: a) give a new format to these services; and, b) bring Biblical scenes and persons alive as talk can't do.

To get my series of seven, I think I would use Part IV of Cathedral Film's "Stories of Jesus" filmstrips. On the pictorial side they contain good dramatic photographs, and on the visual, a commentary both informing and inspiring and having good technical qualities. To these six I would add another filmstrip. *The Raising of Lazarus* would be a good prelude to Passion Week events covered by the six. Again, I would consider the fitness of another: *Symbols of The Cross*, from Cathedral's "Symbols of The Church" series.

How would I put this material together into progress? Many others would be suitable, and among all of us there is bound to be a great range of valid preference. I would start with a hymn, follow with scripture, and end this opening phase of the service with an invocation. Now would come another hymn, and after this a session of prayers. Now I would make the group ready to see (and experience) the filmstrip presentation. To do this I would set the event—Triumphal Entry, Passover, The Trial, The Crucifixion, The Resurrection, and the Upper Room Revelation—in their largest context. I would avoid saying what the filmstrip was going to say. I would, however, give it a very large frame of reference. I would be quiet and factual about it; not tense or preachy; and not over 5 minutes long.

Now we would be ready for the filmstrip. Of course, I would have

everything in readiness and tested, and be sure of any who were assisting me in the operation and control of facilities and equipment.

After the filmstrip would come a prayer. It would bring our total experience before God in thanksgiving and praise, and recommitment, under His grace, to Christian living.

Now the closing hymn, still in the mood of the prayer, and, the benediction. All this within an hour, and better still within 50 minutes.

For promotion I would make up an attractive little four-page folder, to be mailed out to the parish ahead of Lent, and placed Sunday by Sunday as a reminder in the pew racks.

That's how I'd go about using a filmstrip series for my Lenten services for my parish. How would you plan yours?—WSH

## Tipping In Church

According to the 64-frame color and sound filmstrip, *A Tip Or A Talent*, the giving of young people to their church's budget often resembles tipping more than Christian stewardship. Produced by the United Presbyterian Church in the USA in cooperation with the Department of Stewardship and Benevolence of the National Council of Churches, this filmstrip will have wide acceptance and usefulness in the local church, in youth conferences and rallies.

It takes up the situation of teenager Don, who tells his own story. On a double date on Saturday night, he is just about (financially) able to meet the tip when the check for refreshments is dropped on the table. On Sunday, just after the collection plate passes, he suddenly realizes that he has just tipped God, as it were. This triggers a chain of reflections on all that he has received from God via his parents, his home, his friends, and his church. As he shares these reflections on the quality of his Christian stewardship via the commentary of the filmstrip, we join him easily in resolving to do better ourselves.

Produced for use with Junior Hi and Senior Hi young people, this filmstrip can help the thoughtful youth leader give new and deeper meaning to Christian stewardship. The art is quite acceptable in quality; the content well organized; and the narration well-spoken and effective. It is a creditable and useful job. Available from Presbyterian Distribution Service, 156 Fifth Ave., New York 10, N. Y.

## Block Drama

One way to evaluate a filmstrip is to measure it against what the maker says he set out to do; against what he intended to accomplish.

In producing *The Builders*, the Division of Evangelism of the United Presbyterian Church in the USA (156 Fifth Ave., New York 10) says it "is to state clearly and briefly the basic responsibility of the evangelism chairman and committee in the local church." . . . That it is not a philoso-

phy of evangelism and not "intended to be an exhaustive presentation of the various methods or program ideas on evangelism. . . . The one focus of attention is upon the work of the committee." It is "to show exactly how a vital evangelism committee will organize itself to do its task."

Measured against this description, *The Builders* is just short of a total flop. We have a hunch that more money than know-how went into its planning.

The visual goes one way; the auditory another. While we look at some five or six adults fooling around with some over-size blocks we are supposed to listen to a narration having little or nothing to do with this block drama. As our attention shifted back and forth between the two totally unintegrated elements of this so-called filmstrip, we wound up with little or nothing of what the maker said he was going to give us.

Being visual, our attention seemed

to stick by the stooping, lifting, and aligning of the block-drama — a mountain of pseudo-effort that finally brought forth a very silent and unmeaningful church-arch.

What is this filmstrip good for? Certainly not to accomplish the objectives of the statements above! It neither shows how to have fun with blocks, or, how to get yourself organized and motivated to do local church evangelism. It does illustrate superbly how not to make a filmstrip.

## The Power of Literacy

After Saeed learned to read he was not the same again; nor was his village ever the same. That's why the filmstrip that tells of this transformation is titled, *Village Reborn*.

When literacy came to his village life got a new dimension — for the men, for the women, for the children. But, what would they read? What would supply abundant fodder for the mind? And, what would be its quality? Serious questions, and all to be answered for young people and adults who will let *Village Reborn* take them into a quest for more information about the work of the Committee on World Literacy and Christian Literature, which carries on work in more than 50 countries and more than 250 languages. On this write to Lit-Lit, 156 Fifth Ave., N. Y. 10; for the filmstrip, write to Friendship Press, 257 Fourth Ave., N. Y. 10. Price, \$5.00; a good buy for your local AV library.

From the same source you can get *Freedom Highway*, 35 minutes worth of episodes and memorable events in American history. Good and useful for men and women — when history is what you want.

## Sound and Fury

*Battle On A Small Planet* is a 94-frame 15-minute "sound filmstrip in color cartoons for youth on the meaning of the Gospel." The commentary is LP recorded with music and sound effects, and there is a use-guide to complete the package. It was produced by the Division of Evangelism of the United Presbyterian Church in the USA for use at presbytery youth rallies and in local church fellowship groups.

Boiled down to essentials, as the title suggests, the content is concerned with the battle of God with the Devil for the souls of the inhabitants of this "small planet." How is this message on the "meaning of the Gospel" delivered?

On the art side, I found the visualizations off-beat, ineffective, crude, disgusting and disconcerting — when

Advertisement

## HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgor Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$9.50.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition. By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations, 14 Color Plates. Harper & Brothers, 49 E. 33rd St., New York 16, N.Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgor Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$6.25.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Tenth Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M.A. Fourth Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 18th Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language — not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation, Including a Photoplay Approach to Shakespeare. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$4.75.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Starbridge Publications, P.O. Box 574 Grand Central Station, New York 17, N.Y. \$3.50.



judged against what the Gospel innately requires of those who accept it. A be-bop cartooning of what goes on between a soul and its Maker is both bad taste and bad.

Turning to the audio, we are treated to screechings, to bangs, to trumpet blarings, to irrational sound effects as a jerky narration talks excitedly about sin, selfishness, and salvation in beat-generation clichés. What a racket!

And look at the equipment this filmstrip needs for its most effective utilization: a filmstrip projector integral with a record player which can utilize subsonic frame-advance signals. How many churches will have such equipment? Few. What if they don't? They then are likely to get even more racket from the record—as the subsonic becomes quite sonic. This adds up to greenhorn and unrealistic planning. Let's take some comfort from the realization that few youth leaders will ever be so casual about the "meaning of the Gospel," or hard up for program material, as to take this flippant filmstrip failure seriously.

## Films In Brief Review

### Seminary Film

In *Such a Time*, a 25-minute full-color sound film, tells the story of young Dick Stewart and his wife Lisa. Coming from a background of wealth and privilege, he determinedly seeks the true meaning of life as a seminarian at Protestant Episcopal Theological Seminary in Virginia. The film follows him and Lisa, through ups and downs, for his three years at TSV. We are given some insight into the seminary process. Not only do we become acquainted with TSV, but with something relatively new; the coming to seminary of older men who have made a success of some vocation or profession. For classmates Dick Stewart had a former Wall Street broker, an airlines pilot, and a guided missile expert. The dramatic story of men like these—now a common sight on most seminary campuses—is nicely presented in this high-quality low-budget film. It will have wide usefulness in promoting and interpreting the cause of contemporary seminary education generally. Available from the Theological Seminary of Virginia, Alexandria, Va.

### Sympathy For Alcoholics

This is just what the 30-minute B&W dramatic film, *How Long the Night*, is all about. I quote from promotional literature: "This is a frank attempt to build understanding and sympathy for alcoholics. Until churchmen learn to love alcoholics as much as they hate alcohol, they can never

# 9 You can project for Audio-Visual Techniques with the Keystone

You meet every need of group instruction with the versatile Keystone Overhead Projector:

**STANDARD SLIDES.** Have you seen the latest additions to Keystone's vast library of educational slides?



**HAND-MADE SLIDES** for presenting special subjects, and for enthusiastic group participation.

**TYPEWRITTEN SLIDES**—clean cut, beautifully legible—for lessons, notices, etc.

**POLAROID TRANSPARENCIES** projected less than 3 minutes after you snap them.

**QUADRUPLE SLIDES**—the most convenient and by far the most economical way to project drawings in series.

**DISCIPLINE DURING PROJECTION**—every teacher knows the problems of a darkened room; you use the Keystone Overhead Projector with normal lighting, facing your group.

**Why have a projector that does less?** You are invited to have a Demonstration of the projector that does everything. Write KEYSTONE VIEW CO., Meadville, Pa. Since 1892—Producers of Superior Visual Aids.

## KEYSTONE Overhead Projector



**MICRO-PROJECTION;** the entire class can see a microscopic subject.



**STRIP FILM** shown with the Keystone Overhead Projector's powerful illumination.



**2-INCH SLIDES,** and 2 1/4-inch, clear doylight projection by 750 or 1,000 watt lamp.

**TACHISTOSCOPE**—indispensable for efficient teaching of reading and spelling. Reading rates increase 50% to 75% in a few weeks. No teaching procedure has ever had such unanimous approval from research and controlled experimentation (reports on request).

fulfill a redemptive mission in this area of human need."

Again I quote: "*How Long the Night* portrays the reasons why so many alcoholics keep on drinking, and the struggle of one wife to try to understand her alcoholic husband." (One main reason is given; it is hypothetical.)

One more quote: (This film) "is primarily a discussion starter. Adult church groups will use it to point out ways of helping alcoholics and their families." It is for adults only.

This film ought to kick up discussion. I'd like to ask if the "mean mama" etiology of alcoholism is after all an explanation? Again, if I convert my church into a hospital for alcoholic cripples, and center my church's attention on loving the alcoholic, who then will take up the task of trying to bring the social plague of alcohol under control? Shall we deal with victims, or, the cause of victims? Isn't the liquor business, from grape to gutter, getting off pretty easy when it can say to the church, "Here, you be nice and helpful to (my) alcoholic, it's your job after all. We prefer to stick to production and distribution?"

Yes, THIS film can start discussion. I dare you to prevent it! Available for a rental of \$8.00 from the Methodist Publishing House, Nashville, Tenn., and its film libraries across the country.

### Hawaii and China Seas

In the 30-minute sound and color film, *Tongues of Fire*, released by Cathedral Films, Inc., we have the dramatic story of a Hawaiian Christian

### DON'T WAIT - - - VACUUMATE!



Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

All give - - - at no extra cost to you  
The Famous

## VACUUMATE

### FILM PROTECTIVE PROCESS

The **VAP O RATE**  
**SUPER**  
PROTECTS AGAINST Scratches, Fingermarks, Oil, Water and Climatic Changes  
**ONE TREATMENT LASTS THE LIFE OF THE FILM**  
Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process is Available to You in Key Cities Throughout the U.S.  
Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

### TEACHING AIDS

FILMS, FILMSTRIPS,  
SLIDES, POSTERS, ETC.

Write for Free Catalog

### AMERICAN BIBLE SOCIETY

Audio-Visual Department  
440 Fourth Avenue, New York 16

### CUT-OUT LETTERS

#### OF DURABLE COLORED CARDBOARD

\$1 per set. 2" capitals, 180 letters and numbers per set; 1 1/2" manuscript, 240 letters per set. Red, black, white, green, yellow and blue. Only one color and size per set. Reusable adhesive \$1/pack. Order by mail or write for free samples. C.O.D. is o.k. Satisfaction guaranteed.

**MUTUAL AIDS, Dept. 59**

1946 Hillhurst, Los Angeles 27, Calif.

woman who defies pagan superstition to the very brink of a boiling volcano crater in asserting her faith, in regaining her hold on her wavering converts, and in reawakening the missionary impulse and motives of a young couple from the mainland. For use with young people and adults in the context of worship and inspiration. Recommended. Rental \$12.

In 28 minutes running time. *Cry of the China Seas* takes us to Formosa, to Korea, to Hong Kong, and the Philippines. Here we see the life-giving Gospel contrasted with the grab-bag of illusions offering by communism, and witness for ourselves the ability of many of these struggling people to discern the far-reaching difference. Recommended. By Cathedral Films; renting for \$12, and widely available from Cathedral and other film rental libraries from coast to coast.

## Filmstrip-Centered Week-Day Teaching

By Elizabeth Loughhead  
First Baptist Church  
Hudson Falls, N. Y.

Here they come! From the public school nearby for our released-time religious instruction. How *released* they are—from the restraints of the school room, with its necessary discipline, to the glorious out-of-doors for a short period before they arrive at the church in high spirits and in no mood to learn anything.

Staffing such a school, especially in a small community, is quite a headache, and when you add the problems of adequate and attractive curriculum, you soon have migraine. But we wrestled with these and other released-time problems for several years. No one was happy with our instructional pattern and our progress with it.

Then our pastor tried a plan which has proved successful, and the best way to explain it will be to describe it in action. Let's see what happens to a Seventh Grade class.

On Wednesdays at 2 o'clock they are released from the last school period for the day. They arrive "released"—all 44 of them—at the church. They go to an assembly and are met by six adults. One acts as the superintendent. Hymns are sung. This gives them a chance to "let off steam." These hymns are related to the theme for the day. Gradually these young people settle down. Scripture is read. Prayer follows; the young people often suggesting the central concern of these prayers.

Now a sound filmstrip is presented. This year we are studying the life of St. Paul, using Cathedral's excellent

"Life of St. Paul" series. We try to bring this presentation off smoothly.

After this assembly program, the young people go to permanently assigned discussion groups, eight or nine to a teacher. Here they discuss questions, prepared by the superintendent and based on the filmstrip. Each pupil gets a set, mimeographed and ready for his notes and inclusion in his notebook. The superintendent does not teach a "class" but remains available as a general resource.

At the close of the class session the teachers meet with the superintendent to evaluate the session, to preview and to discuss the filmstrip for the next week.

What makes this a good plan for us? First, it is relatively easy to secure teachers since the superintendent takes the initiative in guidance and weekly preparation. Secondly, with enough teachers available, the class or discussion groups can be small. Thirdly, a good sound filmstrip holds attention and gets over its message, factual and otherwise. Lastly, our teachers enjoy the staff meetings and leave each Wednesday feeling that they are prepared, in the main, for next week.

Our filmstrip-centered plan is not perfect, of course. We like it enough to keep working at it and with it, and just the other day one of our teachers remarked, "Now I enjoy week-day teaching," and there was a lot back of that indirect appraisal of our plan.

## AV Usage in a Typical Church

According to Williard Le Grand, chairman of the AV committee of the Roundy Memorial Baptist Church (4819 N. Ardmore Ave.) of Whitefish Bay, Wisconsin, the box score on AV usage for a recent year is as follows:

	Filmstrips	Sound Filmstrips	Films
Pre-School Nursery	1	5	2
Kindergarten	7	5	2
Primary Department	8	6	2
Junior Department	7	8	—
Junior High	11	1	—
Youth Fellowship	3	—	1
The Congregation	1	—	1
Vacation Bible School	4	4	—
Lenten Programs	—	—	5

During the year this church purchased 23 filmstrips, 16 of them with recorded narration. It also put dark-out shades in the fellowship hall, and bought a three-inch lens so the Lenten films could be more satisfactorily projected. During this past summer it used a series of audiovisual programs for kindergarden and primary children during the worship service.

This usage and progress took place

under the guidance of an active audiovisual committee, whose annual report was made last spring to the congregation, and from which the above data was taken. — WSH

## Rural Christmas Film

For 22 delightful and informing minutes, *Christmas on Grandfather's Farm* holds aside the draperies of time and we look back across the landscape of the years and see in vivid colors and true perspective how a typical rural family celebrated Christmas as it was observed even as late as the teen years of this century. For those with lives old enough to have roots which reach the social-soil of the early 19 hundreds, the seeing of this film will be enjoyable nostalgia; for all others it will be the engaging and instructive drama of life that moved at a pace leaving room for graciousness. Such films, when given the sheen of authenticity and charm, are never easy to make and Coronet Instructional Films deserves genuine appreciation for bringing this one off so well. A very valuable and useful and enjoyable contribution to film-Americana. Available from local rental libraries.

## Headache Switch

That's what the worker at the next desk called it! It fit the case pretty well, for Ed, design engineer, blew his top over a smudged drawing. He got a calm explanation of his behavior from a knowing colleague who called it another case of the "headache switch." The film telling us about Ed, and showing us how he got over this ailment, is called *Anger At Work*. I liked it. I wished that every man of my church could see it. What it would do also for their wives! They get headaches, too, and they need to understand their husbands, besides. Well, pastor, service club programmer, staff advisor to assorted organizations in the church, here is a good film which will come pretty close to home (in a constructive way) to most of your folks. Recommended. Available from International Film Bureau, 57 East Jackson Blvd., Chicago 4, Ill. Running time 21 minutes.

Please send all materials for review in this Department to William S. Hockman, 12 June Drive, Glens Falls, New York.

# New Equipment and Materials

## New Title — Same Content

The above new title, we feel, is more descriptive of the contents of this department than was the designation "Audio-Visual Trade Review." It is our aim to present here a brief notice of all new equipment and material that is brought to our attention by producers and distributors. Space limitations forbid anything more than just enough data to permit our readers to judge whether they have use for the item, or at least have need for more information con-

cerning it. Each item is numbered so that readers may, if they wish, enlist this magazine's further services by simply circling the corresponding number on the coupon that appears, for this purpose, in each issue. Our readers will save time by writing direct to the source — full addresses are always given, and firm names decoded, in the back of the issue. When writing won't you please mention that you "saw it in Educational Screen & A-V Guide." The data published here is based on press releases and other information from the sources.

These are new items, not evaluations.

Above all — check through the advertisements in this issue and respond to them — first. Our advertisers make it possible to provide you this publication. They are the outstanding leaders in the audiovisual field. They deserve our readers' first consideration.

News of primary interest only to those in the audiovisual industry will continue to appear at the end of this department. Those of import to both user and source will be found up front under "NEWS."

For addresses of the sources supplying information on which these listings are based, refer to Directory of Listed Sources, page 53. For more information about any of the equipment announced here, use the Readers' Service Coupon on page 52.

## NEW EQUIPMENT

### CAMERAS, Movie & TV

**Sound Recorder for Arriflex 16.** New Gaumont-Kalee No. 1690 sound recording unit; camera movement carries film through recorder; amplifier connection a single lightweight flexible cable; 2-channel recording amplifier includes input mixer for 2 mikes, monitoring amplifier for headphone monitoring off either input or film, and volume indicator drive amplifier; 7.5 amp 30-hour battery is housed in amplifier chassis; sound is recorded on pre-stripped film. CEC.

For more information circle 101 on coupon

### CAMERAS, Still

**Super Ricohflex** accommodates both 2 1/4x 2 1/4 and 35mm film, two film counter windows at back show which is in use and number of exposures taken. 80mm f/3.5 lenses, full-size ground glass focusing, eye-level action finder, wide-angle magnifier. Complete with leather carrying case and BC-125 flash unit \$29.95; 35mm color back accessory \$9.95. RICOH.

For more information circle 102 on coupon

### CAMERA ACCESSORIES

**Battery Capacitor Flashgun**, designed for use with the Practina and Practica line, may be used also with most 35mm cameras. In some instances a special cord will be needed. The gun is all metal, finished in black crackle; reflector is a folding fan of stainless steel. A 22 1/2 volt hearing aid type battery provides amperage for up to 2 years use. A "ready" light, pushbutton operated, checks capacitor charge. Uses No. 6 or No. 26 flashlamps. With plastic carrying case, coiled cord and mounting bracket, less battery, \$15.50. STANCAM.

For more information circle 103 on coupon

**Blimp for Arriflex 35.** 1000-foot blimp accepts regular synchronous motor and standard Mitchell magazines. No alterations necessary on either camera or magazines. Permits microphones within 3 feet of camera. Built-in filter holder. Remote focus and diaphragm adjustment. \$3,995. CEC.

For more information circle 104 on coupon

**Exposure Meter for High Speed Photography** measures only the amount of light that reaches the film. Designed for Fairchild Motion Analysis cameras, its 2-degree acceptance angle permits readings to be taken from camera position. Aperture setting is read directly from the ring scale, present to the film speed. Model HS3201 — \$179.50. FAIRCHILD.

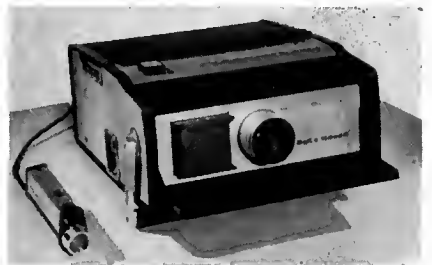
For more information circle 105 on coupon

### Two New Color Films, featured by PER-

UTZ at recent Photokino. **Color C-18**, daylight reversal, ASA 50, 5400, K reportedly has exceptional latitude. **Color C-12**, ASA 12, requiring laboratory machine development, is offered for extreme sharpness. All Perutz 35mm films have frame identification numbers 1-90 along both perforations. All are in tropically safe packing. **Perukine U-27** film for 16mm and 8mm cameras has been increased in speed to 4x that of U-21 and 16x that of U-15. Image color is reportedly identical to that of other makes of film and inter-splicing is said to present no problem. BURBR.

For more information circle 106 on coupon

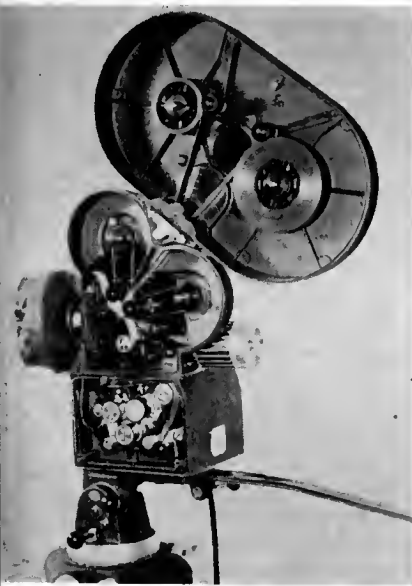
### PROJECTORS, Still



### Bell & Howell "Explorer" Slide Projector

**"Explorer" Slide Projector.** 40-slide tray, permits rearrangement (editing) during showing. All controls on illuminated panel at back. Slides cannot "pop" out of focus, screen is dark during change. Model 742, 300-watt, manual control \$79.95. Model 744, same with remote control forward or reverse \$99.95. Model 754 same with 500-watt lamp, plus automatic 8-60 second interval projection \$149.95. Model 754Y same plus Filmovara zoom lens for varying screen size without moving projector, \$179.95. Remote control serves also as illuminated pointer to screen. 16 1/2 lb. 9x11x14". BELL & HOWELL.

For more information circle 107 on coupon



Gaumont-Kalee No. 1690 sound recording unit

## PROJECTOR ACCESSORIES

**Fibre Shipping Cases** in a wide range of sizes include cases for video tape, in addition to those for 16mm film, tape and filmstrip-and-record. Minimum order 12. EXCELSIOR.

For more information circle 108 on coupon

**Long focus lenses** for Genarco 3,000-watt slide projector. 8½" to 22", prices range from \$20 to \$95. GENARCO.

For more information circle 109 on coupon

**Pylon Film Cleaner.** For cleaning films on projector at normal operating speed. "FilMagic." Kit for B&H, Ampro and EK projectors \$5.40; for RCA, TSI or Victor \$6.25. DC.

For more information circle 110 on coupon

**Remote Control** for Airequipt slide magazines, fits most projectors using this make of changer and magazines. \$35.95. 10-foot pneumatic remote control cord \$3.95; electric \$9.95. AIREQUIPT.

For more information circle 111 on coupon

**Slide Editor.** Accessory for Airequipt slide changer for showing single slides instantly, for previewing, sorting, editing. AIREQUIPT.

For more information circle 112 on coupon

**Strong Universal Arc Slide Projector** takes Genarco 3¼x4" slide changer. This electric slide changer carries 70 slides and changes them by push button remote control in half a second. \$285 plus mounting bracket \$38. Conversion instructions. GENARCO. STRONG.

For more information circle 113 on coupon

**Vue-File.** Permits filing of 2x2 ready-mount slides in 8½ x 11 looseleaf binder, 12 to a sheet, in heavy cardboard frames in which the 12 slides can be readily arranged and shifted for selection and editing. A way of filing slides right with teachers' guides, school made outlines, etc. for ready reference. 25 sheets (holding 300 slides) \$8.75. B&J.

For more information circle 114 on coupon

## SOUND EQUIPMENT and Accessories

**"Atomic Jewel" Static Eliminator.** Devise about the size and weight of a

green pea clips to the tone arm of a record player to eliminate dust-drawing static from records. Radioactive "Polonium" emits alpha rays in non-toxic quantity. Made under byproduct material license from AEC. ROBINS.

For more information circle 115 on coupon

**"Classroom 21" TV Receiver.** Provides for instantaneous switch from closed circuit to off-the-air TV reception; separate input jack allows use as public address speaker for school announcements or classroom lecture. Accessory stand provides tilt control to evade reflections. 20-foot service cord. Charcoal or blond grained finish. MOTOROLA.

For more information circle 116 on coupon

**Dual Voice Coil Woofer.** 12", 40-6000 cps; 8 ohm. Eliminates second woofer, connects readily to a limited-range second channel speaker for stereo. Model C-12SW \$39.50. UNIVERSITY.

For more information circle 117 on coupon

**FM Tuner Knight KN-140** basic FM tuner can be played through any hi-fi system, TV, tape recorder or AM radio or similar unit having input jack. 9" x 7½" by 2¼" high. Automatic frequency control locks in FM stations. 50-20,000 cps. Two high impedance outputs permit feeding signal directly to recorder amplified off the air. \$49.25. ALLIED.

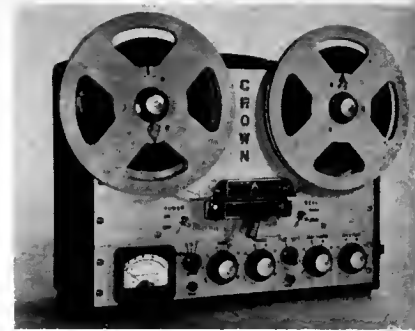
For more information circle 118 on coupon

**Giant Voice Vagabond,** transistorized hand portable loudspeaker, 6 lb., 1000x voice amplification. Elimination of tubes permits very rough handling. Detachable microphone and accessory mount for standard PA setup, or mounting on car fender with mike inside car. \$179.50 complete with batteries. Carrying case extra. ANTREX.

For more information circle 119 on coupon

**Knight 3-way High-Compliance Speaker System.** 12" woofer, 8" midrange and high frequency tweeter. Encased L-C crossover network (6 db per octave) at 800 and 3500 cps. 40-19,000 cps response. 20 watt, 40 watt peak. 16 ohms. Case approx. 14x26½x13," finished 4 sides, for use in bookshelf or on mantel. Mahogany, limed oak, walnut. \$84.50. ALLIED.

For more information circle 120 on coupon



"Gold Crown Prince" stereo tape recorder

**"Gold Crown Prince" Stereo Tape Recorder** plays half-track monaural and stereo to two cathode follower outputs. 30-30,000 cps at 15 ips; 30-10,000 at 3¾ ips. 3 motors, 3 speeds. 2 input channels, 2 microphone preamps. Magnetic payoff and take-up. \$475. INTERAD.

For more information circle 121 on coupon

**Matched Arm and Magnetic Cartridge for Stereo Disks.** New combination developed in collaboration with London Recording Laboratories. Tracking force 3.5 grams; diamond stylus tip 0.5 mil radius; output 4 millivolts; tip mass reportedly 50% lower than on conventional design cartridges; arm height adjustable from 1¾" to 2½" above mounting board; mounted on frictionless roller bearings. SCOTT. \$89.95. Hi-Fi catalog and technical data free.

For more information circle 122 on coupon

**Stereo Preamp Control Center** features five pairs of stereo inputs controlled from front panel; separate bass and treble controls on each handle even non-identical speakers when used in a stereo system; DC on heater filaments eliminates need for hum balancing. Model Knight KN-700A \$89.95; remote control unit \$14.95. ALLIED.

For more information circle 123 on coupon

**Stereo-TV Combo.** Combination of a TV receiver (21" or 24" screen), with a 4-speed, 3-speaker stereo phonograph and AM radio (AM/FM at extra cost). Mahogany, limed oak, or maple. OLYMPIC.

For more information circle 124 on coupon

## MISCELLANEOUS ITEMS

**Chalkboard Easels.** "Talent Scout" double easel permits two 6-12 youngsters to work simultaneously, 20x26" washable chalkboards adjusted separately for height, likewise the supply trays. Folds flat. \$16.65. Other models include the new Professional No. 250 Imperial, large canvas holder adjustable, built-in palette holder, folds flat, \$15. ANCO.

For more information circle 125 on coupon

**Cut-Out Letters for Bulletin Boards.** Made of colored cardboard, choice of red, black, green, yellow, blue, and white. 180 capitals 2" high; or, 240 letters 1¾" high manuscript style; set \$1. Reusable adhesive for mounting, \$1 per pack. MUTUAL.

For more information circle 126 on coupon

*consult* audiofile

box 1771  
albany 1  
new york

for summary, appraisal and utilization information about spoken disc and tape recordings for schools, libraries and colleges — as well as for audio-visual, and curriculum and materials centers.

**audiofile - the cross-indexed card file**

Max U. Bildersee  
Editor



descriptive  
brochure available

## NEW MATERIALS

### KEY TO ABBREVIATIONS

mp—motion picture  
 fs—filmstrip  
 sl—slide  
 rec—recording  
 LP—33-1/3 r.p.m. microgroove record  
 min—minutes (running time)  
 fr—frames (filmstrip pictures)  
 si—silent  
 sd—sound  
 R—rent  
 b&w—black & white  
 col—color  
 Pri—Primary  
 Int—Intermediate  
 JH—Junior High  
 SH—Senior High  
 C—College  
 A—Adult

### AGRICULTURE

**Farming in Europe and Asia** mp UWF 20min sd b&w \$110. Specialization in agriculture outgrowth of climate and basic needs of population. Vineyards in France, wheat fields of eastern Europe, olives in Greece, date palms in Africa, rice in China, sisal, kapok and tea in Indonesia. Pri. El. Int.  
 For more information circle 127 on coupon

**Farming in North and South America** mp UWF 20min sd b&w \$100. Influence of climatic and economic conditions, mechanized farming in north, mainly hand labor in south. Wheat, corn, cotton, vegetables, fruits, coffee, bananas. Pri. El. Int.  
 For more information circle 128 on coupon

### ARTS & CRAFTS

**Rembrandt: Painter of Men.** mp CORONET sd col \$192.50 b&w \$105. Honoring the 350th anniversary of Rembrandt's birth, this film, commissioned by the Netherlands government, draws upon more than 60 original paintings, the largest collection ever assembled. Films tell story also of the life of the painter. SH C  
 For more information circle 129 on coupon

### BUSINESS EDUCATION

**Engineering of Agreement** mp ROUNDTABLE 22min sd col \$240 b&w \$140, includes a 4-minute trailer "What Would You Say?" and study guide. Analysis how to overcome barriers to agreement by means of open questions and rephrasing. 10 open-end statement situations provide on-the-spot practice by viewers. C A  
 For more information circle 130 on coupon

### EDUCATION

**Teaching Today** mp USC 14min sd col \$120; r\$4. Six points that mark a "profession"; why teachers qualify as professionals, the schools as big business, sync-sound sequences show the difficulties of school finance. SH C A TT  
 For more information circle 131 on coupon

### FEATURES

**Great Day in the Morning** mp IDEAL 92min col \$26.25. Robert Hardy Andrew's best-seller about the early days of Denver, at the eve of the Civil War,

brought to screen. Virginia Mayo, Robert Stack.

For more information circle 132 on coupon

**Texas Lady** mp IDEAL 86min col \$26.25. Attractive newspaper woman battles land and cattle barons of the '80s. Claudette Colbert, Barry Sullivan.  
 For more information circle 133 on coupon

**Wichita** mp IDEAL 81min col \$25. The story of Wyatt Earp, the marshal who sought to enforce the law so strictly that he alienated his own supporters. Joel McCrea, Vera Miles.  
 For more information circle 134 on coupon

### GUIDANCE, Personal

**Are You Popular?** (new edition) mp CORONET 11min sd col \$100 b&w \$55. Completely new version brings this film up to date. Boy and girl are popular everywhere they go because they are friendly, considerate and interested in other people. SH JH  
 For more information circle 135 on coupon

**The Snob** mp YAF 14min sd col \$160 b&w \$80. "Group Living" series. High school girl's attitude causes her classmates to label her a "snob." Film seeks out causes for her behavior, challenges students to re-examine their verdict. JH SH  
 For more information circle 136 on coupon

### HEALTH, SAFETY

**First Aid for Aircrew** mp NFBC 28min sd col \$240. Least injured member of crashed airplane takes over first aid responsibility. Made for Canadian Air Force instruction, useful for other first aid trainees.  
 For more information circle 137 on coupon

**Rescue Party** mp NFBC 29min sd b&w \$120. How a trained civil defense unit tackles a collapsed building, clearance, identification, tagging, record keeping. SH A  
 For more information circle 138 on coupon

**The Story of Anyburg, U.S.A.** mp DISNEY 8min sd col \$125. (\$100 to non-profit organizations). Mythical town, plagued by traffic troubles, puts the automobile on trial—but has to convict its drivers instead. Driver education.  
 For more information circle 139 on coupon

### INDUSTRY, Transportation

**Forestry** mp UWF 20min sd b&w \$110. Wasteful practices contrasted with modern conservation and tree farming, lumber mills, pulp, plywood, by-products. Also rubber, cacao, quinine. Pri El Int.  
 For more information circle 140 on coupon

**Full Speed Ahead** mp AEC 15min sd col apply. Installation and testing of nuclear heart of the "NS Savannah," the world's first nuclear-powered merchant vessel. C A  
 For more information circle 141 on coupon

**Material Handling Education** fs M H I, si b&w 600 fr. \$15 to educational institutions, \$20 to industry. Coded as to type of material, by College-Industry Committee on Material Handling Education. C A  
 For more information circle 142 on coupon

Louis de Rochemont presents



ROGER TILTON'S

"7 Guideposts to Good Design"

16mm 8d. 14 min. Color.  
 Rental: \$10.00.  
 Sale: \$150.00

"Only American film that discusses design on a basic education level with benefit (or hindrance) of specific production promotion."

SEND FOR OUR LATEST FREE CATALOG:  
 Louis de Rochemont Associates  
 Film Library Dept. ES  
 267 W. 25th St., New York 1, N. Y.  
 Oregon 5-7220

# CITIZENSHIP ACTION

a new film showing opportunities for  
 CITIZENSHIP development through  
 student activities produced by



for aids to

BETTER, FASTER

READING

AUDIO VISUAL RESEARCH  
 Dept. U91, 523 S. Plymouth Ct., Chicago 5

**Mining** mp UWF 20min sd b&w \$110. Minnesota iron, English coal, Peruvian copper, South African gold and diamonds. Importance of mining to national security and well being. Pri El Int.

For more information circle 143 on coupon

**Railroad Builders of the North** mp CNR 26min sd col. Apply. Construction of five new railway lines into northern British Columbia, Manitoba, Ontario, Quebec and New Brunswick frontier areas. Modern machinery and construction methods are featured. SH C A

For more information circle 144 on coupon

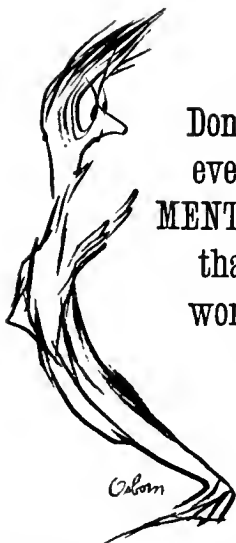
**Trade and Transportation** mp UWF 20 min b&w sd \$110. Exchange of money for goods, link to transportation in Canada, Malaya, Holland, China, Germany, Britain, New York. Pri El.

For more information circle 145 on coupon

## LANGUAGES

**Record Time Language Series** rec COL-REC choice of 2-12" LP or 7-7" @ 45 rpm. \$9.98. Designed, by purposeful intermixture of all tenses, to enable the student to converse naturally from the start. Course consists of 40 lessons; includes hard cover textbook devoted to grammar, pronunciation guide, 5000-word bilingual dictionary and everyday conversational and idiomatic phrases. Spanish, French, German, Italian.

For more information circle 146 on coupon



Don't  
even  
MENTION  
that  
word!

"Frightened to death" is no figure of speech where cancer is concerned. Each year thousands of Americans lose their lives needlessly because they were too terrified about cancer to even learn facts which could have saved their lives! Learn how to protect yourself and your family by writing to "Cancer," c/o your local post office.

American Cancer Society

## LANGUAGE ARTS & STUDY SKILL

**The Cuckoo Clock That Wouldn't Cuckoo** mp CORONET 11min sd col \$100 b&w \$55. Black Forest legend charmingly pictured. Hans Ticktocker, master clockmaker, unable to fathom why the cuckoo in the prince's clock won't sing, finally listens to his wife who thinks it is because the cuckoo is lonely. A second cuckoo brings happiness to all. Pri.

For more information circle 147 on coupon

**Newsweek Talking Magazine** rec APHB 4LP 12" weekly, \$3.50; \$182 per year; \$100 wk if passed on after personal use to a circulatory library for the blind. The entire contents of each issue of **Newsweek** on four records (8 sides), one of the labels in Braille, mailed postage free two days after newsstand appearance.

For more information circle 148 on coupon

## LITERATURE & DRAMA

**American Poetry Pre-1900** 2rec EAVI 12" LP Bradstreet, Freneau, F. Hopkinson, Adams, J. Hopkinson, Pierpont, Woodworth, Halleck, Drake, Bryant, Pinckney, Emerson, Longfellow, Whittier, Poe, Holmes, Thoreau. Read by David Allen, Nancy Marchand, David Hooks. SH C

For more information circle 149 on coupon

**Beowulf-Chaucer Excerpts** rec EAVI 12" LP. Beowulf Prologue, Voyage to Denmark, Fight with Grendel, the Banquet and others. General prologue to the Canterbury Tales, The Prioress's Tale and others. Read by Helge Kokerwitz, John C. Pope. SH C

For more information circle 150 on coupon

**Bryant-Emerson-Whittier-Longfellow, etc.** rec EAVI 12" LP. To a Waterfowl, Concord Hymn, Barefoot Boy, The Village Blacksmith, Charge of the Light Brigade, Song of the Shirt, and others. Read by David Hooks, Heidy Mayer, Edward Asner. HS C

For more information circle 151 on coupon

**Edgar Allen Poe: Background for his Works** mp CORONET 13 1/2 min sd col \$137.50 b&w \$75. Account of major events in Poe's life, interwoven with readings from his works, brings out his stature as literary craftsman, critic and perfecter of the short story. SH C JH

For more information circle 152 on coupon

**Julius Caesar** rec EAVI 12" LP. Abridged version read by Shakespearean players Truman, Michael, Jones, Hewlett (England). SH C

For more information circle 153 on coupon

**Keats-Shelley** rec EAVI 12" LP. Keats: Ode to a Nightingale, To Autumn, La Belle Dame Sans Merci, Ode on Melancholy, and others. Shelley: Ode to the West Wind, Indian Serenade, Ozymandias, Hymn to Intellectual Beauty, and others. Read by Theodore Marcuse. SH C

For more information circle 154 on coupon

**Merchant of Venice** rec EAVI 12" LP. Abridged version, read by Shakespearean players Paul Sparer, Nancy Marchand, John Randolph. SH C

For more information circle 155 on coupon

**Scott-Byron-Keats-Shelley, etc.** rec EAVI 12" LP. Lochinvar. Inchape Rock.

Abou Ben Adhem. A Wet Sheet and a Flowing Sea. Destruction of Sennacherib. Endymion. To a Skylark. On His 71st Birthday. Read by David Hooks, Heidy Mayer, Dean Almqvist. SH C

For more information circle 156 on coupon

## MATHEMATICS

**The Metric System** mp CORONET 13 1/2 min sd col \$110 b&w \$60. The history of the system of measurement used throughout most of the world and its advantages over that in use in the U.S.A. JH SH

For more information circle 157 on coupon

## MUSIC, General

**Opera and Ballet Stories** (series) 6sfe JAM fs with LP 12", series \$49.50, fs only (6) \$28.50, indiv. \$4.95. Records only (6) \$21, indiv. \$3.95. The records recite captions of each picture on one side, and give principal music on the other. Titles: **Lohengrin** and **Meistersinger** (Wagner); **The Magic Flute** (Mozart); **Aida** (Verdi); **The Barber of Seville** (Rossini); and, with complete score, **Coppelia** Ballet (Delibes). JH SH

For more information circle 158 on coupon

## MUSIC, Instrumental

**Brussels World's Fair Salutes Big Bands** stereo disks. Tommy Dorsey, Ted Heath, Glenn Miller, Benny Goodman. OMEGA.

For more information circle 159 on coupon

**Cento Soli Orchestra, Paris.** Stereo disks. Schubert's Ninth. Schumann Piano Concerto. Roussel's The Spider's Feast and Piano Concerto. OMEGA.

For more information circle 160 on coupon

## PHYSICAL ED. & SPORTS

**The Low Board** mp UWF 10min sd col. Stop-motion and slow-motion photography aids in showing control of spring and importance of approach to end of board. JH-A

For more information circle 161 on coupon

**Rockne of Notre Dame** mp PRUDENTIAL 30min b&w free. Biographical documentary of famed coach, as broadcast by CBS-TV. JH SH C A

For more information circle 162 on coupon

## PRIMARY GRADE Material

**Spotty the Fawn in Winter** mp CORONET 11min sd col \$100 b&w \$68.75. Sequel to the popular primary story film **Spotty: Story of a Fawn**. As autumn comes and winter's snows follow, Spotty finds it hard going until a little girl puts out food for him. Pri. Int.

For more information circle 163 on coupon

## RELIGION & ETHICS

**The Children's Widening World** rec ALPARK for the Connecticut Council of Churches. \$7 inc. guide. Recorded "Thinking Session" conducted by Helen Parkhurst with a group of 11-12-year-olds discussion how to make friends with children of other races, colors, creeds. Spontaneous conversa-

tion, timely, challenging, of interest to all ages.

For more information circle 164 on coupon

**How the Old Testament Came to Us.** fs CEP si col \$5.50. The religious experience of the Hebrew people as expressed in historical, prophetic, priestly and literary writings have been accepted as sacred literature because of their inherent spiritual significance as a record of man's growing understanding of God.

For more information circle 165 on coupon

**Correction:**

**Palestine in Jesus' Day** 2fs CEP si col. Live photography and art work blend in recreating history, geography, and living customs in Biblical times. Part I (63fr), Part II (60fr) ea \$5.50.

For more information circle 166 on coupon

**The Story of Pope Pius XII.** mp UWF b&w r IDEAL \$2. Highlights of the late Pontiff's life from pre-coronation days to his burial. JH SH A

For more information circle 167 on coupon

**The Story of the Pope** mp NTA 65min b&w apply. The pomp and pageantry of a Papal election and intimate views of the daily life of a Supreme Pontiff. Based on the life of the late Pope Pius XII, narrated by Bishop Fulton J. Sheen, with foreword by Francis Cardinal Spellman. JH SH C A

For more information circle 168 on coupon

**SCIENCE, General**

**Basic Science Textfilms** 33fs RP 40-50 fr some col @ \$6 others b&w @ \$3. Arranged in nine subject categories: **Life Long Age** (6 col \$32.40); **Bird Study** (5 col \$27); **Astronomy** (4 col \$21.60); **Elementary Chemistry** (3 col \$16.20) **Dependent Plants** (2 col \$10.80) **Plant Study Group** (4 col \$21.60); **Weather Study** (1 col 2 b&w \$10.80); **Electricity and Magnetism** (3 b&w \$8.10); **General Science Group** (2 col 1 b&w \$13.50). Correlated with the Row-Peterson **Basic Science Education Series**; Teacher's Manual with each strip. JH SH

For more information circle 169 on coupon

**SCIENCE: Physics & Chemistry**

**Destinations of Tomorrow** mp AUTONETICS 12min sd col free. The development of inertial navigation systems such as made possible the voyage of the Nautilus under the North Pole, and the prospect of space travel. A landing on the moon is visualized. SH C A

For more information circle 170 on coupon

**Inside the Atom** mp NFBC 11min sd b&w \$40. A trip behind the lead-sheathed walls of Canada's Chalk River atomic plant. Animation explains chain reaction. Experiments in medicine and agriculture. JH SH C A

For more information circle 171 on coupon

**Laws of Conservation of Energy and Matter** mp CORONET 8min sd col \$82.50 b&w \$45. Importance of the laws as basic principles of science is emphasized by means of animation and other demonstration techniques. Matter and energy, while indestructible, are shown under Einstein's theory to be interconvertible. SH JH

For more information circle 172 on coupon

**The Laws of Gases** mp CORONET 13 1/2 min sd col \$110 b&w \$60. The gas laws of Boyle, Charles, Dalton, and Avogadro are explained and their importance in physical science is emphasized. Relationship of pressure, volume and temperature of confined gas, determination of molecular weights, law of partial pressures. SH JH

For more information circle 173 on coupon

**Rockets, Satellites.** Plastic scale models, free "rocket encyclopedia." Most kits include human figures in action poses, to give size ratio. Assembly by students. Line also includes boats, automobiles, armaments. REVELL.

For more information circle 174 on coupon

**SOCIAL STUDIES: Economics**

**Date With Liberty** 5mp CASSYD ea 5min sd b&w set of five \$125. Short discussion films based on **Almanac of Liberty**, recent book by U. S. Supreme Court Justice Wm. O. Douglas. These discussion shorts, presenting the Bill of Rights as a living testament of our freedom, have been chosen for inclusion in the Defense Department Information and Education Screen Magazine. SH C A

For more information circle 175 on coupon

**SOCIAL STUDIES: Geography, Travel**

**Animal Raising, Hunting and Fishing** mp UWF 20min sd b&w \$110. Influence of geography on basic pursuits ranging from Arctic tundra to Sahara's sands. Pri El Int

For more information circle 176 on coupon

**Asia Study Kit** photographs, maps, etc. ASIA \$1. An experimental packet of materials designed to supplement textbooks, etc. on Ceylon, India, Nepal and Pakistan, includes 17 photos of art and architecture and 10 larger people-and-places pictures, plus pamphlets, maps, bibliography.

For more information circle 177 on coupon

**Australia, Indonesia and the Philippines** 7fs JAM si col series (7) \$36.50 indiv. \$5.75. **Australia—City Life** (37 fr); **Australia—Ranching**; **Australia Farming and Mining**; **Indonesia—Village and City Life**; **Indonesia—Products, Customs and Arts**; **The Philippines—Village and City Life**; **The Philippines—Farming and Natural Resources**. El. JH.

For more information circle 178 on coupon

**Canadian Geography (Series)** 7mp NFBC 18-25min b&w ea \$80. **Physical Regions of Canada**; **Mountains of the West**; **The Great Plains** (also in color @ \$160); **The PreCambrian Shield**;

**IRON CURTAIN LANDS (Post-Stalin Period)**

An up-to-date, objective, authoritative survey of the Soviet Union and her European Empire.

Edited under the supervision of Dr. Michael Petrovich, Ph.D., Associate Professor of History, The University of Wisconsin.

16mm sound, 20 minutes, Color or B&W Preview Prints Available

A Grover-Jennings Production

2765 Forest Glen Trail Deerfield, Illinois

**The Great Lakes—St. Lawrence Lowlands; The Atlantic Region; Winter in Canada.** Choice of narration in English or French. JH SH

For more information circle 179 on coupon

**Five Additional Slidebooks** EPCB illustrated travel books (24-36pp) carrying 8 color slides in slotted front hard cover ea \$3.50. **Blenheim Palace; Edinburgh; Ceremonial London; Cambridge; The Trassachs.**

For more information circle 180 on coupon

**Geography of the United States: An Introduction** mp CORONET 13 1/2 min sd col \$125 b&w \$69.75. Overview of variety of land forms, resources, climatic regions, crop belts, determining wide range of occupations, yet unifying a vigorous and highly productive nation. Int. JH.

For more information circle 181 on coupon

**Life in the Alps (Austria)** mp CORONET 11min sd col \$100 b&w \$55. The seasonal movement of stock from lower to higher grazing areas shows how farmers work out a successful pattern for dairying in a difficult terrain. Haying, gardening, lumbering also shown. Int. JH.

For more information circle 182 on coupon

**Making a Living Around the World (Series)** mp UWF 20min b&w sd \$110. **Trade and Transportation, Farming in North and South America, Farming in Europe and Asia, Animal Raising, Hunting and Fishing, Forestry, Mining, Louis de Rochemont photography.** Pri. El.

For more information circle 183 on coupon



**"FIBERBILT" CASES**  
"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of Finest Quality"

For 16mm Film — 400' to 2000' Reels

Sold by All Leading Dealers



**Mooti—Child of New India** mp ATLANTIS 15min sd col \$135 b&w \$75. The vision and hopes of a little village boy as he marvels over the changes taking place in agricultural tools and human relationships. El. JH.  
For more information circle 184 on coupon

**Problems of the Middle East** mp ATLANTIS sd 20min sd col \$200 b&w \$120. Oil, refugees, boundaries, religion, history, economics raise disputes and problems in strategically vital area. JH SH C A  
For more information circle 185 on coupon

**Rice in Today's World** mp CORONET 11 min sd col \$110 b&w \$60. The major rice producing areas in Asia, America and Europe; the importance of rice in the diet of half the world's people. JH  
For more information circle 186 on coupon

**This is Central America** ROSENE Kit (\$55.00) includes 8 color filmstrips @ \$6; 1 LP 10" record \$2.75; bank-note and 7 postage stamps laminated in plastic \$2.25; Guatemalan weaving sample \$1.50; produce samples (cacao beans, coffee berries, abaca rope fibre) \$2.25; 6 booklets, one to each C.A. republic and road map \$1.25. Items may be bought separately. The film-

strip titles include each of six countries, the Panama Canal and the Inter-American Highway; the record narrates the story of the auto trip and includes singing by children, volcano and other sound. A multi-sensory teaching kit. Available slides, too.  
For more information circle 187 on coupon

**Tibetan Traders** mp ATLANTIS 22min sd col \$200 b&w \$120. Intimate daily life of a tribal family woven into the fabric of a journey by semi-nomadic Tibetans searching for trade in the heartland of Asia. JH SH A  
For more information circle 188 on coupon

**SOCIAL STUDIES: Government**

**Your Meat Inspection Service** mp UWF 28min sd col \$131.50. U. S. Dept. of Agriculture film on the work of the Federal Meat Inspection Service. Examination of both live animals and carcasses. Laboratory techniques. Importance to health of the government stamp. JH SH  
For more information circle 189 on coupon

**SOCIAL STUDIES: History & Anthropology**

**Christmas on Grandfather's Farm (1890)**

mp CORONET 22min sd col \$200 b&w \$110. Pleasant holiday story carries picture of rural living conditions before the turn of the century, when farming was still the foundation of our economy. All ages.  
For more information circle 190 on coupon

**Commonwealth of Nations Series 13** mp NFBC-MH 30min b&w \$100, series (13) \$1000. Historical development of the British Commonwealth: **Ten Days That Shook the Commonwealth** (Suez Crisis); **Portrait of the Family** (Inner Commonwealth); **Four Centuries of Growing Pains; Can It Hold Together?**; **The Invisible Keystone; Poverty and Plenty** (Columbo Plan); **Colonialism—Ogre or Angel; They Called It White Man's Burden; Black and White in South Africa; The Colonies Look Ahead; Road to Independence.** SH C A  
For more information circle 191 on coupon

**Project 20** mp MH three 54min b&w films as shown on NBC-TV ea \$195. Titles: **Three, Two, One—Zero** (Countdown preceding nuclear test blast); **Nightmare in Red** (Russian Communism); **The Twisted Cross** (Hitler). SH C A  
For more information circle 192 on coupon

**The Story of the Pilgrims** 2mp MH 14 min ea col ea \$140; b&w ea \$75. Marionettes are used to portray **The Pilgrims' Travels** and **The Pilgrims in America**, winding up with the first Thanksgiving. Grades 1-6. Adult recreation programs.  
For more information circle 193 on coupon

**United States Expansion Overseas (1893-1917)** mp CORONET 13 1/2min sd col \$137.50 b&w \$75. Review of American expansion into the Hawaiian Islands, Cuba, the Philippines and Central America. Policy changes from Cleveland's anti-imperialism to Theodore Roosevelt's "Big Stick." Problems of expansion and long-range results. SH JH C  
For more information circle 194 on coupon

**NEW PUBLICATIONS**

**Arts and Crafts Films.** 1958 catalog. University of Illinois, Audio-Visual Aids Service, Division of University Extension, Champaign, Illinois.  
For more information circle 195 on coupon

**Audio-Visual Planning.** Suggestions to school planners and architects for inclusion of wall and ceiling screens, rather than the tripod types, in original design of school buildings. DA-LITE. Free.  
For more information circle 196 on coupon

**College Teaching by Television.** Proceedings of Conference on Teaching by TV in Colleges and Universities, held at Penn State, October, 1957. 233pp, 6x9, \$4.00. ACE.  
For more information circle 197 on coupon

**CRS Audio-Visual Catalog 1959.** Annotated list of approximately 1000 phonograph records and some filmstrips, also rhythm band instruments. Excellent arrangement by grade level and subject area. 25c; free if requested on school or library letterhead. Children's Reading Service, 1078 St. John's Place, Brooklyn 13, N. Y.

**A SERVICE TO SUBSCRIBERS**

RETURN this coupon to EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.

MARK items on which you want latest information.

- |  |   |
|--|---|
| <input type="checkbox"/> arithmetic av aids  | <input type="checkbox"/> phonograph records                       |
| <input type="checkbox"/> art av materials  | <input type="checkbox"/> physical ed. av materials                |
| <input type="checkbox"/> audio components  | <input type="checkbox"/> picture sets                             |
| <input type="checkbox"/> books on av subjects  | <input type="checkbox"/> prerecorded tapes                        |
| <input type="checkbox"/> CABINETS  | <input type="checkbox"/> primary materials                        |
| <input type="checkbox"/> film <input type="checkbox"/> slide <input type="checkbox"/> tape | <input type="checkbox"/> projection pointers                      |
| <input type="checkbox"/> cameras & photo equip.  | <input type="checkbox"/> projector tables                         |
| <input type="checkbox"/> chalkboards   | PROJECTORS <input type="checkbox"/> automatic                     |
| <input type="checkbox"/> charts, maps, models  | <input type="checkbox"/> auditorium film                          |
| <input type="checkbox"/> cinemascope lenses  | <input type="checkbox"/> classroom film                           |
| <input type="checkbox"/> closed-circuit TV   | <input type="checkbox"/> filmstrip <input type="checkbox"/> slide |
| <input type="checkbox"/> darkening equipment   | <input type="checkbox"/> opaque <input type="checkbox"/> overhead |
| <input type="checkbox"/> film cement   | <input type="checkbox"/> stereo <input type="checkbox"/> micro    |
| <input type="checkbox"/> film-editing equipment  | <input type="checkbox"/> soundslide                               |
| <input type="checkbox"/> film laboratory service   | <input type="checkbox"/> public-address systems                   |
| <input type="checkbox"/> film shipping cases   | <input type="checkbox"/> reading accelerators                     |
| <input type="checkbox"/> film titling  | <input type="checkbox"/> recording equipment                      |
| <input type="checkbox"/> film treatment service  | <input type="checkbox"/> recording lab service                    |
| FILMS <input type="checkbox"/> instructional   | <input type="checkbox"/> recording tape                           |
| <input type="checkbox"/> foreign   | <input type="checkbox"/> reels and cans                           |
| <input type="checkbox"/> entertainment   | <input type="checkbox"/> religious av materials                   |
| <input type="checkbox"/> filmstrips  | <input type="checkbox"/> science av materials                     |
| <input type="checkbox"/> filmstrip viewers   | <input type="checkbox"/> screens                                  |
| <input type="checkbox"/> flannelboards   | <input type="checkbox"/> slides                                   |
| <input type="checkbox"/> foreign language av   | <input type="checkbox"/> slide-making accessories                 |
| <input type="checkbox"/> guidance av materials   | <input type="checkbox"/> social studies av                        |
| <input type="checkbox"/> LAMPS for   | <input type="checkbox"/> sound movie cameras                      |
| <input type="checkbox"/> projection  | <input type="checkbox"/> soundslides                              |
| <input type="checkbox"/> flash <input type="checkbox"/> spot                               | <input type="checkbox"/> splicers                                 |
| <input type="checkbox"/> language arts av  | <input type="checkbox"/> film <input type="checkbox"/> tape       |
| <input type="checkbox"/> music av materials  | <input type="checkbox"/> tape recorders & playbacks               |
| <input type="checkbox"/> phonographs and accessories                                       | <input type="checkbox"/> transparencies                           |
|  | <input type="checkbox"/> travel & geography                       |

Name (print) .....

Position .....

Address .....



**Department of the Army, Official Films and Visual Aid Equipment.** New catalog, Sept. 1958. Lists films and filmstrips available at Fifth Armory, Central Film and Equipment Exchange, Fort Sheridan, Ill. (The exchange has over 8,000 films and 8,500 filmstrips. Many are cleared for public exhibition and/or television.

**Educational Records, 1958-9.** New catalog of William H. Kilpatrick, Child's World, Growing Pains and similar series of records and books. ALPARK. For more information circle 198 on coupon

**Flags, Banners, etc.**—1959 catalog listing sizes from 2"x3" to 20"x30". Free for stamped envelope. ACE BANNER. For more information circle 199 on coupon

**1,000 Natural Color Slides U.S. and 35 other countries, made by teacher.** Catalog free, send self-addressed stamped envelope. WALTSTER. For more information circle 200 on coupon

**Giant Projector Threading Chart.** 18x28" blowup of threading chart as applied to Victor Model 65 16mm projectors, shows simplified red-white-and-blue color threading system. Free to A-V administrators and teacher and projectionist training centers. VICTOR ANIMATOGRAPH. For more information circle 201 on coupon



**Making magnetic tape splices**

**How to Make Professional Magnetic Tape Splices.** How to cut tape, butt splices, and what happens if wrong angle is used. Folder also explains the 8 different tapes put out by MM&M. For more information circle 202 on coupon

**Ideal Pictures, 38th Annual Catalog.** 82pp. Many hundreds of features, entertainment shorts, educational, religious, guidance, sponsored, sales training, etc. films. Free. Includes the newly released RKO features. See Trade Directory on inside back cover for address of your nearest IDEAL branch.

**Kodak Lenses, Shutters and Portra Lenses.** Revised ed. Popular treatment of lens properties, types, functions; shutters, range finders, optional formulas. 56 pp. 50 cents. KODAK. For more information circle 203 on coupon

**Mathematics and Science Films Special list** describing and giving grade level for 145 films in this subject area. CORONET. For more information circle 204 on coupon

**Missiles and Rockets Encyclopedia** 32pp (7x5") 4-color illustrated book picturing and describing scores of rockets and satellites. Also 1958-9 catalog of

hobby kits, army, navy, merchant marine, automobiles, etc. scale models. Inexpensive, authentic, pupil-participation 3-dimensional teaching devices. Free to teachers giving school name and grade. REVELL.

For more information circle 205 on coupon

**The Pocket Guide to Tape Recording.** Indispensable tips on how to meet critical educator requirements for fidelity and consistency in school recordings. How to choose the right tape from among 8 types available. Free. AUDIO-DEVICES.

For more information circle 206 on coupon

**Reflectorless Flash,** explained in principal article in Kodak Handbook News 58-4. Free. KODAK

For more information circle 207 on coupon

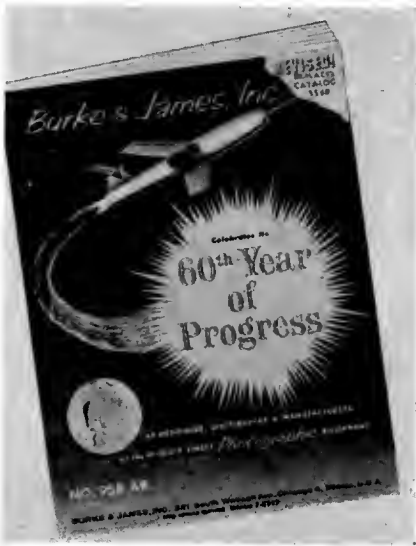
**Safety Education and Driver Education Films.** Also filmstrips. Classified under Bicycle, Civil Defense, Driver Education and Traffic, etc. University of Illinois, AV Aids Service, Division of University Extension, Champaign, Ill.

**School, Industrial and Institutional Program Distribution.** Data on intercom and program distribution and timing systems. 16pp. Free. MASCO.

For more information circle 208 on coupon

**60th Year of Progress.** More than 1,000 photo tools described in 128-page illustrated book; indexed for professional, hobbyist, or amateur; press, studio, candid, commercial, recording, identification, laboratory and special purpose cameras, lenses from 1/4" to 72". Free. BGJ.

For more information circle 209 on coupon



**Burke and James' New Catalog**

**Survey and Evaluation of Educational Film Distribution.** Mimeo 25pp \$2. Outlines three basic ways independent film producers sell their product and lists some potential distribution channels. S. R. TANIN, 2316 Ewing St., Los Angeles 39, Calif.

**Tapes for Teaching** 1958 catalog. University of Illinois, AV Aids Service, Division of University Extension, Champaign, Ill.

**Transistor Transformerettes.** Circular describes features of 13 basic types of

**PAT DOWLING PICTURES**  
**"A TREASURE IN BOOKS"**  
 Primary Grades for Reading Incentive and Use of the Library.  
 11 Minutes — Color — Sale Only \$110.00  
 (Write for Study Guide and Preview.)  
 1056 So. Robertson Blvd.  
 Los Angeles 35, Calif.

For Teachers of  
 SCIENCES  
 GEOGRAPHY  
 SOCIAL STUDIES  
 HISTORY  
 and others



**FILMS FROM AUSTRALIA**

For Rental or Purchase  
 A wide selection of sound films about the fascinating land "Down Under." Send for free illustrated catalog

Australian News & Information Bureau  
 630 Fifth Ave., Suite 414 New York 20, N. Y.  
 Illustrated pamphlets and brochures also available.

input, driver, output and interstage transformers that can be used in 90 different impedance matching circuits. Free. ACA.

For more information circle 210 on coupon

**Union Catalog, Supplement 1958,** Washington Film Library Association. Three Washington State centers. Instructional Materials Center, University of Washington, Seattle 5, Wash.

**What is High-Fidelity Stereo?** Brochure with free diagrams of stereo hookups. Free. UNIVERSITY.

For more information circle 211 on coupon

**NOTICE!**

We occasionally receive materials for review at this office. Since this means an unavoidable delay, please send these materials directly to the department editors responsible:

**films**—Dr. Carolyn Guss, Audio-Visual Center, Indiana University, Bloomington, Indiana;

**filmstrips**—Dr. Irene F. Cypher, New York University, 30 Washington Square, New York 3, N. Y.;

**audio materials**—Max U. Bildersee, 36 Holmes Dale, Albany 3, New York;

**religious materials**—William S. Hockman, 12 June Drive, Glens Falls, New York.

IN THE  
TRADE

News Recordings

Forrest E. Conner, Superintendent of Schools at St. Paul, Minn., and Jack Allen, social studies chairman at George Peabody College for Teachers at Nashville, Tenn., have agreed to prepare recorded monthly educational interpretation of important news for use in social studies classrooms and home room discussion periods, without invasion of teaching time. Dr. Conner is currently vice-president of A.A.S.A. and Dr. Allen is president of the National Council for the Social Studies and well known as author of successful textbooks on history and civics. Subscriber schools will receive a 15-minute unbreakable long-play news record early each school month, for unlimited use on 33 rpm players and intercomms. A year's service (9 records — \$18) by Ideal Pictures, Inc., Chicago, will begin in January.

Permafilm's New President

Paul N. Robins succeeds the late Pierre Clavel as president of this film protection service organization. Mr. Robins is also president of Library Films, Inc. and Television International Co.

Coronet Raises Prices

A price increase of approximately 10 per cent went into effect January 2, 1959. Basic price for 400-foot black-and-white was \$45, color \$90; is now \$50 and \$100 respectively. Those heretofore \$55 black-and-white go to \$60; color price heretofore \$100 is now \$110. Replacement footage now costs 12c a foot black-and-white (minimum 20'); color 30c a foot (minimum 25'). Total replacement prices for prints owned less than a year: b&w for b&w \$20; color for color \$60; color in place of b&w \$70. On prints owned for more than one year \$40, \$75, and \$90 respectively.

IIAA Health Films Now UWF.

The nine Health Awareness films released some years ago by the Institute of Inter-American Affairs are again available, through United World Films, at government prices.

How Big Is Stereo?

The 10th annual edition of the authoritative "Tape Recorder Directory" lists over 300 models. Only 113 are completely monaural, 29 have stereo playback and record, 39 provide stereo playback. In 1955 there were only 6 stereo models in 110 total. A leading tape recorder manufacturer reportedly is now selling three stereo to every two monaural; a year ago this ratio was re-

versed; two years ago he did not make stereo job. This fine annual directory is a "must" reference book for all who use tape and recorders. Free from AUDIO VISUAL DEVICES, Inc., 444 Madison Ave., New York 22, N. Y.

"Scotch" 200 Price Lowered

The price of the newest (and thinnest "tensitized" tape in the 3M line, the No. 200, has been reduced to \$8.75 for 2,400 feet, mounted on a 7" reel. The reduction is due, according to the maker, to stepped-up production in response to increasing demand for double-play tape.

Heads Da-Lite A-V Dept.

Robert Maybrier has been appointed manager of the newly formed Audio-Visual Division of the Da-Lite Screen Co. directly responsible to C. J. Cerny, vice-president in charge of sales. Bob has been with Da-Lite since 1954, with some 25 years of A-V experience.

NAVA Publications

Counting both black-and-white and color, more than 50 million Americans took about two billion photographs last year, according to James E. McGhee, Eastman Kodak vice-president. Color slides have had a good share in the general advance. McGhee foresees growth in

A TIP TO TRAVELERS  
TO NEW YORK

Hotel **Breslin**



• In Heart of Shopping & Manufacturing District

- 450 Rooms
- Restaurant
- Coffee Shop
- Cocktail Lounge
- TV, Radio, Garage available

MODERATE RATES

Singles from \$4  
Doubles from \$6<sup>50</sup>

**New York**

One block off Fifth Avenue, Broadway at 29th

FREE INFORMATION SERVICE COUPON

To EdScreen & AVGUIDE, 2000 Lincoln Park West, Chicago 14, Ill.

I am interested in receiving more information or a demonstration of the item or items I have indicated by encircling the code numbers corresponding with code numbers on listings of new A-V materials and equipment in your January, 1959, issue.

101	102	103	104	105	106	107	108	109	110	111
112	113	114	115	116	117	118	119	120	121	122
123	124	125	126	127	128	129	130	131	132	133
134	135	136	137	138	139	140	141	142	143	144
145	146	147	148	149	150	151	152	153	154	155
156	157	158	159	160	161	162	163	164	165	166
167	168	169	170	171	172	173	174	175	176	177
178	179	180	181	182	183	184	185	186	187	188
189	190	191	192	193	194	195	196	197	198	199
200	201	202	203	204	205	206	207	208	209	210
211	212	213	214	215	216	217	218	219	220	221
222	223	224	225	226	227	228	229	230	231	232
233	234	235	236	237	238	239	240			

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

the use especially of color negative, since a single such exposure can be the source of either a color print, a black-and-white print, or a color transparency. Negative-positive also offers exposure latitude since some correction can be made in printing.

### Some Films Are Popular

Demand for a timely sponsored film may mount so high, so fast, that the distributor is swamped with requests. In one such instance 500 prints were completely booked up within two weeks after they were put into circulation, and when 200 more were ordered these, too, were booked solid 90 days in advance. Sorry, name of film and its sponsor is confidential.

### Fulton Joins Scripture Press

Scripture Press announces the appointment of Roger Fulton, of Elgin, Ill., as its magazine department manager. Mr. Fulton has been actively engaged in Christian radio broadcasting.

### Good News From AVCOPI

The publications issued by the Audio-Visual Commission on Public Information (AVCOPI) are being widely circulated, according to a report by Don White, NAVA vice-president. Of the big illustrated **Gateway to Learning** 45,000 have been distributed from headquarters (250 W. 57th St., N. Y. 19), plus a special printing of 11,000 in California. **Telling Your A-V Story**, a pamphlet designed to make everyone in the field, whether dealer or educator, his own public relations man, has been circulated thus far in 2,300 copies. In a number of states groups of NAVA dealer members have supplied copies of "Gateway to Learning" for distribution through official state department of education channels.

### Sales Training Institute

The Audio-Visual Committee of the Church Federation of Greater Chicago has reacted favorably to suggestions from NAVA religious dealers that next year's religious A-V program also includes a sales training institute type of dealer-customer demonstration. A dealer will discuss audiovisual needs with a film-using churchman in a role-playing presentation, but the roles will be those of real life. (One suggestion was that the participants reverse their roles and have the preacher do the selling.)

### "Visual Communications Congress"

The annual meeting of the Society of Reproduction Engineers (2000 individual members in 16 chapters) was held at Chicago's Hotel Sherman Dec. 13-16. Trade show exhibits (71) were open from 1 to 7 each of the first three days (including Sunday), 1 to 4 on the fourth day. The exhibits ranged all the way from a 29-cent reproduction pencil to offset presses, cameras and diazo duplicators ranging well up in five figures. This professional group's casual equation of the term "visual communication"

with non-letterpress duplication of graphic materials may come as a bit of a shock to those who have thought of expression only in terms of television, motion pictures and other projected visuals. But the Reproduction Engineer and the industry segments that cater to his trade seemed no better informed about the ramifications of the audio-visual field, or about their own lack of local chapter liaison with other professional societies.

Proximity of the two fields was reflected in numerous exhibits at home equally in the annual NAVA A-V show and in this "Visual Communication Congress." Example: Bruning, Chart-Pak, Eastman Kodak, duPont, Ozalid, Polaroid, Technifax, Vari-Typer.

### NAVA Sustaining Members Meet

Hy Schwartz, Victor Animatograph president and chairman of the NAVA Exhibition Committee, urges attendance at the Mid-Winter Conference, at New Orleans, January 22-29, especially in view of its emphasis on the AV aspects of the National Defense Education Act. NAVA Sustaining Members will meet at 9 a.m., January 23, at The Roosevelt Hotel, New Orleans.

### Skibitzke Joins Family

Leonard Skibitzke, formerly with Moody Bible Institute, has been appointed Director of Sale Promotion at Family Films, Inc., Hollywood producer of religious motion pictures and filmstrips. Graduate of MBI and Wheaton College, Mr. Skibitzke served 11 years as pastor of a church near Chicago before accepting a part in the MBI audiovisual department, where he worked 11 years both in Chicago and, on the West Coast, directly with Dr. Irwin Moon.

### Know-how on the Language Lab

A series of five 25c booklets (\$1.00 for the set) has been prepared by Magnetic Recording Industries, 126 Fifth Ave., N. Y. 11, to tell schools "what, why, how and how much" the language training program covered by the National Defense Education Act will involve. When ordering, include remittance — and say you "saw it in **EdScreen**."

### Kodak Top Command

Donald McMaster, heretofore vice-president and general manager, has been named chairman of Eastman Kodak Co.'s newly created executive committee. His two co-members are Thomas J. Hargrave, board chairman, and Albert K. Chapman, president. William S. Vaughn takes over McMaster's former post. There are changes on the AV level also — "Bill" Allen gets a promotion and his spot as head of Cine Sales goes to James W. (Jim) Welch. Dick Gearhart's position is unaffected by the change.

### Argus Merchandiser

Carlos A. Chapman has been named Merchandising Manager for Argus Cameras, a division of Sylvania Electric Products Co. His responsibility will be the planning, promotion and advertising of all Argus photographic products. He previously served as product manager of the division.

### Major to United Studio

Jack Major, with 20 years background including Jam Handy, EBF and United World, has joined the staff of United Film and Recording Studios, 301 E. Erie St., Chicago, as Special Projects Promotion Manager. Charles A. Stumpf has been appointed General Sales Manager.

---

---

## DIRECTORY OF SOURCES FOR MATERIALS

### LISTED ON PAGES 45-51

**ACA:** Amplifier Corp. of America, 398 Broadway, New York 13.

**ACE**—American Council on Education, 1785 Massachusetts Ave., NW, Washington 6, D. C.

**ACE BANNER & Flag Co.**, 222 Haddon Road, Woodmere, L. I., N. Y.

**AIREQUIPT Mfg. Co., Inc.**, 20 Jones St., New Rochelle, N. Y.

**ALLIED Radio Corp.** 100 N. Western Ave., Chicago 80, Ill.

**ALPARK Educational Records, Inc.**, 40 E. 88th St., New York 28.

**ANCO**—Anco Wood Specialties, Inc., Glendale, L. I., N. Y.

**ANTREX Corporation**, 856 N. Rockwell St., Chicago 22, Ill.

**ASIA**—The Asia Society, Inc. 18 E. 50th St., New York 22, N. Y.

**ATLANTIS Productions, Inc.**, 7967 Sunset

Blvd., Hollywood 46, Calif.

**AUDIO DEVICES, Inc.**, 444 Madison Ave., New York 22, N. Y.

**AUTONETICS Div.**, North American Aviation, Inc., 9150 E. Imperial Highway, Downey, Calif.

**BELL & HOWELL Co.**, 7100 McCormick Rd., Chicago 45.

**BGJ**—Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.

**BURBR**—Burlough Brooks, Inc., 10 W. 46th St., New York 36, N. Y.

**CASSYD**—Syd Cassyd, 917 S. Tremaine, Los Angeles 19, Calif.

**CEC**—Camera Equipment Co. Inc., 315 W. 43 St., New York 36.

**CEP:** Christian Education Press, 1505 Race St., Philadelphia 7.

**CNR:** Canadian National Railways, Windsor Station, Montreal, Quebec, Canada.

**COLREC: COLUMBIA RECORDS**, 799 Seventh Ave., New York 19.

**CORONET** Films, 65 E. South Water St., Chicago 1.

**DA-LITE** Screen Co., Inc., Warsaw, Ind.

**DG:** Distributor's Group Inc., 204 14th St., N.W., Atlanta 13.

**DISNEY**, Walt, Productions, 16mm Division, 2400 W. Alameda Ave., Burbank, Calif.

**EAVI** Educational Audio Visual, Inc., 57 Wheeler Ave., Pleasantville, N. Y.

**EPGB**—Educational Productions, Ltd., London, SW1-East Ardsley, Wakefield, England.

**EXCELSIOR**—Excelsior High School, Audio-Visual Dept., Box 21B, Norwalk, Calif.

**FAIRCHILD** Camera and Instrument Corp., Industrial Products Division, 5 Aerial Way, Syosset, Long Island, N. Y.

**GENARCO** Inc., 9704 Sutphin Blvd., Jamaica 35, N. Y.

**IDEAL** Pictures, 58 E. South Water St., Chicago 1.

**INTERAD**—International Radio & Electronics Corp. So 17th & Mishawaka Rd., Box 123, Route 4, Elkhart, Ind.

**JAM** Handy Organization, 2821 E. Grand Blvd., Detroit 11.

**KODAK**—Eastman Kodak Co., Motion Picture Div., Rochester, N. Y.

**MASCO**—Mark Simpson Manufacturing Co., 32-28 Forty-ninth St., Long Island City 3, N. Y.

**MH:** McGraw-Hill Book Co., 330 W. 42 St., New York 36.

**MHI**—Materials Handling Institute, Inc., Irving M. Footlik, Sec'y College-Industry Com., 9116 Four Winds Way, Skokie, Ill.

**MMGM:** Minnesota Mining and Manufacturing Co., 900 Bush St., St. Paul 6.

**MOTOROLA**, Inc., 4501 W. Augusta Blvd., Chicago 51, Ill.

**MUTUAL**—Mutual Aids, Dept. 59, 1946 Hillhurst Ave., Los Angeles 27, Calif.

**NFBC**—National Film Board of Canada, 680 Fifth Ave., New York 19.

**NTA**—National Telefilm Associates, Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.

**OMEGA** Records, 854 N. Vine St., Hollywood 38, Calif.

**PRUDENTIAL** Insurance Co., consult local agents for film dates.

**REVELL**, Inc., 4223 Glencoe Ave., Venice, Calif.

**RICOH** Camera, 521 Fifth Ave., New York, N. Y.

**ROBINS** Industries Corp., 36-27 Prince St., Flushing 54, N. Y.

**ROSENE:** Nick and Rita Rosene, Filmstrip Distributors, Sierra Madre, Calif.

**ROUNDTABLE** Productions, 139 S. Beverly Drive, Room 133, Beverly Hills, Calif.

**RP**—Row-Peterson & Co., Evanston, Ill.

**SCOTT:** H. S. Scott, Inc., Dept. P, 111 Powdermill Road, Maynard, Mass.

**STANCAM**—Standard Camera Corporation, 319 Fifth Ave., New York 16, N. Y.

**STRONG** Electric Corp., Toledo, Ohio.

**UNIVERSITY** Loudspeakers, Inc., 80 S. Kensico Ave., White Plains, N. Y.

**USC**—University of Southern California, Dept. of Cinema, University Park, Los Angeles 7.

**UWF:** United World Films, 1445 Park Ave., New York 29.

**VEC:** Visual Education Consultants Inc., 2066 Helena St., Madison 4, Wis.

**VICTOR** Animatograph Corp., Division of The Kalart Co., Inc., Plainville, Conn.

**WALSTER:** Walter Sterling Color Slides, 224 Haddon Rd., Woodmere, L. I., N. Y.

**YAF**—Young America Films, 18 E. 41st St., New York 17, N. Y.

## ADVERTISED IN THIS ISSUE

- (1) **Allied Radio**—everything in electronics, page 39
- (2) **American Bible Society**—films, filmstrips, slides, posters, page 43
- (3) **Arlington Aluminum Co.**—portable presentation easel, page 4
- (4) **Audiotile**—library of recordings appraisal service, page 46
- (5) **Audio-Master Corp.**—record and transcription players, page 39
- (6) **Audio Visual Research**—reading aids, page 47
- (7) **Australian News and Information Bureau**—educational films, page 51
- (8) **Bailey Films, Inc.**—"I Choose Chemistry," "Kittens, Birth and Growth," films, inside front cover
- (9) **Beseler, Charles, Co.**—Vu-Graph overhead projector, page 36
- (10) **Breslin Hotel**—Broadway at 29th, New York City, page 52
- (11) **Burke & James, Inc.**—Encyclopaedia of Photo Equipment, page 37
- (12) **Califone Corp.**—phonographs, players, sound systems, page 39
- (13) **Churchill-Wexler Productions**—educational films, page 34
- (14) **Colburn Laboratory, George W.**—service to producers of motion pictures, slides, slidefilms, page 36
- (15) **Coronet Films**—educational films, page 3
- (16) **Dowling Pictures, Pat**—"A Treasure in Books," film, page 51
- (17) **Eastman Kodak Co.**—Pageant Projectors, page 11
- (18) **Educational & Recreational Guides, Inc.**—photoplay filmstrips and study guides, page 38
- (19) **Encyclopaedia Britannica Films**—AV materials for space age education, page 28
- (20) **Eye Gate House, Inc.**—filmstrip catalogue, page 37
- (21) **Fiberbilt Case Co.**—film shipping cases, page 49
- (22) **Film Associates**—"Rockets: Principles of Safety," "Satellites: Stepping Stones to Space," films, page 33
- (23) **Florman & Babb**—Magic Mylar splicing tape, page 8
- (24) **Genarco, Inc.**—model 6800 electric slide changer, page 47
- (25) **Grover-Jennings Productions**—"Iron Curtain Lands," film, page 49
- (26) **Harward Co., The**—Movie-Mite 16mm sound projector, inside front cover
- (27) **Indiana University**—"Citizenship in Action," film, page 47
- (28) **Keystone View Co.**—Keystone overhead projector, page 43
- (29) **Levolor Lorentzen Co.**—Levolor AV blinds, page 5
- (30) **Mutual Aids**—cardboard cut-out letters, page 43
- (31) **Newcomb Audio Products Co.**—records, players and radios, page 39
- (32) **Orradio Industries, Inc.**—Irish recording tape, page 9
- (33) **Peerless Film Processing Co.**—film reconditioning, page 4
- (34) **Radio-Mat Slide Co.**—slide mats, page 37
- (35) **Rochemont, Louis de**—"7 Guideposts to Good Design," film, page 47
- (36) **Sylvania Electric Products**—Blue Top projection lamps, page 35
- (37) **Vacuamate Corp.**—film protective process, page 43
- (38) **Victor Animatograph**—1600 Arc projector, back cover
- (39) **Visual Sciences**—educational filmstrips, page 37
- (40) **Webster Electric Co.**—Ekotape recorders, page 7

## BOOKLET REQUEST COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.  
Send me booklets offered by the following advertisers in this January issue.  
The numbers of the advertisers are listed as follows:

---

---

---

---

NAME (print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

EDUCATIONAL  
**SCREEN**

& AUDIO-VISUAL GUIDE

RECEIVED  
GROTT HALL  
Receiver  
FEB 6 1959

FEBRUARY, 1959

VOL. 38, NO. 2

ANNUAL

RELIGIOUS EMPHASIS

ISSUE



Eternal Life

Begins Now!

Show them a Triumphant Easter  
Faith for Today... with

# "THE MIRACLE OF LOVE"



45 min. B&W \$12.50

### FOR EVERY CONGREGATION EVERYWHERE

A compelling and dramatic motion picture of a minister who finds the basis for his Easter sermon in the problems of his congregation and his own family — that the resurrection faith in Christ gives the power to live triumphantly here and now — not just in the hereafter!

### OTHER FILMS WITH AN EASTER MESSAGE



Easter programs can be greatly enriched with the use of the Living Bible films, which authentically portray the final climactic days in Christ's earthly ministry

15 min. each. B&W or Color from \$5.00

An Easter faith is retained in the  
midst of the competitive business world.

**THE ROAD BACK** 30 min. B&W \$8.00

Write today for your FREE catalog or see  
your nearest franchised library.

### FAMILY FILMS, INC.

5823 Santa Monica Blvd., Hollywood 38, California

Please send me FREE catalog of films and name of  
nearest franchised library.

Name

Address

City

State



Ask about the NEW  
TRAINING KIT FOR USING  
AUDIO-VISUALS IN A CHURCH

Family Films

# EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE

Founded

in 1922

by

Nelson L. Greene

February, 1959

Volume 38, Number 2, Whole Number 372

## IN THIS ISSUE

### Editorial

69 VANTAGE POINTS

### Articles

- 70 INFORMAL AUDIOVISUALS CAN ENRICH RELIGIOUS UNDER-  
STANDING — R. Boeke
- 72 USE AV DURING LENT! — Mae Bahr
- 74 HOW TO PLAN FILM SERIES — Eunice Schmidt
- 75 FILMS SHOULD BE TESTED! — LeRoy Ford
- 76 NOT BORN YESTERDAY, a brief history of AV in the church —  
William F. Kruse
- 85 INTERMITTENT TELEVISION — Alexander Calandra and Neal Balanoff
- 86 HERE TO STAY — SPONSORED MATERIALS — Amo DeBernardis

### Departments

- 4 ON THE SCREEN
- 6 HAVE YOU HEARD? — News About People, Organizations, Events
- 80 CHURCH DEPARTMENT — William S. Hockman
- 88 EVALUATION OF NEW FILMS — L. C. Larson, Carolyn Guss
- 92 USEFUL FILMSTRIPS — Irene F. Cypher
- 94 SOUND ADVICE — About Audio Materials and Equipment —  
Max U. Bildersee
- 97 NEW EQUIPMENT AND MATERIALS
- 105 NEWS IN THE TRADE

### Other Features

- 102 HELPFUL BOOKS
  - 106 INDEX TO ADVERTISERS
- Inside Back Cover — Trade Directory for the Audiovisual Field



BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U.S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.

CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Barrington, Illinois; Business and Editorial Office, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Printed in the U.S.A. Re-entered as second-class matter October, 1953 at the post office at Barrington, Illinois, under the Act of March 3, 1879.



*Star Performance!*

*For Vivid Presentation of Visual Material . . .*  
**There's Nothing Like a SCHOOL MASTER**  
**Filmstrip and Slide Projector**

The Graflex SVE School Master gives screen brilliance unapproached by any classroom projector of like rating. New Tru-Focus projection lamps in combination with precision-ground optical systems and lenses put on the screen all the brilliance of which the lamp is capable.

School Master projects filmstrips or 2" x 2" slides with equal facility and efficiency. The change from one to the other is made in seconds without tools and without adding or removing parts. Built-in remote control permits operating the projector from a distance—from the front of your class, for instance.

Handy built-in carrying handle facilitates transportation from one classroom to another. Threading and framing is easy. The optical system removes as a unit for cleaning. A powerful 4-blade fan assures cool operation. While a 5", f/3.5 projection lens is standard, others are available to match image size to any projection distance.

**PRICES**

School Master 750 (750-watt model—Cat. No. 3828) \$99.50; the 750 RC (750-watt model with remote control—Cat. No. 3826) \$134.50 and the accessory Rewind Take-up (Cat. No. 3880) shown attached in the illustration above is only \$7.50.

The School Master 500 (500-watt model—Cat. No. 3809) \$84.50; and the 500 RC (500-watt model with remote control—Cat. No. 3808) is \$119.50. Both models accept accessory Rewind Take-up.

For additional information, write Dept. ES-29, Graflex, Inc., Rochester 3, N. Y.  
 A Subsidiary of General Precision Equipment Corporation  
 Prices subject to change without notice



# On the SCREEN

## This Month's Cover

To grace the cover of our annual religious issue, we chose a still from the Family Film "Power of the Resurrection," filmed in cooperation with the National Council of Churches to be telecast across the nation this Easter.

Co-produced by Henry Denker, who was responsible for the screenplay, and Sam Hersh, the feature-length film was photographed in color and presents its story through the life of Peter.

Family Filmstrips offers three sound and color filmstrip series based on this story. They are titled, "The Bible Story of Easter," "Peter's Resurrection Faith," and "You Shall Receive Power."

## "Sputnik" Stars Again!

The satellite featured on our January cover is the subject of an excellent and timely new film, "Exploring by Satellite," produced by and available from Delta Film Productions, Inc., of Chicago. Presented both in color and in black and white, it is suitable for a wide range of age groups.

The new frontiers of outer space are being explored through the use of

rockets and satellites as part of the International Geophysical Year program in cooperation with some fifty nations. Note the Delta ad below for detailed information on this fine film.

## In Store for March

Plenty of variety is in prospect for next month, as waiting on our desk lie Florence Freedman's views on AV in Israel, an article by John Moldstad

on Indiana's program for classroom audiovisual facilities, and two thought-provoking discussions of AV courses in the teacher-training curriculum — their proper place, virtues, faults, existence or lack of it.

Also, readers may look forward to an interesting presentation of visual aids for teaching mathematics and practical advice toward more effective bulletin boards. Then, in April, the annual issue stressing AUDIO materials, always gaining in importance!

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. ENID STEARN, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. PHILLIP LEWIS, Technical Editor. IRENE F. CYPHER, editor for New Filmstrips.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. JOSEPHINE H. KNIGHT, Business Manager, OLIVE R. TRACY, Circulation Manager, WILMA WIDDICOMBE, Advertising Production Assistant.

### Advertising Representatives

WILLIAM LEWIN, 10 Broinard Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Project Big Ben, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California, Los Angeles  
SEERLEY REID, Chief, Visual Education Service, U. S. Office of Education, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia.



## EXPLORING by SATELLITE

### A NEW CONCEPT

### OF EDUCATIONAL FILM PRODUCTION

Applying science principles in space exploration — Actual footage from Cape Canaveral shows Satellite building, launching, tracking and reception of data. Basic laws of the universe are illustrated in full animation. Shows satellite discoveries.

### COLLABORATORS:

Dr. R. W. Porter • Dr. W. W. Kellogg  
F. M. Branley

Junior High - High School - College - Adult  
28 Minutes — Color \$240 — B&W \$120



Preview Prints  
Available

**FILM PRODUCTIONS, INC.**

7238 W. TOUHY AVE.

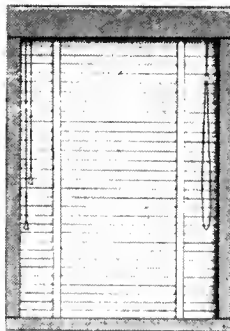
CHICAGO 48, ILL.



# NO MORE AUDIO- VISUAL ROOMS!

Classrooms devoted entirely to audio-visual education (by projection) are no longer necessary. Today, all classrooms can be converted to audio-visual rooms inexpensively by the installation of LEVOLOR Audio-Visual Venetian Blinds. These blinds give complete control of ambient light to suit the subject, projector and student activity.

With a LEVOLOR installation, the instructor can at any time and for any subject quickly and easily adjust the classroom light. There's no delay, no need for a special room assignment.



Write for Levolor's invaluable survey report "How Dark Should Audio-Visual Rooms Be?"

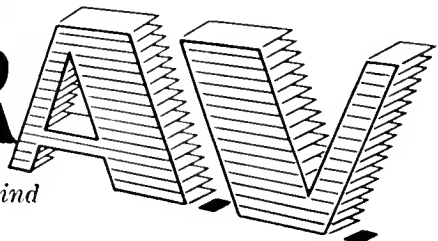
No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.



Be sure to specify

**LEVOLOR**

TRADE MARK OF LEVOLOR LORENTZEN



*The Scientifically Developed Audio-Visual Blind*

COPYRIGHT LEVOLOR LORENTZEN, INC.

# Have you heard?

## Coronet Awards Grant

A grant of \$2,000 has been awarded to Southern Illinois University's Instructional Materials Department by Coronet Instructional Films, Inc. to help defray costs of a research project in southern Illinois schools. The study is being conducted by Dr. Paul R. Wendt, chairman, and Dr. Gordon K. Butts of the Instructional Materials Department of the College of Education at SIU.

The project is designed to increase the productivity of good teachers by attempting to teach a full year of world history in the 10th grade in a half-year with the help of 61 sound-color motion picture films furnished by Coronet. These films were planned as a series and are used in the schools at the rate of one every other day.

Schools participating in the project are located in Sparta, Chester, Cairo, Harrisburg, Benton, Wayne City, and Johnston City, Illinois. Two classes in world history are taught in each school by the same teacher. One class is designed as an experimental class and the other one acts as the control class. The experimental class will finish the course at the end of the first semester with the help of the motion picture films. The control class will take a full year to cover the subject but will see none of the films. The only difference in the instruction between the two groups will be the use of the 61 films and their related study guides.

Each classroom is equipped with a special auxiliary library of 66 books, both fiction and non-fiction, selected by Miss Kathleen Fletcher of SIU's Instructional Materials faculty and provided by the regional library under Mr. Miller Boord located at Southern Illinois University. Data are being collected on the use of this library by both control and experimental groups. Pre and post tests in world history will be administered as well as intelligence and reading tests.

The project is coordinated by Mr. Eugene Cottle, associate professor of education at the University of Wyoming.

The Eastman Company is cooperating with the research program in the use of Pageant Projectors for all the experimental schools.



"Honestly, that's the way it looked!"

## First TV Newscast for the Hard of Hearing

What is possibly the first television news program produced especially for the hard of hearing is being sponsored by Zenith Radio Corporation, Chicago.

"World News for the Hard of Hearing" features sign language expert John M. Tubergen, president of the Alumni Association of the Illinois School for the Deaf, Jacksonville. He works with a newscaster (chosen for readability of lip movement), giving a sign language account as the announcer reads the news.

## Columbus Film Festival

The seventh annual film festival sponsored by the Film Council of Greater Columbus will be held at the Fort Hayes Hotel on April 29 and 30. Beginning at this festival, a "Chris Statuette" award will be presented to the outstanding film in each category. This will be in addition to the Chris Certificates, given for the best films in each of the five categories.

Previews for the films began October 1. Film producers and sponsors are invited to enter any films produced during 1956, 1957 and 1958, provided they have not previously been entered in the Columbus Festival. Inquiries should be addressed to D. F. Prugh, Film Council of Greater Columbus, Memorial Hall, 280 East Broad Street, Columbus 15, Ohio.

## Professional Animation at Michigan State University

The audiovisual center at Michigan State University, under Charles Shuller, has installed an Oxberry Animation stand, similar to those used in professional film production. E. McCoy, head of film production, states that the department's basic aims will be featured by use of equipment truly adequate to the problems submitted by the various university departments. Its first jobs involved animating presentation of statistical results, experiments reported on film, and the making of titles.

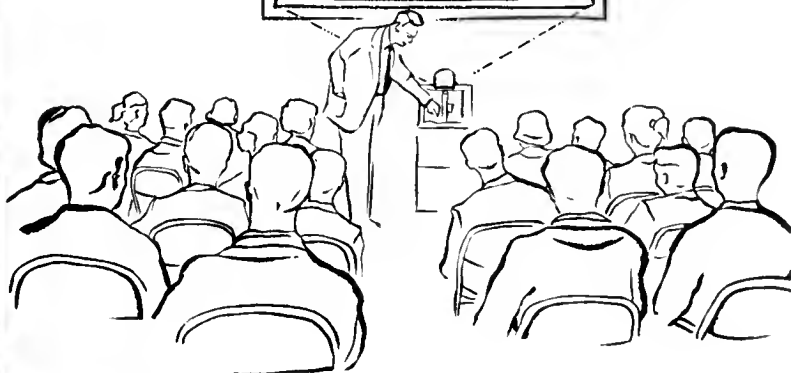
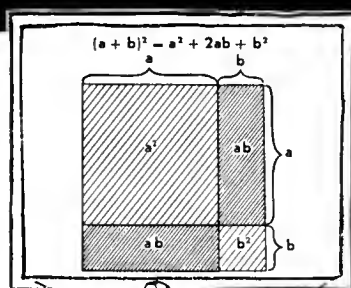
## SMPTE's New Officers

Dr. Norwood L. Simmons is the new president of the Society of Motion Picture and Television Engineers. Dr. Simmons is an Eastman Kodak executive (West Coast Division, Motion Picture Film Department). Succeeding him as vice-president is John W. Servies, vice president of National Theater Supply Corp. Servies' former position at convention vice president, goes to Reid H. Ray, St. Paul, Minnesota film producer, who has been serving as treasurer. Two officers were re-elected — Glenn Matthews, Eastman Kodak, Rochester, as editorial vice president and Wilton R. Holm, DuPont Photo Products executive, as secretary.

## Michigan Conference on Instructional Materials

On November 14-15, Michigan's first Cooperative Conference on Instructional Materials took place at the Rackham Building in Detroit's Cultural Center. The meeting, which was sponsored by the Michigan Association of Librarians and the Michigan Audio-Visual Association in cooperation with the Michigan Association for Supervision and Curriculum Development, included reports from the major organizations in the field, how-to-do-it sessions, and addresses by Dr. Frances Henne, Associate Professor of Library Education, Columbia Teachers College, and Dr. Floyd Brooks, former Executive Secretary of the Department of Audio-Visual Instruction, National Education Association.

# At the head of the class!



Using the projector as a blackboard.

**THE OVERHEAD PROJECTOR** keeps the teacher in front of the class, projecting his own slides, facing his class at all times, observing reactions, and adjusting his presentation to the response of his pupils.

There is no need for a separate operator, with an accompanying system of signals. The projector complements the teacher rather than replaces him. The teacher selects his own pace, extemporizing as he wishes; commenting before, during, and after projection.

He uses the screen as a blackboard, writing or drawing at will on slides or sheets of transparent plastic, without turning away from his class. Single or multiple sheets of film are easily superimposable on the slides, allowing the teacher to unmask transparencies in progressive disclosures, or to build up several components into a composite image.

Slides are large (8" x 10"), and easy to make. Rudimentary art skills produce dramatic, colorful transparencies.

If you wish to learn more about the Overhead Projector, please write to Section OP, Visucom Laboratories, Tecifax Corporation, Holyoke, Massachusetts. Please indicate in the letter the nature of your interest.

## TECNIFAX

C O R P O R A T I O N

Manufacturers of  
Visual Communication  
Material  
and  
Equipment

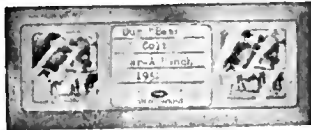
HOLYOKE, MASSACHUSETTS



Building up a composite image with several sheets of film.

It's **EMDE** for the Best in  
**SLIDE BINDING  
MATERIALS**

**EMDE** ALUMINUM MASK & FRAME  
**STEREOMOUNTS\***



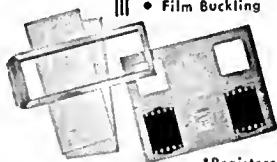
**EMDE FEATURES**

- Aluminum Self Aligning Mask
- Perfection for Viewing or Projection
- Fastest and Easiest Mounts to Make
- Greatest Accuracy
- Positive Film Protection
- Durability of Metal Frames

**EMDE ELIMINATES**

- Dust and Lint
- Adhesive and Sealants
- Jigs and Tape
- Jagged Stereoa Windows
- Newton Rings
- Film Buckling

**JUST  
3  
PRINCIPAL  
PARTS**



**SIMPLE MOUNTING**

Faster and easier to use than any other. Transparencys are merely slipped under die-cut aligning and locking nibs, top of mask folded over, placed between glass, slipped into aluminum frame, and slide is complete.

No. 2422—NORMAL mask (7 feet to Infinity) . . . . .	Box of 20	Box of 100
	\$3.50	\$16.50
No. 2421—MEDIUM mask (4 feet to 20 feet) . . . . .	3.50	16.50
No. 2420—CLOSE-UP mask (Close-up to 7 feet) . . . . .	3.50	16.50

**EMDE** THE FIRST NAME  
IN COMPLETE  
FILM PROTECTION

**EMDE** MOUNTS FOR  
EASTMAN STEREO MOUNTS



Using standard size aluminum frames, with special ultra-thin micro glass, EMDE offers the only glass-and-metal mount for protecting stereo films mounted in Eastman's cardboard stereo mount. Mount is placed between the two glass cover sheets, inserted into frame, and frame end folded over—simple as that. (Stereo films mounted in Eastman mounts are not aligned for projection.)

No. 100-EK (100 frames and 200 glass)	Per Box
No. 20-EK (20 frames and 40 glass)	\$14.50
	3.25

On Sale by Photo Dealers Everywhere

**EMDE** 3 1/4 x 4 ALUMINUM FRAME AND  
THREE SIZES SILVER PAPER  
MASKS



One piece aluminum frame, regular thick micro cover glasses, and double fold heavy paper mask, for popular 2 1/4 x 3 3/4 films, and full lantern slide size.

No. 340 with 3-5/16 x 2-9/16 mask apertures . . . . .	Box of 12	Box of 50
	\$3.00	\$12.00
No. 341 with 3-1/16 x 2-1/16 mask apertures . . . . .	3.00	12.00
No. 342 with 2-1/16 x 2-9/16 Vert. mask apertures . . . . .	3.00	12.00

**EMDE PRODUCTS** 2040 Stoner Avenue  
Los Angeles 25, Calif.

**People in the News**

Dr. Harry J. Skelly has been appointed Chief, Bureau of Audio-Visual Instruction of the state of California. He was previously Director of Audio-Visual Education for the Madera County Schools and a consultant in audiovisual education to the State Department of Education.



Dr. Kenneth L. Bowers has taken over the position of coordinator of production for the Visual Instruction Bureau of the Division of Extension, the University of Texas. Previously he served as advisor to the communications center of the Area Development Program of the International Cooperation Administration in Chile. Before that, he served as director of the Audio-Visual Center of State Teachers College, West Chester, Pennsylvania, where he taught and supervised service and production of audiovisual materials. He is also the author of three publications of NEA's Division of Audio-Visual Instruction: *Planning Schools for Use of Audio-Visual Instruction; No. 1—Classrooms, and No. 2—Auditoriums*, as well as *College Audio-Visual Programs*.



Elliott H. Kone, Yale University, has been elected president of the Educational Film Library Association, Inc., for the 1958-59 year. The new vice president is Galon Miller, South Bend, Indiana, City Schools and the secretary is Mrs. Carol Hale of the Girl Scouts of the U. S. A.



William G. Kirtley has been named chairman of the 19th annual National Audio-Visual Convention and Exhibit by NAVA President P. H. Jaffarian. A NAVA first vice-president, Kirtley is head of the D. T. Davis Co. of Louisville, Ky., and is a former school superintendent and principal. He will be in complete charge of arrangements for the Convention and Exhibit, to be held in the Morrison Hotel in Chicago July 25-28.

**New Jersey's Gov. Meyner  
Addresses IAVA Meeting**

Governor Robert D. Meyner (left) of New Jersey addressed the Industrial Audio-Visual Association's fall meeting held on October 14 through 16 in Princeton, N. J. He is shown with Frank B. Greenleaf of United States Steel Corporation, president of



the Association. Others who addressed the meeting included Dr. Hadley Cantril of the Princeton University Department of Psychology, and William H. King, Coordinator of Audio-Visual Education for the New Jersey State Board of Education.

**NAEB Proposes International  
Exchange of Materials**

The National Association of Educational Broadcasters, in association with the U. S. Information Agency (USIA), is promoting an international exchange of audiovisual devices to further understanding among the nations. Institutions interested in participating in such a program are invited to write to R. E. Underwood, Jr., 14 Gregory Hall, Urbana, Illinois. The following information should be included:

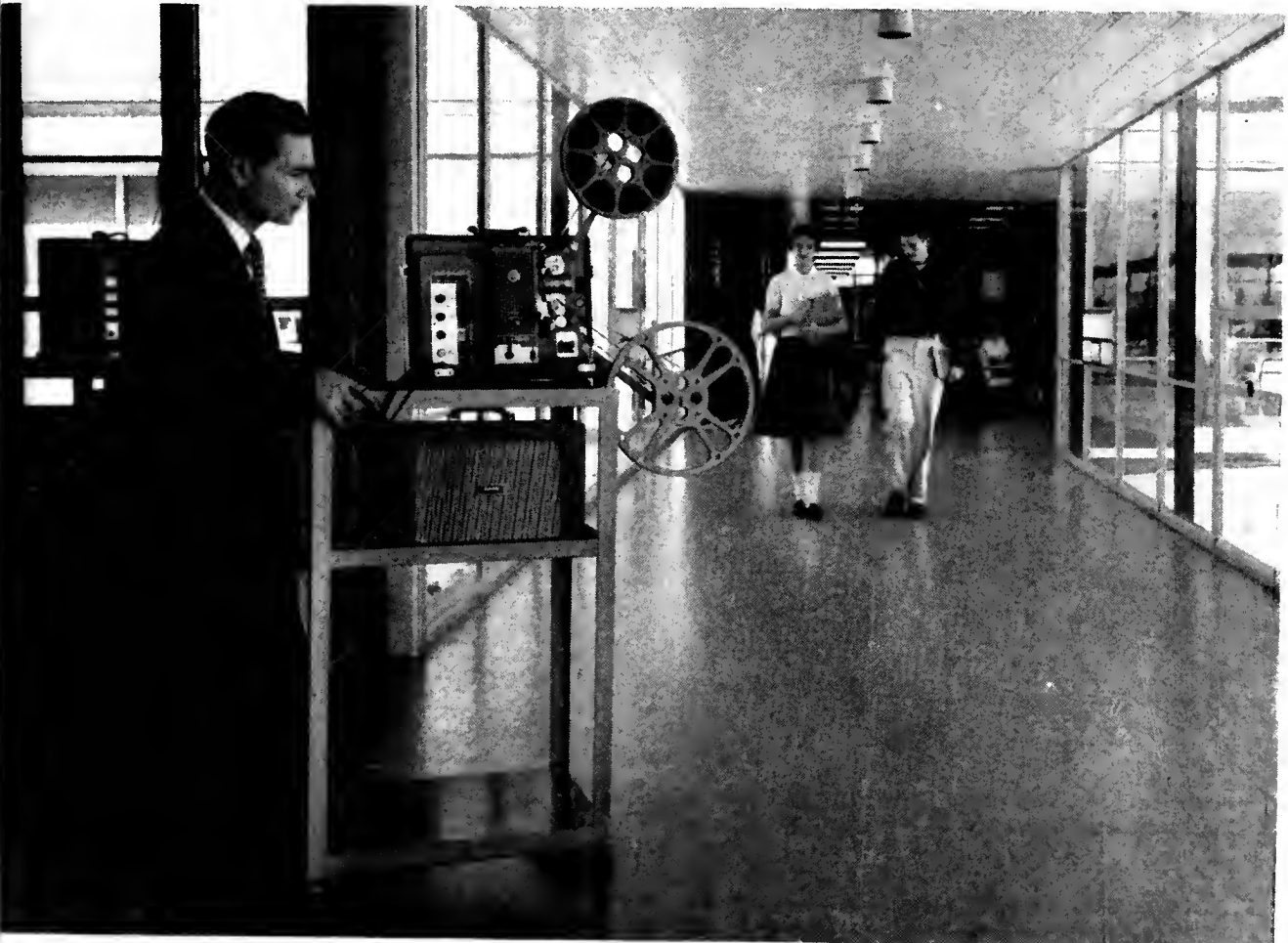
1. What your institution would have available for use in foreign schools?
  - (a) What subjects are available?
  - (b) At what levels are they aimed?
  - (c) In what languages would they be available?
2. What your institution would desire, ideally, to receive from foreign schools:
  - (a) What subjects?
  - (b) What levels?
  - (c) In what languages?
3. Are there any particular foreign schools with which your institution would like to exchange materials?

**Federal Funds for  
Research Projects**

The U. S. Office of Education has announced that it is prepared to consider applications for Federal funds to assist research in educational television, radio, motion pictures, and other communications media. Inquiries concerning this portion of "AV-864," the National Defense Education Act should be sent to the Director, Communications Media Research Program, Office of Education, Department of Health, Education and Welfare, Washington 25, D. C.

**Kodak**  
TRADE MARK

At the new Fuhrmann Jr. High School in Warren, Mich.—plans of which were exhibited by AASA—John I. Clifton, Chairman of the Audio-Visual Coordinator's Committee for the Warren Consolidated Schools, says:



**“Convenience frees teachers to teach...  
we like it in the design of our school...  
we like it in Kodak Pageant Projectors.”**

“All teachers like the kind of convenience that frees them to *concentrate* on teaching. That's one reason our major activity areas are centrally located in our new school near the administrative office. And the same kind of reasoning led us to select the Kodak Pageant Projector—so *easy* to use that students take care of most of our movie showings.”

Would modern, easy-to-use equipment help strengthen your audio-visual program? The Kodak Pageant 16mm Sound Projector gives you folding reel arms and attached drive belts—a truly easy machine to set up. You have a projector *anyone* can operate with ease. Ask your Kodak Audio-Visual Dealer to demonstrate. Or get full details by writing for Bulletin V3-22.



Kodak Pageant Projector > EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.



**SUDDENLY**  
*they respond...*

when you teach with the  
**AO Spencer Opaque Projector**

**SO EASY** Teaching and learning are much easier with this unique projector. You just flip a switch to project a big, bright picture of your teaching materials exactly the way you want to show them...subjects become dramatically alive...and your class responds as a unit. You teach more effectively because you show what you mean. Learning is more fun this way.

**SHARPEST IMAGE** Coated objective optics cut internal glare and reflection. With the exclusive all-glass reflecting system, this guarantees a sharp, crisp image on the entire screen...edge to edge...corner to corner.

**1,000 WATT INTENSITY** High-powered illumination shows a clear, detailed picture in a semi-darkened room, or even a normally lighted room with shades up. The entire system is cooled by a quiet, motor driven fan... a constant stream of air over projected copy keeps it safe.

**STURDY, PORTABLE** The projector is built of rugged, light-weight, lifetime aluminum. Carry it anywhere. Precision mechanical fitting throughout assures permanent optical alignment.

Colorful, instructive 8 page BROCHURE available—Just clip and mail the coupon below for complete details and specifications.

**American Optical  
Company**

INSTRUMENT DIVISION, BUFFALO 15, NEW YORK

Dept. N-241

Please send me AO Spencer Projector  
Brochure #SB3500.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Calendar of Coming Events

Feb. 14-19—AASA national convention  
Atlantic City, N. J.

Feb. 26-28—Harwald Co. annual AV  
Cracker Barrel, Evanston, Ill.

Mar. 16-18—Third Medical Motion  
Picture Workshop, Calvin Company  
Kansas City, Mo.

Mar. 22-25—California Association of  
Secondary School Administrators  
Sacramento, Calif.

Apr. 1-4—American Film Festival, New  
York City.

Apr. 2-3—Illinois Audio-Visual Assn  
conference, Springfield, Ill.

Apr. 13-16—DAVI annual convention  
Seattle, Wash.

Apr. 17-18—NAVA Western Confer  
ence, Olympic Hotel, Seattle, Wash.

Apr. 29-30—Columbus Film Festival  
7th annual, Fort Hayes Hotel, Co  
lumbus, Ohio.

May 4-8—SMPTE, 85th semi-annual  
convention, Miami, Fla.

May 6-9—Institute for Education by  
Radio - Television, Deshler - Hilton  
Hotel, Columbus, Ohio.

## Maximum Life From Your Projector Bulbs

H. J. Hanbury, photo lamp market  
ing manager for Westinghouse, likes to  
sell projector lamps, but also wants  
each lamp to give its user full service.  
Among his suggestions on how to get  
maximum life and best results from  
projection and exciter lamps are:

(1) Avoid rough handling. Lamp  
filaments are complex and very closely  
spaced; they are easily damaged by  
abuse. Never move the projector while  
the lamp is lit, except for normal tilt  
adjustment, and avoid operation in  
abnormal position. That spare lamp  
in the speaker case should be well  
cushioned, preferably in its original  
packing or equivalent.

(2) Keep the cooling system clear  
of obstruction. If the projector is  
placed on paper or light cloth to pro  
tect furniture, make sure this is not  
sucked into the air intake opening.

(3) Unless the reflecting mirror  
behind the lamp is properly focused it  
may overheat the lamp.

(4) Be sure lamp rating corre  
sponds to the actual line voltage. A  
115-120 lamp used on 125 volt current  
will have a shorter life although it  
burns brighter. The same lamp on  
100 volt line current will give less  
light but will last longer. Normal lamp  
life averages 25 hours; the range may  
be anywhere from 10 to 50 hours.

(5) Replacement exciter lamps  
should be identical in voltage and am  
perage rating to the original. Devia  
tions will certainly result in inferior  
sound reproduction and may cause a  
burnout.

# Vantage Points

The vantage points we're thinking of are those points of view from which this magazine is edited. We want to make the editorial point that all the editors of this magazine hold unique positions from which to carry on their editorial responsibilities. We think this is a prime reason we have succeeded for so long in meeting the interests and needs of the thousands of you who read us regularly.

Take the Church Department, for instance, (and this is a particularly appropriate time to do this inasmuch as we are giving special emphasis to the church use of audiovisual materials in this issue). Bill Hockman typifies what we mean. He does not sit in an ivory tower trying to figure out what audiovisual problems a church might have. He knows, because he's on the ground floor facing these problems daily; and he's been solving them for years. Through his accumulated knowledge and trial and error experience he has earned full right to the opinions he holds about audiovisual materials for church use, and the use that should be made of them.

Consider also the "Evaluation of New Films" section. Even though these evaluations come to you from a university campus, there's nothing ivory towerish about the vantage point from which "Ole" Larson and Carolyn Guss get their perspective. Nowhere in this country is there a larger, busier, more comprehensive and practical audiovisual center. Here films must be evaluated continuously as a normal part of the center's function; and this wealth of down-right practical experience is shared every month with SCREEN readers.

When Max Bildersee's columns first appeared in SCREEN more than ten years ago they were headed "Record in Review." Now they're called "Sound Advice." But the thousands of words Pat has written to serve you have always been *sound* advice because they have been based upon daily contact with the needs of classroom teachers. This coupled with his personal and discriminating interest in all forms of recorded sounds that teach have provided him with a vantage point unique in the audio field.

Although Dr. Irene Cypher is our newest department editor, she is a veteran educator and prominent professionally in the audiovisual field. Nor has she just discovered filmstrips. In the

past, when no one was watching, we read her words about filmsrips in other audiovisual journals. It was obvious that her contacts with producers and filmstrip users gave her a vantage point to produce words that SCREEN readers just had to have. We're glad we can now bring them to you regularly.

Phil Lewis' title of "Technical Editor" is a misnomer. Through the years he has given us and you assistance in far more than technical ways. Many of his articles, including the first published in September 1948, have been on technical subjects. Then he was an industrial arts teacher, and while he has written for you he has been repeatedly promoted in the Chicago school system until now he directs the Instructional Materials Department. Always his articles on technical and non-technical subjects have been written from the vantage point of a practical and successful teacher and school administrator.

For editing the "New Equipment and Materials" section and the news of the trade we look to and rely upon Bill Kruse's more than thirty years of contacts with manufacturers, producers, users, and everybody with any relationship to the audiovisual field. His experience gives him a qualifying vantage point to speak or write on practically any phase of the field; and whenever he does, it is practical.

This leaves but two of our editors with vantage points undescribed.

Enid ("Micky") Stearn, managing editor, has but recently come to the audiovisual field, and soon the field will be coming to her. Already she is managing to put together a magazine that is improving with each issue; and she is managing to get it to the printer and you on time.

Now, from my vantage point as the Director of Instructional Materials in the Rochester, New York, school system, and as "we," the editor, I know what it means to you in the audiovisual field that we have the editorial staff we do. We're proud of these people.



---

---

# Informal Audiovisuals

## Can Enrich

*by Dr. R. Boeke*  
Pastor, Dutch Protestant League,  
Rotterdam, Holland

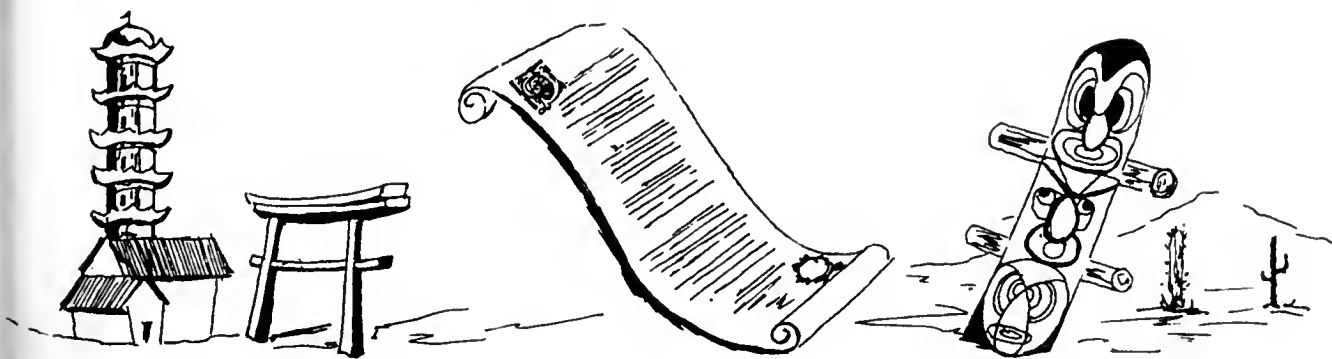
**U**SUALLY we are so busy seeking audiovisual aids for our Christian teaching that we pay too little attention to the materials around us which (can) illustrate the life and practice of other faiths and religions.

Preoccupied with our preaching and church activities, we cannot roam around seeking examples of devotion in other fields. Many of the objects which could instruct us are in foreign countries. These may be difficult to come by, but right close to home we can find useful things. Many teachers have given no thought to these.

It is important to get information about religious life and practices not our own; to go beyond our own well-known customs and forms. Thus, for the people of Holland, the American way of church life may seem strange. We are not used to flags in churches and to choirs in vestments. On the other hand, a recording of a church service in some part of Europe may sound very strange to American ears.

There are, of course, quite a number of motion pictures showing religious ceremonies. When the new Pope is crowned, all the world sees it in cinema. Well known to many screen viewers here and abroad are film pictures of the





# Religious Understanding

progress of the state of Israel. Some of these show aspects of religious life.

But, when more specific information is wanted, we need to give special attention to this subject, and we will often be amazed to discover how plentiful illustrative material really is.

When in the United States I had a unique opportunity along these lines. In so many cities I found religious communities with their origins in foreign and distant lands. Often they were ancient. From members of such groups I got valuable and reliable information. Thus, I gained a new outlook on their worship and customs. Often I was given permission to take photographs. At other times I found stocks of pictures for sale and for lending.

Places of worship are visual aids to knowledge. They may be close by, if you will but seek them out. In New York and San Francisco and other cities you can find Chinese temples. Here in Holland you can visit the Mosque at The Hague. Synagogues and Jewish temples can be found in many places. Attendants and Rabbis are always glad to show you The Scroll of The Law, and ceremonial objects. Stained glass windows speak

to all who can "read" them, and they will tell their stories to all who will practice reading this visual aid to religious inspiration and understanding.

Shrines and museums offer visual aids to all who will go to them. In Canada, for instance, you can visit St. Joseph's oratory in Montreal. In Toronto there is an immense totem pole sacred to the Indians. Here in Holland you can see some fine examples of Buddha images, and view treasures from ancient Egypt in the Lyden museum. In Germany, at the town of Marburg in Hesse, in an old castle atop a mountain is a great collection of rare models of religious life and manners from all over the world.

Those who cannot travel afar may make discoveries in their own neighborhoods. Thus, in the Greyhound Bus Station in Syracuse, N. Y., I came upon a machine dispensing coins with the Lord's prayer upon them. In a big department store I saw a great display of rosaries, crucifixes, and holy-water fountains, and a gilded bracelet emblematic of the Ten Commandments. In the coat lapel of my seat-mate on a train was a symbol of the Twelve Tribes of Israel. Thus, look and ye shall see!

Some may wish to gather such

things into a filmstrip; others into slides; and still others into a collection — for whatever purpose and use they have in mind. If this is too roundabout, a short-cut will be to go to books and magazines (such as *Life*), and to journals of religion and architecture. A wealth of materials awaits you. When you select and put them together, be attentive to contrast and climax; and as you work at it you will be stimulated and gratified.

Or, if you tire of the visual, you can turn to the auditory. Try Handel's "Largo," or some Christmas carols, or a disc of the liturgy of the Community of Taixie in France. Or, listen to the call of a muezzin from a minaret high over a Mosque. Thus in all these ways, and many more, visual and audio aids can enrich and broaden your religious understanding.

---

*(Pastor Boeke is a Doctor of Theology. In 1957-58 he traveled and studied in the U. S. Deeply interested in visual education, he studied at Syracuse University, and attended the International Conference on Audio Visual Aids in Christian Education at Penn State University.)*



From "Mid-East Profile," produced for the Commission on Missionary Education by Film Productions International.

THE religious film librarian knows from experience that the coming of Lent brings with it the biggest peak in church use of motion pictures and other audiovisuals. In times past, when suitable subjects were few and prints thereof still fewer, this was a time of great frustration for the librarian who sought to meet this seasonal demand. Today there is an almost infinite variety of suitable films and filmstrips, slides and recordings as well as a more nearly adequate supply of copies of all but the extremely costly highly seasonal subjects.

Churches have developed a broader range of demand also. While interest in Biblical subjects still ranks first, there is an increasing tendency to supplement this type of demand by use of materials stressing *application* of the teachings of Jesus and personal dedication to His work. In our own church, for instance, there will be a series of six week-night supper meetings, followed by a 45-minute period devoted to the showing and discussion of a film on the general theme of "Facing Your Day-to-Day Problems as a Christian." Individual topics, a different one each week, include Christian attitude and behavior on the job, in the home, the church, in leisure pursuits, in decision making, and on

the part of youth. This discussion continues until it is time for the evening worship service.

In another local church a similar series of family nights is given over to a film and discussion of selected Biblical "incidents" in the life of Christ. There is a wide choice of materials for this type of program in the extensive series produced by Family Films (*The Living Bible*), Cathedral Films (*Living Christ*), the Concordia filmstrips and others.

Today no church worker need be at a loss to know what materials are available for almost any purpose in the total work of the church — nor of where and how to get them. In and around Chicago, for example, there are at least 20 sources engaged in renting religious films, and in many instances also in the sale of low cost audiovisuals, such as filmstrips, slides and recordings. Well-qualified audiovisual dealers stand ready to demonstrate, counsel and sell any item of equipment a church may need.

Any active religious film library has descriptive catalogs and other material that not only list titles and prices but offer many useful suggestions on utilization. The leading film producers offer utilization aids and descriptive lists of their materials keyed into the church calendar. These are obtainable without charge either from local

rental libraries or direct from the source. Denominational, interdenominational and commercial libraries offer joint access to products from numerous sources.

Especially in meeting peak seasonal demand, such as that during Lent, libraries are known to serve one another's customers so that all locally available resources will be in use. Producers make reserve stocks of seasonal subjects available to libraries all over the country to help take care of seasonal peaks.

As in many other fields, the major hurdle between user and source is that of *communication*. A film rental catalog must get to the right person, at the right time, so that he can order the right film, from the right source, and use it right, for the right purpose. Catalogs alone are not enough. A "new" catalog is usually out of date even before it goes to press.

Denominational publishing houses play a major role in keeping their affiliated churches informed of audiovisuals that correlate with their special emphases and their curriculum time tables. Religious and audiovisual magazines publish monthly lists of new materials, as well as reviews, usually constructively critical, and utilization suggestions.

Local councils of churches can do much to acquaint their member congregations with what audiovisuals are available and how to use them to strengthen their churches. In The Church Federation of Greater Chicago there is an Audio

Below: "Triumph and Defeat," Episode II of Cathedral Films LIVING CHRIST series.



Visual Committee attached to the Department of Christian Education. Among its activities is an AV Preview Evening, held monthly downtown in the Chicago Temple, where the Federation's offices also are located. An approximately 2½-hour program of motion pictures and other new materials is shown on a theme usually dated a month in advance of major emphases or calendar divisions. Thus, in January, the theme was "Brotherhood," February "Lent and Easter," March "God and His Word," April "Family Life and Mental Health," May "Summer Activities and Camping." As part of the Federation's centenary observance, the June theme will be "A Century of Audio-Visuals." In other cities, such as Milwaukee for instance, similar periodical previews are sponsored and arranged by some especially active film library.

However the group is brought together, this meeting of supplier and user is of major mutual benefit. Each learns the needs and problems of the other. Both have a chance really to look at the new offerings that producers will as a rule submit without rental cost or obligation. A lively moderator can spark an intensely interesting and productive audience-participation experience. Such previews can usually be arranged at surprisingly modest expense, in a well-located church or in a dealer or library projection room. The principal cost of this type of communication project is for—communication!

# Use AV During Lent!

*by Mae Bahr*

Librarian, Religious Film Library, and  
AV Committee Chairman, Dept. of  
Christian Education, Church Federation  
of Greater Chicago.

Right: "Workers Together With God,"  
Family Films.



# How to Plan Film Series

by Eunice Schmidt  
Visual Aids Department,  
Baptist Book Store,  
Oklahoma City.

**P**LANNING the use of films in series is more than possible. It is practical. Denominational planning is done in one-year, three-year, and four-year cycles. Bible teaching is generally planned on the basis of a three-month quarter.

**Mid-Week Series.** Some years ago a pastor in Southern Oklahoma became alarmed about how few people came to the mid-week service. I suggested a Bible study series: the Bible is central, people want to hear what God's word has to say, they want help in finding His will for their lives.

This pastor set up a series: "What Does God's Word Say to Me?" Cathedral's 12 filmstrips in black and white, *The Life of St. Paul*, became the heart of the study. His own narrations, timed to 20 minutes, were recorded on tape. For this he did research and study, which paid off. Years later people were still talking about how much they learned from this series. They had both seen and heard. Paul became alive to them. Church history was vital.

**Life Of Christ Series.** We have urged pastors to use the Church-Craft *Life of Christ* filmstrips. There are 24 in this series, all in color. Many pastors begin this mid-week study in December, with prophecies of the coming of the Messiah, and continue to Easter. Of course selections must be made. Some pastors have set up short series on the Miracles or the Parables. Using this audiovisual resource, individual preferences and needs can be met.

**Old Testament Series.** In this area of the Bible, series have been built on such themes as "Great Men of the O. T.," and "How God Spoke To Men In O. T. Times." Other pastors have developed series on "The Life of Moses," "The Life of Joseph," and on "The Prophets and Their Problems." Then as now people had deep spiritual and political problems.

**For Youth.** Young people are confronted with questions of right and wrong. Church counsellors of youth, and adults, have found answers to many profound religious and moral questions in the "Living Bible" series of motion pictures. *Jesus, Lord of the Sabbath* can lead a group into a discussion of the uses and abuses of this day in our times. *Jesus Teaches Forgiveness* can crack open the subject of forgiveness and getting and receiving it—from God, parents, and friends. *Jesus and the Lepers* has a lot to say on kindness and the grace of thankfulness. *Thirty Pieces of Silver* can be used to ask, on what values are you building your life?; or, was the

motive of Judas dastardly or distorted?

**Old Testament Films.** Concordia's Old Testament motion pictures are being used in many ways by our customers. Some relate them to the O.T. curriculum unit. They are geared to the lessons Sunday by Sunday. Another church used them with the young people on Sunday morning in a series, "Men Led By God." A men's club used them in a "Great Men of The Bible" series. In a rural church, they were used, one every two weeks, in a series of devotional services to bring drama and climax to each.

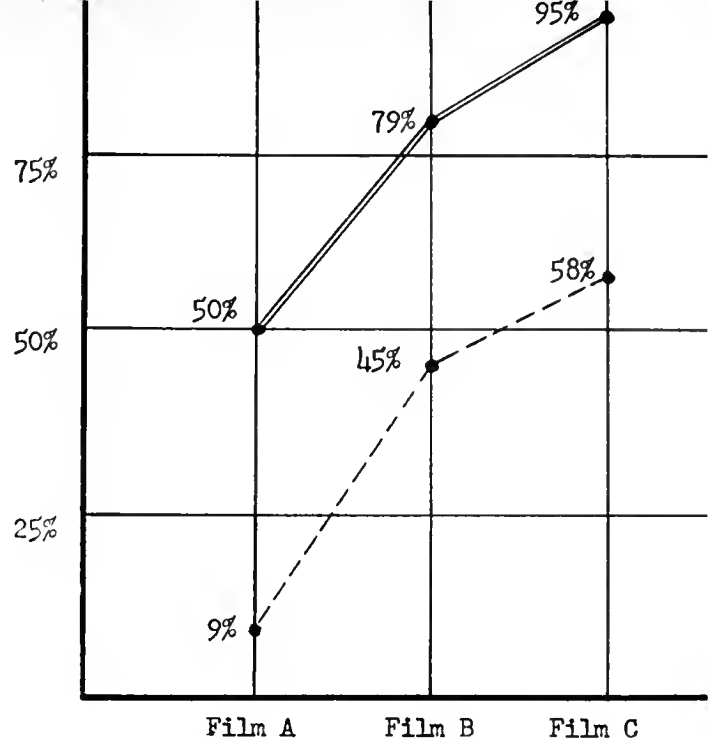
**With Children.** Our users have related the "Our Children" series by Family Films to their work with problem children and teenagers. These 15-minute films ask and answer questions effectively. They are so specific that all sorts of series can be arranged with them. The same applies to the Moody "Bible Adventure" series. The problem is in seeing the series possibilities in such materials. This is where I can help my customers, by passing along what others have done with them. This, however, is no substitute for each one doing his own thinking and planning.

The central theme of a series gives direction. It concentrates interest. It increases impact. It makes for more work, and yet it may even mean less work in terms of the results obtained. When we show as well as tell what the Bible has to say, we are working with the grain of the mind, not against it. This seeing and hearing is just about the "universal language."

**Teacher Training.** Many churches have used the "Teacher Improvement" series of the Southern Baptists. It is practical, yet based on sound educational and spiritual principles. Family Filmstrips, Inc. is about to bring out a Training Kit. This unit of four sound filmstrips ought to fill a real need in motivating the use of audio and visual materials in the local church, and in showing just how it is done.

Moody has a series on "Know Your Child." Every teacher will find it useful in deepening her understanding of what the child is like in his stages of growth. Parents, too, need to be instructed by this series. Here and there church leaders will see the enormous value of these series. In them much of the planning has been done. It is *use* that is left to us.

# Films Should Be Tested



————— Questions on facts.

- - - - - Questions on central truths.

**Scores for Three Religious Films**

by **LeRoy Ford**, Production Supervisor, Audio-Visual Aids Dept., Sunday School Board of the Southern Baptist Convention, Nashville, Tennessee.

**I**T is impossible to make an effective study-guide without first testing the materials with the age or interest-group for which the film was prepared!

In two successive summers the author has tested the effectiveness of three Bible films used with two separate groups of junior-age (grades 4, 5, 6) boys and girls. There were 75 juniors in the first group and 132 in the second group. While all juniors did not take all the tests, some 450 test papers were evaluated. The tests were given under similar conditions in actual teaching situations. Factual questions, and questions relating to the central truths of the films, were asked. No thought was given to compiling the information in report form until after the scores revealed some alarming information. Here are some of my conclusions.

**Unlearning.** A film on Samson, in addition to dramatizing the story, specifically attributed Samson's strength to God; yet only 13 of 140 pupils caught the significance of this. Most of the 127 who answered incorrectly said Samson's strength came from his long hair. Similar responses in similar films indicate that *much information which has been learned in previous years must be unlearned if teaching with films is to be effective.*

**Prior Teachings.** After seeing a film on the call of Moses, the boys and girls were asked, "How can you find out what God wants you to do or to be?" The film gave two answers — prayer and Bible reading. Of the 60 juniors tested, 47 percent gave prayer alone as the answer, 25 percent gave Bible reading alone, and 15 percent mentioned both Bible reading and prayer.

The neglected emphasis on Bible reading in previous training may have been responsible for the low scores. Would we not be safe in concluding that *in cases where previous training has emphasized only one of two associated truths, the retention value of the less familiar idea is reduced?*

**Drama is Not Enough.** Of a group of 66 juniors who saw a film pertaining to Naaman, only 40 percent could answer this question on the central truth: "Why did Naaman hesitate to do what the prophet told him to do?" Only 44 percent could make the application implied in, "Why do so many people hesitate to believe on Jesus?" *We may conclude that dramatization and statement of central truths do not necessarily guarantee assimilation.*

**First Fact Sticks.** In the film presenting the story of Samson, definitions were given, in quick succession, of a Nazarite and a Philistine.

Sixty-four percent of 140 juniors answered the first factual question correctly, but only 39 percent could define a Philistine. *It is concluded that in the presentation of facts in quick succession the first fact presented is apt to have more retention value than subsequent facts.* In this case the subsequent fact was relatively unimportant but the results would have been similar if the fact had been vitally important.

**Film Effectiveness Varies.** It is evident that similar films with similar formats may vary in their effectiveness. The accompanying graph shows the relative effectiveness of the presentation of basic factual material and central truths in three films — A, B, and C.

It will be noted that retention of facts is considerably better than detection of central truths. Whether there is significance in the parallel in retention of facts and central truths might be debatable. However, on the basis of the 450 tests used in this study, it seems that weakness or strength in one area indicates a corresponding rating in other areas.

No film is pedagogically perfect, and in the hands of a poor teacher it becomes even less perfect. Film effectiveness could be improved by use of guides based upon a testing program involving the age group for whom the films are designed.

# ... Not Born

## *A brief history of the use of AV in the churches.*

**B**IBLICAL subjects are always difficult to photograph, since theologians are quick to detect flaws in text matter and misinterpretations of commonly accepted versions of Biblical events, varied according to denomination and personal opinion." This quotation might have come from the new 4th Edition of the *Audio-Visual Resources Guide*, just off the press. It is taken, instead, from the laudatory evaluation of a new motion picture, "Creation," in the magazine *Reel and Slide*, July, 1919.

The debate between strict Scriptural adherence and interpolation apparently was not born yesterday. In this three-reeler produced by Atlas Educational Film Company, of Oak Park, Illinois, for Lutheran Churches of America (sic), a compromise was apparently sought. In his scenario, the Rev. O. Hagedorn, Milwaukee clergyman, embellished the story "taken almost literally from the first two chapters of Genesis" with some highly dramatic episodes not found in the Bible. Abel's "devotion to one of his younger sisters" sets in motion a chain of envy that contributes materially to the murder. He makes the mistake of giving one sister a necklace he has made of shells; the other steals it from her and "with feline cleverness the guilty one confides to Cain that Abel is unkind to her. . ." thus fanning "the already burning flame of hatred he bears his brother." "The hate which fills his heart acted as a bar to his sacrifice being accepted by the Lord" we are told.

Special interest in early developments of audiovisuals for church use was stimulated by preparations for the observance of the centenary of the Church Federation of Greater Chicago. The city's

leading status as a center of manufacture, production and distribution of projection equipment and materials was established at a very early date. Looking backward, the Audio-Visual Committee of the Federation's Department of Christian Education found historical background of considerable interest. Looking forward, it has won support for its proposal for a survey of present and potential AV activities of the numerous federation departments with a view to the establishment of a central audio-visual agency, with adequate professional personnel, that would serve the total work of the Federation in all its ramifications, very much as is done in such bodies as the National Education Association, and the medical and similar professional organizations.

Until just before the turn of the century it seems evident that Chicago area churches, like the schools, made use of flat pictures, stereographs and "Magic Lantern" slide projection. This was just about the extent of visualization then.

These glass slides came in many sizes, they were often hand-colored, and in some cases involved ingenious tricks to create an illusion of motion. Actually today's motion picture is itself an illusion of motion, each frame stationary on the screen, but shown in such rapid sequence that the eye cannot erase one image before it is modified by the next. As far back as 1870 "moving" pictures of acrobats and dancers were shown in a church Men's Club by means of glass slides projected in rapid sequence. At least as far back as 1902 central slide sets began to be established; the Methodists', under Dr. S. Earl Taylor, numbering over 60,000. The glass slide developed to the point

where it was shown outdoors on a screen 100 feet wide (at the Methodist Centenary Convention in 1919).

Slide lanterns used lime-light, kerosene, carbon-arcs and finally incandescent lamps as illuminants. The "Optigraph," one of the earliest motion picture projectors, manufactured in Chicago, was frankly an attachment to a "Magic Lantern" lamphouse. The 1898 Sears-Roebuck catalog devotes an entire page to the idea that by investing \$35 for the machine (\$20 extra if with lamphouse) and a modest sum for 50-foot film subjects run at 40-frames-a-second, an "operator" could earn from \$20 to \$50 every evening. The films were silent, so each was accompanied by a complete descriptive script "interspersed with witty jokes and funny sayings."

Motion pictures were originally all short incidents with novelty as their chief appeal. Among the first to break through the short reel barrier were five different "Passion Play" productions made respectively in Bohemia, Manhattan, Philadelphia, and in the Holy Land.

Chicago at the time was second to none in film production and distribution, as well as in projector and camera manufacture. The leading nontheatrical field magazines, *Reel and Slide* (1918), *Motion Picture Age* (1919), *Visual Education* (1920), and *The Educational Screen* (1922) were all published here. Their files disclose some very interesting religious film production ventures, such as the one detailed at the start.

Another example seen in the first missionary film produced (1919) by the Presbyterian Board of Foreign Missions, 1813 Stevens Building, Chicago, is described by

# Yesterday

by **William F. Kruse**  
Archivist, N.E.A. Department of  
Audio-Visual Instruction

its Central District Secretary, the Rev. Charles E. Bradt. "The Problems of Pin-Hole Parish" cost \$10,000 to make; its six reels could be shown either at one sitting, as a feature, or serially in six chapters, preferably at a Church Missionary Institute lasting several days. Fourteen clergymen were members of the cast, 11 of them from Chicago and Evanston. Mr. Bradt played the lead—a narrow-visioned new pastor who opposes missionary activity because he feels he has better use for the money at home but who is shown the error of his ways by his own wife.

"A six-reel movie . . . showing how a men's Bible class rejuvenated a church" was shown to delegates from various such classes on April 12, 1919, according to Dr. Robert R. Biggar, of the Cook County Sunday School Association. He disputed a statement by Prof. E. W. Burgess of the University of Chicago to the effect that the movie had displaced the church as a major influence on child life, and urged running "rival movie attractions in the churches on weekday nights." Bishop Samuel Fellows also questioned the charge and is quoted: "As to the presenting of movies by the church, that is all right in theory, on week nights, but requires more funds than many churches have."

Early reports on church use of films seem to indicate that rather than cost money, motion pictures were intended to make it for the church. Either directly, as for a church building fund in Peoria, or by increased attendance. An increase of 500 percent was credited to film showings by Rev. G. H. Ashworth, Sycamore, Ill. Conversely, the Rev. W. C. Godsell was reportedly made to resign his

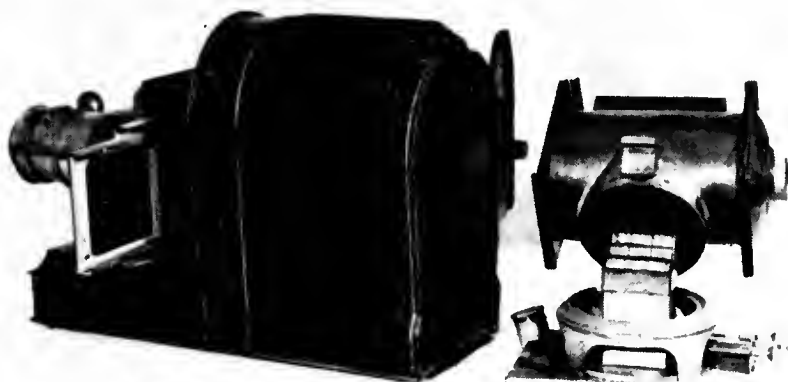


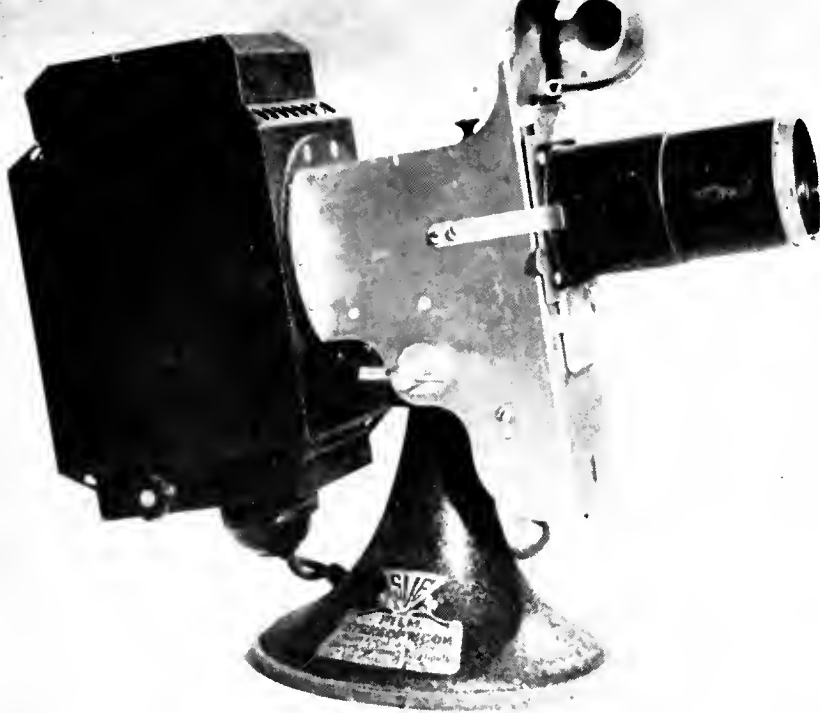
Heavy wooden frames held the large lime-light projector slides.



Magic lantern slides came in many sizes.

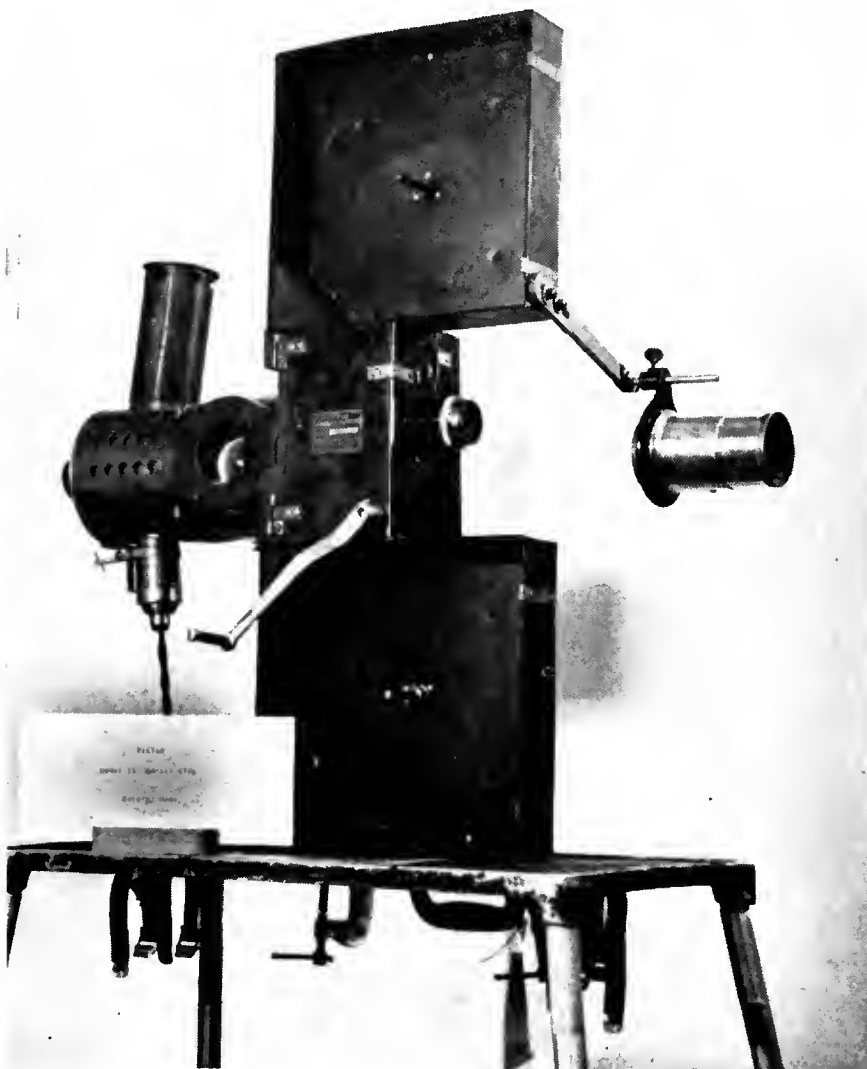
Slide projector with triple-wick kerosene light.





Early SVE filmstrip projector.

Hand-cranked 35mm motion picture projector (Victor).



pastorate in the Westfield, Illinois Congregational Church, on the ground that his showing films taught the boys of the church to "emulate cowboys."

In 1937 the International Council on Religious Education set up a committee on audiovisual education and ran a workshop at the 1938 Quadrennial Convention. Three years later an AV department was formally constituted, the expenses for the first three years being paid by the Harmon Foundation. Rev. William L. Rogers—originally on the Harmon staff—headed the department until 1942, when he moved to New York to manage the newly formed Religious Film Association. His place was taken by Dr. Mary Leigh Palmer, under whose direction the first International Workshop in Religious Audio-Visual Education was held—at North Park College—with 25 states and Canada represented by members of 25 denominations.

It was subsequently held at Lake Geneva and then at Green Lake, Wisconsin. Miss Pearl Rosser headed the department, now Dept. of Audio-Visual and Broadcast Education, National Council of Churches, until headquarters were moved from Chicago to New York, whereupon she became the first director of radio and TV for The Church Federation of Greater Chicago.

In no way can the growth of service of audiovisuals in the work of the church be measured as effectively as by the phenomenal expansion of film and other resources available to the religious worker. In 1909 George Kleine's "Catalog of 1000 Educational Films" listed only 27 "religious" titles; in 1942 the first Religious Films Association catalog listed 250; in 1958 the National Council's "Audio-Visual Resources Guide" classifies, describes and evaluates more than 2,500 AV items previously evaluated by local committees.

This is not merely a numerical growth. In the early days a lone cameraman could go forth and make his own idea of a religious film single-handed; today professional studios, skilled writers, theological consultants and experienced curriculum utilization stalls combine their skills. The hand-made glass slide of old has been augmented by communication tools too numerous to count—films, slides, records, tapes, transparencies, radio, TV and many more. The seed of the AV pioneers has truly brought forth bounteous fruits.



# Films Represent America Abroad!

*This article appeared under the title, "Influence of American Films Abroad," in the Christmas issue of the BFC NEWS, publication of the Broadcasting and Film Commission of the National Council of Churches of Christ in the U.S.A. It was taken from a report of a committee appointed by an agency of the American Baptist Convention, which has accepted it.*

TWO years ago, at the meeting of the American Baptist Convention in Seattle, a resolution was offered from the floor concerning the influence of American motion pictures abroad. It was referred for study to the Convention's Council on Christian Social Progress. After two years of study, the Council has now made its report.

The resolution which was referred for study read: "Some motion pictures which are sent abroad are a libel on the ideals of the American way of life and often are also highly salacious and sordid. Because of this, we respectfully urge our government conscientiously to censor all American pictures sent abroad and thus implement every effort being made to establish an influence toward decency in the entertainment world and also to show the wholesome, finer side of life in the United States of America."

The Council dealt first with the issue of censorship. "Any resolution calling for censorship," it said, "appears as a threat to freedom. As Americans we treasure highly the freedoms enjoyed under the Constitution. To censor is to suppress. If we must choose between the freedom to propagandize and a totalitarian control of the channels of communication, we will choose freedom with its risks rather than censorship with its possibilities of enslavement."

In its report the Council goes on to say "It is also evident that a number of good films are sent abroad, films that depict our democratic institutions at work, films that entertain without offense, films that show the struggles and hopes of all people. Yet, these values to a considerable extent, are negated, according to reports, by an undesirable emphasis on the material prosperity of our country, the "typing"

of racial groups, the excessive use of alcoholic beverages, the ridiculing of courts of justice and law enforcement agencies, the over-emphasis on crime and the display of sexual vulgarity.

"These deplorable exaggerations are no cause for self-righteousness on our part. We must see them first as a reflection of admitted moral weakness in our culture. We must face the fact that motion pictures do reflect what is evil and shallow in American life. Here the indictment is upon us. We cannot expect to hide our sins from our foreign neighbors. Yet, the frequent dramatizing of those weaknesses on the screen has left the unintended impression that they represent a typical America. There is lacking sufficient emphasis on the wholesome aspects of our culture.

"There is also the problem in any medium of mass communication of being misunderstood in moving from one cultural context to another. Even where films are intended to expose social evils of our country, there is a lack of perspective when they are viewed in another setting. Differences of background and custom account in part for the offense which some motion pictures bring to the people of other cultures in the following areas: the portrayal of promiscuous relations between the sexes, the caricaturing of peoples of other races, the stressing of force and violence and the exploiting of juvenile delinquency.

"On what basis are films selected for foreign viewing? For the most part the pictures sent abroad are the same as those seen in the United States. The only selection for foreign viewing is made by exhibitors and theater owners abroad. According to the Motion Picture Association of America, theaters abroad want principally the pictures that

have won popularity here. This means that the same standards and controls for the production of motion pictures in the United States determine what is seen abroad. . ."

This particular study, the Council says, "has pointed to the simple and obvious conclusion that the central issue is the quality of American films. . ."

The report makes seven recommendations. Three of them counsel further study and recommend that "steps be taken to effect a more positive cooperation with the Broadcasting and Film Commission of the National Council of Churches and other church related agencies concerned with this matter." A fourth recommendation calls on the American Baptist Convention "to request the State Department to evaluate the effects of motion pictures abroad and to seek ways of correcting any destructive influences such motion pictures may have."

The three remaining recommendations are that American Baptists "refuse to patronize undesirable films and give their support and commendation to the best productions, stimulate the production of better films, encouraging creative writing of scripts and dramas," and "to encourage a wider use of suitable audiovisual materials on foreign mission fields for entertainment as well as for education and evangelism."

The report concludes with this timely reminder:

"The influence of American movies abroad is only one aspect of a larger problem, the influence of Americans abroad. . . . The quality of our influence is seen in every expression of our culture. Our responsibility is to exert a Christian influence on every expression of our living both at home and abroad."



# Church department

by William S. Hockman

## Preview and Selection

There are seven basic steps in the utilization of a filmstrip, and the first is selection and preview. As a cornerstone to a fence, so is it to the other six (study, conference, rehearsal, presentation, follow-up, and evaluation).

For the leader, the journey will be teaching; for the child it will be learning, and the first step is Selection and Preview. Her deepest reward will be joy in seeing the tree of teaching bear fruit; for the pupils it will be the joy which comes from picking the fruit of information and knowledge. And, all of this depends upon this first step in the seven-phase teaching-learning continuum.

Just what is the teacher in our picture doing? Basically, she is previewing filmstrips. But she is doing more than just looking at filmstrips. She is working with a view toward making a selection. Before her are several filmstrips. From among the materials available she must make a selection.

To do this she must go deeper than the titles. She must go beyond what the producer says about his materials, as reliable and important as this may be. She may go beyond what the AVRG says. (Of course it can't touch the very latest materials, hot out of the lab.)



Teacher previewing filmstrips.

In this previewing-with-a-view-to-selecting, what will condition her final selection? A full answer would require a small book! Stripped of the leaves, here is the stem of the matter: she will be conditioned by her total experience with filmstrips, by her knowledge of the medium *per se*, by what she intends to do, by the pupils she is going to do it to, by the facilities and equipment available, and by the range of the materials before her—and many other factors. Even stripped, this is a pretty hefty stem!

Let me sort out one or two of these factors for special attention here: "range of materials" and "prior experience." For you these may not be the most important. I highlight them because they tend to be neglected.

**Range:** This worker will not use what she does not know about. That's basic. In this case she will not use what is *not* there. Thus, her selection process may lack range. She may select eventually what fits her purposes and her pupils poorly, but better than any other material before her. She may wish a better fit to her specific teaching objectives. If the range of materials is restricted, she may be defeated in this laudable try.

What does this mean? Certainly at least this: churches ought to provide as much range in their materials as possible. Restricted buying may seem the best policy, but is it? Now and again churches want to buy one of a series, when it is the whole series that gets the subject covered. Frugality can be frustrating. If there is no or little choice, how can selection be vital?

Again, it means that some of our best teachers give up. They just won't pull a filmstrip down over the mind of a child like an out-size cap over his ears. Primary children need "clothes" their size, whether garments or filmstrips. Your careless teachers may not care; your best ones will. A too-restricted filmstrip library may eliminate them.

**Experience:** This is the private and personal and powerful context of the whole situation. If your teacher has received help, guidance, and encouragement, this has qualified her expe-

rience. But even more basic have been the concomitants of the prior teaching situations. What deposit of satisfaction or dissatisfaction was left by the last use? Many things enter here, and factors will vary in importance. For many teachers it will be inability to handle and control all the important physical factors of the teaching situation: poor equipment; poor black-out; poor acoustics; poor screen; poor projector stand; poor play-back — poor! poor! That kills teachers off!

Not-enough-time gets them down, too. First, not enough time is allowed for the utilization; and second, that precious order of service just could not be changed! At the climax, inattention held every one in its grip. The whole performance became un-zipped, spilling all over the place! Too little time! Unless teachers are given adequate time for the utilization of filmstrips, they simply carry water in a sieve.

**Conclusion:** build up a library adequate to your needs and large enough to afford your teachers some real range of selection; and, watch out for the things which are determining the basic attitudes of your teachers toward the whole process of audio and visually enriched education in church, synagogue, and school.—WSH

## AV Training Kit

For some time we have needed "a self-contained, visualized course of study dealing with the principles of audiovisual methods in the local church." Along about 1946 I outlined for *Church Management* a course of study on audiovisual aids for ministers, and at that time there was so little relevant material in print that I had to supplement the course outline with my own material in mimeographed form. This material became the basis of my book, *Projected Visual Aids In The Church* (Pilgrim Press). In 12 years we have come a long way in the church field.

Now we have a four-unit audiovisual kit. Organized and written by Donald

R. Lantz and Paul R. Kidd of Family Filmstrips, Inc., it was produced by this concern. It bears the title *Training Kit for Using Audio-Visuals In a Church*, and the four units are: "Why Use Audio-Visual In Your Church?," "How To Use Filmstrips In Your Church," "How To Use Motion Pictures In Your Church," and, "How To Organize For Audio-Visuals In Your Church."

Each filmstrip has a recorded commentary on one side of a 12-inch record, a printed script, and suggestions for the user. With the first filmstrip there is a four-minute excerpt from the motion picture, *The Rich Fool*. It is nicely integrated and effective.

This kit, in the words of the producer, has at least four purposes: a) "to motivate interest in the use of audiovisuals in your church; b) to provide an understanding of the basic philosophy and educational values in audiovisual methods; c) to suggest specific ways audiovisuals can be used in a local church with various age groups and for a variety of purposes; and d) to outline the administrative policies needed to establish and maintain interest in the use of audiovisuals in the local church."

Can this kit accomplish these objectives? My answer is yes, properly used, it can do the job. And the guide contains some very practical suggestions on "proper use." No one needs to stumble and bumble about.

Here is a course, a short course it really is, for conferences, training schools, institutes, leadership training schools, skillshops, pastor's conferences, college and seminary classes. Within any academic "hour" there will be time for the effective use of any of the four units. The number of frames and the running time is, respectively: 56 and 12 minutes; 68 and 9 minutes; 64 and 9 minutes; and 77 and 14 minutes. Thus plenty of time is left for readiness and follow-up.

What about content? In my book they get an "A Plus." They hew to their purposes. They stick to the important matters. In theory they are sound, and in methods they are practical and realistic. They know the local church (both having worked in it) and they know visual aids, and now we can say they know how to organize a know-how kit.

On the technical side the recordings are good all the way. There is an inaudible 30/50 cycle automatic frame-advance signal on the records for automatic projectors. A deliberate pause in the narration indicates frame change on manual projectors.

The "art" is in color, and it is stylized representational cartoon drawing of a very pleasant variety. A small

# The Powerful Spiritual Impact of **EASTER**



*Dramatic  
Full-Color  
Filmstrips*

**BEAUTIFULLY PORTRAYED WITH LIVE COLOR PHOTOGRAPHY**

Three NEW kits of Family Filmstrips for Easter, photographed in breathtaking color during the filming of the television drama, "Power Of The Resurrection." No expense was spared for this lavish production, which utilizes beautiful sets, authentic settings and costumes, as well as the most outstanding actors.

The filmstrips meet three different needs in your church: "The Bible Story of Easter" is strictly scriptural for teaching; a more dramatic, yet Biblical, story is found in "Peter's Resurrection Faith"; and, "You Shall Receive Power" is for inspiration and devotion.

## THE BIBLE STORY OF EASTER

### Part 1. "Cup of Sorrow"

Final events in Jesus' ministry move to a dramatic climax in the Last Supper, arrest, trial and Crucifixion.

### Part 2. "Day of Gladness"

Lost hope is regained with the Lord's Easter morn and later appearances, and the challenge of the Great Commission.

Kit of 2 color filmstrips, 12-inch 33 1/3 rpm record (2 narrations) and leader's guide.....\$16.50



## PETER'S RESURRECTION FAITH

### Part 1. "Peter's Failure"

Peter's boast of allegiance at the Last Supper changes to a denial of his Master in Caiaphos' courtyard.

### Part 2. "Peter's Victory"

Jesus' Resurrection appearances lead to Peter's forgiveness by the lake, and new power received at Pentecost.

Kit of 2 color filmstrips, 12-inch 33 1/3 rpm record (2 narrations) and leader's guide.....\$16.50

## YOU SHALL RECEIVE POWER

A devotional filmstrip dramatizing the power of the risen Christ in the lives of His followers.

Color filmstrip, 12-inch 33 1/3 rpm record, and leader's guide.....\$10.00

*Family Filmstrips, INC.*

5823 Santa Monica Blvd.  
Hollywood 38, California

Please send me FREE catalog and name of nearest dealer.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

SEE YOUR NEAREST FRANCHISED DEALER, OR WRITE FOR FREE CATALOG.

fly in this excellent ointment is the multiple use of certain frames within the same filmstrip and within the series, when the concept being presented really needs a new visualization.

While we have had films and filmstrips on the know-how side of audio-visual teaching and learning, here is the first kit which attempts to cover the principles and methods of use and administration in the local church. It is a fine job all the way, and we recommend it highly to the AV leaders of the church field and to local churches. —WSH.

(Price for the complete kit, \$16.50.)

## Let's Use the AVRG

Buying it, even at the bargain price often dollars, is not enough. Let's use it. Consulting it every now and then is not enough. Let's put it to work. What will we use for harness? What gears will hitch it to our load?

This morning, December the 15th, I have two ideas. One concerns what I am going to do; the other what dealers and rental library people can do — as I see it.

**In My Church.** In our church AV catalogue I am going to insert a new reference number. It will be the page reference in the AVRG where that title can be found. Thus, our film-

strips will have reference numbers like these: B-22, S-293, R-42; AVRG-190. Now the user can locate that filmstrip in drawer B, position 22; the script in file No. 293; the record in envelope 42, and complete, detailed, and authoritative information on content and technical qualities on page 190 of the AVRG.

It will be used in another way. Our Winter AV Utilization Bulletin is past-due. It will have four sections: materials on Lent, Palm Sunday and Easter, Missions, and those relating to the curriculum of the church school.

Under each section we will list the titles, and follow them with a thumbnail statement of content, emphasis, age-level, and context of utilization. This information would come from the AVRG in many instances. Then would come the location data, as given above. Now the worker knows where she can get more information on just the titles in which she is interested.

**One Step Farther.** We will go one step farther. The Bulletin is not enough. We will remove from the permanent files this material and the scripts and records. It will be placed in the drawers of a special preview-table. On it will be a filmstrip previewer, a record player, and the AVRG. This saves time. It saves mixups.

In the drawer, these filmstrips will be bunched according to age-levels, a further assist to leaders. Located like this, any leader or teacher can preview, study and prepare at her convenience. When these seasonal dates pass, the AV librarian can check the materials and return them to the general files.

**Now For The Local Dealer.** If I ran a local AV rental or sales concern I'd relate all my stuff to the AVRG (where possible). Many churches will have this "bible" already. Others will find they must get it. This is a fact that I would utilize in my service and promotion program. Here's how.

I would get out special lists of materials for rent or sale. I would say that I have these AVRG titles. That's where the accent would fall. These special lists make sense. Depending only on a general catalogue is like blazing away at the landscape. You will hit it, to be sure, but you'll not get much game.

One of my bulletins might bear a title like this: "AVRG Titles Useful In The Spring Quarter of the Presbyterian Curriculum." Under this I might put, "Read About Them In Your AVRG and Come To Us For Purchases and Rentals." Curriculum brochures can be secured from denominational headquarters, or borrowed from a local church with whom you do business.

Right now would be a good time to mail out to the local churches you serve a little folder, "Our AVRG Films For Lent And Easter." Another: "AVRG Filmstrips For Palm Sunday and Easter." In all this you would give the page reference in the AVRG.

Later on I might get out other bulletins listing AVRG titles in relation to Children's Day, to vacation church schools, to youth camps and conferences, to leadership training schools, and to the summer quarter of curricula, and to the general mission themes.

About now the half-convinced reader will be asking why all this reference to the AVRG. I'll give you several reasons. First, the AVRG out there in the local church provided the user with a fairly satisfactory substitute for previewing. This is a need he feels before both purchase and booking. Next, you don't need to elaborate in your printing and duplicate descriptive material already in the AVRG. Further, this AVRG is authoritative. It is objective — as objective as any resource can be in this field. Church leaders now recognize this, or will soon come to do so. Lastly, you can capitalize on this AVRG integrity, and in doing so you can better serve both your interests as a business concern and the church.

To get on with our jobs, let's USE the AVRG!

*Typical of the service which AV libraries and dealers all over the country are rendering to the churches, is that of Roa's Films in Milwaukee. So modest are these people in talking about this significant appreciated service that getting articles out of them is not easy. It takes considerable doing, but, after several requests and one or two reminders, Roa sent the following article. It tells her story, and represents the story that many more similar firms could tell. — WSH*

## The Dealer Serves the Church

by Roa Kraft Birch

There are many ways in which a local AV library can serve the church, and many ways it should be used by the churches of the area. We at Roa's Films (1696 North Astor Street, Milwaukee 2, Wisconsin) feel that a well organized film rental and filmstrip catalogue is a necessity. We believe that a good catalogue which combines all producers is an important tool for the workers in the local church. We produce a unified catalogue, both for our own convenience and the convenience of our customers. They like to see all the Old Testament material,



**"FIBERBILT" CASES**  
**"THEY LAST INDEFINITELY"**

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of Finest Quality"

For 16mm Film — 400' to 2000' Reels

Sold by All Leading Dealers



or instance, in one group.

Our Protestant catalogue includes motion pictures and filmstrips from all the principal producers. These are all indexed and classified according to subject. We listed them first according to subjects and producers but found that the title and the set index was important. Now we go one step further and index completely. Our title index, ready this fall, is another aid we are giving our customers. A title index of all filmstrips that have been produced since our last printing helps the lay persons find materials they have read about and are looking for.

We send information on Lent, Christmas and vacation Bible school materials as separate mailings. This is in addition to our catalogue, and we find that our customers appreciate his service.

Our staff consists of people who are active in the work of the church. This experience helps them render service to our customers. We keep a file of all denominational programs so that these materials may be checked when special program information is desired. All our filmstrips are sent to the purchaser on a preview-to-sale basis. We think this is a MUST. We also have specialists who go out to the church and work with Sunday school teachers, or other special groups, in program planning and in presenting teaching techniques.

Every day we have people viewing films and filmstrips. Our projectors and projection rooms are busy many hours of the day. Church workers often make appointments for groups in advance, coming from as far as 200 miles. We take an active part in working with denominational groups—Sunday school teachers, adult Bible class teachers, vacation Bible school teachers, meeting them in their conventions and institutes. This is a free service which can and should be offered by a local library and is appreciated by the churches. It adds up to a good relationship in one's community.

We have run many one-day workshops. Due to a limited personnel and the high cost of travel, we spot our areas about the state, setting up one for each day, usually Monday through Friday. These are usually held in a church where a supper can be served without disturbing the set-up for our workshop. We start at 1 p.m. and close at 9:30. About 90 minutes are given over to preview sessions. These previews are broken up into departmental areas and are usually very popular. We always start our meetings with a slide or a filmstrip suitable for use in a worship service.

We also schedule previews and con-

sider them an important part of good dealer-church relations. We hold them about once a month, putting some of them on Sunday afternoon and evening. We have found that ministers favor Sunday afternoon previews. It is vital for us that ministers are well informed and are acquainted with high quality films and filmstrips that are available for use in connection with the various programs of their churches. We believe that the success of the AV program in the local church stems from the minister.

## Good and Useful

Family Filmstrips Inc. has just released a four-unit series of sound filmstrips in color under the title "Stories About Jesus for The Kindergarten, Kit No. 2—Jesus, The Friend." The stories selected are those used in the curriculum of four and five year-old children. Each has a running time of four minutes, and musical backgrounds have been especially written and arranged. Familiar songs are used together with some original music, and the frame-advance signal is four bell-like notes played on a celeste, with these notes at times becoming an integral part of the background music.

The four titles are, grouped as the narrations appear on the four sides of two LP records: *Jesus Visits Mary and Martha*, and, *Jesus Visits Zacchaeus; The Calling of Levi*, and, *Jesus And The Children*.

The content is simply and directly treated. While it is straight narrative, the directive material in the leader's guide, and repeated on the filmstrips, is sound and helpful. If followed, these little filmstrips will make traction with the minds of Kindergarteners. Each one accents the phrase from the title, "Jesus, The Friend."

I would like to add a word of warning to users, especially some of the "old school" workers with children: this is a limited-objective series. It sets out to do just one thing—tell and show some stories accenting the idea that Jesus was friendly, that He helped people to be friendly, and that His followers ought to be friendly too. That's all! They don't try to tell the whole story, or tell it to Tillich and Timmy at the same time. Few workers, "old" or "new" school, can get over more, or as much, in just four minutes.

Now let me say a critical word about the art: I found it of average quality, especially in facial detail. In keeping the pictures uncluttered, and in clearly identifying the main characters—important for children—artist John Lear has done a good job. A good and useful series, and recommended.

## FOR YOUR CLASSROOM

THE EASY TO USE

SENSATIONAL NEW  
**Movie-Mite**  
*Supreme*

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
**1/3**



### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

ES

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

a new  
dimension  
in quality

COMPCO  
PROFESSIONAL  
REELS AND  
CANS



**NEW!**

### A Major Advance in Film Reel Construction

PRECISION DIE-CAST ALUMINUM HUB COMBINED WITH SPECIAL TEMPERED STEEL REELSIDES MAKES A TRULY PROFESSIONAL REEL.

**MUCH MORE STURDY — TRUER RUNNING**

COMPCO reels and cans are finished in scratch-resistant baked-on enamel. Be assured a lifetime of film protection with these extra quality products.

Write for complete information.

**REELS AND CANS • 16 mm 400 ft. through 2000 ft.**

**COMPCO** corporation

1800 NO. SPALDING AVENUE  
CHICAGO 47, ILLINOIS

Manufacturers of Photographic  
Equipment for Over A QUARTER of a CENTURY

## Study Film Ready

*North American Neighbors*, a 27-minute sound film in either color or B&W, was cooperatively sponsored by nine member communions of the National Council of Churches, to give visual background for the interdenominational home mission study theme for this year—"Christian Concerns of North American Neighbors."

It was produced by Dynamic Films, Inc., under the supervision of the Broadcasting and Film Commission of the NCC with Alexander B. Ferguson acting as Production Supervisor and Porter Bower as Church Consultant.

If this title seems somewhat non-specific and vague, ponder the cloud-like nebulousity of general home mission theme for this year: "Christian Concerns of North American Neighbors." Like a stevedore net, a term like this will hold anything from a calf to a crate.

Quoting the BFC, this film is a "presentation of the hopes, the despair, and the way of life of our



From "North American Neighbors," an Alan Shilin production.

continental neighborhood . . . the film explores the work of missions whose service to human need is a demonstration of Christ's love for the illiterate, the ignorant, the diseased, the helpless, the homeless, the hungry." Our camera, to do this, takes us to Alaska, to Mexico, to Puerto Rico, and Haiti. The film invites North American Christians to re-examine themselves, to discover new spiritual insights and to share their faith and freedom with the total continental neighborhood like a local congregation bears its witness in love and concern to its neighbors. Protestant Christians must offer fellowship and a sense of community to all peoples, knowing no borders, no seasons, no human differences.

The Christian church must break its bonds—prejudice, unconcern, greed, neglect—and minister to its neighbors. It must share its faith, even as a congregation shares its faith with those about it. It must heal and teach, feed, relieve suffering, and share its faith—in short, it must serve its neighbors in His name.

Now how well is all this "said"? The photography is good all the way. Lester Becker's writing is uninspired. It plods; never soars. It's punctuated prose and not inspired poetry. How we miss Alan Shilin! The narration is not easy to listen to, and every now and then we miss altogether certain of Norman Rose's words. The level of the music is too high in much of the film; and, at times it takes on far too much the aspects of a series of concert pieces. It is not well integrated psychologically, and too much in the foreground. It asks for attention; a serious fault.

However, despite these faults, this is a good and useful film. Given a decent introduction it can get its message over to young people and adults. Set in the right context, it can motivate study and discussion. Even when given no

assistance at all, it can get across more information and ideas in 27 minutes than a speaker. And, while doing that it can show what it is talking about. If you prefer color, the rental will be \$12.00. If you are satisfied with B&W the rental will be \$8.00. By the time you read this it will be widely available through denominational film libraries and local film rental libraries.

## New Easter Filmstrips

*How We Got Our Easter Customs* was designed a) to build an appreciation for our traditional Easter customs; b) to show and explain the origins of a number of our familiar Easter customs, and, c) to show how Christian people the world over are tied together by their common observance of Easter. (It does not presume to deal with the deep religious significance of Easter.)

Richard R. Dolezal has done very well with the script, keeping it interesting and informative. The 35 frames of art in full color is by James Teasdale. The composition is good, the color effective and pleasing. The narration running 8½ minutes, is well-spoken by John Mallow, and backed up nicely by Venida Jones' music. The utilization guide is concise and helpful. A first class job, and highly recommended in terms of doing what it sets out to do.

*Easter Around The World* has as its objective to a) build appreciation for the Easter holiday customs and traditions of other peoples; b) to describe how Easter is celebrated by Christians in various parts of the world; and, c) to indicate the basic unity of Christian peoples as they observe both the religious and secular aspects of the Easter season.

The art, 40 frames, is by William Marsh who does a very good job of visualizing the concepts presented. John Mallow narrates in a pleasant voice. Theresa Beaumont's nicely composed prose, and for it all Venida Jones provides satisfactory background music. The utilization time is a little over 12 minutes. Highly recommended.

The age level is Junior and up. The LP record has a bell tone frame advance signal. The producer is Society for Visual Education, 1345 Diversed Parkway, Chicago 14, Ill.

Please send materials for review and correspondence concerning this column to William S. Hockman, 12 June Drive, Glens Falls, N. Y.

### "Useful in Church . . ."

says Wm. Hockman  
of the new UAHC full color  
filmstrip

#### HILLEL: Teacher of Love

"Useful in church, college and seminary in presenting a summary of the life and work of a leader of the Jews in the time of Jesus and Paul."

Also recommended: *Digging for Buried Treasure*, color filmstrip on Biblical archaeology by Nelson Glueck; *Jews in Distant Lands* series; and filmstrips on famous Jewish personalities. For complete list, write

UNION OF AMERICAN HEBREW  
CONGREGATIONS  
838 Fifth Avenue, New York 21

### "THE NINETY AND NINE"

10 min. religious film in KODACHROME & SOUND. Based on Jesus' Parable of the Lost Sheep. New print: \$59.95; Used prints \$29.95.

Edwin Schnatz Co., 1716 Young St.,  
Cincinnati 10, Ohio

## TEACHING AIDS

FILMS, FILMSTRIPS,  
SLIDES, POSTERS, ETC.

Write for Free Catalog

### AMERICAN BIBLE SOCIETY

Audio-Visual Department  
440 Fourth Avenue, New York 16

## FILMSTRIP CATALOGUE

Largest Filmstrip Library

EYE GATE HOUSE, INC. Dept. ES 2  
146-01 Archer Ave. Jamaica 35, N. Y.

# Intermittent Television

**Alexander Calandra**

Associate Professor of Physics, Washington University, St. Louis

**and Neal Balanoff**

Chairman, Television-Radio Film Department, Stephens College, Columbia, Missouri

**DURING** the spring of 1958, Stephens College presented a series of science lectures as part of its closed circuit television course *Deas and Living Today*. The great latitude permitted the television effort by the administration has made it possible to do considerable experimentation in this area. This article describes the kind of thinking that led to the development of an intermittent type of presentation.

The only limitation on the format for this televised instruction is the length of each period (50 minutes). First, the standard course approach was used — that of beginning with a 25-minute lecture by the TV instructor to a class of 900 students. The lecture was viewed about 50 different groups. Each group had its own television set and a discussion leader who was a member of the Stephens faculty. At the end of the 25-minute television lecture, the discussion leader in the individual classes conducted a 25-minute discussion of the ideas presented by the TV instructor. Although the procedure had the advantage of permitting class participation, it soon developed the serious disadvantage that as the science series progressed, the increasing complexity of the material made it difficult for the discussion leaders, most of whom were regular science teachers, to do justice to the situation in the limited amount of time they had available.

With this in mind, an attempt was made to have the television

lecturer use the whole period without group discussion. This had two serious disadvantages, the first was the complete lack of student participation and the second was the difficulty of producing two 50-minute television programs weekly using student crews that were not able to give the time required for rehearsals. After reviewing the limitations of both attempts, the tele-teacher tried lecturing for about 5 minutes, leaving the students with a problem, going off the air for about 5 minutes, and returning after this interval with a discussion of the answer. During the 5 minutes the lecturer was not on camera, the discussion leaders with their small groups considered the problem posed by the lecturer.

This on-off-on pattern of intermittent lecture was generally regarded as the best approach to the problem. Students liked the technique since it gave them continuous active participation in the program; they were rewarded or punished as the case might be with an immediate appraisal of their solution to the problem as the lecture progressed. Discussion leaders were relieved of the need for extensive structuring of a discussion in a field which was not their special interest; in fact this approach would have made it possible for a student leader to be substituted for the regular faculty discussion leader. Less rehearsal time was necessary to achieve professional results, for the tele-teacher was able to run through each segment with a student crew during the "off-air" periods. Pres-

sure on the television lecturer was reduced since this system provided intervals for relaxation during the program.

Although the technique was developed as a solution to a special problem, it points the way to a possible answer to the shortage of qualified instructors in the field of science. It also provides for an imaginative use of television and film, one which would allow maximum involvement of the audience during the presentation. It is conceivable that a film series might be produced using the "master teacher" as lecturer and demonstrator during an entire standard 50-minute class period. The lecturer would present his materials and ideas, pose the problems to be worked on by the class, either individually or collectively, the projector would be stopped, turned on again at the given interval, and the filmed lecture would continue. With 10 or 20 minutes of film a 50-minute class period might well be accounted for. Instruction would be continuous, the students would be able to participate during the entire class period, necessity of close attention to a movie or television screen for an extended period of time would be obviated, and a person with less experience would be able to conduct the class. Although the last point is certainly undesirable, it is an answer to an emergency situation. As for the use of the system on television, it provides a method for creating active audience participation during the program.

# Sponsored Materials

A FEW semesters ago, newspapers all over the country carried the announcement that the Association of School Administrators had issued a bulletin on selecting and using sponsored materials for classroom use. This press release highlighted a problem which has been present in the schools of our country for some time now—that of using sponsored materials in the classroom. For the past twenty-five years trade associations, unions, government institutions, industrial businesses, and professional associations have been interested in getting information to the teachers and the students in the classroom, often looking upon the classroom as a place to sell their own products or ideas.

As more and more of this free material was made available to schools, many administrators and teachers began to question the motives behind its distribution. They became more selective, and without doubt much of this material found its way into the waste basket. Forward-looking people in industry and business began to realize that a great deal of effort, time, and money were being wasted in this campaign to enter the classroom. They realized also that the effort was causing a resentment on the part of educators and thus building a poor relationship between the schools and the organizations which issued the material.

Many educators were skeptical. Why should outside agencies be so interested in developing material for the schools, and at considerable expense, too? The obvious answer is that they have something to sell. That is of course true, but any attempt to build good will by performing some public service also involves selling. Blatant advertising may have been common in sponsored materials a decade ago but today there is a definite trend away from such advertising. There will always be a few agencies that will

try improper advertising, but it is now easy to screen out this material or direct the reader's attention to its purpose.

Some agencies, like the American Iron and Steel Institute, decided to find out whether there was a legitimate place for industry-produced materials in the classroom. After three years of study, they discovered that educators would welcome such contributions but that there were certain conditions to be observed regarding content and mode of presentation. A summary of this study was made available in a bulletin entitled "*Education and Industry Cooperate.*"

Forward-looking industrial organizations, service associations, and labor unions realize that the school cannot become a place for propaganda and that they have a responsibility to assist education on a high plane. They recognize that the school is an important factor in developing an effective citizenry for our country. As our society has become more complex, the need for an enriched school program has been evident to almost everybody, including big business. The schools influence the attitudes, understandings, skills, and appreciations of the growing generation and this is important to every segment of our culture—industrial, commercial, professional, laboring, political, etc. The future labor leader, worker, manager, owner, social leader, congressman, all get their start in schools. Hence the use of materials which give accurate information on our institutions, organizations, businesses, and industries is important; if made available by sponsors, so much the better.

However, as more and more of this sponsored material began to find its way into the schools, many educators realized that some type of screening would have to be done. Practically all schools have criteria for the selection of regular textbooks and library books—but few

have set up any standards for the evaluation of these materials which were available from industry for the asking. National teacher organizations became interested in the problem. The Association for Supervision and Curriculum Development issued a pamphlet "*Using Free Material in the Classroom*" and two years later the Association of School Administrators issued a similar bulletin. These two publications highlighted the problem of industry-sponsored material in the schools and pointed out the need for criteria for evaluating and selecting these materials.

The question of whether the schools should use materials which are sponsored by various groups in our society is no longer an issue. It has been answered in the affirmative by both teachers and administrators. It is, of course, recognized that materials must be selected with great care because the school cannot become a place in which commercial agencies can sell their wares. Nevertheless, the modern school needs all kinds of teaching material as it deals with many vital and complex problems, and some of these materials are not obtainable through the usual channels.

The job of the school is to develop an effective and participating citizen for our society—one who understands our history and our future. Young people must learn not only how to choose jobs and earn livings, but must also learn something about the problems of our culture. To help them do this, the teacher needs not only the usual textbooks, films, radio, and TV, but he must make use of everything the community can supply as a laboratory for learning. The community can supply resources, people, places to visit, and written materials of many kinds. The proper selection of these learning tools and experiences is an important part of the educational process.



by **Amo de Bernardis**  
Assistant Superintendent, Public Schools  
of Portland, Oregon

involving not only the teacher but the student as well.

An important part of a student's education is the development of skills in the selection of material. Each day he is confronted with many forms of persuasion—the press, radio, TV, and the large quantity of advertising that comes in the mail to his home. All are trying to convince him and his parents to buy something or to think in a certain way. By involving the student in the evaluation of materials, the teacher is helping him to develop his ability to evaluate effectively the various means which try to capture his mind or his dollars.

What, then, are some of the criteria which should be considered in the use of this sponsored and free material?

1. *Who authorized the material?* In far too many instances, it is difficult to identify the person, or persons, who prepared the booklet or film. If the author and sponsor is known, then a check can be made of his reputation and the source of his material.

2. *Does the material try to sell something?* The classroom cannot become a market-place. Materials which are devoted to selling a prejudiced point of view or a name-product, have no place in a classroom except where a class is using them as horrible examples. And even that is considered to be outside the teacher's jurisdiction.

3. *Does the material tie in with the sponsor's area of interest?* Often a sponsor will be interested in some area of education which is far removed from his specialty. For example, a food-products company may be concerned about the teaching of history and put out material which will try to convey some particular point of view in the teaching of history or economics which fits the social or political philosophy of the owner. Generally

speaking, this type of material has a very definite bias. Even if we, too, have a similar bias, we have no right to impose it on students. There are carefully chosen textbooks available which present current issues in ways that are unprejudiced. Let the food company develop material in the area of food and food products, and schools can use it very profitably—if the treatment of the brand name is handled with discretion. It is in areas which textbooks and text-films do not handle adequately that these companies can best supply teaching aids for the classroom, and assuredly they should limit themselves to areas in which they can be accepted as bonafide authorities.

4. *Does the material indicate that educators have been consulted in its preparation?* Education, like any business, is a technical and involved process. The educator has insights into the teaching process which can assist companies in the production of material for schools. Many sales and advertising experts do not. Sponsored materials should indicate who helped in the preparation of their content, and who decided upon the educational objectives to be met.

5. *Does the material use a rifle or a shotgun approach?* Generally speaking materials which are produced for a specific curriculum area, have a rifle approach. They try to hit a definite target. Keeping the interest and maturity level of students in mind, they aim to help the teacher surmount a particular learning problem. This is much better than the shotgun method, which tries to make materials fit too many levels. It is difficult to produce a single film on steel which will be useful to fifth grade students, a Chamber of Commerce group, a foundry class, and a high school chemistry class. A few materials can be produced which will fit a number of age or interest

groups but it is better if they are produced for a specific purpose.

The above criteria are important considerations for the teacher before using sponsored materials in the classroom. That is no small task. A great deal of effort and money could be saved if more sponsors of materials being prepared for school use would observe some of the precautions now being taken by the most well-informed, forward-looking, and service-minded sponsors of educational materials. Some of these precautions are:

1. Make a study of the school curriculum with the help of educators to determine the area where the materials could be most helpful.

2. Consult educators on the types of aids and the content which would suit the purposes of the school as well as the sponsor.

3. Send out rough drafts of the material for pre-test and evaluation before final production.

4. Make a follow-up study after the materials have been in use for a period of time to see if they are being used and how successfully.

5. Adapt the vocabulary and presentation to the maturity and interest level of prospective users.

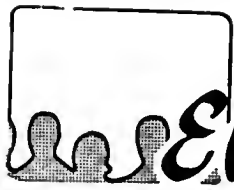
6. Limit content to the facts desired by teachers. Avoid "grinding an axe" or promoting the sponsors' point of view. Hold advertising content to a minimum.

7. Identify authors and sources of information.

8. If teaching suggestions are to be included, get teacher help in preparing them.

9. Send the materials only to educators who request them. Avoid general distribution through the usual mailing list procedure.

The day is past when educators seriously will consider throwing out all sponsored materials. This has been made impractical because leading sponsors have taken the initiative to develop materials to meet needs expressed by teachers themselves. It would be foolish to cast out materials which will enable youngsters to achieve more effectively the objectives of the school. The challenge for teachers is to choose wisely. Joint efforts of educators and sponsors are helping to provide criteria for making these choices. At the same time these efforts are furnishing guide lines so that more and more sponsors may soon be able to replace the unacceptable with the acceptable and valuable.



# Evaluation of new films

by L. C. LARSON

Director, Audio-Visual Center  
Indiana University

CAROLYN GUSS

Associate Professor, School of Education  
Indiana University

## ART AND YOU

(Film Associates of California, 10521 Santa Monica Boulevard, Los Angeles 25, California) 10 minutes, 16mm, sound, color or black and white, 1958. \$100 or \$50. Produced by Stuart Roe. Teacher's guide available.

### Description

*Art and You* uses narration, visuals of art objects, and examples of real-life situations to contrast the ways in which art expresses individual feelings and thoughts about the world of people and nature.

A montage of statues, paintings, sketches, and other art objects introduces the world of art to the viewer and the narration explains how art begins and what it is. The beginning of art experiences is illustrated as starting with birth and growing gradually as a person's frame of reference is enlarged.

Small children are pictured being initiated into early stages of self-ex-



From the Film Associates production, "Art and You."

pression in art through the use of water colors, clay, and other materials. Familiar sights to most children are shown and these daily activities are presented with their counterparts as found in existing art. Such common subjects as a quiet village street, a lonely child, a babbling brook, a field of flowers, a gloomy day, or a festive celebration are seen as they appear in reality, and then as themes interpreted by such artists as Van Gogh, Monet, Toulouse-Lautrec, Manet, Cezanne, El Greco, Bellows, and others.

The latter section of the film attempts to explain the differences in art styles by comparing a realistic painting with the symbolic representation of the same subject. The narration

points out that there are many styles and that one artist creates what he sees whereas another paints what he feels, while yet another might even achieve a combination of the two. A portrait artist sketches a female model as she appears when interpreted by two divergent styles of art.

The camera returns to the classroom where children are working with water color and clay. Over a concluding montage of well-known art objects, the narrator reminds the viewer that "Whatever the style you choose, the art that you create tells others how you think and feel, and what you see of the many faces of the world of people and the many faces of the world of nature."

### Appraisal

The evaluating committee feels that *Art and You* will be of value to junior and senior high school art appreciation classes. The vocabulary level and the self-identification of the viewer with elementary children shown in the film make a strong bid for its use on the intermediate level, however, the majority of the committee felt that the over-all concepts of the film would be lost on an audience of that age. Adult and college groups will find much of interest in this film if they desire a simple introduction to art. Anyone interested in art will find it a challenging experience attempting to identify the many well-known yet unnamed works of art. The creative use of montage and the blending of scenes of reality with those interpreted by the artist add a quality to the film which is heightened by excellent photography.

— O. E. Bismeyer, Jr.

## 9 You can project for Audio-Visual Techniques with the Keystone

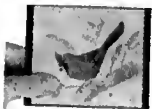
You meet every need of group instruction with the versatile Keystone Overhead Projector:



**STANDARD SLIDES.** Have you seen the latest additions to Keystone's vast library of educational slides?



**MICRO-PROJECTION;** the entire class can see a microscopic subject.



**HAND-MADE SLIDES** for presenting special subjects, and for enthusiastic group participation.

**TYPEWRITTEN SLIDES**—clean cut, beautifully

legible—for lessons, notices, etc.

**POLAROID TRANSPARENCIES** projected less than 3 minutes after you snap them.

**QUADRUPLE SLIDES**—the most convenient and by far the most economical way to project drawings in series.

**DISCIPLINE DURING PROJECTION**—every teacher knows the problems of a darkened room; you use the Keystone Overhead Projector with normal lighting, facing your group.

**Why have a projector that does less?** You are invited to have a Demonstration of the projector that does everything. Write KEYSTONE VIEW CO., Meadville, Pa. Since 1892—Producers of Superior Visual Aids.

**STRIP FILM** shown with the Keystone Overhead Projector's powerful illumination.



**2-INCH SLIDES,** and 2 1/4-inch, clear daylight projection by 750 or 1,000 watt lamp.

**TACHISTOSCOPE**—indispensable for efficient teaching of reading and spelling. Reading rates increase 50% to 75% in a few weeks. No teaching procedure has ever had such unanimous approval from research and controlled experimentation (reports on request).

## KEYSTONE Overhead Projector

## CITY OF GOLD

(McGraw-Hill Text-Films, 330 West 42nd Street, New York 36, New York) 23 minutes, 16mm, sound, b&w, 1957. \$130. Produced by the National Film Board of Canada.

### Description

*City of Gold* is about Dawson City, its present and its past, as seen from the viewpoint of narrator Pierre Ber-ton, "who was raised there." It is a quiet ghost town now where three or four hundred hard-working people live. The children playing baseball in the park think of Dawson City as a

beginning, but the weathered old men who sit along the main street talk of the "good old days." In the summer of 1898, 40,000 souls were here in this boomtown of the Klondike Gold Rush.

Still photographs made at the time of the Gold Rush furnish the visual material for the body of the film. One sees streams of heavily laden men climbing 45 degrees through the snow to reach Chilkoot Pass as Berton's father had done. On the shores of Lake Bennett at the head of the Yukon River, 20,000 men built 7,000 boats of hand-hewn logs to take them on freshly thawed waters to Dawson City. When they arrived, most of the claims had been taken by those who were there 18 months before.

Those with claims had to dig through permafrost to find a paystreak. Some who found fortunes were the subject of legends about the lavish manner of living. At an inflated price, gold would buy anything, "from oysters to opera glasses." Gold would buy women, too.

Despite the city's bawdiness, the people were very law-abiding. There were no murders nor major thefts. The saloons were closed on Sunday and the citizens were even forbidden to chop their own wood on that holy day. But there was celebrating on July 4th—a combination Dominion Day and

Independence Day when the flags of Canada and the United States flew side by side. Although the place was Northwestern Canada, the adventurers who went there were mostly Americans.

### Appraisal

This vignette of American history on foreign soil gives the viewer a realistic feeling for gold rush conditions that is easily transferable to other times and places. The still photographic images preserved on glass plates come alive with judicious camera movement and Eldon Rathburn's descriptive musical score that features among other instruments the tinnytuned piano, the banjo, and even the jewsharp. Producer-editor Tom Daly's visual transitions from live to still materials and back again are almost imperceptible, a feat that was facilitated by the unusual clarity of the old photographs. The lyrical peak of this outstanding work of filmic art was reached in the sequence of quiet, enigmatic faces of the people who watch the July 4th parade. Here the music becomes muted and reflective as the narrator wonders what they were celebrating. Why elation when so many made no attempt to seek gold? Yet they seem to have found their El Dorados—a new beginning.

They seem to feel strangely ennobled by just being there.

*City of Gold* has already been exhibited widely in the commercial theatres of this country. Now it will be welcomed by film societies for their programs. High school and college history teachers would find the film useful in portraying conditions during the gold rush era. Since the Klondike Gold Rush is directly related to the settlement of the Canadian West, students of Canadian history and historical geography will find the film even more pertinent.

When a high school teacher previews this film, he will decide whether the fashionably dressed "ladies" from "Paradise Alley" and paintings of Victorian nudes will disqualify the film for his use situation, or whether these aspects of the film are "facts of life" in a gold rush community presented subtly and inoffensively to a sophisticated audience.

—Ledford Carter

### PRINT WITH A BRAYER

(Bailey Films, Inc., 6509 De Longpre Avenue, Hollywood 28, California) 8 minutes, 16mm, sound, color, 1958. \$75.00. Teacher's guide available.

#### Description

*Print with a Brayer* demonstrates

### Important new

## CORONET FILMS

for classroom use

Each of the films described below represents Coronet's efforts to enlarge upon textbook presentations of those subjects which gain a new dimension on film. All are correlated to units of instruction in major texts and contain an additional number of important teaching values to help improve instruction. Each film is available in either full, natural color or black-and-white.



**Colonial Shipbuilding and Sea Trade** (1 reel) Intermediate, U. S. History. Traces the development of the 17th-century shipbuilding industry in New England.

**Helpers in Our Community** (1 reel) Primary, Social Studies. Shows how the interdependence of workers makes a more efficient community.

**The Human Body: Nervous System** (1¼ reels) Junior and Senior High, Biology. Details the functioning of the human nervous system by means of exciting cinematographic techniques.

**Making the Most of Your Face** (1 reel) Junior and Senior High, Guidance. Discusses problems of good facial grooming, including varying hair styles to fit individual face structures.

**Our Family Works Together** (1 reel) Primary, Social Studies. Clarifies the implications of work performed by family members in creating a happy home.

**Who Should Decide? (Areas of Parental Authority)** (1 reel) Junior and Senior High, Guidance. Open-end presentation of parents' and children's points of view on who should decide important teenage problems.

#### To Preview These Films for Purchase Consideration:

*Merely send us a list of films you would like to preview for purchase. We shall furnish them to you at no obligation, except for return postage.*

*We shall also be happy to send you on request a copy of our new 20th Anniversary catalog containing descriptions of 860 fine teaching films and information on how you may purchase or rent them.*

### CORONET FILMS

Dept. ES-259, Coronet Building  
Chicago 1, Illinois



Please send me your new 1959 Anniversary Catalog

NAME \_\_\_\_\_

SCHOOL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

how a great variety of print designs may be made with the gelatin brayer.

The opening scenes illustrate impressions being made in widely differing circumstances—a footprint, fingerprints, a tire on pavement, even a wet rubber ball being rolled on a sidewalk by a child. A few scenes present designs made with the brayer. Then, the film titles and credits themselves appear on a brayer print background.

An enumeration of the tools needed includes gelatin brayers (or rollers) of varying sizes, an oil base ink, a glass plate for getting an even distribution of ink on the brayer, paper on which to experiment, and a regular paint solvent for cleaning.

By varying the movement of the brayer and shifting the point of pressure, one can form unusual and experimental designs on paper. A demonstration is given of offset printing being employed to produce unusual designs. Corrugated cardboard and cardboard chips are placed on paper and the brayer is rolled over them, leaving a negative design. The narrator suggests that leaves, cloth, grass, and almost any small flat objects contribute to an unlimited number of new prints. Some attractive book covers, gift wrapping paper, place cards, fabric patterns, and posters are dis-

played to the viewer as suggestions for the use of the brayer print.

Other techniques are exhibited for new effects. Designs may be drawn directly on the brayer. String, yarn, or thread may be wound around the brayer for line patterns. A piece of wire is bent into a desired shape and the brayer is rolled over it revealing still other varied effects.

The film ends with the creative work of children and adults of all ages. These works are in black and white and in many colors.

#### Appraisal

This new film on art technique could be used for audiences ranging from junior high school to adult levels. The purposes of the film are to introduce new art techniques and to demonstrate the variety of designs possible for decorative and creative purposes. *Print with a Brayer* is recommended by the committee chiefly for demonstration purposes rather than for teaching the techniques discussed. The evaluation committee feels that the film might have been more helpful to the viewer if it had demonstrated the actual making of a piece of art work using the techniques presented instead of showing the possible techniques and then some finished products.

— J. Robert McAdam

## OFFICE SUPERVISORS' PROBLEMS: THE GRAPEVINE

(McGraw-Hill Text-Films, 330 West 42nd Street, New York 36, New York) Produced in cooperation with National Office Management Association. 9 minutes, 16mm, sound, color or black and white, 1958. \$125.00 or \$65.00; \$675.00 or \$350.00 per set of 6. Teacher's guide available.

#### Description

A typical situation is re-enacted to set the stage for discussion concerning the problem of office rumors—"the old Grapevine! Something simple happens—it's misunderstood—a story starts—and grows and grows."

As the film opens, Helen is telling Alice the latest bit of "unofficial information" she has heard. According to Nell, another company is buying at least a part of their plant and maybe moving operations to a distant city. Upset, Alice inquires of Mr. Stone, her supervisor, regarding the truth of this and is sharply reprimanded for listening to such rumors. He asks "who told her that."

Two weeks later Alice is waiting to have some papers signed while Mr. Stone finishes his conversation with a salesman. It seems that the firm has just purchased some file cabinets and

## A-V INSTRUCTION

James W. Brown

Richard B. Lewis

Fred F. Harclerod

*All at San Jose State College*

READY IN MARCH

A text on Audio-Visual methods, providing *concrete practical* information. Richly illustrated with photographs, line drawings, and color. The book deals with the full gamut of instructional materials and techniques, including attention to printed books, reference materials, and free or inexpensive materials, with particular reference to their interrelated uses with audio-visual materials.

*Send for Copies on Approval*

**McGRAW-HILL BOOK COMPANY, Inc.**

330 West 42nd St.

New York 36, N. Y.

# PRODUCER'S DILEMMA (SECOND INSTALLMENT)

In last month's installment we left old Sy Wexler and old Bob Churchill with tears welling in their eyes at the sight of a production budget of \$8,336.93. Can they sell enough prints to make a profit? Will the preview prints slip from their trembling, nerveless fingers? On your mark. Get set:

To find out what they make on each print, add print cost and distribution cost. Subtract from sale price. Right?

To keep this heart rending calculation as simple as possible we'd better assume that all prints sold are in color (a highly unlikely state of affairs). The cost of a 1½ reel print (600 feet at .10) plus reel and can is about \$62.50. That's easy.

But the distribution cost for each print sold isn't as simply determined. It consists of such items as a study guide costing \$300, a mailing piece at \$450, a dozen preview prints totaling \$750. Those are costs that can be allocated to a certain picture.

Then there are annual costs that have to be divided among all pictures, such as costs of advertising, shipping, handling, inspecting and cleaning prints, corresponding, recording requests and bookkeeping. In short, overhead. About \$15,000 for a modest sized organization such as ours. (Do we hear strangled sounds from other producers? This is a little like having a bunch of strangers looking through your medicine cabinet.)

Then there is another big bite for sales representatives which ranges from 15 to 25% of the sales price. So:

Print, reel, can	\$ 62.50
Prev. prints, guides, etc	5.00
Overhead	22.50
Sales commission 15%	22.50
	<hr/>
	\$112.50

If the print sells for \$150, the net is \$37.50. As the picture cost \$8,336.93, 222 prints have to be sold before old Sy and Bob begin to come up for air.

Anyone in the audience still want to be a film producer? That man in the back row with trembling fingers? Step right this way, please.

*There never seems to be room for advertising.*



CHURCHILL-WEXLER  
FILM PRODUCTIONS

801 N. Seward St. L.A. 35, Calif.

they "have news for him too." Had Alice heard the end of the conversation she would have known that the installation of the new computer is an effort to make work easier for Helen and Sally, and that an experienced operator is always sent along to instruct the persons who will be using it.

This is quite a predicament arising from a very simple misunderstanding. Now Mr. Stone has a new computer and no one to run it. The film closes with his trying to explain that "management cannot always tell its employees everything it has in mind, but that surely they will be told anything that concerns them directly. In fact that's why the girls have been called in—to be told about *this* change before the equipment arrived, and posing the questions . . . "How in the devil can I keep these rumors from getting started?"

### Appraisal

Designed to invite constructive thinking on the part of the viewers, the film quickly and dramatically develops the problem, climaxing it with a pointed lead-off question requiring the audience to draw their own conclusions and discover, through discussion, a better way of handling the situation to prevent or minimize the problem. The evaluators feel it will be helpful not only in supervisory "in-service" training but in college business education classes and those of technical or other high schools having an extensive business program. The problem is a common one and an important one. Both the points of view of the supervisor and of the clerical worker are glimpsed, enabling each group to gain a better understanding of the feelings of the other. The method of portrayal is so vivid that identification of the viewer in the situation is almost automatic.

*The Grapevine* is one of a series of six short films including *The Follow Through*, dealing with good job instruction; *How Much Cooperation*, regarding cooperation between clerical staff and their supervisors; *In the Middle*, illustrating the problem of getting changes accepted; *The Bright Young Newcomer*, pointing up special motivation needs of the senior clerical employee; and *By-Passed*, dealing with the handling of the promotion disappointment case. Each film in a similar manner sets up a situation and poses a lead-off question. There is an inclusive manual for the series incorporating the information contained in the individual study guides. Among the first discussion films in this area these films are very well done and meet a substantial need.

— Jean Holt Moore

a new computer which will be delivered early the next week, complete with an expert operator. Unfortunately that is as much of the conversation as Alice hears. To her it means the dismissal of two girls, Helen and Sally, who are not even aware of the situation. Feeling that those girls deserve some sort of warning, Alice takes it upon herself to break the news to them.

Hurt and indignant, Helen and Sally seek other jobs, and on Monday morning when Mr. Stone casually announces that he "has news for them,"

### PHASE FILMS

The Phase Films are mature single-purpose films presenting the most significant microbiological phenomena disclosed in living organisms by the Nobel winning Phase-Contrast method. Photography of living organisms NOT ANIMATION. Write for Titles, Descriptive Folders or Previews.

ARTHUR T. BRICE

Phase Films Sonoma, California

## AT DOWLING PICTURES

### ANIMAL LIFE AT LOW TIDE

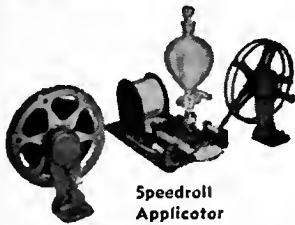
—Third to 6th Grade Film  
for basic science.

Color—Sale Only. 11 minutes. \$100.00  
Write for Study Guide and previews.

1056 S. Robertson Blvd.,  
Los Angeles 35, Calif.

## ECCO # 1500 FILM CLEANER

Cleans — Lubricates —  
Prevents Dust Static



Speedroll  
Applicator

Clean and inspect your film in one easy operation. Operates effectively at several hundred feet per minute. Save time, fluid, labor, and money. Lifetime bakelite construction. Eliminates waxing. Absolutely safe and NON-TOXIC . . . NON-INFLAMMABLE. Widely used by schools, colleges and film libraries.

Ecco No. 1500 Applicator . . . \$29.50

Ecco No. 1500 cleaning fluid, quart, \$2.50  
Gallon, \$9.60

Ecco No. 2000 cleaning fluid for  
NEGATIVES . . . quart, \$1.95  
Gallon, \$6.50

### ALL FILM HANDLING SUPPLIES IN STOCK

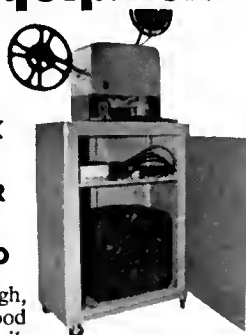
Acetone, per quart . . . \$1.40  
Per gallon, \$4.50  
Ethyloid Film Cement, pint . . . \$1.80  
Film Handling gloves, per dozen . . . \$1.95  
Galco Filmmeter stop watch, Swiss jewelled  
movement. Measures equivalent footage  
for 16mm and 35mm film . . . \$29.50

### THE CAMERA MART

1845 Broadway (at 60 St.) N. Y. 23  
PLaza 7-6977

# USEFUL!

## products for your A-V equipment



### SAFE-LOCK PORTABLE PROJECTOR CABINET AND STAND

All steel, 42" high, 29" x 17" plywood top with safety rail. Gives over 11 cu. ft. for storage of projector, speaker, etc. Adjustable shelf. Safe-locking panel door. Four 3" casters, two with brakes. Baked enamel finish in tan or gray.

Model No. 42

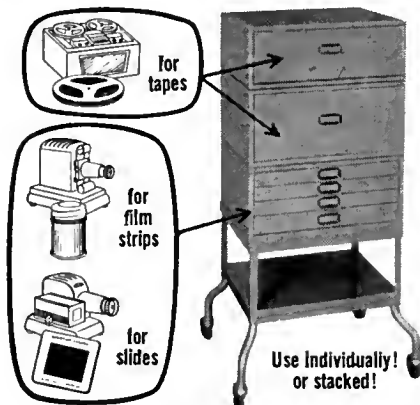


### PORTABLE STEEL PROJECTION STAND

Four 3" casters, two with brakes. Height: 41". Stable, tapering design (19" x 31½"

at bottom) 18" x 26" at top. Rail on 3 sides. With non-skid rubber shock-proof mat. All steel, with 1" tubular steel frame. Baked enamel in tan or gray.

Model No. 41



### TAPE AND FILM CABINETS

For every need... 5" or 7" tapes, film strips, slides. Cabinets are all steel, with full suspension drawers. Photo shows each type of cabinet stacked on handy Mobile Cart.

**YOUR INQUIRY** promptly answered on above items; also, Film Storage Racks, Record Storage Cabinets, Phono Carts, Lecterns.



Dept. 212 Ontario St. S.E., Minneapolis 14, Minn.

# Useful Filmstrips

By IRENE F. CYPHER

Associate Professor of Education  
Dept. of Communication Arts  
New York University



Once upon a time in a review we said that a certain filmstrip was designed "to use in a discussion situation." Well, we wish we could unsay or recall that particular review, for it implies that there are times when filmstrips are not to be used for discussion purposes. If there is *anything* that should accompany the use of filmstrips, it is discussion. We stress this because so much of the material received for preview recently has been in the area of international relations and world affairs. Should this type of material be used without plenty of time allowed for discussion, then something is radically wrong with our teaching methods. If ever there was a time when thoughtful consideration and discussion were called for, it is now. Here is the material; make your own selections, thread your projectors—but then, for goodness' sake *discuss* what you and your pupils are seeing! Most of the troubles in the world can be traced to failure to discuss the important issues!

## BERLIN

(Single strip; produced by Visual Education Consultants, 2066 Helena St., Madison 4, Wisconsin; \$3.50.) Actually this is a series of some thirty-three pictures, showing the location of Berlin itself, areas affected by the war and the division of the city into zones, and some of the landmarks within city limits. What this sequence provides is a springboard from which to launch into a study of the role of this same city in the affairs of the nation of which it is the heart, and the international situations with which it is connected. It provides a series of "topical sentences" so to speak, with which to advance into research, reading and positive analysis of current newspapers, magazines and television programs and news broadcasts. Useful for social studies at many grade levels.

## CANADA: PEOPLE AT WORK

(6 strips, color; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Illinois; \$3 per

set, \$6 single strips.) At long last we seem to be giving some well deserved attention to the affairs and people of our neighbor, Canada. This series gives us an over-view which ranges from one coast to the other and includes both farm and city activities. Individual titles give a clue to subject coverage—"Fishermen of Nova Scotia," "Villages in French Canada," "Farm and City in Ontario," "Wheat Farmers of Western Canada," "Vancouver and the Western Mountains," "Logging in Canadian Forests." The material is designed to highlight items included in the average curriculum for middle grades geography in schools of the United States. It stresses both geographical factors and ways in which the people of Canada live and work. One gets a feeling of the interdependence of the land and its people. Photographs have been well chosen to show main areas of historic interest.

## SCANDINAVIA: A REGIONAL STUDY

(9 filmstrips, color; produced by Eye Gate House, Inc., 146-01 Archer St., Jamaica 35, N. Y.; \$25 per set, \$4 single strips.) Norway, Sweden, Denmark and Finland provide the scenes for this series. In each instance attention is given to the land, the people and the industries. It is well sometimes to consider the relation of these countries to each other—four very diverse groups, all too often regarded as being "one Scandinavia." There are unique differences which make it important to understand each country and to see it for what it is as an individual member of the group of nations of the world. That is the most important fact brought out by these filmstrips, and makes them useful for social studies.

## CANADIAN FILMSTRIPS

(3 strips, black and white; produced by National Film Board of Canada and available from Stanley Bowmar Co., Valhalla, N. Y.; \$3 a strip.) One of the best contributions made by the National Film Board of Canada has been the filmstrips providing us with

detailed information about the resources and people of Canada. The three latest additions of this are *Introducing the Lowlands*, *Farming in the Lowlands* and *Ships and Power*. These of course focus our attention on history, activities and life in the Great Lakes and St. Lawrence areas. All too little attention has been given to this in our own schools, and these strips provide a great deal of information that is lacking in other materials produced in our own country. Many details are given about types of farming, industrial centers, local activities and population distribution. Manuals for each strip supply additional data and make the series very useful. In fact, this series actually amplifies the information provided in most texts, and is to be recommended as resource material that will prove very useful.

### FERMENT IN SOUTHEAST ASIA

(Single strip, black and white; produced by Office of Educational Activities, N. Y. Times, 229 West 43 St., New York City; \$2.50 single strip, \$15 for series of which this is a monthly production.) Wherever you look today something happens which turns your attention to affairs in Southeast Asia. It is a large area, much too large to be covered adequately in one filmstrip. The design of this particular strip has been to concentrate attention on the areas and problems involved in the basic struggle between the forces of democracy and Asian communist imperialism. The filmstrip is long and includes many scenes in Malaya, the Philippines and Indonesia. We see many geographic areas, political events, regional activities, and the people concerned with all of these. This strip will serve best if used in sections, and made the basis for a number of lesson units. It provides information useful for both geography and social studies, and especially for study of world events.

### THIS IS CENTRAL AMERICA

(8 filmstrips as part of an audiovisual kit; A Russ and Nita Rosene production distributed by Filmstrips Distributors, Box 397, Sierra Madre, California; \$6 per filmstrip, \$55 for complete kit; for separate item prices, see price list). The filmstrips of this series are a part of an audiovisual kit which includes such materials as booklets, a sample of typical Guatemalan weaving, money and postage stamps, cacao beans, coffee berries and a special map and record. The eight strips take us on a voyage to Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and

Panama to see both the countries and the people at work. The record gives us sounds along the Inter-American highway in a very realistic way which adds a note of sincerity to the whole set. The photographs are good and scenes have been well selected to show outstanding activities and main features of a country. There is much that will interest pupils and it is good material for social studies units and also for inter-American clubs.

### HOW STRONG IS RUSSIA NOW?

(Single strip, black and white; produced by Office of Educational Activities, N. Y. Times, 229 West 43 St., New York City; \$2.50 single strip, \$15

for series of which this is a monthly production.) If any topic is certain to start discussion, it is likely to be something pertaining to Russia, Russian affairs, Russian strength. This filmstrip brings together a combination of reports, photographs and analyses of the Russian situation and activities. It points to known weaknesses in the program of the government; it indicates something of what we may expect in the way of reactions of the Russian people themselves to their own and to foreign achievements; it compares and contrasts the foreign policies of Russia and the U. S. Again, as with all the filmstrips of this series, this is a long filmstrip—one which we could hope to see used in sections for greatest

UNIQUE  
AMONG  
AMERICA'S  
BEST  
FILMSTRIPS

THE  
PAGEANT of AMERICA  
FILMSTRIPS

30 Units

#### Because

The broad scope of the series, covering five centuries of America's growth and development in all important aspects, including our sociological, industrial and cultural progress, makes it an invaluable teaching instrument in nearly every phase of the curriculum — government, foreign affairs, science, economics, civics, literature, art and architecture. A comprehensive, illustrated Teacher's Guide, furnished free with each of the 30 units, provides information and suggestions which lessen the need for time-consuming preparation by the teacher.

#### Because

Superior educational quality and historical accuracy are guaranteed by the scholarship and skill of top-ranking historians and visual education specialists. Rare, contemporary pictures convey a remarkable sense of realism and of personal participation in the memorable events.

#### Because

No other filmstrip series offers these special features for stimulating in our youth a vigorous spirit of alert and responsive citizenship and provides a solid historical basis for understanding the vital problems of today.

ORDER THESE OUTSTANDING FILMSTRIPS NOW WITH  
COMPLETE CONFIDENCE THAT YOU WILL ACHIEVE  
REMARKABLY EFFECTIVE CLASSROOM RESULTS

## YALE UNIVERSITY PRESS FILM SERVICE

386 Fourth Avenue

New York 16, N. Y.

P.S. For a well-rounded history program, make sure your library has complete sets of THE PAGEANT OF AMERICA, 15 volumes, and THE CHRONICLES OF AMERICA, 56 volumes. Like the filmstrips, these famous Yale publications have been approved and adopted by leading Boards of Education and are widely recognized as standard for use in American history.

## PROGRESS IN SOUTHEAST ASIA

(Single strip, black and white; produced by and available from the United Nations, New York, N. Y., \$3 a single strip, \$2 per strip in quantities of 3 or more. Sometimes it is hard to visualize world affairs unless they are related in some way to people. In this instance, we are introduced to the work of the Economic Commission for Asia and the Far East (ECAFE) by way of a visit to a rice farm in Burma, the farm of one U Aung Tin. We see his family, his rich farm, and what modernization of farm life has meant to them in terms of standards of living and economic well being. This case study highlights the work of the international social and economic groups, and points to efforts that have been successful. The problems met in Burma are the same as those encountered in all underprivileged and underdeveloped areas throughout the world. This filmstrip can be made the basis on which to study these problems and the part they play in the larger programs sponsored by the twenty-six countries belonging to ECAFE. It is a good strip to use in connection with social studies units and international affairs, at many different grade levels.

**SCIENCE FILMSTRIPS**  
 SINCE 1931 SINCE 1931  
 MADE BY TEACHERS FOR TEACHERS  
**BIOLOGY HEALTH & SAFETY**  
**PHYSICS GENERAL SCIENCE**  
**CHEMISTRY MICROBIOLOGY**  
**BIKE SAFETY BUS SAFETY**  
 NEW—Elementary Science Series In  
 Brilliant Spectrator  
**VISUAL SCIENCES**  
 Box 599E Suffern, New York

**DON'T WAIT - - - VACUUMATE!**  
 Coronet  
 National Film  
 Board of Canada  
 S. V. E.  
 McGraw-Hill  
 Young America

**TO PROLONG THE LIFE OF YOUR MOVIE FILM**

All give - - - at no extra cost to you  
 The Famous

**VACUUMATE**

**FILM PROTECTIVE PROCESS**  
 The SUPER VAP O RATE  
 PROTECTS AGAINST Scratches, Fingermarks, Oil, Water and Climatic Changes  
 ONE TREATMENT LASTS THE LIFE OF THE FILM  
 Brittle Film Rejuvenated  
 Look for Vacuumate on the Leader!  
 The Vacuumate Process Is Available to You in Key Cities Throughout the U.S.  
 Write for Information Now  
 Vacuumate Corp., 446 W. 43rd St., N. Y.

by Max U. Bildersee

# Sound Advice

about audio materials

and equipment

## OBJECTIVES DEFINED

Records designed for a specific purpose and with limited appeal have a definite place in the educational market. All too often producers overlook the clear definition of objectives and precise statement of concepts in the hope of broadening the market for the record. But in so doing educational values are frequently lost or severely damaged.

Geneva records do not fall into this trap of popularity—and therefore they serve and serve well the particular audience they seek. Geneva Records are published by the Westminster Press (Philadelphia 7, Pa.) which is the publication division of the Board of Christian Education of the Presbyterian Church in the United States of America. Specifically, the record albums are labeled for use "by or with the children . . . in the home . . . in Sunday school . . . in weekday church school."

The selections offered include Scripture (from the Old and the New Testaments), poetry, stories, songs, prayers, singing games and instrumental music. These are carefully chosen and are designed for participation as well as listening. Performance on the records is adult insofar as the voices are concerned, but is simple and direct and is easily understood by a listening child. These recordings are not intended for nor will they be adequate for any but the youngest school children—but the intended listeners will understand and enjoy them.

The titles of the four albums are "Holidays" and "My Family" which are directed at the 3-4-5 year old group, and "Through the Year" and "The World I Live In" which are directed at 6-7-8 year old children. Each album contains four 7 inch 78 rpm records. The longest single side is two and a quarter minutes, well within the listening attention of the children.

"The World I Live In" has as recording subtitles "Creation," "Beauty,"

"The Wide World and I," "Order" and "Life." These presentations are designed to be used as part of learning and play situations. The recording of "Life," for instance, includes narration about life on the earth, the song "Thanks Be To God," the poem "Who Likes The Rain?" and the song "Storm and Flood and Ocean's Roar." All of this is contained on one side with a playing time of two and a quarter minutes. The reverse side includes the song "Oats, Peas, Beans and Barley Grow," followed by narration relating the song to God's plan for the growth of living things. Then the song "Back of the Loaf" is sung, the narrator introduces a scene involving the planting season in East Africa and, finally, the Litany: "Seeds We Bring" is sung.

The producers of these recordings have carefully defined their objectives and their audience and reach that group. In selected religious institutions and schools, as well as in many homes, these recordings will be very useful.

Of general interest, but not designed for specific instructional purposes, is "And God Said," recently released by Epic Records. This (Epic Records, New York 19, N. Y., LN 3534) is a series of stories from the Bible in word and song. From the Old Testament, the stories of the Garden of Eden, Noah, Abraham and the Creation are related. The life of Jesus from birth through crucifixion is told simply and with great dignity. This recording is of limited value from an instructional standpoint but it can be an attractive and pleasant addition to a home record collection.

"And God Said" is entirely professional in concept, creation and delivery. The narration is by Dana Andrews of Broadway and Hollywood note. His presentation is clear and dignified and entirely in keeping with the theme and mood of the recording. Dickson Hall's impressive script and songs are sung by the Frank Raye Singers with equal simplicity and bring



with the beauty of the script which presents Biblical ideas in simple and entertaining form. To accomplish this, Mr. Hall chose the folk song form with simple narrative, using Biblical quotations to move the story forward.



Two new producers have recently issued recordings of interest to schools. Ardelle Manning Productions (Palo Alto, California) offers "Original Children's Activity Songs" (AMP 100) for every young school children. There are "Participation Songs" calling for children to move rhythmically to specific directions involving clapping, counting, walking and so forth; "Songs of the Seasons" which are appropriate to the school year dealing as they do with Halloween, Christmas, Valentine's Day and Washington's Birthday; and, "Music for Resting" intended for that period of the day when the children relax after playing or other activity.

Among the "Participation Songs" are: "Good Morning Song," "Put Your Hands on Your Head," "We Clap to the Music," "Walking Around in a Circle," "How Many Fingers?" "Right Hand, Left Hand," "Walking," "Dress Yourself," "What Is Your Name?" and "We Skip Around the Corner." These songs are all short, written with the listening span of the child in mind. The language and directions are simple and easy to follow. Children will particularly enjoy having the teacher participate with them and using the monograph as an "assistant teacher" or these pleasurable learning experiences. This "first production" is an exceptional presentation which will find wide use and application in elementary schools in the kindergartens as well as in nursery schools.

The recordings may be used, too, for diversion for younger children in Sun-

day school programs and in camps. So, too, may "Read Me A Story" (Weston Woods Studios - Weston, Connecticut, PBP 101) which has recently been released. These are the Picture Book Parade stories read by Owen Jordan to a musical accompaniment. The stories read include "Millions of Cats," "Mike Mulligan and His Steam Shovel," "Make Way for Ducklings" and "Hercules." The latter recording has application, too, in libraries for story hour programs and for loan purposes to the youngest borrowers.

The recording of four stories is intended for use in the language arts program of the kindergarten and first grade. Alone, and without either text or pictorial illustration, the recording will have little school value. However, the recording can be reproduced while children follow in the books of the same title, or while appropriate illustrations are projected. In school, this can be a useful "rest" activity, or it can be used to hasten the development of listening skills as well as to motivate artistic, oral and dramatic expression.

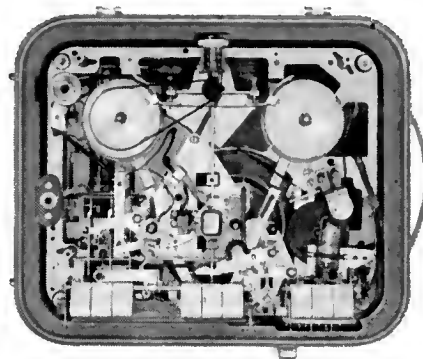


Columbia Records (New York 19, N. Y.) offers four new titles in the foreign language field which may have some interest for secondary school students. These are "Learn French in Record Time" (D2L 246), "Learn Italian in Record Time" (D2L 247), "Learn Spanish in Record Time" (D2L 248) and "Learn German in Record Time" (D2L 249).

These recordings all serve a particular purpose, but it is not essentially a school purpose. The recordings will have greater value in library collections, for they are all tourist oriented and are intended to help the traveler get along in a country he may be visiting. Typical of the areas covered

*"...quite up to professional standards...capable of producing superb tapes..."*

—High Fidelity Magazine

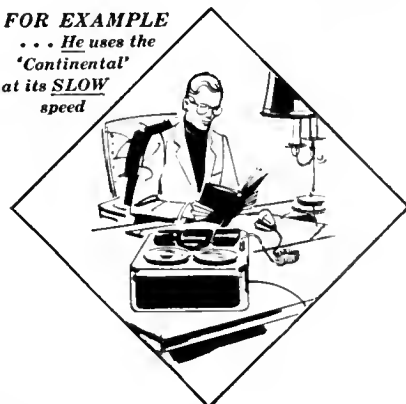


*Rated "A" by one of the two major independent consumer testing organizations.*

*but*  
**the NORELCO®**

**'CONTINENTAL'**  
*is more than just a fine hi-fi tape recorder*

**FOR EXAMPLE**  
*... He uses the 'Continental' at its SLOW speed*



### 3 SPEEDS FOR VERSATILITY

**SLOW:** 1 7/8 inches per second designed for speech—with the ultimate in tape economy

**MEDIUM:** 3 3/4 inches per second the perfect "compromise" speed—for critical speech recording as well as excellent musical reproduction

**FAST:** 7 1/2 inches per second for high fidelity at its best



**NORTH AMERICAN PHILIPS CO., INC.**  
High Fidelity Products Division, Dept. 152  
230 DUFFY AVE., HICKSVILLE, L. I., N. Y.

## *consult* audiofile

box 1771  
albany 1  
new york

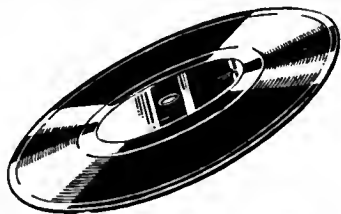
for summary, appraisal and utilization information about spoken disc and tape recordings for schools, libraries and colleges — as well as for audio-visual, and curriculum and materials centers.

## audiofile - the cross-indexed card file

Max U. Bildersee  
Editor



descriptive  
brochure available



## Learn Geometry and Chemistry Definitions By Record

Simplify your teaching of basic plane geometry and chemistry terms, definitions, rules, etc., by using recordings prepared by qualified teachers in these fields. An extremely effective method that saves you a great deal of preparation and lecturing time.

### CHEMISTRY RECORDING

PART I Contains the name, spelling, atomic weight, atomic number and valence of forty-two chemical elements.

PART II Contains the name, spelling and correct pronunciation of eighty-six important terms used in chemistry.

PART III Contains the name and identification of ninety-eight technical terms used in atomic science.

12" 33 R.P.M. (over 40 minutes) Order No. C 123 ..... \$3.65

### PLANE GEOMETRY RECORDING

PART I Contains 9 basic axioms and 14 postulates.

PART II Contains 61 theorems with a statement suggesting how one may PROVE the theorem.

PART III Contains 66 theorems arranged in groups according to the geometric figure with which they are concerned. This is useful in SOLVING geometry problems. Also there are 30 key definitions given throughout Part III relating to the theorems.

12" 33 R.P.M. (over 40 minutes) Order No. G 121 ..... \$3.65

SPECIAL OFFER—10% discount on any combination of 25 or more records. We pay postage inside continental U. S. A.

### AUDIO EDUCATIONAL AID

Dept. 54 Box 250 Butler, Missouri

are: "Aboard Ship," "Going Through Customs," "Getting Around Town," "At the Hotel," "Renting a Room," "Dining Out," "Going to Church," "Music Halls and Theaters," and "Exchanging Money." The information contained in these sections can be valuable to the visitor in a foreign country. An individual with a background in the language can profit from the review of listening prior to travel, but the recordings will not be a great help in developing language facility.

The recordings are accompanied by appropriate texts containing interlingual dictionaries as well as outlines of grammar for each language. The recordings and the texts are prepared by the Institute for Language Study. They will add to the pleasures of travel for the visitor who prefers to use a foreign language rather than English in travel.



New, and worthy of secondary school, college and library attention is the "Anthology of American Poetry" released by Lexington (Pleasantville, N. Y.). This "Anthology of American Poetry" (Lexington, LE 7550/7555) effectively covers the years from Ann Bradstreet (1612-1672) to the late nineteenth century, and includes representative works from such American greats as Whittier, Poe, Holmes, Thoreau, Lowell, Dickinson, Whitman, Emerson and Bryant. Among the poems read by David Allen, Nancy Marchand and David Hooks are "Ichabod," "Annabel Lee," "The Chambered Nautilus," "Inspiration," "Lincoln," "Because I Could Not Stop for Death," "I Hear America Singing," "Forbearance," and "To the Fringed Gentian."

This anthology is a very careful selection, and the readings are uniformly good. The poems represent the moods of the times in which they were written—tenderness and loftiness, irony and sentiment, humor and gravity. This anthology dispels the thinly woven, almost transparent myth that American poets were intellectual and artistic pygmies, hardly worth even of carrying quills for their British contemporaries. The poems involved are studied throughout the country and these artistic recorded presentations can add to the pleasures of the study.



It is interesting to find that libraries and schools both are accelerating the trend to audio documentation in instruction as well as in shelf collections of current events and history. This was begun some twenty years ago, when World Book Company pub-

lished "Then Came War." This album of 78 rpm shellac recording is no longer available, and has become a collector's item. It set a standard which has been followed by leading record companies, including the "I Can Hear It Now" series of Edward R. Murrow (Columbia), the "Mr. President" (RCA Victor) and many others.

Now the original sound recordings of presidential inaugural addresses delivered by Roosevelt in 1941 and Truman in 1949 are available from The Spoken Word (New York 16, N. Y.) under the title "Footnotes of History" (SW-112). This recording is precisely that—insofar as the addresses themselves are footnotes—for these are documentation of the highest order. Through these recordings—and others similar to them—teachers can effectively recreate the atmosphere of another generation, the atmosphere of impending war as well as that of the struggle for peace. Thus—the recordings—can be presented effectively in class in the progressive development of listening skills, and they can be used for assigned listening through school library loan collection, public libraries and other collecting agencies documenting history as well as make it through newspaper files. We want to add this newer form of information preservation and presentation to their established practices.



Applicable to the immediate instructional situation is the work of Ernest LaPrade. His talents now have been employed by CABOT in the development of two albums for use in the elementary grades.

"The Instruments of the Orchestra" is precisely what the name implies—an introduction musically to the several families of the symphony orchestra and to the instruments which constitute each section. Solo performances by established and recognized artists demonstrate the range and adaptability of each instrument. Included in the album is a simple "quiz game" which may be used for oral summation and examination by the imaginative teacher.

A companion album is "The Masters of Music," which is a veritable concert in miniature for young people. The works of Mendelssohn, Berlioz, Tchaikovsky, Borodin, Grieg, Rossini, Haydn, Beethoven, Wagner and the younger Johann Strauss are heard performed by leading orchestras. This album, too, includes a simple quiz. The commentaries in each album are the work of Mr. LaPrade and are read by Milton Cross.

## Audio Directory

### Audio Equipment

### EVERYTHING IN ELECTRONICS

#### FREE ALLIED 1959 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for 452-page Catalog.

#### ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.



### 4 SPEED RECORD & TRANSCRIPTION PLAYERS

Write for illustrated catalog

#### AUDIO-MASTER

17 E. 45th St., New York

### califone

Portable PHONOGRAPHS

TRANSCRIPTION PLAYERS

Complete SOUND SYSTEMS

for Every School Use!!



califone CORPORATION, 1501 E. 15th St., Denver, Colorado

# New Equipment and Materials

addresses of the sources supplying information on which these listings are based, refer to Directory of Listed Sources, page 105. For more information about any of the equipment announced here, use the Readers' Service Coupon on page 104.

## NEW EQUIPMENT

### CAMERAS, Movie & TV



ITTC closed-circuit TV

Complete Closed-Circuit TV System includes vidicon, monitor and control unit. Camera features entirely electronic light compensator (no moving parts), compensating over range reportedly 8x that normally covered by lens stops. Remote control for optical focus, lens turret, zoom, iris, pan, tilt; weatherproof and explosion proof housings, multiple camera switches. ITTC.

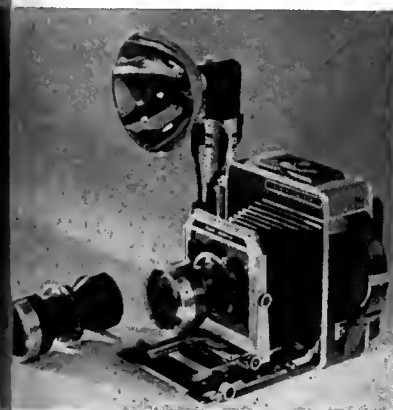
For more information circle 101 on coupon

### CAMERA ACCESSORIES

Light Bar. With new small 300-watt reflector flood lamps. Dual switches control end and center pairs. Type A Kodachrome data on top of bar. \$10.75. KODAK.

For more information circle 102 on coupon

Graflok Back to be standard. Effective Sept. 1959 all Pacemaker Graflex cameras



Graflex camera with Telephoto

eras will have the new spring-supported revolving "Graflok" back. Accessories will be continued for a reasonable length of time for owners of cameras with the Graflex back. The new back can be fitted to most Graflex 4x5s and a stationary Graflok back is available for use on the Graphic line. GRAFLEX.

For more information circle 103 on coupon

New Medium Telephoto, 270mm f/5.6 "Rodenstock Rotelar" for 4x5 Graphic camera. Works within 46", overall length approx. 5". GRAFLEX.

For more information circle 104 on coupon

### SOUND EQUIPMENT and Accessories

Acoustic Suspension Speakers. Feature tweeter and special air-supported woofer; claim octave lower undistorted bass response. Mod-I AR2 \$89-\$102. ACOUSTIC RESEARCH.

For more information circle 105 on coupon

Audio Baton, amplifies or attenuates the level of each of nine octaves by 14 dbs. Uses include adjustment of volume and tone to suit individual preference; exaggerating particular instruments at a band practice; demonstrating sound frequencies in physics; refining the results of PA systems and eliminating feedback noise. An interesting demonstration recording tells its story. Installed between pre-amp and main amplifier. \$119.50. BTL.

For more information circle 106 on coupon

40-Watt Amplifier, response 12 to 40,000 cos; new power-balance circuitry; 13"x9 1/2"x7"; Model 250—\$119.95. Accessory Case \$10. Aluminum chassis construction. SCOTT.

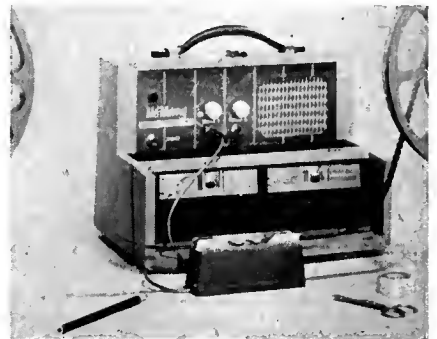
For more information circle 107 on coupon

Magazine Loading Stereo Tape Player-Recorder. Three-speaker portable utilizes RCA's recently developed tape cartridge, playing either 2 hours monaural or 1 hr. stereo. New Model SCP2 has two input and output jacks for feeding console or PA speakers, or for recording from phono or broadcast. Auxiliary speaker (\$9.95 or \$19.95) completes stereophonic sound system. 5-watt single, 10-watt stereo. 70-15,000 cps. Present model semi-automatic; completely automatic portable promised early in 1959, console models to follow. RCA.

For more information circle 108 on coupon

Magnetic Sound Film Reader. Reading head plus separate amplifier unit complete with loudspeaker, permits synchronizing with home or professional picture projector. Two sound input jacks in amplifier permit optional dual track editing (via an additional reader). Interchangeable guides accommodate edge or center striped film or 1/4" magnetic tape. McMURRAY.

For more information circle 109 on coupon



McMurray magnetic sound film reader

### MISCELLANEOUS ITEMS

Chart Making Kit. A font of 150 sculptured letters 3/4-inch high, plus textured background and a wide variety of pressure-sensitive tapes. \$21.50. POLAROID.

For more information circle 110 on coupon

Direct Viewer for Transparencies up to approx. 18 x 14". "Visualite" and kit designed for small group presentations. 15-watt fluorescent tube. Used like overhead projector but vertically and direct. \$97.50. TECNIFAX.

For more information circle 111 on coupon

Giant Dial Stop Clocks. Visualized timing by means of spring-wound 48-hour clocks with dials of 4 and 8" diameter. Minute or second calibration. Wall or desk mount. Permits straight time and return to zero; or "time-out" stop and start without return; or snap-back instantaneous return to zero and resumption. \$17.50 to \$24.50. ATSC.

For more information circle 112 on coupon

Light Pointer. Cordless. Powered with 3 standard flashlight batteries. Choice of arrow or circle image. With batteries and bulb, \$12.85. B&J.

For more information circle 113 on coupon

Multiple Photocopies possible on standard equipment by fixing the usually discarded negative and using "Plenacopy" paper and chemicals. 100 sheets 8 1/2 x 11 \$4.75. 8 1/2 x 14 \$6. ANKEN.

For more information circle 114 on coupon

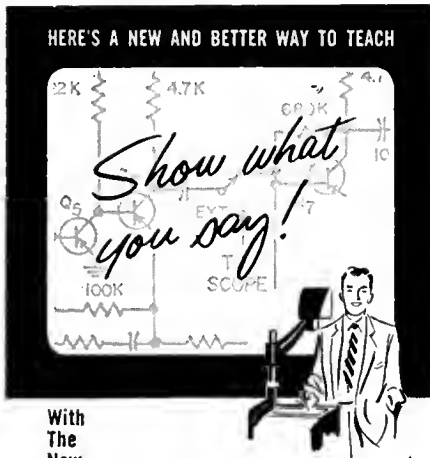
Polaroid Copymaker Model 208. Calibrated copying stand mounts Polaroid camera to copy anything that will fit within a 14x11" space. Built-in electric timer, 2 fluorescent lights, filter, copy lenses, framing device. Choice of black-and-white paper prints or transparencies for instant projection or diazo duplication. \$99.75.

For more information circle 115 on coupon

Portable Film Processors. Automatic processing of motion picture film under daylight conditions, automatic, exposure compensating, thermostatic temperature control, tanks readily removed for cleaning, 16mm and 35mm models. FAIRCHILD.

For more information circle 116 on coupon

HERE'S A NEW AND BETTER WAY TO TEACH



With The New **VU-GRAPH**

Overhead Projector.

It's unique! Beseler's new VU-GRAPH is the projector you use in a fully lighted room. The picture flashes OVER your head—onto the screen—while YOU face the class to see who understands, who needs help. Use prepared transparencies or quickly make your own. VU-GRAPH projects in black and white or full color: slides, stencils, models, even your own writing—as you write! 4 models including new portable. Teacher operated—no assistant needed. Free Demonstration at your convenience. Free Brochure: "Get Your Point Across—Fast!"



Two new primary films!

**Grandmother Makes Bread**

Robin and Billy visit their grandmother and help her make bread. The children learn good manners and health habits, and develop some beginning concepts of measurement, telling time, and temperature.

**The Miller Grinds Wheat**

Grandmother takes Robin and Billy to visit a small, modern flour mill. They see how the grain is stored, ground, sifted and socked, and how the flour is shipped to markets and bakeries.

PRODUCED BY LAWBITTS. EACH 11 MINUTES. COLOR \$110, RENT \$5; B & W \$60, RENT \$3.



**NEW MATERIALS**

**KEY TO ABBREVIATIONS**

- mp—motion picture
- ts—filmstrip
- sl—slide
- rec—recording
- LP—33-1/3 r.p.m. microgroove record
- min—minutes (running time)
- fr—frames (filmstrip pictures)
- st—silent
- sd—sound
- R—rent
- b&w—black & white
- col—color
- Pri—Primary
- Int—Intermediate
- JH—Junior High
- SH—Senior High
- C—College
- A—Adult

**GUIDANCE, Personal**

**How Much Affection?** mp MH 20min sd b&w \$120. Going steady, petting, limits of social mores and personal standards. SH A.

For more information circle 117 on coupon

**Who Should Decide? (Areas of Parental Authority)** mp CORONET 11 min sd col \$110 b&w \$60. Teen-age boy and girl face typical problems involving areas of parental authority and personal responsibility. Discussion basis. JH SH A.

For more information circle 118 on coupon

**HEALTH — SAFETY**

**Making the Most of Your Face** mp CORONET 11 min sd col \$110 b&w \$60. Diet, rest, good skin care, hair styling and careful use of makeup. JH SH.

For more information circle 119 on coupon

**Snuffy — Smokey Bear's Pal** mp USDA 4min sd col apply. Cocker Spaniel is a game little fire fighter. Pri. Elem.

For more information circle 120 on coupon

**Tommy's Healthy Teeth** mp CORONET 11 min sd col \$110 b&w \$60. On losing one of his "first" teeth, Tommy is especially interested in learning about the different types and the job each does. Brushing, diet, and visits to the dentist. Pri.

For more information circle 121 on coupon

**Water for the Community** mp CORONET 11min sd col \$110 b&w \$60. Sources explained in terms of the water cycle. Purification. Distribution. JH SH.

For more information circle 122 on coupon

**LITERATURE & DRAMA**

**English Literature (Series)** 5fs UWF si b&w set \$15, ea \$3.50. Scenes are from classic British-produced motion pictures: **A Tale of Two Cities** (41 fr); **Oliver Twist** (31fr); **Great Expectations** (38fr); **Hamlet** (40fr); **Henry V** (24fr). Teacher guides stress that these plays are to be acted and seen and not only read. SH C

For more information circle 123 on coupon

**MATHEMATICS**

**Functional Arithmetic** fs OSU 59fr b&w \$3. Designed for teachers in service who need help in making instruction more realistic. TT

For more information circle 124 on coupon

**Materials for the Teaching of Arithmetic** fs OSU 45fr si col \$4. Variety of locally obtainable three-dimensional materials. TT.

For more information circle 125 on coupon

**Scratches**

on Film

Irritate

Audiences

Fortunately, scratches can almost always be removed — without loss of light, density, color quality, sound quality, or sharpness.

Write for brochure



**SPECIAL LISTING FOR RELIGION AND ETHICS**

To make this annual religious emphasis issue more useful to its readers, we have compiled alphabetically all the religious materials appearing in this section since September, 1958. New items only are numbered for the reader service coupon. For still more religious material, consult the August Bluebook.

**Action in Asia** mp YMCA 28 1/2 min s col \$85. The YMCA "Boy's Town" in Korea; aid to refugees in Hong Kong; a new approach to rural work in the Philippines; activities in southeast Asia. SH A

**Ambassadors to the Hungry** mp CRO 26min sd b&w free. Community food appeal of the churches brings aid to countless hungry neighbors in devastated areas and refugee centers overseas. JH-A

**"And the Child Grew"** 4 sfs CHURCH CRAFT sd col complete with four 7" LP records. The story of the boyhood of Jesus: **In a New Home; On a House-top; Up to God's House; In the Temple-Church.** Pri. El

**As One Family** sfs BRETHREN 67fr LP col \$8. Discusses the "informal family council" as a way to meet the situations of everyday faced by average American families. JH-A

**Audio-visuals in Your Church** (4 sfs training kit) FAMILY sd col Consult Family Films dealers and religious film libraries. Titles: **Why Use Audio-Visuals in Your Church; How to Use Filmstrips; How to Use Motion Pictures; and How to Organize for Audio-Visuals in Your Church.** TT A

**Battleground Europe** mp WORLDWIDE 25min sd b&w \$8. Billy Graham itinerary, from Scandinavia to Switzerland, culminating in Paris.

**Beside the Manger** sfs CONCORDIA col LP si with guide \$5; sd with 12" record \$7.50. While telling the story of Jesus to young children the filmstrip reveals that the gifts they receive at Christmas are to remind them of the Gift of Jesus. Pri E1

**The Better Lot** mp METHODIST 29min b&w r\$8. Foster parents of boy assigned to their care by Juvenile Court are ready to condemn him as irredeemable when he is caught in a burglary, but wise judge makes them see their own failings as contributing cause. SH A

**Beyond Brick and Mortar** mp DISCIPLES 32min sd col r\$8. Lay builder tells of his experiences as a construction supervisor in mission work in the Belgian Congo. HS A

**The Bible and the Presidents** (series) 4sfs col CATHEDRAL Set with 2 LP \$27. Strips each \$6, records \$2.50. Washington (55fr); Jefferson (55); Lincoln (55); Theodore Roosevelt (55). JHS-A

**Bible on the Island** sfs ABS 51fr LP 14min sd col \$6 si \$4 with script. True story of Army chaplain with a patrol on Okinawa finds a native village firm in Christian faith as result of Bible left with them forty years before by a traveling missionary. Int-A

**The Bible Through the Centuries** sl-fs ERCH 60fr si col fs\$5.50. Readymount slides \$26. From the God-concept of the nomadic Hebrew tribes to the Revised Standard Version of 1952. Art by Harold Minton. SH A

**A Birthday Cake for Rima** sfs CROP 47fr 11min LP col sale \$3. How Johnny and his friends helped provide a happy rather than a despairing birthday for a little girl in the land where Jesus lived. Int. JH

**The Book of Ecclesiastes** mp (kinescope) SYRACUSE 29min sd b&w r\$4.75. Four panelists discuss literary and theological values, analyze structure and speculate on the author's identity and moral, political and religious attitude. SH A

**Centerville Awakening** mp GOSFILM 73min sd b&w r\$25. The story of a religious revival in small town, and its lasting effect in the relationships be-

tween man and man and man and God. Useful especially in Youth for Christ rally. JH-A

**Challenge in the Sun** mp EPISCOPAL 30min sd col. The story of the first three years of missionary work by a young couple in Panama. JH-A

**The Children's Widening World** rec ALPARK for the Connecticut Council of Churches. \$7 inc. guide. Recorded "Thinking Session" conducted by Helen Parkhurst with a group of 11-12-year-olds discussion how to make friends with children of other races, colors, creeds. Spontaneous conversation, timely, challenging, of interest to all ages.

**The Christian and his Home** 2 sfs CHURCHCRAFT sd col \$15 for 2 fs and 10" LP. **Christian Marriage; The Christian Family.** SH A

**The Christmas Deer** mp GJP 14min sd col. An old woodcutter sees the Christmas Deer and for a time loses his skill. He learns, through a boy he has befriended, that gifts to poor children are in truth gifts to the Christ Child. He distributes his carvings on Christmas eve, and on returning home finds his skills returned and enriched. Pri-A

**Christmas Joys** fs CONCORDIA si col \$5. Artwork explains the meaning of the Christmas tree, its lights and decorations, and why we give gifts at Christmas. Includes Birth of Jesus, Shepherds, Wise Men. Selected hymn frames. Worship service programs.

**The Christmas Story** sl MODERN ENTERPRISES 2x2 si col 34 slides from paintings in the National Gallery of Art, script-commentary by Elisabeth Puckett Martin. Pri-A

Successful A-V planning demands equipment that will take years of hard, consistent use! That's why you'll want to select a Vidiomaster Screen by Da-Lite. 50 years of important engineering improvements are your assurance of quality construction features in every Da-Lite screen. Choose from mat white or "White Magic" glass beaded ... or the entirely new Wonderlite<sup>2</sup> Lenticular surface which gives superior performance even in undarkened rooms.



WRITE for name of Franchised Da-Lite A-V dealer in your area who will gladly demonstrate the full line of Vidiomaster Screens!

"The standard by which all others are judged"

**Da-Lite**<sup>®</sup>

SCREEN COMPANY  
Warsaw, Indiana



SERVING INDUSTRY AND EDUCATION FOR HALF A CENTURY

# FREE!

2 valuable films to show your group



**"Bathing Time For Baby."** Filmed in Technicolor by Walt Disney Productions, this practical and educational movie shows how to bathe a baby in a table tub. Running time: 13 minutes.

**"Help Wanted."** This up-to-date First Aid film includes the new back-pressure, arm-lift method of artificial respiration approved by the Red Cross. Explains many other basic principles. Running time: 34 minutes.

You may order one or both of these 2 free 16-mm. sound films. There is no charge for either, except return postage.

**Johnson & Johnson**

Education Department  
Johnson & Johnson  
New Brunswick, N. J.

Please send me information on the film  "HELP WANTED"  "BATHING TIME FOR BABY"

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_  
State \_\_\_\_\_

**Christmas With Carol and Peter** sfs SVE 33fr col LP \$8.50 without record \$5.50. Mother explains that yuletide gifts help us to remember the Greatest Gift of long ago, so that we celebrate Christmas in its true spiritual meaning. Pri 5-7.

**Christopher Mouse** sfs CATHEDRAL 75fr col LP \$12.50 si \$10. How a little field mouse learned the story of the Nativity from his wise grandfather. 6 up.

**The Crescent and the Cross** mp WORLD-WIDE 31min sd col r\$15. Children recall their impressions of experiences in Islamic countries, particularly the Bedouin family unit, and the Moham-medan faith. JH SH A

**Daily Christian Living for Boys and Girls** 8 sfs FAMILY sd col. Two series, ea 4fs and 2 LP; per series \$25.50; indiv fs \$6.50; rec \$3.50. **Learning to Help at Home; Learning to Forgive; Learning to Overcome Selfishness; Kit II: Learning to Get Along Together; Learning About Sharing; Getting Others to Like You; Learning About Friendship.** EI JH

**Does Christ Live in Your Home?** mp FAMILY 30min b&w sd r \$9. The importance of regular family worship is brought home to a young, striving family by the serene practices of two older and wiser men. Teen-agers, at first fearful of being considered religious fanatics, find Christian observance not at all outmoded. Int-A

**Eastward to Asia** mp WORLDWIDE 45 min sd b&w \$12. Documentary record of Billy Graham's 30,000 mile tour to India and seven other countries.

**Emanuel** fs CON si col \$5. Nativity, ancient prophecies, Annunciation and Magnificat, Birth of Jesus, visit of the Shepherds. Live photography; selected hymn frames included.

**Exiles in the Holy Land** sfs CWS 79fr LP 16 1/2 min col \$3. Christian brotherhood and stewardship in relation to the plight of nearly a million Arab refugees, living nine years in mud huts and tent cities. HS A

**Faith for the Space Age**, 4-color film catalog including Sermons from Science, Bible Adventure, Science Adventure, Bible Story, Bible Background, and Teacher Training series. MOODY. Free.

**Frontiers of Faith** (kinescopes) BFC \$5 service charge. These NBC-TV programs may be used for educational and religious purposes but not for commercial or profit-making ventures, or on the air.  
For more information circle 126 on coupon

**Gates of Glory** mp CONCORDIA 30min scd b&w \$12 rental during Lent. The story of Jesus' last days on earth, follows the Biblical account of His betrayal, trial, crucifixion, Resurrection and Ascension, ending with the Hallelujah Chorus. F  
For more information circle 127 on coupon

**God of Creation** sfs CEP 60fr LP col. Separate adult and children's commentary. The Japanese story of creation is compared with that given in Genesis. Int-A



From Concordia's "Gates of Glory"

**God's Best Gift** sfs CHURCHCRAFT 10" LP col \$8. Shepherds and the Wise Men come to worship the infant Jesus, "God's best gift" to mankind. Pri EI

**God's Wonders** (Additions to series) mp CHURCHCRAFT 10min sd col \$100 r \$5. **God's Wonders in a Children's Zoo**, children feed and caress small animals in the Brookfield Zoo; **God's Wonders in Mother's Garden**, boy and girl, helping mother tend a garden, learn many wonderful things about God's love and care. Pri EI

**God's Word in Man's Language** mp ABS 27min sd col r\$3. How the American Bible Society, as an agency of the churches, aids translators of the Bible, checks their manuscripts and publishes Scripture in new languages. JH SH A

**Grandfather's Boyhood Thanksgiving** sfs SVE col LP \$10. Grandfather recalls his boyhood joys, with emphasis on the spiritual side of Thanksgiving. EI JH

**The Growth in Our Idea of God** sl-fs ERCH 53fr si col fs\$5.50. Ready-mount slides \$22.40. Summary presentation of the Bible story of man's learning about God. Art by Jacques Barosin. SH A

**Heartbeat of Haiti** mp EPISCOPAL 28min sd col. Work of the church as carried on in Haiti by bishop, lay preacher, native priest and teaching sisters. Appreciative inclusion of native art. JH SH A

**The Heart of the Philippines** mp CONSERVATIVE sd col \$300; r free will offering \$10 min. Missionaries conduct schools and evangelistic services in Luzon village; and Evangelio, young Filipino, is converted and prepares for life of Christian service.

**The Holy Bible in Pictures (Catholic)** 23fs EBF si col. 11 on Old Testament \$66. 12 on New Testament \$72. Indiv. \$6. Holland's famous "Fibo Color" productions, more than 500 fine paintings superbly reproduced in color photography. A Protestant edition is in preparation.

**The Holy Mass** 2fs EBF si col \$12. The ritual is presented from the viewpoint of an acolyte serving at the altar; paintings are reproduced to relate it to its historical foundations and spiritual significance.

**How Others Have Built** 3mp BROADMAN ea 15min. Consult local source. Three 15min films for church committee and others responsible for planning and erecting church buildings. **Auditorium Interiors and Furnishings. Educational Building Interiors and Fur-**

nishings. Church Buildings: Exterior Style, Design and Setting. A

**How the Old Testament Came to Us.** fs CEP si col \$5.50. The religious experience of the Hebrew people as expressed in historical, prophetic, priestly and literary writings have been accepted as sacred literature because of their inherent spiritual significance as a record of man's growing understanding of God.

**Hymns of the Nativity** 2fs SVE si col ea \$5. Eleven of the best known hymns, printed words against art backgrounds.

**The Hymns of Charles Wesley** rec PRTC LP 12" 2s \$3.95. Performed by the 100-voice chancel choir of the First Methodist Church of Dallas, Texas; directed by Dr. Glenn Johnson, minister of music. Honors the 250th anniversary of Wesley's birth.

**In Such a Time** mp PESV mp sd col loan. How men in middle age leave successful careers in business and in the lay professions to study for the ministry. Adjustments not always easy, especially for their families, they nevertheless grow into dedicated, self-forgetting Christian ministry. SH C A.  
For more information circle 128 on coupon

**Jesus as a Boy** 4sfs SVE 19-23fr col set of 4 with LP \$21.50; without \$16.50, incl. reading script. **The Baby King. The Baby in the Temple. The Feast of Lights With Jesus. Thanksgiving With Jesus.** 6-11.

**Jesus' Formative Years** (Series) 3fs CON si col set \$14.25 ea \$5. Titles include **The Visit of the Wise Men; The Child Jesus in the Temple; Jesus' Baptism.** Photography co-ordinates with Family Films' **Living Bible** motion pictures.

**A Job or a Calling** mp BROADMAN 28 min sd b&w \$9. Young couple is called upon to make a decision between two worthy vocations, one offering liberal material return, the other an opportunity to do the revealed will of God. HS A

**Let's Keep Christmas** sfs SVE col LP 43fr \$10. Visualization of the late Dr. Peter Marshall's moving sermon of that title, emphasizes restoring "Christ in Christmas."

**Life of Joseph—Life of Moses** fs CA-THEATRAL are now available with LP records. The records alone: \$3 ea.

**The Living Word in Japan** mp ABS 19 min sd col sc \$3. How the Bible is printed and distributed in this highly literate nation. Indigenous musical background. JH-A

**London Crusade** mp WORLDWIDE 44 min sd b&w \$12. Documentary treatment of the Billy Graham crusade in Britain, including 3,000 voice choir.

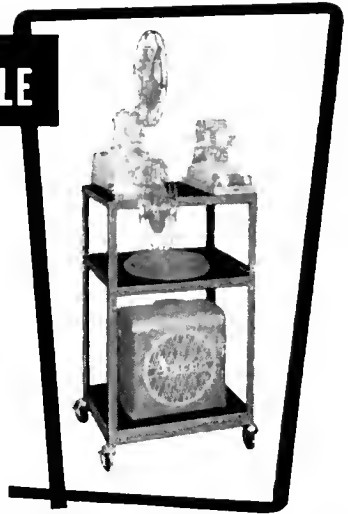
**The Long Stride** mp CWS 28½min sd b&w \$8. How Protestant missionaries help alleviate the suffering of refugees in Korea, Hong Kong, the Near East and Austria.

**Look Up and Live** (kinescopes) BFC \$5 service charge. These CBS-TV programs may be used for educational and religious purposes but not for commercial or profit-making ventures or on the air.  
For more information circle 129 on coupon

## PIXMOBILE PROJECTION TABLE

### KEEPS YOUR EQUIPMENT READY FOR USE

Save time... save storage space. Prepare your visual presentation in advance on the portable **Pixmobile**, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. **42" table only \$32.95.**



## OPTIVOX PORTABLE EASEL

### FOR BETTER CHART TALKS

Make a better showing with the versatile **OPTIVOX**, suitable for either floor or table. Steel working board, finished in "rite-on" green, is adaptable for chalk, charts, or magnets. Aluminum legs fold into compact unit. **Only \$44.95** Carrying case, lamps optional.  
Write for Literature and Name of Dealer. Some Dealer Territories Open. Write...

**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS

## PROJECT YOUR SLIDES

# UP TO 30 FEET WIDE

## WITHOUT DARKENING ROOM

*Old-fashioned, incandescent projectors limit you to small screens and small audiences —*

For that convention, sales conference, technical meeting, or training school present really big, brilliant, full-of-detail pictures. Project 3¼" x 4" and 2" x 2" slides with a

## STRONG UNIVERSAL ARC SLIDE PROJECTOR



even where darkening the room is impractical, or where it is desirable to maintain illumination for taking notes. Plugs into any 110-volt A. C. outlet. Easy to operate. Complete with blower, power transformer, arc lamphouse with motor-fed carbons, and choice of objective lens in the range of 6½ to 20 inches inclusive. Used by Ford, National Cash Register, General Motors, S. S. Kresge, General Electric, Eastman Kodak, Hamm's Brewery, United Air Lines, Westinghouse Electric, Lockheed Aircraft Corp., Detroit Edison Co., Massachusetts Institute of Technology, Purdue University, advertising agencies, television stations, and many government agencies.

Write for literature and prices. Suitable trial period can be arranged.  
**THE STRONG ELECTRIC CORPORATION**  
8 City Park Avenue • Toledo 1, Ohio  
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



**Lourdes** fs EBF si col \$6. A journey through the shrines, churches, grotto. Catholic. Pri-A.

**The Meaning of Christmas** 4sfs SVE ea 40 fr. 4 fs & 2 rec LP \$27.50 fs without records ea \$6. **The World That Needed Jesus. The Enrollment at Bethlehem. Shepherds Out in the Field. Good News for All People.**

**Members One of Another** sfs CEP 59fr LP col. Importance of being honest with ourselves as well as with others, whom we should strive really to know and appreciate. (Romans 12:5). HS A

**Mid-Century Crusade** mp WORLDWIDE 43min sd col \$15. Billy Graham tells of his first years of city-wide crusades, a study in mass evangelism techniques.

**Mid-East Profile** mp BFC 28½min sd col r\$12 b&w r\$8. Protestantism's concern to bring better learning as well as Christianity to the Middle East. Charles Malik appraises prospects as difficult for next decade, bright for next century. SH A

**The Mighty Fortress** mp WORLDWIDE 37min sd b&w \$10. March of Time treatment of the Jewish, Catholic and Protestant contributions to the spiritual scene, culminating in the Billy Graham meetings in principal European cities.

**Mr. Texas** mp WORLDWIDE 48min sd col \$25. Wealthy man, hospitalized, comes to realize that happiness is a goal unattainable except through God. Film includes noteworthy song, "Each Step of the Way."

**My Right and My Cause** mp ABS 21min sd col sc\$3. The story of the Korean Bible Society and the preservation of a rare Biblical manuscript. Indigenous musical background. JH-A

**The Ninety and Nine** mp SCHNATZ 10 min sd col \$59.95. Based on Jesus' Parable of the shepherd and the lost sheep.  
For more information circle 130 on coupon

**O Holy Night** fs CON si col \$5. Events from decree of Caesar Augustus to the visit of the Wise Men. Live photography. Hymn frames. Worship service programs.

**Oiltown, U.S.A.** mp WORLDWIDE 72min sd col \$35. Wealthy oilman in frantic search for his daughter in the holocaust of the Texas City explosion and fire, finds also peace with God. Film includes television sequence featuring the Billy Graham team.

**The Other Wise Man** sfs SVE 45fr col LP \$10.50 si with script \$7.50. Adaptation of the Henry Van Dyke story of the fourth Wise Man who spent his life searching for Jesus, and his fortune in helping others. 12 up.

**Palestine in Jesus' Day** 2fs CEP si col. Live photography and art work blend in recreating history, geography, and living customs in Biblical times. Part I (63fr), Part II (60fr) ea \$5.50.

**Religious Film Disc Kits** TRFC 16mm color scenes mounted in Viewmaster type discs, 14fr \$1.65; 28fr \$2.65; 42fr \$3.65. Titles: **Seasons of Palestine** (14); **The Village** (28); **The Birth of the Savior** (14); **Teaching About God in the Home** (42); **Let's Visit Japan** (28); **Tent Life in Bible Lands** (14); **The Dead Sea Scrolls** (28). Projector \$10.20; Case, screen and storage box \$8.75.

**Rome—The Vatican** fs EBF si col \$6. Excellent color photography with Catholic emphasis. EI-A

**The Saga of the Bible** sfs ABS 60fr LP 14min col sd \$6.50 r\$2 si \$4.50 r\$1. Important events in the development of the Bible and its influence on the history of America. JH-A

**Serving Christ** mp FAMILY 30min b&w sd r\$9. A dedicated Christian strives to apply Christian principles even in his real estate business, and eventually brings around his sceptic partner and others. SH-A

**The Silver Shield** mp WORLDWIDE 24 min sd b&w r\$8. A knighthood setting for a children's entertainment film; dueling swordsmen, a juggler, and the story of David and Goliath. Int.

**Soul Keeping** 2fs (series) CHURCH-CRAFT 10" LP guide sd col \$15 (2fs 1 record). **Keep Them Faithful—With the Church**, includes home visitation, parish work; **Keep Them Faithful—With the Sunday School** includes teacher training, visitation, record keeping, selection of teen-age and adult materials, active cradle roll, parental cooperation. A

**Souls in Conflict** mp WORLDWIDE 75 min sd col \$35. The Billy Graham Crusade in London is the setting for a dramatized story of an actress, a jet pilot and a factory worker who make their decision for Christ. JH-A

**So Will We Sing** 3 rec BFC 3 rec LP Set of 3 \$10; indiv. \$3.95. The Madrigal Singers of Chapman College, Orange, California: I: **Advent, Christmas, Epiphany, and New Year**; II: **Lent, Palm Sunday, Easter, Pentecost and the Ascension**. The Reformation Singers of the Lutheran Church of the Reformation, Washington, D.C.; III: **National Days, Thanksgiving, Home and Mission**.  
For more information circle 131 on coupon

**Stories of the Childhood of Jesus** 3fs SVE si col available @ 59fr including text

Advertisement

## HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$9.50.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition. By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 Illustrations, 14 Color Plates. Harper & Brothers, 49 E. 33rd St., New York 16, N.Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$6.25.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Tenth Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M.A. Fourth Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 18th Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language — not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation, Including a Photoplay Approach to Shakespeare. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Broinard Road, Summit, New Jersey. \$4.75.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Starbridge Publications, P.O. Box 574 Grand Central Station, New York 17, N.Y. \$3.50.



frames, or 28fr with reading script, ea \$5, set of 3 \$14.25. Based on "Bible Books for Small People" (Thos. Nelson & Sons). Pri. 5-9.

**The Story of Pope Pius XII.** mp UWF b&w r IDEAL \$2. Highlights of the late Pontiff's life from pre-coronation days to his burial. JH SH A

**The Story of Thanksgiving** fs SVE si col captioned. \$5. The landing of the Pilgrims at Plymouth, their hardships, and the celebration of the first Thanksgiving. El.

**The Story of the Pope** mp NTA 65min b&w apply. The pomp and pageantry of a Papal election and intimate views of the daily life of a Supreme Pontiff. Based on the life of the late Pope Pius XII, narrated by Bishop Fulton J. Sheen, with foreword by Francis Cardinal Spellman. JH SH C A

**Story of the Prophets** 10sfs CATHEDRAL col sd LP Ea \$6, record \$3. Sets—first six \$40.50; second four \$27. **Frontiersmen of Faith** (Intro. 54fr 17min); **Amos, God's Angry Man** (46 fr, 15min); **Micah, Prophet of the Common Man** (55fr 15 min); **The Vision of Isaiah** (49fr, 16min); **Hosea, Prophet of God's Love** (52fr, 17min); **Jeremiah, The Reluctant Rebel** (54 fr, 20min); **Ezekiel, Man of Visions** (60fr, 19min); **Isaiah, Statesman for God** (59fr, 18min); **Prophet-Poet of the Exile** (52 fr, 20min); **In the Fullness of Time** (44fr, 16min). JH, SH, A

**Strange Gift** sfs SVE 50fr sd col LP \$10. Light, song and love are distributed as gifts to be carried to the newborn Jesus—and a Little Angel is chosen to bring a last, strange present. Susan McCain-SVE production. JH SH A

**Sunday on the Range** mp WORLDWIDE 35min sd col r\$12. The story of Gideon is told in novel settings, with seven songs and a lesson from life taught with ropes. Int-A

**Sunday School Age Groups** 8fs BROADMAN si col \$35 indiv. \$5. Cradle Roll; Beginner; Primary; Junior; Intermediate; Young People; Adult; Extension Department Sunday School Work. TT

**Sunday School Class Officers** 5fs BROADMAN si col \$12.50 indiv. \$3. Role of Class President, Vice-President, Group Leaders, Secretary, and Class Officers at Work. SH A TT

**Teacher Improvement** 5fs BROADMAN si col \$22.50 indiv. \$5. **The Christian Teacher; Selecting Aims; Choosing Methods; Planning a Lesson; Testing Results.** Useful as core for a leadership course in local church. TT

**Teenage Topics for Christian Youth** (12-14 age group) 4sfs FAMILY sd col series 4 fs 2 LP \$22.50; fs ea \$6.50; rec ea \$3.50. **First Dates; Whom Do I Date?; How to Act on a Date; Is it Love?** Initiatory teacher guide frames, and follow-up discussion bands after close of narration. JH

**Teenage Topics for Christian Youth** (15-17 age group) 4sfs FAMILY sd col series (4fs 2 LP) \$22.50; fs ea \$6.50; rec ea \$3.50. **Going Steady** (54fr); **Falling in Love** (51fr); **Conduct on a Date** (49fr); **When Should I Marry?**

(45fr). Introductory guide frames and follow-up narrative discussion bands. SH A

**Thanksgiving With Carol and Peter** sfs SVE 33fr sd col LP \$8.59 without record \$5.50. Why we give thanks to God; the meaning of giving thanks. Pri 5-7.

**Thanksgiving With Jesus** sfs SVE 23fr sd col LP \$7 without record \$4. How the boy Jesus might have celebrated the Feast of Succoth, at harvest (Thanksgiving) time. El JH

**This is Palmyra** fs CONGR 63fr si col script. Daily life of little Mexican girl in Guadalupe, at play, home, school and Sunday School at the Protestant Center. Pri-JH.

**Thy Word Giveth Light** mp ABS 21min sd col sc\$3. Story of blinded serviceman who found his way back to a useful life through reading the Bible in Braille. JH-A

**Training Kit for Using Audio-Visuals in a Church.** 4fs FAMILY col LP set of 4—\$16.50. **Why Use Audio-Visuals in Your Church?** 46 fr plus 4-minute motion picture sequence to dramatize impact of A-V. **How to use Filmstrips** 68fr., covers selection, building a film-strip library, utilization. **How to Use Motion Pictures** 64fr what to do before, during, after showing. **How to Organize for Audio-Visuals in Your Church** 77 fr. HS A TT

**Wait a Minute** sfs CWS 73fr LP 15min col \$3. Cartoon treatment shows children, about to spend money on themselves, how much this little sum might do for a refugee child in Hong Kong, Germany or the Near East. Pri-JH.

**The Washington Mosque** mp UWF 16min sd col \$88.59. Religious and cultural activities in this newly built Islamic center in our nation's capital. SH C A

**When the Little Camel Kneel** sfs CATHEDRAL 45fr LP \$15 si \$10 with script. The real significance of Christmas Eve as seen through the eyes of the littlest camel. Pri. 6 up.

**Where Your Heart Is** mp BROADMAN 28min sd b&w \$9. Active tithers, confronted with need for more liberal contribution to insure vital expansion of their church's ministry. Stewardship not only of money but of life is involved. HS A

**SCIENCE—Biology & Physiology**

**The Human Body: Nervous System** mp CORONET 13½min sd col \$137.50 b&w \$75. Basic functions, main organs and their neurons, principal areas of the brain. Microscopic views, animation and anatomical charts help visualize this complex system. JH SH A For more information circle 132 on coupon

**Life in a Cubic Foot of Air** mp CORONET 11min sd col \$110 b&w \$60. Yeast plants, molds, bacteria, amoeba,



**ATC 300VR**

6 watt High Fidelity 4 speed record player. Plus variable speed (or fixed speed if desired).

From the NEW ATC LINE of Monaural and Stereophonic classroom record players, radios and transcription players.

All ATC products are transformer powered for complete safety.

**Audio** CORPORATION

P.O. Box 505 North Hollywood 6, Calif.

★ **LOUIS de ROCHEMONT** proudly presents

**FIVE GREAT 16mm FILMS**

	Time	Rental
★ Albert Schweitzer	80min.	\$45 b&w \$60 col.
★ Helen Keller	45min.	\$12.50 b&w
★ Animal Farm	75min.	\$35 b&w \$50 col.
★ Exploring Space	26min.	\$10 b&w \$15 col.
★ Seven Guidesposts To Good Design	14min.	\$10 b&w

For complete catalogue of great 16mm films, write to:

**Louis deRochemont Associates Film Library**

267 W. 25 St., New York, N. Y.

pollen grains. Composition of air and nonliving matter also examined. JH SH

For more information circle 133 on coupon

**The Ovulation of the Egg** mp KAN-STATE 13min sd col apply. Three ovulations, followed by the various steps of egg's passage through the oviduct, showing condition of the forming egg at each stage, in living, anesthetized hen. SH C A. USDA production. For more information circle 134 on coupon

**SCIENCE—General**

**Airplanes—How They Fly** mp EBF 11min sd col \$120 b&w \$60. Two sixth graders learn from model enthusiast how wings and power keep plane in the air. On actual airplane ride the pilot demonstrates the various controls. El JH For more information circle 135 on coupon

**Engines and How They Work** mp CORONET 11min sd col \$110 b&w \$60. Operating principles of steam, gasoline, diesel, turbine, jet and rocket engines, and developments likely to come. Importance of the engine in our society. Int JH For more information circle 136 on coupon

Reserve your Preview Print now  
**HOW TO USE TOOLS**

Primary Industrial Arts Film with TV's Ted Knight and puppet Bernard. 1½ reels color, b/w.

**Frendal productions, inc.**

435 5. El Molino, Pasadena 5, Calif.



**MAKE YOUR OWN SLIDES** on your own **TYPEWRITER** by using **RADIO-MATS**

Regular size 3¼x4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write — **RADIO-MAT SLIDE CO., Dept. V, 222 Oakridge Blvd., Daytona Beach, Fla.**

**A NEW SCIENCE FILM**

about scientific time determination, timekeeping, time zones, Daylight Saving Time, Greenwich Time and the International Date Line

**PRODUCED BY**

**INDIANA UNIVERSITY**  
audio-visual center  
BLOOMINGTON IND

**Geology** fs OSU 52fr si col \$4. Color photos illustrate basic geologic facts affecting the earth. EL

For more information circle 137 on coupon

**Our Sky** 4fs FH 4fs si col ea \$6 set (4) \$20. Part of series **Why's of Elementary Science**. Individual titles: **What We See In the Sky; Our Solar System; The Earth in Motion; and Our Moon.** EL JH

For more information circle 138 on coupon

**SOCIAL STUDIES—Economics**

**Behind the Ticker Tape** mp UWF 21min sd col free. A complete Stock Exchange transaction is shown from the customer's order to consumation on the Exchange floor, and its record on the "tape." SH C A

For more information circle 139 on coupon

**The Eagle's Strength** mp UWF 30min sd col \$157.62. U. S. Air Force Materiel Command employs automation in processing requisitions from any Air Force base anywhere in the world in a matter of minutes. A picture of the nation's "biggest business" that surpasses in size any private enterprise operation. SH C A

For more information circle 140 on coupon

**SOCIAL STUDIES — General**

**Policeman Walt Learns His Job** mp FA 10min sd col \$110; b&w \$55. Rookie policeman goes to school, learns to protect himself and others, what a detective does to solve crime; on patrol his first day he applies what he has learned in handling an accident case. Pri Elem.

For more information circle 141 on coupon

**SOCIAL STUDIES—Geography, Travel**

**Family of Ghana** mp MH 27min sd b&w \$125. Seaside village of Etsa; changing tribal relationships as economic changes proceed. National Film Board of Canada production. JH SH C

For more information circle 142 on coupon

**Rural Life in South India** fs OSU 60fr col \$4. Colorful review of characteristic activities. JH

For more information circle 143 on coupon

**NEW PUBLICATIONS**

**A B C's of Audio-Visual Equipment.** Philip Mannino's well known useful handbook, sub-title **The School Projectionist's Manual**, in a second revised edition. 80pp \$1.50. MOP.  
For more information circle 144 on coupon

**Audio-Visual Equipment Directory.** Fifth Edition describes, pictures, prices more than 500 equipment models. Includes serial number indexes showing age of 16mm projectors; complete projection and exciter lamp tables; projection image size charts. Language lab equipment. Reading and tachistoscopic units. AV production and film library equipment. Closed Circuit TV installations. 225p 8½x11" plastic binding opens flat. \$4.75 (\$4.25 cash with order). NAVA.

For more information circle 145 on coupon

**Call Us Collect!** Catalog of film handling equipment, electronic inspection, minutes and seconds counters, lab type splicers, sound readers, bloop punches, power and manual rewinds, split reels, flanges, processing machines, automatic projectors. Free. HARWALD.  
For more information circle 146 on coupon

**Closed Circuit TV:** Photos and research data on value to education. 25 pp. 75 cents. WALTSTERL.

For more information circle 147 on coupon

**Educational Use of Pegboard.** 20pp booklet illustrates applications from kindergarten on up. This booklet was recently included in a DAVI membership mailing. Free. MASONITE.

For more information circle 148 on coupon

**Everything in Electronics.** 1959 catalog. 260pp. LAFAYETTE.

For more information circle 149 on coupon

**Language Laboratory Planning Series.** 5 booklets, 101: Efficiency and Costs of Educational Electronics. 102: The Human Factor in the Language Laboratory. 103: Language Teaching Comes of Age. 104: Laboratory Planning—what kind and how much? 105: The High School Language Laboratory—Specific Considerations. \$1 for the packet of 5; single copies @ 25 cents. MRI.

For more information circle 150 on coupon

**Production of 2x2" Slides for School Use.** Seventh in series of "How-to-do-it" pamphlets. Other titles: **Tear Sheets; Bulletin Boards; Felt Boards; Lettering Techniques; Using the Consultant; Models.** No. 7; 79pp; 1958; \$2. TEXAS.

For more information circle 151 on coupon

**Selected Catholic Films.** Catalog of 97 half-hour films, described and classified; kinescopes of the "Catholic Hour" TV presentations. NCCMFC.

For more information circle 152 on coupon

**Using "Slide-O-Film" with Color Transparencies.** Folder describes special techniques needed for satisfactory production of negatives with new "light scattering" medium. BESELER.

For more information circle 153 on coupon

**What is the Right Size Screen?** Brochure tells of recent screen developments and urges selection of screens of adequate size to avoid expensive replacement. RADIANT.

For more information circle 154 on coupon

**FREE INFORMATION SERVICE COUPON**

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West, Chicago 14, Ill.

I am interested in receiving more information or a demonstration of the item or items I have indicated by encircling the code numbers corresponding with code numbers on listings of new A-V materials and equipment in your February 1959 issue:

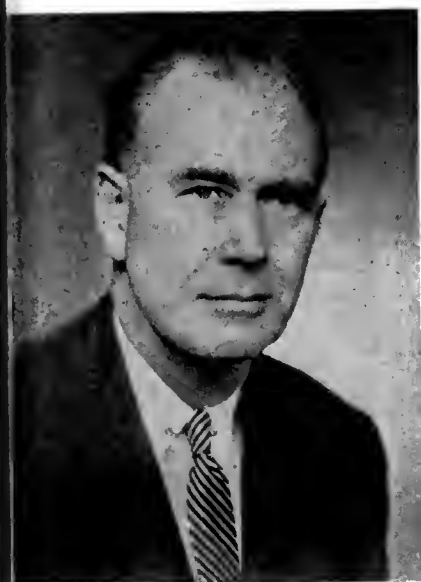
101	102	103	104	105	106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123	124	125	126	127	128
129	130	131	132	133	134	135	136	137	138	139	140	141	142
143	144	145	146	147	148	149	150	151	152	153	154	155	156
157	158	159	160	161	162	163	164	165	166	167	168	169	170
171	172	173	174	175	176	177	178	179	180	181	182	183	184
185	186	187	188	189	190	191	192	193	194	195	196	197	198
199	200	201	202	203	204	205	206	207	208	209	210	211	212
213	214	215	216	217	218	219	220	221	222	223	224	225	226
227	228	229	230	231	232	233	234	235	236	237	238	239	240

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

# IN THE TRADE



Robert E. Lewis

## Argus Prexy Moves Up

After the merger of Argus Camera with Sylvania Electric Products, Inc., its president, Robert E. Lewis, was named senior v-p of Sylvania. Last month he was elected president, his predecessor, Don G. Mitchell becoming Chairman of the Board. When Sylvania merges with General Telephone Corporation, Mr. Lewis is slated to become president of the combined "General Telephone and Electronics Corporation." Argus sales have grown from \$5 million in 1950 to \$21 million last year.

## \$35 Million—1959 Tape Market

A \$35 million market for magnetic tape in 1959 was the New Year's prediction of J. Herbert Orr, President of OR-Radio Industries, Inc., manufacturers of IRISH brand tape. Tape sales in 1958, according to Mr. Orr, were \$21 million. He predicted that within five years tape sales will run around \$115 million a year. By the end of 1959 approximately 725,000 new recorders are expected to be added to the present 3½ million estimated by the Magnetic Tape Recording Association. Tape sales in 1959 are expected to total 17 billion feet.

## Harwald "Cracker Barrel"

The Harwald Company, 1245 Chicago Avenue, Evanston, Illinois, announces that its annual Open House and Audio-Visual Workshop will be held in the company's plant from February 26 through 28, 1959.

This year's session will feature speeches by various authorities, representing the different aspects of the audio-visual field. In addition, certain periods will be devoted to informal discussions and presentations of case histories and new developments. Since the field is growing rapidly, the Open House and Workshop will be a valuable opportunity for

people from all segments to meet and exchange ideas.

The Harwald Company has been manufacturing audio-visual and professional film handling equipment since 1946. Among its products are the MM Supreme, 16mm sound projector; continuous slide and motion picture projectors; Inspect-O-Film automatic film inspection machine; automatic hot splicer; film cleaner; film cement. In addition, the company has recently expanded its facilities to handle a complete line of film accessories, such as screens, racks, cabinets, recording tape, rewinds, etc.

## New Prints For Old

Knowledge Builders has revised its film "Our National Government" to reflect changes in government since the picture was originally produced. An allowance of \$7.50 applies against the \$50 purchase price when an old print of the subject is turned in on the purchase of the revision.

## Trade Relations Committee

The Sustaining Members of the National Audio-Visual Association (NAVA) have formed their own Trade Relations Committee. V. C. Doering (Jam Handy) is chairman; Hy Schwartz (Victor Animatograph) is reporter for Public Relations; Prentice Ford (American School Publishing Co.) Advertising and Publicity; Ben O'Dell (Cathedral Films) Finance; Marty Meyers (Charles Beseler Co.) Recruiting and Training A-V Salesmen; and Stan Taylor (Educational Developmental Laboratories) Interviewing and Testing Salesmen.

In addition the following are members of the committee: Jack P. Britten (American Optical), George Oakley (Bell & Howell), Vic Crowcock (Concordia Films), Jack Coffey (J. C. Coffey Co.), Fred Powney (McGraw Hill), H. Y. Feldman (Radiant Screen), George Bassett (Reeves Soundcraft), Al Devereaux (Eyegate House). A meeting of sustaining members was held in connection with the NAVA Southern Regional Meeting, at New Orleans.

## DIRECTORY OF SOURCES FOR MATERIALS

### LISTED ON PAGES 97-104

- ABS** — American Bible Society, Audio Visual Dept., 440 Fourth Ave., New York 16, N. Y.
- ACOUSTIC RESEARCH**, Inc., 24 Thorndike St., Cambridge 41, Mass.
- ALLIED Radio Corp.**, 100 N. Western Ave., Chicago 80, Ill.
- ALPARK** Educational Records, Inc., 40 E. 88th St., New York 28.
- ANKEN** Chemical and Film Corp., Newton, N. J.
- ATSC** Andrew Technical Supply Co., 7068 N. Clark St., Chicago 26, Ill.
- BA** — Burstein-Applebee Co., 1012 McGee St., Kansas City, Mo.
- BAILEY** Films Inc., 6509 DeLongpre Ave., Hollywood 28.
- BESLER**, Charles, Co., 211 S. 18th St., East Orange, N. J.
- BFC**: Broadcasting and Film Commission, National Council of the Churches of Christ in the U.S.A., 220 Fifth Avenue, New York 1.
- B&J** Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.
- BRANDON** Films Inc., 200 W. 57 St., New York 19.
- BRETHREN** — Church of the Brethren, Audio-Visual Education Dept., General Offices, Elgin, Ill.
- BRISTOL**-Myers Products Division, Educational Service Department, 45 Rockefeller Plaza, New York 20.
- BROADMAN** Press, 127 Ninth Ave., N., Nashville 3.
- BSA** — Boy Scouts of America, New Brunswick, New Jersey.
- BTL**: Blonder-Tongue Laboratories, Inc., 9 Aling St., Newark 2, N. J.
- BURBR** — Burtleigh Brooks, Inc., 10 W. 46th St., New York 36, N. Y.
- CANHAM** — Don Canham, Champions on Film, 303½ S. Main St., Ann Arbor, Mich.
- CATHEDRAL** Films Inc., 140 N. Hollywood Way, Burbank, Calif.
- CEP**: Christian Education Press, 1505 Race St., Philadelphia 7.
- CH-CRAFT** — Church Craft Pictures, 3312 Lindell Blvd., St. Louis 3.
- CONCORDIA** Films, 3558 S. Jefferson Ave., St. Louis 18.
- CONGR** — Congregational Christian Missions Council, 287 Fourth Ave., New York 10.
- CONSERVATIVE** Baptist Foreign Mission Society, 353 Wellington Ave., Chicago 14, Ill.
- CONTEMPORARY** Films Inc., 13 E. 37 St., New York 16.
- CORONET** Films, 65 E. South Water St., Chicago 1.
- COX** — Paul Cox, Educational Film Distributors, Inc., 5620 Hollywood Blvd., Hollywood 28, Calif.
- CROP** — Christian Rural Overseas Program, Elkhart, Ind.
- CWS** — Church World Service, National Council of Churches of Christ, 215 Fourth Ave., New York 3, N. Y.
- DISCIPLES** of Christ (United Christian Missionary Society), 222 S. Downey, Indianapolis 7, Ind.
- DuPONT** — E. I. DuPont de Nemours & Co., Advertising Dept., Motion Picture Div., Wilmington 98, Del.
- EBF**: Encyclopaedia Britannica Films Inc., 1150 Wilmette Ave., Wilmette, Ill.
- ELECTROACOUSTIC** Corporation, 1785 First Ave., New York 28, N. Y.
- EPGB** — Educational Productions, Ltd., London, SW1-East Ardsley, Wakefield, England.
- EPIC** Records, 799 Seventh Ave., New York 19.
- EPISCOPAL** — Audio-Visual Department, The Episcopal Church, 281 Fourth Ave., New York 10, N. Y.
- ERCH** — Evangelical & Reformed Church, 1505 Race St., Philadelphia 2, Pa.
- ESSO** — Esso Standard Oil Co., Public Relations Dept., 15 W. 51st St., New York 19, N. Y.
- FA**: Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25.
- FAIRCHILD** Camera and Instrument Corp., Robbins Lane, Syosset, L. I., N. Y.
- FAMILY** Films Inc., 5823 Santa Monica Blvd., Hollywood 38.
- FH**: Filmstrip House, 347 Madison Ave., New York 17.
- GJP** — Grover-Jennings Productions, 2765 Forest Glen Trail, Deerfield, Ill.
- GOSFILMS** — Gospel Films, Inc., Box 455, Muskegon, Mich.
- GRAFLEX** Inc., 154 Clarissa St., Rochester, N. Y.
- HALLEN-SCHOEN** — Hellen Electronics Co., Div. of Schoen Products Co., 332 N. LaBrea Ave., Los Angeles, Calif.
- The **HARWALD** Company, Mr. Robert Grunwald, 1245 Chicago Ave., Evanston, Ill.
- HOFFMAN** — Hoffman Electronics Corp., 3761 S. Hill St., Los Angeles 7, Calif.
- HOOK** — Thom Hook Films, 102 E. Chestnut St., Chicago 10, Ill.
- JCR** Corporation, 281 State St., New London, Conn. Mr. X. F. Sutton.
- INTERAD** International Radio & Electronics Corp., So. 17th & Mishawaka Rd., Box 123, Route 4, Elkhart, Ind.

## ADVERTISED IN THIS ISSUE

**ITTC** — International Tel. and Tel. Corp., Industrial Products Div., 15191 Bledsoe St., San Fernando, Calif.

**JAM Handy Organization**, 2821 E. Grand Blvd., Detroit 11.

**KANSTATE** — Kansas State College, Dept. of Poultry Husbandry, Manhattan, Kans.

**KODAK** — Eastman Kodak Co., Motion Picture Div., Rochester, N. Y.

**LAFAYETTE RADIO**, Radio Wire Television, Inc., 165-08 Liberty Ave., Jamaica 33, N. Y.

**McMURRAY** Audio Electronics Inc.,

**MASCO** — Mark Simpson Manufacturing Co., 32-28 Forty-ninth St., Long Island City 3, N. Y.

**MASONITE** Corporation, 111 W. Washington St., Chicago 2, Ill.

**METHODIST** Publishing House, 201 Eighth Ave. So., Nashville 2, Tenn.

**MH: McGraw-Hill Book Co.**, 330 W. 42 St., New York 36.

**MICROTRAN** Company, Inc., 145 E. Minnesota Ave., Valley Stream, L. I., N. Y.

**MIRATEL**, Inc., 1080 Dionne St., St. Paul 13, Minn.

**MODERN ENTERPRISES**, Box 455, Van Nuys, Calif.

**MOODY** Institute of Science, 11428 Santa Monica Blvd., Los Angeles 25, Calif.

**MOP** — M. O. Publishers, Mr. Phillip Mannino, Box 406, State College, Pa.

**MRI** — Magnetic Recording Industries, 126 Fifth Ave., New York 11, N. Y.

**NAPHILIPS** — North American Philips Co., 230 Duffy Ave., Hicksville, Long Island, N. Y.

**NAYA: National Audio-Visual Association**, Inc., Fairfax, Virginia.

**NCCMFC** — National Council of Catholic Men Film Center, 50 E. 42nd St., New York 17, N. Y.

**NTA** — National Telefilm Associates, Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.

**OSU** — Ohio State University, Department of Photography, Columbus 10.

**PERMAFILM**, Inc., Mr. Paul N. Robins,

**PESV** — Protestant Episcopal Seminary in Virginia, Arlington, Va.

**PIDC** — Photographic Importing and Distributing Corp., 67 Forest Road, Valley Stream, N. Y.

**POLAROID CORP.**, Cambridge 39, Mass.

**PTC** — Protestant Radio and Television Center, 2727 Clifton Road, NE, Atlanta 6, Ga.

**RADIANT** Mfg. Corp., Box 5640, Chicago 80.

**RCA** Communications Products, Advertising Manager, Building 15-1, Camden, N. J.

**SCHNATZ** — Edwin Schnatz, 1716 Young St., Cincinnati 10, Ohio.

**SCOTT** — H. H. Scott, Inc., Dept. P, 111 Powdermill Road, Maynard, Mass.

**SVE: Society for Visual Education** Inc., 1345 W. Diversey Pkwy., Chicago 14.

**SYRACUSE** University, Audio-Visual Center, Collendale at Lancaster, Syracuse, N. Y.

**TECNIFAX** Corporation, 195 Appleton St., Holyoke, Mass.

**TEXAS** University of, Visual Instruction Bureau, Austin 12.

**TIFFIN** Marketing Co., 71 Jane St., Roslyn Heights, Long Island, N. Y.

**TRFC** — Television, Radio and Film Commission, 655 W. 35th St. (University Park), Los Angeles 7, Calif.

**UCONN** — University of Connecticut, Home Economics Research Center, Storrs, Conn.

**UMICH** — University of Michigan, A-V Education Center, 4028 Administration Bldg, Ann Arbor, Mich.

**\*UNILL** — University of Illinois, Audio-Visual Aids Service, Division of University Extension, Champaign, Ill.

**USASIPRE** — United States Army Snow Ice and Permafrost Establishment, Wilmette, Ill.

**USDA: U. S. Dept. of Agriculture**, Motion Picture Section, Washington 25.

**UWF: United World Films**, 1445 Park Ave., New York 29.

**WALSTERL** — Walt Sterling, 224 Haddon Road, Woodmere, L. I., N. Y.

**WORLD WIDE** Pictures, Box 1055, Sherman Oaks, Calif.

**YMCA World Service**, 291 Broadway, New York 7, N. Y.

**ZENITH** Radio Corporation, 6001 W. Dickens Ave., Chicago 39, Ill.

- (1) **Advance Furnace Co.**—Optvox portable easel, Pixmobile projection table, page 101
- (2) **Allied Radio**—everything in electronics, page 96
- (3) **American Bible Society**—films, filmstrips, slides, posters, page 84
- (4) **American Optical Co.**—AO Spencer Opaqua projector, page 66
- (5) **Audio Educational Aid**—educational recordings, page 96
- (6) **Audiofile**—library of recordings appraisal service, page 95
- (7) **Audio-Master Corp.**—record and transcription players, page 96
- (8) **AudioTronics Corp.**—ATC300VR record player, page 103
- (9) **Bailey Films, Inc.**—"Grandmother Makes Bread," "The Miller Grinds Wheat," films, page 98
- (10) **Beseler, Charles, Co.**—Yu-Graph overhead projector, page 98
- (11) **Brica, Arthur T.**—Phase biological films, page 91
- (12) **Califona Corp.**—phonographs, players, sound systems, page 96
- (13) **Camera Mart, The—Ecco #1500** Film cleaner, page 91
- (14) **Churchill-Wexler Productions** — educational films, page 91
- (15) **Campco Corp.**—professional reels and cans, page 83
- (16) **Coronet Films**—educational films, page 89
- (17) **Da-Lite Screen Co.**—Videomaster projection screens, page 99
- (18) **Delta Film Productions, Inc.**—"Exploring by Satellite," film, page 60
- (19) **Dowling, Pat, Pictures**—"Animal Life at Low Tide," film, page 91
- (20) **Eastman Kodak Co.**—Pageant projectors, page 65
- (21) **Educational & Recreational Guides, Inc.**—photoplay filmstrips and study guides, page 68
- (22) **Emde Products**—slide binding materials, page 64
- (23) **Eye Gate House, Inc.**—filmstrip catalogue page 84
- (24) **Family Films**—"The Miracle of Love," film, inside front cover

- (25) **Family Filmstrips**—religious educational filmstrips, page 81
- (26) **Fiberbilt Case Co.**—film shipping cases, page 82
- (27) **Frendal Productions**—primary industrial arts film, page 104
- (28) **Graflex SVE**—School Master filmstrip and slide projector, page 59
- (29) **Harvald Co., The**—Mevie Mite 16mm sound projector, page 83
- (30) **Indiana University**—"Time," film, page 104
- (31) **Johnson & Johnson**—"Bathing Time for Baby," "Help Wanted," films, page 100
- (32) **Keystone View Co.**—Keystone overhead projector, page 88
- (33) **Levolor Lorentzen Co.**—Levolor AV blinds, page 61
- (34) **McGraw-Hill Book Co.**—A-V INSTRUCTION, text book, page 90
- (35) **North American Phillips Co.**—Moreleo Continental tape recorder, page 95
- (36) **Peerless Film Processing Co.**—film reconditioning, page 98
- (37) **Radiant Co.**—Radlant Lenticular AV screens, page 67
- (38) **Radio-Mat Slide Co.**—slide mats, page 104
- (39) **Rochement, Louis de**—educational films, page 103
- (40) **Schnatz, Edwin Co.**—"The Ninety and Nine," film, page 84
- (41) **Smith System**—portable AV cabinets and stands, page 92
- (42) **Strong Electric Corp.**—Strong Universal arc slide projector, page 101
- (43) **Technifax Co.**—overhead projector, page 63
- (44) **Union of American Hebrew Congregations**—"Hillel: Teacher of Love," filmstrip, page 84
- (45) **Vacuumate Corp.**—film protective process, page 94
- (46) **Victor Animatograph Corp.**—Victor 16mm sound projectors, back cover
- (47) **Visual Sciences**—educational filmstrips, page 94
- (48) **Yale University Press Film Service**—"Pageant of America" filmstrips, page 93

### BOOKLET REQUEST COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.  
Send me booklets offered by the following advertisers in this February issue.  
The numbers of the advertisers are listed as follows:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

NAME (print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

BRETT HALL  
received  
MAR 10 1959

R  
EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE March, 1959, Vol. 38, No. 3



"The Pioneer Burro," Pat Dowling Pictures

AV IN EVERY CLASSROOM—page 126

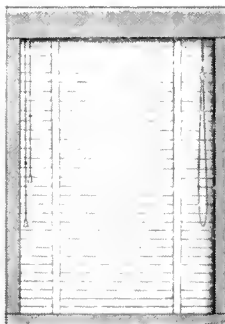
*AV Makes Math Come Alive - page 130*

where you need it! when you need it!



There's no need for a special room assignment, no delay, when the classroom has LEVOLOR A.V. (Audio-Visual) VENETIAN BLINDS. These blinds give complete control of ambient light to suit the subject, projector and student activity.

Today, any classroom can be converted for Audio-Visual instruction inexpensively by the installation of LEVOLOR A.V. BLINDS.



Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

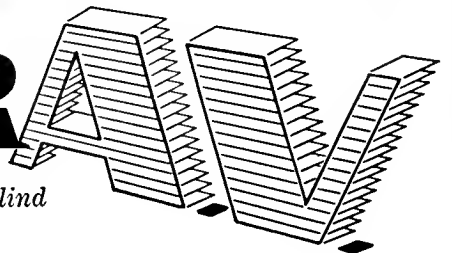
 **HOW DARK SHOULD CLASSROOMS BE FOR AUDIO-VISUAL INSTRUCTION?**

Be sure to specify

**LEVOLOR**

TRADE MARK OF LEVOLOR LORENTZEN

*The Scientifically Developed Audio-Visual Blind*





**SCIENCE & MATHEMATICS**

**Coronet Films announces  
completion of more  
than 200 films in**

**to help teachers at all grade levels clarify  
difficult to teach science concepts**

Twenty new 16mm sound motion pictures extend Coronet's balanced program of more than 200 films on science and mathematics for all grade levels. Emphasis has been placed on certain aspects of this quality program: Films for Elementary Science and Films for High School Chemistry, Physics, and Biology. The common purpose of the films in all areas is to help the classroom teacher do an even better job in clarifying difficult-to-teach science concepts. Coronet films are constructive teaching aids, not substitutes for good teachers.

The citizen of tomorrow as well as the scientist must be well-grounded in scientific principles from an early age. This makes Coronet films so important for the Elementary Science program. Accurate, interesting teaching materials stimulate creative scientific thinking and new awareness of basic concepts. They help develop the scientific attitude—even among

**New funds for purchase available**

Most of the 200 Coronet films to help teach science and mathematics may be purchased in part with funds now becoming available under provisions of the 1958 National Defense Education Act. This is an excellent opportunity to begin building a science film program for all grades. A list of the Coronet films which may be purchased under terms of the Act will be furnished on request. Please use the coupon or write to Coronet Films.

the youngest pupils. Some of the twenty new science films for use in grades 1-6 are: *Trees: How We Identify Them*, *Electricity All About Us (Exploring Science)*, *Story of Our Number System*, *Living and Non-Living Things*, and *Understanding Our Earth: Rocks and Minerals*.

Another area of concentration at Coronet Films has been the production of motion pictures for high school Chemistry, Physics, and Biology—to help teach complex aspects of units within these courses. Their use permits competent teachers to adapt their presentations to preserve the vital relationship between teacher and student. Films in these areas are not designed as complete courses; rather, they supplement present efforts to teach more effectively. Among the new films for Chemistry, Physics, and Biology are *The Laws of Gases*, *Life in a Cubic Foot of Air*, *Reproduction in Plants*, *The Human Body: Nervous System*, and *Laws of Conservation of Energy and Matter*.

**CORONET  
FILMS**



20 Years of Progress Producing the Finest in Educational Films

CORONET BUILDING, CHICAGO 1, ILLINOIS

**CORONET FILMS**

DEPT. ES-359, CORONET BUILDING, CHICAGO 1, ILLINOIS

Please send me the material I have checked:

- A special science catalogue describing the more than 200 Coronet films for Science and Mathematics at all grade levels, considered to be applicable under provisions of the 1958 National Defense Education Act.
- A descriptive list of the new Coronet Chemistry Film Set—18 fine films to help teach basic units of Chemistry—with correlations to major textbooks.
- A complete catalogue of 859 Coronet films—just off the press—with information on preview, purchase and rental.

Name \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# AUDIOVISUAL

GUIDE

March, 1959 Volume 38, Number 3, Whole Number 373

## EDITORIAL

122 Anybody and Everybody

## ARTICLES

124 Israel, Giant Laboratory *Florence Freedman*

126 Each Room an AV Room! *Paul C. Reed*

128 Teachers Need In-Service AV Training *Edwin E. Henrichsen*

130 Dynamic Aids for Teaching Math *Kenneth P. Kidd*

132 Indiana Rules for AV Facilities *John Moldstad*

134 "Television and Education" — Revisited

135 Bulletin Board Blues *William C. Miller*

## DEPARTMENTS AND FEATURES

114 On the Screen

116 Have You Heard? News About People, Organizations, Events

120 With the Authors

121 Calendar of Coming Events

136 Filmstrips *Irene F. Cypher*

138 Film Evaluations *L. C. Larson, Carolyn Guss*

142 Audio *Max U. Bildersee*

145 AV in the Church *William S. Hockman*

149 New Equipment and Materials

157 Trade News

156 Helpful Books

158 Index to Advertisers

Inside Back Cover — Trade Directory for the AV Field



BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.  
SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.  
CHANGE OF ADDRESS should be sent immediately to

insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.  
EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Barrington, Illinois; Business and Editorial Office, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Printed in the U.S.A. Re-entered as second-class matter October, 1953 at the post office at Barrington, Illinois, under the Act of March 3, 1879.

ENTIRE ISSUE COPYRIGHT 1959 BY  
THE EDUCATIONAL SCREEN, INC.





1958



1959



1960



1961



1962



1963



1964



1965



1966



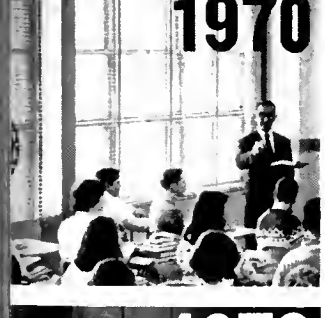
1967



1968



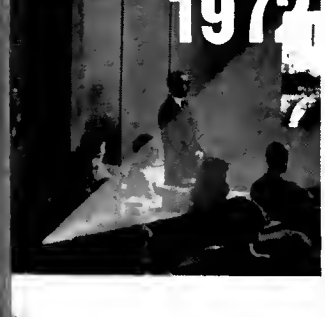
1969



1970



1971



1972

# OVER THE YEARS

Flexalum Audio-Visual blinds will be your most economical, most practical classroom window covering!

FLEXALUM A-V BLINDS GIVE YOU EVERYTHING FROM FULL DAYLIGHT (WITHOUT GLARE) TO "PROJECTION" DARKNESS—yet they *cost less to install* than any combination of black-out and conventional window covering. What's more, they *cost less to maintain*, too. Flexalum's special spring-tempered aluminum, wipe clean plastic tape and nylon cord give years of trouble-free service. (That's certainly a comfort in these days of ever-increasing maintenance costs.) And, the greater number of slats per blind, special tape construction and light trap channels enable you to turn any classroom into a dark auditorium at the flick of a cord. Less light comes in... less money goes out—with Flexalum A-V blinds... sold with a written five year guarantee by Hunter Douglas Aluminum Division of Bridgeport Brass Co.

(Installation shown: Carle Place High School, Long Island, N. Y.)

Hunter Douglas Aluminum Corp.  
405 Lexington Ave., New York 17, N. Y.

ES-3-59

I am interested in getting (at no obligation)  specification data  
 cost estimates on Flexalum® Audio-Visual Blinds

NAME.....TITLE.....  
(Please Print)

SCHOOL.....

ADDRESS.....

CITY.....STATE.....

® Flexalum  
AUDIO-VISUAL  
BLINDS



**KNOWING YOUR AUDIO-VISUAL NEEDS AND PRESCRIBING FOR THEM IS THE JOB OF YOUR PROFESSIONAL NAVA DEALER**

The NAVA member is a specialist in everything audio-visual. You save money, time, and worry when you learn to rely on him for every kind of audio-visual need.

**PLANNING** an A - V program for any purpose, the NAVA Dealer can save you false starts and help make your program more effective.

**SERVICE** on any kind of projection equipment is the NAVA Dealer's specialty.

**RENTAL** of projectors, sound equipment, tape recorders, to save you time, money, and shipping problems.

**FILM LIBRARY SERVICE** is offered by NAVA Dealers.

Rely on the recognized expert . . . call in your nearest NAVA Dealer for any kind of audio-visual help . . . make him a part of your audio-visual program.



National Audio-Visual Association, Inc.  
Fairfax, Virginia

Please send me a list of authorized, professional NAVA Dealers coded to show services and rental equipment offered by each.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_

# On the Screen

## Cover Scene

This month our cover features a picture from the Pat Dowling Picture "The Pioneer Burro," to be released this Spring. Designed primarily for elementary school audiences, the film relates the role of the gold prospector in the early development of the West, and that of his indispensable helper and companion, the burro. The color film is one and a quarter reels in length.

## And Still More "Architectural Solutions"

Paul C. Reed has contributed the third of the series "Architectural Solutions for Audiovisual Problems" with his fine account of the planning and design of Rochester's New York East High School. A highly enthusiastic response from our "audience" indicates that this series is proving helpful and interesting reading, and the editors would like to encourage the submission of manuscripts containing new and different architectural solutions.

## Authors on Parade

For some time we have believed that our readers would like to know more about the audiovisual leaders who contribute to *Educational Screen & Audiovisual Guide*. This month a new column appears for the first time. "With the Authors," on page 120, en-

deavors to provide a brief professional biography of the contributors, with the idea that some knowledge of an author's training, research and practical experience may shed light on and add value to his writing.

## Report from ACAVEI

A recent bulletin from the American Council for Audio-Visual Education in Israel adds some interesting sidelights to Dr. Florence Freedman's fine article on page 124. The Council was initiated ten years ago by Mrs. Esther L. Berg, and has continued to further the use of AV education in Israel through various trips, projects, and the donation of equipment. It is affiliated with the Audio-Visual Department of the Pedagogic Center in Jerusalem, the Amal School in Haifa (devoted to educational rehabilitation), the Audio-Visual Center of the Beth Hakaren Demonstration School at the Hebrew University in Jerusalem, the Helen Keller Home for the deaf and mute, the Audio-Visual Mobile Unit presented by HIAS through the efforts of Mrs. Berg and Dr. Freedman, the National Safety Council in Tel-Aviv. Several organizations and private donors have given generously to the equipment of the Israeli Audio-Visual Department. Among them are Adolph Wertheimer (screens), Ben Peirez (Viewlexes), Herb Myers (Beseler projectors), Morton Schendel (filmstrips), Filmstrips of the Month Club (science filmstrips), Eastman Kodak (films of safety) and Bell & Howell (film projector).

—ES

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. ENID STEARN, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. JOSEPHINE H. KNIGHT, Business Manager. OLIVE R. TRACY, Circulation Manager, WILMA WIDDICOMBE, Advertising Production Assistant.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Project Big Ben, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, Chief, Visual Education Service, U. S. Office of Education, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia.



DIAZOTYPY



PHOTO-COPYING



DIAZO-MASTER PREPARATION

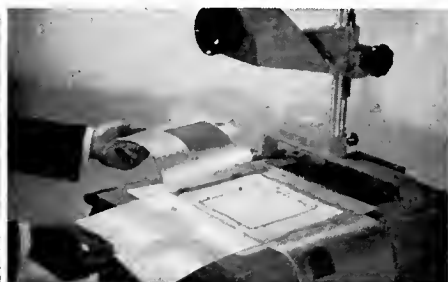


PHOTOGRAPHY

# learn to COMMUNICATE VISUALLY!



SIMPLIFIED ART TECHNIQUES



OVERHEAD-PROJECTOR SLIDES



VISUALIZATION

register now for the

## TECNIFAX "VISUCOM"\* PROGRAM

The Tecifax "Visucom" Program offers to educational executives and teachers; and to industrial, military and governmental training personnel, an opportunity to gain experience in the utilization of the Diazotype Processes, Photography, and Photo-Copying, as visual communication tools.

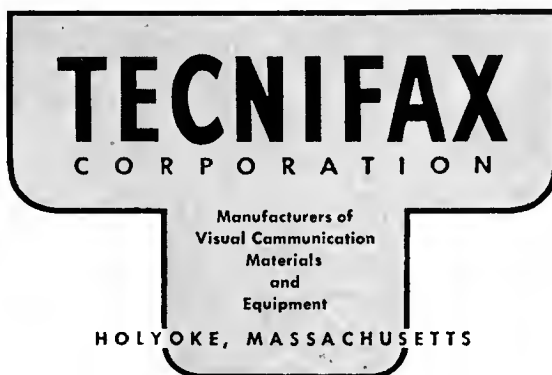
Workshop courses for qualified applicants are offered on three or five-day bases, or longer, if required, and are conducted continuously throughout the year at the Tecifax plant in Holyoke, Massachusetts. *There is no charge for the facilities, materials, and instruction which comprise the program.*

The Visucom Program is designed to develop, or to increase skills, in the creation, production and presentation of Visual Communication. Emphasis is placed on the preparation of transparencies for overhead projection; but attention is also given to other techniques for preparing visual devices. The psychology of communication comes in for extensive discussion. The program provides facilities for working out the details of

\*VISUAL COMMUNICATION

your specific visualization projects. A certificate of completion of this program will be issued to those who qualify.

If you wish to learn more about the Tecifax Visucom Program, please write to Section VP, Visucom Laboratories, Tecifax Corporation, Holyoke, Massachusetts. Please indicate in the letter the nature of your interest in Visual Communication activities.



# Have You Heard?

News About People, Organizations, Events



Charles E. Luminati, Francis E. Almstead, Stephen M. Corey, MacDonald Egdorf, Don White, Samuel Cohen

## Long Island AV Council Holds Successful Meeting

The first Annual Audio-Visual Advancement Conference of the Long Island Audio-Visual Council had a highly successful meeting late last fall. Dr. Samuel Cohen, President of the Council, was chairman of the conference, which included around 150 superintendents, supervising principals, school board members, PTA representatives, AV directors and coordinators, and manufacturers' representatives. Among the speakers were: Dr. Stephen M. Corey, Dean, Teachers College, Columbia University; Dr. Francis E. Almstead, Special Consultant to the New York State Commissioner of Education on Educational Television; and Mr. Charles E. Luminati, Director of Audio Visual Services, Great Neck Public Schools.

## Colorado Inaugurates AV Internship Program

The University of Colorado College of Education and the Bureau of Audio-

Visual Instruction recently announced an Internship Program for graduate students in Audio-Visual Methods and Techniques. Any Doctorial candidate who has been accepted for an advanced degree by the Graduate School is eligible for consideration. Internships are granted jointly by the Dean of the College of Education and the Dean of the Extension Division.

This training embraces three integral phases: course work, work experience, and guided college teaching. It also provides financial assistance. The amount of course work required will depend upon the academic background experience and ability of each intern.

Work experience will be provided by the Bureau of Audio-Visual Instruction and will include practical on-the-job training in the problems of Audio-Visual Administration. Interns who satisfactorily complete this program in conjunction with their other academic work may receive either an Ed. D. or a Ph. D. degree with a Minor in Audio-Visual Education.

For further information contact Dr.

Robert E. de Kieffer, Associate Professor, College of Education, University of Colorado, Boulder, Colorado.

## ETRC Moves Headquarters to New York City

The Educational Television and Radio Center will move its headquarters, including the offices of the president, the program department, development, and public relations, to the Coliseum Building, 10 Columbus Circle at 58th Street, New York City.

The departments of business and legal affairs, distribution and research will remain in Ann Arbor, and film distribution, now handled by the University of Illinois, will be transferred there.

## At New Orleans Meeting —NAVA Discusses NDEA

reported by Wm. F. Kruse

The administration status of the National Defense Education Act just prior to announcement of approval of some or all of the 27 state agency plans thus far submitted, was the main theme of the National Audio-Visual Association southern regional meeting held at New Orleans January 22-24.

A panel of three outstanding educators, directly involved in the administration of the Act, explained its provisions to an audience of some 200 NAVA dealer and industry members and answered scores of questions about its procedures. Lloyd King, in charge of the administration at the U. S. Office of Education of Sections III and V (a) made the principal presentation. He was flanked by Dr. Shelby M. Jackson, Louisiana State Superintendent of Schools, and by Dr. Austin Meadows, Associate State Superintendent of Schools in Alabama and one of a 12-man national committee to pass on projects submitted by higher institutions of learning for experimentation and research.

The resistance of state agencies to any hint of federal control was clearly reflected in the opening remarks of

**Subject:**

## **NEW BESELER-KALVAR SLIDE-O-FILM FOR EDUCATION AND RESEARCH**

### **I What it is:**

*A. A physical system of photography... a film exposed by light — developed by heat  
... requires no chemicals or darkroom... produces final results in 2 to 5 minutes.*

### **II What it does... and how it's used:**

*A. Makes positive projection slides from black and white or Kodacolor  
negatives for immediate use.*

*1. Rapid in-school production of low cost slides for A-V programs*

*2. Slides for immediate circulation of charts, lab set-ups, microscope slides, etc.*

*3. Slides made by student for creative projects and classroom presentations.*

*B. Makes black and white negatives quickly from color slides, Polaroid™  
transparencies and 8 or 16mm movie frames for excellent  
black and white prints or enlargements.*

*1. Low cost mass distribution of black and white  
prints or enlargements.*



## **NEW "WONDER FILM" for education and research ... makes projection positives from negatives... negatives from color slides, in minutes... without darkroom or chemicals**

Beseler Slide-O-Film . . . exposed by light and developed by heat, is a revolutionary new photographic tool for high-speed production of positive transparencies from negatives and negatives from color transparencies without the use of chemicals or darkroom . . . at 1/2 your present costs. New Slide-O-Film is simple to use . . . a physical system of photography—recently made available for civilian use after 10 years of development and use by government agencies—does away with darkroom and chemical procedures. Simply place the original transparency or negative (emulsion to emulsion) against a piece of Slide-O-Film . . . expose in an ordinary projector . . . subject the exposed film

to a heat source, and final development is complete. Educational and Audio-Visual applications . . . new uses for Slide-O-Film . . . are developed daily by educational photographers and college and public school audio-visual directors. The Slide-O-Film Research and Education Department, established by the Charles Beseler Company, is ready to inform you of all developments applicable to operations of your school or organization . . . to consult with you and examine specific applications of Slide-O-Film to your problems and projects.

*For complete information address your inquiries to:*

**CHARLES BESELER COMPANY**

232 South 18th Street, East Orange, N. J.



Superintendent Jackson. He spoke highly of the audiovisual work in his own state, especially that of the seven regional film libraries each associated with a teacher training institution and serving the schools in its area. "States like ours want to use federal money to strengthen what we already have."

Mr. King made it clear that there was no notion anywhere of federal control over the agencies that vary widely from state to state. Each state agency was responsible for the formulation of its own plan; this, when certified by the state's attorney general as coming from the properly qualified state educational authority, was examined in Washington only to the extent of determining that it conformed to the purposes set forth by Congress. Some 27 such plans are already in Washington and the first batch of approvals was expected momentarily. Each state would report its own science, etc., status, propose its own extensions, set its own priorities, establish its own standards, decide its own matching fund ratios, and administer its own share of the federal funds allocated to it, in bulk, on the basis of its original plan. In the course of extensive questioning, it was brought out that, aside from special nonmatching funds for state agency organization and

supervision, all aid under Article III would have to go direct to elementary and secondary schools on the local level. Thus state-owned film libraries would not at present benefit, but locally owned resources, including those cooperatively operated by schools in a county or other area. Nor would an elementary school operated by a teacher training institution be eligible for Act funds as the law now stands. Other questions brought the answer that local schools' purchasing routines would follow those prescribed in existing state statutes and regulations. In general, a principal would request financial aid for the purchase of equipment or materials for specified uses covered by the Act, this would clear through the city and/or county superintendent and be paid by the disbursing officer named in the state's plan.

Standards to be met by equipment sought under the Act would be set by the state, but some uniformity was likely in view of the action of a recent meeting of Chief State School Officials, at East Lansing, in seeking help from the U. S. Bureau of Standards.

Dr. Austin Meadows stressed the importance of Title VII (Research and Experimentation) to the future both of education in general and, specifically, to the audiovisual field and indus-

try. The committee on which he serves has already received some 50 proposed "projects." To be accepted these must be, he said, sponsored by a responsible organization, headed by a competent qualified investigator, and be completed within 18 months. The dissemination of valid research findings, and their impact in teacher training and in in-service utilization, will accelerate immeasurably the growth of the audiovisual field.

Don White, NAVA v-p, urged the dealers to encourage the weaving of audiovisuals into the science, math and language budgets in terms of their essential contribution to the improvement of teaching in those areas.

## People in the News

Don Smith is on his new job as Director of Audio-Visual Education at the Kansas City Public Schools. He spent the past year in graduate study at Wayne University and was formerly in charge of AV services at the University of Illinois.



Charles Schuller, DAVI president, will give an overview of developments under the National Defense Education Act at the spring meeting of the Illinois Audio-Visual Association, April 2, at Springfield, Illinois. The meeting, at the Leland Hotel, will start at 11 a.m. and continue until noon the following day, when there will be a business meeting and discussion of the Illinois State Plan for implementing the Act.



Henry C. Ruark, Jr., NAVA Director of Information for the past two years, has left to become a supervisor with the Oregon Department of Education. He will work with that state's program to improve instruction under Title III of the National Defense Education Act and with instructional materials programming and development.

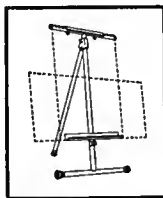


Fred F. Harclerod, Dean of Instruction at San Jose College in California, will be the first president of the newly established Alameda County State College to be developed in the vicinity of Hayward, California.

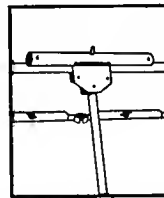
At San Diego, Dr. Harclerod established the first audiovisual pilot program in the California State College Program. He has conducted many workshops, served on numerous DAVI committees, and addressed the 1958 convention as program evaluator. He has co-authored a new textbook, an audiovisual manual, a series of films



- 1. Versatile work and display area** is 27" x 36" aluminum panel. Also available with chalk board panel. Adjusts easily to any position up to 72" high with exclusive automatic stop, for use standing or sitting. Equipped with chart gripper, spring clamp, detachable trays.
- 2. Sturdy aluminum construction** is both handsome and long-lasting. Sets up in seconds, stands firmly on rubber feet. Exclusive floor gripper holds steady, even under pressure of writing.
- 3. Easy to carry anywhere.** Easel folds into compact carrying size 29" x 45" x 3". Weighs less than 12 lbs.
- 4. Two models available.** Jr. Easel in handsome aluminum has 20" x 27" hord bound backing. Extends to 50" high with board removed for use on desk top, table or floor. Closes to compact 21" x 38½" x 3", weighs less than 7 lbs.



Jr. Easel for use on table or floor has built-in chart-gripper and tray.



Back view of floor model shows sturdy construction, ease of adjustment.



**CHART-PAK, INC.**

ORIGINATOR OF THE TAPE METHOD OF DRAFTING

123 River Road, Leeds, Mass.

or McGraw-Hill, and the *A-V Instruction Materials Manual*. He has edited publications such as *Audio-Visual Administration*, and for five years served as chairman of the Committee on Television in Teacher Education of the California Council on Teacher Education.



Robert B. Hudson, formerly chief of programming at the Educational Television and Radio Center, has been promoted to the position of vice president of programming of the national organization. He has supervised the development of a nationwide program service for noncommercial educational television stations. This service has distributed nearly 4,000 programs since its beginning in May, 1954.



Forrest E. Comer, superintendent of schools in St. Paul, Minnesota, is now president of the American Association of School Administrators.

### J. S. Films Successful in Venice and Padua

CINE, the Committee on International Non-Theatrical Events, reports that three American films won awards and special recognition at the 1958 film festivals in Venice and Padua. "A Dancer's World," produced by Pittsburgh educational station WQED, won a special diploma in the short films for television division at the Venice Film Festival and the two others won a Silver Medal and a Special Mention at the Third International Exhibition of the Scientific-Didactic Film, University of Padua. They were "Ovulation and Egg Transport in the Rat," produced by the University of Washington; and "The Strange Case of the Cosmic Rays," produced by Frank Capra and sponsored by the Bell Telephone System.

In October, 1957, CINE was organized by representatives of business and education, called together by the Department of Audio-Visual Instruction of the NEA. It takes care of the screening of non-theatrical, non-governmental films to be shown at international festivals.

### School of Communications to be Established

The University of Pennsylvania, with the aid of a gift from the Annenberg Fund, will establish a School of Communications. This will be the first separate school dedicated to the theories and techniques of the mass media.

# "Take me to your teacher"



Other Viewlex projectors available from \$50.25 to \$495.00. Ask your Viewlex Audio-Visual franchised dealer for a demonstration, or write for catalog.

## The VIEWLEX V-500

The projector with features of the future—Viewlex V-500 Combination 35mm Filmstrip and 2" x 2" Slide Projector makes your teaching easier. Automatic film threading means — you just slide the film into the projector channel and it threads itself. Then film winds neatly onto take-up reel — automatically. Projects single or double frame, horizontally or vertically. The 500 watt lamp in the exclusive light multiplier optical system gives evenly distributed light to every section of the screen — more light than other projectors of even higher wattage . . . and your pictures always stay in focus. An exclusive reverse jet-action suction fan draws cool air in and around the film first — circulates it quickly throughout the projector — dissipating lamp heat out of side vents. Sealed top eliminates any distracting light leakage. An added aid is the built-in magnifier pointer that actually enlarges any portion of projected filmstrip image to fix attention on details under discussion. Comes complete with 5" f/3.5 Luxtar lens and slip-on aircraft carrying case.

3", 7", 9" and 11" lenses available. For even greater brilliance the V-500 is also available with a 5" f/2.8 Luxtar lens.



**viewlex INC.**

All Viewlex projectors are **GUARANTEED FOR A LIFETIME.**

35-10 QUEENS BOULEVARD, LONG ISLAND CITY 1, N. Y.

# With the Authors

FLORENCE B. FREEDMAN, recently returned from Israel and some wonderful experiences which she shares in this issue with our readers, is a member of the Department of Education in New York City's Hunter College, where she is in charge of the comprehensive exams for the Master's Degree. The author of *Walt Whitman Looks at the Schools* (King's Crown Press) and co-author of *Audio-Visual Aids in Jewish Education*, Dr. Freedman has also contributed to many journals. She is ed-

itor of the Educational Department Newsletter.



EDWIN E. HENRICHSEN is employed by the Salt Lake City Board of Education and supervises the Graphics Laboratory at the University of Utah, where he teaches and produces audio-visual materials. A teacher of art and science, he is also a member of many educational and audiovisual organizations.

KENNETH P. KIDD is Professor of Mathematics Education at the University of Florida, Gainesville. He is in charge of internship and method courses for mathematics teachers; some of his ideas on the use of AV material in teaching mathematics are passed along to *Screen* readers in this issue. A kit of instructional materials designed by Dr. Kidd has been in use all over Florida for the past few years, and he has recently designed a kit for elementary school teachers which is being used in a television program he is producing.



WILLIAM C. MILLER, authority on bulletin boards and the woes they cause teachers, is an educational Consultant with the Wayne County Board of Education, specializing in instructional materials. Formerly he was instructor in audiovisual education, and then Assistant Director of the Audio-Visual Materials Consultation Bureau of the College of Education, Wayne State University, Detroit. He has served in official capacity in many local and statewide organizations and has also been a member of the editorial board of *Audio-Visual Instruction*. Dr. Miller has personally produced various types of instructional materials, and has published widely in other journals in the educational field.



JOHN MOLDSTAD, author of the article on Indiana's plans for better classroom AV facilities, is Assistant Professor of Education and Head of the Utilization Department of Indiana University's Audio-Visual Center. He was formerly a mathematics teacher and audiovisual director in southern Minnesota. At present he is working with students and school systems throughout the state to improve utilization and develop better facilities for audiovisual education. Dr. Moldstad is also assistant chairman of the Research Committee of DAVI and editorial consultant for *Audio-Visual Communication Review*.



PAUL C. REED, well-known as the editor of *Educational Screen and Audio-Visual Guide*, is also Director of Instructional Materials for the Rochester, N. Y. public schools. On page 126 appears his first installment on the AV facilities at Rochester's new East High School.

Successful A-V planning demands equipment that will take years of hard, consistent use! That's why you'll want to select a Vidiomaster Screen by Da-Lite. 50 years of important engineering improvements are your assurance of quality construction features in every Da-Lite screen. Choose from mat white or "White Magic" glass beaded ... or the entirely new Wonderlite® Lenticular surface which gives superior performance even in undarkened rooms.



WRITE for name of Franchised Da-Lite A-V dealer in your area who will gladly demonstrate the full line of Vidiomaster Screens!

*"The standard by which all others are judged"*

## Da-Lite®

SCREEN COMPANY  
Warsaw, Indiana



**SERVING INDUSTRY AND EDUCATION FOR HALF A CENTURY**



# Calendar

- Mar. 16-18—Third Medical Motion Picture Workshop, Calvin Company, Kansas City, Mo.
- Mar. 22-25—California Association of Secondary School Administrators, 44th annual conference, Merchandise Mart, State Fair Grounds, Sacramento, Calif.
- Mar. 23-26—Master Photo Dealers and Finishers Association, Sheraton Hotel, Philadelphia, Pa.
- Apr. 1-4—American Film Festival (EFLA), New York City.
- Apr. 2-3—Illinois Audio-Visual Association, conference, Springfield, Ill.
- Apr. 2-4—National Microfilm Association, 8th annual meeting, Mayflower Hotel, Washington, D. C.
- Apr. 9-12—NAVA Western Conference, Victoria, British Columbia.
- Apr. 13-16—DAVI annual convention, Seattle, Wash.
- Apr. 29-30—Columbus Film Festival, 7th annual, Fort Hayes Hotel, Columbus, Ohio.
- May 4-8—SMPTE, 85th semi-annual convention, Miami, Fla.
- May 6-9—Institute for Education by Radio - Television, Deshler - Hilton Hotel, Columbus, Ohio.
- June 22-26—Indiana University A-V Workshop, Bloomington, Ind.
- July 10-12—Associated Amateur Cinema Clubs, Inc., Film Festival, Conrad Hilton Hotel, Chicago, Ill.
- July 19-23—National Institute for A-V Selling, 11th annual, Indiana University, Bloomington, Ind.
- July 19-23—Cooperative Conference on Instructional Materials, University of Texas, Austin, Texas.
- July 25-28—National Audio-Visual Convention & Exhibit, 19th annual, Morrison Hotel, Chicago, Ill.
- Aug. 10-21—Summer Audio-Visual Workshops, Syracuse University, Syracuse, N. Y.
- Sept. 29-Oct. 2—Industrial Film and AV Exhibition, New York City.
- Oct. 26-30—Society of Photographic Scientists and Engineers, annual national conference, Edgewater Beach Hotel, Chicago, Ill.
- Oct. 26-30—National Association of Educational Broadcasters, Sheraton Cadillac Hotel, Detroit, Mich.

# “Книга лежит на столе.”



LANGUAGES BECOME ALIVE **IMMEDIATELY!**

WITH **Ekotape**<sup>®</sup>  
RECORDERS

Automation in foreign language study! New tape teaching method stimulates enthusiasm and response in students, makes teachers' efforts more rewarding. In modern language training centers, students take individual lessons from master tapes, record their own "lessons." Personal attention isn't lost — teachers are in voice contact with *all* students.

Ekotape recorders are specified for many new language training centers for these important reasons . . . exceptional dependability with no "down time," simple controls for easier operation, instant stop-start action, and unexcelled fidelity. In addition, Ekotape recorders and amplifiers are priced well within the reach of most school budgets.

Accelerating your language training program? Your Ekotape dealer can help you develop your own tape teaching center. Call him today or write direct.

ELECTRONICS DIVISION

WEBSTER ELECTRIC



RACINE - WIS

Franklin adv. R-141

# Anybody and Everybody

It seems that everybody who *is* anybody in the audiovisual field has at some time or other shared his experience and ideas with others through the pages of this magazine. In fact, it seems that anybody who ever *was* anybody in this field has been the author of a SCREEN published article. For instance:

B. A. Aughinbaugh, Lelia Trolinger, and Fannie W. Dunn William Lewin, William G. Hart, William H. Dudley, William M. Gregory, William F. Kruse, William S. Hockman, William H. King William H. Allen, and William H. Hartley. Paul T. Williams and Don G. Williams.

Patricia Blair Cory, Grace Thomas Stevenson, Ella Callista Clark Etta Schneider Ross, Nelle Lee Jenkinson, and June Sark Heinrich Mark J. Flanders and Mark A. May. Charles F. Hoban and Charles F. Hoban Jr. E. R. Enlow, Arnold W. Reitze, Rita Hochheimer, U. S. Burt, H. L. Kooser, Russell T. Gregg, Arch Mercey Boyd B. Rakestraw, and Ward C. Bowen.

Glen Burch, Earl Cross, Sim Wilde, and Don White. Also Sam S. Blanc and Thurman White. Seerley Reid, Edgar Dale, Ellsworth Dent. Charles Schuller, Francis W. Noel, Kenneth D. Nordberg, and Esther L. Berg. Walter S. Bell, Walter A. Wittich, Irene Cypher and A. J. Foy Cross.

Marian Evans and Raymond Evans. Angelica W. Cass. Dora V. Smith, M. I. Smith, and George Hammersmith. Harry A. Haworth Harold Hainfeld and Harold Wigren. Carolyn Guss, Vera Falconer Betty Stoops, Emily Jones, Edith Davidson, Elizabeth Golterman David J. Goodman, John W. Bachman, John Moldstad, John A. Hollinger, John Flory, John Fritz, John E. Hansen, and Jean Benoit-Levy. Also Louis De Rochemont.

L. C. Larson, W. R. Fulton, C. R. Carpenter, C. R. Reagen, W. G. Gnaedinger, L. V. Hollweck, D. F. Schutte, A. W. Vandermeer, A. G. Balcom, and W. W. Whittinghill. Paul W. F. Witt Paul Wendt, and Paul V. Mulligan. James D. Finn, James M. Meagher, James G. Sigman, James W. Brown, James P. Fitzwater, and James S. Kinder. Robert Burgert, Robert W. Wagner, Robert E. Schreiber, Robert E. deKieffer, and Alvin B. Roberts.

F. Edgar Lane, M. Lincoln Miller, J. Gerald Loughlin, E. Winifred Crawford, and F. Dean McClusky. Edwin Carmony, Lester B. Sands, Clyde K. Miller, Daniel C. Knowlton, Frank N. Freeman.

Philip Lewis, Max Bildersee, Mayer Singerman, Eric Johnston, Lester Beck, Irving Boerlin, Godfrey Elliott, Wilbur Emmert, Thomas Baird, Norma Barts, Evelyn Hoke, Anna Hyer, Gardner Hart, Ralph Steetle, Mendel Sherman, and Arthur Steimus.

Franklin T. Mathewson, Warren P. Everote, Fred L. Harclerod, Joel A. Benedict, Ned L. Reglein, Richard B. Lewis, Raymond E. Denno, Harvey R. Frye and Leslie E. Frye. Margaret W. Hudson, Norman B. Moore, Ralph A. Stout, Garret R. Weathers. Virginia M. Beard, Martha A. Gable, Edward T. Schofield, Albert L. Goldberg, Jerold E. Kemp, Ruth Y. Terry, Garland C. Bagley, Lee E. Campion, Lee W. Cochran, and Wesley J. F. Grabow.

Camilla Best and Eleanor Child. Walter B. Emery, Donald P. Ely, Milton E. Grassell, Ford L. Lemler, Edward G. Bernard, George W. Forbes, Howard S. Kresge, Phil C. Lange. Hardy R. Finch, Wesley Greene.

Stephen M. Corey, Bruce A. Findlay. Alexander H. Howard, Jr. Oscar E. Sams Jr., Stanley Stahl Jr. and Henry C. Ruark Jr., Louis Shores, Amo DeBernardis, Emilie U. Lepthien, Waldemar Gjerde, and Ming-Ching-Swen.

Now we are not claiming that in order to be somebody in the audiovisual field you have to have an article published in *Educational Screen & Audio Visual Guide*; but we are implying strongly that it may help.

*Paul C. Reed*



**Kodak**  
TRADEMARK

At Valley Oaks Elementary School, Spring Branch Independent School District, Houston, Texas—selected by A.A.S.A. for showing at its exhibit of outstanding school designs—Mrs. Lois Land, Director of Special Services, says:



**“In our modern schools,  
glass-walled rooms are hard to darken.  
That’s why we use Kodak Pageant Projectors.”**

“In keeping with modern architectural trends, our schools are built with lots of glass.

“At the same time, in keeping with modern educational thinking, we use instructional films in practically every course we teach in the Spring Branch Independent School District. And we show the films right in these hard-to-darken classrooms. So, picture brilliance is a major factor in our selection of a motion picture

projector. We have bought only Kodak Pageant Projectors for three years now, because they give us maximum brightness—and we have no maintenance troubles with them, either.”

*Kodak Pageant’s Super-40 Shutter provides 40% more light on the screen than an ordinary shutter at sound speed. Your Kodak AV Dealer has the complete Pageant story, or write for Bulletin V3-22, no obligation.*

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

# Israel, Giant Laboratory

by Florence Freedman

**D**URING my recent visit to Israel, I thought the term most applicable to it is "laboratory," for many experiments are going on in that small country of 8,000 square miles and two million inhabitants—experiments social, economic, political and, above all and interrelating all, educational. In Israel there are seven different types of social organization in the various cities and settlements. There are a number of political parties, of which twelve are represented in the Knesset (Parliament). There is every type of economic life from capitalist to communal, and a varied population composed of Jews from seventy countries, as well as of Moslems, Christians and Druse. Of the two million inhabitants, almost one-half had immigrated during the ten years since the State was established, among them 35,000 Arab refugees who had been invited to rejoin their families in Israel, and about 450,000 Jewish refugees from Arab lands.

Because of the nature of the population, the counterparts of all the educational problems we have in the United States are to be found in Israel, but in a more intensive form. The teaching of a new language to children and adults, the teaching of new ways of life (which often require an individual to span the centuries between a medieval and a modern world within a short time), the teaching of an appreciation of the history and ideals of their new homeland—all these present problems and challenges to educators.

Audiovisual materials, which help to pierce the barrier of a strange language and which make new concepts understandable, are highly prized and widely used. Many Israeli educators have come to the United States, as well as to other countries, to learn about methods and materials in audiovisual education. Some of these educators have been received, advised and guided by the American Council on Audio-Visual Education in Israel, of which Mrs. Esther L. Berg is Chairman, and have been greatly helped by Boards of Education and the divisions of audio-

visual education in our schools and colleges. The principal of the Hebrew University High School, for example, received his doctorate in the field of audiovisual education in the United States. He has recently written the article on audiovisual education for the Israeli Educational Encyclopedia now being prepared. After some discussion of the proper translation of the term "audiovisual" into Hebrew, and the use of two different terms for some years, it has been decided to call this kind of learning "Mamchashah" (sensory learning).

During my stay in Israel I visited elementary schools, high schools, vocational schools, the pedagogic center which serves them, teachers' seminaries, and other institutions of higher learning. I was greatly impressed by the maximal use given to the limited equipment available.

Most widespread, of course, are the audiovisual experiences which require no mechanical equipment—the field trip and the exhibition. To the tourist it seems as if all Israel is forever taking to the open road. Groups of children hike all over the country, learning history, the Bible, geography, and natural science as they go.

Adults, too, are taken on such trips. The foreign sightseer, in his bus, sees other happy sightseers from Yemen, from Morocco, from India—traveling in trucks or in wagons hitched to tractors to learn about their new land.

The exhibition as a teaching device is widely used. At the close of the school year, every elementary school had elaborate exhibits made by the students for parents and visitors to see. Those I saw in a school in Tel Aviv were graphic and ingenious representations of what the children had learned.

Filmstrips are next in popularity, with film-strip machines and films in several centers from which they are distributed to schools in each area. A great deal is being done with motion pictures, too, wherever machines are available in general teaching, as well as in special fields such as safety and health.

I was particularly interested in the use made



of audiovisual materials in citizenship education for adults. This program is directed by the Department of Public Information which works under the Ministry of Education. It reaches teenagers, adults and some of the children in hundreds of small settlements throughout the country. Each settlement receives one unified program each month, using film, filmstrips and recordings. The programs are planned at the offices in Jerusalem, created in the film and recording studios, and distributed through centers in other parts of the country. Each month the program consists of the following: a film on current events with a narration on tape to suit the language level and background of the audience; a filmstrip on a special subject each month (departments of the government, for example); and recordings of speeches and songs. Manuals for teachers and leaders, posters and other illustrative materials are prepared in Jerusalem and sent out in advance of the program. In each settlement during the weeks between the monthly programs, local teachers and leaders conduct clubs, hold meetings and lectures with the guidance of the regional representative of the Department of Public Information.

To do this work throughout the country there is just one well-equipped audiovisual mobile unit (donated by the Women's Division of United HIAS Service). This has a motion picture projector, a filmstrip projector, opaque projector, tape recorder, record player, public address system and a generator so that it can be used in settlements which have no electricity. This unit is now in the Lachish area, not far from Beersheba, where many villages of new immigrants have been established in a new "ship to settlement" program. The unit can visit only twenty settlements a month. Other programs are delivered via jeeps, with the few projectors getting hard use in several settlements every evening.

*(Continued on page 136)*



EVERY one of the more than 80 classrooms in Rochester's new East High School has been planned and built so that teachers can readily use any kind of audiovisual materials and equipment in their teaching. In fact, it was the intent of those who planned this secondary school, for the instruction of twenty-five hundred pupils, that the classroom environment itself should encourage teachers to use audiovisual materials.

A first glance at the artist's sketch of a typical classroom in East High School may not tell you all that has been done to make these audiovisual classrooms. Let me point to a few of the features.

Audiovisual blinds are being furnished for all rooms so that outside light may be controlled and rooms darkened to meet all projection standards.

A tri-purpose white metal chalkboard is in the middle of the front wall, which may be used as a chalkboard, as a magnetic bulletin board, and, under conditions where the shape and light level of the classroom permit, as a projection surface. (This has been tried in a prototype installation and found to be effective.)

There are electric outlets on four sides of each room.

A conduit runs from the rear to the front of each room carrying the wires for projector speakers. Projectors are plugged into the rear wall; speakers in the front.

Facilities for the reception of closed and open circuit television programs have been provided. Outlets at the front of each classroom connect via conduit with the radio-television studio and the Forum Room. Here, at this center, open circuit programs can be received and re-distributed to all classrooms; or closed circuit programs originating here or at twelve remote locations in the building may be redistributed to all classrooms.

The usual public address system facilities provide speakers in all classrooms connected with a complete sound distribution system.

Added space has been provided as a conference alcove at the rear of each classroom with bookshelves, cabinets, and display space.

Planning for this building, which will be in use in September 1959, began in January 1954. An "Audio-Visual Committee" was but one of more than twenty committees that

worked conscientiously for six months to determine and set down their ideas of what was needed in the new school if it were to achieve its purposes. Each committee was made up of teachers from several schools and experts from the community. The audiovisual committee, for instance, included Adrian Ter Louw from Eastman Kodak Company, Dr. Sherwin Swartout from the State Teachers College in nearby Brockport, an engineer and program director from television stations, in addition to teachers and audiovisual specialists from the schools.

The report of the Audio-Visual Committee for East High School was submitted to the Steering Committee in June 1954.\* By the end of that summer it had been thoroughly reviewed and consolidated with the reports of other committees. The master plan and specifications were then approved by the Board of Education and submitted to the architects. (All of the preliminary planning had preceded the selection of architects.) In effect, the specifications said to Faragher and Macomber, the architects, "here is what we want to do in this school, now you design the most efficient structure in which these things can be accomplished." Practically every single recommendation of the audiovisual committee has now been built into the new school.

So it didn't just happen that every one of the more than eighty classrooms in this school is an audiovisual room. It is the result of careful and reasoned planning. Here for instance is the kind of convincing statement the committee made about classroom audiovisual facilities in their report.

"In the study made by Dr. Anna Hyer of Rochester's secondary school audiovisual program in 1951, the needs for classroom projection were emphasized. She interviewed teachers and principals in eight high schools concerning the deterrents preventing teachers from using audiovisual materials. She reported, 'The need for darkened rooms was mentioned more frequently than any other need. A large percent of those interviewed felt that the ideal was every room darkened. Four of the eight principals specifically mentioned this also.'

*"If the committee were to make*

\*Copies are available upon request to Dr. Howard C. Seymour, Superintendent of Schools, 13 S. Fitzhugh Street, Rochester 14.



*but a single recommendation in regard to the audiovisual facilities for a new East High School, it would insist that there be complete light control for every single classroom. This seems to the committee a minimum essential requirement upon which any use of projected materials in the instructional program must be based."*

The Audiovisual Committee was also concerned with the audiovisual equipment teachers would need but first it wisely wanted to make sure there would be an opportunity to use that equipment and to use where it was needed—in the classrooms. The committee did not, however, make specific recommendations as to how many pieces of each kind of equipment should be provided. It established a principle and a goal, *that all kinds of equipment should be made immediately available to each teacher.* In other words, if a teacher is to do his best teaching he has a right to use whatever audiovisual equipment he believes is necessary. Further, the administration has the responsibility to make that equipment readily available so that it can be used with the least effort. Specifically here's what the committee said in its report:

"Based upon the instructional needs of teachers as outlined in section IV of this report, all teachers should have immediate access to the following kinds of audiovisual equipment:

1. Overhead projector
2. Opaque projector
3. Filmstrip projector
4. 2x2 slide projector
5. 16mm sound motion picture projector
6. Tape recorder
7. 3-speed record player
8. Radio receiver



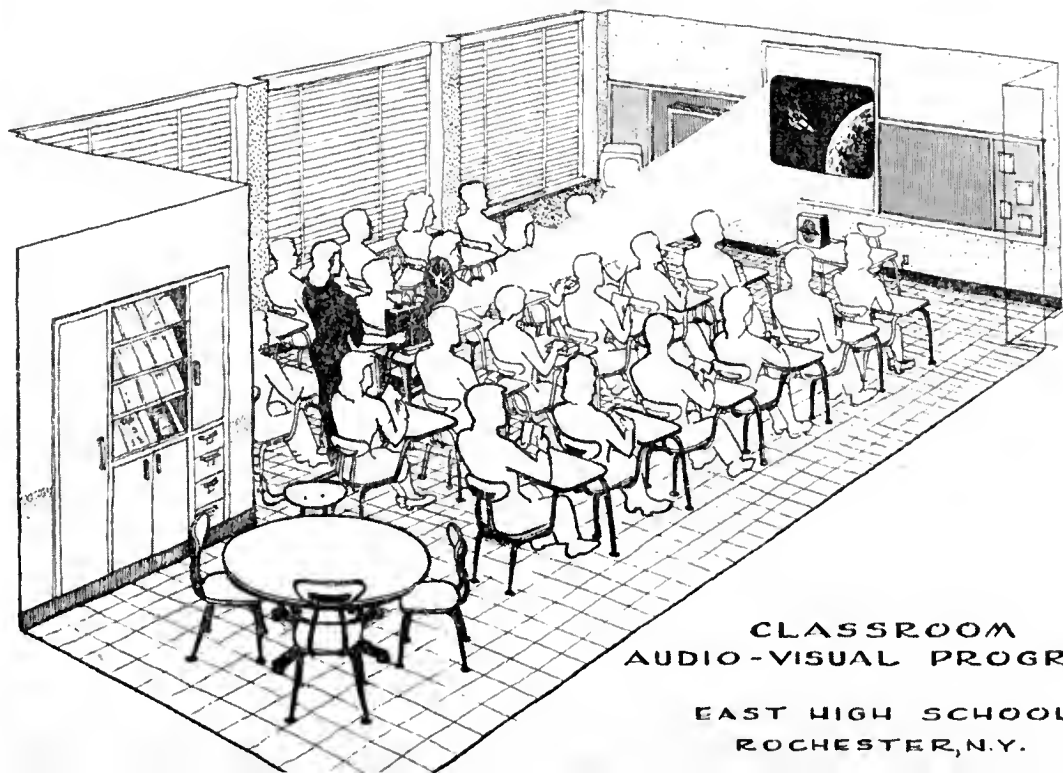
by Paul C. Reed

# Each Room An AV Room!

9. Television receiver  
"The frequency of use of any of this equipment will be somewhat dependent upon the teacher, the

subject being taught, and the availability of the equipment. The committee believes the most critical deterrent to the use of audiovisual

methods has been a lack of conveniently accessible equipment. The exact quantity of equipment  
*(Continued on page 142)*



CLASSROOM  
AUDIO-VISUAL PROGRAM

EAST HIGH SCHOOL  
ROCHESTER, N.Y.

# TEACHERS NEED IN-SERVICE AV TRAINING

by *Edwin E. Henrichsen*

**A**N old Chinese proverb claims one picture is worth 10,000 words. If we accept this, we must recognize the importance of audiovisual materials in today's progressive teaching program. Methods and procedures once successful in the school rooms of the past are presently inadequate, and today's teachers are experiencing the need to adopt improved techniques and methods to reach the minds and stimulate the thinking of youth.

The process of strengthening the effectiveness of a faculty cannot be left to chance. Comprehensive programs for in-service education are needed throughout the American school system. The continued improvement of teaching methods should be of utmost concern to all who have a part in existing and future educational programs.

It follows that plans designed to bring about this condition can be most effective after a teacher has had on-the-job experience. This then implies that such a goal might be achieved through a program of informative, in-service education.

Currently, educators accept the premise that the use of audiovisual materials improves instruction. There are three challenges in initiating the use of teaching aids in the class room. First, the materials must be made available; second, the desire to use the materials must be engendered in the heart of the teacher; and third, the teacher must be trained to achieve competencies in utilization of audiovisual materials.

An investigation of the audiovisual in-service teacher training programs in several of the leading school districts throughout the United States has been made to determine the methods, procedures, techniques and materials found to be of greatest value. Through research and interviews, a check list was formulated to aid in obtaining criteria.

Eighty-eight school districts were selected from a roster of the participants of a national audiovisual conference sponsored by the National Education Association Department of Audio-Visual Instruction held during March 1958. Twelve other school districts in the central and western states were also chosen to balance the geographical distribution. A letter asking for indication of cooperation and interest was mailed to each selected district. Eighty-five replied in the affirmative and in turn were mailed check lists. Of the 85, 78 (over 90 percent returned the check list.

The data collected indicated that the size of the school district did not necessarily assure a



## Here are some recommendations for in-service teacher training in audio-visual techniques, based upon a nationwide survey of school districts.

good training program; rather, the audiovisual in-service training of teachers was individualistic for each school district and was primarily determined by the type of leadership existing within the administrative staff.

A training method which is effective continues to be used. It was interesting to note that many of the school districts indicated the use of similar kinds of in-service procedures.

Recommendations were made based upon the techniques, materials, facilities and supports utilized by more than 50 percent of the school districts participating in this study.

The accumulated data suggests that an optimum audiovisual in-service teacher training program should include the following categories and subdivisions:

### 1. *Department organization*

a. The district should have an audiovisual director.

b. He should be a full time specialist.

c. The district should have a formally organized audiovisual in-service teacher training program.

### 2. *Formal group activities.*

a. The audiovisual department should sponsor college courses in audiovisual education.

b. Institutes and short courses in audiovisual education should be held by the department.

c. Workshops should be conducted.

### 3. *Informal group activities*

a. The audiovisual director should conduct individual faculty meetings in the schools to encourage audiovisual methods in teaching.

b. An orientation meeting for new teachers should be held to acquaint them with the audiovisual program.

c. Demonstrations of new materials, equipment and devices as teaching aids should be given.

d. Study groups for audiovisual methods should be formulated in the subject areas.

e. Preview committees should be formulated to select audiovisual materials for classroom use.

### 4. *Individual teacher techniques*

a. The audiovisual director should hold individual teacher conferences.

b. An audiovisual bulletin should be issued by the director.

### 5. *Indirect techniques*

a. The director should work in close cooperation with supervisors of other subject areas.

b. He should be included in the curriculum development committees.

c. Audiovisual exhibits should be provided to actively increase the interest of teachers.

d. The director should utilize specialized re-

source personnel in the areas in which they can be most efficiently used.

e. He should contact people of the community to secure teaching aids.

### 6. *Materials provided*

a. The district should provide materials for the production of teaching aids.

b. Audiovisual magazines should be purchased for all professional libraries.

c. Audiovisual books,

d. Catalogs of materials,

e. Recordings for audiovisual in-service training,

f. Films for teacher training, and

g. Filmstrips to promote in-service professional teacher growth should be in the professional libraries.

### 7. *Physical facilities provided*

a. There should be a preview room in all school buildings.

b. The district should supply a laboratory where materials are produced.

c. A laboratory where teachers could originate teaching aids should be a part of the facilities provided.

d. There should be storage space in all the individual rooms of the buildings for audiovisual equipment, materials and devices.

e. A professional library should be in the central administration building.

### 8. *Financial support*

a. Money should be furnished by the school district to provide materials for the professional libraries.

b. The school district should provide money to pay for travel to national audiovisual conferences.

After this basic program is well established in a district the following extensions of the program would improve it:

1. Released time for inter and intra-school visitations to observe audiovisual teaching techniques in use.

2. Field trips to stimulate teacher interest in audiovisual methods of instruction.

3. A professional library in all the individual schools.

4. Released time for the individual teacher to prepare teaching aids.

5. Provide a special fund to assist the teacher with the enrollment fees of audiovisual course work during the summer.

The organization and continued success of an effective audiovisual in-service teacher training program has a notable relationship to the interest and continued vision of the administrative staff of the school district.



by Kenneth P. Kidd

# Dynamic Aids for Teaching Math

**T**HE power and usefulness of mathematics lie primarily in the abstract quality of its symbolism. Yet in this quality of abstraction there exists a great danger—the invitation to the teacher to over-emphasize the development of operational skills at the expense of understandings, meaning, and applications. The danger of omitting many of the meaningful experiences in the mathematics classroom is very likely today with the existing pressures for accelerated mathe-

tics programs.

A variety of carefully selected aids that pupils can see and touch and make are being used effectively by many teachers to help make mathematics an interesting, dynamic, meaningful and useful subject. These include items such as the following:

(a) *Tools and Equipment*—measuring tape, calipers, stop watch, slide rule, transit, alidade, calculator, drawing instruments, chalkboard

equipment, flannel board, spherical globe, parallel rulers, pantograph, graph paper, lettering pens, stapler, hammer, scales, units of volume measure, cardboard trimmer, duplicating materials, and storage cabinets.

(b) *Models and Manipulative Materials* — abacus, mock-up of vernier caliper, demonstration slide rule, hinged strips of wood to demonstrate angle, plastic square-inch grid for area measure, adjustable quadrilateral, ones-tens-hundreds materials, fractional disks, and models for  $V = lwh$  and  $A = \pi r^2$ .

(c) *Printed Materials* — reference books, charts, maps, and booklets.

(d) *Projected Materials* — motion films, filmstrips, slides, opaques, and transparencies for overhead projector.

(e) *Raw Materials* — wood, cardboard, plastic, screws, bolts, flannel, ink, glue, rubber bands, paint, and nails.

It is important that the selection of instructional aids in mathematics be made a school-wide or county-wide project. Some of the aids such as stop watch, scales, globes, calipers, polar coordinate graph board, films and filmstrips may be used only occasionally by a teacher; the purchase of these items should certainly be a cooperative affair in order not to have duplications of little-used items. At the present time there is great need for teachers to put their creative efforts together in designing and using new instructional aids.

Aids are needed for more effective teaching of large classes. An example is the overhead projector which uses transparencies with overlays. Transparencies may be prepared from various forms, carefully made drawings, graphs, numerical tables, quizzes, student prepared solutions, etc. These forms may include such things as income tax forms, bank checks, promissory notes, rectangular and polar coordinate grids and nomographs. Drawings may include plane curves, scales for teaching the use of a ruler, slide rule scales, optical illusions, indirect measurement, vernier scales, map projections, latitude and longitude drawings, LORAN maps, as well as figures for geometry theorems. Numerical tables may include a duodecimal multiplication table, powers of 2, values of 10 raised to power of .1, .2, .3, etc., values to illustrate variation, measurements of circumference and diameter of circles, and Pascal's triangle.

These aids are valuable for the following reasons:

(a) Many items can be made available to the teacher without the time and effort required in class period to present them on the chalkboard.

(b) The overlays permit the teacher to develop the presentation one part at a time.

(c) A small drawing or chart may be enlarged to a size large enough for each member of a large class to see clearly.

Materials are also needed for pupil laboratory use. There are many topics in mathematics which lend themselves well to individual measuring, experimentation, and construction. This individual work can be done either by a few pupils or by the entire class. Examples of materials may include fractional disks, ones-tens-hundreds materials, circular objects for determination of the value of pi, cardboard for constructing a slide

rule scale, adjustable figures and drawing instruments for experiments in geometry, wax paper for folding, and games for drill in recall of computational facts.

The selection of instructional aids should be on the basis of the following criteria:

(a) Relation to the objectives of the instruction,

(b) Simplicity and convenience of use,

(c) Cost and extent of use,

(d) Appeal to student,

(e) Accuracy, authenticity and durability

The first part of any instructional program must be the clarification and agreement on the objectives. After this has been done those aids should be selected which experience has shown can be used most effectively to reach the objectives. In other words, the aids should be related to the objectives. For example, if the objective of a slide rule unit is that of developing skill in the use of the slide rule, then instructional aids would probably consist of student slide rules, a demonstration slide rule or a scale printed on a transparency for the overhead projector, a calculating machine for checking accuracy, and a film or filmstrip. If the purpose also includes the understanding that the slide rule is a device for adding and subtracting line segments which represent the logarithmic values of numbers from 1 to 10, then the pupils might each be involved in constructing line segments to represent these logarithmic values and transferring these lengths to movable cardboard or wood pieces for a slide rule.

Each aid should be simple enough to clarify the mathematical concept and also simple enough for the pupils to use. For example, a transit consisting of a wooden sighting arm and an enlarged  $360^\circ$  protractor might be suitable for a junior high school class, whereas the trigonometry class might desire the precision of measurement afforded by a transit having vernier scales, telescopic sights, and machined metal parts. Teachers will be likely to pass up those aids that require time-consuming preparation, are not available when needed, involve learning complicated operational procedures, or are not suitable for use in the way that they like to use them. If two instructional aids are found to be equally effective in the instructional program, priority should be given to the cheaper one and the one which will be used more extensively.

An aid should have those qualities that will cause pupils to become interested in it. For example, pupils may become curious by the *novelty* of using a rubber band for enlarging a drawing; many, especially the capable ones, may become interested in determining just *why* the homemade trammel draws an ellipse; a book that is well written and *attractively illustrated* will be read in preference to one not possessing these qualities; the alidade may appeal to many because it is so *useful*; well-constructed *pupil-made* aids usually have a great appeal especially if the pupils feel pride in the project.

An instructional aid should be made accurately. It should not be used to teach incorrect information or to develop undesirable learnings. It should also be built durable enough so that it will withstand repeated use by people not well trained in how to use it.

# Indiana Rules for AV Facilities



I.C.A. students consult with specialists while planning a filmstrip on school plant facilities.

by John Moldstad

INDIANA educators have been quick to realize the value and potential effectiveness of audiovisual materials in teaching. Furthermore, they have taken steps to see that leadership, materials, finance, and facilities will be provided within school systems and in individual school buildings for the development of strong audiovisual programs.

In August, 1955, the Commission on General Education of the Indiana State Board of Education passed two rulings affecting the audiovisual program.

The first provided for leadership in each school building. It required that each building have an audiovisual program in operation with the person appointed as coordinator being professionally trained and fitted and having had at least five semester hours of courses in audiovisual education, or the equivalent.

The second ruling required each school to have a library, defined as an area where instructional materials, organized for use, are housed to provide easy access for pupils and teachers. It further stated that the school shall spend as minimums from \$1.25 to \$2.50 per pupil per year for approved and new library books and audiovisual instructional materials with no school spending less than \$100 each school year for

these purposes. These expenditures are to be divided between library and audiovisual instructional materials in such proportions that a balanced and well-rounded educational program results.

After these mandated standards were passed, members of the State Department of Education and other state leaders began to consider the specific recommendations concerning a third badly needed state mandated provision—the requirement that adequate audiovisual facilities be incorporated into each newly constructed classroom. This obviously was an objective requiring careful planning. The stages leading to its realization are reviewed here since it is believed educators in other states might want to initiate similar plans of action.

### *Utilize Experts and Specialists to Obtain the Facts*

A perusal of publications and periodicals quickly revealed a lack of standards, or even agreement, concerning the scope and types of audiovisual facilities which should be included in today's classrooms. A steering committee, therefore, consisting of experts in audiovisual education and schoolhouse planning was invited by the State Superintendent of Public Instruction, Wilbur Young, to participate in a series of work sessions.

This group consisted of five Indiana city audiovisual directors, three university audiovisual representatives, two Indiana architects, three Indiana schoolhouse planning experts, five out-of-state specialists in lighting and sound, and the Executive Vice-President of the National Audio-Visual Association. Mrs. Sullivan, Administrative Assistant in Audio-Visual Education, State Department of Public Instruction, was appointed chairman of this group.

During eight sessions this group developed suggested standards which were incorporated into publication entitled *Planning Schools for Better Instruction*.<sup>1</sup>

### *Provide Opportunity for Open Discussion and Critical Appraisal of Proposed Standards*

In an effort to give all affected groups an opportunity to discuss and react to these building standards, copies of this publication were sent to all state audiovisual directors, superintendents, and architects.

Wide publicity was then given to an Indiana State Conference on School Planning for Audio-Visual Education which was held in In

<sup>1</sup>Copies may be obtained by writing to Mrs. Altha Sullivan, 227 State House, Indianapolis 4, Indiana.

Indianapolis during October, 1955.

At this conference each of the major suggestions was presented by a member of the steering committee. Panel members representing various institutions affected by these suggested standards reacted to them and finally members of the audience were invited to participate in the discussion. The panel members and members of the audience indicated approval of these proposed classroom audiovisual standards.

As a next step, Mr. William Wollenweber, Buildings and Grounds Superintendent, Elkhart, Indiana, and the author were asked to review these recommendations and prepare a brochure pointing out: (1) the important contributions audiovisual materials can make to instruction and the need for adequate audiovisual facilities in each classroom, (2) the inadequacies of present regulations concerning provisions for school audiovisual facilities, and (3) recommendations for specific standards concerning audiovisual facilities for all new Indiana classrooms. This brochure incorporated statements of recognized leaders in education and industry and was enclosed in an attractively designed cover.<sup>2</sup>

#### *Keep Your Administrators Informed*

Mr. Alfred Speck, Director, Division of School House Planning, Department of Public Instruction, was requested and was granted a hearing before the Commission on General Education so that these proposed changes in classroom standards for audiovisual facilities could be presented.

Realizing that personal contact is usually the most effective and satisfactory method of communication, members of the state department of education, the universities, and the state audiovisual association have continually attempted personally to keep school administrators in their areas aware of new developments in audiovisual education. They have also tried to alert them to advancements and shortcomings of Indiana's own local audiovisual programs.

#### *Visualize Your Presentation to Clarify and Save Time*

Since the time which can be allotted to each item on the

<sup>2</sup>Copies may be obtained by writing Dr. John Moldstad, Audio-Visual Center, Indiana University, Bloomington, Indiana.

monthly agenda of meetings of state commissions is listed, the main points in this presentation were visualized on 2" x 2" colored slides and the information was also passed out in mimeographed form.

In addition to the initial presentation before the Commission, second and third hearings were conducted to answer further questions and invite public reaction to the proposed changes.

On February 14, 1958, the Commission unanimously passed the following mandated regulations concerning minimum audiovisual facilities for each room to be utilized for regular classroom instruction:

#### A. Light Control

1. Facilities provided so that the light level in each classroom can be reduced easily to 1/10 ft. candle.

#### B. Electrical Installations

1. In addition to the regular switches, an additional room light switch installed on the wall of the classroom opposite the side of the room on which the projection screen is mounted.

2. One electrical outlet provided at the rear of the room for projection equipment; a second outlet provided at the front of the room for record players, tape recorders, and overhead projectors.

3. Electrical outlets deliver 110 volt alternating current. The outlet serving projection equipment must be fused for no less than 20 amperes.

4. Sufficient circuits provided to allow simultaneous use of equipment in any number of adjacent classrooms.

5. Wall outlets not be more than 36 inches above the floor; if installed in the floor, outlets must be recessed and protected.

6. New schools must use 1 1/4 inch conduit for their central sound system. This will permit the installations at a later date of a coaxial cable needed for developments in the television field.

#### C. Acoustics

1. The use of acoustical tile, acoustical plaster, and other sound absorbing materials, must be used to control reverberation time. An experienced acoustical engineer should be consulted to determine the proper acoustical treatment.

#### *Conduct a Campaign to Facilitate Understanding and Use of New Regulations*

In order to inform Indiana school administrators of the new regulations and to assist them in achieving them, several approaches were

utilized. First, these regulations were reviewed in the March 1958 issue of *Indiana Educational Activities*, a State Department of Public Instruction publication which goes to over four thousand educators throughout the state.

Second, Mr. Speck and Mrs. Sullivan served as advisors to a group of International Cooperation Administration foreign students. Under the direction of Mr. Dennis Pett, Production Supervisor at the Indiana University Audio-Visual Center, these students chose as a practice campaign project the planning and production of visual materials designed to inform educators about these new rulings and to suggest ways they might best achieve them.

Public school administrators were singled out as the primary audience for this campaign. Architects, teachers, and the general public constituted the secondary audience.

Two sets of colored 2" x 2" slides were produced by the students. One set informed administrators of the importance and value of audiovisual materials in instruction. The second set visualized the Commission's rulings and presented alternative types of light control facilities, etc., which satisfy these regulations.

These visual materials were presented by Mr. Speck and Mrs. Sullivan as part of their talks at six regional meetings sponsored by the State Department of Education each year, and at the spring meeting of the state audiovisual association.

Multi-color brochures incorporating the ideas in the two slide sets have recently been completed by these same students and will soon be mailed to administrators and architects throughout Indiana.<sup>3</sup>

These activities have been fascinating, but I think the implications are even more so! They show that educators can achieve important educational goals if they have a defensible objective and plan to carry through a carefully designed program for its realization.

<sup>3</sup>Copies of each brochure can be obtained by writing Dr. John Moldstad, Audio-Visual Center, Indiana University, Bloomington, Indiana.

The author wishes to express his appreciation to Mrs. Altha Sullivan, Administrative Assistant in Audio-Visual Education and Mr. Alfred Speck, Director, Division of School House Planning, Indiana Department of Public Instruction, for their suggestions and assistance concerning this article.

# Television and Education—Revisited

*Ten years ago this month, before educational television as it exists today was more than a dream in the minds of far-sighted educators, Educational Screen published a symposium: "Television and Education." To this collective glimpse into the future the members of the magazine's advisory board contributed their ideas.*

SETTING the theme in his editorial, Paul Reed described the kinescope tube as "a new educational screen with tremendous implications." James W. Brown began the symposium with considerable insight: "Conceivably, television could change patterns of home life through direct competition with those out-of-home activities now tending to separate family members. It could stimulate deeper appreciations of art, literature, music and dramatics. It ought to be a means of improving homemaking and other skills. It may likewise be possible that with intelligent use of the medium and with wide availability of television, some of the formal school's present functions may be performed better in the future on an informal, televised basis."

Edgar Dale predicted that television would be "a great boon for improved education. Many parents and taxpayers will now see what good teaching looks like." He warned about "our usual failure in the educational field to make use of these new instruments of education." And Walter S. Bell claimed: "If these two mass media of communication—motion pictures and radio—can result in great changes independently, certainly the two fused together into television can become the most powerful medium of mass communication ever dreamed of."

A more technical prediction came from Edward S. Bernard. "When the equivalent of the magnetic tape recorder is developed to permit taking television material off the air, perhaps the greatest single step forward in visual education will have been accomplished.

School-made transcriptions of appropriate telecasts may ultimately furnish the answer not only to cost reduction, but, as in radio, to the problem of adapting materials to the need of individual groups working at different paces and on varying programs."

Possible and presently realized drawbacks were clearly stated in more than one essay. James W. Brown said: "Timing of programs will present the same obstacle to school use which is now common with regular radio programs. The lack of specially assigned frequencies for educational use alone suggests strongly that 'public service' time on commercial stations may be all that is left to the schools. Such time will become increasingly more difficult to schedule."

Irving C. Boerlin predicted that television "will be used only when more versatile and adaptable teaching aids are not available." F. Dean McClusky suggested that "television will have to make long strides forward in technical improvements before it becomes a potent factor in education. . . . Motion picture films, slides, transcriptions, the radio and other audiovisual materials will not be replaced by television. . . . Television makes it possible for teachers to have in their classrooms material, which, up to the present time, is unavailable in any form."

Francis Noel asked: "We are told that many television programs will be on film. If this is so, aside from a small percentage of the telecasts bringing immediate results to us, what will be its advantage over the more flexible motion picture medium? Perhaps as television causes

more and more pictures to be produced, this may be its greatest contribution to the improvement of instruction."

Amo DeBernardis wrote: "I think we are not going to plan educational programs around television but rather adapt television to the curriculum. . . . All of us should look to television as another teaching aid and apply the same criteria to it that we would to any other teaching tool to bring it into proper perspective to the learning process. There is no doubt that educators all over the country will swarm to television as a teaching aid. However, as soon as the novelty wears off, it will find its proper place in the educational program."

Summing up the future of television, Elizabeth Golterman excellently states: "When we read that leaders in the industry are thinking in terms of two-way television and global telecasts, the impact of television in future education defies calculations. World news and calamities will be viewed simultaneously with their occurrence, legislative bodies will be seen and heard in session, and artists and scientists of note will enter the classroom as teachers. World distances so narrowed to that fraction of time required to transmit the image from the studio to the screen will require revisions of standards and languages.

"These face-to-face experiences will give the student a new perspective of the world he lives in, a deeper understanding of the events of the times, and a broader sense of his responsibility as a leader in the world of tomorrow. As educators we need the 'vision' to keep pace with television."

# Bulletin Board Blues

by William C. Miller

MILD-MANNERED TEACHER GOES BERSERK; DESTROYS CLASSROOM IN FIT OF RAGE

CENTERVILLE—April 17 (AP)—Residents of the quiet town of Centerville were shocked today when Miss Sadie Nobleman, teacher for over 30 years at P.S. No. 2, suddenly ran amok in her classroom tearing bulletin boards from the wall.

Fellow teachers and Miss Nobleman's students expressed surprise at her conduct but pointed out that Miss Nobleman had not been herself since additional bulletin boards were installed in her room. They expressed the belief that Miss Nobleman "suffered from fits of despondency" when faced with the problem of how to fill the bulletin board area.

Miss Nobleman was not available for comment.

Of course, this newspaper article is not true but the feelings of the teacher described will be understood by any teacher who looks upon constructing bulletin boards as a burden. One can see the unpleasantness that "covering a bulletin board area" entails for many teachers when it is noted that in most schools, hall bulletin boards are assigned from a roster like other unpleasant duties. Taking turns at this task is designed to minimize its unpleasantness but this in reality is not a solution.

One teacher, a confirmed bulletin board hater who finally became the school's bulletin board expert, analyzed her attitude:

"One reason I hated to make bulletin boards was that my purpose and target audience were wrong. I made the bulletin boards in my room to please myself, other teachers, the administrators, and even passers-by. I judged them by adult standards and was never satisfied with the results of my efforts.

"Now I recognize the bulletin board as an educative and creative medium. I look upon it as an effective teacher partner, my most

easily accessible audiovisual tool with the exception of the chalkboard. My approach now is to encourage and guide pupils in planning and making bulletin boards. Involving students in making displays for a specific instructional purpose adds to pupils' understanding and enjoyment and I find it a rewarding experience. The teacher who hates bulletin boards is often the one who says 'It's easier to do it myself.' It may be true that it is easier to do it yourself but this leads to tasteless displays and reuse of the same materials and ideas year after year. It also robs the teacher of the opportunity to use the bulletin board as a method of improving pupils' skills and abilities.

"Of course, I occasionally make a board on my own to stimulate interest in a new unit of work. When I do this I have a specific purpose in mind and find it a real challenge to make a board that will be interesting. I find myself looking forward to the effect it will have on my youngsters. For the most part, however, youngsters do the displays so that an occasional board made by me is a treat for the youngsters and for me since the responsibility for planning and constructing most boards now lies with them."

This teacher refers to a guided integrated presentation which has been planned to do a specific instructional job.

Here are some questions that we



can ask ourselves to make certain that student-planned and constructed bulletin boards make their full contribution as an instructional medium.

1. Did the bulletin board grow out of pupils' needs and is it the result of pupil planning and participation.

2. Is it cooperative rather than competitive in its content?

3. Was the bulletin board cooperatively planned and constructed?

4. Did the experience give the students involved an opportunity to:

a. Practice self-direction and improve social and democratic skills?

b. Engage in a satisfying artistic and creative experience?

c. Develop skill in searching for and using information?

5. Did the bulletin board provide a good learning experience for students in the classroom not involved in its construction and planning?

6. Was an attempt made to evaluate the bulletin board by the group who produced it?

Bulletin boards which are made using these questions as a guide are never boring to youngsters, for who knows better what phase of a subject is important or interesting to a class than the class members themselves? Moreover, such displays are always more interesting to the teacher for she is challenged to make helpful suggestions to the group, to help them evaluate their efforts, and to aid them in securing needed materials for display.

Perhaps the ultimate in teacher-pupil planning is when a group can function almost independently, setting its own goals, determining its own procedures, and using the teacher as a resource person to help them secure the materials and information the group feels it needs to solve its problem.



# Filmstrips

by Irene F. Cypher

I went on an unforgettable trip with the mobile unit to see two programs in villages of recent settlers from Yemen and Morocco. The first was held indoors and the second outdoors under the stars. The director explained that it takes quite a long time before some of the older people and many of the women come to see the films. The experience is completely new to them and they are fearful or shy about it. They are more likely to attend an outdoor showing for they can sit or stand on the fringe of the crowd and not feel so conspicuous, or so committed to participation in this strange new event.

The programs which I saw consisted of a newsreel summary of the ten years of Israel's statehood, a filmstrip on "Minorities in Israel" which dealt with the Christians, Moslems, and Druse, and a song program. The audiences were intensely interested.

Similar programs were given in the Arab and Druse villages. I had an interesting visit with the Druse teacher who directs adult education in the Arab and Druse villages in the Haifa area. (He had been in the United States last year where he appeared on television and lectured in various universities.) He and the other people in this program were enthusiastic about teaching through films and hoped that with more equipment this program could be expanded.

In addition to the materials produced in Israel, American films, filmstrips and recordings, distributed by the United States government or sent by producers and individuals from the United States to Israel, are in wide use throughout the country in every type of school on every educational level. As more equipment and more materials become available, Israel will want to—and will know how to—make very effective use of them to help solve its educational problems.

It is good occasionally to review material that departs from the "beaten track." Much of what came in this month was a bit different either in general subject matter or in production techniques. There are so many things we need to learn about, and so many things to call to the attention of the boys and girls in our schools that it always seems sad to us when everyone keeps on talking about the same old things in the same old way. This is in no way intended to minimize the importance of stressing basics, and does not imply that we do not need to give proper consideration to fundamentals. But even the most basic of fundamentals might be remembered longer if it were made just a bit attractive or interesting (heresy, perhaps, but just the same we mean it!). While we are on this matter of "basics," we should also like to mention the importance of beauty and humor. Children in particular respond so wonderfully to true beauty and sincere humor. It seems a shame not to bring a little more of both qualities into the production of materials intended for use in classroom work. One of these days we intend to expound at greater length on this matter. Think it over when selecting materials for your own class, and see what happens when you use something beautiful to illustrate a point that has always been considered dull. This is particularly true with filmstrips, and we still need filmstrips in hitherto unexplored areas of the curriculum.

## Demand, Supply and Balance

(9 strips, color; produced by The Conservation Foundation, 30 East 40th St., New York City 16; \$49 for complete set; \$18 for any set of 3 strips).

This is one of the most intriguing sets we have previewed in a long time and one with a host of possibilities to suggest for utilization. Basically the set is said by its producers to be created for the express purpose of exposing people to concepts concerning their environment. Certainly this is needed, and is a worthy intent! To do it, the various pictorializations in the strips give us material on which to build awareness and appreciation of the items which vitally affect our living. As we become aware of the

nature of these things we are led to consider very important facts — that there is no substitute for water, space and pure air; that we must plan for strategic use of natural resources; that modern scientists are pushing back frontiers in the study of life on this earth of ours. The series is actually divided into three units—Unit 1, "What We Need," "Where We Find it," and "How to Get It" for primary grades; Unit 2, "The Demand, The Supply, Balancing the Supply and Demand" is for junior and senior high grades; Unit 3, "Can the Biologist Meet the Demand," "Can the Chemist Renew the Supply," "Can the Physicist-Engineer Strike a Balance?" is for senior high grades. At no time is the viewer given a series of "pat" statements. The technique has been followed of posing questions that force the viewer to look at a particular picture, find answers and form his own concepts, or draw conclusions himself. There should be some lively classroom discussions with these filmstrips; certainly there will not be mere passive viewing, and they offer much in the way of lesson-stimulant power. We refuse to recommend absolute grade levels for material of this type because there are so many possibilities for using it with different age groups. It is primarily most valuable for science and social science units; it should also be recommended for nature study, camp and scout groups, and for any unit on conservation.

## Moody Science Filmstrips

(2 strips, color, produced by the Moody Institute of Science, Los Angeles 25, California; \$6 per strip). Like the world, the curriculum is full of a number of things, areas that could be made very interesting if approached from a different viewpoint. In *How We See and Hear* the producers indicate that man has been provided with eyes and ears to see and hear. If these senses are properly used there are many interesting and wonderful sights and sounds to learn about. This filmstrip could be made the basis for a motivation lesson of interest in the world around us at different grade levels from elementary through high school. In *Wonders of Snow* we have a series of close-ups of design patterns found in snow crystals. These are in-

<b>SCIENCE FILMSTRIPS</b>	
SINCE 1931	SINCE 1931
MADE BY TEACHERS FOR TEACHERS	
<b>BIOLOGY</b>	<b>HEALTH &amp; SAFETY</b>
<b>PHYSICS</b>	<b>GENERAL SCIENCE</b>
<b>CHEMISTRY</b>	<b>MICROBIOLOGY</b>
<b>BIKE SAFETY</b>	<b>BUS SAFETY</b>
NEW—Elementary Science Series in Brilliant Spectracolor	
<b>VISUAL SCIENCES</b>	
Box 599E	Suffern, New York



restering and offer much in the way of suggestions for creative art work projects. The photography is good in both filmstrips and the color quality excellent. The same producer has recently announced production of flat picture sets, and one of the first of these sets deals with "Wonders of Snow." The combination of large pictures for display and study and the filmstrip provides an excellent combination of resource material.

### **Parliamentary Procedure in Action**

(revised) (3 strips, color; produced by Educational Filmstrips, Box 289, Huntsville, Texas; \$16.50 per set). Many people today find themselves faced with the problem of chairing a meeting and not knowing the first thing about parliamentary procedure. These filmstrips, based on the book, "The How in Parliamentary Practice," with special reference to Robert's Rules of Order, will certainly help them to handle almost any situation from calling the meeting to order, presenting reports, introduction of motions, handling of new business to closing the meeting. This is not an attempt to visualize a particular meeting nor to provide a story sequence. The strips will be at their best if used

in connection with consideration and discussion of the techniques involved in conducting a meeting. Personally we would recommend projecting them several times — to give an overall presentation of the general situation and then in sections to illustrate each point as discussed. They will be helpful in both English and social studies classes, and very good for newly elected groups of officers of clubs and student organizations. They are also to be recommended for adult groups and clubs.

### **Plantation Life in Colonial Virginia and Planter-Statesman of Colonial Virginia**

(2 strips, color; produced by Colonial Williamsburg, Williamsburg, Va.; \$5 each). We can never fully appreciate the present unless we also understand the events and people of the past. The two filmstrips considered here help to recreate a picture of life and events in the formative years of our history. The first of course gives an overall view of life on a large plantation of the Mt. Vernon type. It unfolds a story of daily activities as well as scenes of family life. The second strip concentrates on the role of the plantation owner as a statesman

and his part in drafting laws and formulating governmental patterns which eventually helped to shape our own government today. The strips help to create something of the atmosphere of colonial days and are to be recommended for social studies units.

### **The Race for Space**

(single strip, black and white; produced by Office of Educational Activities, The N. Y. Times, 229 West 43 St., New York City 19; \$2.50 single strip, \$15 for series of which this is a monthly unit). Filmstrips are a "natural device" to use in conjunction with newspapers, periodical and journals. This being so, you have only to look at the amount of space allocated in newspapers today to "space research" to realize the timeliness of this particular strip. It presents a summarization of the activities currently in progress in both the United States and the Soviet Union; it also calls attention to the various attempts to penetrate into space by rockets and satellites, and indicates some of the barriers to be overcome as jet planes venture into higher altitudes. The content of the strip has high potential for pupil interest today and it can well be used in both social studies and in science classes at both junior and senior high school level.

## **AUDIO-VISUAL INSTRUCTION**

By

**JAMES W. BROWN, RICHARD B. LEWIS,**

**FRED F. HARCLEROAD**

**All at San Jose State College**

**Ready in April 1959**

This text on audiovisual methods provides concrete, practical information on the use of instructional materials to plan and carry out learning activities. Examples of use have been drawn from all subject fields, from kindergarten through college. It is the first audiovisual text to use an inventive and stimulating format in which profuse illustrations are correlated with the text. Emphasis throughout is on the principle that learning is most effective when materials are integrated with instruction.

Send for Your On-Approval Copy

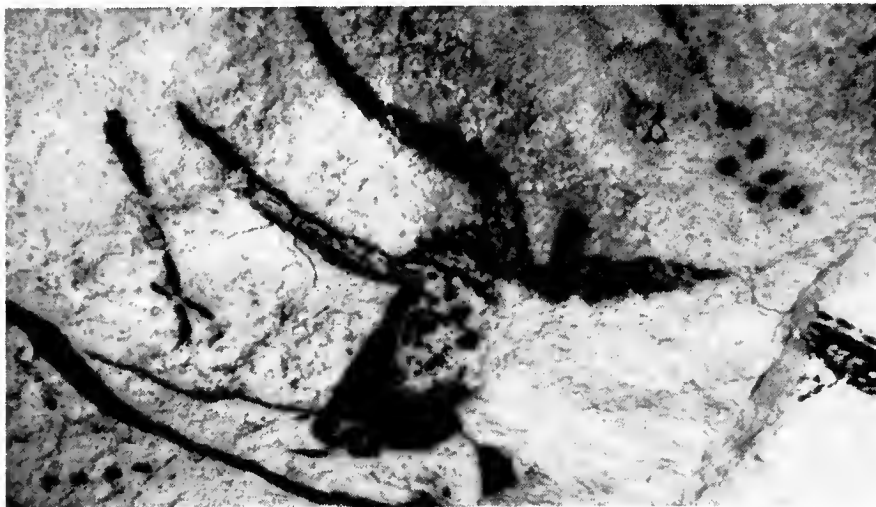
**McGRAW-HILL BOOK COMPANY, INC.**

330 West 42nd St.

New York 36, N. Y.

# Film Evaluations

by L. C. Larson and Carolyn Guss



Scene from the Brandon Film "Prehistoric Images: The First Art of Man"

## Prehistoric Images: The First Art of Man

(Brandon Films, Inc., 200 West 57th Street, New York 19, N. Y.) 16 minutes, 16mm, sound, color, 1955. \$250.

### Description

"The artist records for those who come after the image of the world he knows." Thus, begins a journey backward in time, revisiting the subterranean world of the cave-painters of prehistoric Europe. Through the co-operation of the French and Spanish governments, the film recreates for the beholder the rarely seen images traced on the walls of the caverns of Lascaux, Pêch Merle, Niaux, and Trois Frères in France and Altamira, El Castillo in Spain more than fifty centuries ago, when these early artists sought shelter there from the bitter cold left behind by the retreating ice-sheet.

The film begins with a montage of images recorded by the familiar artists of our time, then dissolves from century to century back to the earliest art of history, in ancient Egypt. Beyond this point, the viewer travels in complete darkness, with only the sound of dripping water thousands of feet below the earth's surface, to the subterranean gallery. A finger of light appears to trace the bounds of this world. For full minutes the camera records the awe of the spelunker, moving through great caverns and tortuous passages, until at last the searching circle

of light pauses on the signature of our host, the silhouette of a human hand.

We now begin to see, in succession, the strange beasts which populate this ancient hunter's world, traced with skill and simplicity onto the walls and cave formations. Some, like the horse, still live in the area today. Some, like the ibex and rhinoceros, are known only in other climates. Still others seem almost too fantastic to have existed — yet all are here, coinhabiting the darkness of the ancient grotto.

The camera records the anomalies of this ancient art — the odd conventions of distance and perspective, the shaping of chance stone-formations into horse or bison, and finally the curious images of odd design which surround the animal figures. To this last mystery, the narrator suggests the formula familiar in contemporary societies where voodoo rites are still held — trace the image of the quarry on the wall, then kill the image; thus will the success of the hunt be assured. We are now made aware of the image of the sorcerer — and of the countless arrow-like markings showering upon the animal figures. The odd angular shapes are traps to ensnare the running prey. This failing, there is a cliff over which they may be driven — and a feast awaiting on the rocks below. Some riddles are left unsolved — Is there an ancient myth behind the figure of a pony jumping over a red sun? Is the image of a man beneath

the hooves of a running bison the record of the price paid by the hunter? The secret lies with the bones of the man who traced his hand on the wall there in the ancient grotto.

### Appraisal

The experience which this film presents is a blend of the art of the movie-maker and of the painter. The story is told with little need of help from the sound track, which is low-key and somewhat hypnotic (the sound quality of the print reviewed was unfortunately poor). Variations in camera movement and pacing, lighting, and optical effects combine to keep the film a fascinating treat to the eye throughout — despite its motionless subject-matter — from the grandeur of the cavern to the violence of the imagined chase. It should be interesting fare to students of art and man, whatever their ages.

— James W. Armstrong, Jr.

## Pictures Teach at Penfield

(Local Eastman Kodak Audio-Visual Dealer or Eastman Kodak Co., 400 Plymouth Avenue, N., Rochester, New York) Produced by Eastman Kodak Co., 17 minutes, 16mm, sound, color, 1958. Rental free. For purchase information apply to Eastman Kodak.

### Description

With James Meagher, instructional materials coordinator at Penfield School, New York, as narrator and guide, the film shows through the case-study technique how the audiovisual program in the Penfield Schools helps boys and girls learn. It documents with sound photography educational practices in the utilization, distribution, and local preparation of audiovisual materials.

The film opens with a scene showing a school bus discharging two Penfield School passengers — David and his sister — at their home. In the kitchen they are greeted by their mother who gives them an after-school snack, discusses their day at school, and mentions their before-supper responsibilities.

Later at the supper table, the whole family discusses school activities. Be-

ore leaving the table, David mentions a film on desert lands which they have been studying. They all agree motion pictures help people understand ideas. As David leaves, Dad reminisces about his school days when he studied geography without the help of motion pictures. A flashback shows how the printed page failed to hold his attention and he found the pigtailed of the girl in front of him much more intriguing.

A cut to a classroom at Penfield School shows the teacher preparing the class to see the motion picture "Life in the Desert." Among points to be observed she mentions "camel caravans" and "artesian well divers." David is the operator, other students manage the blinds and lights. When all is ready, the film is shown. The off-stage voice explains some of the more important learning advantages of motion pictures.

The action in the film shifts from the classroom to the audiovisual office where James Meagher, the audiovisual coordinator, introduces himself and explains some of the services and operational procedures of his department. David also explains some of the operations as he prepares Billy, another student assistant, to take his first motion picture projection assignment. David accompanies Billy to the classroom which they project the motion picture on bees.

Time elapses and, a year later, David is in junior high school. Here he is interested in taking pictures. Some of his pictures are snapshots for the yearbook. Others are slides of rocks and of a science experiment for use in class instruction. Slides of an "Atoms for Peace" exhibit and vacation trips are also among many in the school audiovisual collection and are used over and over again for teaching purposes.

A return to David's family shows David urging them not to be late to the PTA meeting because his pictures will be first. As his parents assure him that they will be on time because they are interested in his work and proud of his accomplishments, the film points out that homes make schools what they are.

#### Appraisal

On the basis of several actual uses of this film with professional groups interested in the educational values of the audiovisual program, the evaluating committee highly recommends it as useful for showing (1) the values of an audiovisual program both to students in classes and to the student assistants, (2) the scope and operation of a representative audiovisual program, and (3) the interrelationships and responsibilities of faculty, students,

and community as they develop the best possible kind of learning environment and experiences for boys and girls. Such learning factors as motivation, interest, reward, doing (self-activity), need, and cooperation are realistically depicted. Only in a very few instances do the actors and action fail to appear spontaneous. The Penfield School System, its audiovisual coordinator, and the producers of the film are to be commended for this contribution to education.

### Learning About Flowers

(Encyclopaedia Britannica Films, Wilmette, Illinois) 10 minutes, 16mm, sound, color or black and white, 1958. \$120 or \$60. Teacher's guide available.

#### Description

This film makes frequent use of

time-lapse photography to show the opening of the flower buds on some of the more common, cultivated and wild plants and tells of the importance of flowers to the plants and to man.

Opening scenes present static shots of blue, red, and white morning glories, then, by time-lapse photography, show in a few seconds the opening of a morning glory flower bud—a process that would normally take about two hours.

The film then shows "by moving picture magic" the unfolding flowers of the common field weed, goat's beard. The narrator tells that this unfolding normally takes only fifteen minutes so "why don't you try watching one some day?" Time-lapse photography then pictures the opening of a tulip flower and the opening of the many tiny flowers that are in clusters on the

## TED KNIGHT

Featured in *Lassie*  
TV Film, "The Puppet"



now appearing with Bernard  
in primary grades film,  
**How To Use Tools**  
1½ reels, color or bw.  
Use areas: Industrial Arts;  
Teacher-Training; Vacation  
Bible School. Sale or rent.  
Send for your preview print today.

**Frendal**  
**productions, inc.**  
435 S. El Molino, Pasadena, Calif.

**FOR YOUR CLASSROOM**

**THE EASY  
TO USE**

**SENSATIONAL NEW  
Movie-Mite  
Supreme**

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

**SAVE  
1/3**



**THE EDUCATOR'S FRIEND**  
Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

ES

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

## Scratches

## on Film

## Irritate

## Audiences

Fortunately, scratches can almost always be removed — without loss of light, density, color quality, sound quality, or sharpness.

Write for brochure

**DEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

pussy willow.

"Trees have flowers too," continues the narrator as the visuals show by time-lapse photography the unfolding of apple blossoms as they emerge from their buds. First, the bud scales are the most conspicuous, then the leaves appear and finally, a few days later, the flowers burst forth. Thus, it is evident that both flowers and leaves come from some buds.

Next, by time-lapse photography, the film shows the unfolding of the bud scales and the flowers of the flowering dogwood. The narrator explains that the flowers are clustered in the center of the four white scales which are often mistakenly thought to be flower petals.

The film continues by showing that flowers in addition to being pretty are also a source of food for some insects but, more importantly, they produce the seeds which are essential for the reproduction of most plants.

Next, time-lapse photography shows a bean pod emerging from the flower and shows that within the pod there are seeds. It shows the bean seeds being planted and by time-lapse pictures the young bean plant pushing through the soil.

The next sequence depicts a pumpkin in various stages of growth and pictures a mature pumpkin being cut open revealing many seeds. Further examples include showing that apples come from apple blossoms, dandelions produce seeds which are easily scattered by the wind and even the grasses have tiny flowers which produce seeds.

By time-lapse photography, the film shows the growth of a hepatica flower and also the withering of flowers that are picked.

The conclusion reveals that flowers left on the plant will not only continue to look pretty but many of them will make fruits and seeds which may be gathered and eaten.

### Appraisal

This film by the use of time-lapse photography and other techniques does an excellent job of enlivening and clarifying an important but mostly static subject. Not only does it present specific facts concerning flowers but it also creates a feeling of respect for them by pointing out their importance to the plant and to man. In this film, the viewer sees phenomena which would be difficult to see clearly by direct experience because such processes would need to be observed in stages over a long period of time. Thus, in a matter of seconds, the flowers are seen bursting forth from the buds, the bean pod is clearly seen emerging from the flower. Nevertheless, the narrator encourages the viewer to observe for himself as many of these things as he can. Even though in most cases, the film

indicates the approximate time the process observed by time-lapse photography in the film would take in nature it is suggested that the teacher before showing the film clarify the relationship between actual time and screen time. The personalized narration and the technical excellence contribute much to the film's effectiveness. For example, the narrator suggests without being too obvious or authoritarian that it is better to leave the flowers in the field than to pick them. This film will probably be most useful on the primary and intermediate grade levels.

— George Vukobratovic

## Trees: How We Identify Them

(Coronet Instructional Films, Coronet Building, Chicago, Illinois) 11 minutes, 16mm, sound, color or black and white, 1958. \$100 or \$55. Teacher's guide available.

### Description

*Trees: How We Identify Them* shows Marge and Kenny as they learn to look for certain clues when identifying trees — location, shape, bark, and leaves. That a tree can be identified by one or more of its features — shape, bark, leaves, or fruit — and that a good starting point for identification is to find out what kinds of trees commonly grow in the viewer's part of the country are the introductory ideas.

The film then locates on an outline map various sections of the country and by overprinted labels shows the trees that are indigenous to these sections. In the north, central, and eastern forests the common native trees are fir, pine, spruce, maple, and birch. In the south, other trees are common — oak, cypress, cedar, gum, and magnolia. In the west the common native trees are pine, spruce, cedar, fir, and giant redwood.

The film continues by showing that in the winter it is easy to see the shape of most trees and shows as examples the American elm, the rounder shaped beech, and the long, narrow shape of the Lombardy poplar. Next, it explains that the bark of many trees has unique characteristics and can be used for identification. It pictures the mottled bark of the sycamore, the furrowed bark of the oak, the smooth, white bark of the birch, and the unusual bark of the shagbark hickory.

Continuing, the film tells of the difference between deciduous and evergreen trees. It explains that most evergreens have needle shaped leaves; however, some that do not, such as the live oak, are also "evergreen." Blue spruce trees are shown to have large cones and square needles with sharp

points; the balsam fir—flat, blunt needles that seem to grow upward; and the pines—needles that grow in bundles or clusters.

It is also possible to identify deciduous trees in the winter by examining the buds. The film shows Marge and Kenny examining the opposite buds of a maple and dogwood and the alternate buds of an oak and beech. They put a few twigs in a vase of water in the house and after the leaves emerge from the buds, they identify them as being beech leaves.

The film then shows that some leaves are compound, such as those of the horse chestnut, and some leaves are simple, such as those of an elm. Also, the edges of the leaves differ, for example, the edge of the magnolia leaf is smooth, that of the holly leaf has sharp points and the tulip leaf is odd shaped.

The fruits of a tree may also aid in its identification. The film pictures the prickly balls of the sycamore, the acorns of an oak, and the green nuts of the walnut.

As a final idea Marge and Kenny are shown making a permanent leaf record by pressing leaves on carbon paper with a hot iron, then pressing the leaves on a sheet of white paper. The summary reviews the key ideas.

#### Appraisal

The evaluation committee felt that this film would be the most useful in helping to introduce a unit on trees and their identification. The teacher could follow the showing with direct experiences and numerous vicarious ones. Since the film presents many specific facts as well as broader concepts, the teacher should probably plan to show the film several times. Its presentation of interesting yet simple activities, such as the making of a leaf print, will help to encourage the child to learn more about trees. Teachers of intermediate and junior-high classes will probably find this film most useful; however, many of the facts and concepts presented are also taught in senior-high biology classes.

—George Vuke

### Spotty the Fawn in Winter

(Coronet Instructional Films, Coronet Building, Chicago 1, Illinois) 11 minutes, 16mm, sound, color or black and white, 1958. \$100 or \$55. Teacher's guide available.

#### Description

*Spotty the Fawn in Winter* tells the story of a young deer who makes friends with a little girl living on the edge of the forest and receives food from her during the cold winter

months as a reward for his courage.

The film opens with scenes of a mountain lake in autumn, trees with brightly colored leaves, and a mountain brook with leaves floating lazily upon it. "Spotty" is nibbling grass near his mother. He is growing up and sometimes explores the forest alone.

As later autumn comes, more leaves fall. Spotty is growing larger and is losing his spots. Some of his friends are the rabbit, the beaver, the chipmunk, and the birds. He is somewhat unsure of the little girl in the log cabin, however. She feeds the birds from the suspended feeder and also feeds the chipmunks and squirrels. These animals are not afraid of the little girl, but Spotty is still fearful of going near her.

One morning Spotty awakens to find snow all over the ground. Mother doesn't seem to mind but snow is new to Spotty. Everything looks changed. The branches of the evergreen trees are heavy with snow. Like other animals Spotty goes out to look for food, but finds all the grass and leaves covered with snow. Soon he finds himself following the path to the little girl's cabin. He watches her put out food for the birds. She sees Spotty and brings out a wooden box in which she puts some bread and corn meal. Knowing Spotty might be afraid, she hides behind the corner of the cabin to watch Spotty. He cautiously draws near, takes a little food, then bounds away.

Now the winter is becoming more severe. There is a cold wind blowing and a heavy snow falling. Spotty is snuggled by a tree, sheltered from the snow. He is not cold because of his thick hide and fur. The snow and

wind eventually stop, and Spotty again looks for something to eat. Even evergreen twigs are eaten by a hungry deer. He finds his way toward the little girl's cabin, and she is there feeding the birds. She holds out a piece of bread and calls to Spotty. Spotty slowly comes to her and eats the bread out of her hand. Not only has Spotty something to eat, but he also has a new friend.

#### Appraisal

*Spotty the Fawn in Winter*, a companion film to *Spotty: Story of a Fawn*, accomplishes adequately the purposes of showing physical changes in a young deer, illustrating seasonal changes in the mountain forest, pointing out the winter food problem of forest animals, and showing kindness to animals. The film is designed for children in the primary grades. The telescopic shots of this deer and some smaller animals are commendable. The rate of development is satisfactory for the primary-age level, and the continuity of the film is excellent. The narration runs appropriately with each scene and is intended for the upper-primary vocabulary.

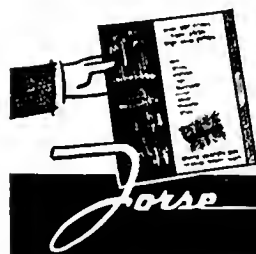
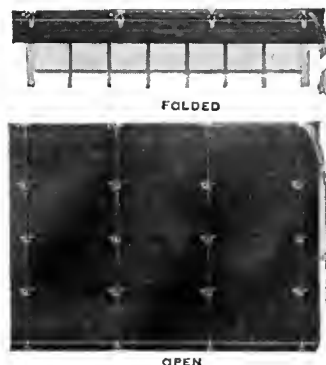
The attempt at audience participation is achieved by using the little girl in a simple, undramatic role into which any child of that age could easily place himself. The previewing committee feels that this film left with them a wholesome, pleasant feeling and they feel that primary-grade children will enjoy seeing it as well as learning about the life of a fawn during the winter months and how a little girl befriends wild animals and birds during the winter.

—J. Robert McAdam

for perfect darkening of any size window!

### FORSE DARKENING SHADES & DRAPERIES

- Made of finest fabrics
- Custom-made, any size
- Complete, ready for installation
- Guaranteed for ten years
- Used by schools everywhere
- Draperies in decorative colors



FREE

Fabric Samples; Complete Information; Price Schedules . . . Write for "Shade" or "Drapery" Literature OR BOTH.

**Forse MANUFACTURING COMPANY**  
2349 SULLIVAN AVE. • ST. LOUIS 7, MISSOURI

## Each Room an AV Room

(Continued from page 127)

# AUDIO

by Max U. Bildersee

needed for the new school is difficult to determine in advance. However, the goal to be achieved can be stated: *To make all kinds of equipment immediately available to each teacher.*"

As the target date for opening the school in September 1959 came closer, decisions had to be made about how much audiovisual equipment. It was decided to provide "minimum essentials" but this was difficult to estimate because it is not known precisely what impact this kind of audiovisual classroom facility will have upon teaching methods and procedures. Two fundamental assumptions, based upon research evidence, had been made. It was believed that "teachers want to use audiovisual materials in their teaching." It was also believed that "there is a close relationship between the building facilities provided for using audiovisual materials and the extent the teachers can and will use them."

The initial provision of "minimum essential" audiovisual equipment will be more than three times that which has been provided for any other Rochester high school. In round numbers this means, for instance, fifteen sound motion picture projectors, twenty overhead projectors, twenty tape recorders, etc. But this is only a conservative estimate of the amount of equipment that eventually will be needed and used in East High School. Plans are being made to provide additional audiovisual resources as needed to achieve the goal of providing every teacher with the tools he needs.

There is more to be told about the audiovisual facilities of Rochester's East High School and it is planned that this will be done in two additional articles. The next one will tell more about the small auditorium or "Forum Room" with its integrated radio and television workshop studies. It is at this point in the school where the control center is located for all of the radio and television facilities that serve the whole school.

"Speed" and "Speed-up" are keynoting the changing educational scene today. "Learn more" and "Learn it sooner" are dynamic factors in course of study revision, curriculum development and instructional materials preparation nationally as well as locally.

The accomplishments of today's high school graduate are far greater than those of his parents. The academic school of today teaches, and properly so, courses which were reserved for the college student a generation ago. Not by selection from above, but by expressed individual option in the democratic tradition, we are preparing scholars for study, scientists for research and we are developing through our schools not only opportunities for advanced study but also terminal vocational facilities unknown to any previous generation of students.

Educational progress is continually more closely relating schools and school work to the needs of the individual as well as to the local and national communities. There are many reasons for this but basically it is not "Sputnik" but rather the sincere desire of each of us to give the next generation greater opportunities than we knew.

"Speed-up" is affecting all instructional levels. "Speed-up" is changing the shape of the classroom and the nature of instruction. "Speed-up" does not change the nature of learning but rather finds new ways to encourage more rapid advancement for all—and particularly for the exceptional child.

"Speed-up" is attacking the elementary school and perhaps most widespread is the clamor for foreign language instruction in the primary and intermediate grades. "Is this good?" is a question which cannot be answered. We are told that bi-lingualism is traditional in many European countries in the school program. Our solid English-speaking nation and neighbor to the north have insulated us from this type of thinking. And, a generation ago, when information transmission with the speed of light was still a novelty, such insulation was adequate to protect the school child.

But today we must think in terms of at least mastery of English and solid acquaintanceship with one or more other languages. And this instruction will begin in the elementary school someday.

Even when can be determined. Faint rumblings of this development are seen today in national, state and local reports of increased foreign language interest. Parent-Teacher Association local groups undertake studies and from their findings new avenues of study are offered. The State Education Departments, too, show this growing trend and the U. S. Office of Education sees fit to publish special reports on the employment of language laboratory facilities in instruction.

Are elementary school personnel "dragging their heels?" Emphatically, no! They are working to determine what teacher training is required for successful elementary school instruction in another language. Rather than saying "we can't" or "we won't" they are experimenting. And the simple and frequently informal investigations today indicate one major need—*adequate materials.*

This is a challenge of tremendous proportion to the audiovisual field. Particularly, this is a challenge to audio oriented instructional materials personnel everywhere.

The child we would teach has not yet mastered English. Grammar is comparatively unknown to the child except that some can "hear" the errors in their own verbal communication. Obviously the traditional introduction to language study through the grammar is out of the question. The child can only study the language as a communications medium—as he studies his own.

The child has learned his own language through sound—and can learn another. He has learned speech through imitation, unashamed mimicking, and so can learn another. There is good reason for the ability of the alien child to adapt himself more successfully to a new linguistic environment than can his parents. The success which the child can know can be turned to good account in instruction.

**ANIMATION** produced in Japan from your storyboards. US quality. Low Japanese rates. Send us a trial order.

INTERLINGUAL INTERNATIONAL INC.  
Harada Bldg., 2-1 Hirakawacho,  
Chiyoda-ku, Tokyo

The lack is adequate teaching materials. It is pointless to begin foreign language instruction in the third or fourth grade if that instruction is to be interrupted at the sixth grade, and begun again in the ninth as though there had been no previous instruction. It is equally pointless to wait to begin foreign language instruction until speech habits are set and set firmly if adequate materials are available in the lower grades.

Audiovisual materials producers are challenged with the superable task of planning, producing and distributing these instructional materials. These will comprise the gamut of audiovisual materials but, because the emphasis must be placed on the communication of ideas via speech, the greatest challenge faces recordings producers.

One change will be in the philosophy of production. Audiovisual materials suppliers have been in the habit of thinking almost exclusively in terms of "enriching" and "supplementing" instruction and hardly ever in terms of supplying basic instructional materials. But in this area we cannot "enrich" and "supplement" that which does not exist and which cannot exist for reasons of communications difficulty. No, the fundamental medium of language instruction is audio and the fundamental materials form is the record, because the record is most flexible from the instructional application standpoint. The recording, however, no more stands alone than does the picture or other visual stimulus. Multiple stimulation through audiovisual media can be the basis for foreign language instruction at all school levels providing we are prepared to fill the existing void—the void of suitable material designed for continuous study for a six or eight year foreign language instruction program to begin in the elementary school and to continue into and perhaps through the high school without interruption.

Such does not exist today . . . but will be in the hands of teachers soon, we hope.



**PINOCCHIO** is a favorite with children. Carlo Collodi's creation has intrigued children and adults alike since it was published almost eighty years ago. There are two simple adaptations available on records and one complete presentation.

*Disneyland* offers an adaptation of Pinocchio (Disneyland ST 3095) taken from the sound track of the motion picture. In this adaptation Jimminy Cricket plays the part of the puppet's conscience and narrates the developing plot. This light but interesting treat-

ment of the classic story is replete with music and other Disney-ish additions. The recording generally follows the main plot line through to the reunion of the puppet with Gepetto. This is an entertaining presentation and may be used in a variety of informal situations in schools and libraries, but it is primarily intended for entertainment at home.

Similarly light in treatment, and similarly primarily intended for home listening, is the *Columbia* recording of Pinocchio (Columbia CL 1055). This, too, is a musical adaptation taken from a telecast. Mickey Rooney plays the title role and the featured players include Fran Allison, Jerry Colonna, Stubby Kaye, Martyn Green and Gor-

don Clark.

The complete story of Pinocchio cannot be presented in the original form, except as a continuing story. It is too long for one "listening period" for children just as it is too long for them to read at one sitting. But *Libraphone* offers a complete reading by Ian Martin. Libraries can use this recording for story hour presentations as can teachers.

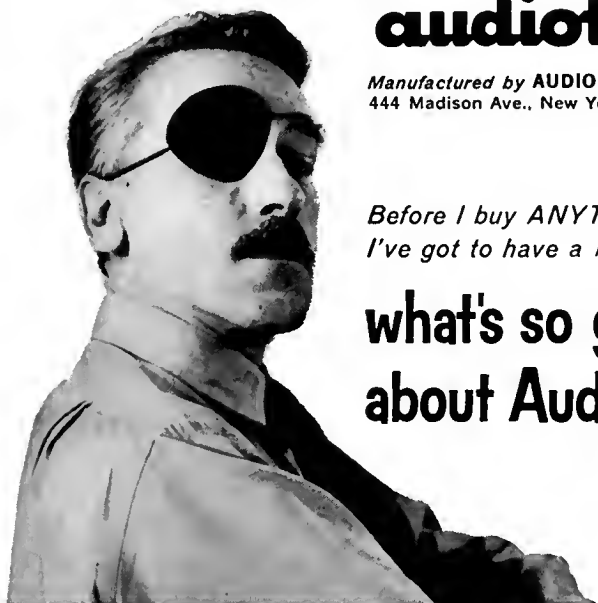
The complete reading is the most satisfactory presentation for instructional purposes. Whereas the Disneyland and Columbia presentations are presented on two faces of a single 33.3 rpm disc the Libraphone presentation occupies six faces on three 16.7 rpm discs.



We'll give you nine reasons  
for buying Audiotape:

1. Excellent response at high and low frequencies.
2. Exceptionally low background noise, through better dispersion of finer oxide particles.
3. Increased output and reduced distortion because the oxides are magnetically oriented.
4. Unequaled uniformity of output—guaranteed not to exceed  $\pm 1/4$  db within a reel.
5. Continuous monitoring in production for output, uniformity and freedom from distortion.
6. No oxide rub-off because an improved drier-type formula prevents it, even on dirty heads.
7. The C-slot reel—fastest-threading reel ever developed.
8. Smooth, quiet tape travel—even under hot, humid conditions—because of a special moisture-repellent binder.
9. Exceptionally low surface friction—reduces wear on heads.

For even more reasons—see your Audiotape dealer today

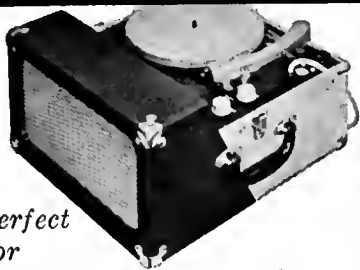


**audiotape**  
TRADE MARK

Manufactured by AUDIO DEVICES, INC.  
444 Madison Ave., New York 22, N. Y.

Before I buy ANYTHING,  
I've got to have a reason, so...

what's so good  
about Audiotape?



perfect  
for  
instruction and recreation

## NEWCOMB DEPENDABLE

### CLASSROOM RECORD PLAYERS AND RADIOS

Newcomb sound products have proven their dependability by delivering years of trouble-free service in leading school systems throughout the country. They are safe; ruggedly built of the finest quality materials; most are transformer powered for best performance, maximum safety. With easy-to-service construction and quickly available American-made parts, it is a simple matter for any service man to put the equipment in like-new condition.

NEWCOMB serves your other sound needs with **DEPENDABLE PUBLIC ADDRESS AMPLIFIERS** and **DEPENDABLE TRANSCRIPTION PLAYERS**. Write for complete catalog.

**NEWCOMB AUDIO PRODUCTS CO., DEPT. C-3**  
first in sound since 1937  
6824 Lexington Ave., Hollywood 38, Calif.

## Audio Directory

### Audio Equipment

#### EVERYTHING IN ELECTRONICS

##### FREE ALLIED 1959 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for 452-page Catalog.

#### ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.



### 4 SPEED RECORD & TRANSCRIPTION PLAYERS

Write for illustrated  
catalog

**AUDIO-MASTER**  
17 E. 45th St., New York

### califone

Portable PHONOGRAPHS  
TRANSCRIPTION PLAYERS  
Complete SOUND SYSTEMS

for Every School Use!!



califone 4445 BARKER, DEPT. 45  
1041 N. SYCAMORE, HOLLYWOOD 38, CALIF.

Charles Lampkin offers an exceptionally artistic performance reading poems on **SINGERS IN THE DUSK** (*National Council of Teachers of English*, XTV 25689/90). This superior recording offers much to secondary school English instruction and can be made to serve a variety of sound purposes. Hearing it can motivate creative writing and can develop audio understanding and appreciation. The poets represented are James Weldon Johnson, Paul Laurence Dunbar, Frank Marshall Davis, Herbert Clark Johnson, Countee Cullen, Arna Bon-temps, Langston Hughes and Donald Jeffrey Hayes.

The poems read include "The Creation," "Dawn," "Life," "Theology," "Ere Sleep Comes Down to Soothe the Weary Eyes," "Tenement Room—Chicago," "A Boy's Need," "The Wise," "Nocturne at Bethesda," "The Glory of the Day Was in Her Face," "The Negro Speaks of Rivers," "Mother to Son," "Ballad of the Man Who's Gone" and "Benediction." School and public libraries can find profit in using this recording with other anthologies of similar poetry in special programs. Further, these may represent a challenge to good sound system utilization in a variety of listening situations. Such material as this does not require the formal classroom scene, but can serve a variety of educationally valid ends.

Charles Lampkin brings a variety of experience and learning to this recording. Born in Montgomery, Alabama, Mr. Lampkin studied at the John Carroll University, the Cleveland Institute of Music and the Juilliard Graduate School. In addition to extensive experience as a public school teacher, Mr. Lampkin is known as an actor

and as a platform lecturer on Negro folklore and music.

☆

How delightful are the memories of childhood conjured up through reliving earlier experiences. **ALICE IN WONDERLAND** and **THROUGH THE LOOKING GLASS** are treasured memories to most adults, exciting experiences to most children. Here is the free play of imagination designed to charm—and succeeding so well that each generation pleasures in introducing Alice to the next.

These two titles have been superbly recorded by *Caedmon* (Alice in Wonderland: TC 1097 and Through the Looking Glass: TC 1098) in a manner which will delight young and old alike.

These recordings feature excellent performances by Joan Greenwood, as Alice; and Stanley Holloway as the narrator. Miss Greenwood brings to the recordings an exceptional theatrical career involving performances in Shakespearean roles at the Old Vic and as a comedienne playing opposite Alec Guinness in a variety of film roles. Mr. Holloway offers a similarly varied acting career and brings exceptional talents to the recordings. Miss Greenwood and Mr. Holloway are supported by such talented performers as Peter Bryant, Patricia Somerset, Billie Hill, Timothy Bateson, John Hollis, Rosamund Greenwood and others.

Children and adults alike will enjoy these listening experiences. The recordings can be used in elementary classrooms to motivate reading, and to present the stories in this audio form. Similarly, libraries can add these recordings without fear to shelf and loan collections.

## audiofile

## Record Reviews on Cards

☆ on 3x5 punched, cross-indexed cards

☆ for accessible filing and finger tip reference

☆ published monthly, September through June

☆ at least 400 cards per year

☆ efficient, constantly expanding reference center

☆ supplying synopses and appraisals

☆ your buying guide

☆ suggesting audience and instructional use

SUBSCRIBE NOW — \$25.00 a year

audiofile — box 1771, albany 1, n. y.



# AV in the Church

by William S. Hockman

## Locating Projection Screens

Would you be unorthodox enough to put one in a window, or in the corner of a room? We put one in a window and we like it fine. Here's how it happened:

The photo shows it mounted and down. When up it is hardly noticed. Set well back into the casement window, it acts as a black-out for that window and admits a pleasant and useful halo of light at the top and sides.



In this room there was no other location for it. It had to be on this side. We had no options. We could choose between a tripod or wall screen. We needed all the feet, and even inches, of throw we could get. Putting a tripod screen in front of the worship center would cut the throw by 3 or 4 feet. Use was to be frequent, and to move the table away each time was just too much bother, commotion, and work. By hanging the screen in the window we could get additional throw. It would be there to be easily and quickly pulled down when needed; or pulled down ahead of time. A bit unorthodox, we agree, but an effective and acceptable installation.

In the same unorthodox spirit the screen placement problem was solved for a square preview room at the Audio-Visual Center of Syracuse University. They placed it in one corner,

mounting it on neat brackets on the converging walls. It was out of the way, acceptable in appearance, always ready, maximized throw, and put all the floor space, except the extreme front, within the angles of good viewing.

In like manner a dentist friend of mine mounted a wall screen over the door between his living room and den, and on the den side. Now he just pulls the screen down to show his beautiful slides to his friends, and when not in use the screen is out of the way, out of sight, and handy for the next use. A little ingenuity pays off with screen placement.—WSH

## Our Tiny Tots See A Motion Picture

Every now and then I like to test a film with an audience before writing the review. It helps to keep my evaluations from becoming too subjective. No doubt many of my readers wish I would do more of it. Here is an instance I will tell you about.

I have just come from presenting the sound and color film, *Frances and Her Rabbit*, to our church week-day nursery school of 97 children and staff of six trained and experienced teachers.

Neither room used by the three age-sections of this school being large enough and suitable for this preview, all the children were brought into another room. It was set up so that each section would have its own group of chairs. While the chairs were over-size for these children, the room was entirely ready when the children were brought in.

The three-year olds sat in the middle, directly in front of a wide-angle screen; the four-year olds on the left and the five-year olds on the right. An aisle separated the sections. Since the film had a running time of only 11 minutes we hoped they could endure the chairs that long. It was the best we could do, so we went ahead.

Our purpose was to see if this film, made for kindergarten and primary grades, would interest these children. Our secondary objective was to entertain them. We did not aim for teach-

ing outcomes at all.

I gave the children a very brief "introduction" to the film. I named the pet and Frances. I told them what would happen. Of course they wanted to talk, but we got on with the film—carrying on a conversation with 90-some children was not our intention!

What happened? By and large the middle group lost interest soon after the rabbit finished drying his ears. (He got them wet when he went out in the rain.) They looked at the projector, at the other children, at each other and talked a little. A few were held by the screen.

Over in the four-year old section attention was better. They laughed when the rabbit dried his ears, and vocalized their reactions from time to time. Several lost interest after a few minutes, when Frances began drawing her picture. From outward indications I would say that their attention was never more than 60 percent.

Obviously the five-year olds were attending more and enjoying the film more. Very few lost interest. They sat forward in their chairs. They laughed; they smiled; they showed their enjoyment. After 8 minutes their attention flagged a bit, as the picture making seemed to come to a stall. It picked up at the end where Frances and Hopper went out to play, the rain being over.

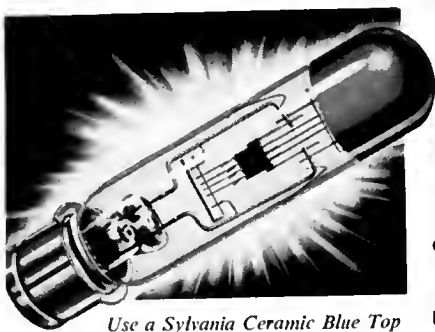
What did we learn? First, that it is a great bother to bring children into an "audio-visual room." We would not have undertaken it at all if we had not wanted to test out the film on the three age-groups under the same conditions of projection. (We use some filmstrips in our program, always in the regular room.)

Secondly, we certainly learned that this film was not for the younger children. It did interest the older section. Thus, we are in agreement with the producer when he says it is for kindergarten.

Thirdly, we are pretty sure that there was some mental fall-out from this film, but we don't know what. Perhaps on Friday, when the children return, some evidence of this will be seen in their conversation and especially when they get to the "art" part of the morning's program. Will they

# SYLVANIA CERAMIC BLUE TOP

PROJECTION LAMPS... for all makes . . . all types . . . in all sizes



Use a Sylvania Ceramic Blue Top in your projector . . . your slides and movies deserve the best!

New Sylvania Ceramic Blue Tops are available in all standard sizes for any projector . . . to fill your exact requirements for clear, brilliant projection.

**Blue Tops offer these superior qualities:**

**Brighter . . .** Ceramic Blue Tops won't scratch, chip or peel like ordinary painted tops . . . machine-made filaments assure pictures bright as life.

**Cooler . . .** Ceramic Blue Top is bonded to the glass for improved heat dissipation . . . cooler operation assures longer lamp life.

**Longer Lasting . . .** Exclusive Sylvania shock-absorber construction protects filaments from vibration damage.

SYLVANIA ELECTRIC PRODUCTS, INC.  
1740 Broadway, New York 19, N. Y.



## SYLVANIA

. . . fastest growing name in sight!

LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

recall Frances and Hopper, her white rabbit?

Another way to find out if this film made any traction with the children would be to phone the homes Wednesday afternoon and talk with the mothers. It would be interesting, too, to see how fast this film-experience recedes to the periphery of the child's mind. What will be the sticking power of the images and ideas of this film in these little minds? But, this is "research" beyond our intent and competency.

While we were not checking this film for its instructional values, we believe that it has a high potential in this direction. Obviously, it can be easily used to give pleasure (entertainment) and to expand experience. No doubt at our next Staff Meeting the teachers will bring up these considerations.

In conclusion, from what I have seen of this film, I am in full agreement with the distributor (International Film Bureau, 57 East Jackson Blvd., Chicago 4, Ill.) when he says that "*Francis and Her Rabbit* will leave children with a lot to talk about." It certainly will motivate children to talk about their pets, and it certainly can be used by teachers in both church and school to accomplish many important outcomes, which they will have no trouble at all in setting for themselves once they have previewed this charming and technically excellent film.—WSH

## Opaque Projectors

Mrs. S. J. Bradley of Florence, Ken-

tucky, observes in a letter that she has "never seen opaque projectors recommended for church use," and adds that "there seems to be no limit to the availability of really good pictures." In closing she asks, "Is there some reason why they are not satisfactory?"

Reducing a ten-page reply to several paragraphs, Mrs. Bradley, we might put the whole matter this way.

There is a great volume of usable material. The trouble is that too few people see the potential of the material all around them. One teacher will, and while she teaches the projector will get a lot of use. Her successor, not envisioning the possibilities of her own hand-made and hand-prepared materials, will let the project stand idle. Thus, a costly piece of equipment must wait it out until another person comes along who is enthusiastic about this type of material.

Again, some people have jumped off without noting how deep the water was! They found that usable material was a little more scarce than they imagined. This hurt. They found, too, that for best results a pretty dark room was needed. That was often hard to get. In like manner a good screen was needed for best results. This slowed the popularity of the opaque projector.

Very little ready-made material came along for the opaque projector. Materials to supplement missionary and stewardship education came in film-strip and film form. Curriculum enrichment material came in these media, also. Thus, those who produced ready-made materials for the use of the church by-passed the opaque projector.

This has had its effect on its popularity in the churches.

You must think your situation through; you must reach your own decision. It is best to estimate the potential of any media in relation to your basic need, to your teaching staff and its interests and its attitudes, to the other equipment in use (or not in use) in your church. This study and decision could well be that of a small group of interested people. It would be better still for this study to be made by an officially appointed committee. Then the decision would have status. It would hinge less upon the enthusiasm of one person for a given type of visual aid, and strike a better balance among all the fine media available to the churches today.

You say you "use a filmstrip projector" in your little church. This is fine. Keep right on doing so. Your inference that the opaque projector might take the place of filmstrips and film is not quite sound. If you follow that line of reasoning you will be in trouble. One visual aid does not substitute for another. They supplement each other. Variety is needed in the church's program. Without filmstrips and films your visual aids program won't have much scope and variety.

You speak of the expense of filmstrips. Look at it this way: If you buy a filmstrip for \$10.00 and use it just ten times in five years, and only 100 people see it in those five years—What is the cost per person seeing it? Is ten cents too much to afford? Can we ever take cost figures seriously when we are sharing the Gospel and its meaning with children and young people? What money value would you put on the insights, ideas, and convictions which the church and its teachers shared with you when you were a child and a youth?

In closing, let me go back to another basic consideration: Some teachers can use opaque materials creatively; others just show them. The catch comes in putting them together so they have educational impact. By and large a lot of time and planning, and downright educational understanding, is going into the filmstrips and films which are being made for church use. This tends to make their use easier as well as more effective in the hands of the average teacher.

Blessings on your work and I hope this will be of some help to you.—WSH

## Exceptional Art Film

*Rembrandt: Painter Of Men* is an exceptional film in three ways: in content treatment, in technical qualities, and in its psychological impact. Hav-

tested  
**VISUAL aids**

for better teaching

Let your pupils see what you say. They'll learn faster—remember longer. Scripture Press offers a complete selection of tested visual aids for more effective teaching.

- **FILMSTRIPS—35MM.** Professionally done. Story guide with each film, authentic, captivating.
- **FLANNELGRAPHS.** Colorful, die-cut suede-backed figures. Easy to use. Complete story furnished.
- **TABLE-TOP PROJECTS.** Brightly colored, stand-up figures moved around on map. Lesson book included.
- **FLASH CARDS.** Hold in hands as story is told. Complete story furnished with each set. Order from your Christian bookstore or write for **FREE** catalog. Dept. ESV-39

1825 College Avenue • Wheaton, Illinois

**SCRIPTURE PRESS**



**THE FILM DOCTORS®**

**SPECIALISTS**  
in the science of  
**FILM**  
**REJUVENATION**

**RAPIDWELD Process for:**  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"



Send for Free Brochure

**rapid**

**FILM TECHNIQUE INC.**

Founded 1940

37-02C 27th St., Long Island City 1, N.Y.

**RADIO-MAT**  
TALK from your SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES  
on  
**RADIO-MAT SLIDES**  
WHITE-AMBER GREEN  
ACCEPT NO SUBSTITUTE  
THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES**  
on your own  
**TYPEWRITER**  
by using  
**RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2x2.  
Sold by Audio-Visual, Photo & Theatre  
Supply Dealers. For **FREE SAMPLE** write —

**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd., Daytona Beach, Fla.

**TEACHING AIDS**

**FILMS, FILMSTRIPS,  
SLIDES, POSTERS, ETC.**

Write for Free Catalog

**AMERICAN BIBLE SOCIETY**

Audio-Visual Department  
440 Fourth Avenue, New York 16

ing seen it twice in B&W and three times in color, this reviewer is more than convinced of its general excellence. Having invited in a few friends for a preview, he observed its impact on them—as he himself experienced it.

Produced in commemoration of the 350th anniversary of Rembrandt's birth, this film passes before us sixty selected original Rembrandt canvases from twenty-nine museums located in twelve countries. Who sets this feast before us? Bert Haanstra, who was commissioned by the Netherlands' Government Information Service to produce this informative, beautiful, and moving film.

As the camera brings these great paintings before us the commentary (effectively narrated) adds its insights and guides our thinking. Having left many self-portraits, the producer has with consummate skill used them to bring the man Rembrandt as well as the artist before us. In a sentence or two his life and work is summarized as, with great optical finesse, these self-portraits fade one into the other as the years of his life went by. With such a beautiful ending, you can only say, when you have regained your objectivity: "What a wonderful experience!" And so it was with this reviewer. To see this film is to have an experience, and no greater tribute can be paid to a motion picture.

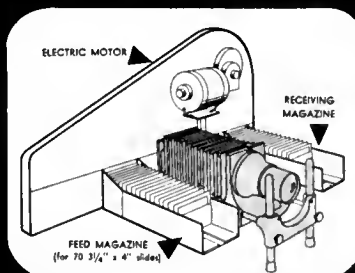
Who makes this fine film available to the American public? Coronet Instructional Films, Inc., Coronet Building, Chicago 1, Ill. The running time is 18 1/2 minutes; you will think it twenty eight! The color version, of course, is more than worth the extra rental cost. Very highly recommended. —WSH

*The editorial staff members of this publication, together with consultant experts, are in the process of devising an improved format. The staff will be most interested in hearing reader reactions.*

**THE "GENARCO"**

#6800

**ELECTRIC SLIDE CHANGER**  
70 (3 1/4" x 4") SLIDES



Easily Mounted on  
your favorite projector  
**AMER. OPTICAL DELIN. SCOPE**  
**BESELER SLIDE KING**  
**HEILAND or GOLDE MASTER**  
**STRONG ARC SLIDE PROJECTOR**  
For Demonstration, or Literature,  
**GENARCO INC.**  
97-03 SUTPHIN BLVD.  
Jamaica 35, N. Y.

**FILM SERVICES  
TO PRODUCERS OF  
16MM MOTION  
PICTURES AND  
FILMSTRIPS**

Sound Recording

Magnetic Transfer

Editing and Matching

Titles and Animation

Calburn Color Positives

Magna-Stripping

Filmstrip Animation

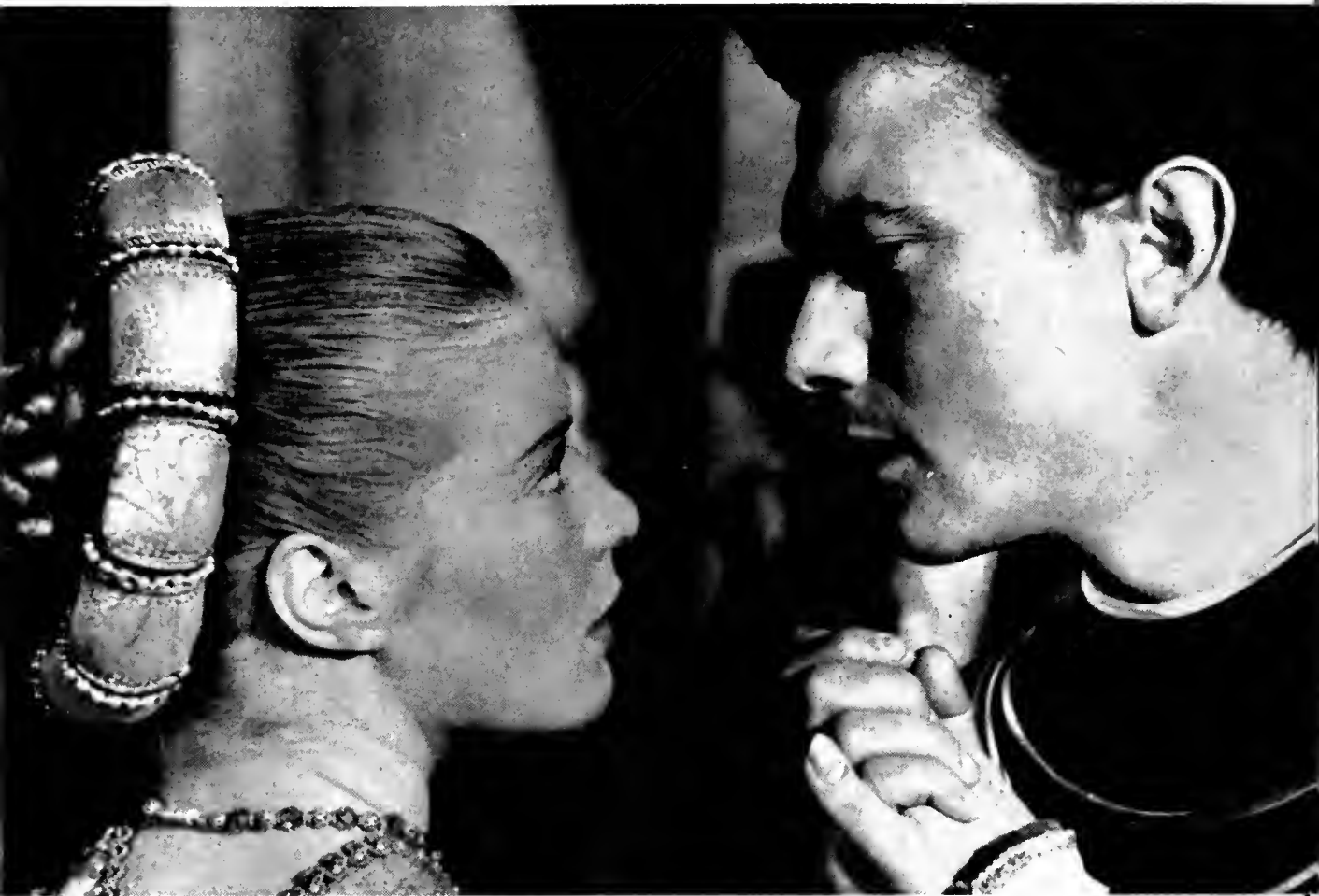
Slide Duplicating



**GEO. W. COLBURN  
LABORATORY**

INCORPORATED

164 No. Wacker Drive, Chicago 6  
Telephone DEarborn 2-6286



# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Richard III** — Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50

**Alexander the Great** — Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**A Lesson in Mythology** — Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50.

**The Vikings** — In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**Julius Caesar**, set at 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$6.00. With guide, \$6.30.

**Knights of the Round Table** — A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**Adventures of Robinson Crusoe** — In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$3.50.

**Hansel and Gretel** — In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kinemins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth** — In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Ulysses** — In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**

10 Brainerd Road, Summit, New Jersey

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to **Directory of Listed Sources**, page 157. For more information about any of the equipment announced here, use the **Readers' Service Coupon** on page 155.

## NEW EQUIPMENT

### CAMERAS, Still

**Single-lens Reflex Camera.** Japanese-made "Topcon" features 58mm f:1.8 lens; split-image eye-level 1:1 viewfinder; 1-1/1000th focal plane shutter; single stroke rewind lever; folding rewind crank; with lens \$295; camera body (interchangeable bayonet lens mount) \$195; carrying case \$15.50. BESELER.

For more information circle 101 on coupon

### CAMERAS, Accessories

**Copying Stand.** The "Rowi" can be dismantled to take very little space, yet is solid enough for copy up to 8 1/2 x 13 on cameras 35mm to 4x5. Precision adjustment for framing and focus. Versatile, from microscopy to wall photos. \$34.50; illuminator \$19.85. B&J.

For more information circle 102 on coupon

**"Exporite" Meter for Polaroid.** A low-priced meter fitting the Polaroid accessory clip reads directly 0-20 in new EVS numbers, and ASA 70 to 1000 speeds. \$6.95; case \$1. PIDC.

For more information circle 103 on coupon

**Kino-Titler.** Includes height-adjustable auxiliary closeup lens attached to cast camera base; 12" spacing rod; easel for holding 5 1/2 x 4 1/4" title cards. For 16mm and 8mm titling, including animated titles. \$6.95. PIDC.

For more information circle 104 on coupon

**Mecablitz Transistor Flashguns.** BURBR Dual transistors reportedly assure constant light output and flash factor during extended lifetime of the batteries. Model 101, using 4 batteries, \$54.95; Model 200, using 6 batteries, \$69.95.

For more information circle 105 on coupon

**Stereo-Microscopic Camera.** A 35mm Graflex Stereocamera with special prism compensating system for use with AO Cycloptic Stereoscopic Microscope. Adapter attaches to microscope stand and permits camera to be swung into position over the eyepieces, to take a 3-D record of exactly what the eye has seen. AMERICAN OPTICAL.

For more information circle 106 on coupon

**Strip Printer for 35mm Negatives and Transparencies.** Has built-in printing lamp and safe light, permits 1 to 4 sec. exposure control. — useful in duplicating schoolmade filmstrips; microfilms. \$49.50. B&J.

For more information circle 107 on coupon

**Three-faced Flash Shield.** Fits over most flash guns; one face polarizes, another compensates for use of daylight film with clear flash bulbs; the third is clear, guards against shattering bulbs. \$3.75 to \$5.50. TIFFEN.

For more information circle 108 on coupon

**Twin-Lens Closeups.** Adapter for reflex cameras with bayonet mount; lens coupled with prism that compensates for parallax between viewing and taking lenses. Field down to 7 to 10". \$7.95. PIDC.

For more information circle 109 on coupon

### PROJECTORS, Movie & TV

**Ediophor TV Projector.** Large screen (color 16' b&w x 32'), using Swiss color wheel system, 35' trailer houses 4 cameras, etc., 2 projectors (800 lb., 65" high, @ \$16,000); crew of 8 to operate, total cost \$336,000. CIBA.

For more information circle 110 on coupon

### PROJECTORS, Still



Rainbow "Magnajector"

**Opaque Projector Weighs 28 oz.** The plastic "Magnajector," with 60-watt lamp, is designed to project a field of up to 3 5/8 x 3 inches. \$7.95. RAINBOW.

For more information circle 111 on coupon

### PROJECTORS, Accessories

**Combination Wheeled Storage Rack.** Films, filmstrips, tapes, slides each in own compartment, on mobile cart that serves as a projector stand. SMITH.

For more information circle 112 on coupon

**80-foot Rear Projection Screen.** POLACOAT rear projection screen material is now available to order in any size from 3x4' to 40x80'. Seamless to 10', edge-welded from endless rolls in the larger sizes. \$2.50 per square foot.

For more information circle 113 on coupon



Polacoat Projection Screen

**Folding Projector Stand.** Improved model has metal top and middle tray 13x22"; metal dowels, wooden accordion-folding legs; adjusts to 22", 30", 36", and 40" height; folds to approx. 16x24x4". \$14.95. OCTO.

For more information circle 114 on coupon

**Ken-Rol-It Projector Table** features 10" rear wheels for stairway transport. 40 1/2" high; 42 lb.; steel tube frame; \$49.50. KENROL.

For more information circle 115 on coupon

**Mylar Splices Filmstrips.** Tough, thin splicing tape, either transparent or opaque (for magnetic film), 16mm single or double perforation, 35mm for filmstrips. Also splicing block. Free brochure. FLORMAN-BABB.

For more information circle 116 on coupon

**Slide Mounts.** Standard or 2 1/4 x 3 1/4. Aluminum frame, thick micro cover glasses, double fold heavy paper mask. Choice of three mask apertures. Box of 12 \$3; 50 \$12. EMDE.

For more information circle 117 on coupon

**Stereomounts.** Aluminum self-aligning mask holds cover glasses. Three types of mask—Close-up (under 7'), Medium (4 to 20'), Normal (7' to Infinity). Box of 20 \$3.50; per 100 \$16.50. For EK cardboard stereos \$32.50 and \$14.50.

For more information circle 118 on coupon

**Ultra-Violet Photomicroscopy.** B&L-RCA joint research has developed a compact U-V image converter; an electronic ultrascrope tube producing a visible image. The microscope, with U-V optics and image converter, is priced at about \$3250; the image converter unit (ultrascrope and 35mm camera), for use on existing monocular microscopes, is priced at about \$1500. B&L.

For more information circle 119 on coupon

**Wide-Angle Projection Lens.** New 1" lens produces a 9' picture on a 10' throw, on DuKane Auditorium Slide-film Unit. \$65. DUKANE.

For more information circle 120 on coupon

## SOUND EQUIPMENT

**Hallen 1216 Portable Tape Recorder.** All-transistor; 30-13,000 cps; Davis



## "FIBERBILT" CASES

"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of Finest Quality"

For 16mm Film — 400' to 2000' Reels

Sold by All Leading Dealers



a new dimension in quality

COMPCO PROFESSIONAL REELS AND CANS

**NEW!**

**A Major Advance in Film Reel Construction**

PRECISION DIE-CAST ALUMINUM HUB COMBINED WITH SPECIAL TEMPERED STEEL REELSIDES MAKES A TRULY PROFESSIONAL REEL.

MUCH MORE STURDY — TRUER RUNNING

COMPCO reels and cans are finished in scratch-resistant baked-on enamel. Be assured a lifetime of film protection with these extra quality products.

Write for complete information.

REELS AND CANS • 16 mm 400 ft. through 2000 ft.

**COMPCO** corporation

1800 NO. SPAULDING AVENUE  
CHICAGO 47, ILLINOIS

Manufacturers of Photographic Equipment for Over A QUARTER of a CENTURY

Flutter Suppressor; requires less than 30 watts, weighs 29 lb., adequate amplification for long shots with any good pro mike without extra amplifier or mixers. HALLEN-SCHOEN. For more information circle 121 on coupon

**Harbeck Electrostatic Speaker.** Maker claims 360-degree dispersion, full circle, full cycle; 4-8-16 ohm taps. \$125. ELECTROACOUSTIC. For more information circle 122 on coupon

**Magnetic Tape Eraser.** Bulk tape demagnetizer; reel spindle mounted to prevent missed spots; 5 to 10½" reels; will demagnetize tools, instruments, heads. \$27.50. MICROTRAN. For more information circle 123 on coupon

**New Zenith Line** emphasizes that it uses no printed circuitry, citing this feature as a "service saver"; visible operating controls are grouped accessibly in one corner of the cabinet; the Space-Command remote control is continued. TV-phonograph, console and AM-FM phonographs and 14-17" portable TVs are part of line. ZENITH. For more information circle 124 on coupon

**Norelco "Continental" Stereo Version.** This Philips' tape recorder has two pre-amplifiers, with controls; for stereo playback a second power amplifier and dual cone speaker (\$95) is needed. The recorder is 3-speed (7½ips — 1⅞) 40-16,000 @ 7½, five outputs, 7 tubes. \$299.50. NAPHILIPS. For more information circle 125 on coupon

**60-watt Stereo Amplifier Kit.** Two printed circuit boards simplify assembly. 9 — 42,000 cps. 4, 8, 16 ohm speaker output impedances for both stereo and monaural. 9x14x8¼. Complete punched chassis, all parts, tubes, wire, solder and instructions \$84.50. Cover extra \$6.50. ALLIED. For more information circle 126 on coupon

**Stereo Amplifier** with two complete pre-Amplifiers. Separate compensated volume and tone control on each channel. Use with all crystal or ceramic stereo cartridges. 50-15,000 cps. 4-ohm output impedance. 35 watts. 8½"x 4½"x3¾". 4½ lb. \$29.95. MASCO. For more information circle 127 on coupon

**Stereo Basic Amplifier.** Two 15-watt amplifiers mounted on single chassis for stereo or 30-watt monaural (switch), for use with any stereo pre-amp. KN-1515; \$74.50. ALLIED. For more information circle 128 on coupon

**Stereo Recorder for Satellite Tracking.** 14" reels, 4 speeds (1⅞ to 15 ips), low signal to noise ratio, professional standards. \$805. INTERAD. For more information circle 129 on coupon

**Tube Checker Kit.** Checks filament continuity, sorted elements and cathode emission of 400 tubes most commonly used in TV, radio and hi-fi equipment. Flip cards and selector slide switches provide rapid selection of any type of pin connections. All parts, wire, solder and instructions. \$19.95. ALLIED. For more information circle 130 on coupon

**12-Watt Hi-Fi Amplifier Kit.** Complete with 4 tubes and rectifier; designed

for budget-minded hi-fi do-it-yourselfer. Less cover \$19.95. ALLIED. For more information circle 131 on coupon

**Video Monitor.** Front controls, 17", 500-line resolution with stable vertical hold circuitry for use with industrial-educational cameras. Removable front facilitates cleaning safety glass and tube. Model L59B \$189. MIRATEL. For more information circle 132 on coupon

## MISCELLANEOUS

**Columbia Signmaker.** Letter, numeral and ornament templates, hand guided in chute, instant-dry inks in 6 colors. Standard set includes 17 styles of letters ranging from ⅜" to 8", plus 8 plates of ornaments and special words — \$139.50. Banner-maker Set — \$299.50. Single templates \$3.98 up. Used for school signs and posters, distributive ed and slow learner classes. COLUMNSIGN. For more information circle 133 on coupon

**High Precision Film Transport.** A modified BGH movement is applied to film transport, (.0005" tolerance), for precise positioning and reading of 35mm single-frame micro- and data film. Up to 200' capacity, projected at 24 or 3½ frames per second. Magnification variable 15x to 20x. MAST. For more information circle 134 on coupon

**Sign-Making Kit.** Free month's trial offer of over 5,000 die-cut letters and numerals ¾" to 2", 300 mounting strips and 50 showcards; choice of red or black or mixed; returnable after month's trial with no charge for materials used—or remit \$29.75. WEBWAY. For more information circle 135 on coupon

**Universal Flash Unit.** German-made "Kobold" flash gun takes all three types of flashbulbs — Baseless, M-2 and Bayonet. Built in test lamp. With case. \$11.25. BGJ. For more information circle 136 on coupon

## NEW MATERIALS

### KEY TO ABBREVIATIONS

mp—motion picture  
fs—filmstrip  
sl—slide  
rec—recording  
LP—33-1/3 r.p.m. microgroove record  
min—minutes (running time)  
fr—frames (filmstrip pictures)  
si—silent  
sd—sound  
R—rent  
b&w—black & white  
col—color  
Pri—Primary  
Int—Intermediate  
JH—Junior High  
SH—Senior High  
C—College  
A—Adult

## ARMED FORCES

**Share a Proud Tradition** mp UWF 15min sd b&w \$29.79. The U. S. Marine Corps as a career opportunity for young women. SH For more information circle 137 on coupon

## ARTS & CRAFTS

**Print With a Brayer** mp BAILEY 8min sd col \$75. Creative use of impress tech-

niques and examples of many types of results obtained. JH-A

For more information circle 138 on coupon

**The Hunters** mp CONTEMPORARY 60 min sd col \$400 r \$40; b&w \$275 r \$25. Winner of the 1958 Flaherty Award, produced by Film Study Center of the Peabody Museum. African hunters' quest for food, in sensitive photography and narration, plus an occasional background chant, provides exceptional camera-study of primitive culture. SH C A

For more information circle 139 on coupon

## BUSINESS EDUCATION

**Effective Salesmanship** 5 mp ICR ea 15min @ \$135. (Preview service charge \$10 ea.). 1: **How to Keep Your Customers Yours.** 2. **How to Handle Price Resistance.** 3. **How to Plug Time Leaks.** 4. **How to Package Your Personality for Greater Pull Power.** 5. **How to Help Your Customer Overcome Decision Fear.** A C.

For more information circle 140 on coupon

**How to Take the Guesswork Out of Your Hiring** 12 sfs ICR sd col \$395. Dr. Robert N. McMurry narrates the series. Titles include: **The Stakes Are High; Screening Out the Unqualified; Sensible Psychological Testing; Checking with Others; The Patterned Interview; How to Conduct the Patterned Interview; Basic Character Traits; Motivation I & II; Emotional Maturity I & II; Making the Final Rating.** A.

For more information circle 141 on coupon

**The New Role of Decision Making.** 5mp ICR ea 15min \$135 ea. Preview service charge \$10 ea. against future purchase. 1: **Decision Phobia.** 2. **How to Create the Best Climate in Decision Making.** 3. **Communications — The Life-line to Good Decisions.** 4. **Fact Finding — Motivational Methods.** 5. **How to Put Your Decisions to Work.** Meeting leader's guide and visual digest with each film. A. C.

For more information circle 142 on coupon

**Over-the-Counter Selling.** 5mp ICR ea 15 min @ \$135. (Preview charge \$10 ea.). 1. **How to Say "No" Without Giving Offense.** 2. **How to Sell Creatively Without "Pushiness."** 3. **How to Keep Your Customers Coming Back . . . to You.** 4. **How to Help Win New Customers.** 5. **How to Merit the Rank of a Professional.** A C.

For more information circle 143 on coupon

**Your Attitude is Showing** sfs ICR 47fr LP. \$79.50; \$10 approval service charge. Includes guide, mobile, set of participation cards. Emphasizes personal attitude as key to business success. A.

## EDUCATION

**Making Teaching Effective** fs OSU 39fr si b&w \$3. The curriculum atmosphere in which audio-visual materials are most effective. TT.

For more information circle 144 on coupon

**Pictures Teach at Penfield** mp KODAK 78min sd col free. The role of audio-visual and photographic student groups in a central school system. Filmed in

a multi-unit school system with participation of teachers and students. Shows stimulation of students toward both learning and character development in constructive contribution to school and community. JH SH C A TT.

For more information circle 145 on coupon

**Point of Decision** mp OSU 17½min sd col \$160 b&w \$60. A school board meets to discuss the addition of a full time guidance counsellor to the faculty. Each brings his own viewpoint, the issue is not fully resolved in the film but is brought to the "point of decision." SH C A TT

For more information circle 146 on coupon

**School Progress 1800-1958** (24 color slides). Schools, books, equipment of various types at different periods; as shown on education demonstration train. Set (24) \$9.05 incl. postage. WALTSTERL.

For more information circle 147 on coupon

**Teaching Tools** (series) 9fs OSU si col \$4 ea. **How to Keep Your Bulletin Board Alive** (33fr). **A Parade of Bulletin Boards** (46fr). Actual classroom boards analyzed. **How to Make and Use the Felt Board** (54fr). **Improving the Use of the Chalkboard.** (44fr). **Handmade Lantern Slides** (51fr). **The Diarama as a Teaching Aid** (59fr). **The Opaque Projector** (46fr). **A Simple Exhibit Technique** (40fr) useful rig for classroom or hall. **Making Geographic Models** (55fr) in three-dimension from any map showing elevations. TT.

For more information circle 148 on coupon

**The Cranford Story** mp ESSO 15min sd col free. How a Junior High School makes use of free materials supplied by Industry to help teachers improve science instruction. Jr. High students in Cranford, N. J. are the "actors." TT PTA.

For more information circle 149 on coupon

**This Is Exploring** mp BSA 25 min sd col \$155. Solution to America's teenager problem offered in the program of Explorer Scouting, from skin-diving to electronics, from high adventure to hi-fi. SH A.

For more information circle 150 on coupon

## FEATURES

**The Children Are Watching Us** mp BRAN-DON 85min \$45 up. Italian dialog. English sub-titles. A child adrift in a violently incompatible society. The first collaboration between Vittorio de Sica and Cesare Zavattini, later producers of **Bicycle Thief** and **Shoeshine.** C. A.

For more information circle 151 on coupon

**Fernandel the Dressmaker** mp (French) BRAN-DON 84min; English subtitles. \$32.50 up. France's first funny man inherits a dress salon and has a high old time with illicit amour and haute couture. C. A.

For more information circle 152 on coupon

**Gift for Music** mp (Russian) BRAN-DON 89min \$32.50 up. Excerpts from Glinka, Tschaikovsky, Bach, Beethoven, Mozart and Grieg are played by students in this story of a young war

there's  
no other  
teaching aid like

a tape recorder  
in the  
classroom

there's  
no other  
recording tape like

**irish**  
BRAND  
FERRO-SHEEN\*

'exclusive  
irish process for  
producing the smoothest  
possible tape surface

**irish FERRO-SHEEN\* tape**  
can't sand down your magnetic  
heads or shed gummy  
oxide powder into  
your machine

Why risk the gradual deterioration of your precious tape recorder when ultra-safe **irish FERRO-SHEEN** costs no more than ordinary tape?

ORRadio Industries, Inc. ES-3  
Audio-Visual Department  
Shamrock Circle, Opelika, Alabama

Kindly send me free of charge and without any obligation the item(s) I have checked:

- Complete, detailed chart of playing times for various types of tape in different reel sizes at all standard tape speeds.
- "Tape It Off the Air"—the brochure that explains the correct way of tape recording radio and TV broadcasts.

Name \_\_\_\_\_

Position \_\_\_\_\_

School \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# SLIDE MAKING EQUIPMENT

## ● IDEAL 3 1/4 x 4" LANTERN SLIDE MATS

The Professional Standard For 50 Years!

Package - 25 mats ..... 50c  
 Box - 100 mats ..... \$1.85  
 1000 in bulk (not assorted) ..... \$15

26 Sizes  
 And  
 Shapes!

● "RIGHT SIDE UP" Red Spot Identification Labels: Quality-White-gummed-Acceptable Ink Nn 4008 Box of 250 ..... \$3



● Type Your Own Slides on B&J RADIO MATS Special carbon for writing or typing titles - transparent cellophane and masking mat included. White, amber or green.

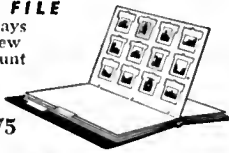
2x2" (100 slides) \$2 - 3 1/4 x 4" (50 slides) \$1.50

## ● NEW SLIDE FILE

Notebook style-displays 12 slides in full view The VUE-FILE mount fits standard 3-ring binder. No. 4010.

Box of 25 ..... \$8.75  
 Box of 100 \$35.00

SPECIAL - #C4010 to fit glass mounted slides. 11x4 of 100 ..... \$40.00



● LANTERN SLIDE FILE BOX Individual slide grippers hold 76-3 1/4 x 4" slides. Leatherette-covered wood. Handle. No. 4011 ..... \$7.50



**BURKE & JAMES, INC**  
 321 S. Wabash Chicago 4, Illinois

MARTHA GRAHAM & COMPANY



## a dancer's world

Miss Graham narrating and illustrating her theories with specially choreographed basic techniques, and excerpts from the Company Repertoire.

● "The film demonstrates how much a skilled and sensitive film maker can bring to the presentation of dance on the screen."

Arthur Knight, Dance Magazine

● "An exquisitely beautiful experience." Katherine Cornell

● CARLSBAD FILM FESTIVAL AWARD 1957  
 30 Minutes, black & white,  
 Rental \$17.50, Sale \$175.00

REMBRANDT FILM LIBRARY

267 W. 25th St. New York 1, N. Y.  
 ORegon 5-7220

## FAMILY SHELTER PRIMARY

An original filmstrip series in color depicting the experiences of a real family with housing, from a trailer to a built to order home. Stress is laid on the many workers, near and far, who contribute to the finished product.

PLANNING A HOME  
 MY DAD IS A CARPENTER  
 BUILDING A HOME  
 FROM TREE TO HOMESITE  
 MEN AND BUILDING MATERIALS

Write Now For New Catalog

**Long FILMSLIDE SERVICE**  
 7505 Fairmount Ave. El Cerrito 8, Calif

orphan who proves a musical prodigy. F.C.

For more information circle 153 on coupon

**Lourdes and Its Miracles** (French) mp BRANDON 90min. Re rental, apply. The pilgrimage, with its processions, singing rituals - and then the camera is witness to the cures reported while the film was being made. Recommended by the Bishop of Lourdes. CA.

For more information circle 154 on coupon

**Man in the Shadow** mp UWF 80min col; also Cinemascope. Killing of a Mexican laborer triggers resistance of ranch owner empire to law enforcement by courageous sheriff. Jeff Chandler, Orson Wells.

For more information circle 155 on coupon

**This Is Russia** mp UWF 67min sd col apply. Producer reportedly arrested seven times while photographing "forbidden subjects"; coverage from Baltic to the Chinese border. SH CA.

For more information circle 156 on coupon

## GUIDANCE—Vocational

**Member of the Team** sfs NASW 86fr LP and script and discussion guide. Free. Medical social work as a career. Story line shows how case worker helps to prepare a little girl to face a heart operation. SH CA

For more information circle 157 on coupon

## HEALTH & SAFETY

**Off-site Monitoring of Fallout from Nuclear Tests** mp UWF 29min sd col. Radiological activities of the U. S. Public Health Services in the off-site area of the Atomic Energy Commission test site in Nevada. Intended for the information and training of public health and other personnel concerned with the effect of nuclear fallout. C

For more information circle 158 on coupon

**Rescue Breathing** mp AMERFP 21 1/2min sd col \$200 b&w \$110. Teaches the techniques of mouth-to-mouth and mouth-to-nose resuscitation now officially adopted by the American Red Cross and American Society of Anesthesiologists. Easy to learn. "A child can do it."

For more information circle 159 on coupon

## HOME ECONOMICS

**Basic Technique for Home Landscaping** mp USDA 11 1/2min sd col apply. Produced in cooperation with the American Association of Nurserymen, the film outlines the considerations that govern landscaping for front public area, play and garden space, and private outdoor living areas. SH CA A.

For more information circle 160 on coupon

**Child Care Problems of Physically Handicapped Mothers** mp UCONN 30min sd col \$145; loan \$1 service charge. Problems of orthopedically handicapped homemakers; how various tasks are done and how they could be improved. TT A C.

For more information circle 161 on coupon

"Where There's a Will" mp UCONN 28 min sd col \$165; loan \$1 service charge. How four handicapped mothers

make adjustments to resume the home responsibilities. Introduction by Dr. Lillian M. Gilbreth. Both challenging and reassuring to handicapped mother and to her family. A C.

For more information circle 162 on coupon

## INDUSTRIAL ARTS

**Grinding Wheels and Their Application** mp SIMONDS mp 24min sd col. Free. Different types of wheels, their purposes and identifying symbols. Industrial arts classes, in-plant training. SH A

For more information circle 163 on coupon

## INDUSTRY

**Highway Hearing** mp MODERN 29 1/2min sd col free. A community faces problem of relocating a highway which has always been considered the life-giving artery of the town and the surrounding farm area. Sponsored by Du Chemical Co. SH A

For more information circle 164 on coupon

**Mainline, U.S.A.** mp UWF 20min sd col free. Vital role of railroad transportation; research, modernization. SH C

For more information circle 165 on coupon

**Transportation by Air** mp MH 14min sd col b&w \$80. Role of aviation in American transport. Many workers contribute to maintenance and progress. J SH

For more information circle 166 on coupon

**Transportation by Water** mp MH 14min sd col b&w \$75. Ocean liners, ferry boats, freighters, tugboats. Most great cities are world ports. Importance of inland waterways. JH SH

For more information circle 167 on coupon

## LANGUAGE ARTS

**Once Upon a Time: Fairy Tales for Dramatization** rec AUDED 12" LP \$4.75. Four classic tales adapted for listening and dramatization in primary classroom. Original background music and sound effects. Pri.

For more information circle 168 on coupon

**Sound Effects 3** rec 7" 78rpm. 29 real life sound effects; for aural identification; radio and TV scripts, simulations and programs; tape recorder "reports," etc. Set (3) \$2.98 plus 25 cents for shipping-insurance. WALTSTERL.

For more information circle 169 on coupon

**Un Pueblo de Espana** mp CHURCHILL 11min sd col \$100 b&w \$50. Home family and simple occupations in Spanish village with slow-paced track tailored to beginning Spanish students. This is a shorter, simplified and slowed-down version of the award winning **Village of Spain**.

For more information circle 170 on coupon

**Word Building in Our Language** mp CORNET 11min sd col \$110 b&w \$60. How many of our words are built by adding prefixes or suffixes or both to a root, and by combining words or parts of them. How words are derived from other languages, frequently Latin. General principles of structural growth of words. JH SH

For more information circle 171 on coupon



**LITERATURE & DRAMA**

**American Poetry Pre-1900** 2rec EAVI 12" LP. Bradstreet, Freneau, F. Hopkinson, Adams, J. Hopkinson, Pierpont, Woodworth, Halleck, Drake, Bryant, Pinckney, Emerson, Longfellow, Whittier, Poe, Holmes, Thoreau. Read by David Allen, Nancy Marchand, David Hooks. SH C  
For more information circle 172 on coupon

**The Man Without a Country** sfs FILM-SED 60fr, 10" LP, col \$15. Sound dramatization of the Edward Everett Hale story of Lt. Philip Nolan, charged with complicity in the Aaron Burr conspiracy. Yale University School of Drama. JH-A.  
For more information circle 173 on coupon

**Milestones in Writing** 6mp CFD 10min sd col \$100. These films, made by USC, feature Dr. Frank C. Baxter, authority on the history of books and printing. Paper making, manuscripts, pictographs, the alphabet are some of the main topics. JH SH C  
For more information circle 174 on coupon

**MATHEMATICS**

**Plane Geometry by Record** rec AUDIO AID 12" LP \$3.65. Presents 9 basic axioms and 14 postulates; 61 theorems with suggestions for their proof; 66 theorems grouped according to geometric figure involved; 30 key definitions. SH C  
For more information circle 175 on coupon

**MEDICAL SCIENCES**

**Epidemiology of Staphylococcal Infection** mp-fs UWF 13min sd col. Filmograph or filmstrip with taped narrative 14min 112 fr. Complex transmission patterns resulting from interaction of the etiologic agent, the reservoir, the host and the environment. Hospital personnel as carriers. Professional.  
For more information circle 176 on coupon

**Prevention and Control of Staphylococcal Infections** mp UFW 14min sd b/w. Aseptic techniques and improved housekeeping procedures as control measures against infection in hospitals. Professional health personnel.  
For more information circle 177 on coupon

**MENTAL HEALTH & PSYCHOLOGY**

**Rx Understanding** mp OSU 15min sd col \$150. An actual pediatrician works with three children and their mothers. Emphasis is on the art of dealing with people, interview techniques, physical examination routine, proven methods of offering advice. C TT  
For more information circle 178 on coupon

**MUSIC**

**Famous French Fanfares and Marches** rec EPIC LP 12" \$3.98. The band of French Navy, a century-old institution.  
For more information circle 179 on coupon

**Lower Drum Song** rec WESTMINSTER LP \$5.98. Selections from the Rogers and Hammerstein hit musical.  
For more information circle 180 on coupon

The **KEYSTONE** Standard Overhead Projector is available for purchase under the

**National Defense Education Act**



The Keystone Standard Overhead Projector is designed for the projection of Standard (3/4" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoscopes (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the **Science** Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the **Mathematics** Category in teaching Number Combinations tachistoscopically; Solid Geometry with Stereograms.

In the **Modern Languages** Category in teaching French and Spanish with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. **KEYSTONE VIEW CO.**, Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

**The BLUE BOOK of Audio-Visual Materials**

- films
- slides

- filmstrips
- recordings

the **ONLY** source-book that completely correlates all four principal types of instructional materials  
**Costs Only \$1.00**

Fill Out and Mail This Coupon

**EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE**  
2000 N. Lincoln Park West, Chicago 14, Ill.

Special Offer 3/59  
(Date of publication)

Please enter my order for the BLUE BOOK OF AUDIO-VISUAL MATERIALS as checked below:

- \_\_\_\_\_ Copies of 1958 Issue @ \$1.00\*      \_\_\_\_\_ Copies of 1957 Issue @ \$1.00\*
- \_\_\_\_\_ Copies of 1956 Issue @ \$1.00\*      \_\_\_\_\_ Copies of 1955 Issue @ \$1.00\*
- \_\_\_\_\_ Copies of 29th Edition (1954) @ \$1.00\*
- \_\_\_\_\_ Copies of 28th (Cumulative) Issue @ \$2.00\*
- \_\_\_\_\_ **Copies of Combination Offer: One each of all six of the above for only \$5.00\* — a \$7.00 value.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City & Zone \_\_\_\_\_ State \_\_\_\_\_

- Check here if you wish to pay later.
- We pay postage if remittance accompanies order.
- Check here if you are interested in bulk rates.

**DON'T WAIT - - - VACUUMATE!**

**TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM**

All give - - - at no extra cost to you  
The Famous

Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

# VACUUMATE

**FILM PROTECTIVE PROCESS**

The **VAP O RATE**  
**SUPER**  
PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes  
**ONE TREATMENT LASTS**  
**THE LIFE OF THE FILM**

Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process Is Available to  
You in Key Cities Throughout the U.S.

Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

## PAT DOWLING PICTURES



### AQUARIUM WONDERLAND

Fourth Grade to Junior High  
for Biological Science.

Color film—10 minutes \$100.00  
Write for Study Guide and Previews.

1056 S. Robertson Blvd.,  
Los Angeles 35, Calif.

### IRON CURTAIN LANDS

(Post-Stalin Period)

An up-to-date, objective, authoritative survey  
of the Soviet Union and her European  
Empire.

Edited under the supervision of Dr. Michael  
Petrovich, Ph.D., Associate Professor of  
History, The University of Wisconsin.

16mm sound, 20 minutes, Color or B&W  
Preview Prints Available

A Grover-Jennings Production

P. O. Box 303 Monterey, California

**A  
NEW  
SCIENCE  
FILM**

about scientific time determination,  
time-keeping, time zones, Daylight  
Saving Time, Greenwich Time and the  
International Date Line

**PRODUCED  
BY**

**INDIANA UNIVERSITY**  
audio-visual center  
BLOOMINGTON IND

**Folk Songs from Erin** rec WESTMINSTER  
LP \$4.98. Deirdre O'Callaghan accom-  
panies herself on the harp. 20 selec-  
tions, about half in Gaelic.

For more information circle 181 on coupon

**Music and Song of Italy** rec TRADITION  
LP \$4.98. Bagpipes, guitar, accordion,  
jewsharp, tamborines and flute accom-  
pany Alan Lomax. Collaboration of  
National Folk Song Museum of Italy.

For more information circle 182 on coupon

**Texas Folksongs** rec TRADITION LP  
\$4.98. Sung by folkmusic authority  
Alan Lomax; banjo and guitar accom-  
paniment by Guy Carawan, harmonica  
by John Cole.

For more information circle 183 on coupon

#### PHYSICAL ED. & SPORTS

**Australian Olympic Swimmers** 18 mp  
"loops" CANHAM \$29.75. Motion  
study loops provide repetitive demon-  
stration above and underwater of the  
champion Australian swimmers who  
dominated 1956 meet. SH C TT

For more information circle 184 on coupon

**Ski Flight to Austria** mp HOOK 26min  
sd col. Apply for rental rates and  
fund-raising terms. Skiers from 22  
Pennsylvania clubs fly to Austria and  
ski Kitsbuehl, Zurs and St. Anton. Of-  
ficially sanctioned for raising funds for  
the Olympic Ski Games Committee.  
C A

For more information circle 185 on coupon

#### PRIMARY GRADE Material

**Helpers in our Community** mp CORONET  
11min sd col \$110 b&w \$60. As a  
primary grade discusses this subject  
many interesting people and their oc-  
cupations are pictured — street repair-  
man, doctor, store keeper, bus driver  
and others. Pri.

For more information circle 186 on coupon

**How To Use Tools** mp FRENDA 14min  
sd col b&w. TV's Ted Knight and his  
puppet, Bernard, bring industrial arts  
to primary grades. Pri.

For more information circle 187 on coupon

**Joey and the Ranger** mp 14min COX sd  
col \$150. Boy finds baby grosbeak  
and starts to tame it. Yosemite Na-  
tional Park Ranger tells him the bird  
is not really lost. On their way to the  
site where the bird is to be restored to  
its parents numerous wildlife is ob-  
served. Pri.

For more information circle 188 on coupon

**The Miller Grinds Wheat** mp BAILEY 10  
min sd col \$110 b&w \$60. How  
wheat is brought to the mill, ground,  
sifted, sacked, and delivered to bak-  
eries. Two primary age children are  
taken to visit a small mill where wheat  
is still stone-ground. Pri.

For more information circle 189 on coupon

**Our Family Works Together** mp CORO-  
NET 11min sd col \$110 b&w \$60.  
Mike and Susan help mother prepare  
a big surprise for dad, and they help  
in other ways, too, by making their  
beds, hanging up their clothes. Pri.

For more information circle 190 on coupon

**Picture Book Parade** 8fs WESTON si col  
Series II \$42; indiv. @ \$6.50. Vis-  
ualized from popular illustrated chil-  
dren's books; each strip includes text  
booklet. Titles: **Andy and the Lion;**  
**The Biggest Bear, Camel Who Took a**

**Walk; Caps for Sale; The Circus Baby  
Lentil; Little Toot; and Little Re-  
Lighthouse.** Up to 3 titles may be sub-  
stituted from earlier Series I: **Georgie  
Hercules; Make Way for Duckling;  
Mike Mulligan; Millions of Cats; The  
Red Carpet; Stone Soup; The Story  
About Ping.** PRI.

For more information circle 191 on coupon

#### RELIGION & ETHICS

**The Bible Story of Easter** 2fs FAMILI  
sd col LP \$16.50 (2). Narration, liv-  
dialog, and a complete Scripture read-  
ing feature these filmstrips, photo-  
graphed live in color. **Cup of Sorrow**  
tells of the Upper Room, Gethsemane,  
Trial and Crucifixion. (30fr). **Day of  
Gladness** continues with the reclaiming  
of Jesus' body, sealing of tomb, earth-  
quake, His reappearances. JH — A.

For more information circle 192 on coupon

**The Book of Ecclesiastes** mp (kinescope  
INDIANA 29min sd b&w r\$4.75).  
Four panelists discuss literary and the  
ological values, analyze structure and  
speculate on the author's identity and  
moral, political and religious attitude.  
SH A

**Correction:** This was listed in February  
as available from SYRACUSE, where  
was produced, instead of from NE  
Film Service, INDIANA, its distributor.

For more information circle 193 on coupon

**Evangelism** 3fs CHURCHCRAFT si col  
\$19.50. Approach to friends, stran-  
gers, community. A.

For more information circle 194 on coupon

**Gospel Singing in Washington Temple**  
rec WESTMINSTER LP \$5.98. Eleven  
hymns and spirituals sung by Mrs.  
Ernestine Washington (Washington  
Temple Church of God in Christ).

For more information circle 195 on coupon

**How We Got Our Bible** 4fs SVE col LI  
Set (4) with 2 LP \$27; without rec-  
ords \$21.60. Titles: **The Beginning of  
the Bible** (43fr); **Making the Old  
Testament** (49fr); **Making the New  
Testament** (41fr); **The Bible—A Book  
for Everyone** (49fr). Int—A.

For more information circle 196 on coupon

**Keep Them Faithful** 2fs CHURCH  
CRAFT 10" LP col with resource guid  
\$15. Offers positive program to help  
pastors and church leaders to stop  
losses in church membership and Sun-  
day School. A.

For more information circle 197 on coupon

**Peter's Resurrection Faith** 2fs FAMILI  
sd col \$16.50 (2). The Easter event  
through the eyes of Peter, and the  
effect on his life and faith. Live col  
photography; narration, music, dialog  
plus complete Scripture reading. **Pet-  
er's Failure** (45fr). **Peter's Victor**  
(34fr). J-A

For more information circle 198 on coupon

**What the Bible Says.** 10fs CHURCH  
CRAFT si col. Kit, 10fs, Leaders'  
Guide, Home Study Book \$45. Indiv-  
ids \$5 (no book); extra books \$1.25  
Titles: **God and His Word; Origin of  
Man; Sin and Its Consequences; Re-  
demption of Man; Becoming a Chris-  
tian; The Christian Church; Growing  
as a Christian; Our Christian Privileges  
Our Christian Responsibilities; Death  
and Eternity.**

For more information circle 199 on coupon

**You Shall Receive Power** fs FAMILY 30fr sd col \$10. Devotional dramatization of situation in Palestine; how the power of Christ's resurrection and presence can transform human life. Scripture reading, narration, dialog, music, live color photography. J—A.  
For more information circle 200 on coupon

**SCIENCE—Biology & Physiology**

**Mosquito Larval Habitats** fs UWF si col. Classification of larval habitats as related to mosquito surveys. For sanitarians, public health personnel. C.  
For more information circle 201 on coupon

**Waterfowl in Action** mp UMINN 10min sd col. Franklin gull, gadwill, spoon-bill, teal, diving ducks, blue and lesser snow geese, whistling swans in water and in flight. Feeding habits and identifying field marks. Pri—A.  
For more information circle 202 on coupon

**SCIENCE—General**

**The Earth and its Moons.** 6fs FILMSED si captioned col 55-65 fr. Set (6) \$36; indiv. \$7.50. **How We Know the Earth's Shape and Size; Motions of the Earth in Space; The Earth as a Planet; Exploring the Space Around the Earth; Information from Satellites; The Moon.** Three further series, of 6 strips each, will complete this "Story of the Universe" coverage: **The Solar System; The Stars; The Universe.** Int TT A.  
For more information circle 203 on coupon

**Which We Live** mp UWF 23min sd b&w \$69.45. USIA production de-

scribing the cooperative effort of 64 nations participating in the International Geophysical Year. SH C A  
For more information circle 204 on coupon

**Moving Things on Land** mp CHURCHILL 11min sd col \$100 b&w \$50. Two children learn about friction. Importance of overcoming it to make movement easier and faster; what world would be like without it. Correlated with Health: Elementary Science texts. EI JH.  
For more information circle 205 on coupon

**Satellites: Stepping Stones to Space** mp FA 17½min sd col \$170 b&w \$90. Explorer I illustrates principles of launching and orbiting. Why satellites are important to us. EI JH  
For more information circle 206 on coupon

**Science Wall Charts** DENOYER 50x38". Five units covering respectively The Science of Living Things, the Earth, the Universe, Matter and Energy, and Mankind. Unit II (ready Spring 1959) will include 12 charts on the Earth. Designed to be pictorially self-sufficient to permit use equally in lower and in the higher grades where text gives added necessary data.  
For more information circle 207 on coupon

**SCIENCE—Physics & Chemistry**

**Chemistry by Record** rec AUDIO AID 12" LP \$3.65. Name, spelling, definition and pronunciation of 42 elements, 86 chemistry and 98 atomic science technical terms. SH C.  
For more information circle 208 on coupon

**Heat, Light and Sound** 7fs JAM si col ea \$5.75 series (7) \$31.50. Titles: **Cause and Nature of Heat; How Heat Causes Expansion; How Heat Travels; Light and How It Travels; Light and Color; Cause and Nature of Sound; How Sound Travels.** JH SH  
For more information circle 209 on coupon



Hoffman energy converter

**Solar Energy Converter** (kit) HOFFMAN \$14. Solar energy experimental kit includes a half-dollar-sized silicon junction energy converter. Light from a 150-watt lamp is converted into sufficient electrical energy to operate a tiny electric motor.  
For more information circle 210 on coupon

**FREE INFORMATION SERVICE COUPON**

To EdScreen & AVGUIDE, 2000 Lincoln Park West, Chicago 14, Ill.

I am interested in receiving more information or a demonstration of the item or items I have indicated by encircling the code numbers corresponding with code numbers on listings of new A-V materials and equipment in your March, 1959, issue.

101	102	103	104	105	106	107	108	109	110	111
112	113	114	115	116	117	118	119	120	121	122
123	124	125	126	127	128	129	130	131	132	133
134	135	136	137	138	139	140	141	142	143	144
145	146	147	148	149	150	151	152	153	154	155
156	157	158	159	160	161	162	163	164	165	166
167	168	169	170	171	172	173	174	175	176	177
178	179	180	181	182	183	184	185	186	187	188
189	190	191	192	193	194	195	196	197	198	199
200	201	202	203	204	205	206	207	208	209	210
211	212	213	214	215	216	217	218	219	220	221
222	223	224	225	226	227	228	229	230	231	232
233	234	235	236	237	238	239	240			

Name \_\_\_\_\_  
 Organization or School \_\_\_\_\_  
 Address \_\_\_\_\_



**NOW!**

A 16mm sound film for business classes . . .

**Mimeographing Techniques**

Demonstrates the complete mimeograph process: selecting stencil, typing, drawing and hand lettering, using latest type machine, slip-sheeting, color work. Discusses different types of duplicating processes, their purposes and advantages; shows how mimeographing may be used effectively.  
 15 MINUTES 16MM SOUND. COLOR \$150, RENT \$7.50; B&W \$75, RENT \$5.



Order your print today!  
 Write for free catalog.

**BAILEY FILMS, INC.**  
 6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

Moving Trouble With Uneven Floor?

# THE MILLER

## SELF-ADJUSTING PROJECTOR TABLE AND TV TABLES

adjust to the unevenness of the floor



**\$29.95 to \$64.95**

Either 30", 35" or 40" High

Drap Card For Dealer In Your Vicinity  
and Circulars

Manufactured by

**MILLER MANUFACTURING CO.**

3310 EAST ROXBORO ROAD, N.E.  
ATLANTA, GA.

### SOCIAL STUDIES—Economics

**The American Economy** fs NYTIMES 58fr si b&w \$2.50. Why U. S. is richest, changes in industry, slumps, government. Soviet challenge. SH C A  
For more information circle 211 on coupon

**Progress in Southeast Asia** fs UN si b&w \$3. The work of the Economic Commission for Asia and the Far East (ECAFE) as related to a well-run modernized rice farm in Burma. JH SH  
For more information circle 212 on coupon

### SOCIAL STUDIES—Geography

**Alaska: Newest of the United States of America** mp UWF 18min sd b&w \$49.62. Government film shows climate, industries, people. JH-A  
For more information circle 213 on coupon

**Berlin** fs VEC si b&w \$3.50. Geographical location, war effect, division. JH SH  
For more information circle 214 on coupon

**Germany: A Family in the Industrial Ruhr** mp MH 16min sd b&w \$90. Typical workingman's family life in Essen. School of rather formal nature. Some German words are introduced and translated. JH SH  
For more information circle 215 on coupon

**Greenland** mp USASIPRE 25min sd col free. Engineering and scientific research in snow and ice conditions on the Greenland ice cap. Field survey crews search for possible year-round overland route from southern Green-

land ports. Glaciers, birth of icebergs, blizzards, sun dogs, principles of radiometer, electric field detector, housing under snow and ice. SH C A

For more information circle 216 on coupon

**Geography of the United States—An Introduction** mp CORONET 13½min sd col \$137.50 b&w \$75. "Unity from variety" is the theme of comprehensive overview film. Land, resources, climate, crops, peoples. Int. JH  
For more information circle 217 on coupon

**Hi, Neighbor** 2rec UNICEF 10" LP \$3 ea; books I and II \$1 ea. Each record has songs of five countries on one side, dance of same on the other. The corresponding books carry maps, games, projects for individuals and groups of all ages. I: Indonesia, Italy, Lebanon, Paraguay and Uganda. II: Brazil, Ghana, Israel, Japan, Turkey.  
For more information circle 218 on coupon

**The Hunters** mp CONTEMPORARY 60 min sd col \$400 r\$40; b&w \$275 r\$25. How the bushmen of South West Africa hunt for food; and the women dig for roots in unyielding soil. See "Cinema Arts" for further description. SH C A

For more information circle 219 on coupon

**Industrial Canada** mp CORONET 16min sd col \$165 b&w \$90. Emergence within half century into first rank industrial power. Cities, factories, mechanization, transportation, foreign trade. Int. JH.

For more information circle 220 on coupon

**Korea Today** fs OSU 57fr si col \$4. Terrain, farming, home construction, river and city life, people. EL

For more information circle 221 on coupon

**Our Colorful Capital** sl KODAK 150 color slides, with two taped sound tracks and projectionist instructions. Free loan to camera clubs and other organizations. Dramatic demonstration of story-telling via slides and tape, one track appeals to travel and other general groups, the other to the more photographically sophisticated.

For more information circle 222 on coupon

### SOCIAL STUDIES—Government

**Our American Government** 10fs LIPPINCOTT 10fs si captioned col. Set (10) \$36. Titles: **The Blessings of Liberty; The Federal System of Checks and Balances; A Day in the Life of the President; A Day . . . Congressman; The States as Laboratories; Trial by Jury; The New England Town Meeting Today; Federal Finance; The State Department and Foreign Relations; Careers in Government Service.** Correlated Dimond-Pflieder but usable with standard texts. Manual. JH SH

For more information circle 226 on coupon

**Social Security and You** series 8mp UMICH ea 15min b&w \$50 r \$4 ea. **Your Social Security; Your Unemployment Insurance; Expanding Unemployment Insurance; Your Old Age Insurance; The Big Questions; Your Health Insurance; Public Welfare Programs; The Future of Social Security.** SH C A

For more information circle 227 on coupon

Advertisement

# HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$9.50.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition. By Wolter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations, 14 Color Plates. Harper & Brothers, 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$6.25.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Harkheimer and John W. Diffor. Tenth Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M.A. Fourth Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Harkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 18th Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language — not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation, Including a Photoplay Approach to Shakespeare. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$4.75.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Storbridge Publications, P.O. Box 574 Grand Central Station, New York 17, N.Y. \$3.50.

# Trade News



President, George Sauppe (left), general manager, Emil Eisenlohr, and engineer, Fred Hueberner, accept State Department award given "in recognition of public service" rendered by 10 "Selectroslide" projectors at Brussels Fair.

## State Department Honor

The performance of ten "Selectroslide" projectors in presenting "to the world at Brussels a representative picture of our land and our people" won a special State Department citation for their makers, Spindler and Sauppe. According to Francis D. Miller, Deputy Coordinator of the J. S. Exhibit at the Brussels Fair, the machines "operated 13 hours a day, 7 days a week for 189 days," the duration of the Fair, without even once calling on the two reserve machines sent over by the manufacturer as stand-bys.

## TSI Pushes Equipment Lease

A Technical Service, Inc. subsidiary, TSI Leasing, Inc., is actively promoting the leasing of TSI projectors by film users who have temporary need for expanded equipment resources for special nation-wide drives and seasonal campaigns. If purchase is made later, rentals apply against the price, according to E. H. Lerchen, TSI president.

## F-A Includes CCTV Rights

Film Associates of California announce that all their instructional films are cleared for TV use and are authorized for closed-circuit television use by schools purchasing same, without additional fee. If such films are rented "the charge for such use is nominal."

## Roa in Roto

The Milwaukee Journal (Nov. 16) included an 8-page Sunday supplement in color rotogravure entirely devoted to advertising rental films available from the Roa Kraft Birch library. There were three pages of religious films from ten leading producers; the center spread, in color, concentrated entirely on Christmas films. Facing pages plugged top entertainment product, one stressing culturally worthy titles, the other individual photos of 30 star players and the titles of features in which they appear. Free films and an order blank filled the back page; a front cover color still of a guided missile was an eye catcher. Roa's film rental business pays — she makes it pay good service, fine products and lots of promotion.

## Schools Top Target Audience for Sponsored Films

A survey conducted by the magazine **Film Media** addressed to 1,000 film sponsors brought returns indicating that

schools and colleges ranked first in target audience, followed by industry, television, private organizations, and church and adult education groups. Public Relations ranked first in purpose served, with Sales Promotion and Education close behind, virtually tied second and third. More than half indicate an increase in film sponsorship in 1959, less than 3 per cent expect to reduce their use of the medium.

## Silver Jubilee At Scripture Press

A full year of events is planned by Scripture Press, religious publisher at Wheaton, Illinois, in celebration of its 25th anniversary. This ministry, started a quarter century ago in one room of the home of Dr. and Mrs. Victor E. Cory, has grown into an up-to-the-minute publishing plant covering 2½ acres, and serving more than 75 denominations.

## Fix Filmstrip—Free

Got a filmstrip that needs fixin'? Torn maybe, or with broken sprocket holes? Send it direct to Florman & Babb, 68 W. 45th St., New York 36. Just to show you what their thin, tough Mylar splicing tape can do, they offer to fix it for you, absolutely free.

Lawrence (Larry) Post has been appointed to the newly created post of Sales Promotion Manager of Robins Industries Corp., Flushing, N. Y.

J. J. Stefan has been appointed president of the school equipment division of Brunswick-Balke-Collender, a newly created post. He has been with the company for 20 years and was general counsel and secretary from 1944 to 1955. The division recently opened a 325,000 square foot plant and research center in Kalamazoo, Mich.

# Directory of Sources for Materials Listed on Pages 149-156

**ALLIED** Radio Corp., 100 N. Western Ave., Chicago 80, Ill.

**AMERFP** — American Film Producers, 1600 Broadway, New York 19, N. Y.

**AMERICAN OPTICAL**, Buffalo 15, N. Y.

**AUDED** — Audio Education, Inc., 55 Fifth Ave., New York 3, N. Y.

**AUDIO AID** — Audio Educational Aids, Dept. 54, Box 250, Butler, Mo.

**AUSTRALIAN** News and Information Bureau, 630 Fifth Ave., Suite 414, New York 20, N. Y.

**BA** — Burstein-Applebee Co., 1012 McGee St., Kansas City, Mo.

**BAILEY** Films Inc., 6509 DeLongpre Ave., Hollywood 28.

**BESELER**, Charles, Co., 211 S. 18th St., East Orange, N. J.

**BGJ** Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.

**B&L** — Bausch & Lomb, Rochester, N. Y.

**BRANDON** Films Inc., 200 W. 57 St., New York 19.

**BRISTOL-Myers** Products Division, Educational Service Department, 45 Rockefeller Plaza, New York 20.

**BSA** — Boy Scouts of America, New Brunswick, New Jersey.

**BURBR** — Burleigh Brooks, Inc., 10 W. 46th St., New York 36, N. Y.

**CANHAM** — Don Canham, Champions on Film, 303½ S. Main St., Ann Arbor, Mich.

**CFD** — Classroom Film Distributors, Inc., 201 N. Occidental Blvd., Los Angeles 26, Calif.

**CFI** — Canadian Film Institute, 142 Sparks St., Ottawa, Ont., Canada

**CH-CRAFT** — Church Craft Pictures, 3312 Lindell Blvd., St. Louis 3.

**CHURCHILL-Wexler**, 801 N. Seward St., Los Angeles 38.

**CIBA** Pharmaceutical Products, Inc., 556 Morris Ave., Summit, N. J.

**COLUMSIGN** — Columbia Sign Equipment Co., Columbia, Penna.

**CONTEMPORARY** Films Inc., 13 E. 37 St., New York 16.

**CORONET** Films, 65 E. South Water St., Chicago 1.

**COX** — Paul Cox, Educational Film Distributors, Inc., 5620 Hollywood Blvd., Hollywood 28, Calif.

**CU. or COLWIL** — Colonial Williamsburg, Film Distribution Office, Williamsburg, Va.

**DENOYER-Geppert** Co., 5235 Ravenswood Ave., Chicago 40.

**DU KANE** Corp., St. Charles, Ill.

**DuPONT** — E. I. DuPont de Nemours & Co., Advertising Dept., Motion Picture Div., Wilmington 98, Del.

**EAVI** — Educational Audio Visual, Inc., 57 Wheeler Ave., Pleasantville, N. Y.

**EK** — Eastman Kodak Co., Audio-Visual Service, Rochester 4, N. Y.

**ELECTROACOUSTIC** Corporation, 1785 First Ave., New York 28, N. Y.

**EMDE** Products, 2040 Stoner Ave., Los Angeles 25, Calif.

**EPGB** — Educational Productions, Ltd., London, SW1-East Ardsley, Wakefield, England.

**EPIC** Records, 799 Seventh Ave., New York 19.

**ESSO** — Esso Standard Oil Co., Public Relations Dept., 15 W. 51st St., New York 19, N. Y.

**EYE** Gate House Inc., 146-01 Archer Ave., Jamaica 35, N. Y.

**FA:** Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25.

**FAMILY** Films Inc., 5823 Santa Monica Blvd., Hollywood 38

**FILMSD** — Films for Education, 1066 Chapel St., New Haven, Conn.

**FLORMAN & BABB**, 68 W. 45th Street, New York 36, N. Y.

**FRENDAL** Productions, Inc., 435 S. El Molino, Pasadena 5, Calif.

**HALLEN-SCHOEN** — Hellen Electronics Co., Div. of Schoen Products Co., 332 N. LaBrea Ave., Los Angeles, Calif.

**HOFFMAN** — Hoffman Electronics Corp., 3761 S. Hill St., Los Angeles 7, Calif.

**HOOK** — Thom Hook Films, 102 E. Chestnut St., Chicago 10, Ill.

**ICR** Corporation, 281 State St., New London, Conn. Mr. X. F. Sutton.

**INDIANA** University, Audio-Visual Center, Bloomington.

**INTERAD** International Radio & Electronics Corp., So. 17th & Mishawaka Rd., Box 123, Route 4, Elkhart, Ind.

**JAM** Handy Organization, 2821 E. Grand Blvd., Detroit 11.

**KENROL** — Ken-Rol-It Products Co., 810 Madison Ave., Toledo, Ohio

**KODAK** — Eastman Kodak Co., Motion Picture Div., Rochester, N. Y.

**LIPPINCOTT** — J. B. Lippincott Co., 333 W. Lake St., Chicago 6, Ill.

**MacMILLAN** — The MacMillan Company

**MASCO** — Mark Simpson Manufacturing Co., 32-28 Forty-ninth St., Long Island City 3, N. Y.

**MAST** Development Co., 2212 Twelfth St., Davenport, Iowa

## ADVERTISED IN THIS ISSUE

**MH:** McGraw-Hill Book Co., 330 W. 42 St., New York 36.

**MICROTRAN** Company, Inc., 145 E. Mineola Ave., Valley Stream, L. I., N. Y.

**MIRATEL**, Inc., 1080 Dionne St., St. Paul 13, Minn.

**MODERN** Talking Picture Service Inc., 3 E. 54 St., New York 22.

**NAPHILIPS** — North American Philips Co., 230 Duffy Ave., Hicksville, Long Island, N. Y.

**NASW** — National Association of Social Workers, 95 Madison Ave., New York 16, N. Y.

**NEWCOMB** Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.

**NYTIMES**, Office of Educational Activities, 229 West 43rd St., New York 36.

**OCTO** Products Inc., 48 Miles Ave., Fairport, N. Y.

**OLYMPIC** Radio & Television, 34-01 38th Ave., Long Island City 1, N. Y.

**OSU** — Ohio State University, Department of Photography, Columbus 10.

**PERMAFILM**, Inc., Mr. Paul N. Robins,

**PESV** — Protestant Episcopal Seminary in Virginia, Arlington, Va.

**PIDC** — Photographic Importing and Distributing Corp., 67 Forest Road, Valley Stream, N. Y.

**POLACOAT**, 9750 Conklin Road, Blue Ash, Ohio

**RAINBOW** Crafts, Inc., 2815 Highland Ave., Cincinnati, Ohio. Small opaque projector

**RCA** Communications Products, Advertising Manager, Building 15-1, Camden, N. J.

**SEAL**, Inc., Shelton, Connecticut

**SIMONDS** Abrasive Co., Tacony & Fraley Streets, Philadelphia 37, Pa.

**SMITH** System Mfg. Co., 212 Ontario St., Minneapolis 14, Minn.

**SVE:** Society for Visual Education Inc., 1345 W. Diversey Pkwy., Chicago 14.

**TIFFIN** Marketing Co., 71 Jane St., Roslyn Heights, Long Island, N. Y.

**TRADITION** Records, Box 72, Village Station, New York 14.

**TRANSVISION** Inc., New Rochelle, N. Y.

**UConn** — University of Connecticut, Home Economics Research Center, Storrs, Conn.

**UMICH** — University of Michigan, A-V Education Center, 4028 Administration Bldg, Ann Arbor, Mich.

**UMINN** — University of Minnesota, Audio-Visual Education Service, Westbrook Hall, Minneapolis 14, Minn.

**UN** — United Nations, U. S. Committee, New York City

**UNCAT** — United Catalog Publishers, Inc., 60 Madison Ave., Hempstead, N. Y.

**UNICEF** — U. S. Committee for UNICEF, POB 1618, Church Street Station, New York 8, N. Y.

**\*UNILL** — University of Illinois, Audio-Visual Aids Service, Division of University Extension, Champaign, Ill.

**USASIPRE** — United States Army Snow Ice and Permafrost Establishment, Wilmette, Ill.

**USDA:** U. S. Dept. of Agriculture, Motion Picture Section, Washington 25.

**UWF:** United World Films, 1445 Park Ave., New York 29.

**VEC** — Visual Education Consultants Inc., 2066 Helena St., Madison 4, Wis.

**V-M** Corporation, Benton Harbor, Mich.

**WALSTERL** — Walt Sterling, 224 Haddon Road, Woodmere, L. I., N. Y.

**WEBWAY** — Holes-Webway Co., St. Cloud, Minn.

**WESTMINSTER** Recording Sales Corp., 275 Seventh Ave., New York 1.

**WESTON** Woods Studios Inc., Westport, Conn.

**YALE** Audio-Visual Department, 1779 Yale Station, New Haven, Conn.

**ZENITH** Radio Corporation, 6001 W. Dickens Ave., Chicago 39, Ill.

- (1) Allied Radio—everything in electronics, page 144
- (2) American Bible Society—films, filmstrips, slides, posters, page 147
- (3) Audio Devices, Inc.—Audiotape, page 143
- (4) Audiophile—record reviews on cards, page 144
- (5) Audio-Master Corp.—record and transcription players, page 144
- (6) Bailey Films, Inc. — "Mimeographing Techniques," film, page 155
- (7) Beseler, Charles, Co. — Beseler-Kalvar Slidofilm, page 117
- (8) Burke & James, Inc. — slide-making equipment, page 152
- (9) Califone Corp. — phonographs, players, sound systems, page 144
- (10) Chart-Pak, Inc.—easels, page 118
- (11) Colburn Laboratory, George W.—service to producers of motion pictures, slides, slidefilms, page 147
- (12) Compro Corp.—professional reels and cans, page 150
- (13) Coronet Films—science and mathematics films, page 111
- (14) Da-Lite Screen Co.—Videomaster projection screens, page 120
- (15) Dowling, Pat, Pictures—"Aquarium Wonderland," film, page 154
- (16) Eastman Kodak Co.—Pageant projectors, page 123
- (17) Educational & Recreational Guides Inc., —photoplay filmstrips and study guides, page 148
- (18) Fiberbilt Case Co.—film shipping cases, page 150
- (19) Forse Manufacturing Co. — darkening shades and draperies, page 141
- (20) Frendal Productions, Inc.—"How to Use Tools," film, page 139
- (21) Genarco, Inc.—No. 6800 slide changer, page 147
- (22) Grover-Jennings Productions — "Iron Curtain Lands," film, page 154
- (23) Harwald Co., The—Movie Mite 16mm sound projector, page 140
- (24) Hunter-Douglas Aluminum Corp.—Flex-alum AV blinds, page 113
- (25) Indiana University—"Time," film, page 154
- (26) Keystone View Co.—Keystone standard overhead projector, page 153
- (27) Levolor Lorentzen Co. — Levolor AV blinds, inside front cover
- (28) Long FilmSlide Service—"Family Shelter," primary filmstrip series, page 152
- (29) McGraw-Hill Book Co.—"A-V Instruction," text book, page 137
- (30) Miller—self-adjusting projector table and TV table, page 156
- (31) NAVA—National Audio-Visual Association dealer service, page 114
- (32) Newcomb Audio Products Co.—classroom record players and radios, page 144
- (33) Orradio Industries, Inc.—Irish recording tape, page 151
- (34) Peerless Film Processing Co. — film reconditioning, page 140
- (35) Radio-Mat Slide Co. — slide mats, page 147
- (36) Rapid Film Technique — film rejuvenation, page 147
- (37) Rembrandt Film Library — "A Dancer's World," film, page 152
- (38) Scripture Press—filmstrips, flannelgraphs, table-top projects, flash cards, page 147
- (39) Sylvania Electric Products — Blue Top projection lamps, page 146
- (40) Technifax Corp. — "Visucom" program, page 115
- (41) Vacuumate Corp.—film protective process, page 154
- (42) Victor Animatograph Corp. — Victor-Soundview slidefilm equipment, back cover
- (43) Viewlex, Inc.—Viewlex V-500 filmstrip and slide projector, page 119
- (44) Visual Sciences—educational filmstrips, page 136
- (45) Webster Electric Co.—Ekotape recorders, page 121

## BOOKLET REQUEST COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.  
Send me booklets offered by the following advertisers in this March issue.  
The numbers of the advertisers are listed as follows:

---



---



---



---

NAME (print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

Received  
APR 21 1959

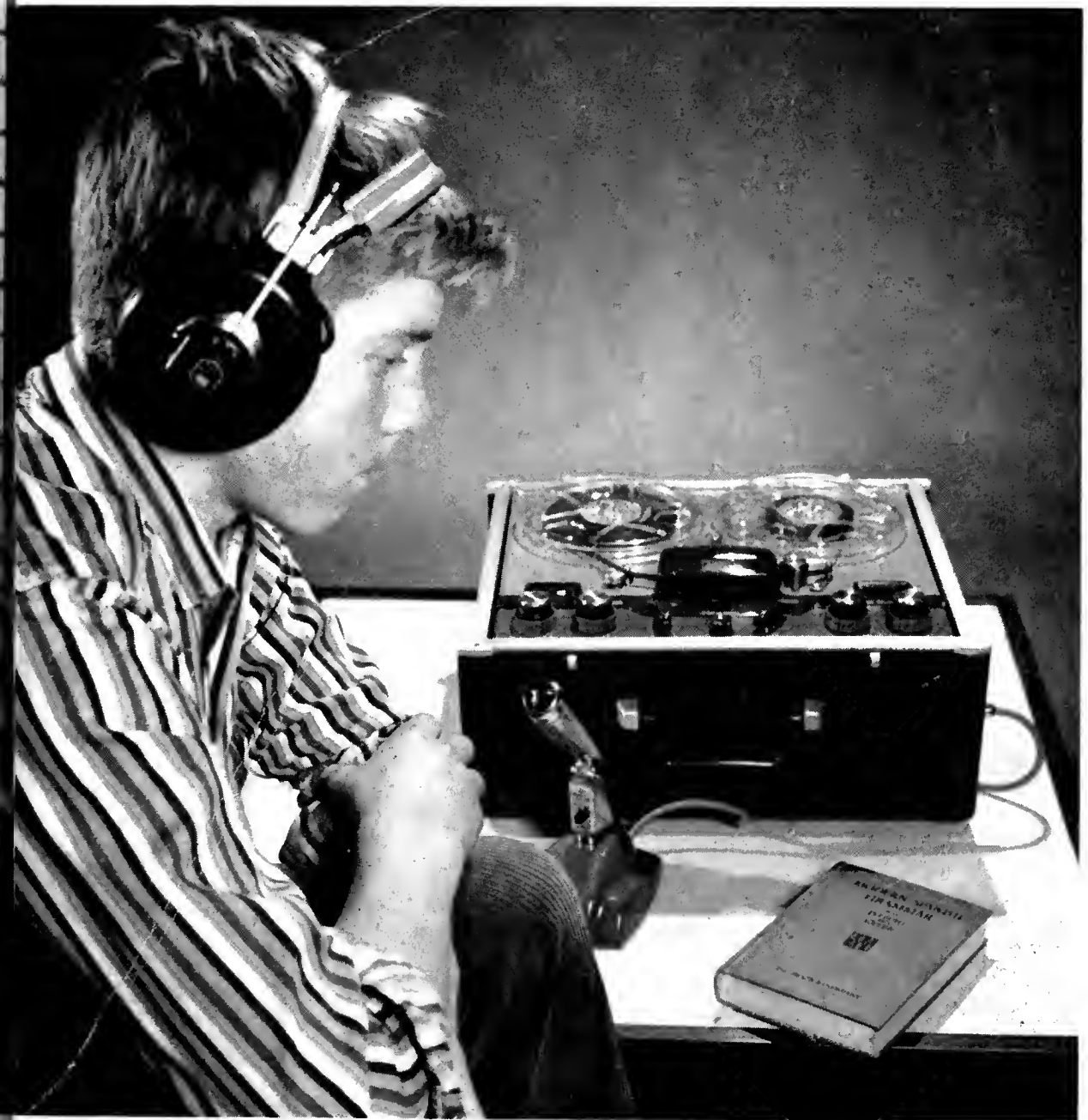
EDUCATIONAL SCREEN AND

# AUDICAPITAL

PUBLIC LIBRARY-NO. 2  
ORDER DIVISION  
325 SUPERIOR AV.  
CLEVELAND 19, OHIO  
GNC-4329-2-60

April, 1959

GUIDE



studying language at home (Ampex-Audio photo)

LANGUAGE LABS IN THE LIMELIGHT—page 184

# Calendar

Apr. 1-4 — American Film Festival (EFLA), New York City.

Apr. 2-3 — Illinois Audio-Visual Association, conference, Springfield, Ill.

Apr. 2-4 — National Microfilm Association, 8th annual meeting, Mayflower Hotel, Washington, D. C.

Apr. 9-12 — NAVA Western Conference, Victoria, British Columbia.

Apr. 13-16 — DAVI annual convention, Seattle, Wash.

Apr. 29-30 — Columbus Film Festival, 7th annual, Fort Hayes Hotel, Columbus, Ohio.

May 4-8 — SMPTE, 85th semi-annual convention, Miami Fla.

May 6-9 — Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

June 22-26 — Indiana University A-V Workshop, Bloomington, Ind.

July 10-11 — New York State Audio-Visual Council, summer meeting, Statler-Hilton Hotel, Buffalo, N. Y.

July 10-12 — Associated Amateur Cinema Clubs, Inc., Film Festival, Conrad Hilton Hotel, Chicago, Ill.

July 19-23 — National Institute for A-V Selling, 11th annual, Indiana University, Bloomington, Ind.

July 19-23 — Cooperative Conference on Instructional Materials, University of Texas, Austin, Texas.

July 20-31 — Annual Laboratory-Demonstration Workshop, The Betts Reading Clinic, Haverford, Penn.

July 25-28 — National Audio-Visual Convention & Exhibit, 19th annual, Morrison Hotel, Chicago, Ill.

Aug. 10-21 — Summer Audio-Visual Workshops, Syracuse University, Syracuse, N. Y.

Sept. 28-Oct. 1 — Industrial Film and AV Exhibition, New York City.

Oct. 26-30 — Society of Photographic Scientists and Engineers, annual national conference, Edgewater Beach Hotel, Chicago, Ill.

Oct. 26-30 — National Association of Educational Broadcasters, Sheraton Cadillac Hotel, Detroit, Mich.



**PORTRAIT  
OF YOUR  
STRONGEST  
LINK!**

This dedicated chap is your own private genie, the sales-service representative assigned by General to cover the processing and handling of your film. He works for us — but answers to you!

Whether it's technical data, production progress, job deadlines or prices about which you inquire, you need deal with only one person; we call him your account supervisor. His job is the linking of General's incomparable production facilities to your particular processing needs.

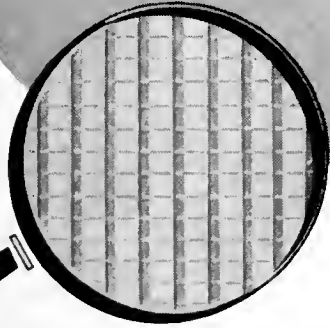
We're understandably proud of this unique service to our customers, and add it to an already imposing list of other outstanding "firsts," "bests," and "only-at-General-Film."

Whatever type of film you produce, be it educational, industrial, religious, governmental, etc., our background of experience is available to you; a letter or call will put us at your service.

**GENERAL**  
FILM LABORATORIES CORP.  
1548 ARBYLE, HOLLYWOOD 28, CALIF., NO 2-6171



**A NEW ERA  
IN  
PICTURE  
PROJECTION**

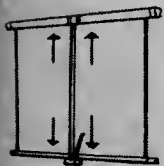
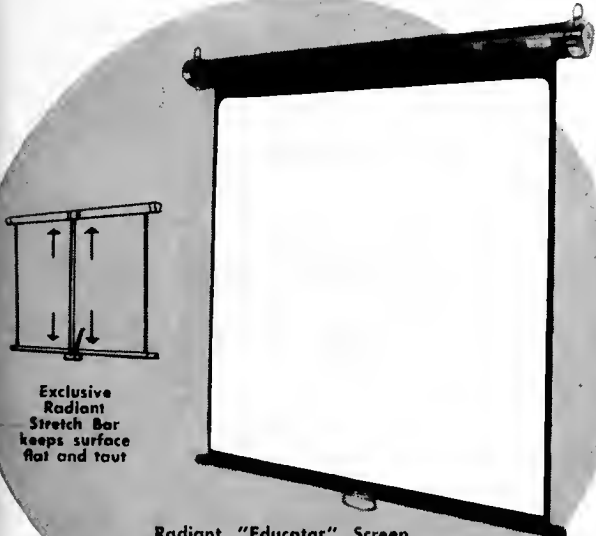


Magnified view of the more than a million lenses on each Radiant "lenticular" screen surface—lenses that concentrate and reflect light with greatest brilliance over widest viewing area.

the new  
**Lenticular**  
RADIANT  
SCREENS

**FOR LIGHTED AS WELL AS DARKENED ROOMS**

The revolutionary new "truly lenticular" Radiant Screens provide a reflective surface that is in effect a *complete sheet of lenses!* These lenses are optically engineered to control light completely. Actual tests have shown the exclusive Radiant "true lenticulation"—is extremely effective for projecting in darkened rooms or even lighted rooms where no extreme or unusual lighting conditions exist.



Exclusive Radiant Stretch Bar keeps surface flat and taut

Radiant "Educator" Screen Model WEDO, with Stretch Bar and Optiglow lenticular surface.

THE new *Lenticular*  
**ROLL-UP WALL SCREEN**  
with exclusive **Stretch-Bar!**

A new Radiant development now permits the use of the remarkable new lenticular screen surfaces where they were never available before. The Stretch Bar makes possible an instant flat, taut surface. When not in use, screen can be rolled up and is fully protected against dust or injury.

The Radiant "Educator" with Optiglow Lenticular Surface (Model WEDO)—produces brilliant pictures in a wide viewing area, with greater sharpness and definition. The surface is washable as well as fungus and flame-proof. Available in 2 sizes: 40" x 40" & 50" x 50".

**Also available - "Lenticular" PORTABLE TRIPOD SCREENS**

The Radiant Educator is now also available in Tripod models in choice of two lenticular surfaces—Uniglow and Optiglow—as well as Vyna-Flect Beaded to meet varying projection needs.



**Radiant  
Franchised  
Dealer**

available exclusively through  
Radiant Franchised Dealers

**RADIANT**

RADIANT MANUFACTURING CORP.  
Subsidiary of U. S. Hoffman Machinery Corp.

P. O. Box 5640

Chicago 80, Illinois

**RADIANT MANUFACTURING CORP.**  
DEPT. ES 49, P. O. BOX 5640, CHICAGO 80, ILLINOIS

Send for Free Booklet—Fill out this coupon and mail for free copy of booklet "The Miracle of Lenticular Screens"—full details on the Radiant Lenticular "Educator" Screens.

Name \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# AUDIOVISUAL

GUIDE

April, 1959 Volume 38, Number 4, Whole Number 374

## EDITORIAL

177 Intimate Communication

## ARTICLES

178 Distributing Sight and Sound *Paul C. Reed*

182 Music Lessons by Telephone! *Sim Wilde*

184 The Fabulous Language Labs  
*Elton Hocking and Robert C. Merchant*

188 Louisville's Hi-Fi Library

190 Classroom Projectors Find Use in ETV *Lou Penegny*

## DEPARTMENTS AND FEATURES

Inside Front Cover — Calendar of Coming Events

168 On the Screen

170 With the Authors

172 Communication and the Learning Process

174 Have You Heard? News About People, Organizations, Events

192 Filmstrips *Irene F. Cypher*

195 Audio *Max U. Bildersee*

199 Film Evaluations *L. C. Larson, Carolyn Guss*

204 AV in the Church Field *William S. Hockman*

208 New Equipment and Materials

216 Trade News

216 Helpful Books

218 Index to Advertisers

Inside Back Cover — Trade Directory for the AV Field

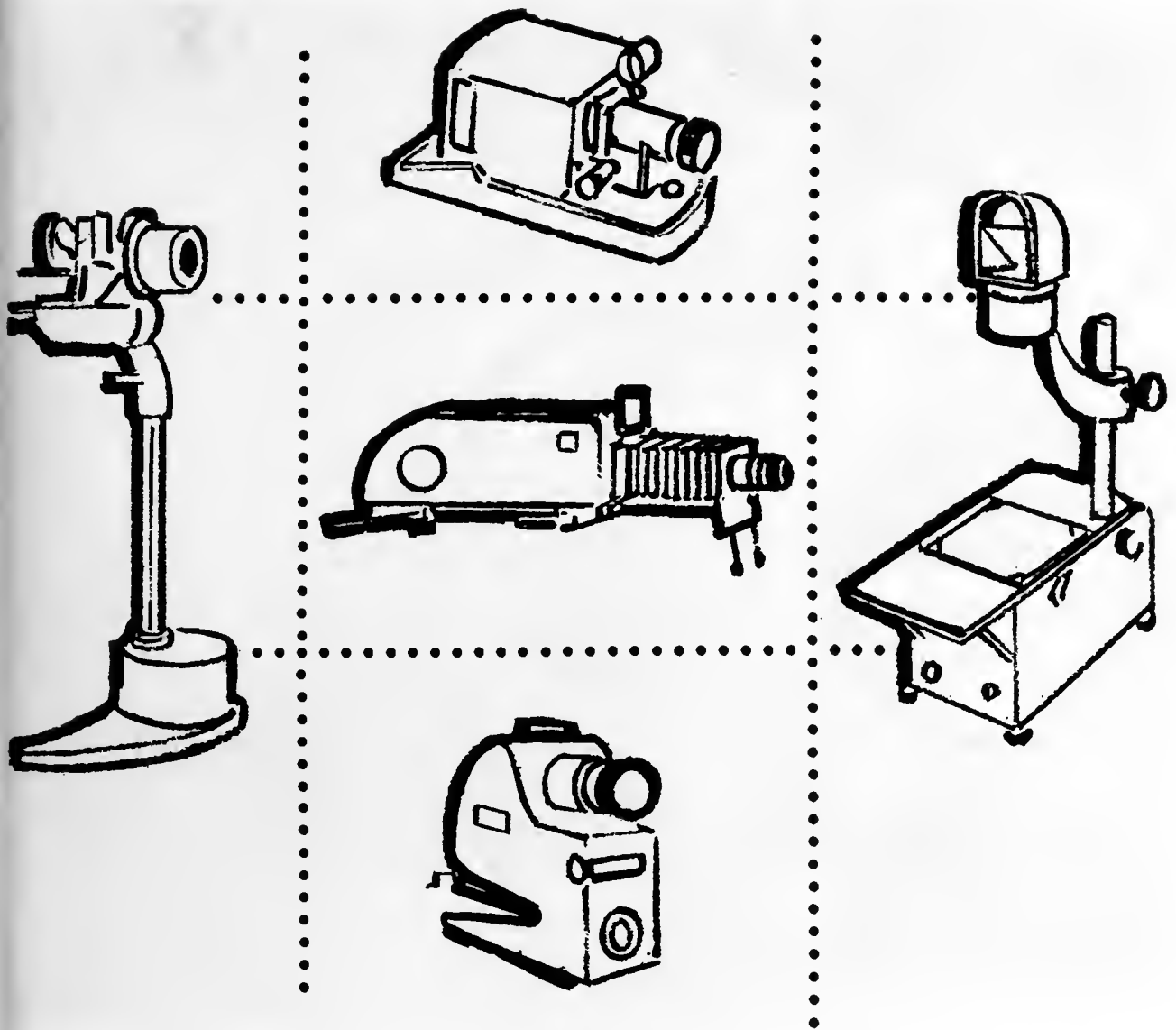


Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan. SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00. CHANGE OF ADDRESS should be sent immediately to

insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective. EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Barrington, Illinois; Business and Editorial Office, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Printed in the U.S.A. Re-entered as second-class matter October, 1953 at the post office at Barrington, Illinois, under the Act of March 3, 1879.

ENTIRE ISSUE COPYRIGHT 1959 BY THE EDUCATIONAL SCREEN, INC.



**LIGHT CONTROL IN ALL CLASSROOMS TO SUIT ANY PROJECTOR OR SUBJECT**

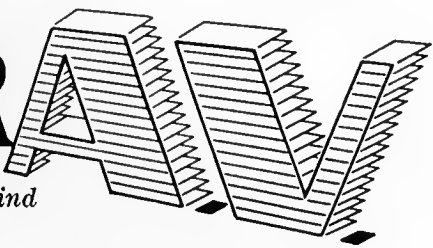
Only a venetian blind built specifically for audio-visual teaching can give you perfect light control at all levels. Levolor Audio-Visual Blinds are in use in thousands of schools and universities for audio-visual purposes. They enable the instructor to change the ambient light to suit any projector, subject or student activity without time-consuming room changes.

Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

*Be sure to specify*

**LEVOLOR**

TRADE MARK OF LEVOLOR LORENTZEN



*The Scientifically Developed Audio-Visual Blind*

COPYRIGHT: LEVOLOR LORENTZEN, INC.

# ON THE SCREEN

## April is DAVI Month!

For those of our readers unable to make the DAVI convention, April 13-16 at the Olympic Hotel in Seattle, we will present a report on the proceedings in the May issue.

Monday's program features the various occupational interest groups. President Charles F. Schuller will speak on "The New Frontiers Ahead," followed by the keynote address "Education in Orbit," by Lindley J. Stiles, Dean, School of Education, University of Wisconsin. During the afternoon the following groups will meet: college and university; county and cooperative programs; programs in individual schools; large city systems; medium-size city systems; and small city systems. In the evening, V. W. van Gogh, nephew of the great painter, will speak on "Developing One's Creative Personality." Research papers, demonstrations and discussions will conclude the activities.

Tuesday will open in the morning and will be taken up by a general session on all phases of the National Defense Education Act: Chairman, Lloyd J. Andrews, superintendent of public instruction, State of Washington; Speaker, Roy M. Hall, assistant commissioner for research, U. S. Office of Education. The afternoon will be open for visiting exhibits, formally opened on Monday.

On Wednesday the fifteenth there will be four concurrent sessions in the morning (educational television, research design, teacher education and teaching modern foreign languages) and five in the afternoon (buildings and equipment, curriculum, educational television, research design and teacher education).

Thursday, the last day of the convention, will begin with a general session presided over by Walter Bell, director of audiovisual education for the Atlanta public schools. John C. Fritz of the University of Chicago will give a talk on "Hidden Persuasion in Education—A Case Study." The rest of the morning will be devoted to the occupational interest groups mentioned on Monday's program. In the afternoon are scheduled committee meetings on archives and history, research audiovisual instructional material, buildings and equipment, educational television, equipment standards, evaluation of secondary schools, legislation professional education, radio and recordings, and teacher education.

Co-chairmen of the national program committee are Edith Davidson Lind, audiovisual director for the Seattle public schools, and Roy Wright, coordinator of the film center at the University of Washington.

## This Month's Features

The Hocking-Merchant story on language laboratories is almost an answer to the request for "hard thinking" on this subject in the November 1955 editorial. Dr. Hocking appeared in our pages once before with this topic—his story "The Power of Babel" was published in December 1951.

We do not present this article as "the last word" in language labs. Rather it is one of the "first words" specifically related to high school language labs. We hope to publish many more articles about them as more experience accumulates, and would appreciate hearing about the projects of others in this field with a view to publishing them. —E.S.

there's  
no other  
teaching aid like

---

a tape recorder  
in the  
classroom

there's  
no other  
recording tape like

---

**irish**  
BRAND  
**FERRO-SHEEN\***

\*exclusive  
irish process for  
producing the smoothest  
possible tape surface

---

**irish FERRO-SHEEN®** tape  
can't sand down your magnetic  
heads or shed gummy  
oxide powder into  
your machine

Why risk the gradual deterioration of your precious tape recorder when ultra-safe **irish FERRO-SHEEN** costs no more than ordinary tape?

ORR Radio Industries, Inc. ES-4  
Audio-Visual Department  
Shamrock Circle, Opelika, Alabama

Kindly send me free of charge and without any obligation the item(s) I have checked:

Complete, detailed chart of playing times for various types of tape in different reel sizes at all standard tape speeds.

"Tape It Off the Air"—the brochure that explains the correct way of tape recording radio and TV broadcasts.

Name \_\_\_\_\_

Position \_\_\_\_\_

School \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. ENID STEARN, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. JOSEPHINE H. KNIGHT, Business Manager, OLIVE R. TRACY, Circulation Manager, WILMA WIDDICOMBE, Advertising Production Assistant.

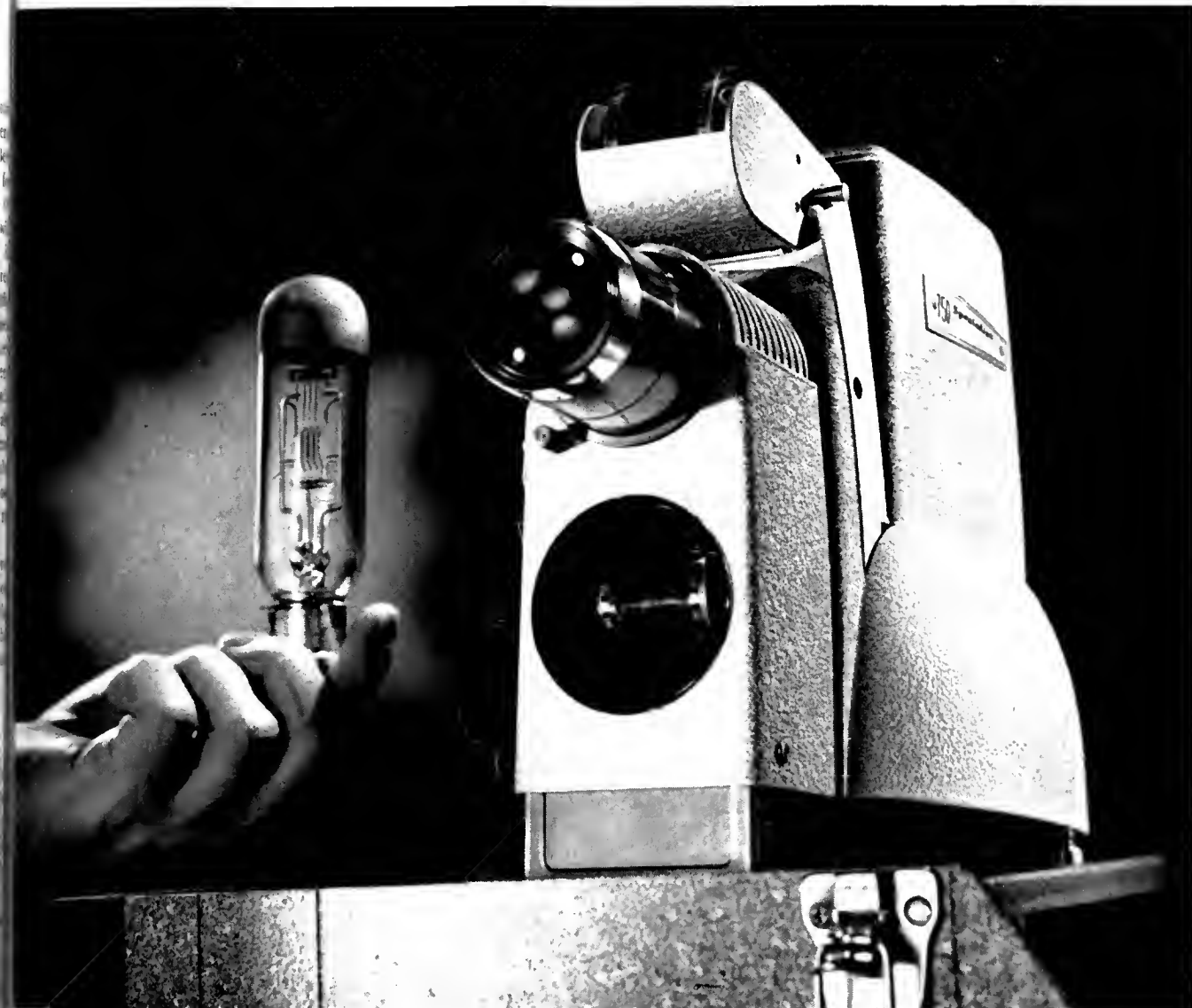
### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Project Big Ben, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia.



## Bell & Howell "Specialist" projects slides or filmstrips brilliantly...even in semi-daylight!

The brilliant "750 Specialist" is specifically designed for today's brighter classrooms. The unique 750-watt lamp throws more light than any comparable projector—a full 950 lumens—enough light for brilliant showings even in semi-daylight! But illumination is only part of the story:

- The housing is rugged die-cast aluminum. Unusually strong but *light*, it weighs only 9¼ lbs. without case.
- Highly versatile, it projects single and double frame filmstrips or 2 x 2 slides . . . easily converts for automatic slide projection.
- The filmstrip moves on scratch-proof ceramic tracks . . . nothing touches the picture area.
- A powerful 5" fan assures cool operation, hour after hour.

- Specially designed "smooth focus" lens gives razor sharp picture.
- A metal instruction plate is permanently mounted on projector.
- Costs only \$129.50 with "air-flow" case and slide changer. 500-watt "Specialist" multi-purpose projector, \$89.95.

### Write for private showing

Gentlemen:  
I would very much like to see how the "Specialist" performs in our classroom. Please arrange a demonstration.

NAME .....

SCHOOL .....

ADDRESS .....

CITY ..... STATE .....

Write Bell & Howell, 7117 McCormick Road, Chicago 45, Illinois



# Bell & Howell

FINER PRODUCTS THROUGH IMAGINATION

# With the Authors

ELTON HOCKING, French and Italian scholar, is presently the Head of the Modern Language Department at Purdue University, Lafayette, Indiana. In addition, he is an expert on teaching methods, serving as consultant to the Educational Radio and TV Center and a member of FLES TV and Film Project. He recently represented the MLA at a special conference on Title VII of the National Defense Education Act in Washington, on Title III at M.S.U., and at the A.C.E. meeting in Chicago. Dr. Hocking received his Ph.D. in 1930 from the University of Wisconsin.

ROBERT C. MERCHANT has just joined the Electronic Teaching Laboratories in Washington, D. C. as Special Projects Engineer. At the time of his co-authorship with Dr. Hocking, he was Electronics Supervisor of the Purdue Department of Modern Languages as well as president of his own company. Among his activities he lists the Institute of Radio Engineers, the Audio

Engineering Society, and Advisory Membership in NAVA.

LOU PENEGUY, Director of Coordination and Information for the Alabama Educational Television Commission, has previously taught radio and television courses at the Leland Powers School of Theatre-Radio-TV in Boston and at the National Academy of Broadcasting, Washington, D. C. He has been concerned with commercial and educational television and radio program development, programming and public relations through the East and South.

PAUL C. REED, well-known as the editor of *Educational Screen and Audio-Visual Guide*, is also Director of Instructional Materials for the Rochester, N. Y. public schools. On page 78 appears the second article on the AV facilities at Rochester's new East High School, and another in our series on "Architectural Solutions for Audiovisual Problems."

SIM WILDE is the Director of Audiovisual Education for the Asheville (North Carolina) City Schools. He has taught for eight years in the Buncombe County and Asheville City schools, and has also served as assistant principal and audiovisual coordinator. The fine work he describes in "We Send Music Lessons By Telephone" was originated by Barry Morris, presently Consultant in Audiovisual Education for the State Department of Florida.

DEPARTMENT EDITORS are: AUDIO—Max U. Bildersee, audio education consultant, state department of instruction; AV IN THE CHURCH FIELD—William S. Hockman, Director of Christian Education, First Presbyterian Church, Glens Falls, N. Y.; FILM EVALUATIONS—L. C. Larson and Carolyn Guss, both of the Audio-Visual Center, Indiana University, Bloomington; FILMSTRIPS—Irene F. Cypher, Associate Professor of Education, New York University.

## AUDIO-VISUAL INSTRUCTION

By

**JAMES W. BROWN, RICHARD B. LEWIS,**

**FRED F. HARCLEROAD**

All at San Jose State College

Ready for Fall Classes

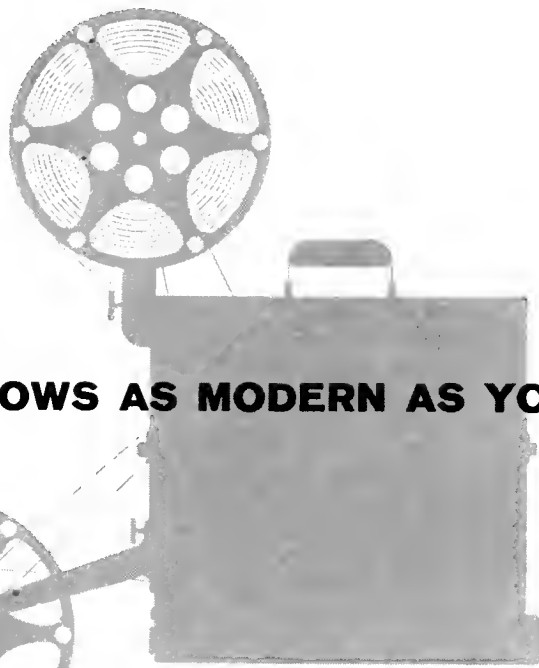
This text on audiovisual methods provides concrete, practical information on the use of instructional materials to plan and carry out learning activities. Examples of use have been drawn from all subject fields, from kindergarten through college. It is the first audiovisual text to use an inventive and stimulating format in which profuse illustrations are correlated with the text. Emphasis throughout is on the principle that learning is most effective when materials are integrated with instruction.

Send for Your On-Approval Copy

**McGRAW-HILL BOOK COMPANY, INC.**

330 West 42nd St.

New York 36, N. Y.

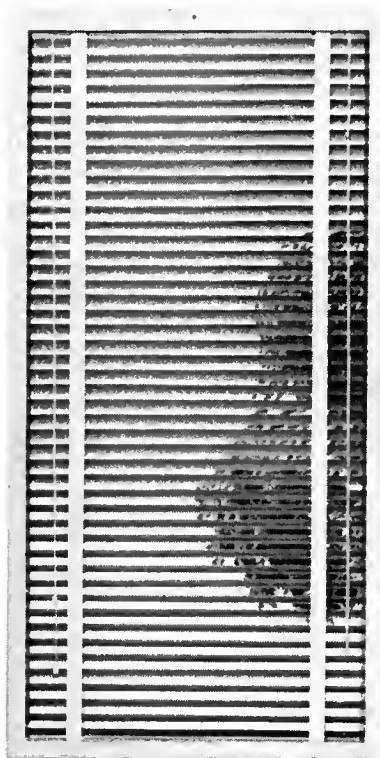


**ARE YOUR WINDOWS AS MODERN AS YOUR METHODS?**

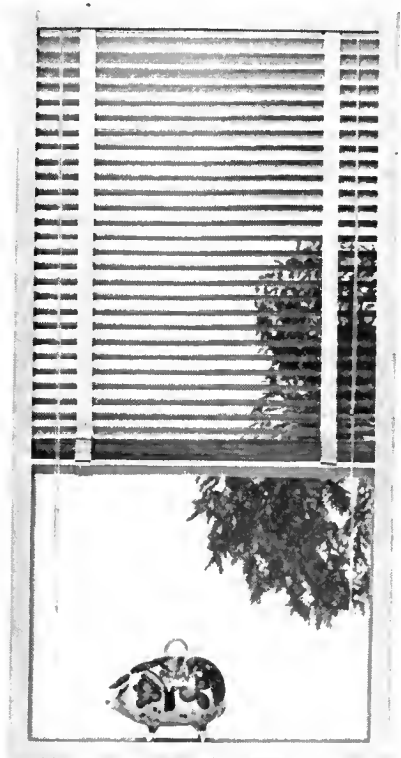
Audio-Visual teaching makes your coverings out of date unless...



**THEY MAKE ANY ROOM BLACK-OUT DARK IN SECONDS... EVEN AT NOON!**



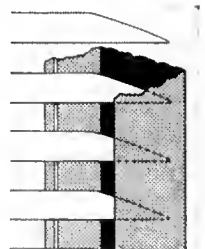
**YET GIVE AN INFINITE RANGE OF LIGHT CONTROL!**



**AND COST LITTLE TO START WITH... LESS TO MAINTAIN!**

*Sure*, black-out coverings get the room dark. But they don't cut down on glare. *Sure*, conventional coverings control daylight. But they don't achieve an effective black-out. That's why both are as out of date as a one-room school! Only Flexalum Audio-Visual blinds can give you the precise light control you need for everyday class activities... and *also* plunge the room into absolute darkness for Audio-Visual teaching. Reasons: Flexalum is made with more slats, which means greater overlap—plus special light channels which keep light out around the sides. All this and you *save*, too. Because Flexalum also gives more years of service than any other type of window covering... *a promise we back with a five-year written guarantee*. Look into Flexalum for your school.

**AUDIO-VISUAL BLINDS**  
*Flexalum*®



Newest Flexalum exclusive plastic-lined side-channels eliminate noisy "flutter"

Write for test results and specification data to: Bridgeport Brass Co.—Hunter Douglas Division, 405 Lexington Ave., New York 17, N. Y.

# Communication and the Learning Process

Excerpts from the preface of *A-F Instruction: Materials and Methods*, soon forthcoming from McGraw-Hill Co. The book is co-authored by three noteworthy leaders in the audiovisual field, all from San Jose State College in California: James W. Brown, Professor of Education and Head of the Graduate Division; Richard B. Lewis, Professor of Education and Head, Division of Audio-Visual Services; and Fred F. Harclerod, Dean of the College.

**T**HIS book was written to help prospective and practicing teachers become better acquainted with the broad range and interrelated uses of audiovisual instructional materials and techniques. Throughout the text the term "audiovisual instructional materials" is broadly interpreted to comprise the many substances and sounds which play important roles in learning. The continued preoccupation of our schools with

things verbal has tended to obscure adequate recognition of the principle that learning is most effective when generalizations and abstract concepts are developed on the basis of rich experiences with concrete realities. These are the realities of things which are heard, seen, felt, smelled, manipulated, organized, assembled, or taken apart during learning; they are the things which are ultimately named, labeled, talked about, evaluated, criticized, read about, or thought about during learning; and they are the things remembered or recalled for pleasure or for use after learning.

A major and consistent emphasis of the text is the principle that instructional materials are used not in isolation but interrelatedly. Multipurpose uses of materials are stressed: charts are useful in demonstrations; tape recordings of discussions afford opportunities for

further discussion and later analysis; field trips stimulate interest in making collections; films or film strips can provide necessary background to help students determine what is important to observe on such trips; encyclopedias, reference books, textbooks, pamphlets, and supplementary books provide essential data in organized forms which students need to solve problems growing out of still other learning activities.

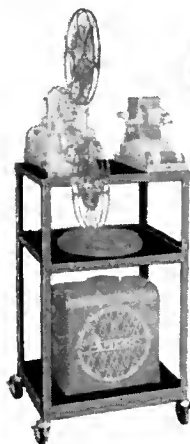
Well beyond mere identification of materials or descriptions of their characteristics, advantages or disadvantages, the text discusses of each instructional material points up details, examples, and utilization suggestions to assist teachers in making practical classroom applications. Examples are drawn from all subject fields and from various school levels, kindergarten through college. In addition an entire chapter is devoted to case studies of actual teaching situations presented verbally and through picture stories. This early presentation of illustrative examples demonstrates how learning activities function and flourish through the continuing interrelationship of classroom facilities and procedures, instructional materials and equipment.

At the end of the text is virtually a self-contained manual on the efficient operation and handling of audiovisual equipment. In a series of illustrated step-by-step procedures the general features of equipment commonly found in classrooms and training centers are described, along with easy to follow directions for equipment operation and maintenance. The Reference Section also includes a glossary of terms and a classified directory of sources from which the teacher can obtain instructional materials.

It is fortunate that science and technology have provided tools and knowledge to make accelerated learning possible. The materials of learning have been improved; there are excellent mechanical and electrical devices to implement learning; and there is a vast background of tested knowledge about *how* to improve learning. The teacher today must not only have the new knowledge but know how to use the new tools for learning. This text has been designed to assist teachers in meeting the educational challenge of our times—that more children need to learn better and faster.

**FOR BETTER PRESENTATIONS**  
**OPTIVOX**  
 LIGHTWEIGHT PORTABLE EASEL

The newest thing for visual aid is this lightweight, portable **Optivox** easel. 29" x 39½" steel board finished in "rite-on" green, adaptable for chalk, charts, or magnets. Aluminum legs fold to convert from 70" floor easel to table model. Net weight, 17 lbs. Comes with eraser, crayons, chalk, pointer, and removable chalk tray. **Only \$44.95**. Carrying case and lamp fixture are extra equipment.



## PIXMOBILE PROJECTION TABLE

Save time... save storage space. Prepare your visual presentation in advance on the portable **Pixmobile**, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. **42" table only \$32.95.**

**THE ADVANCE FURNACE CO.**  
 2310 EAST DOUGLAS WICHITA, KANSAS

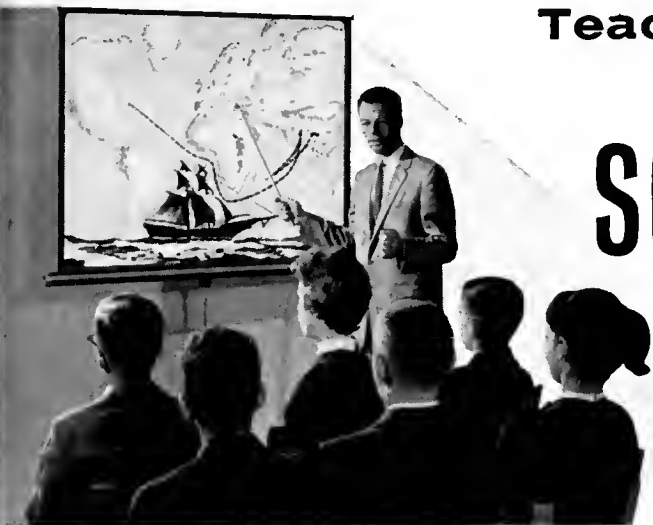


Teach More Effectively with a

Graflex-SVE

# SCHOOL MASTER

FILMSTRIP AND  
SLIDE PROJECTOR



Filmstrip frame courtesy of Society of Visual Education, Inc., Chicago 14, Ill.

When you use a School Master, you have several distinct advantages over less fortunate teachers. Your filmstrip or slide presentations are more effective. Knowledge is more easily retained. Attention and interest are kept at a high level. A School Master gives you the most brilliant projection ever achieved in a classroom projector. Your pupils can see vividly what you are talking about. It makes teaching . . . and learning . . . so much easier!

- Most brilliant projection ever achieved in a classroom projector
- Shows filmstrips and can be quickly converted for 2" x 2" slides
- Simple threading and framing
- Powerful 4-blade fan keeps film cool
- Optical system removes as a unit for cleaning
- Handy built-in carrying handle
- 500 watt and 750 watt models
- Available, also, in remote control models

Priced from \$84.50



School Master is shown with accessory rewind take-up

## GRAFLEX AMPRO\* SUPER STYLIST 16 MM SOUND PROJECTORS

These finely engineered, precision-built projectors are the mainstay of audio-visual programs. They're built for hard, dependable usage and they have features that recommend them to the most critical. Here are a few:

- Project either sound or silent films
- Extremely easy to thread
- Triple-claw movement feeds even badly damaged film without loss of loops
- Quiet operation
- All parts easily accessible for cleaning
- All film bearing surfaces "flame-plated" to protect film
- 750 watt lamp for brilliant pictures
- Super fidelity, full-bodied sound
- All single unit projectors include speaker in carrying case

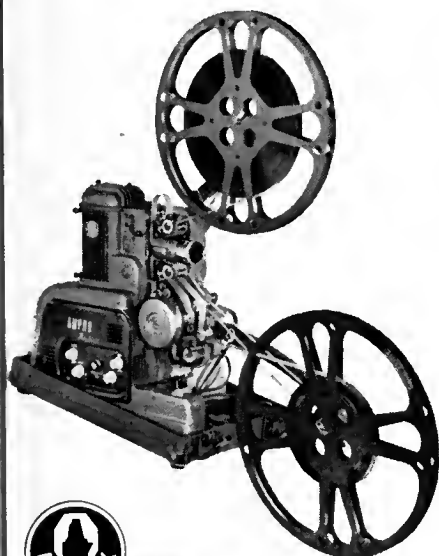
Priced, including speaker, from \$459.50

## SVE "E-Z" VIEWER

for convenient previewing of single-frame filmstrips.

- Self-contained
- 3-times enlargement
- Folding stand permits 45° viewing angle
- Positive sprocket advance
- Easy to thread
- Size: only 4½" wide, 2¾" high, 5¾" long. Weight, 24 ounces Only \$14.95

For additional information on equipment shown, write Dept. ES-49, Graflex, Inc., Rochester 3, N. Y. A subsidiary of General Precision Equipment Corporation.



**GRAFLEX**



Trade Mark. Prices are subject to change without notice.

# HAVE YOU HEARD?

NEWS ABOUT PEOPLE, ORGANIZATIONS, EVENTS



William F. Kruse receives Harwald's "Senior Statesman" award from Technical Director Richard Wallace.

## Harwald Holds Annual "Cracker Barrel"

On February 26-28 the Harwald Company of Evanston, Ill. held its second annual open house and informal conference on the audiovisual communication media. The second day of the "cracker barrel" was devoted to educational theories and uses of audiovisual materials.

Several talks highlighted the meeting, punctuated on occasion by spirited discussion. Bill Kruse traced the pioneering of audiovisuals in teaching and teacher training, listing also the most striking developments in mechanical inventions. Philip Lewis, Director, Bureau of Instructional Materials for the Chicago Board of Education, discussed the latest develop-

ments in educational television. Maurice Mitchell, president of Encyclopaedia Britannica Films, reported on the political complications involved in the states' use of the National Defense Education Act funds. Walt Wittich, University of Wisconsin, contributed a controversial talk on the use of automation in education.

Other contributors included Cliff Welch, U. S. Naval Training Aids Center, San Francisco; Thomas Richey, Mental Health Service, State of Illinois; John Flory, Eastman Kodak Company; Pearl Rosser, president of the Baptist Missionary Training School; Ott Coelin, editor of *Business Screen* magazine; James P. Fitzwater, Director of Visual Instruction, Chicago Public Schools; Joe Antos, Engineering Consultant, Aurora, Ill.; Dr. M. L. Miller, Director of Audio-Visual Education, Illinois State Normal University.

Climaxing the evening was the presentation of the "Senior Statesman" award to William F. Kruse, *Educational Screen & AUDIOVISUAL Guide's* trade editor, advertising representative, and public relations expert.



## CEGO'S NEW WEINBERG WATSON PROJECTOR

Coaches . . . Doctors . . . Teachers . . . All have helped us modify the 16mm Kodak Analyst II to encompass all the features required in a true time and motion study projector.

The Weinberg Watson is ideal for checking a variety of recorded data such as sports, motion study, laboratory reactions, and many other subjects where time expansion study is vital to the solution of a particular problem.

### CHECK THESE EXCLUSIVE FEATURES

Continuous variable speed from 2 to 20 frames per second. Electronic single frame advance.

Flickerless projection made possible by a revolutionary shutter design.

No light loss on single frame projection (and film will not buckle).

Remote control switch combines two operations . . . press one button for single frame operation . . . the other for instantaneous forward-reverse motion.

CAMERA EQUIPMENT CO., INC.

Dept. E 315 West 43rd St.,  
N. Y. 36, N. Y. JUDSON 6-1420

## Detroit Experiment in ETV

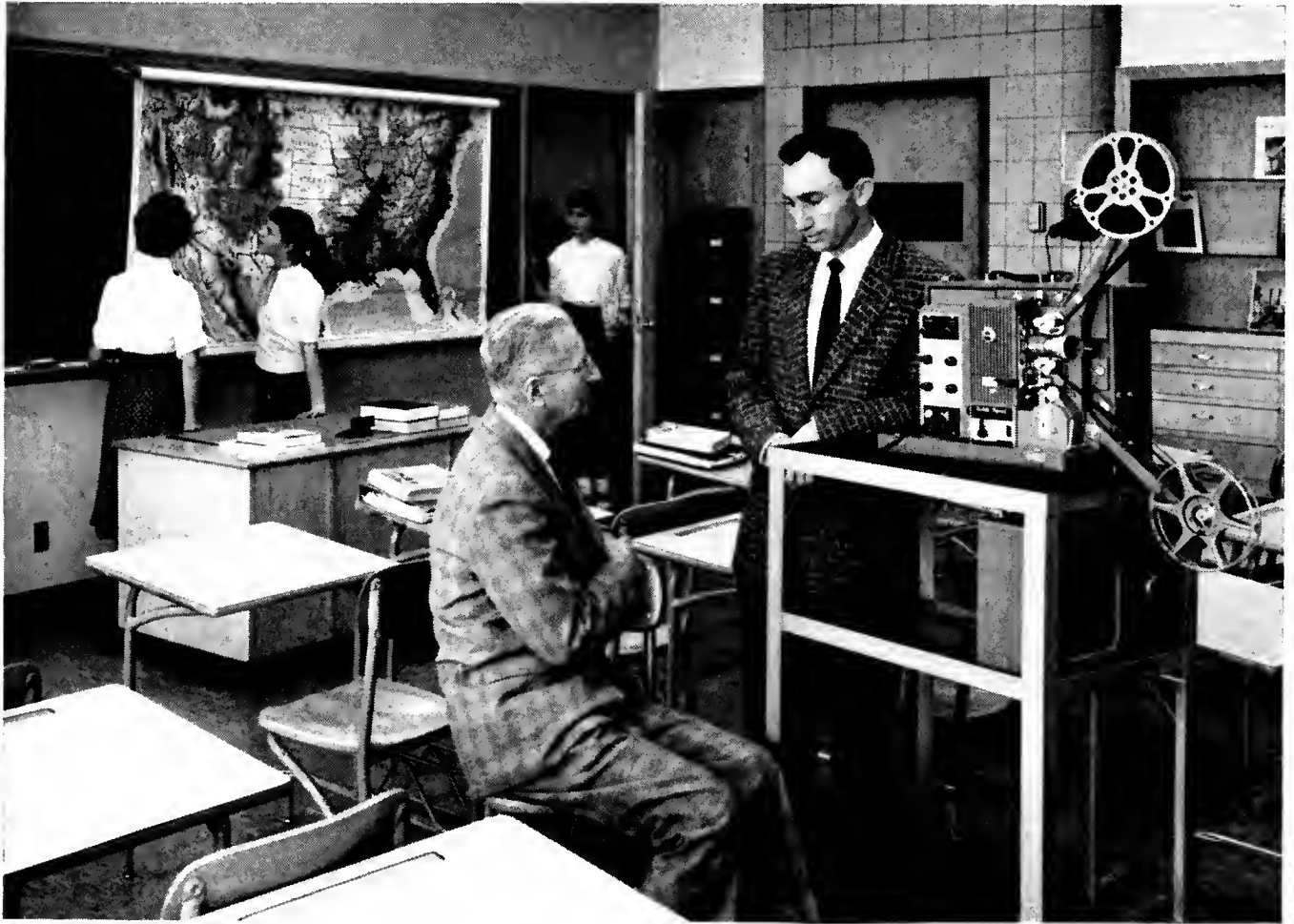
A Detroit educational television experiment, conducted with about 3,500 pupils in three elementary, three junior high and three senior high schools and their corresponding control groups, shows that TV teaching results in better learning. Furthermore it is claimed to reduce tardiness, absenteeism and disciplinary problems.

## Film Competition Won by U.C.L.A.

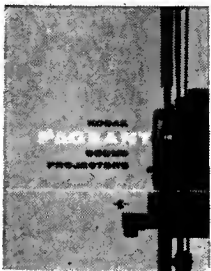
At its 1959 Awards Banquet, the Hollywood Producers' Guild awarded the Theater Arts Department of the University of California at Los Angeles the Gold Medallion in its annual inter-collegiate film competition. The winning production, "Reflections," was a ten-minute sound and color film directed by Marvin Gluck, and was based upon a Japanese parable filmed with authentic settings and costumes. This marked the fifth time a U.C.L.A. film has won the competition since it was inaugurated in 1953.

**Kodak**  
TRADE MARK

At Woodrow Wilson Jr. H. S., Wyandotte, Mich., L. D. Murphy (seated), AV Director for the Wyandotte Schools, tells how:



**“Our classrooms put conveniences teachers need at their finger tips . . . So, too, do our Kodak Pageant Projectors.”**



“Before approving plans for our building, we asked our teachers what they needed to teach most effectively. As a result, we have built display cases, file cabinets, and flat storage drawers in every classroom, and project rooms adjoining most classrooms. When it comes to showing educational films, our teachers want and get the *same* kind of finger-tip *convenience* from our

Kodak Pageant Projectors.”

Put control and convenience at the finger tips of *your* teachers with the Kodak Pageant 16mm Sound Projector. Folding reel arms and attached drive belts make the Pageant easy to set up and use. Ask any Kodak Audio-Visual Dealer for a demonstration at your school. Or get details by writing for Bulletin V3-22.

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**



## Announcement-!

The internationally - known  
**MONITOR Language Laboratory**  
has gone domestic!

- - Local representation -
- - Local technical advice -
- - Local service -

*Please write for the name of the manufacturer's  
representative or distributor in your community.*

**Electronic Teaching Laboratories, Inc.**

1818 "M" Street, N.W., Washington 6, D.C.

### 48 Film "Starter Set" For Grade Schools

Everything a grade school needs for the operation of its own instructional film library, including 48 one-reel sound motion pictures carefully selected to meet the most basic needs of Grades 1 to 6, can now be put into the school for full time use for as little as \$7.50 per year per film. The films were selected from the more than 800 Coronet titles to correlate directly to the units of study and the leading textbooks in the elementary field. There are 19 films in the "starter set" for grades K-3, and 29 for grades 4-6.

The offer is designed primarily to demonstrate to schools and school systems which have never enjoyed the advantage of film ownership the simplicity, economy and effectiveness of having the needed films right where the teachers can get them when they want them for repeated and multi-purpose classroom use. To this end the special "starter set" offer includes a steel storage cabinet to house and protect the films, a pair of rewinds and an excellent rugged splicer, a simple system for keeping records of use and a manual that tells how and why, 100 catalogs describing and illustrating the 48 films, and 480

Teachers' Guides (ten for each title). The administrative requirements call for nothing more than a table on which to place the cabinet and rewinds in a desirable location readily accessible to all teachers, and a competent person in charge of maintaining and distributing the films and their utilization materials.

The 19 titles for the lower grades include: "Let's Measure: Ounces, Pounds and Tons . . . Pints, Quarts and Gallons"; "Courtesy for Beginners"; "Primary Safety: On the School Playground"; and "Beginning Good Posture Habits." Included also are six language art films as background for reading and expression: "Bushy, the Squirrel"; "Hoppy, the Bunny"; "Mittens, the Kitten"; "Peppy, the Puppy"; "Mr. and Mrs. Robin's Family"; "Zoo Animals of Our Storybooks." Finally, there are eight titles in elementary science: "Autumn Is an Adventure"; "Farmyard Bahics"; "How Animals Live in Winter"; "How Machines and Tools Help Us"; "Living and Non-Living Things"; "Spring Is an Adventure"; "We Explore the Woodland"; "What Do We See in the Sky?"

The films for the intermediate grades (4-6) include two on arithmetic, five on health and safety; nine on geography; three history; and one each

on guidance and language arts.

Bought outright, the 48-film starter set and its accessories cost \$2,880. This can be paid over a period of two, three, or four years. Or, the 48 films and their "outfit" may be rented for a whole year for only \$360, this to apply against purchase at the end of the period if desired.

### "TV Teachers College"

What is believed to be a "first" in commercial television broadcasting, a grant of more than \$70,000 in time and production costs to the Chicago Board of Education by WGN-TV, has enabled the Chicago Teachers College to offer credit courses in the improvement of reading and arithmetic instruction. This program is not only serving the teachers of the Chicago Public Schools, but it is an in-service training program for all teachers in the Chicago area.

Coordinators of the reading series were Ruth C. Hoffmeyer, bureau of curriculum development of the Chicago Public Schools, and Thomas J. Cresswell, Chicago Teachers College. The arithmetic series is being coordinated by John O'Donnell, department of student teaching, and William Purcell, department of mathematics, Chicago Teachers College.

Could it be that through using electronic tools there can be more intimate communication between teacher and learners than is possible in a simple face-to-face, person-to-person relationship? Could it be that the tools of the mass media are the ones that can bring about the most intimate communication between a leader and a group—communication that is very personal and that affects people as individuals? Sounds completely paradoxical, doesn't it? But wait!

Teachers of foreign languages have discovered how intimate communication can be when they use minimum language laboratory equipment that provides for group listening through earphones. Recorded sounds heard by pupils through earphones come to them directly and reach them innermost. There are no distracting sounds, and the experience is much more personal than when sounds come to their ears from a loudspeaker. Max Bildersee refers to this phenomenon as the "effect of *air gap*." That's an apt term; and although research has done nothing yet about measuring the relationship of "air gap" to the effectiveness of communication, any teacher who has had experience with language laboratory instruction knows of its significance. The less "air gap" the more intimate the communication.

Teachers using language laboratory listening equipment have also discovered some things about sound motion pictures. They have observed that when pupils watch motion pictures and hear the sound track through earphones, the total impact seems to be strikingly more effective. This likely is the result of something more than just the elimination of distraction to enforce greater concentration. The effect is one of more direct and meaningful communication. It is intimate communication.

Possibly the current emphasis upon the use of electronic equipment in the teaching of foreign languages could eventually make a contribution to instructional methods in all subjects that is now little more than a wild dream. If sounds coming through earphones do cause more intimate communication and more effective learning, why should they be confined to the sounds of foreign languages? These tools can be adapted to many subject matter areas and all grade levels, and the meager experimentation that has been carried on up until now should be immediately expanded and intensified.

These comments, to this point, have been concerned only with recordings: recorded sound on tape and disc, and sound and pictures recorded on film. With all recorded materials there is an obvious remoteness in time. The sound and the pictures were necessarily recorded sometime in the past. They are not immediate sound. This fact may not affect the intimacy of the communication, but it likely affects the reality of the experience. Teachers speaking into microphones to pupils with earphones would be an example of immediate intimate communication.

Another example, and one that represents the ultimate in immediate intimate communication, would be watching a live educational television program and hearing the sound through earphones. A unique characteristic of the television medium is its ability to provide for immediate eye-to-eye communication between speaker and listener. Only through the medium of television can a communicator look directly into the eyes of two or more listeners at the same time he is speaking. In fact, through the use of television, a communicator can speak with eye-to-eye contact to an unlimited number of people; and if they are listening through earphones, the intimacy of the communication would be at its peak.

A few years ago, an incoming Governor of an eastern state quashed the development of educational television in that state with a glib and ignorant pronouncement. In effect, he said that he wanted no television screen to come between the teachers and the children of his great state! How wrong could a man be and still be governor?

## Intimate

## Communication

*Paul C. Reed*

# Distributing Sight and Sound

*by Paul C. Reed*

**Y**OU can see from the labels on the accompanying drawings what a problem it is to name an audiovisual facility so new in concept as this one is. Neither architects nor educators have found a simple name for it. It's a Forum Room, a small auditorium, an engineering and distribution center for radio and television programs, a facility for central sound and closed circuit television programs. It is all of these things, and radio and television studios and workshop, too. Imaginative teachers already foresee that this center for sight and sound can become an exciting influence in the instructional program of Rochester's new East High School when it opens in September 1959.

While the Audiovisual Committee was at work in the spring of 1954 planning for the new school, it learned that another committee was recommending a small auditorium. The Audiovisual Committee "hitch-hiked" on this idea and expanded it to include the following recommendations in its final report:\*

"The Audiovisual Committee recommends that this small auditorium be equipped for sound amplification and reproduction and picture projection the same as the main auditorium.

"It is also recommended that there be a sound

control booth provided for this small auditorium so that it may be used as a radio studio and possibly eventually for the origination of simple television programs. This sound control booth would be equipped with amplifiers, microphone controls and recording facilities. If the school is to be equipped with a central sound system it should probably be centered in this location.

"In its function of radio-television studio, this small auditorium is visualized as a miniature of the large studio at WHAM-TV Radio City. (Now WROC-TV). It might be possible to plan the building so that the sound control booth also serves an adjacent room which could be used as a smaller studio for instructional and recording purposes. The control room should be planned so that both the small auditorium and the adjacent room can be used simultaneously."

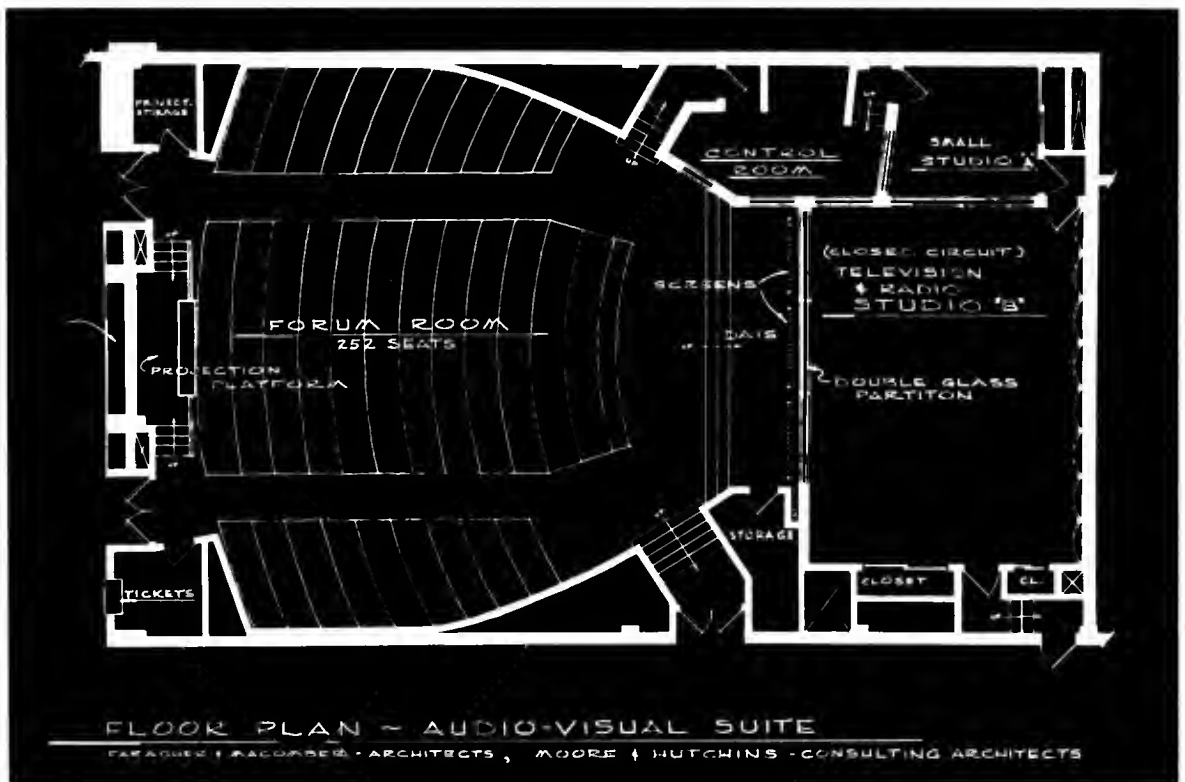
The architects, Farragher and Macomber, took the ideas from there, and working closely with members of the committee while the plans were being worked out on the drawing boards, developed the unique and brilliant solution that is pictured here.

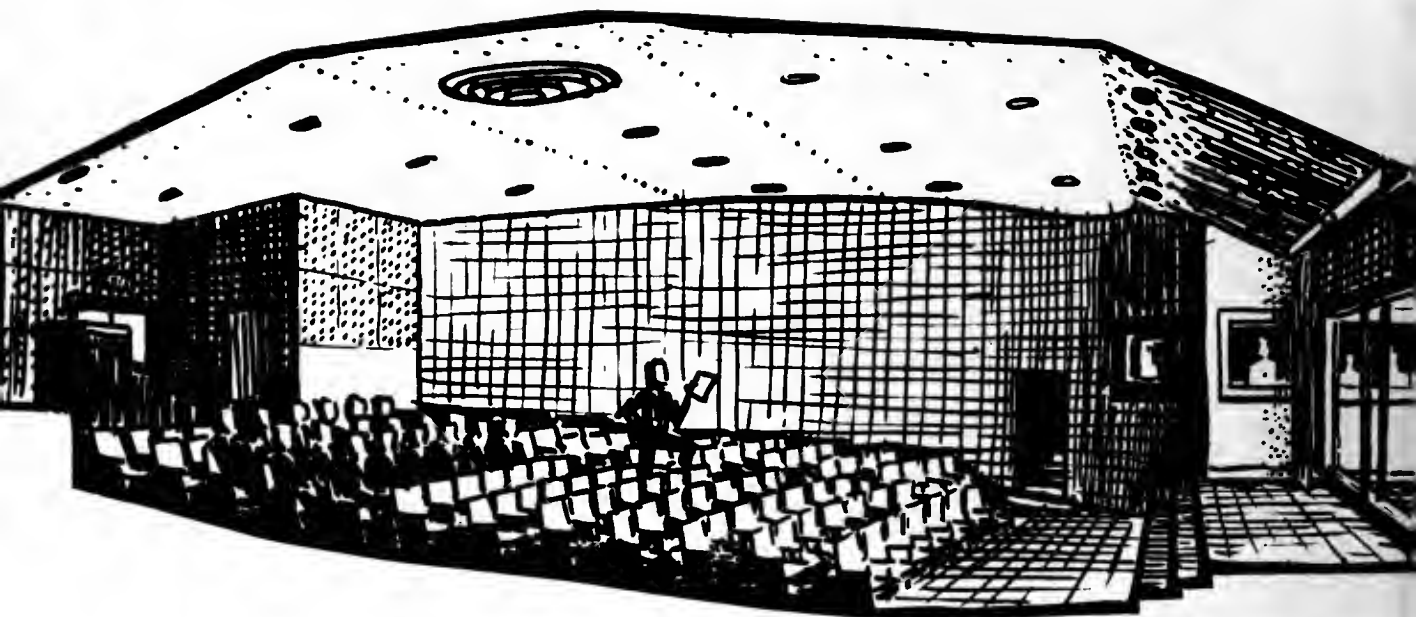
The Forum Room or small auditorium can be used by itself for all kinds of meetings and groups completely independent from the radio and television workshop studios. Three or four English or social studies classes, for instance, may come here to share a speaker from outside, or to listen to a panel discussion, or to see projected

\*Copies of this report are available upon request to Dr. Howard C. Seymour, Superintendent of Schools, 13 S. Fitzhugh Street, Rochester 14, New York.



Aerial photo shows impressive plant of Rochester's East High School. The sight and sound suite is shown at center foreground (outlined). The music building is to the right, with the main auditorium at its rear. The instructional materials center is housed on the second floor of the building in the center (outlined).





## Distributing Sight and Sound

pictures. The room will be used for faculty meetings, for parent associations, and other community groups. It is not, however, a "little theater." In place of a stage is a dais, up just two steps from the floor. A drapery across the back shuts off the studios and provides an appropriate and simple background for speakers, a panel, or for a projection screen.

There is no projection booth at the rear of the room. Here there is a platform, up four steps from the floor, and across the front of this platform is a built-in table-high ledge, wide enough to accommodate any projection equipment. Of course there is an integral loud speaker system and microphone outlets so that any sound can be reinforced for hearing within the room, or picked up in the control room and distributed to any or all of the more than eighty classrooms in the building.

The "control room" is virtually the electronic heart of the whole school. Here are the amplifiers, the control panels, the monitors, that will make it possible to distribute sight and sound to all the classrooms. It may very well develop that the one control room will be too small for the many functions it will perform. If this occurs, "small studio A" likely will be transformed into "control room B."

The decision to include complete closed circuit television facilities for the school was made only last year. But this possibility has been foreseen, and the plans were flexible enough to accept this change. Here is what had been recommended about television in the committee's original 1954 report:

"Already experimental plans are moving forward for a central closed circuit television system in various educational institutions. Such a system distributes visual information within a school in the same manner that a central sound system distributes sound . . .

"Because of the theoretical practicality of this kind of picture distribution and because this might be a desirable method for use in the new high school at some future time, it is recommended that as a minimum requirement suitable conduits be included in the new building to provide for a flexible closed circuit system."

That "future time" came sooner than had been expected in 1954. In the Spring of 1958, Superintendent Howard C. Seymour appointed a CCTV Committee to reconsider this original recommendation. The committee studied closed circuit television activities in other institutions and recommended unanimously that closed circuit television be provided at the time the school



Probably the brightest idea in this sight and sound suite is the soundproof, plate glass window wall between the studio workshop and the Forum Room. Even though the far wall in the profile drawing is an outside wall, the architects resisted any temptation to put the windows in that wall. They placed the windows inside the building and between rooms so they might *serve* the instructional program rather than *obstruct* it by bringing in glaring sunlight.

These three, eight feet square, double panels of glass, are windows that serve many purposes. They separate the live sound of the two rooms, but through electronics and the control room, the sounds from either room may be controlled and heard in the other. Groups in the auditorium with the lights dimmed or off may watch the activities in the studio unobtrusively and unobserved. And they can hear every word. With translucent projection screens placed at one or all of these windows, a whole new range of possibilities develop. Using standard projection equipment from the studio side, pictures may be projected to two hundred fifty-two people seated in the auditorium. Or, for closed circuit television, pictures may be projected from the auditorium side, and with or without live people in front of the screens in the studio, these pictures may be picked up by television cameras and distributed to as many as twenty-five hundred people seated in classrooms throughout the building.

Already, before the building is even completed and ready for use, its flexibility and adaptability to new uses has been demonstrated. Over five years will have elapsed between the appointment of the committees to plan the building and its completion. These elapsed years were not wasted ones, however. They were years of the most thoughtful, careful, and thorough planning and building.

One of the five fundamental principles and assumptions upon which the Audiovisual Committee had based its recommendations was that "*planning must be for the present and the future:*"

"In its deliberations the committee was constantly mindful that it was planning for the present *and* the future.

"Most of the audiovisual materials now being used in the schools—16mm sound motion pictures, educational radio programs, 2 x 2 color slides, tape recordings—were not even known 25 years ago. With the accelerated development of audiovisual communication methods, especially television in recent years, it is not possible for this committee to predict the specific audiovisual forms for the future. Planning must provide for flexibility."

"Flexibility" was thus a key idea in all of the audiovisual planning for this building, and the effect of this on the final plan will again be emphasized in the third article of this series to be published in the May issue. This final article will tell about the instructional materials resources center and the way it developed from another fundamental principle believed in by the committee: that "audiovisual materials are instructional materials and closely related to books and other teaching materials."



Forum and Radio Shop—"Telecast"

opens.\*\* They recommended: that the wires be pulled through the conduits that fortunately had already been installed; that television receivers be supplied for at least half the classrooms; that television camera and auxiliary equipment be provided; and that provisions be made for picture and sound pick-ups from some twelve to fourteen specified remote locations within the building. With these recommendations built into the building, sight and sound can be distributed electronically around and to all the corners—and there are many of them!

Now let's take another look at Studio B on the floor plan drawing and also in the profile drawing that shows it alive and in use. Studio B is likely to become one of the busiest rooms in the whole school. This can be a classroom for one or more sections of a new and very special English course in radio and television production. It surely will be the headquarters for one or more very popular extra-curricular club groups. It will be a principal origination point for instructional radio and television programs for classroom use within the school, and possibly throughout the school system.

\*\*This report is also available upon request to Dr. Seymour.

# Music Lessons by Telephone!

by *Sim Wilde*



**N**O one dials and nothing rings but the Asheville City Schools are sending their music lessons by telephone wire.

On any week day morning at 9:30 one can hear a familiar voice in six elementary schools say, "Good morning, boys and girls. It's music time again." And Mrs. Frances Martin, music supervisor, begins another lesson. The operation of the wired loop broadcast is simple, yet the situation is rather unique according to telephone officials. From atop a small room in City Hall, the teacher, plus one person operating the controls, sends the music lessons to grades one through six, five times a week. The only equipment involved is a microphone, an amplifier with a phono attachment, a tape recorder to keep a record of the broadcasts, and a piano on which to conduct the lessons. All this is hooked to a telephone wire which travels to the telephone company for further amplification to the inter-com systems in the schools. The principal simply punches the right buttons on the inter-com to send the broadcast to the rooms desired.

All this evolved in a strange way. One of the principals of the schools was not satisfied with the meagre time the music supervisor could spend in his school. He asked her to make some tapes of her music lessons so he could play them to his classes as desired. This seemed logical and the supervisor willingly did so. However, other schools demanded the same service and before long it seemed that all her time could conceivably be taken up in the making of tapes. This

would hinder her work at the various schools. It was at this point that somebody came up with an idea to have a music lesson broadcast to all the schools at the same time. In this way the supervisor could spend fifteen minutes a day on the air (or in the wire so to speak) and the rest of the day in field work and preparing the lessons.

Then began a search for the proper medium over which to broadcast the program. Commercial radio stations were contacted. Yes, all were willing to do the job as a public service but there were many complications. First problem was the time element. Radio stations have to work on strict time schedules. The lessons would have to be broadcast at the station's direction. This would constitute a major problem in the event of a sudden change. In addition the making of tapes and the use of other equipment made the radio stations an awkward place for the broadcast. No, a system under the direct supervision of the schools was needed. But who could afford a private radio station?

Then somebody remembered hearing somewhere that it was possible to send messages over telephone wire if there was some sort of speaker system on the other end. Of course! All the schools had inter-com systems. Why not send them over telephone wire to them?

A hurried conference was held with telephone engineers. They admitted it was, indeed, possible but that they had not been faced with the proposition before. The only cost involved, they said, would be the instal-



Top: A first grade's rhythmic activity to music of Bizet.

Center: Fifth-graders study woodwind instruments through broadcasts and charts.

Left: A junior high school monitor.

lation charges and the regular rentals the same as for a telephone. And they were eager and willing to help work it out.

The decision was made to experiment with two of the elementary schools the first year. The telephone company went right to work installing a line to the little room in City Hall and running the line into the schools. A local radio shop hooked the wire to the school inter-coms. On the business end of the idea, an amplifier was purchased with a phono attachment so that not only words and live music but recorded music could be sent out. The supervisor began the preparation of her scripts—planning to send to the first and second grades one day, the third grades another day, the fourth grades another day, and so on.

It was a smashing success. The teachers in the two schools found the music lessons well prepared and excellently done. Those who felt they had a meagre background in music found first rate music lessons done for them. In addition they were supplied with lesson plans so they could prepare for and follow up the broadcasts. The supervisor had at her immediate control many records and materials that the teachers found difficult to obtain. It was so popular that at the end of the year, another problem was faced. All the schools wanted in on the broadcasts.

This called for more consultation with the telephone company. Since there would be six schools involved this time, more elaborate plans had to be made to make the quality of the reception in schools near or

far acceptable. Telephone engineers had a suggestion at this point. Why not rent their amplifying equipment, let them equalize all the lines for volume and tone control, and they would guarantee reception to the schools. Agreements were made, a contract was signed, equipment was obtained, and the lessons were ready to begin.

Of course there were kinks that had to be ironed out. Some of the intercoms were not in too good condition. They had to be serviced and repaired. Variances in the age and make of the intercoms had to be allowed for. But gradually these troubles were solved and the quality is as good as the famous Bell Telephone quality can be.

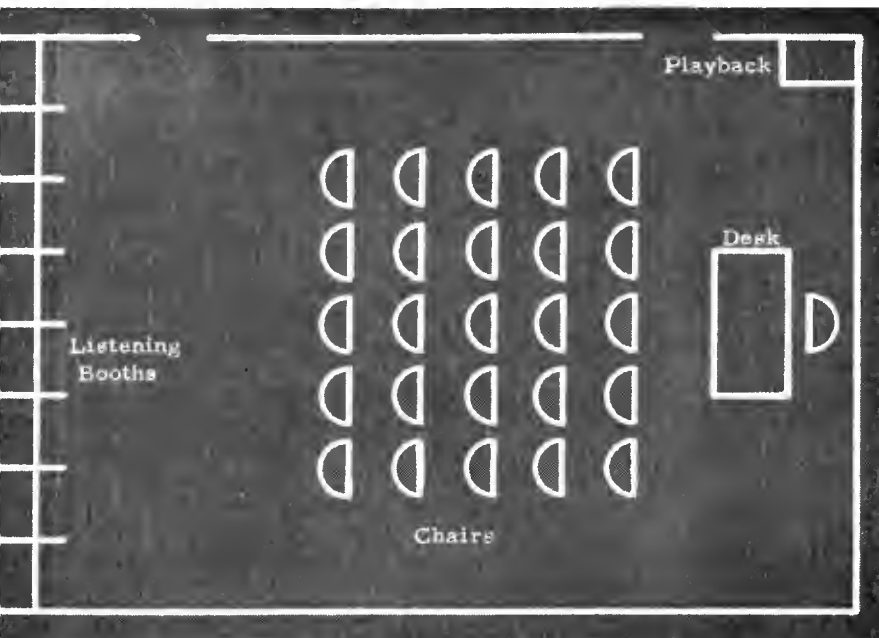
If one should visit a sixth grade class in any of the six elementary schools participating in the program on a Wednesday morning one might hear a rendition of a famous piece of music as the program starts. Then would come the voice of Mrs. Martin explaining the music and telling about the composer and the conditions under which the music was written. From there the lesson would go on to songs in the music books the children have on their desks. They would participate in activities planned by the supervisor and sing along with her. They might listen meditatively while she explained the wonder of *Sunset* from the "Grand Canyon Suite" or they might shiver as they heard "Danse Macabre." Another time they might laugh delightedly as they clapped their hands in time to a rousing folk song. Then after fifteen minutes or so would come the end of the lesson with the same music signing off the program. One might then watch the teacher in the classroom as she led her class in follow-up activities. Later in the day one might observe as Mrs. Martin checked with the teacher to see if reception was good or if a certain part of the lesson went over to the students.

The cost? Less than half the cost of a teacher's salary per year. And the beauty of this type of broadcasting is that the telephone wire belongs to you 24 hours a day. This leaves much room for expansion and future plans. Foreign language lessons could be sent to elementary schools over the same hook-up. Adult education classes could be taught in the same way. Prominent persons could speak to all the schools at the same time, night or day. Civil Defense programs could be worked out so that all schools could be contacted in a matter of minutes. Communications from the superintendent's office could be sent at regular times. Et cetera, et cetera, and et cetera. There are thousands of possibilities for the use of this arrangement. Tentative plans are to hook all sixteen Asheville City Schools to the broadcast.

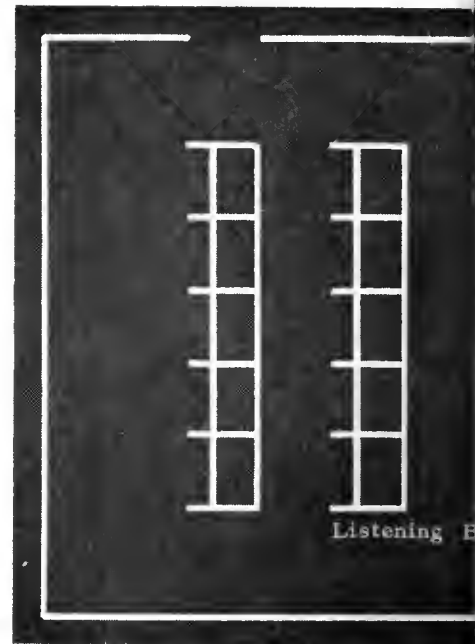
If your school has a telephone and an inter-com, you could have such an arrangement. But it will take the cooperation of many people. The example of the work done in Asheville is a tribute to the many people who worked to make the experiment a success. As usual the cooperation of Southern Bell in Asheville was at its best. The teachers and the principals were patient and understanding in the necessary interruptions and confusion at the beginning. The superintendent, E. C. Funderburk, was willing to let his personnel experiment with a new idea even at the risk of failure.

As a result of this community and professional cooperation, the schools now have a valuable and money saving system to provide its children with an improved music program.

And to think—you never get a busy signal.



A



B

# The Fabulous Language Labs

by *Elton Hocking*  
and *Robert C. Merchant*

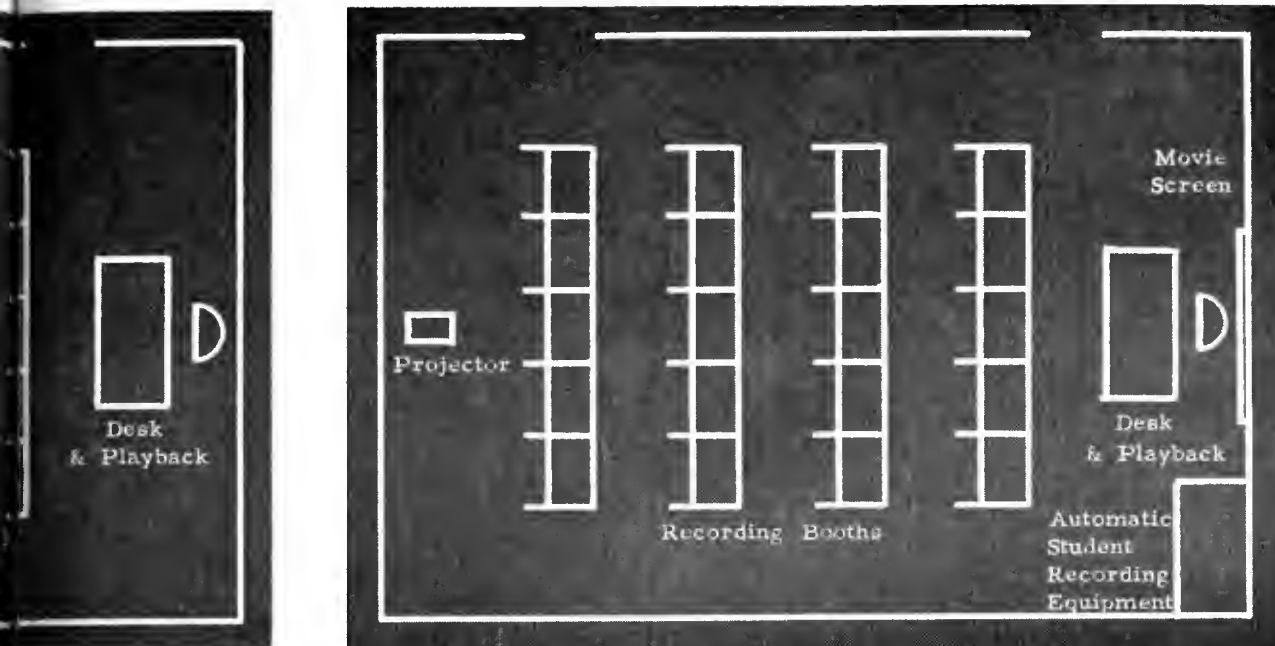
ONE year ago, there were only about fifty high school language labs.<sup>1</sup> Soon there will be hundreds or even thousands of them, thanks to the federal matching funds available through Title III of Public Law 864, the National Defense Education Act. The provisions of this act, in turn, only reflect the recent awareness of our country's extreme deficiency in modern language skills, as expressed most recently by the publications of Dr. James B. Conant.

Countless language teachers and principals are now asking: What are the purposes of a language lab? Do they coincide with the purposes of our own language teaching? What kind of equipment do we want? What can we get for our money, including the matching funds? How do we choose equipment, install it and service it? How shall we make the best use of it?

The primary purpose of the lab is to multiply the aural-oral practice of the pupils, especially in the beginning classes, and thus to implement the accepted principle that foreign language skills should be acquired in this sequence: (1) aural understanding; (2) speaking; (3) reading; (4) writing. The general acceptance of this principle since World War II (when the armed services found that language students, and even language teachers, could not speak their foreign language, is extremely significant, for it rejects the "silent reading" primary objective of the

<sup>1</sup>See *Foreign Language Labs in Schools and Colleges*, by Marjorie C. Johnston and Catharine C. Seerley of U. S. Office of Education, 1958. Available from Superintendent of Documents, Government Printing Office, Washington 25, D. C. 35 cents.

See also *Standards for Materials and Equipment for the Improvement of Instruction in Science, Mathematics and Modern Foreign Languages*. Available free from Dr. Edgar Fuller, Council of Chief State School Officers, 1201 16th St., N.W., Washington 6, D.C. (Your superintendent doubtless has a copy of this.)



C

previous generation. The "deaf-and-dumb" techniques have now been abandoned, and hearing-and-speaking has been endorsed by the Modern Language Association, the American Council of Learned Societies, and by virtually every major organization of modern language teachers in our country. The CEEB, finally, has announced that a recorded test of aural understanding will be included in its foreign language tests, beginning one year hence.

Any teacher who still clings to the reading method and grammar-translation in the elementary course can not make good use of a language lab. On the other hand, any teacher who believes in the oral-aural method should have a lab. Even if the teacher's oral French (or German, or whatever) is faulty, he can profit, like his students, from excellent recordings and imitative practice.

If he speaks the language well, he can also make recordings for his students, and thus "multiply the good teacher." This is not the place to expound the techniques used in the language lab. Suffice it to say that electronic equipment and appropriate techniques can accomplish what was formerly possible only by semi-tutorial instruction; a ready comprehension of authentic foreign speech, good pronunciation habits, and an oral repertory of useful, high-frequency foreign phrases and expressions, spoken naturally.

Such are the purposes, in elementary classes, of the language lab. Each teacher or principal must decide whether these are also his purposes in offering foreign language instruction.

What kind of equipment? This is really a multiple question, for it involves money, scheduling, and a couple of moot points in the psychology of audio learning. (See diagrams.)

Mere listening to recorded material is doubtless better than nothing, but it is inherently passive and it soon becomes tedious. Vocal imitation is needed, for speaking is surely a do-it-yourself activity. This in turn requires a feeling of privacy (to avoid self-consciousness and to

heighten concentration); some acoustical isolation (to prevent a general uproar and inter-disturbance); and headphones (to shut out extraneous sounds and, more important, to achieve the person-to-person sense of immediacy that only headphones can give).

All this adds up to a row of acoustically-treated booths, however simple, along the rear and/or side wall(s) of a regular classroom. (See Diagram A.) A double glass partition enables the teacher to keep an eye on activities in the booths while conducting a totally undisturbed class.

A more ambitious layout (see Diagram B) fills the rooms with booths which can be transformed in a few seconds into normal seat-and-desk facilities.<sup>2</sup> This arrangement is desirable for small schools which cannot devote a room exclusively to language laboratory work. The entire class participates simultaneously in lab activities, rather than group by group, as in Diagram A.

The full-sized lab, whether convertible or not, raises the perennial question of whether it should be used by each class as a unit, or by individual students who drop in as they would at the library. Both types are found in the universities, where schedules and facilities generally allow more freedom of choice. For our present purpose it is assumed that the high school lab must be scheduled with the utmost efficiency, and that student and teacher schedules are best suited to class-by-class use of it.

Convertible or permanent, the booths of lab B should be wired so that individual recording facilities may easily be added later. As original wiring, the cost of this is negligible; as a later rewiring job it is costly.

<sup>2</sup>Cf. William F. Roertgen, "The Functional Language Laboratory," *Modern Language Journal*, January, 1959, p. 6.

Intermediate between B and C is the activated microphone technique by which the student speaks and simultaneously hears his voice through headphones. No recording is involved: he hears himself electronically while he is in the very act of speaking what he hears. Doubtless he also hears himself more or less by bone conduction, in the normal way. No research is yet available on the relative amount or the effect of thus hearing oneself objectively and subjectively at the same time. A more difficult research problem is to determine the possible gains or losses through the attempt to telescope the *production* of careful imitative foreign speech with the simultaneous hearing, comparison with the model, and criticism of one's speech production. Considerable research, both physical and psychological, will be needed to settle these questions. If the activated microphone proves to achieve results as good as those of individual recording and playback, much money can be saved on equipment. But this remains to be proved.

The complete laboratory with individual recording and playback for all students (diagram C), has always been considered the optimum arrangement. The student first engages in oral imitation, alternating with "his master's voice" (recorded); after several minutes of this, he plays back his own recording of what he has heard and said, thus hearing himself as others hear him. This playback enables him to concentrate on comparing his own performance with that of the master, and thereby to criticize and improve himself. Individual recording, followed by individual playback, maintains the natural separation and sequence of creation followed by review and self-criticism.

The individual recording facility for each student may be of three types: (1) a dual-channel instrument for each student; (2) a single-channel instrument for each; one multi-channel instrument serving as many as 16 students. Any of these may, and preferably should, be wired to a master switchboard or console which enables the teacher to "tune in" any booth and hear all that the student hears and says. A further refinement permits the teacher to converse with any student while the others are undisturbed.

*Dual-channel* instruments are somewhat more expensive than single channel, and most require a pre-recorded master tape for each instrument. Every machine is a self-contained unit, so that each student may be practicing a different lesson or language. This is the library type of installation, permitting complete flexibility. It is also the library type of study, assuming motivation and maturity on the part of the student. However, just as the library must have a great many books for its borrowers, this kind of language lab must have a great many pre-recorded tapes on hand. The task of recording, cataloging, filing, etc., is considerable and costly.

The *single-channel* installation requires only one master tape for the whole room. The "master" is played on an instrument operated by the teacher, and simultaneously is piped into all the booths. This "master-slave" arrangement, relatively simple and economical, facilitates the teacher's task of monitoring, grading and criticizing the work of the various students, since normally they are all doing the same thing at

## Your Money's Worth

[Diagram A]

**BOOTHS:** Commercially built, \$60 to \$200. Locally constructed, \$30 to \$150, average around \$70. Simple partitions (faced with acoustical material) added to tables cost only a few dollars per student position. Standards: As for classroom furniture, plus the need for visual and acoustical isolation. **CONVERTIBLE** booths, suitable for eventual use in Lab B or C, can be constructed by using dividers hinged to fold down over the table top. In Lab B or C, a hinged front panel would be added.

**ROOM TREATMENT:** Varies with the room. At least some acoustic tile on ceiling and upper wall to deaden echoes and lower noise level.

**EARPHONES:** Crystal should be used, since nothing cheaper is acoustically adequate. From \$12 a pair (can be damaged by extremely high humidity) to \$20 for "metalseal" phones.

**ELECTRONIC AND ELECTRICAL WIRING:** Varies with the room. Average: \$3 to \$10 per student position, including materials and labor.

**RECORDER-PLAYBACK:** Conforming to N.A.R.T.B. secondary standards for frequency response. If used for re-recording or speech correction, should meet N.A.R.T.B. primary standards. Equalization characteristics: N.A.R.T.B. recommended practices insuring compatibility from one machine to another.

Wide band noise: At least 35 db below 3 percent harmonic distortion level.

Flutter: Below 0.3 percent. Wow: Less than 0.1 percent, r.m.s. Such an instrument costs from \$200 up.

**MICROPHONES:** Almost without exception, those furnished with instruments are of poor quality. Adequate replacement cost from \$35 to \$150. Remember that the "weakest link" analogy holds here, and a recorder will be no better than its microphone and earphones.

the same time. However, a different lesson or language may at the same time be piped to a desired number of booths by using any one of them as a sending station for the others. This in turn may be subdivided at will.

Until very recently, the master-slave arrangement required a recorder-reproducer in each student booth, operated by the student and sometimes misused or abused by him. The resultant

## Equipment for Your Language Laboratory Needs

### [Diagram B]

The general specification for lab A apply here. It may be desirable to have two or more playbacks mounted in or near the teacher's desk, and an intercom amplifier (\$50) and microphone to enable him to talk to students through their earphones. Movie equipment, slide projector, and other aids may be added effectively. Room wiring should be planned for future expansion into lab C, and may cost from \$5 to \$25 per student position, including materials and labor.

### [Diagram C]

The specifications for labs A and B carry over here, except that the requirements for the student recorders, if not used for re-recording or music, can be less stringent. The N.A.R.T.B. frequency response standards may be modified to let the upper decibel response limit be a mirror image of the lower limit. Flutter: as high as 0.5 percent; wow tolerable to 0.3 percent, r.m.s. Microphones may be in the \$10 to \$35 range. Great attention should be given to simplicity of operation, durability, ease of maintenance, and similar factors. The technical expert should check on levels, impedances, and actual functions performed. Reject an installation in which the student cannot hear his own voice through earphones at a 60-80 db level, both while recording and during playback. Individual student recorders: \$175 to \$550, installed. Multi-channel equipment: From \$455 to \$625 per student position.

A centralized switching system for channeling lesson material to the students, with monitoring and intercom, will cost from \$50 for a simple switch panel to \$1,500 or more for a functional, attractive control console with extreme flexibility.

Little faith can be placed in advertised specifications, since there is no controlling agency. Secure competent technical advice before making decisions.

breakdowns and delays impelled the experts to instruments need no longer be located in the student booths. Rack-mounted in some central location, the instruments are remotely operated by students using switches in their booths, or—more simply—by the teacher using a master seek a remedy, with the result that the “slave” control for all instruments. Another innovation, the multi-channel instrument, can serve 16

booths and is also operated by the teacher. With both of these arrangements, the students can do all that they now do with their individual instruments.

Poor quality, whether of sound or of mechanical performance, is never a bargain. One high-quality (not necessarily hi-fi) recorder-reproducer is better than a dozen “cheap” instruments of telephone-quality sound. Mechanical breakdowns are obviously demoralizing to students and teacher alike. But the insidious failure to transmit all the necessary sound frequencies is even more serious, for it may not be detected by a teacher who speaks the language well. Just as we “hear,” over the telephone, a good many sounds that are not really transmitted, so will he equate easy intelligibility, in the foreign language recording, with full reproduction. But his students will never hear those missing high-frequency sounds in the strange new language.

Rule of thumb, or of ear, must be abandoned by teacher and principal and purchasing agent. Likewise, rule of price, of salesman and advertising blurb. In their place, sensitive instruments must be used by an expert, perhaps a local radio engineer or hi-fi repair man. For a proper fee he should first choose (on approval!) whatever satisfactory equipment your budget permits, by a study of its guaranteed specifications and performance ratings. Competitive bids should then be sought. On receipt, the equipment should be tested by instruments, and rejected if the expert finds that simple adjustments do not bring it up to advertised performance.

Installation and wiring, however simple, should be planned and supervised by the expert. He will forestall the unwitting blunders of the local handyman, or even the licensed electrician. Knowing electronics, he can prevent such “gremlins” as crosstalk, install an automatic shut-off, and safety devices to prevent the hazards of shock or fire.

Like your car, your audio equipment requires regular service to prevent deterioration and breakdowns. The servicing should be done under contract by someone who understands electronics, perhaps a hi-fi service man. Regular lubrication, adjustment and tests will forestall serious trouble. No outside help is needed for the minor details. Record and erase heads should be cleaned daily. This is utterly simple, and it requires only a few seconds for each machine, but the job should be done carefully. Tapes can be easily spliced (on the right side!), using a standard splicer. Today's students, familiar with gadgets, easily learn to operate controls correctly. (But beware of the inquisitive boy who brings a screwdriver!)

The prospective purchaser of modest equipment should visit at least one or two well established labs similar to what he thinks he wants. After seeing and hearing them in operation, and talking with teachers and principal, he will be able to plan wisely and avoid disappointments. If he is going to have an elaborate installation, his superintendent should engage the services of an educational consultant in the field of language labs. Enlightened advice, both educational and technical, is the least costly component of the language lab.



# Louisville's Hi-Fi Library



## *A virtually complete audio service*

### *is offered to local citizens*

### *by the Louisville Free Public Library*

**O**NE of the largest collections of tape recorded music available anywhere is turning audiophiles into bibliophiles and vice versa. With it, the Louisville Free Public Library is providing a unique service to a population of almost 400,000.

Dorothy L. Day, head of the library's audiovisual department, is responsible for providing this "mountain of sound" to the public. Overall direction is the province of Clarence R. Graham, director of the nineteen-branch, city-wide library and originator of the present audiovisual setup.

Naturally, not every Louisville resident has the same taste in music. Miss Day supervises a battery of 39 Ampex model 350 professional tape recording machines and ten Ampex model 300 professional console models. The two FM stations operated by the Library (WFPL—89.3 mc, 250 watts, and WFPK—91.9 mc, 3000 watts) play pre-recorded tapes and longplaying records, 12 hours a day, seven days a week, all year long. Even the citizen without an FM radio is taken care of, as FM receivers can be borrowed on a library card!

Both stations distribute printed program schedules listing a wide variety of programs, ranging from "Old MacDonald Had Some Wood" to lesser-known works of Alessandro Scarlatti and tape recorded discussions on such subjects as "The Philosophy of Psychology."

The Louisville Library's audiovisual unit also pipes music over some 40 leased wires to city hospitals and listening rooms scattered throughout the branch libraries and the University of Louisville. The hospital line broadcasts music for 10 hours a day. Another line connecting the hospital and the library tape records lectures in the hospital auditorium for later playback to other classes.

City high schools and the University of Louisville are connected with the library's Ampex tape central too. As a matter of regular course, drama, music and music history instructors assign listening homework. The student can request that his assignment be played in listening rooms in his school or later in the branch of the library nearest his home.

Dramatic tapes of plays, lectures and discussions are piped over closed lines the same way. Many of these tapes, secured from the National Association of Educational Broadcasters, are also broadcast over both FM stations.

Another private wire use has just been innovated. It's a series of tape recorded reviews of children's books, which are piped over the circuits to assistant librarians in the branches and serve two purposes—familiarizing the staff with all the latest children's books and training new staff members.

Housed in two audio control rooms, these professional console model recorders serve still another function. Concerts of the Louisville Orchestra, performances by the Kentucky Opera Association and lectures at the University of Louisville are picked up by private wire and recorded at 15 inches per second back in the audio control room. These tapes then become part of the library's regular source for FM program material, at present consisting of around 16,000 pre-recorded tapes (most at 15 inches per second).

From the LP record library, around 15,000 records, each card holder can check out five LP discs at a time.

What has all this done to the library's original function? Since the start of the audiovisual program, book circulation has gone up 40 percent!



A biology teacher uses an overhead projector for a TV demonstration.

# Classroom Projectors Find Use in ETV

by Lou Penegy

**O**VERHEAD projectors are proving to be almost indispensable in programming in-school telecasts of the Alabama Educational Television Network. The network, the only one of its kind in the country, has three programming agencies, which reach approximately sixty thousand students per week.

At the Birmingham ETV studio, the overhead projector is in daily use by two of the direct teaching instructors. Bettye Watson, Alabama History instructor, uses it to sketch Indian trails, Civil War battlefield engagements, or the passage of stern-wheel flatboats through Alabama waterways.

Biology teacher Mary Rogers, pictured above, is able to "animate" diagrammed insects and plants. First, she projects the outline of the object under discussion, such as plant leaf or a fly wing, drawn on a transparency onto a screen which is picked up by the studio TV camera. Then, in loose-leaf style, a transparent sheet containing a few basic structures is dropped over it. This is followed by additional detailed art on consecutive transparent sheets consecutively dropped over the original outline, giving the student a logical, step-by-step learning sequence.

Producer Ted Nicholas claims the unit is "the most flexible and exciting visual aid" at the Birmingham studio. His opinion is that "its potentiality for ETV work has yet to be really tapped." And program coordinator Frank Martin believes he has found an "ETV first" use for the projector unit.

Although the studio also has a rear screen projector, occasionally complications make its

use impractical. One such instance occurred when the studio was producing a high school play which called for drama floor staging space and for a sizable chorus. The choir, scheduled to handle the musical bridges between scenes, had to be "live." The resulting mass of students scheduled for the studio curtailed the floor space and thus the required throw of the rear screen projector.

The overhead projector was brought into use and it was discovered to satisfactorily project an acceptable picture on to the studio rear screen.

The problem was to make a transparency for the needed setting; in this case it was the side of a specific cathedral in France. An illustration from a book was photographed, and the negative was enlarged to an 8 x 10 transparency. This was placed on the projector, which needed only a fifteen-foot throw to create a "life size" illusion when it was projected on the rear screen.

Mr. Martin also noted that the overhead projector uses two thousand watts less electricity than does the standard studio rear screen projector. A former motion picture theatre manager, he commented that this same principle could even be used by projecting from behind a tightly framed bedsheet where a rear screen is not available, but a good special plastic translucent screen is much to be preferred.

The producers are eager to try additional experiments in the application of the projection unit on ETV, and are interested in exchanging ideas with others who have had experience with various types of projectors in television programming.

**NEW**

FROM **UNITED WORLD...**



# 3 Important Film Series!

## A Complete Basic Human Activities Series

### "THE WAY WE LIVE"

Photography by  
Louis de Rochemont Associates

In this dynamic new series, United World has organized realistic and socially useful experiences into teachable film form to make it easier for all children to learn how to live more effectively with others in this global age. THE WAY WE LIVE series emphasizes how the basic activities of mankind are carried on from place to place. Throughout each film differences in the ways of doing similar things are shown in terms of differing environments and stages of cultural development. Each of the ten films in this series runs for approximately 20 minutes and sells for \$110.00.

#### Group II: "MAKING A LIVING AROUND THE WORLD"

- TRADE AND TRANSPORTATION
- ANIMAL RAISING, HUNTING AND FISHING
- FARMING IN NORTH AND SOUTH AMERICA
- FARMING IN EUROPE AND ASIA
- FORESTRY
- MINING

#### Group I: "FAMILY LIVING AROUND THE WORLD"

(Previously released)

- SCHOOL CHILDREN
- CHILDREN AT WORK AND PLAY
- FAMILY LIFE
- HOMES

## Physical Education Series

### "THE SPORT OF DIVING"

In Full Color

Demonstrations by Vicki Draves, Olympic Champion in both springboard and platform diving. Instructional commentary by Lyle Draves, Olympic Teams Diving Coach. Each of the 3 films in this series runs for 10 minutes and sells for \$120.00.

- FUNDAMENTALS OF DIVING...Here are pictured the first simple and correct practices for learning water entry and body control.

- SPRINGBOARD AND FRONT APPROACH...This film stresses the importance of the diver's approach to the end of the board and the spring. Stop-motion and slow-motion photography permits analysis of action.



- SWAN DIVE AND FRONT JACK-KNIFE...Here the instructor teaches the simple steps in achieving form and perfection, with stop-motion and slow-motion scenes on the 3-meter board in mid-air.

## Practical Study Units on Famous Shakespearean Plays!

### "THE WORLD'S A STAGE"

Great moments from Shakespeare's greatest plays...all made under exacting conditions of authenticity in England and performed by the gifted players of the OLD VIC REPERTORY COMPANY. Each film runs 13 minutes and sells for \$70.00. Their short running time makes these motion pictures excellent classroom teaching tools for all English departments.

Purchase orders for the films in these three new series should be directed to: Education Division, United World Films, Inc., 1445 Park Avenue, New York 29, N. Y.

NOTE:  
Purchase Consideration Preview Prints Are Also Available!

- ANTONY AND CLEOPATRA (Act III, Scene XIII)
- JULIUS CAESAR (Act IV, Scene III)
- KING LEAR (Act I, Scene IV)
- MACBETH (Act II, Scene II)
- MIDSUMMER NIGHT'S DREAM (Acts I, II, III...Lover's Scenes)

- MIDSUMMER NIGHT'S DREAM (Act V, Scene I...Pyramus and Thisbe)
- OTHELLO (Act III, Scene III)
- TWELFTH NIGHT (Act II, Scene V)
- WINTER'S TALE (Act V, Scene III)

**EXTRA! NEW CATALOG NOW AVAILABLE!**  
High Priority Films for Your New

**SCIENCE AND "SPACE AGE" EDUCATIONAL NEEDS**

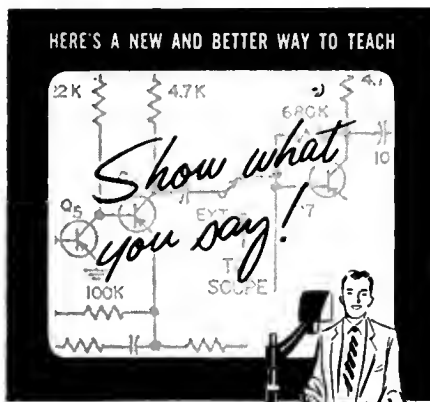
Now available for your immediate attention, are over a hundred special 16mm sound motion picture subjects for science education. These Government produced films are available from United World at tremendous values. **WRITE TODAY FOR YOUR FREE COPY.**

**UNITED WORLD FILMS**

1445 PARK AVENUE  
NEW YORK 29, N. Y.



HERE'S A NEW AND BETTER WAY TO TEACH



With  
The  
New

## VU-GRAPH

Overhead  
Projector.

It's unique! Beseler's new VU-GRAPH is the projector you use in a fully lighted room. The picture flashes OVER your head—onto the screen—while YOU face the class to see who understands, who needs help. Use prepared transparencies or quickly make your own. VU-GRAPH projects in black and white or full color: slides, stencils, models, even your own writing—as you write! 4 models including new portable. Teacher operated—no assistant needed. Free Demonstration at your convenience. Free Brochure: "Get Your Point Across—Fast!"

CHARLES *Beseler* COMPANY  
EAST ORANGE, NEW JERSEY

**IMAGINE!!**  
Only \$119<sup>50</sup> For  
A Complete  
**PROFESSIONAL**  
Portable Cine  
Film Developing  
Outfit...

Stainless  
Steel

**WATSON  
DEVELOPING OUTFIT**  
For 16-35-46-70mm Film

Professional standard for T.V. Stations, News-reel Studios and Industry where speed and quality are essential, but price is a factor!  
**Scratch proof!**  
25 ft., 100 ft., or 200 ft., Stainless Steel outfits—all film sizes. **GUARANTEED. Priced from \$84.50**

**BURKE & JAMES, INC**  
321 S. Wabash Chicago 4, Illinois

ESAG 459

# FILMSTRIPS

by Irene F. Cypher

At one time when we were screening for this month's previews we almost thought we might come up with a completely audiovisual column, there were so many sound-filmstrips. This is particularly interesting, for it would seem to indicate a definite trend toward such material; it would apparently indicate approval of the combination as a desirable one. There was a time when sound filmstrips did not arouse much interest or enthusiasm on the part of teachers, and much of the material produced was, in our own personal opinion, all too much like many of the commercials on radio and television. The pictures of the filmstrips were fairly good, but when it came to the recordings there seemed to be a universal tendency to employ narrators who sounded like high-pressure salesmen or itinerant preachers. Perhaps some of the criticism of this pattern made itself felt, for certainly the newer productions have come out from this pattern and are of much better quality insofar as the records are concerned. This is a very welcome sign, for there is a definite place for the sound-filmstrip as an instructional device. We all need to remember, however, that pupils can sense any trace of "snobbishness, insincere-emoting and ivory-tower preachiness." The record which provides the narrative for a filmstrip must adhere to the same standards set for the visual part, and must be of equal quality and high audio tonal value. We were quite intrigued by some of those we previewed, and here present them for your consideration.

## Cadet Rouselle and The Raftsmen

(2 single strips, color, each with record; produced by National Film Board of Canada and available from Stanley Bowmar Co., 12 Cleveland St., Valhalla, N. Y.; \$11 for each filmstrip-record unit). There is a richness in French Canadian folklore that has tremendous appeal. In the two filmstrips here considered, the appeal is to both eye and ear. The songs themselves are gay, melodic refrains that seem to stay with you, and the recordings are good. The pictorial content of both strips is not only colorful, but seems to catch the spirit of the songs and make them

live. In particular, teachers and pupils will enjoy the art work of "The Raftsmen." The original art work was done by the children of a Canadian school as part of a special project. It should prove interesting to discuss the drawings and to note the references to customs and life of the woodsmen in the Canadian northwoods area. This excellent material for art, music and social studies at many grade levels, should also be recommended for clubs and camp groups.

## Desert Plants

(2 single strips, color; produced by Moody Institute of Science, Los Angeles 25, California; \$6 per strip). "Our Desert Treasure" and "Miniature Plants of the Desert" provide us with a very complete pictorial story of plant life in the desert areas of our southwest. We discover that the desert is the home of many interesting plants and creatures, from the Joshua tree to the jack rabbit; we also discover what irrigation has made possible in turning deserts from great waste areas into highly productive areas. The student who has never seen the many beautiful types of desert plants will be interested to find how many kinds of cactus blooms there are; he will also be interested to learn of the many scientific studies dealing with plants and life on the desert. This type of filmstrip has value for curriculum purposes, and it is also enjoyable as a pleasant viewing experience.

## Seed Plants

(6 strips, color; produced by Creative Education, Inc., 340 N. Milwaukee Ave., Libertyville, Ill.; \$28 per set, \$5 single strips). Growing plants are an integral part of the life around us, and it is important for pupils to have some clear concepts of how plants actually grow. From seed to flower and fruit, this series shows us many such details: what happens when a seed is planted; what are the separate functions of roots, stems and leaves; how does a plant develop and mature; what uses do plants serve in the life of man. The photographs are clear and well defined, and the material is planned to meet the needs of pupils in the middle science course work.

(Continued on page 194)

# HISTORY COMES TO LIFE

in this **NEW** Series of Filmstrips on America's Glorious Past!

## THE CHRONICLES OF AMERICA FILMSTRIPS

15 HISTORIC MILESTONES IN THE  
INSPIRING STORY OF AMERICA

*From Columbus' Voyage into Uncharted Seas—  
Through the Courage of the Early Settlers,  
The French and Indian Wars,  
The Heroic War of Independence,  
The Opening of the West —  
To the War Between the States*

**\$97.50 FOR THE COMPLETE SERIES  
OR \$7.00 EACH**

**Comprehensive TEACHER'S GUIDE Free**

### **An Educational Adventure**

#### **in the Development of Our Democracy**

*How thrilling is the story of America!* Here now, young people can see the great heroes, the villains, the common man, spring into lifelike dimensions. Washington, Paine, Wolfe, Clark, Boone, and scores of others become flesh and blood — no longer mere names. Now the student can identify himself with these, relate to the moving historical episodes which gave birth to his democracy.

### **Largely Based on the Accurate Reconstructions Presented in the Chronicles of America Photoplays**

The *Photoplays* represented the culmination of ten years of painstaking effort by teams of outstanding specialists in the scholastic disciplines and the professional arts, and have achieved recognition as a significant tool in the educational process in our country. The production of the *Filmstrips* has been inspired by the same critical spirit, the same impatience with half-way measures, the same insistence on historical accuracy and high artistic standards.

### **An Unparalleled Opportunity**

Through the *Photoplays* has come a new source of authentic, original material for filmstrips, never before available. Never before did the possibility exist for portraying America's great heritage so dramatically and realistically in filmstrips. Here was an unparalleled opportunity for the Yale University Press Film Service, in keeping with its long tradition to make an important contribution to a better understanding of our country's history.

That is why *The Chronicles of America Filmstrips* are unique as a teaching aid. They emanate from the deep, wide range of historical riches presented in the *Photoplays* and other rare sources. Thus, the Film Service can offer these inspiring "educational adventures in the development of our democracy" at a cost that makes their special advantages easily accessible to all.

A FITTING COMPANION TO OUR OTHER ESTABLISHED TEACHING AIDS

## THE PAGEANT OF AMERICA FILMSTRIPS

30 UNITS

**\$195.00 for the Complete Series or \$7.00 Each  
including Teacher's Guide Free for Each Unit**

### **From the Primitive Indian to Atomic Power**

A magnificent panorama portraying five centuries in the life story of America — its growth and development presented in a wide, comprehensive range unmatched in the educational field. All important phases are covered, including our sociological, industrial and cultural progress.

Created by top-ranking historians and visual education specialists to the highest standards of scholarship and historical accuracy, this brilliant series has provided a rare teaching instrument in nearly every phase of the curriculum. The graphic realism of its images brings to the student a strong sense of participation, providing the basis for a better understanding of the vital problems of today.

## THE PAGEANT OF AMERICA 15 VOLUMES

A fascinating tapestry of over 11,000 rare, authentic pictures, woven together by a colorful text. A pictorial history of the adventures and statesmanship of our people — an inspiring guide to the youth of America.

**\$147.75 complete, or \$10.75 per volume**

## THE CHRONICLES OF AMERICA 56 VOLUMES

Written in stimulating narrative form by outstanding specialists — each volume with all the dramatic appeal of a novel. The story of the forces in action that built our nation — history at its authentic, readable best.

**\$199.00 complete, or \$3.95 per volume**

*Through these Filmstrips and Books, Educators Will Discover New Vehicles for Creative Teaching. Youth Will Take New Pride in Our Great Democratic Heritage. Order Now.*

# YALE UNIVERSITY PRESS FILM SERVICE

386 Fourth Avenue, New York 16, N. Y.

## FILMSTRIPS

(Continued from page 192)

### French Language Series

(Set No. 1—5 strips, color, with correlated records; produced by Pathe-scope-Berlitz, 10 Columbus Circle, New York, N. Y.; \$84.50 for Set No. 1; consult catalog for prices of complete set of 40 lessons to be produced). Never before has there been such interest in language study. Certainly anyone who is undertaking the study of French will find this audiovisualized unit both appealing and instructive. The filmstrips provide a human interest story, photographed in France; the records provide opportunity to hear and participate in a multi-voiced native French narration-at conversational pace. There are many potentialities for using both filmstrips and records. We personally feel that they bring a life-like quality to the study of French that will be particularly helpful to the beginning study of that language. The unit indicated here is the first in what will be a set of forty lesson units.

### The Man Without a Country

(single strip, color, with record; produced by Films For Education, Audio Lane, New Haven, Conn.; \$15 for filmstrip and record). Edward Everett Hale's story of Philip Nolan is here pictorialized for us, with a recorded dramatization by members of the Yale University School of Drama. The presentation is faithful to the story and highlights the main points of interest. It is intended for use with intermediate, junior and senior high school classes. Art work and color quality are vivid. The narration is called a dramatization, but is not a staged, over-emotionalized production; the tonal quality is level, informative and clear. Material of this type should stimulate further interest in reading, and also help to make "literature" take on a greater degree of reality.

### Life Long Ago

(6 strips, color; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$32.40 per set, \$6 single strips). Really to understand life on this earth today, we must know something of what transpired centuries ago. With the help of the Chicago Museum of Natural History this series shows us something of what happened in the coal age; what happened when reptiles ruled the earth; what we know about life long ago and how man has been able to read the stories told by fossils. There is always a fascination in seeing how scientific study has enabled us to reconstruct the story of the past. These filmstrips have special value when used in conjunction with text materials and with visits to museums and areas of historic-scientific importance.

### People and Pets

(single strip, color, and record; produced by The Humane Society of the United States, 1111 E Street, Washington 4, D. C.; \$1 charge to cover postage and handling). All too often the owners of pets fail to realize the responsibilities which go with such ownership, and also fail to give their pets the proper care. Working with the Girl Scouts of America, the producers of this unit have given us a clear picture of what it means to be the owner of a pet; of how we should care for cats and dogs, and what societies have been organized to assure proper control of animals. Many interesting facts about animal care are outlined. The material is designed for children between the ages of 7 and 14, but this is another instance when we would recommend disregarding rigid adherence to such designations. This set will be valuable for pet owners of any age.

### Roots of Religious Freedom

(single strip, color; produced by Jam Handy Organization, 2821 E. Grand Blvd., Detroit 11, Michigan; \$5.75 for strip). Everyone is quick to state that religious freedom is guaranteed by our Constitution, but not everyone can actually explain how religious freedom came to have such significance in the colonization and development of the United States. Some facts have been emphasized, some have been forgotten. This strip attempts to show how many groups entered into the

early development of our country and how important it became to all of them that the principle of religious freedom be protected. The strip is one with special value and meaning for upper elementary and junior and senior high school students, to help in developing an attitude of tolerance and in acquiring an appreciation of group rights and responsibilities.

### Artists of Holland

(2 strips, color; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$6 each). Learning to know and appreciate the work of great artists is a wonderful experience and provides opportunity for personal enjoyment. In this instance the producer has given us examples of the works of *Vincent van Gogh* and *Rembrandt*. The paintings shown were photographed in many different museums and give a broad range of the period in the artists' lives. Close-ups allow opportunity for examination of parts of paintings and of details. The strips are the equivalent of field trips to view the actual canvases; very often such filmstrips are better than field trips under hurried circumstances, for the viewer can study the strips at will and under conditions when they are really used and needed. Pupils are able to consider at greater length and to go over the material many times. Of course there is the added value that many pupils will never visit the museums where these paintings are hung, and are thus enabled to see material they would otherwise not see. Recommended for use in art classes at many grade levels.

### Eskimo Art

(2 strips, black and white; produced by the National Film Board of Canada and available from Stanley Bowmar Co., Valhalla, N. Y.; \$3 each). All too little attention has been focused on the wonderful skill and highly developed native art forms of the Eskimos. Examination of their figures carved in stone, ivory and bone reveals great skill, a sense of humor and fine craftsmanship. *Eskimo Carving* provides us with splendid examples of figures illustrating all forms of Arctic life. *Haidar Argillite Carvings* concentrates on the carvings made by the Indians of the Queen Charlotte Islands from argillite, a dark, soft slate. Both strips bring us material that will help to increase appreciation of the Eskimo as an artisan. They are especially valuable for use in art classes and in social studies.

#### SCIENCE FILMSTRIPS

SINCE 1931

SINCE 1931

MADE BY TEACHERS FOR TEACHERS

BIOLOGY HEALTH & SAFETY

PHYSICS GENERAL SCIENCE

CHEMISTRY MICROBIOLOGY

BIKE SAFETY BUS SAFETY

NEW—Elementary Science Series in  
Brilliant Spectracolor

#### VISUAL SCIENCES

Box 599E

Suffern, New York

# AUDIO

by Max U. Bildersee

A simple leaflet, "Nobody Listens?" states bluntly in conclusion, "When we get the fine ART OF LISTENING under control, we will have perhaps taken the single most important step in our education — be we children or adults."

This leaflet, published last November by the Middletown (N. Y.) Public Schools, is addressed to parents, teachers and children. It points out that although we begin to teach the arts of listening in Kindergarten (Remember, "Boys and Girls, this is Listening Time") some colleges are holding classes to teach college students how to listen.

When do we learn to listen? We are born able to hear and indeed our total language facility before reading is begun depends not only on the ability to hear — but also the ability to listen. Parents listen anxiously for the child's first words as evidence of this.

The leaflet underscores the fact of difference between listening for pleasure and listening to learn. It also points out that sound can be distracting when we do not want to listen. It charges all with developing good listening habits and good listening manners.

So — schools are aware of the importance of good listening. And they are doing something constructive about it. The art of listening must be developed for all children, exceptional or normal. All children and all adults use their ears from morning 'til night.



An imaginative teacher dealing with slow learners needing added help in the fundamental areas of reading, spelling, arithmetic and aural comprehension used the tape recorder to her advantage and to the advantage of her students.

Asked to describe what she did, the teacher, Mrs. Russell of Kingston, New York, said, "I sought to give these non-readers information, practice in listening and encouragement to learn."

Her methods were quite simple, and adaptable to any classroom. Mrs. Russell acquired tape recordings from broadcast sources, she invited more capable students to make special tapes for these less gifted children, she prepared special remedial tape recordings

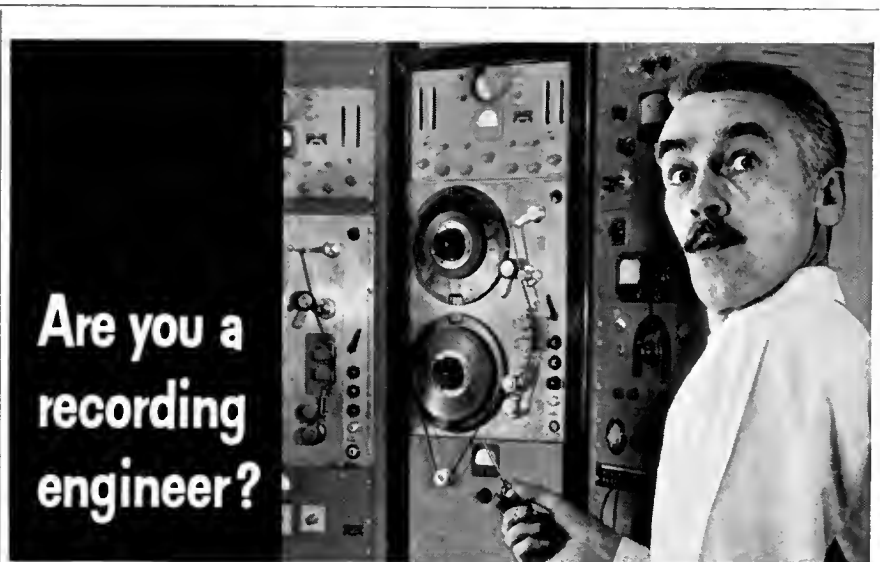
herself and finally, she encouraged these special students to prepare tape recordings which indicated progress. These, then, were less gifted children studying on their own!

Broadcasts of stories, science talks and music intended for in-school listening were recorded and made available to the children. During the reading instruction period, a waste of time for those needing such deep remedial therapy, these youngsters were

encouraged to devote their time to listening.

The reported results are most interesting. According to Mrs. Russell, "They (the children) were able to listen to many more stories than a teacher would ever have time to read to them. There was a big growth during the year in their listening span. These listening periods gave them things to write about, to create pictures about and they had as many things to 'tell about' as the children who were reading — so there was observable improvement in communication."

One other observation made by Mrs. Russell in this particular connection is that more tapes should be made for this particular purpose. She further urges that, because a slow-learner needs everything geared down to his pace, story material for him should be read



**"No, I'm a plumber**

*...but I know good recording tape"*

AUDIOTAPE, the thinking recordist's tape, gives you the full, rich reproduction so satisfying to the happy audiophile — be he doctor, lawyer or Indian chief. Because behind every reel of Audiotape are two decades of research and development in sound recording.

When you buy a reel of Audiotape you're getting the tape that's the professionals' choice. Why? For example, the machines that coat the oxides onto the base material are unique in this field — designed and built by Audio engineers who couldn't find commercial machines that met their rigid specifications. Then there's the

C-slot reel — fastest-threading reel ever developed. For that matter, there's the oxide itself — blended and combined with a special binder that eliminates rub-off.

There are many more reasons why the professionals insist on Audiotape. They know that there is only one quality of Audiotape. And this single top quality standard is maintained throughout each reel, and from reel to reel — for all eight types of Audiotape. That's what makes Audiotape the world's finest magnetic recording tape. For recording engineers, doctors, garbage men, investment brokers, sculptors... and plumbers!

Manufactured by AUDIO DEVICES, INC.  
444 Madison Ave., New York 22, New York  
Offices in Hollywood & Chicago

**audiotape**  
TRADE MARK

# FOREIGN LANGUAGE STUDY

now within the reach of the most limited school budget

with

## CALIFONE

the AUDIO CENTER (12MH8)



School Net... \$179.50  
With CUEMASTER,  
\$10.00 additional

Designed Exclusively  
for Language Teaching

the Califone AUDIO CENTER makes possible the means to low cost and versatile language study at all grade levels. Equipped with 8 sets of headphones, mike input. "CUEMASTER" automatic phrase selector optional.

Write Dept. ES-3



**califone** CORPORATION  
1041 N. SYCAMORE AVE.  
HOLLYWOOD 38, CALIF.

very slowly. Special needs, such as vocabulary problems, can be anticipated, there should be pauses in the story to make meanings clear, and at the end of the presentation there can be desirable and necessary repetition of words to prod growing vocabularies.

It seems to us that parallel techniques for the presentation of more difficult material to advanced students can and should be developed. The bright child, dawdling through dull and repetitive material, is as seriously inconvenienced as is the slower child unable to maintain pace with his contemporaries.

Mrs. Russell developed similar techniques in spelling for her charges. A tape recording was made of particular words which the children had not mastered. A "ditto" sheet was made of the same list. For practice the child looked at the word—listened to the word and then traced the word on the practice sheet. The second step involved listening to the word, and writing it below the reproduced copy. Finally, the tape was used in examination procedure and the child was asked to spell as many words as she could on a blank sheet of paper. The child set the pace—and ample opportunity was given for review and repetition.

Although these children were unable to take the regular standardized spelling tests for their grade and consequently could not be too definitely measured, certain progress was evident. City-wide survey tests were used, and these children showed growth. The children were motivated to do better—they evinced an interest in spelling and a desire to improve their grades. Children were permitted to test their own progress at any time—by self administered examinations via the

tape recorder. Finally, this permitted the teacher to give these children special review and consolidation of learning experiences without taking time from the other students in the class.

In arithmetic for these children tape recordings were used to provide drill and examination in fundamental processes. A tape containing one hundred practice computations (addition, subtraction and multiplication) was made, and the listening children were supplied with answer sheets. Records were kept of scores.

A second tape contained practice and examination procedures together. The tape gave a fact or problem and time was allowed for response. Then the problem was repeated with the answer so that the child had immediate information of success or failure.

Practice tapes were used continuously—tapes offering both problem and answer and test tapes (problem only) were used at approximately ten-week intervals. Score comparison showed improvement. And again, this exercise provided an activity which an individual or group of children needing specific additional training could carry on without immediate teacher direction.

Similarly, these specially prepared tapes were used in literature appreciation instruction. The purpose was to help slow learners enjoy simple poetry—to permit them to learn at their own pace about a poet—and to increase vocabulary.

The tape recording used offered several poems by a particular poet. First, to motivate interest, there was a short biography emphasizing simple stories about the poet. Then, a poem was read for listening only. The poem was re-read—with the children encouraged to supply or to repeat the rhyme words. And finally, the children were encouraged to read the poem along with the recording.

Mrs. Russell suggests that tapes about particular poets be supplemented by tapes about some one particular interest. These interests can be seasonal, involve holidays and children's activities as well as animals and the variety of other areas in which children's minds dwell.



Many schoolmen will welcome the newest dimension in audio materials—the lending library. More accurately, a rental library, the LISTENING LIBRARY (10 East 44th Street, New York 17), is a new venture in supplying recordings for limited periods of time to schools and individuals for instruction as well as for entertainment.

## Record Reviews on Cards

- ☆ on 3x5 punched, cross-indexed cards
- ☆ for accessible filing and finger tip reference
- ☆ published monthly, September through June
- ☆ at least 400 cards per year

- ☆ efficient, constantly expanding reference center
- ☆ supplying synopses and appraisals
- ☆ your buying guide
- ☆ suggesting audience and instructional use

SUBSCRIBE NOW — \$25.00 a year

Max U. Bildersee — box 1771, albany 1, n. y.



The Listening Library is founded on the premise that recorded literature is as much a part of our heritage as is printed literature. There is the added significance that the spoken word is a literary medium of communications parallel in importance to the printed word.

John V. Hinshaw, President of this new organization, says, "First writing, and then printing, gave permanence to language—man's only method of conveying his thoughts, his feelings and his past. But in visual reading the printed word, a whole dimension is lost. The eye, flashing across the page, cannot 'hear' what the author has to say. It cannot distinguish the varied and colorful meanings which auditory expression gives to each word. Only through speech is the full depth of literature attained."

The Listening Library is a membership organization entitling participants to rent records listed in the catalog, purchase rental records at reduced prices or purchase new records and tapes at special discounts.



The State Education Department in New York has added a new facet to state-wide examinations in **COMPREHENSIVE MUSIC**. According to Dr. Joseph G. Saetveit, Supervisor of Music Education, this entirely new music examination was prepared and given "with a view of spotlighting the musically gifted and talented high school students."

The examination is given in two parts. Part I consists of the audition of a musical performance. These auditions are recorded and are submitted

for review by state officials. The written portion of the examination, accounting for seventy-five percent of the grade, includes a phonograph recording to be heard by the participants. Certain musical items are furnished on this disc recording. The instrument used to play the items was an organ.

Here are new uses for both disc and tape recordings worthy of note which may have further significance in a variety of other examination procedures, particularly in languages and in other facets of communications. How else, for instance, to examine students over a large area in speech or in oral composition? The implications of this procedure for examinations are tremendous.

The first simple and satisfactory device we have seen for finding the right spot on a tape recording is the **DATREL TAPE INDEX** (156 North Franklin Street, Hempstead, N. Y.). Basic to the system is a set of numbered tabs which are quickly and easily applied to the shiny side of the tape, and which remain indefinitely or until removed. Made of Mylar, they last as long as the tape and are not injured or removed under ordinary usage.

School personnel will find many immediate and valuable uses for these tabs. They can be used to mark special portions of available tape recordings—to indicate particular music needed for instruction, illustration, or other purpose. Here is a boon to the teacher who wants to cite a particular phrase

## First from PHILCO®...



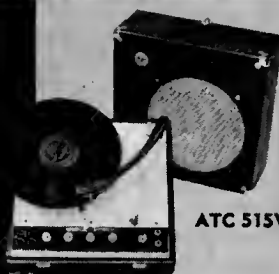
## New All-Transistor TV Camera for Schools at only \$1445

Here's the camera that makes educational TV practical—dependable and trouble free . . . at a saving of hundreds of dollars.

A lightweight, maintenance-free, foolproof camera that anyone can operate. No matter how large the audience . . . now, everyone can participate in lectures, demonstrations, classroom sessions. Compare the quality of this newest Philco

TV camera with *any* other. To improve the quality of your audio-visual program . . . at dramatic savings . . . insist upon Philco TV.

Place your order now to assure early delivery. Write for Philco TV Planning Book. *Government & Industrial Division, 4702 Wissabickon Ave., Philadelphia 44, Pennsylvania. In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario.*



**ATC 515V-R**

20 watt Hi Fidelity variable speed transcription player and Public Address system.

Another outstanding model in the NEW ATC LINE of radios, phonographs and transcription players for classroom use.

All Philco products are transformer grounded for complete safety.

**Audio/ronics**  
CORPORATION

505 North Hollywood 6, Calif.

# PHILCO

QUALITY FIRST!



MRS. MARY LOU PLUGGE, *Chairman of the DEPARTMENT OF SPEECH AND DRAMATIC ARTS AT ADELPHI COLLEGE in New York, finds her NORELCO 'Continental' tape recorder an essential tool in speech instruction. Here MRS. PLUGGE illustrates, to her lovely student CAROL SAMISCH, the proper way to produce a sound. MISS SAMISCH, in turn, repeats the sound into the tape recorder so that she may listen to an accurate reproduction of her own voice and compare it. Says MRS. PLUGGE, "My NORELCO tape recorder is valuable to me for a number of reasons. There is an impressive tone quality in its reproduction of sound. Concurrent with this is the aid of the mechanical pause button which allows me to stop to analyze progress without turning off the machine. The control over recording is such that the possibility of accidental erasure is completely eliminated." The NORELCO 'Continental' is a product of North American Philips Co., Inc., High Fidelity Products Division, Dept. 1S1, 230 Duffy Avenue, Hicksville, Long Island, New York.*

in a recording — accurately, smoothly and quickly, for she can use this index system without fear.

We hope this will lead to something quite different, too. Many audiovisualists make extensive use of visual illustrations in the course of talks. They supply the audio. Now, with this indexing system, they will be able to pre-select audio illustrations on tape, spot them simply and accurately and use them effectively for group presentation.

The implications for instructors of this new indexing system are many. In language laboratories they will have application in the selection of materials to be heard by students. Similarly, the English teacher using the same equipment can immediately offer a particular poem, or soliloquy, or other excerpt from longer recording. The speech teacher has at her hand immediate reference to particular students who make recordings. No longer must she "change reels" for each student because she can now quickly apply the tab (it can be done while the tape is moving, it is just that simple!), make a note of number opposite the name of the student and record.

Are you using the recorder in your teacher training program? Are you

asking students to record whole classes? Then, in rehearsing you can "tab" a spot which you want to review. Thus the practice teacher can rehearse her own performance in the classroom — and make immediate notation of portions of the lesson which should be heard by the supervisor. Similarly, the supervisor upon hearing the recording can quickly and easily "spot" the portions of the lesson which should be reviewed with the student teacher.

Are you keeping more than one title on a single roll of tape? The applications here are obvious. Do you want to assign individual or small group listening to a particular portion of the tape recording? No longer do you fumble with the machine trying to find the right spot — but rather you can assign listening "beginning with tab number 3 and continuing until you reach tab number 5." And, to make things still easier and still more practical, the tabs are color coded!



RUN — DO NOT WALK to the nearest post office, and write to STRATCO AUDIOVISUALS, LTD. (P.O. Box 1883, Grand Central Station, New York 17, N. Y.) for information concerning their newest audiovisual packet for the kindergarten-

first grade groups.

Entitled "Teaching Games," this particular recording comes complete with assorted visual materials which make learning fun. In addition to the record there are sets of pictures to illustrate the recording and to be used to elicit oral responses from the children. Also included are essential sponge-like tri-dimensional models. These are made of urethane plastic which is both light and durable. It is also non-flammable — we know because we tried to ignite a block! These models, by the way, are in a variety of colors.

The song games included in this exceptional total audiovisual teaching material are "I Can Dress Myself," "Safety," "Left-Right Directions," "Colors," "Days of the School Week" and "Shapes." The tri-dimensional and geometric shapes contribute the essential visual connotations to the words.

The record contains stories, three of which particularly are designed to challenge the imagination of the child and to develop imagery. These are told entirely in sound effects and are subject to the interpretation of the listener. They are based on typical childhood experiences including an outing at the lake, a summer storm and a circus parade.

TEACHING GAMES is accompanied by an exceptionally complete manual for the teacher. This is NOT designed to do other than suggest possible applications of these teaching materials in the lowest grades. The music recorded is entirely original and is suited to the listening abilities of the youngest children. All in all — this is an exceptional audiovisual teaching packet.

Things are happening in the AUDIO of audiovisual education. City school systems are emphasizing listening, language laboratory techniques are used for exceptional children, rental services for disc recordings are being established, tape index techniques are developed and, finally, a whole audiovisual unit for the lowest grades designed to appeal to sight, sound and touch is offered.

And more will happen. Recording demonstrations are being organized on an area basis. The audio of audiovisual education is enlarging its sphere of action as teachers and administrators recognize that although, as Mark Sullivan said, "A picture can tell more than a page of text" (OUR TIMES, Volume I, Page 399) a page of text can conjure a thousand pictures and the mind oriented to audio, practiced in listening, sees the word, hears the meanings and thereby creates the audiovisual image essential to learning.

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Give Them a Chance

(Pennsylvania State University, University Park, Pennsylvania) 12 minutes, 16mm, sound, black and white, 1957. \$60.

### Description

This film surveys the curriculum experiences of mentally retarded pupils and shows how the children learn and react in a setting which is adapted to their needs. It explains the objectives of the program for retarded children and points up the values inherent in the types of activities which are afforded these pupils. The role played by a competent and understanding teacher is shown throughout the film by subtle implication. The thesis of the film — that mentally retarded children can succeed if given a chance — is developed.

As the film opens a boy comes into a classroom marked "Children's Workshop." Upon following him inside one sees nothing unusual about this particular classroom and its occupants, but the narrator explains that these are mentally retarded children who must eventually become self-supporting citizens in spite of their handicap. Their chronological ages range from seven to thirteen years while their mental ages range from three to nine years. These pupils require much longer to learn what other children achieve in a few years.

The group and the teacher are shown as they prepare to study number work. The children group themselves into study groups and begin to work with visual and manipulative materials in learning to tell time with a mock clock and to count with the aid of a flannel board. Children help one another while the teacher gives individual attention and encouragement to a child who is learning the concept "3+2" by manipulating sticks. The narrator explains that most of the learning at this level is by association.

In a reading group, children are using written and pictorial flash cards at a table while they make a game of word-recognition. At another level, a girl volunteers to read aloud to her class. The narrator points up the courage that is required to perform such a task, while the girl is shown as she reads, occasionally glancing around to draw psychological support from her understanding teacher.

Continuing the survey of the curriculum experiences, the film shows boys deeply absorbed in their work and obviously receiving pleasure in their accomplishments. During the art period, attention is focused on a little girl as she paints with broad sweeping brush strokes of unrelated colors, while she curiously watches the unfolding and obliterations of the shapes and

forms of her own creation. She is beginning her acquaintance with art materials and with creativity that heretofore held no interest for her. Views of girls sewing show that they are relaxed but attentive as they practice manual and social skills. Meanwhile others are working individually on their own special projects, and the teacher is helping another girl on a

in a darkened room

partially darkened

or even light!

you get excellent picture projection  
with **Da-Lite's Wonder-lite® LENTICULAR!**

Daytime slide and movie showings can be hampered by inability to darken a room—but not with the new Da-Lite Lenticular projection screen surface. You get bright pictures—outstanding color reproduction—under all conditions. Ideal for wider viewing angles, too, without eye fatigue. Non-scratching, washable vinyl surface assures years of service. Available in portable tripod and wall models.

Write for literature and name of Da-Lite Franchised AV dealer in your area for a demonstration ... and details on full line of Da-Lite Vidiomaster Screens.

"The Standard By Which All Others Are Judged"

**Da-Lite®**  
SCREEN  
COMPANY, INC.  
Warsaw, Indiana

**DA-LITE®**

"Serving Industry and Education for half a Century!"

## DEPT. OF OBSTETRICS PROUD FATHER DIV.

We're fond of this photo that we took in one of our familial moments and thought you might like it too.



Occasion: addition of the tenth baby to the films that we have been making to correlate with the text series, *Heath Elementary Science*.

Speaking of producing correlated films, we don't know whether to weep quietly or giggle. Every producer is a producer of films correlated with *Heath Elementary Science*, or so it seems from their literature. No matter if *Our Misunderstood Friend*, the *Weatherman* was produced seven years before the Schneiders wrote that chapter on weather, it Correlates.

What's the phrase? *Sic semper semantics?*

We keep thinking we should jump up and down with small cries: "absolutely genuine . . . collaboration with authors and publisher . . . 100% wool . . . no preservatives added . . ." Maybe we would be consoled if, like the others, we could turn around and advertise that our films are really also correlated with the Ginn series. Can't do that. 100% wool, you know.

We've been rambling about in this column for six months now, obedient to the American folk lore that says we must advertise. We happen to hate advertising, hence our relaxed approach. But do others share our feelings sufficiently to have read this column this far? We don't know but *we're going to find out*. We have 24 slightly used prints of one reel subjects that we are going to *give away* to the first 24 directors of established A-V libraries who write to us. Titles: *Plants Make Food*, *The Clothes We Wear*, *Pipes in the House*, *Wonders of Plant Growth*. Look them up (EFLA cards, H. W. Wilson, etc.) and tell us the order of your choice.

No hox tops. You can write us a 25 word essay beginning, "I hate advertising because . . ." But you don't have to.



CHURCHILL-WEXLER  
FILM PRODUCTIONS

801 N. Seward St., L.A. 38, Calif.

difficult task.

During a period when her help is not needed the teacher is shown at her desk keenly observing her pupils and recording notes for future reference. Her attitude exemplifies her devotion and concern for the pupils and their development.

After a field trip, which is not shown, the pupils prepare their summaries as they are individually inclined to express themselves. A boy who is larger than his classmates is shown as he experiences keen fascination in the discovery that he, too, can make a scrapbook of artistic creation.

Within the sequence of scenes, children show their reactions in various ways. Some work deliberately, some with the joy of discovery, some observe and strain for meaningfulness, and yet others seem to plod along according to plan. Group planning and participation are inherent in many of the experiences—the class decided to decorate the covers of their scrapbooks with spatter-paint designs, and they are shown as they enthusiastically engage in the work of making their own distinctive spatter patterns.

The closing scene shows the teacher and the class enjoying singing as they use gestures to interpret words. The camera pans the group as the narrator points out the values of such activity and the practice of tolerating individual differences and differential standards of performance in these kinds of activities in order to encourage participation and build confidence of withdrawn children.

### Appraisal

*Give Them a Chance* effectively pleads the case for special education of mentally retarded children. It is sympathetic in its treatment but not unduly sentimental. Teachers-in-training and teachers will find this film useful in focusing their attention on the problems of slow learners. Parents can gain some idea of the kinds of experiences that are provided children who can not successfully adjust to the ordinary classroom procedures.

The technical quality of this film is not excellent, but its treatment of the subject matter compensates for this inadequacy. All scenes are photographed as ordinary action shots, and some of its close-ups are very effective in portraying emotional reactions of individual pupils.

—William A. Wheeler

### Life of the Molds

(McGraw-Hill Text-Films, 330 West 42nd Street, New York 36, New York) 21 minutes, 16mm, sound, color or black and white. 1958. \$165 or \$85.

An Affiliated Film Production sponsored by the Charles Pfizer Company. Teacher's guide available.

### Description

This film shows that molds are both destructive and beneficial to man. It uses cinephotomicrography, some of which is time lapse, to show various phases in the life cycle of molds.

Opening drawings depict the 1845 ruination of the potato crop in Ireland followed by the famine in which a million died and a million and a half lled—a disaster caused by tiny molds.

Next, the film tells that today we know much more about molds and recognize a hundred thousand species ranging from the tiny *Penicillium* to the large mushroom. It then shows, by time-lapse photography, mushrooms pushing through the ground and growing to full size as the narrator tells that molds lack chlorophyll and thus cannot manufacture their own food.

The next scenes picture the underground "white threads" of the mushroom then by time-lapse photography show the bread mold hyphae as it grows and advances eating a pathway through the food. Speeded-up photography shows the spores bursting, the growing hyphae emerging and the development of the stalks with the spore containing sacs at their tips.

The film then pictures the destruction of grapevines in France by the powdery mildew and shows that the asexual spores of the powdery mildew are formed in chains rather than in sacs: It continues by telling that molds can reproduce very rapidly, and thus, in a short time, can completely devastate such hosts as grapevines and potato leaves.

The next sequence begins by explaining that the spore sacs of the potato blight need to be flooded with cold water before the spores can germinate. It shows the emergence of these spores from their sacs and pictures another type of spore developed from a sexual union and highly resistant to the rigors of winter and drought.

The film then shows by cinephotomicrography the details of the sexual process in molds. It shows the hyphae of Sex A growing toward a spore of Sex B, surrounding it, and finally fusing with it. The narrator points out that the union results in spores that have the characteristics of the two parents. The film then shows the spores germinating and pictures the mat formed by the rapid growth of many hyphae.

Next, the film shows that molds not only devastate such plants as elm trees, rose bushes, grass, wheat, corn, and rye but some molds also kill animals for food. It pictures the coiled hyphae

of a mold closing around a nematode which is then digested and absorbed into the mold.

The film continues by showing the protoplasm streaming within the hyphae as the narrator tells that this is the delightful process of life itself—a living test tube. The hyphae send out enzymes which change the food into chemicals that the mold can absorb and use for its growth and development. The film pictures the molds from which we get penicillin and terramycin and explains that the chemicals coming from the hyphae are used in the production of antibiotics. Drawing and live-action photography show briefly the large scale commercial production of antibiotics.

That many medicines are made from molds including those used to combat pneumonia, meningitis, tuberculosis, syphilis and trachoma is indicated as a use of molds. Another use for molds is in genetic research. Certain traits of molds can be examined and combined according to a plan and the individual spores can be isolated and examined under a microscope. Another advantage of using molds in research is that they produce many generations in a few hours.

The film concludes with the thought that molds are destructive but they are also beneficial to mankind and they are helping scientists to learn more about the nature of life itself.

### Appraisal

This film elevates the "lowly" mold to its rightful position of importance as a friend and foe of mankind. The opening scenes of destruction and famine dramatically point up the economic importance of the seemingly unimportant, commonplace, mold. Later scenes, however, show that molds are beneficial to mankind as well as destructive and the beauty of the "repulsive" mold is captured by the excellent time-lapse cinephotomicrography. The film presents important facts and principles in a fascinating and stimulating manner: spores emerge from their sacs to germinate and become a tangled web of hyphae; the coiled hyphae of a mold capture a nematode; hyphae and spore unite in a primitive sexual union. This film will have a wide age range of audiences. It will be useful in junior high and senior high general science and biology classes and will also be a useful teaching tool in college biology, botany, and microbiology classes. Even those who have had little or no biological science background will find this film both exciting and informative.

— George Vuke

### Problems of the Middle East

(Atlantis Productions, Inc., 7967 Sun-

set Boulevard, Hollywood 46, California) 21 minutes, 16mm, sound, color or black and white, 1958. \$200 or \$120.

### Description

This film depicts the history and culture of the Middle East area from antiquity to the present resurgence of nationalism and unrest. Its emphasis is on the anthropological approach as a key to the understanding of the varied and complex issues involved in this troubled area. Four main problems are presented and analyzed: the place of minorities, the area's agricultural need and potential, the rise and impact of western technology and industry, and, lastly, the role of education.

The first section portrays in graphic detail the whole Tigris-Euphrates—Fertile Crescent panorama—citing the successive influences of the Semites, the Romans, the Moslems, and the Christians. The film also describes the Armenians, the Kurds, the contemporary Israeli, the Lebanese—four distinct ethnic groups, each treated in terms of its origins, history, culture, language and of its influence upon the current Middle East complex.

The next sequence tackles the problem of agriculture, with emphasis on the ubiquitous need of adequate water and the technology needed to alleviate

### CORONET FILMS

Dept. ES-459, Coronet Building, Chicago 1, Illinois  
Please send me for purchase consideration preview prints of the films checked below.

#### GUIDANCE

- Making the Most of Your Face (11 min.) Grades 7-12.
- Who Should Decide? (Areas of Parental Authority) (11 min.) Grades 7-12.

#### HEALTH AND SAFETY

- Tommy's Healthy Teeth (11 min.) Grades 1-3.

#### LANGUAGE ARTS

- Word Building in Our Language (11 min.) Grades 7-12.

#### SCIENCE

- Engines and How They Work (11 min.) Grades 4-6.
- The Human Body: Nervous System (13½ min.) Grades 7-12.
- Life in a Cubic Foot of Air (11 min.) Grades 7-12.
- Water for the Community (11 min.) Grades 7-12.

#### SOCIAL STUDIES

- Colonial Shipbuilding and Sea Trade (11 min.) Grades 4-6.
- Helpers in Our Community (11 min.) Grades 1-3.
- Industrial Canada\* (16 min.) Grades 4-6.
- The Labor Movement: Beginnings and Growth in America (13½ min.) Grades 7-12.
- Life in Ancient Greece: Home and Education (13½ min.) Grades 4-6.
- Life in Ancient Greece: Role of the Citizen (11 min.) Grades 4-6.
- Our Family Works Together (11 min.) Grades 1-3.

\*B&W only. All other films available in a choice of either color or black-and-white.

NAME \_\_\_\_\_

SCHOOL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Use the handy coupon...  
to request preview prints of new

# Coronet Films

Fifteen new 16mm sound motion pictures have joined Coronet's family of fine films. These curriculum-centered motion pictures are among the 859 Coronet films planned to correlate with leading textbooks. Judge for yourself the instructional values of these films. Just check your selections on the coupon, send it to Coronet Films, and preview prints will be furnished promptly at no charge except for return postage.

Celebrating Twenty Years of Progress

CORONET BUILDING

CHICAGO 1, ILLINOIS





a new  
dimension  
in quality

COMPCO  
PROFESSIONAL  
REELS AND  
CANS

**NEW!**

**A Major Advance in Film Reel Construction**

PRECISION DIE-CAST ALUMINUM  
HUB COMBINED WITH SPECIAL  
TEMPERED STEEL REELSIDES MAKES A  
TRULY PROFESSIONAL REEL.

MUCH MORE STURDY — TRUER RUNNING

COMPCO reels and cans are finished in scratch-resistant baked-on enamel.  
Be assured a lifetime of film protection with these extra quality products.

Write for complete information.

REELS AND CANS • 16 mm 400 ft. through 2000 ft.

**COMPCO** corporation

1800 NO. SPAULDING AVENUE  
CHICAGO 47, ILLINOIS

Manufacturers of Photographic  
Equipment for Over A QUARTER of a CENTURY

**DAMAGED FILM  
REPAIRED BY**

**THE FILM DOCTORS®**

**SPECIALISTS  
in the Science of  
FILM  
REJUVENATION**



For All 16 & 35mm Films

The Rapidweld Process Removes:

- Scratches • Abrasions • Dirt
- Oil Stains • Cures Brittleness
- Repairs Damages

Send for Free Brochure, "Facts on Film Care"

**rapid** **FILM TECHNIQUE** INC.

37-02C 27th Street, Long Island City 1, N. Y.

Founded 1930

this age-old dilemma. Furthermore, the urgency for land reform is reviewed and the film stresses the need for abolishing the old feudalistic system before the area can fully realize its true potential. Competition between the United States and the Soviet Union in offering technological assistance is sharply stressed, and the film warns that this aspect of the cold war must not be underestimated or ignored.

The third crucial area delineated by the film is polarized around the problems arising from the impact of the industrial revolution and modern technology. Two questions are raised: how can this most strategic and historic area be industrialized without upsetting the indigenous customs and mores, and how can this be achieved without the debilitating and corrosive features of westernization?

The brief final sequence is concerned with the necessity of education in helping ameliorate the backwardness of these dynamic Middle East people.

**Appraisal**

Few subjects are more complex and more inexhaustible than that of this film. Its main purpose, to acquaint the viewer with the historical and anthropological backgrounds of the Middle East is well realized. Thus the film makes a valuable contribution to senior high and adult education levels. Particularly well drawn out is the present Arab dream of an Arab world stemming from the Islamic empire of the Middle Ages and the unifying factors of a common culture, language, and religion. In contrast, the sequence on the educational needs of the Middle East is most inadequately developed. Perhaps this lack, as well as the too briefly exposed maps, will be cared for in the reading and discussion which surely must follow the showing of this well-conceived and colorful film.

— Robert B. Pettijohn

**Understanding Others**

(McGraw-Hill Text-Films, 330 West 42nd Street, New York 36, New York) 12 minutes, 16mm, sound, black and white, \$70.00, color, \$140, 1958. Produced by the Centron Corporation for Young America Films.

**Description**

Through a series of dramatic flashbacks the capabilities and personality of Ben Curtis, a little-known high school student, are perceived by a classmate, himself, and his teacher to promote discussion concerning the need for trying to understand the other person's viewpoint.

**PAT DOWLING PICTURES**



**MICROSCOPIC  
WONDERS IN  
WATER**

Upper Elem. and H.S. Science  
11 Min. Color — Sale  
Only, \$100.00

For detailed content Study Guides or pre-views write to  
1056 So. Robertson Blvd.,  
Los Angeles 35, Calif.

The film title fades away to a notice on the chalkboard of a high school classroom stating that the Press Club will meet at three o'clock when Miss Alton will announce the new editor-in-chief of the "Southwest High Banner." As the students begin to gather they speculate about who will be chosen. The most likely prospect is Bob Stevens, who soon has a cluster of friends around him extending congratulations in advance. Ben Curtis appears in the doorway and immediately the conversation turns to him. No one would choose him as editor although Betty admits he makes good grades and writes well. Ernie, a good-natured, likeable extrovert, is not so sure, though, that he wouldn't make a good editor. In spite of others' opinions he maintains that Ben Curtis is "nobody's fool" and "has real talent." Bob wonders that Ben isn't ashamed to associate with "people like themselves." His clothes are so poor, he is so awkward, and he comes from such a poor family. In his thoughts he remembers Ben's mother as a "lousy worker" when she used to do housecleaning for his mother and Ben's father as never holding a job longer than "to buy a bottle."

The entrance of Miss Alton brings the speculation to a climax. Bob wants the job and wants it badly. As Miss Alton talks he reviews the qualifications of those who might be chosen and confidently eliminates all others except himself. The appointment of Ben Curtis instead is a bombshell, an incredible decision based on poor judgment.

Not only is Bob surprised at the turn of events. Ben Curtis is even more astonished. A flashback to the time he enters the meeting reveals the reasons for his reaction. True, his clothes are old and worn, not new and "sharp" like those of his fellow-students. He is aware of the difference between himself and the others. As he stands uncertainly leaning against the door he surmises that the others are laughing at him. He does wish they liked him. Perhaps he should just go over and say something friendly—but no! That Ernie Davis would probably just make fun of him. One stu-

lent approaches and suggests that it may be he — Ben — who will be named to the coveted position. In Ben's mind his student also is making fun of him. He seats himself as Miss Alton enters and begins to speak. Ben is sure Bob will be selected and hopes that Bob will give him a chance — it wouldn't have to be a very big job. Then, somehow, there is applause and Miss Alton is asking *him* if he will come up and take over. Slowly gathering courage he waddles his way to the front and begins to assert himself in the new role of a leader.

Miss Alton stands quietly to one side. Through a second flashback to her entrance we glimpse her viewpoint of Ben and his capabilities. This has been a difficult decision. She pauses a moment and surveys the situation. It is apparent that Bob expects the appointment, yet Ben Curtis is the best person for the task. Not only is he intelligent and an expressive writer but he takes his work seriously. Addressing the group she explains that since she was asked to make the decision she assumed they wanted it made on the basis of merit rather than on personality only. She hopes her choice will meet with their approval, and to end the suspense she presents the new

editor-in-chief of the "Southwest High Banner," Ben Curtis, asking him to come and take over the rest of the meeting. As she steps aside she wonders again if her decision was right. She is certain that Ben is qualified but will he associate with the other students and allow them to get to know and like him? Perhaps this new role will be the very thing that will help him.

The narrator ends the film with some pertinent remarks while a series of opposite personalities is shown — the physically attractive and the physically unattractive; the shy one and the aggressive one; the soft-spoken individual and the "loud-mouth." It is pointed out that all of us have ideas about people who appear different than our friends, and several questions are posed. Do you really understand Ben and the reasons for what he does? What about his attitudes toward the others? Was he always correct in his judgments of them? What about Miss Alton's decision? Did she do the right thing?

#### Appraisal

The best use of this film is probably in guidance on the junior and senior high school level (1) to set students thinking about why people do things

and (2) to promote tolerance of others' behavior. It may, however, also be helpful in college education and counseling classes (1) to demonstrate a situation which may be similar to one encountered in the field and (2) to show prospective teachers their responsibility to the "whole student" in certain decisions which sometimes need to be made. Constructed to stimulate discussion, a simple situation is developed to point up the problem but not to solve it. One evaluator feels that the repetition of the key scene from three points of view is boring, but the other evaluators feel that the setting will catch attention and that the treatment of the characters is objective and will encourage understanding rather than antagonism. The teacher may find varied uses such as prior to school elections since broad problems are implied like (1) the popularity with the group vs. the ability to perform a task competently; (2) the existence of class distinctions and discrimination in public schools; (3) the bases of acceptance into a group based on both family background and personal characteristics; and (4) the reasons for misunderstanding others are both personal and group oriented.

— Jean Holt Moore

## THE STORY OF COMMUNICATIONS

### A NEW CONCEPT OF EDUCATIONAL FILM PRODUCTION

From man's discovery of fire signals to his conquest of space... a thought provoking art film students will ask to see again. FULLY ANIMATED in MODERN ART FORM; NARRATED in poetic style; SCORED with original music. A springboard that will motivate expression.

Junior High — High School — College — Adult

8 MINUTES COLOR \$120

PRODUCTION:  
Andre Sarrut

DIRECTION:  
Yves Joly

MUSIC:  
Andre Jolivet



FILM PRODUCTIONS, INC.  
7238 W. TOUHY AVE.  
CHICAGO 48, ILL.

Preview Prints  
Available



# AV IN THE CHURCH FIELD

by William S. Hockman

## A Study In Perspective

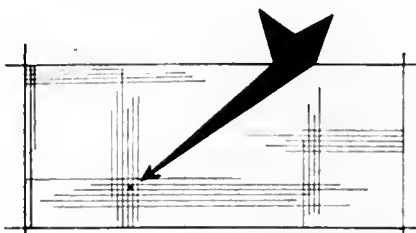
by LeRoy Ford

Production Supervisor, Audio-Visual Aids Department, Education Division, Sunday School Board, Southern Baptist Convention

"Linear perspective" is defined as "perspective by which a true picture is produced . . . from the actual dimension of the object. . . ." Let's take a look at the true picture and actual dimension of our progress in utilization of audiovisuals in religious education. Here's the picture as it appears after a study of film utilization in 146 churches.

1. A motion picture is used in one class session out of every 2,103 for young people and adults. (Figure 1) The 146 churches surveyed represented 3,681 classes. In one month's time, 14,724 class sessions were held. Motion pictures were used a total of 7 times. Now, if a teacher can stick it out for 40 years, he would use a motion picture one time.

2. One filmstrip was used for every 156 class sessions for young people and adults. Filmstrips were used 94



A motion picture is used in one class session in 2,103.

times in the 14,724 sessions.

3. Only one church in 146 (.7%) uses films oftener in the classroom than any other place.

4. Seventy-two percent of the churches used films more in assembly periods than any other place. Thirteen percent used them more in mid-week meetings; 5 percent used them in Men's meetings; 5 percent in Women's meetings; 4 percent in other meetings and less than one percent in the classroom. (Figure 2)

5. The larger the church the greater the feeling that available films are generally too long for effective use. Fifty-two percent of the churches considered the films too long. Other opinions are shown in Figure 3. Thirty-five percent of all churches

think films too long.

6. Thirty-two of 146 churches did not own a motion picture projector; 108 owned only one; 5 owned 2. No church owned 3 projectors.

7. Twenty-four of the 146 churches did not own a filmstrip projector; 87 owned one; 9 owned 3; no church owned over 3.

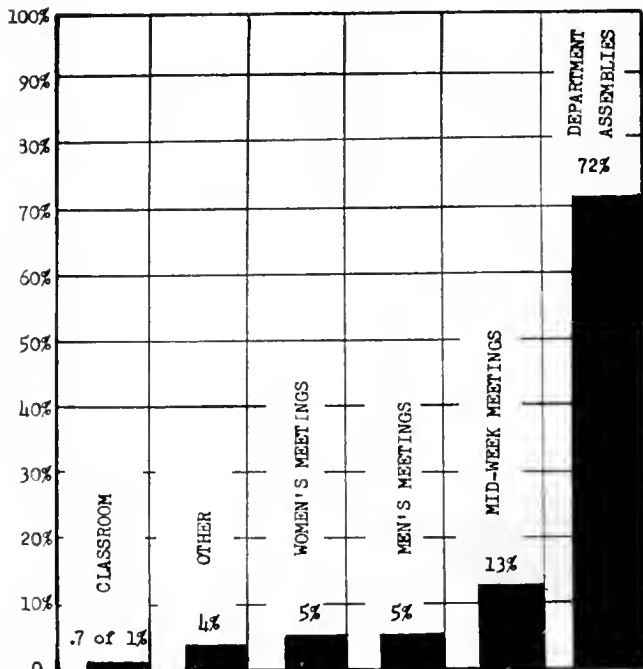
This study was made from reports from churches of all sizes. The number and size of the churches is shown in the following table:

Membership of Church	Number of Churches reporting
Below 500	12
500 to 999	42
1000 to 1499	42
1500 to 1999	25
2000 and over	25

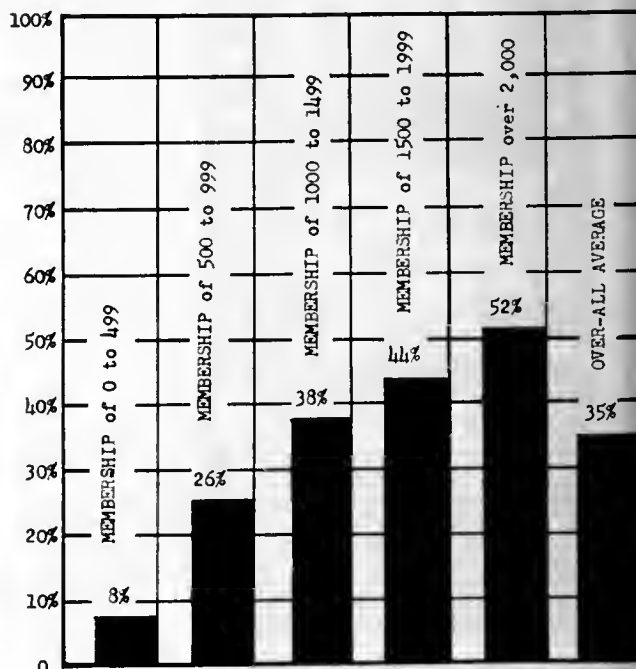
Here are the conclusions reached:

1. Present films seem to be designed for everything but the classrooms—the classroom period is the core of our teaching program.

2. The study shows a trend in religious education toward smaller classes—enrollment wise. It is not uncommon in the Southern Baptist communion for a church of 1,500 members to have 25 adult classes.



Where motion pictures are used most in religious education.



In larger churches, a greater percentage considers the average film too long.



Some churches today have as many as 15 classes for adults alone! Even the smaller churches may have 4 to 8 or 10 classes for adults. Similar trends are noted in other age groups. Is there any way for distribution of equipment and materials to keep pace? In the light of this trend, mass utilization on the classroom level is not possible if present conditions relating to costs of equipment and materials continue. In short, the trend (and it's already here!) toward more and smaller classes must be met with more and less expensive equipment and materials.

3. Shorter films — (8 to 10 minutes or less) are needed. For example, 20 minutes is the generally accepted length of a department assembly program. If these are true worship periods, the programs are to produce awareness of God, contemplation, conviction, resolution, decision, and power to act. It is generally accepted that group participation through singing, prayer, and scripture reading, is an integral part of worship. A 20 minute film in a 20 minute program leaves no minutes for other activities. The class periods are generally around 45 minutes in length. A 20 or 30 minute film, plus administrative ac-

tivities, leaves little time for the teacher to be before his class.

## Home and Family

How can a family get the job of group-living done so that every one grows and develops while contributing to the community of satisfactions all of them should experience?

The 68-frame color and sound filmstrip, *As One Family*, searches for some of the answers. It finds the family council helpful. Not the frozen and rigid type, but the flexible, informal variety. It finds that crises, little and big, are best met when they arise, and it suggests that almost any family can have some time during the week for activity as a family if it will try.

I liked this filmstrip. It has naturalness. The commentary has a bit of sparkle. It has no trucking with the fancy jargon of the professionals. Its solutions seem reasonable and acceptable. This family seems to be wringing quite a bit of juice out of the lemon of life.

What bothers me is that many people who should see it will not. It belongs in the school PTA meeting; in the church family night program; be-

fore the young couples club of the church; and on the agenda of the youth fellowship. Yes, young people should see it. It will hold the mirror up to them, and not distort what they see. It can stimulate them to profitable discussion on just what it is that they want from their homes and are willing to put into them as well.

If given a content and setting, and then followed by some kind of discussion, it is highly recommended. From Church of the Brethren, Elgin, Ill.

## New Slant Here

It is about time that we begin producing filmstrips on the Old Testament materials which imply the findings of critical and historical scholarship. This will deliver us from the wooden literalism that has plagued much of this material to date.

*How The Old Testament Came To Be*, 67 frames of good color art by George Malick and well-written commentaries by Carl E. Berges (for adults) and Carolyn Goddard (for children), tells how some of the O.T. writings were first recorded. It explains the urgency which the writers felt, and shows how the writings were collected

*Family Films*

offers:

**A COMPLETE FILM AND FILMSTRIP PACKAGE FOR NATIONAL FAMILY WEEK MAY 3-10**



*For Little Children*

**"Stories About Home and Family"**

(4 color filmstrips and records, \$19.50)

Delightful stories to help the little child learn about God's plan for a home and family.



*For Older Boys and Girls*

The "Our Children" series of discussion films will help boys and girls put Christianity into practice at home.

13 motion pictures, color or black and white  
Rental, \$5.00 and \$8.00



*For Young People and Adults*

**Christian Home and Family Life Kit**

(4 color filmstrips and records, \$25.50)

Help families draw closer to God and to each other, with the use of these four filmstrips which offer practical, down-to-earth guidance in important areas of Christian family living.

for a special family night program



*The New Motion Picture*

**"Does Christ Live in Your Home?"**

The whole family will respond to the heart-warming Christ-centered story of how one family rediscovered the joys of family worship.

30 minute motion picture, black & white  
Rental \$9.00

Family Films, Inc.  
5823 Santa Monica Blvd.  
Hollywood 38, California

Please send me FREE catalogs of films and filmstrips and name of nearest dealer.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**DON'T WAIT - - - VACUUMATE!**

TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM

All give - - - at no extra cost to you  
The Famous

Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

# VACUUMATE

**FILM PROTECTIVE PROCESS**

The **SUPER VAP O RATE**  
PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes  
**ONE TREATMENT LASTS**  
THE LIFE OF THE FILM


Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process Is Available to  
You in Key Cities Throughout the U.S.

Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

it's easy -  
**ONCE YOU KNOW HOW!**

LEARN HOW with the  
TRAINING KIT  
FOR USING AUDIO-VISUALS  
IN A CHURCH

Simple - instructive - chock full of ideas  
Four filmstrips, records, sound motion  
picture, study guide . . . Only \$16.50

At your A-V dealer, or write to  
 **Family Films** INC.  
5623 Santa Monica Blvd. Hollywood 38, Calif.

**RADIO-MAT**  
MAKES YOUR OWN SLIDES  
on your own  
**TYPEWRITER**  
by using  
**RADIO-MATS**

TAKE from your SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES  
on  
RADIO-MAT SLIDES  
WHITE AMBER GREEN  
ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

Regular size 3 1/4x4 or the New Duplex 2x2.  
Sold by Audio-Visual, Photo & Theatre  
Supply Dealers. For FREE SAMPLE write -

**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd., Daytona Beach, Fla.

**TEACHING AIDS**  
FILMS, FILMSTRIPS,  
SLIDES, POSTERS, ETC.

Write for Free Catalog

**AMERICAN BIBLE SOCIETY**  
Audio-Visual Department  
440 Fourth Avenue, New York 16

**FILMSTRIP  
CATALOGUE**

Largest Filmstrip Library

**EYE GATE HOUSE, INC.** Dept. ES 2  
146-01 Archer Ave. Jamaica 35, N. Y.

and proclaimed to be sacred. The composite nature of the O.T. is touched in very brief explanations of how the "J", "E", and "D" documents came about.

This is a good and useful resource for young people and adults. It can be used with profit in college and seminary courses. Its greatest use will be with our church school teachers. It can orient them so their teaching will be more in line with scholarship and less with dogmatic literalism.

Equally good and useful is *Spokesmen For God*. This introduces us to the life and work of Elijah, Micah, and Haggai. Frances Eastman does the script for adults and Oscar J. Rumpf the one for children. Both are well-written and adjusted to the needs of these two audiences. For it Harold Minton has turned out 73 frames of his excellent art.

Both are highly recommended for use by teachers and the teachers of teachers in church and college. Both are available from Christian Education Press, 1505 Race Street, Philadelphia 2, Pa., and the price is \$5.50, including the printed script.

## Child-Choose Theory

In his "Helps-For-The-Month" bulletin for the First Quarter of 1959, editor Paul G. Kiehl takes a whack at the let-the-child-choose theory of teaching. "In the use of visual aids," he says, "It shows itself in different ways. We must produce and show audiovisual materials which entertain the child, because he likes to be entertained."

He goes on to observe that we want it to have a moral point but we need to slick up the job so the child is entertained. That is certainly a silly thing to waste our money on when making films and filmstrips for educational purposes.

How long will it take us to learn that our money is better spent structuring our materials to make them interesting. By this we mean having the quality which is needed to hold the attention and make them easy to understand. Easy to understand, they are easy to think about; and this is a central phase of the learning process.

When a film or filmstrip is interesting it can be seen profitably several times without any one getting bored. Thus, we are free to use good materials over and over; to wring the educational juice out of them time and time again without their coming apart in our very hands. Paul is right; this clamor for what's new and for what's entertaining, is a theatrical

inheritance. It has tended to persist because so much of our educational AV material has been made by those having their deepest orientation in entertainment and not in education. Let's have some re-orientation for all those in both production and use who have not seen the new light.

## S.O.S.

The line that reaches from the abundance of America to the privations of many people can easily be called "lifeline." This is the reason the 77 frame B&W sound filmstrip produced by the Broadcasting and Film Commission for Church World Service and its cooperating denominations was given the title *Lifeline*.

This fine filmstrip tells just what the Share Our Surplus program is and just how it depends upon money from the churches to keep our surplus moving. And how much can be moved by how little - One dollar will move up to 300 pounds of life-giving food to the hungry in typhoon-blasted Japan, quake shaken Greece, teeming Hong Kong refugee-choked West Germany, or hurricane-devastated Haiti, and so on around the world. Here, in 15 minutes the story is told, with pictorial eloquence and realism; in moving words and stirring ideas.

This is the filmstrip which the churches will need to interpret the S.O.S. program and the One Great Hour of Sharing offering this year and next year, and in all the months of the year. Recommended for Juniors and up. Below that, the user might wish to black-out certain frames and cast the commentary in his own words shortening it by half. Available from Church World Service, 215 Fourth Ave., New York 10.

## Series Completed

With the release of *From Ten to Twelve* and *The Teens* the "Ages and Stages" series of six films by Crawley Films for the National Film Board of Canada, is now complete. Their basic availability in the U. S. is through McGraw Hill, Film Text Dept., 330 West 42nd Street, N.Y. 36. Inquire as to rental rates.

This series begins with the 13-minute *He Acts His Age*. It shows us a group of children at a picnic. Via an acutely observant camera and a perceptive commentator we become quite aware that every one is acting his age. It's an excellent introduction to the series, and helps to

sharpen our powers of observation for those to follow.

In a nursery play-yard we see the *Terrible Twos* and *The Trusting Threes* in action: playing, fighting, exploring, learning. The teacher is active, too, but much less so than many 'busy type' teachers and parents will expect. In 20 minutes those having eyes to see with can fill their heads with much to think about.

Roddy is our *Frustrating Four* and *Fascinating Five*, and we see his zig-zag course of behavior through kindergarten and home; first as a four year old, and then as a five year old. This gives us a depth view of one child. It's very revealing. What a difference one year can make!

In the Arden's home we find our *Sociable Six* and *Noisy Nine* children: Betty, six, and Sandy and Pete, eight and nine. The candid aspect of all these films is little short of amazing. Surely they knew the camera was looking in on their doings! But naturalness marks every shot so profoundly that we never think of the children as acting. They are living for us, and to the hilt, whether getting on or scrapping. Again, what lessons parents and teachers can learn from such a film.

*From Ten To Twelve* gives us many realistic examples of typical behavior patterns of the pre-teenager. More of an individual now, he is full of dynamic ways. Emotional currents begin to mark his behavior. The film helps us to see the ages and the stages of the Jones children, and to appreciate the emotional field which polarizes around this family group which is headed by a rather sensible set of matured parents.

For our view of *The Teens* we go to a middle-class urban family: Joan, well on the way to maturity, is fifteen; Barry, fourteen, thrives on vigorous activity with his gang, while Timmy still needs solitude and shared hobbies which often mark the thirteen-year older. Our camera takes steady aim, and our observer is penetrating in his comments on what we see. Thus we learn a lot, if our minds are open, and we like it.

The last two films are 26 minutes each, and the other three about 22. They seem much shorter! At this length they give plenty of time for a discussion follow-up. Of course they would make a superb series for church school teachers and parents. And let me urge that all the films be shown to the same audience, not just on an age-group basis. One weakness of many teachers is that they never knew, or have forgotten, what the pupils they teach were like in

earlier stages of growth; and fail, also, to appreciate just what they are headed into. The same for parents.

Think of the money you can save if you will use this series rather than secure the services of a speaker or speakers! In honoraria for people as competent as these films you would pay out five times the total rental for the series. Let me urge you to preview them, and then use them with teachers, with groups of parents all across the life of your church. Religious observations are not made. That we can supply easily in their utilization. Highly recommended.

## A Useful Trinity

The Society for Visual Education has just released three sound and color filmstrips in its "How We Got Our Bible" series. The target audience for the series is 5th grade through adult. The commentary was narrated by John Mallow, with good over-all effect, for LP (33-1/3 rpm) records. The filmstrips were authored by Doris Clore Demaree, and Venida Jones composed the background music.

*Making The Old Testament* (41 frames; 12 minutes) illustrates the various steps in the development of Scripture, and how it was collected into "hooks" and became our O.T. In short, it seeks to answer three questions: what is the O.T.? what does it contain? and, why was it written, preserved, and collected into one book? Its answers are supposed to supplement general study, not substitute for it. In composition, color, and general conception, Mathilda Keller's art is very satisfactory. A good and useful filmstrip!

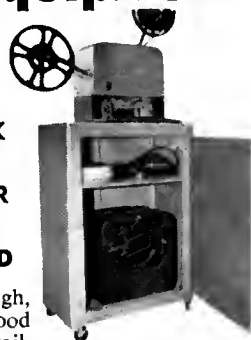
*Making The New Testament* (43 frames; 11 1/2 minutes) gives some of the more important reasons for the writing of the N.T. materials, relating the work, travels, and writings of men like Paul, and Luke, and Mark, and Peter to the N.T. writings. A fine overview, and very useful in the church's instructional program.

*The Bible: A Book For Every One* (48 frames; 14 1/2 minutes) tells how the Bible came down from the original Hebrew and Greek through many translations, revisions, and many hands to its present form. The work of Jerome, Bede, Wycliffe, Tyndale, and others, is briefly touched. We are told of the origin of the great English versions—Great, Geneva, Bishop's, King James, English Revised, and the RSV of our own time. In this, and the one above, the art of Esther Bell is good in conception and execution, helping the filmstrip to communicate.

# USEFUL!

## products for your A-V equipment

### SAFE-LOCK PORTABLE PROJECTOR CABINET AND STAND



All steel, 42" high, 29" x 17" plywood top with safety rail. Gives over 11 cu. ft. for storage of projector, speaker, etc. Adjustable shelf. Safe-locking panel door. Four 3" casters, two with brakes. Baked enamel finish in tan or gray.

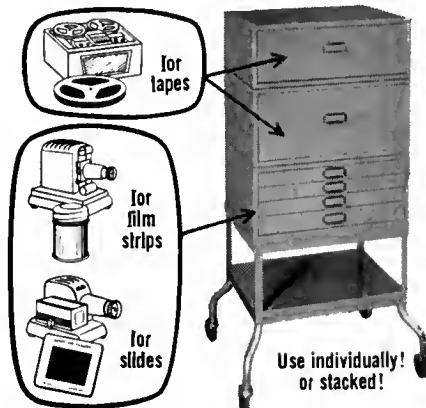
Model No. 42



### PORTABLE STEEL PROJECTION STAND

Four 3" casters, two with brakes. Height: 41". Stable, tapering design (19" x 31 1/2" at bottom) 18" x 26" at top. Rail on 3 sides. With non-skid rubber shock-proof mat. All steel, with 1/2" tubular steel frame. Baked enamel in tan or gray.

Model No. 41



### TAPE AND FILM CABINETS

For every need . . . 5" or 7" tapes, film strips, slides. Cabinets are all steel, with full suspension drawers. Photo shows each type of cabinet stacked on handy Mobile Cart.

**YOUR INQUIRY promptly answered on above items; also, Film Storage Rocks, Record Storage Cabinets, Phono Carts, Lecterns.**

**Smith System**

SINCE 1905

MFG. CO.

Dept. E5 212 Ontario St. S.E., Minneapolis 14, Minn.

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Listed Sources, page 217. For more information about any of the equipment announced here, use the Readers' Service Coupon on page 216.

## NEW EQUIPMENT

### Viewmaster Turns Schoolmaster

The well-known Sawyer "Viewmaster" 3-D color picture reels have now been adapted for classroom use in a novel correlation of projected image, individual 3-D viewing, illustrated primary grade readers, and dramatized recordings of the book content keyed to the projected picture sequence. Each unit comprises a) several picture wheels which can be projected in a low-cost 100-watt plastic projector (\$19.95), or viewed in any of the "Viewmaster" viewers; b) a 33 $\frac{1}{3}$  rpm two-side record; c) a nicely illustrated children's reading book; and d) a very practical teacher's guide printed right on the correspondence—manila folder that holds the unit together securely.

Sawyer's first eight subjects include four childhood classic fairy tales: **Goldilocks and the Three Bears**, **The Ugly Duckling**, **The Three Little Pigs**, and **The Sleeping Beauty**. Two on kindergarten-primary music **Rhythms and Sounds and Music**, include concepts applicable in higher grades. **Fun with Pets** and **Fun at the Zoo** complete the initial release list.

A screen (10 $\frac{3}{4}$  x 9 $\frac{1}{2}$ ") with folding shadowbox is available for intimate group showings. The projector accommodates all Viewmaster picture reels, such as children have long been receiving in their homes as gifts. Available at low cost, in great variety, and virtually indestructible, they constitute a most useful self-activation device for even the youngest. This "Viewmaster turned schoolmaster," tested in California and Oregon school installations, is about to enter the national market. Dealer inquiries are invited.

For more information circle 101 on coupon

### Photo Copies in Open Class

A new system of physical photography permits copying of slides, motion picture frames or other transparencies right out in the open, under ordinary classroom lighting, without darkroom or chemicals. This Beseler-Kalvar "Slide-O-Film" is simply placed in emulsion-to-emulsion contact, exposed to light for periods varying from two seconds to several minutes, depending on the density of the intensity of the light source, then subjected to heat (two seconds in boiling water or about twice that long under a 200-degree flat-iron). If made from a negative the resulting positive is ready for immediate projection; if made from a positive the



Unit shown with "Viewmaster" viewer, 2-dimensional projector, and TV-size screen.

negative copy may be used for making contact prints or enlargements.

The film is on an exceedingly tough Mylar base, in 35mm rolls or 2 $\frac{1}{4}$  x 2 $\frac{1}{4}$ " sheets. A Beseler sample kit (25 cents to cover cost of mailing) includes a "Slide-O-Mount" printing frame for

copying in any 300-watt or 500-watt slide projector, film sufficient for six 35mm copies, and an instruction book. A handy box-printer is available.

Among suggested educational applications are the rapid in-school production of slides from black-and-white or Koda-



Beseler-Kalvar "Slide-O-Film"

color negatives; slide making by students to illustrate creative projects and classroom demonstrations; and production of negatives from slides or films for copies or enlargements. The Beseler Company has established a special Slide-O-Film Research and Education Department to help develop and popularize other educational applications.

For more information circle 102 on coupon

#### CAMERA: Accessories

**Camera Cradle** "rolls" 35mm camera on lens axis to permit taking verticals and horizontals (or any intermediate angle shots) without changing the position of the light. AUTRIP.

For more information circle 103 on coupon

**Faster Ektochrome** is now rated daylight 50, tungsten 32, reportedly with finer grain, improved definition and color reproduction, especially in yellows and greens. Sheet film from 2 1/4 x 3 1/4 to 11 x 14 is unchanged in price. No. 120 and 620 is priced \$1.60, daylight only. EK.

For more information circle 104 on coupon

**"Hi-Pro" Electronic Flash**, output 150 watt-seconds over 60-degree beam width; 6x6x6"; wt. 4 lb.; \$79.95. HERSHEY.

For more information circle 105 on coupon

**Solar Enlargers.** A new condensing reflector optical system has been announced for the 4x5" and 5x7" models; a conversion kit for older models is available (\$36) easily installed. 35mm-reflex-120 model (\$79.50 less lens) accommodates special camera back for copying, microscopy, table top and record photography. B&J.

For more information circle 106 on coupon

**Slide-Rule Card for Extension Tube Image Size and Exposure Data.** German-French-English instructions, on use with Bolex "H" camera and tubes using standard "C" mount lenses. BOLEX.

For more information circle 107 on coupon

**Underwater Housing for Kodak K-100.** Viewing ports show film exposed, iris setting and spring wind; withstands water pressure to 75 ft. depth and, with accessory pressure valve, to 175 ft. C.E.C.

For more information circle 108 on coupon

#### PROJECTORS: Still

**Genarco-Heiland** combination of electric slide changer (capacity 70 slides) and Heiland 1000watt 3 1/4 x 4" slide projector. \$485. Carrying case \$30. Lenses from 5" @ \$42.50 to 18" @ \$124.50. GENARCO.

For more information circle 109 on coupon

**Color Temperature Filters.** By cooling or heating projection lamp color temperature improvement is claimed in projecting under- or over-exposed slides or films. \$4.95 to \$9.95 depending on lens barrel size (8mm or 16mm movies and slide). ENTECO.

For more information circle 110 on coupon

The **KEYSTONE** Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3 1/4" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the **Science** Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiology, and Elementary Science.

In the **Mathematics** Category in teaching Number Combinations tachistoscopically; Solid Geometry with Stereograms.

In the **Modern Languages** Category in teaching French and Spanish with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. **KEYSTONE VIEW CO.**, Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

**Educator Wallmaster Screen** features new ultra-wide-angle "Optiglow" lenticular surface in a roll-up model taking only 3 1/2" of wall space when not in use. Screen is held taut by means of a stretch-bar which clicks into a lock bracket behind the screen. The new screen replaces and obsoletes previous rigidly mounted silver surface model. 10-year guarantee. Washable, fungus- and flame-proof, the new screen comes in two sizes: 40x40" and 50x50". **RADIANT.**

For more information circle 111 on coupon



#### Radiant "Educator" Screen

**Folding Projector Stand.** "Premier" model has two shelves and top, casters, leveling feet, tilt control, \$64.95. "Deluxe" model has one shelf and less versatile tilt, \$37.95. "Standard" model less shelves, casters or tilt, \$29.95. Folds flat; heavy gauge steel. **HARWALD.**

For more information circle 112 on coupon

**Junior Tripod** with professional grooved notched legs; frontal star knob threading, curved aluminum support locks;

to hold the heaviest of 16mm cameras. \$145. S.O.S.

For more information circle 113 on coupon

**Ken-Rol-It Projection Stand.** 10" rear wheels, 4" front casters. Top platform 16x20; 40 1/2" high, steel frame, knock-down \$49.50. **KENROL.**

For more information circle 114 on coupon

**Pelprinter** produces color transparencies for overhead projection in 2 minutes by means of dry vapor process and cylindrical lamp. Printer weighs 7 1/2 lb. **OZALID.**

For more information circle 115 on coupon

**Projector Transport.** Wheeled stand for sound slide showing features drawer for 45 filmstrips and rack for 100 accompanying records. **COFFEY.**

For more information circle 116 on coupon

**Table-top Converts Tripod into Projector Stand.** Laminated wood table, 12" x 18", with aluminum mounting plate machined to fit tripod screw. \$4.98. **SAFE-LOCK.**

For more information circle 117 on coupon

**Tape and Film Storage Rack** holds up to ten reels of tape or 16mm film (or 8mm film cans). Rubber tipped feet, will not mar table tops. Excellent for editing. Tape and 16mm size \$2.25; 8mm size \$1.50. **OCTO.**

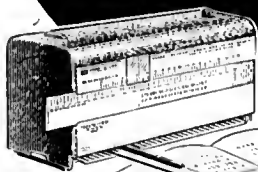
For more information circle 118 on coupon

#### SOUND EQUIPMENT

**Circumaural Earphones** feature glycerine-filled cushions for improved acoustic coupling to ear and elimination of outside sound. Each phone capable of reproducing more than 130 decibels, to accommodate the very hard of hearing. Recommended especially for group auditory equipment for schools and institutions for the aurally handicapped. **SHARPE.**

For more information circle 119 on coupon

# NOW IN THOUSANDS OF CLASSROOMS!



BEST . . . because it has passed the classroom test

AT A COST AS LOW AS **37c** PER PUPIL\*

## AVR RATEOMETER

Tops the list of America's Reading Learning Aids because of its proven performance

**IT'S VERSATILE** . . . fits into any reading improvement program.

**IT'S ACCURATE** . . . Lifetime electric motor provides clock accuracy, trouble-free service.

**STUDENT CENTERED** . . . requires minimum assistance. Students master its use in minutes.

**EASY ON BUDGET\*** . . . Actual classroom experience over a 5-year period shows that costs run as low as 37c per pupil.

Teachers say: "Pupils love working with them" . . . "best of its type" . . . "more convenient" . . . "so quiet" . . . "flexible and adaptable" . . . "rate increase 70 to 300%."

Complete with manual, carry-case, \$35  
5 to 9 units, ea. \$31.50 • 10 or more, ea. \$29.75

Satisfaction guaranteed or money refunded  
Send orders to

### AUDIO VISUAL RESEARCH

Dept. U94 523 S. Plymouth Ct., Chicago 5  
FACTORY: Box 71, Waseca, Minnesota

**SIMPLE! EFFECTIVE! DURABLE!**

## IRON CURTAIN LANDS

(Post-Stalin Period)

An up-to-date, objective, authoritative survey of the Soviet Union and her European Empire.

Edited under the supervision of Dr. Michael Petrovich, Ph.D., Associate Professor of History, The University of Wisconsin.

16mm sound, 20 minutes, Color or B&W  
Preview Prints Available

A Grover-Jennings Production

P. O. Box 303 Monterey, California

4 NEW 30 MINUTE FILMS

PRODUCING EDUCATIONAL TELEVISION PROGRAMS

Staging For Television  
Television Lighting  
Television Directing, Part I  
Television Directing, Part 2

Write To—

NET

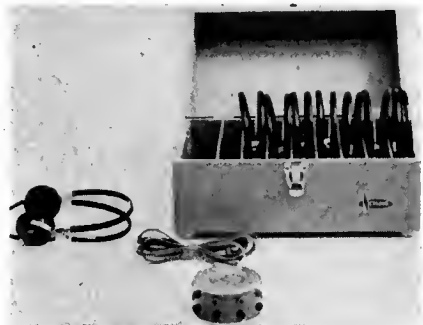
FILM SERVICE  
INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

**Classroom Phonographs.** 4-speed; choice of fixed (\$69.50) or 20% variable (\$85.95) speed control; 9" oval speaker; transformer powered; output jack for use with Headphone Listening Center (\$59.50) or with 12" portable reflex enclosed speaker for music room use (\$64.50). **NEWCOMB.**  
For more information circle 120 on coupon

**"Continental" Tape Series** for recorders from abroad and many American models, features a new 5<sup>3</sup>/<sub>4</sub>" reel that holds 850' of 1<sup>1</sup>/<sub>2</sub>-mil tape (IRISH No. 195, 211 or 300), 1150' of 1-mil (No. 601-602); or 1650' or 1<sup>1</sup>/<sub>2</sub>-mil (No. 724). **ORRADIO.**  
For more information circle 121 on coupon

**Electronic Classroom Kit** offers materials and instructions for building 12 circuits that clearly illustrate basic electronic principles. Safe voltage throughout. Interchange without unsoldering. \$14.95. **ALLIED.**  
For more information circle 122 on coupon



Newcomb Listening Center

**Headphone Listening Center.** Conversion kit for Newcomb player-P.A. units includes 8 Alnico magnet double headphones with 6' cords; connecting unit and carrying case. \$59.55. **NEWCOMB.**  
For more information circle 123 on coupon

**Head Demagnetizer.** Recorder heads may become magnetized in constant use, resulting in excessive hiss and partial erasure of high frequencies. Fingert-sized device, use suggested every four hours as insurance against magnetized heads. \$7.95. **OMEGA.**  
For more information circle 124 on coupon

**Hi-Fi Kits.** Grommes build-it-yourself line includes 10watt amplifier kit \$25.95; 20watt \$59.50; 60watt \$79.50; preamplifier \$44.50; FM tuner \$59.50, slightly higher west. **PRECISION.**  
For more information circle 125 on coupon

**Hi-Fi Transcription Player & P.A.** 15-watt push pull amplifier, transformer powered, 12" speaker with 4" tweeter cone, in removable cover; 26 lb.; 4-speed including 16" transcriptions; 20% variable speed adjustment; crash bar prevents needle contact with motor board; dial lamp; microphone and radio-phonograph inputs. \$194.95. **AUDIO-TRONICS.**  
For more information circle 126 on coupon

**Hi-Fi Components Cabinet** holds "everything except the speaker"; choice of mahogany, limed oak or walnut veneers; tapered legs with brass ferrules, brass door handles on full-length

doors; 27"x33<sup>1</sup>/<sub>2</sub>"x16" deep. **KI** \$49.50; assembled \$69.50. **ALLIED**  
For more information circle 127 on coupon

**Integrated Stereo Loudspeaker System** New moderate size speaker enclosure; designed to require minimum space may be mounted horizontally in bookshelves. Prices vary with size and finish. **NAPHILIPS.**  
For more information circle 128 on coupon

**Mighty Voice Megaphone.** Weatherproof, 9x14x9"; with 9" horn diameter; powered by 6 flashlight batteries; no warm-up or wires. \$79.50 incl. case and shoulder strap. **MICHELEC.**  
For more information circle 129 on coupon

**P.A. and Transcription Player.** 10-watt; 4-speed variable to 20%; 12" speaker with tweeter cone mounted in removable lid; separate bass-treble controls, phono and mike mixing controls; \$107.50 (fixed speed model \$93.25). **NEWCOMB.**  
For more information circle 130 on coupon

**Portable P.A. System.** Single unit speaker-amplifier system for audiences up to 300. 8" speaker, 3-watt amplifier, Shure crystal microphone, volume control, phono input to play records and other prerecorded material. 12"x10"x6"; wt. 6<sup>1</sup>/<sub>2</sub> lb. Wood or metal cabinet. **RAVEN.**  
For more information circle 131 on coupon

**Smooth, quiet tape travel,** even under most humid conditions is credited to a special moisture-repellent binder; avoidance of oxide rub-off results from improved drier-type formula. **Audio-tape** is mounted on fast-threading C-slot reel. **AUDIO DEVICES.**  
For more information circle 132 on coupon

**Stereo Amplifier.** Grommes Premiere 40PG combines preamplifier and power amplifier in a single unit, with ganged controls. Inputs for stereo magnetic phono, crystal phono, tape head or tuner. Two 20-watt channels. Extensive and varied line has price range \$70 to \$336.75. **PRECISION.**  
For more information circle 133 on coupon

**Stereo Studio Dynetic Tone Arm,** tracks at less than 2 grams stylus pressure, so light that it is claimed to be almost impossible to scratch a record. Stereo arm and cartridge \$89.50; monophonic \$79.50. **SHURE.**  
For more information circle 134 on coupon

**Stereo Turntable-Changer.** Professional type 4-speed table, automatic cycling mechanism operates on 2-gram stylus pressure; built-in direct reading pressure gauge; full speed within 1/2 second from dead start; 5<sup>1</sup>/<sub>4</sub> lb. turntable is laminated and concentrically girded; stereo-mono switch circuit for playing monophonic records with stereo cartridge; plays 10 intermix records of any diameter 5" to 12". **UNAP.**  
For more information circle 135 on coupon

**Tape Shut-Off Switch.** For recorders not equipped with automatic shut-off. Tiny switch (about 1<sup>1</sup>/<sub>4</sub>" long) is activated by tension of tape passing over non-magnetic nylon leaf; when tape ends or breaks recorder is shut off. **ACRO.**  
For more information circle 136 on coupon

**"Ticonal" Boosts Magnetic Flux.** A new steel alloy, reportedly 30% more powerful than Alnico, is used in the new series T-7 Norelco speakers. Price range \$6.75-\$72.50. NAPHILIPS. For more information circle 138 on coupon

**MISCELLANEOUS**  
Equipment & Accessories

**Craig "Pro" Rewinds,** especially suited for large 16mm reels. Tension brake, locking device, automatic crank disengage. \$18.50 per pair. KALART. For more information circle 139 on coupon

**Language Lab Desk-Booth.** The "Flexi-Desk," with 24"x30" work surface, converts to a listening booth by raising rear and side piano-hinged flaps. Birch hardwood finish, square hollow steel legs. LTA. For more information circle 140 on coupon

**"Magniola" 16mm Magnetic Film Editor.** A 2-gang synchronizer with magnetic sound head, separate amplifier and speaker unit, bright 4"x3" picture, built-in cue marker, frame and footage counters. Automatically adjusts for unequal film shrinkage. Double system editor complete \$450; De-luxe model with two magnetic heads \$520. S.O.S. For more information circle 141 on coupon

**"Pro" 16mm Viewer.** Craig "pro" viewer features a 6"x4" hooded viewing screen; 20-foot-candle illumination for working in normally lighted room. Coated 2.8 lens. 75watt projector lamp. Frame marker, framing and focusing adjustment. \$89.50. KALART. For more information circle 142 on coupon

**School Vision Tester.** Light-weight (16 lb.); rotatable drum mounts up to 12 test slides; pivoted eye-piece provides 14 inch near- and 20 feet far-test distance; observation window in side permits operator to use pointer on test slide if needed; adjustable viewing aperture; diffused illumination; non-alphabetic test slides available for non-readers. TITMUS. For more information circle 143 on coupon

**NEW MATERIALS**

**KEY TO ABBREVIATIONS**

- mp—motion picture
- fs—filmstrip
- sl—slide
- rec—recording
- LP—33-1/3 r.p.m. microgroove record
- min—minutes (running time)
- t—frames (filmstrip pictures)
- si—silent
- sd—sound
- R—rent
- b&w—black & white
- col—color
- Pri—Primary
- Int—Intermediate
- JH—Junior High
- SH—Senior High
- C—College
- A—Adult

**ARMED FORCES**

**The Battle of Leyte** mp UWF 26min sd b&w \$50.03. U. S. Army film reviews the invasion of the Philippines from October through December 1944; battle actions involving the 10th and 24th Corps, Sixth Army, and the 3rd and 7th Fleets. JH-A. For more information circle 211 on coupon

**HELP CHILDREN DISCOVER**

with **RELATED RHYTHMS**  
(No. 101)

that there is more to rhythm than hop, skip, jump.

2 color filmstrips and 1 LP recording  
Themes: nature and carnival

Related in ideas • Separate in function

with **TEACHING GAMES**  
(No. 102)

truer imagery in language arts ideas.

Explore with models, pictures, and LP recording

Concepts include: safety, color, left-right, shape relationships, story development

Versatile • Practical

For Further information, write

**STRATCO AUDIOVISUALS, LTD.**

P. O. Box 1883, Grand Central Station, New York 17, N. Y.

**The Big Picture** mp UWF 29min sd b&w \$56.21. U. S. Dept. of the Army film of major battles of World War II and their sites today. JH-A  
For more information circle 144 on coupon

**ARTS & CRAFTS**

**A Dancer's World** mp REMBRANDT 30 min sd b&w \$175 r \$17.50. Martha Graham and her company in specially choreographed basic techniques and excerpts from repertoire. SH C TT A  
For more information circle 145 on coupon

**Making Wood Sculpture With Files** mp COX 13min sd col \$135. A boy learns from a sculptor how to shape a horse from a block of wood, by filing. el jh A  
For more information circle 146 on coupon

**A Sculptor Carves a Giant** mp COX 16 min sd col \$150. Sculptor Carroll Barnes carves wooden figure with aid of group of college students. SH C A  
For more information circle 147 on coupon

**Parliamentary Procedure In Action** 3fs EDUFS si col \$16.50 (3). Based on the book "The How in Parliamentary Practice" with special reference to Roberts Rules, especially helpful for new officers of student and adult groups. SH-A  
For more information circle 151 on coupon

**Pictures Teach at Penfield** mp EK 18min sd col loan. The role of audiovisual materials in today's elementary and secondary education is outlined for laymen and educators in actual case study of use of films, slide, filmstrips and other audiovisuals in an upstate New York school district. Students and teachers play themselves. SH-A TT  
For more information circle 152 on coupon

**Report Card on Vision** mp B&L 15 min sd col loan. Nine-year-old Nancy, with typical vision problems, gets eye tests at school and improves her work and adjustment. TT PTA  
For more information circle 153 on coupon

**HEALTH & SAFETY**

**Crisis** mp EXCELLO 13min sd b&w loan. How dairies cooperate with Civilian Defense authorities in providing pure drinking water in case disaster should contaminate the natural supply. EI JH SH A  
For more information circle 154 on coupon

**Conquest of Disease** 6fs CREATIVE 50fr ea si col set (6) \$36. Titles: **Harvey and Blood Circulation; Jenner's Smallpox Vaccine; Unmasking the Germ Assassins; Disease and Diet (Vitamins); The International War Against Diphtheria; Yellowjack and Mosquitoes.** JH SH  
For more information circle 155 on coupon

**Gentleman Jekyll and Driver Hyde** mp NFBC 9min sd b&w \$40. Pointed at the driver who drops his politeness at the curb whenever he takes the wheel. SH A  
For more information circle 156 on coupon

**EDUCATION**

**Ambassadors With Wings** mp EXCELLO 28min sd b&w loan. Young civil air cadets visit each other's country to learn how otherlanders live and work and study. James Stewart narrates this film commemorating the 10th anniversary of the International Air Cadet Exchange. SH C  
For more information circle 148 on coupon

**Carpet Under Every Classroom** mp HOCH 17min sd b&w \$100. The functions of a high school librarian, services to teachers and students. TT SH  
For more information circle 149 on coupon

**A Longer Shadow** mp SREB 15min sd col apply. Sixteen southern states foster higher education by means of student contract program. Senator Lister Hill (D. Ala.) narrates. Available from SREB and 16 state film libraries. A TT  
For more information circle 150 on coupon

**MARTHA GRAHAM  
&  
COMPANY**



## a dancer's world

Miss Graham narrating and illustrating her theories with specially choreographed basic techniques, and excerpts from the Company Repertoire.

• "The film demonstrates how much a skilled and sensitive film maker can bring to the presentation of dance on the screen."

Arthur Knight, *Dance Magazine*

• "An exquisitely beautiful experience."

Katherine Cornell

• **CARLSBAD FILM FESTIVAL AWARD 1957**  
30 Minutes, black & white,  
Rental \$17.50, Sale \$175.00

### REMBRANDT FILM LIBRARY

267 W. 25th St. New York 1. N. Y.  
ORegon 5-7220

#### New filmstrips!

### FAMILY OUTINGS PRIMARY

True photographic stories in color of typical family activities out-of-doors, including elements of health and safety, courtesy and cooperation, and science. Ideal for primary reading and social studies. Vocabulary frames are added.

**THE FAMILY GOES SHOPPING  
FAMILY PICNIC  
A DAY AT THE SEASHORE  
FUN AT THE PARK  
THE FAMILY VISITS THE ZOO**

Write now for new catalog

**Long FILMSLIDE SERVICE**  
7505 Fairmount Ave., El Cerrito 8, Calif

For Teachers of  
SCIENCES  
GEOGRAPHY  
SOCIAL STUDIES  
HISTORY  
and others



## FILMS FROM AUSTRALIA

For Rental or Purchase

A wide selection of sound films about the fascinating land of Australia. Send for free illustrated catalog

**Australian News & Information Bureau**  
630 Fifth Ave., Suite 414 New York 20, N. Y.  
Illustrated pamphlets and brochures  
also available.

### PHASE FILMS

The Phase Films are mature single-purpose films presenting the most significant microbiological phenomena disclosed in living organisms by the Nobel winning Phase-Contrast method.

Photography of living organisms NOT ANIMATION. Write for Titles, Descriptive Folders or Previews.

**ARTHUR T. BRICE**

Phase Films Sonoma, California

### 2x2 ALUMINUM FRAME and MASK

EMDE

New double-fold aluminum mask and one-pc. 2x2 frame designed for ease of assembly and utmost protection.



Box of 20 frames, 20 masks,  
and 40 glass. . . . \$2.00

Box of 100 frames, 100 masks,  
and 200 glass. . . . \$8.00

Other Sizes Available - 2 1/4 x 2 1/4 -  
2 x 2 Super Slide - Airrequisit Masks & Glass -  
Stereo (2) - 3 1/4 x 4 Frames, Masks, & Glass.

**EMDE PRODUCTS** 2040 Stoner Avenue  
Los Angeles 25, Calif.

**Health for Effective Living** 5mp MH sd  
b&w \$100-\$135. Correlated with text  
of same title. **Community Health Is  
Up to You; Quacks and Nostrums;  
Making Life Adjustments; Choosing  
a Doctor; Should You Drink?** SH C  
For more information circle 157 on coupon

**Help for Young Hearts** mp AHA 14 1/2  
min sd b&w \$30. Vocational counsel-  
ing and medical prophylaxis as the an-  
swer to "after rheumatic fever—  
what?" A young girl's struggle to  
achieve self-sufficiency despite the  
handicap of an impaired heart. JH  
SH C A  
For more information circle 158 on coupon

**Look Alert: Stay Unhurt** mp NFBC 14  
min sd b&w \$80. Seeks to enlist chil-  
dren into partnership with police to  
promote street safety. EI JH  
For more information circle 159 on coupon

**One Little Indian** mp NFBC 17min sd col  
120 b&w \$80. Puppet film about  
Magic Bow's troubles when he en-  
counters the hazards of city streets.  
JH SH A  
For more information circle 160 on coupon

**People and Pets** sfs HSUS 54fr LP sd col,  
\$1 service charge includes booklet of  
photos and narration text. Care of cats  
and dogs, anti-cruelty laws, public  
pounds, policies of humane societies.  
Fits proficiency badge tests of Girl  
Scouts. Pri-JH.  
For more information circle 161 on coupon

**Take Three Hearts** mp AHA 27min sd  
b&w Loan. The functions of the  
American Heart Association in giving  
guidance to people and communities.  
Three cases are dramatized: a woman  
with high blood pressure, an outdoor  
worker in a strenuous occupation, and  
a congenital organic defect. SH A  
For more information circle 162 on coupon

## INDUSTRY

**The Big Train** mp NYC 30min sd col  
loan. Contributions of technical re-  
search to modernization of freight  
handling by rail, and discussion of gov-  
ernmental policies unfriendly to rail-  
roads. Automatic ISM equipment for  
traffic control and a ride on a fast  
freight on the NY to Chicago run. SH  
C A  
For more information circle 163 on coupon

**Building a Highway** mp ASSOCIATION  
18min sd col Loan. Road building  
from the days of the Romans to the  
toll road. Some highway problems and  
suggested solutions. JH SH  
For more information circle 164 on coupon

**Fibers and Civilization** mp ASSOCIATION  
27min sd col Loan. History of natural  
and man-made fibers. JH  
For more information circle 165 on coupon

**Magic Highway U.S.A.** mp DISNEY 29  
min sd col r \$10. Our highways as  
symbols of the nation's progress. Past  
rigors contrasted with today's comforts  
—and tomorrow's dreams. JH SH A  
For more information circle 166 on coupon

**Trucks Work For Us** fs AUTOMA 40fr  
col free to active circulation centers.  
The role of the automobile truck in  
the nation's distributive function. JH  
SH A  
For more information circle 167 on coupon

**Wheels and Rails** mp ALMANAC 22min  
sd b&w \$125. How science helps  
maintain and advance the railroad in-  
dustry. Role and manufacture of the  
wheel and the rail on which it runs.  
Roadbed, bearings, brakes. The Diesel  
locomotive. JH SH  
For more information circle 168 on coupon

## MUSIC

**The Elements of Composition** mp INDI-  
ANA 27min sd b&w \$125. Melody,  
harmony, rhythm, and counterpoint are  
demonstrated by the New York Wood-  
wind Quartette. Excerpts from Dvorak's  
"New World Symphony," Villa-Lobos'  
"Quintette" and Telemann's "Duet."  
JH-C A  
For more information circle 169 on coupon

**Eroica** rec COLREC 12" LP \$4.98; stereo  
\$5.98. Bruno Walter conducts the  
Beethoven Third in E-Flat Major. Co-  
lumbia Symphony Orchestra.  
For more information circle 170 on coupon

**Hebraica** rec MENORAH LP 12" \$4.98.  
Tribute to composer Nachum Nardi,  
13 songs for age groups from kinder-  
garten to high school, sung by Bracha  
Zfira and Martha Schlamme, to the  
composer's own accompaniment.  
For more information circle 171 on coupon

**Instruments of the Symphony Orchestra**  
6sfs JAM sd col ea with 12" LP. Set  
\$51; ea fs with rec \$8.95. Titles:  
**String Instruments; Woodwinds; Brass;  
Percussion; Melodious Percussion; The  
Orchestra.**  
For more information circle 172 on coupon

**Introducing the Woodwinds** mp INDI-  
ANA 23min sd b&w \$100. Flute, pic-  
colo, bassoon, oboe, clarinet and  
French horn, their contributions to  
woodwind quintette. Introduction by  
Yehudi Menuhin. JH-A  
For more information circle 173 on coupon

**Israeli Children's Songs** rec FOLKWAYS  
10" LP. Twenty selections, sung in  
Hebrew by Miriam Ben-Ezra, intended  
for young children. With booklet in-  
cluding English transliteration and  
translation. K-Pri.  
For more information circle 174 on coupon

## EVERYTHING IN ELECTRONICS FREE ALLIED 1959 CATALOG

Recording equipment, Stereo, Hi-Fi audio,  
school sound systems, training kits, elec-  
tronic parts. Write for 452-page Catalog.

**ALLIED RADIO**

100 N. Western Ave., Chicago 80, Ill.



## 4 SPEED RECORD & TRANSCRIPTION PLAYERS

Write for illustrated  
catalog

**AUDIO-MASTER**  
17 E. 45th St., New York

**AUDIOVISUAL CO-ORDINATORS!** If your  
city has 100,000 or more people, we offer  
you an opportunity to build and boss a  
profitable part-time business booking our  
films to the churches, clubs, industries and  
associations of your town. Write Box 41,  
Educational Screen & AV Guide, 2000 Lin-  
coln Park West, Chicago 14, Ill.



**Original Children's Activity Songs** rec 12" LP. WHIT \$5.95. Side 1 carries 14 **Participation Songs**; the flip side 7 **Songs of the Seasons** and 3 **For Resting**. Intended for classroom, summer camp and Sunday School. Pri.-El.  
For more information circle 176 on coupon

**Percussion, Pulse of Music** mp INDIANA 21min sd bGw \$100. Group of youngsters demonstrate how music can be made by clapping hands and on simple percussion instruments. New York Percussion Trio. El-A  
For more information circle 177 on coupon

**Richard Strauss** rec COLREC 12" LP \$4.98. Eugene Ormandy and the Philadelphia Orchestra—Suites from **Der Rosenkavalier** and **Die Frau Ohne Schatten**. SH-A  
For more information circle 178 on coupon

**Threni: Lamentations of the Prophet Jeremiah** rec COLREC. Stravinsky's latest work, recorded by the composer immediately after its American premiere, Jan. 4, 1959.  
For more information circle 179 on coupon

### RELIGION & ETHICS

**Assignment: Mankind** mp LESSER 28 min sd col \$200 r \$10. The publication and worldwide coverage of the Christian Science Monitor; non-religious presentation of exemplary journalism. Narration: Anthony Quayle; Music: Louis Applebaum. JH-A  
For more information circle 180 on coupon

**Bible Land Film-Disks** 11 picture wheels TRAFCO-CAL ea 14 views in cardboard wheel for showing only in Trafco-Viewmaster type projectors. Col \$1.65. **Seasons of Palestine; Daily Work; Tent Life in the Bible Lands; The Birth of the Savior. The Village** (28 views \$2.65); **The Dead Sea Scrolls** (28 views \$2.65); **Teaching About God in the Home** (42 views \$3.65). Pri.-A. Combination offer: 6 units with 100-watt Viewmaster projector \$42.80; with 30-watt projector \$33.30.  
For more information circle 181 on coupon

**Bible Stories for Little Boys and Girls** 16sfs. CHURCHCRAFT sd col. Four albums, each containing 4 filmstrips, 4 records, 4 teachers guides. Per album \$25 boxed; separate titles: record and strip @ \$7. Record has narration for 4-5 yr. level on one side, and for 6-8 level on the other. Album titles:

**Boys and Girls of the Bible; Early Childhood of Jesus; And the Child Crew; Jesus, Friend of Little Children.** K Pri.  
For more information circle 182 on coupon

**Binat Hakodesh** rec MENORAH 12" LP \$5.95. Cantoral rendition of 12 liturgical and secular selections, by Leib Glantz.  
For more information circle 183 on coupon

**Congo Awakening** mp FILM EFFECTS 30min sd col. Construction of 46 buildings in Congo jungles by missionaries Chester and Dolores Scott. JH-A  
For more information circle 184 on coupon

**John Wesley** mp METHODIST 77min sd col \$700 bGw \$4.50. Early life and schooling, struggles with clergy, social action, impact on evangelical revival and growth of Methodism in England and America. JH-A  
For more information circle 185 on coupon

**The Life of Christ in Filmstrips** 24fs CHURCHCRAFT si col Set (24) boxed \$87; 14 of the titles are 20 fr. @ \$3.50; the remainder 25-36 fr @ \$5. Captioned. Guides. Also available in **Pictochrome Slides**, 334 slides \$112; individual sets \$3.60-\$5.  
For more information circle 186 on coupon

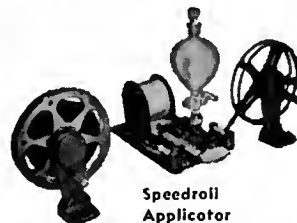
**Praise to the Lord—Hymns of the Church Year.** rec COLREC 12" LP \$4.98. A collection of 24 hymns ranging from IX century plainsong to XX century American and Canadian hymns. Sung by the choirs of the Church of the Ascension and of the General Theological Seminary, New York. Auspices of the Joint Commission on Church Music of the Protestant Episcopal Church in the U.S.A.  
For more information circle 187 on coupon

**The Way** mp METHODIST series of films originally shown on TV, 27min sd bGw r\$8. **An Eye For an Eye; The Better Lot; Ceiling 5,000; Give Us Tomorrow; Homecoming; Immortal Love; Labor of Love; The Tourist.** El-A.  
For more information circle 188 on coupon

**Thus Saith The Lord** sfs USCJE 35fr 12" LP. col. FS \$8.50, rec \$1.50. Lives and teachings of the prophets, Elijah, Amos, Isaiah and Jeremiah. Planned as aid to Pessin: "When the Prophets Spoke." Production: Allan Shilin; Art: Jacques Barosin. JH-A.  
For more information circle 189 on coupon

## ECCO # 1500 FILM CLEANER

Cleans — Lubricates — Prevents Dust Static



Clean and inspect your film in one easy operation. Operates effectively at several hundred feet per minute. Save time, fluid, labor, and money. Lifetime bakelite construction. Eliminates waxing. Absolutely safe and NON-TOXIC . . . NON-INFLAMMABLE. Widely used by schools, colleges and film libraries.

Ecco No. 1500 Applicator..... **\$29.50**  
Ecco No. 1500 cleaning fluid, quart, \$2.50  
Gallon, \$9.60  
Ecco No. 2000 cleaning fluid for  
NEGATIVES ..... quart, \$1.95  
Gallon, \$6.50

### ALL FILM HANDLING SUPPLIES IN STOCK

Acetone, per quart..... \$1.40  
Per gallon, \$4.50  
Ethylid Film Cement, pint..... \$1.80  
Film Handling gloves, per dozen..... \$1.95  
Galco Filmmeter stop watch, Swiss jewelled movement. Measures equivalent footage for 16mm and 35mm film..... \$29.50

### THE CAMERA MART

1845 Broadway (at 60 St.) N. Y. 23  
PLoZo 7-6977

## FOR YOUR CLASSROOM

THE EASY TO USE



- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE 1/3

### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

**THE HARWALD CO.**  
1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

Achieve imaginative designs!

**PRINT**  
with a  
**BRAYER**

**NEW ART FILM**

An art film that explores many possibilities of making creative prints with a gelatin brayer. Useful in classes on all grade levels, this simple, basic technique can be varied to make both decorative and practical prints, including book jackets, greeting cards, and fabrics. This stimulating process will provide means for experimentation and the discovery of many original designs.

Grade Levels: Elementary through college  
Subject Areas: Art, art education, crafts, design

PRODUCED BY REINO RANDALL • CENTRAL WASHINGTON COLLEGE OF EDUCATION • ELLENSBURG

Sale \$75.00, Rent \$4.00; 8 minutes, 16mm sound and color

ORDER YOUR PRINTS • WRITE FOR FREE CATALOG • TODAY!

**BAILEY FILMS, INC.**

6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

# Looking for Something New?

HERE IS YOUR KEY TO THE  
AUDIO-VISUAL RELEASES OF 1957-1958

## The BLUE BOOK of Audio-Visual Materials

- films
- slides

the ONLY source-book that completely correlates  
all four principal types of instructional materials

- filmstrips
- recordings

**Costs Only \$1.00**

Not only does the BLUE BOOK tell you where to get 16mm films; it also tells you *where to get 35mm filmstrips, slide sets, and educational recordings.*

The new BLUE BOOK lists all these major types of teaching aids under the same subject heads. The listings include: title, type of material, length, silent or sound, color or black and white, television clearance, sale and/or rental price, primary source of distribution, release date, content description, and recommended age level.

The BLUE BOOK lists materials on virtually all subjects — agriculture, armed forces, arts and crafts, cinema arts, education, entertainment features in many languages, personal and vocational guidance, health and safety, home economics, industry, transportation, industrial arts, languages and language arts, literature and drama, mental health, mathematics, science (physical, biological, general, medical and allied), physical education and sports, social studies (geography,

history, anthropology, government, social problems) and many more. No matter what your field of interest, the help you're looking for is in the BLUE BOOK.

For more than 30 years the BLUE BOOK has been the desk-top reference and work-book of leading audio-visual education administrators. Its first 28 editions, revised annually, were cumulative, those following list only the new releases of their year. This year, again, the Blue Book issue lists, classifies and indexes the new offerings released during the past academic year. Every subscriber gets the BLUE BOOK — and a great many extra copies are sold for all-year reference use in film and other libraries. A-V administration offices, research and production centers, in short — everywhere that accurate release data is needed quickly, handily, constantly! *This makes the annual BLUE BOOK issue a doubly useful one for our subscribers — and, consequently, for our ADVERTISERS.*

### An Ideal Combination

To keep your BLUE BOOK up-to-date, each monthly issue of EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE now carries a special section of listings of new audio-visual materials presented in the same helpful format as in the BLUE BOOK. A year's subscription to the magazine costs \$4.00; the annual BLUE BOOK issue costs \$1 each; and the 28th (separate cumulative book) edition that makes your file complete is priced at \$2.00.

**Fill Out  
and Mail  
this Coupon!**

**Take advantage of this  
combination offer**

**EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE** Special Offer 4/59  
2000 N. Lincoln Park West, Chicago 14, Ill.

Please enter my order for the BLUE BOOK OF AUDIO-VISUAL MATERIALS as checked below:

\_\_\_\_\_ Copies of 1958 Issue @ \$1.00\*      \_\_\_\_\_ Copies of 1957 Issue @ \$1.00\*

\_\_\_\_\_ Copies of 1956 Issue @ \$1.00\*      \_\_\_\_\_ Copies of 1955 Issue @ \$1.00\*

\_\_\_\_\_ Copies of 29th Edition (1954) @ \$1.00\*

\_\_\_\_\_ Copies of 28th (Cumulative) Issue @ \$2.00\*

\_\_\_\_\_ **Copies of Combination Offer: One each of all six of the above for only \$5.00\* — a \$7.00 value.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City & Zone \_\_\_\_\_ State \_\_\_\_\_

Check here if you wish to pay later.  
\*) We pay postage if remittance accompanies order.

Check here if you are interested in bulk rates.

**Circulation of the Blood** mp AHA 8½min sd col \$45. Many diagrams in color help tell the story. SH C A  
For more information circle 190 on coupon

**Insect Foods** mp DOWLING 14min sd col \$135. How and what insects eat shown in closeup detail. Many common and some strange insects are included. How this affects human life. Pri EI JH  
For more information circle 191 on coupon

**Insects Astray** mp GEIGY 13min or 26 min sd b&w loan. Once Nature's scavengers, cloth-eating insects have invaded man's home; chemical warfare where cloth is made. SH C A  
For more information circle 192 on coupon

**Little Animals** mp DOWLING 11min sd col \$110. Children discover that tiny insects are animals that feel, move about, get food very much as do the larger animals like their dog or cat. Pri. EI.  
For more information circle 193 on coupon

**Seed Plants** 6fs CREATIVE 25-26fr. si col Set \$28 (6) ea \$5. Collaborator: Muriel Beuschlein, Chicago Teachers College. Titles: **Green Plants; Seeds; Roots; Stems; Leaves; Flowers and Fruits.** Int. JH.  
For more information circle 194 on coupon

**Varicose Veins** mp AHA 7min sd col \$45. One of a series of American Heart Association films on basic cardiovascular subjects. Many colored diagrams help tell the story. SH C A  
For more information circle 195 on coupon

SCIENCE: General

**How We See and Hear** fs MOODY si col \$6. Stresses use of our senses for awareness of sights and sounds of the world about us. EI-SH.  
For more information circle 196 on coupon

**Man in the Doorway** mp CYNAMID 25 min col loan. How the advances of chemistry contribute to conservation of natural (and human) resources. Finding new uses for heretofore waste products. JH SH A  
For more information circle 197 on coupon

**Space Pioneer** mp UWF 10min sd b&w \$27.86. Flight of the U. S. Air Force rocket "Pioneer" from the base at Cape Canaveral, Oct. 11, 1958. Communication of data to ground stations, contribution to International Geophysical Year. Extra-military purposes. JH-A.  
For more information circle 198 on coupon

**Time** mp INDIANA-EFLA 15min sd b&w \$75. The sun as time-keeper; zone boundaries; International Date Line; the why and how of Daylight Saving Time; time from the stars; specialized uses of timing devices. JH SH  
For more information circle 199 on coupon

**Wonders of Snow** fs MOODY si col \$6. Design patterns found in snow crystals offer suggestions for creative art work. EL-SH.  
For more information circle 200 on coupon

**The American High School Today**, James B. Conant. First in new Carnegie Series in American Education. The "comprehensive" high school with 1,000 students as democratic education norm. "This report makes only passing reference to the innovations mentioned (ETV, new approaches to the teaching of math, physics and languages) because they will have to pass the test of time." 140 pp. \$1 paper back. MH.  
For more information circle 201 on coupon

**Animal Sciences Films and Filmstrips** 48-page film and filmstrip rental catalog. Audio-Visual Center, State College, Pullman, Washington.

**AO Spencer Projector.** 8-page brochure. Free. AMERICAN OPTICAL.  
For more information circle 202 on coupon

**At the Head of the Class.** Use of the overhead projector. Visucom Laboratories. TECHNIFAX.  
For more information circle 203 on coupon

**Audio-Visual Instruction.** Novel format correlates many illustrations to text. Concrete practical information on how and why to use AV materials. James W. Brown, Richard B. Lewis, Fred F. Harclerod. April 1958. MH.  
For more information circle 204 on coupon

**The Classroom: Backdrop for Drama.** Details on 7 NEA motion pictures on current school issues. 16pp. Free. NEA.  
For more information circle 205 on coupon

**A Directory of 3660 16mm Film Libraries.** Latest revision. Two years ago there were 3,300. Arranged geographically. Each listing indicates number and type of films. Prepared by U.S. Office of Education. 236pp. \$1 from Superintendent of Documents, U. S. Printing Office, Washington 25, D.C.

**Educational Television Directory 1959.** Data on all ETV stations on the air, those soon to go on; stations operated commercially by educational centers; national ETV organizations; ETV channel reservations. 34pp. JCET.  
For more information circle 206 on coupon

**Educational Television Motion Pictures.** Catalog of educational TV programs, films, kinescopes, for schools and adult groups, prepared by ETVRC. Rental distribution through INDIANA. 1958 catalog, 205pp and mimeo supplements.  
For more information circle 207 on coupon

**Stereotape, etc Catalog.** Stereo and monaural tapes and disks, 124 titles. 1959. Free. OMEGA.  
For more information circle 208 on coupon

**Why Polarize?** Circular explains light polarity principle as applied to photography, how to kill reflections, penetrate haze, shoot through glass, darken clouds, Free. TIFFEN.  
For more information circle 209 on coupon

**Wide-Screen Motion Pictures.** Surveys 12 methods currently used and dating back to the '20s; aperture dimensions, optics. 16pp. 25 cents. SMPTE.  
For more information circle 210 on coupon

Scratches

on Film

Irritate

Audiences

Fortunately, scratches can almost always be removed — without loss of light, density, color quality, sound quality, or sharpness.

Write for brochure

**DEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.



**"FIBERBILT" CASES**  
"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this

Trade Mark

Your Assurance of Finest Quality"



For 16mm Film — 400' to 2000' Reels

Sold by All Leading Dealers

# HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$9.50.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition. By Wolter Arno Wittrich and Charles F. Schuller. 570 pp. 249 Illustrations, 14 Color Plates. Harper & Brothers, 49 E. 33rd St., New York 16, N.Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$6.25.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Tenth Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M.A. Fourth Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 18th Annual Edition, 1958. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language — not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation, Including a Photoplay Approach to Shakespeare. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$4.75.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Alpark Educational Records, Inc., 40 East 88th Street, New York 28, N. Y.

# Trade News

## Ideal News Record

A schoolhouse window on the news of the world is now provided in the form of a monthly recorded commentary on educationally significant events. These 15-minute vinylite recordings, authored by Forrest E. Conner, Superintendent of Schools, St. Paul, Minn., and Jack Allen, Chairman of Social Studies, George Peabody College for Teachers College, Nashville, Tenn., are accompanied by a teacher guide for history and civics class use. Broadcasting over the intercom for all-school use is another challenging application. The January and February issues have been very well received; there as a 50 per cent increase in subscriptions between the two first releases. Distribution is through 28 regional Ideal Picture libraries. Yearly subscription (9 issues) \$18. (Ideal Pictures, Inc., 58 E. South Water St., Chicago 1, Ill.)

## Sylvania CCTV Camero

Pilot production is announced on a new vidicon-type camera, weighing less than 15 pounds and designed as a standard unit expected to meet at least 85 per cent of all installation conditions without need for custom installation. Price will be determined after completion of the pilot production run, but it is expected to be well below that of most custom-designed systems currently on the market. In the opinion of Mr. Marion E. Pettigrew, senior vice president of the Sylvania Home Electronics Division, "One of the greatest areas of potential use is in local school systems."

## Technifax Schooling Continuous

Courses in practical visual communication ("Visucom" for short) continue throughout the year at the Technifax laboratories, Holyoke, Mass. Workshop courses, 3 to 5 days, are available without charge even for materials used, to qualified applicants desiring hard-core do-it-yourself instruction in diazotopy, photography, photocopying and design and use of visuals of all kinds. Write direct, indicating nature of your interest and work.

## NAVA Convention

The 1959 National Audio-Visual Convention, to be held at Chicago's Morrison Hotel July 25 through 28, will follow much the same pattern found so successful in recent years. NAVA's exhibits will be open Saturday, July 25, from 1 to 6; Sunday and Monday from noon to 6; Tuesday 9 a.m. to 1 p.m. Projector and other major equipment manufacturers will hold their sales meetings prior to the 25th. There will be no sales meetings or set group meetings of any kind during exhibit hours except after 5 p.m. Breakfast will be served at 8 a.m. Saturday and Monday, but without formal entertainment, in order that groups wishing to breakfast together may do so, in reserved sections of the Terrace Casino, where the general sessions will be called to order promptly at 9 o'clock. Three half-hour programs, featuring speakers of national prominence, will leave free time for sales meetings or other group functions from approximately 10:45 until not later than 12:30.

The religious worship service, at 11 a.m. Sunday, will be arranged and conducted by a committee of clergymen who are NAVA members, headed by Harvey Marks, of Denver. The Sunday afternoon and evening Religious A-V Workshop will be run as in the past by the A-V Committee of The Church Federation of Greater Chicago.

Other professional A-V groups meeting contiguously with the NAVA Convention include Educational Film Library Association, Association of Chief State School A-V Officers, Industrial Training Directors Workshop, Agricultural Audio-Visual Workshop, and A-V Conferences of Medical and Allied Sciences.

The exhibits are certain to be bigger and more varied than ever. Additional space this year will include the sizable Hollywood Room, which served as general office and press room last year, but even with this increase it is expected that every inch of space will be sold out long before show date.

Last year's innovation of having a NAVA officer on public relations duty at all times on the lobby floor was found so helpful that it is to be expanded this year to have a similar officer available in the exhibit halls and another at the registration desk to help with any problems encountered by either exhibitors or visitors.

## FREE INFORMATION SERVICE COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West, Chicago 14, Ill.

I am interested in receiving more information or a demonstration of the item or items I have indicated by encircling the code numbers corresponding with code numbers on listings of new A-V materials and equipment in your April 1959 issue:

101	102	103	104	105	106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123	124	125	126	127	128
129	130	131	132	133	134	135	136	137	138	139	140	141	142
143	144	145	146	147	148	149	150	151	152	153	154	155	156
157	158	159	160	161	162	163	164	165	166	167	168	169	170
171	172	173	174	175	176	177	178	179	180	181	182	183	184
185	186	187	188	189	190	191	192	193	194	195	196	197	198
199	200	201	202	203	204	205	206	207	208	209	210	211	212
213	214	215	216	217	218	219	220	221	222	223	224	225	226
227	228	229	230	231	232	233	234	235	236	237	238	239	240

Name .....

Organization or School .....

Address .....

This year's ladies' program likewise will follow very much along the lines developed in 1958, with hours fixed to permit also active businesswomen to take part in the ladies' social functions with minimum time taken from exhibit hours. The 2x2 color slides shown by co-chairman Gussie Kruse two years ago found so much favor that women visitors are being invited to bring along a small collection of their own favorite slides, not more than a dozen, for a "get better acquainted" program.

### Zenith Moving

Zenith Radio Corporation intends to move its Chicago street level display salon to a new location, the present IBM quarters at 200 N. Michigan. The purpose of the salon, like that of its New York counterpart (666 Fifth Ave.), is to give prospective buyers a chance to pre-shop the entire line before placing their order with the dealer of their preference. Harold Driscoll, formerly advertising manager at Bell & Howell, now holds that post at Zenith.

### Fifth Army Film Centers

Schools, etc. in the State of Michigan who desire to borrow Army films should send their applications to Film and Equipment Exchange, Fort Wayne Bldg. 308A, 6301 W. Jefferson Ave., Detroit 17, Mich. Similar exchanges in the Fifth Army are at Fort Sheridan, Ill. (Ill., Minn., Wisc., Iowa, No. & So. Dak.); Ft. Carson, Colo. (Wyo., Colo.); Ft. Riley, Kans. (Nebr., Kans.); Ft. Benjamin Harrison, Ind.; Ft. Leonard Wood, Mo., and for the St. Louis area—Film and Equipment Exchange, U. S. Army Support Center, 12th and Spruce Sts., St. Louis, Mo.

### RCA's Audio Roadshows

A series of presentation units will hit the road via station wagons, each manned by a sound technician and a professional public speaker, to tell RCA's story of recorded sound from the tinfoil cylinder to the stereo disk to service clubs and other group audiences. Club chairmen may apply for dates to RCA Shows and Exhibits Department, Camden 2, N. J.

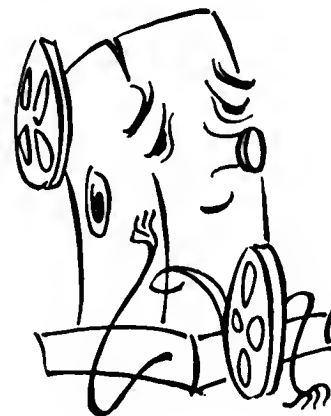
### Heart-felt Film Plea

Dr. J. Edwin Foster, at the American Heart Association, knows from experience that no film program can be better than the condition of the print that goes into the projector. He has just prepared a little 12-page illustrated booklet, "Minimum Film Handling Equipment and Its Use," intended for agencies such as his own which maintain small film libraries and must do their own inspection and repair. It grants that better film service can usually be provided for small agencies by film handling concerns that make this their business, but where these are not conveniently available a lot can be accomplished with a splicer, rewinds and other minimum resources and know-how. The booklet provided much of the latter. Ed's address: 44 E. 23rd St., New York 10.

### Better Microfilm

Eastman Kodak announces an improvement in its microfilm positive that raises potential resolution to practically the 240 lines per millimeter of the original Kodak microfilm negative, as against the current 150 lines that dropped to about 80 after printing and processing. Better reading quality in roll film records of books and other library materials will result.

# Summer Checkup & Repair Time



**YOUR AUDIO-VISUAL EQUIPMENT HAS HAD 9 MONTHS OF HARD WEAR. NOW IS THE TIME TO CALL YOUR NAVA DEALER FOR CHECKUP, REPAIR, CLEANING, AND RECONDITIONING.**

Start the 1959-60 school year with all your audio-visual equipment in good shape. The summer vacation is the ideal time for your NAVA Dealer to give every projector, screen, tape recorder, and record player its annual going-over. He'll clean out a year's accumulation of dust and dirt, lubricate, adjust, and repair, assuring you a year of trouble-free operation and maximum effectiveness.

Call your NAVA Dealer now . . . tell him what date he can pick up your equipment. He's listed in the Yellow Pages, or you can get his name by sending in the coupon below.



National Audio-Visual Association, Inc.  
Fairfax, Virginia

Please send me your free directory of NAVA Dealers, coded to show services offered by each.

Name \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

## Directory of Sources for Materials

### Listed on Pages 208-215

**ACRO** Division, Robertshaw Fulton Controls Co., P.O. Box 449, Columbus 16, Ohio.  
**AHA:** American Heart Association, 13 E. 37 St., New York 16.  
**ALLIED** Radio Corp., 100 N. Western Ave., Chicago 80, Ill.  
**ALMANAC** Films, 516 Fifth Ave., New York 36.  
**AMERICAN OPTICAL**, Buffalo 15, N.Y.  
**ASSOCIATION** Films Inc., 347 Madison Ave., New York 17.  
**AUDIO DEVICES**, Inc., 444 Madison Ave., New York 22, N.Y.  
**AUDIOTRONICS CORPORATION**, 11057 Weddington St., North Hollywood, Calif.  
**AUTOMA**—Automobile Manufacturers Association, 320 New Center Bldg., Detroit 2, Mich.  
**AUTRIP**—Automatic Tripod Co., Inc., 2337 S. Michigan Ave., Chicago 16, Ill.  
**BESELER**, Charles, Co., 211 S. 18 St., East Orange, N.J.  
**B&J** Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.  
**B&L** Bausch & Lomb, Rochester, N.Y.  
**BOLEX**—Paillard, Inc., 100 Sixth Ave., New York 13, N.Y.  
**CEC**—Camera Equipment Co., Inc., 315 W. 43 St., New York 36.  
**CHURCHCRAFT**—Church Craft Pictures, 3312 Lindell Blvd., St. Louis 3.  
**COFFEY**, Jack C., Co., 710 17th St., North Chicago, Illinois.

**COLREC:** Columbia Records, 799 Seventh Ave., New York 19.  
**COX**—Paul Cox, Educational Film Distributors, Inc., 5620 Hollywood Blvd., Hollywood 28, Calif.  
**CREATIVE** Education, Inc., 340 N. Milwaukee Ave., Libertyville, Ill.  
**CYNAMID**—American Cynamid Co., Lederle Laboratories Div., Pearl River, N.Y.  
**DISNEY**, Walt, Productions, 16mm Division, 2400 W. Alameda Ave., Burbank, Calif.  
**DOWLING**, Pat, Pictures, 1056 S. Robertson Blvd., Los Angeles 35.  
**EDUFS**—Educational Filmstrips, Box 289, Huntsville, Texas.  
**EK:** Eastman Kodak Co., Audio-Visual Service, Rochester 4, N. Y.  
**ENTEKO** Industries, Inc., 610 Kosciusko St., Brooklyn 21, N. Y.  
**ETURC**—Educational Television & Radio Center, 2320 Washtenaw Ave., Ann Arbor, Mich.  
**EXCELLO**—Ex-Cell-O Corp., Pure-Pak Division, 1200 Oakman Blvd., Detroit 32, Mich.  
**FILM EFFECTS** of Hollywood, Inc., 1153 Highland Ave., Hollywood 38, Calif.  
**FOLKWAYS** Records and Service Corp., 117 W. 46 St., New York 36.  
**GEIGY** Chemical Corporation, Dyestuffs Div., Home Service Bureau, P. O. Box 430, Yonkers, N. Y.  
**GENARCO** Inc., 9704 Sutphin Blvd., Jamaica 35, N. Y.

**HARWALD** Company, 1245 Chicago Ave., Evanston, Ill.

**HERSHEY** Manufacturing Co., 4301 W. Lake St., Chicago 24, Ill.

**HOCH**—Marion Hoch, 30 Grace Ave., Great Neck, N. Y.

**HSUS**—The Humane Society of the United States, 1111 E. St., NW, Washington 4, D. C.

**INDIANA** University, Audio-Visual Center, Bloomington.

**JAM** Handy Organization, 2821 E. Grand Blvd., Detroit 11.

**JCET** Joint Council on Educational Television, 1785 Massachusetts Ave., Washington 6, D. C.

**KALART**—The Kalart Co., Inc., Plainville, Conn.

**KENROL**—Ken-Rol-It Products Co., 810 Madison Ave., Toledo, Ohio.

**LESSER**—Irving M. Lesser, 1270 Sixth Ave., Rockefeller Center, New York 20, N. Y.

**LTA**—Language Training Aids, 12101 Valleywood Road, Silver Springs, Md.

**MENORAH** Records, Inc., 257 E. Broadway, New York 2, N. Y.

**METHODIST** Publishing House, 201 Eighth Ave. So., Nashville 2, Tenn.

**MICHELEC**—Michigan Electronics, Inc., 854 N. Rockwell St., Chicago, Ill.

**MOODY** Institute of Science, 11428 Santa Monica Blvd., Los Angeles 25, Calif.

**NAPHILIPS**—North American Philips Co., 230 Duffy Ave., Hicksville, Long Island, N. Y.

**NEA**—National Education Association, Washington, D. C.

**NEWCOMB** Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.

**NFBC**—National Film Board of Canada, Canada House—Suite 819, 680 Fifth Ave., New York 19, N. Y.

**NYC**—New York Central Railroad, Community Relations Dept., 466 Lexington Ave., New York 17, N. Y.

**OCTO** Products Inc., 48 Miles Ave., Fairport, N. Y.

**OMEGA** Records, 854 N. Vine St., Hollywood 38, Calif.

**ORRADIO** Industries Inc., Shamrock Circle, Opelika, Ala.

**OZALID** Division, General Aniline and Film Corporation, 17 Corliss Lane, Johnson City, N. Y.

**PRECISION** Electronics, Inc., 9101 King Ave., Franklin Park, Ill.

**RADIANT** Mfg. Corp., Box 5640, Chicago 80.

**RAVEN** Electronics Manufacturing Co., 2130 W. Carroll Ave., Chicago 12, Ill.

**REMBRANDT** Film Library, 13 E. 37 St., New York 16.

**SAFE-LOCK** Inc., Hialeah, Florida.

**SAWYER**—Sawyer's Inc., POB 490, Portland 7, Ore.

**SHARPE** Instruments Ltd., 6080 Yonge Street, Willowdale, Ontario, Canada.

**SHURE** Brothers Inc., 222 Hartrey Ave., Evanston, Ill.

**SMPTTE**—Society of Motion Picture and Television Engineers, 55 W. 42 St., New York 36.

**S.O.S.** Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

**SREB** Southern Regional Education Board, 130 Sixth St., NW, Atlanta 13, Ga.

**TECHNIFAX** Corporation, 195 Appleton St., Holyoke, Mass.

**TIFF** Marketing Co., 71 Jane St., Roslyn Heights, Long Island, N. Y.

**TITMUS** Optical Co., Inc., Petersburg, Va.

**TRAFKO-CAL**, The Methodist Church, TRAFKO, So. Calif.-Ariz. Conference, 655 W. 35 St., Los Angeles 7.

**UNAP**—United Audio Products, 202 E. 19th St., New York 3, N. Y.

**USCJE**—United Synagogue Commission on Jewish Education, 3080 Broadway, New York 3, N. Y.

**UWF**: United World Films, 1445 Park Ave., New York 29.

**WF**—White Fathers Film Center, 1624 21st St., NW, Washington 9, D. C.

**WHIT**—Whitney's, 150 Powell St., San Francisco 2, Calif.

## ADVERTISED IN THIS ISSUE

- (1) **Advance Furnace Co.**—Optivox portable easel, Pixmobile projection table, page 172
- (2) **Allied Radio**—everything in electronics, page 212
- (3) **American Bible Society**—films, filmstrips, slides, posters, page 206
- (4) **Audio Devices, Inc.**—Audiotape recording tape, page 195
- (5) **Audio-Master Corp.**—record and transcription players, page 212
- (6) **AudioTronics**—transcription players and PA systems, page 197
- (7) **Audio Visual Research**—AVR Rateometer, page 210
- (8) **Australian News and Information Service**—educational films, page 212
- (9) **Bailey Films, Inc.**—"Print With a Brayer," film, page 213
- (10) **Bell & Howell**—750 Specialist slide and filmstrip projector, page 169
- (11) **Beseler, Charles, Co.**—Vu-Graph overhead projector, page 192
- (12) **Bildersee, Max U.**—record reviews, page 196
- (13) **Brice, Arthur T.**—Phase biology films, page 212
- (14) **Burke & James**—Watson film developing outfit, page 192
- (15) **Califone Corp.**—Califone Audio Center, page 196
- (16) **Camera Equipment Co.**—Weinberg Watson projector, page 174
- (17) **Camera Mart, The**—Ecco No. 1500 film cleaner, page 213
- (18) **Churchill-Wexler Productions**—educational films, page 200
- (19) **Compco Corp.**—professional reels and cans, page 202
- (20) **Coronet Films**—educational films, page 201
- (21) **Da-Lite Screen Co., Inc.**—Da-Lite Lenticular screens, page 199
- (22) **Delta Film Productions Inc.**—"The Story of Communications," film, page 203
- (23) **Dowling, Pat, Pictures**—"Microscopic Wonders in Water," film, page 202
- (24) **Eastman Kodak Co.**—Pageant projectors, page 175
- (25) **Educational Recreational Guides, Inc.**—photoplay filmstrips and study guides, page 166
- (26) **Electronic Teaching Laboratories, Inc.**—Monitor language laboratory services, page 176
- (27) **Emde Products**—slide frames and masks, page 212
- (28) **Eye Gate House**—filmstrip catalogue, page 206
- (29) **Family Films, Inc.**—film and filmstrips package, page 205; AV training kit for churches, page 206

- (30) **Fiberbilt Case Co.**—film shipping cases, page 215
- (31) **General Film Labs**—complete film service, inside front cover
- (32) **Graflex SVE**—sound, filmstrip and slide projectors, page 173
- (33) **Grover-Jennings Productions**—"Iron Curtain Lands," film, page 210
- (34) **Harwald Co., The**—Movie Mite 16mm sound projector, page 213
- (35) **Hunter Douglas Co.**—Flexalim AV blinds, page 171
- (36) **Indiana University**—N.E.T. educational films, page 210
- (37) **Keystone View Co.**—Keystone overhead projector, page 209
- (38) **Levolor Lorentzen Co.**—Levolor AV blinds, page 167
- (39) **Long Filmstrip Service**—"Family Outings," primary filmstrip series, page 212
- (40) **McGraw-Hill Book Co.**—"A-V Instruction," textbook, page 170
- (41) **NAVA**—National Audio-Visual Association dealer service, page 217
- (42) **North American Philips Co.**—Norelco Continental tape recorder, page 198
- (43) **Orradio Industries, Inc.**—Irish recording tape, page 168
- (45) **Peerless Film Processing Co.**—film reconditioning, page 215
- (46) **Philco Corp.**—all transistor TV camera for schools, page 197
- (47) **Radiant Mfg. Corp.**—Radiant lenticular AV screens, page 163
- (48) **Radio-Mat Slide Co.**—slide mats, page 206
- (49) **Rapid Film Technique**—film rejuvenation, page 202
- (50) **Rembrandt Film Library**—"A Dancer's World," film, page 212
- (51) **Smith System**—AV cabinets and stands, page 207
- (52) **Stratco Audiovisuals**—audiovisual kits, page 211
- (53) **Technifax Corp.**—Technifax Slidemaster system, page 165
- (54) **Vacuamate Corp.**—film protective process, page 206
- (55) **Victor Animatograph Corp.**—1600 Arc projector, back cover
- (56) **Visual Sciences**—science filmstrips page 194
- (57) **United World Films**—3 film series, page 191
- (58) **Yale University Press Film Service**—American History filmstrips, page 193

## BOOKLET REQUEST COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.  
Send me booklets offered by the following advertisers in this April issue.  
The numbers of the advertisers are listed as follows:

NAME (print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

# AUDIOVISUAL

GUIDE

May, 1959



from "Bitter Welcome," an American Film Festival winner

EDUCATIONAL TV — ITS STATUS — page 236

*First American Film Festival* — page 246

# Calendar

May 4-8 — SMPTE, 85th semi-annual convention, Miami, Fla.

May 6-9 — Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

June 15-17 — Technical Association of Graphic Arts, annual meeting, Rochester, New York.

June 22-26 — Indiana University A-V Workshop, Bloomington, Ind.

July 10-11 — New York State Audio-Visual Council, summer meeting, Statler-Hilton Hotel, Buffalo, N. Y.

July 10-12 — Associated Amateur Cinema Clubs, Inc., Film Festival, Conrad Hilton Hotel, Chicago, Ill.

July 19-23 — National Institute for A-V Selling, 11th annual, Indiana University, Bloomington, Ind.

July 19-23 — Cooperative Conference on Instructional Materials, University of Texas, Austin, Texas.

July 20-31 — Annual Laboratory-Demonstration Workshop, The Betts Reading Clinic, Haverford, Penn.

July 25-28 — National Audio-Visual Convention & Exhibit, 19th annual, Morrison Hotel, Chicago, Ill.

Aug. 10-21 — Summer Audio-Visual Workshops, Syracuse University, Syracuse, N. Y.

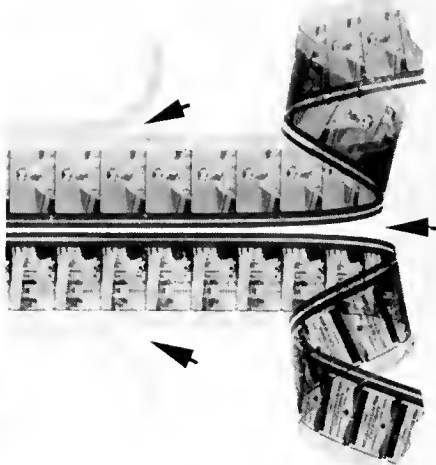
Sept. 2-13 — North American International Photographic Exhibit, nineteenth annual: closing dates for prints July 24 and for slides, August 7. California State Fair and Exposition, Sacramento, Calif.

Sept. 28-Oct. 1 — Industrial Film and AV Exhibition, New York City.

Oct. 26-30 — Society of Photographic Scientists and Engineers, annual national conference, Edgewater Beach Hotel, Chicago, Ill.

Oct. 26-30 — National Association of Educational Broadcasters, Sheraton Cadillac Hotel, Detroit, Mich.

# 35 32



... a unique process pioneered by General Film in which a strip of 35mm film, perforated with 32mm sprocket holes, is split down the center to produce two 16mm prints of outstanding quality.

After successfully processing millions of feet of 35/32 black and white and color film we have observed many outstanding advantages and list a few: better sound quality, lack of roller abrasions in sound track area, the ability to use standard 35mm professional equipment, and the efficiency that comes from handling two prints in one operation. Negatives made on 35/32 film stand wear and handling of multiple printing much better than do 16mm negatives.

Additional information to help you apply these advantages to your own film needs is available on request. Ask for Bulletin G.\*

**GENERAL**  
FILM LABORATORIES CORP.  
1548 BRGYLE, HOLLYWOOD 28, CALIF., HO 2-6171

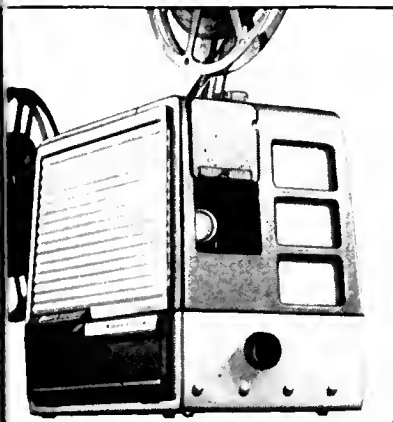
\*Presented October 9, 1956 at SMPTE Convention at Los Angeles by William E. Gephart, Jr., V.P. of General Film Laboratories Corp



a new sound in sound projectors...

# PAN-HARMONIC SOUND

Now yours with all Bell & Howell Filmosound Specialists



ugged Filmosound Specialists are sapphire jeweled for 400% longer life. Choose from 3 models and many combinations of features!

Now, for the first time, the *audio* communicates as clearly as the *visual*. Bell & Howell's Pan-Harmonic sound offers new clarity and richness for sharper communication.

The vastly improved sound results from (1) a high fidelity amplifier, and (2) a newly designed speaker, *permanently mounted* in the projector case itself.

This permanent location provides *enclosed baffling* for superior fidelity and impelling realism. The location also insures *uniform distribution* of sound, forward and to the sides. Sitting high, at ear level, it projects sound *above* the usual obstructions

and reaches the audience directly.

Add to this the *convenience* of a clean and speedy set-up, for with an integrated system there are no wires to string from projector to speaker.

Thus, in areas of 2,000 square feet or less, the new *Filmosound Specialists* offer remarkably improved communication and convenience.

**Write for private audition**

Gentlemen:  
I would like to hear for myself, how Pan-Harmonic sound can improve our Audio-Visual communications.

NAME .....

COMPANY (SCHOOL) .....

ADDRESS .....

CITY ..... STATE .....

Write Bell & Howell, 7117 McCormick Road, Chicago 45, Illinois.

NEW PRODUCTS THROUGH IMAGINATION



**Bell & Howell**

# AUDIOVISUAL

GUIDE

May, 1959 Volume 38, Number 5, Whole Number 375

## EDITORIAL

234 Let's Get Together on Title III

## ARTICLES

- 236 TV's Exciting Developments *Philip Lewis*  
 240 Only One Stop for Instructional Materials *Paul C. Reed*  
 242 The Versatile Overhead Projector *W. C. Washcoe*  
 245 Are Field Trips Worthwhile? *William C. Miller*  
 246 American Film Festival — Premiere!

## DEPARTMENTS AND FEATURES

Inside Front Cover — Calendar of Coming Events

- 228 On the Screen  
 230 Have You Heard? News About People, Organizations, Events  
 232 DAVI Convention a Success  
 233 With the Authors  
 248 Administering Audio-Visual Services  
*a review by Paul W. F. Witt*  
 250 Film Evaluations *L. C. Larson, Carolyn Guss*  
 254 AV in the Church Field *William S. Hockman*



- 257 Audio *Max U. Bildersee*  
 260 Filmstrips *Irene F. Cypher*  
 262 New Equipment and Materials  
 269 Trade News  
 269 Helpful Books  
 270 Index to Advertisers



Inside Back Cover — Trade Directory for the AV Field



Founded in 1922 by Nelson L. Greene



BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.  
 SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.  
 CHANGE OF ADDRESS should be sent immediately to

insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.  
 EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE published monthly by Educational Screen, Inc. Publication office, Barrington, Illinois; Business and Editorial Office, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Printed in the U.S.A. Re-entered as second-class matter October 1953 at the post office at Barrington, Illinois, under the Act of March 3, 1879.

ENTIRE ISSUE COPYRIGHT 1959 BY  
 THE EDUCATIONAL SCREEN, INC.

*“Besides being a reader  
of LIFE, I’m a teacher.  
I mention this because  
LIFE has both  
personal and professional  
values for me.  
For example...”*

**As a LIFE reader—and a professional in the field  
of education—what examples would you give  
to illustrate the value of LIFE to you and your school?**

**Your answer to this question could be worth \$100.00!**

*If you'd like to add \$100.00 to the value  
of your personal library (in books of your  
own choosing) the Publishers of LIFE in-  
vite you to write them a short letter on  
the following subject:*

**“The Value of LIFE in our School”**

The Publishers are extending this special  
invitation to you and to all educators in  
every phase of education—from kinder-  
garten to graduate school—as part of a  
broad inquiry into LIFE’s impact on vari-  
ous areas of public and private life.

Your letter will be regarded as personal  
correspondence and will not be published  
without your consent.

*The writers of the five letters selected as  
best by the judges will receive*

**\$100 in Books**

of their own choosing.

In addition to these five Grand Prize  
Awards, the Publishers will present

**\$50 in Books**

to 20 Second Prize winners. The writers  
of the next 50 letters selected for Honor-  
able Mention will receive their choice of  
one of the following LIFE books:

**LIFE’s Picture Cook Book**

**LIFE’s The World’s Great Religions**

**LIFE’s The World We Live In**

To qualify for any one of these awards, your  
letter on “The Value of LIFE in our School”  
should be postmarked no later than June 30,  
1959 and should be addressed to:

**Mrs. Mary Johnson Tweedy**  
Director of Education

**LIFE**

15 West 48th St., New York 20, N. Y.

# ON THE SCREEN

## Second Annual SUMMER MOTION PICTURE WORKSHOP

**New York University**

July 27 - September 4

### STAFF

Lee Bobker      Peter Glushanok  
Robert Braverman      Haig Manoogian  
Herman Engel      George Stoney  
Richard J. Goggin  
Director

Intensive work in professional production, direction, and writing. Emphasis on creative film-making. Workshop instruction by internationally known producers — directors — writers — cinematographers of documentary, educational, industrial, and experimental motion pictures.

Application deadline July 1, 1959.

For full information, write for Bulletin "E"—  
Department of Television, Motion Pictures  
and Radio, Communication Arts Group  
New York University  
Washington Square  
New York 3, New York

## FOR YOUR CLASSROOM

THE EASY  
TO USE



- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
1/3

### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

**THE HARWALD CO.**  
1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

## This Month's Cover

On our May cover we are proud to present a scene from the award-winning film "Bitter Welcome," which took the Blue Ribbon for the category *Mental Health and Human Relations* in EFLA's recent American Film Festival. The black and white sound film concerns the struggle of a former mental patient to regain his place in his community, and is presented by the Mental Health Film Board, New York City. For more details on the Festival, see pages 246-7.

## TV Controversy

In this issue, Philip Lewis explores the provocative possibilities of educational television, while carefully stressing the point (so often overlooked by some of this medium's detractors) that any mechanical method is only as good as the material it transmits. Next month, *Educational Screen & AUDIO-VISUAL Guide* will feature an article by Robert Diamond on the actual application of in-school television in the Plainedge School, Long Island.

During the months to come, this publication as well as others will reflect the widely varying opinions of educators regarding the teaching applications of television. One hears all sorts of arguments, most of them

backed up with statistics of some sort. Students like televised classes and learn well from them; they abhor them; they are boring time-wasters; they are completely indifferent. Now and then one learns of a college or school in which the goal seems to be as complete mechanization as possible—a horrifying preview of the worlds of Orwell and Huxley. But it is well never to lose sight of the fact that the ultimate success or failure of television or any other educational medium depends on the intellectual value of the material and the intelligence expended in its presentation.

## Special Issues

July will again be devoted principally to the National Audio-Visual Convention and Exhibit, to be held from the twenty-fifth through the twenty-eighth at the Morrison Hotel here in Chicago. In this issue, we will attempt not only to aid the visitor with regard to meetings, exhibits, and so forth, but to provide those unable to attend with an impression of the proceedings.

August is, of course, our annual Blue Book, a very important issue to keep for handy reference the year 'round.

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. ENID STEARN, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. JOSEPHINE H. KNIGHT, Business Manager, PATRICK A. PHILIPPI, Circulation Promotion Manager, OLIVE R. TRACY, Subscription Fulfillment Manager. WILMA WIDDICOMBE, Advertising Production Assistant.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Project Big Ben, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia.

You Can Do More, Better with a

# GRAFLEX®-SVE SCHOOL MASTER



## Filmstrip and Slide Projector

School Master 750 is shown with accessory rewind take-up and accessory semi-automatic slide changer.

True realization of the versatility of a School Master begins with its superb projection of both filmstrips and slides. The School Master gives you the most brilliant projection available in a classroom projector. It converts from projection of filmstrips to slides in seconds without tools or removal of parts. Operation and maintenance excel in simplicity. An exclusive built-in carrying handle provides easy portability.

But the School Master's amazing capabilities are

completely realized when the teacher fully explores the possibilities of the many accessories provided. Two important ones are illustrated and described below.

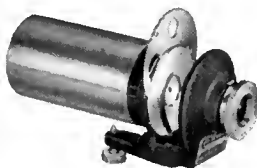
School Master Projectors are priced from \$84.50 and are available in 500 watt and 750 watt models, manual or remote control. Exclusive accessory Rewind Take-up which allows filmstrip to be rewound correctly into storage container without being touched by operator, only \$7.50. Fits all School Master models.

### These Accessories Broaden Your A-V Program



#### SPEED-I-O-SCOPE SR.

This attachment for School Master projectors is a "must" for any teacher whose field includes remedial reading, languages or arithmetic. Exposes material at selected intervals of from one to 1/100 second. Brightness of image can also be controlled. The Speed-I-o-Scope Sr. has seven speeds plus bulb. Price . . . \$89.50 with case. Speed-I-o-Scope Jr. \$59.50.



#### MICRO-BEAM ATTACHMENT

This accessory converts the School Master into an efficient projector of microscope slides. Various size disc openings permit focus on any section of image. Image is enlarged 12 times for each foot of distance from projector to screen. Price . . . \$39.50 with case.

\*Trade Mark.  
Prices are subject to change without notice.

For additional information on School Master Projectors and accessories write Dept. ES-59, Graflex, Inc., Rochester 3, N.Y. A subsidiary of General Precision Equipment Corporation.

GRAFLEX®

A  
GENERAL  
PRECISION  
COMPANY

# HAVE YOU HEARD?

News About People, Organizations, Events

## Four Universities To Establish Language Institutes

Institutes for the purpose of improving teaching skills of foreign language teachers in elementary and secondary schools, "particularly in the use of new teaching methods and instructional materials," will be established this summer at the University of Colorado, University of Maine, University of Michigan and Louisiana State University. Authorized under Part B, Title VI of the National Defense Education Act, these sessions will be free to participants; Federal funds will provide \$75 per week for each teacher in attendance, plus \$15 for each dependent.

## New ETV Appropriations from Ford Foundation

The National Program in the Use of Television in the Public Schools, an experiment in regular classroom instruction by television in elementary and secondary schools, has received from the Ford Foundation an appropriation of \$1,097,000 to continue its work for the third and fourth years. At present this includes experiments in schools of eleven cities: Atlanta, Detroit, Evansville, Kansas City (Missouri), Louisville, Miami, Milwaukee, Norfolk, Oklahoma City, Philadelphia and Wichita. Additional school systems in the Louisville and Evansville regions and in North Carolina, Nebraska and Oklahoma are also taking part. The new appropriation will ex-

pand the program to include school systems in Anaheim, California, Des Moines, Iowa, central Michigan, central Ohio, and western Florida. More than 750 schools are expected to be participating next year.

The Washington County, Maryland, experiment to provide regular classroom instruction through closed-circuit TV received a grant of \$245,000. This project now includes all 15,000 pupils in thirty-six of the county's forty-nine schools.

## Indiana University Holds NET Conference

Representatives from 42 film libraries in 29 states participated in the first National Educational Television (NET) Film Service Conference held recently at Indiana University.

The two-day conference brought together staff members of the National Educational Television and Radio Center (NETRC), Ann Arbor, Michigan, NET Film Service personnel at Indiana University and directors of film libraries involved in the distribution of NET films.

Planned to bring about a better understanding between libraries, NETRC and NET Film Service, discussion centered around four general areas. They were (1) a definition of the basic program policy of NETRC, (2) a clarification of the link between the film libraries and the Center, (3) the importance of the television or kinescope films made for the 16mm audience and (4) the implications of the National Defense Education Act with respect to production of programs for NETRC.

Those making presentations and leading discussions were Kenneth Yourd, James Robertson and Ed Cohen, representing NETRC; Charles Schuller, Director of the Audio-Visual Center, Michigan State University and President of DAVI; and L. C. Larson, K. C. Rugg, Ed Richardson, Marvin Dawson and R. W. Frye from Indiana University. Herman B. Wells, President of Indiana University, opened the conference with a reception at his home.

## Aural Reading Machine

A new machine to enable the blind to read ordinary printed material is being evaluated by the Battelle Me-

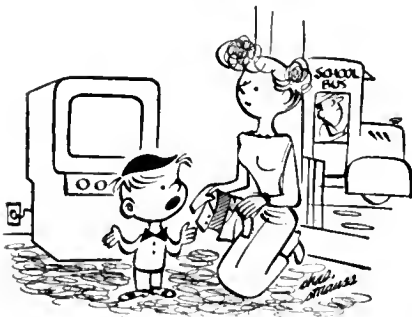
morial Institute, which designed it under contract to the Veterans Administration. At the present stage of development of the reader, the sounds produced by the device do not resemble speech but are patterns of musical tones similar to chords played on an organ. By interpreting these tones trained users should ultimately attain a speed of fifteen to thirty words per minute.

## IAVA Meets at Springfield

The semi-annual meeting of the Illinois Audiovisual Association, April 2-3, drew an attendance of 85 from all parts of the state. Highlight of the meeting was an address by Dr. George T. Wilkins, newly elected State Superintendent of Public Instruction, on the Illinois plan for implementing the National Defense Education Act. This was later detailed by a member of his staff, Edward S. Chesko, especially as to Title III. The first afternoon session was taken up by six roundtable discussion groups who reported their findings at the opening of the second day sessions. A dinner meeting was addressed by Dr. Charles F. Schuller, DAVI president, also on NDEA. His address was followed by the screening of Coronet, Delta and EBF films.

At the business meeting Friday morning, chaired by president Horace M. Wollerman, minor constitutional changes were approved to harmonize with the major changes voted last fall. An offer is to be extended to EFLA and to NAVA to cooperate in staging an educational (classroom) AV workshop along lines similar to those found successful for years by the medical, industrial training and religious AV specialists. A similar offer of cooperation was extended to NAVA in meeting the invitation of the National Association of School Boards to help arrange an audiovisual program at that association's meeting in April 1960. Dr. Philip Lewis, Dr. James P. Fitzwater and William F. Kruse were named a committee to implement these offers.

Of the 85 registrants at the close of the first day, 40 were professional AV specialists, 7 were county or other superintendents, 4 represented government agencies, the remainder were AV manufacturer or dealer representatives.



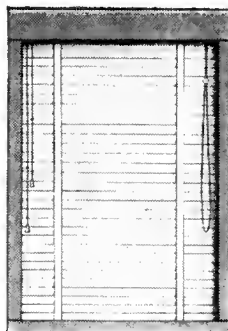
"But why do I have to go to school when there are so many educational programs on television?"

(Copyrighted 1959 by F. A. Owen Publishing Company; reprinted from *The Instructor* by permission)

# NO MORE AUDIO- VISUAL ROOMS!

Audio-Visual rooms (special projection rooms) are no longer adequate. The ambient light of the modern classroom must be quickly and easily adjusted to suit any subject, projector or student activity. LEVOLOR Audio-Visual venetian blinds can be installed in all classrooms to do just that.

With a LEVOLOR installation, the instructor can at any time and for any subject quickly and easily adjust the classroom light. There's no delay, no need for a special room assignment.



Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

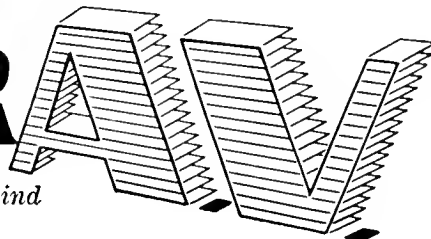


Be sure to specify

**LEVOLOR**

TRADE MARK OF LEVOLOR LORENTZEN

*The Scientifically Developed Audio-Visual Blind*



COPYRIGHT: LEVOLOR LORENTZEN, INC.



**DISTINGUISHED VISITORS AT EXHIBIT:** Postmaster General Arthur E. Summerfield (center) inspects tape recorder exhibit. Others, left to right, Mrs. J. M. Kuhlik, Richard L. Sanner (Hawaii), Charles S. Schuller (DAVI President), and Anna L. Hyer (DAVI Executive Secretary).



**LEADERSHIP LINE-UP:** DAVI President Walter S. Bell (center) confers with next-in-line President-Elect, James D. Finn (left), and Vice-president James J. McPherson.

## DAVI Convention a Success

"**Q**UANTITY. Quantity Education" was the central theme of the 1959 Convention of the Department of Audio-Visual Instruction of the National Education Association (Seattle, April 13-16). The opening general session address by President Charles F. Schuller called attention to the short-changing of education during war and postwar years and especially during the past decade. He urged teachers to work outside as well as inside their classrooms so as to extend their influence "into those legislative bodies on whom so much of the future of education depends."

He called on DAVI members in particular to work more closely with other professional educator organizations to solve the basic issues, qualitative as well as quantitative, that today confront the schools and their publics. Special credit was given the drive by NAVA, as well as by DAVI to pass, and, later, to hold the line for the National Defense Education Act.

Other general session speakers included Lindley J. Stiles, dean, School of Education, University of Washington; Roy M. Hall, Assistant Commissioner for Research, U. S. Office of Education; and John Fritz, Director, Audio-Visual Center, University of Chicago. There were addresses also by film producer Julien Bryan and by J. Stanley McIntosh, Executive Director, Teaching Films Custodians.

The five-day program followed very much the usual DAVI pattern, with separate smaller meetings for special occupational subject area, television

and administrative interests. Total paid registration was announced as 1,005, and several thousand complimentary tickets were distributed through school channels to teachers for after-school attendance at technique demonstrations and at the exhibits.

At the exhibitors' meeting, Sunday, there was sympathetic understanding of the difficulties faced by Mrs. "Mickey" Bloodworth, who was called in to complete the convention arrangements begun by Kitty Welch (Mrs. M. C. Hedquist). Ben Peirez spoke for all the exhibitors when he urged better planning for next year's meeting at Cincinnati. A committee of exhibitors was chosen to meet with DAVI's new planning committee.

Of 868 registrants during the first three days 158 were AV directors in school systems, 140 University and college staff, 48 AV building coordinators, 36 superintendents and principals, 48 teachers and the rest widely distributed in subject and administrative interests.

There were 18 registrants specifically in the field of religious education, but two packed sessions, on Sunday afternoon and evening, attested the growing importance of this now officially recognized DAVI Section. "Commercial" registration at the same point was 230.

The exhibit booths (69) were sold out weeks before the show and another 20 could have been disposed of had there been room. All exhibitors made impressive use of their space.

Important revisions in committee

structure were made at the Board meeting prior to the opening of the convention. A Committee on Committees, headed by incoming president Walter S. Bell, overhauled DAVI's list of 47 committees and recommended the continuation in their present form of only four — Archives and History, Buildings and Equipment, Legislative, Research, and Standards (and specifications) for AV Equipment. Two are to merge into a single "Professional and Teacher Education Committee."

Other committees in the main will be absorbed into five "sections" which will henceforth elect their own officers: They are (a) College & University Programs; (b) School Systems Programs; (c) Individual Schools Programs; (d) Religious Education Programs; (e) Armed Forces Programs.

Executive Secretary Anna L. Hyer made a well-visualized report on DAVI's many activities during the year. A "first" at this session was the awarding of meritorious service certificates to 31 veteran members who upon reaching either retirement or age 60 and with not less than 10 years of DAVI membership have made "outstanding contributions to the field of audio-visual education." The following were the initial recipients of this honor: Albright, Roger; Arnsperger, V. C.; Auginbaugh, B. A.; Baumbaugh, Harry E.; Berg, Esther L.; Childs, Henry; Crakes, Charles R.; Crawford, Winifred E.; Davis, Evelyn; Devereaux, Alfred E.; Duffield, Paul E.; Emmert, Wilbur; Garrity, Helen B.; Hamilton, George E.; Hollinger, John; Hochheimer, Rita; Hunt, Emma A.; Krasker, Abraham; Kruse, William F.; LeSourd, Howard M.; Lewin, William; Lindstrom, Chester; Mahan, Bruce E.; McClusky, F. Dean; Olney, Austin L.; Ramsey, Grace; Rising, Justus; Rue, Judith; Shields, Wendell; Smith, M. I.; Trolinger, Celia.



## With the Authors

PHILIP LEWIS is Director of the Bureau of Instruction Materials for the Chicago Board of Education. He has been TV editor of this magazine for over ten years, and has served on the DAVI National Television and Teachers Committees. A former teacher of audiovisual courses, he has acted as consultant to groups and schools, and has conducted and participated in many workshops. Dr. Lewis also designed the Audio-Visual Center at Chicago Teachers College and pioneered the TV setup used there as a model. He is currently authoring a TV Guidebook for the Electronics Industries Association.



WILLIAM C. MILLER is an educational Consultant with the Wayne County Board of Education, specializing in instructional materials. Formerly he was instructor in audiovisual education, and then Assistant Director of the Audio-Visual Materials Consultation Bureau of the College of Education, Wayne State University, Detroit. He has served in official capacity in many local and statewide organizations and has also been a member of the editorial board of *Audio-Visual Instruction*.



MAJOR W. C. WASHCOE is a member of the staff and faculty, U. S. Army Command and General Staff College, Fort Leavenworth, Kansas, where he is Chief of Editing and Publishing Services. He is also in charge of determination of criteria and provision of technical advice on audiovisual applications. A graduate of Penn State, he worked in professional theater before entering the Army. Recently, he was program chairman for the Armed Forces section of the DAVI convention.



DEPARTMENT EDITORS are: AUDIO—Max U. Bildersee, audio education consultant, state department of instruction; AV IN THE CHURCH FIELD—William S. Hockman, Director of Christian Education, First Presbyterian Church, Glens Falls, N. Y.; FILM EVALUATIONS—L. C. Larson and Carolyn Guss, both of the Audio-Visual Center, Indiana University, Bloomington; FILMSTRIPS—Irene F. Cypher, Associate Professor of Education, New York University.



# SUDDENLY they respond...

when you teach with the  
**AO Spencer Opaque Delineascope**

**SO EASY** Teaching and learning are much easier with this unique delineascope. You just flip a switch to project a big, bright picture of your teaching materials exactly the way you want to show them...subjects become dramatically alive...and your class responds as a unit. You teach more effectively because you show what you mean. Learning is more fun this way.

**SHARPEST IMAGE** Coated objective optics cut internal glare and reflection. With the exclusive all-glass reflecting system, this guarantees a sharp, crisp image on the entire screen...edge to edge...corner to corner.

**1,000 WATT INTENSITY** High-powered illumination shows a clear, detailed picture in a semi-darkened room, or even a normally lighted room with shades up. The entire system is cooled by a quiet, motor driven fan... a constant stream of air over projected copy keeps it safe.

**STURDY, PORTABLE** The delineascope is built of rugged, light-weight, lifetime aluminum. Carry it anywhere. Precision mechanical fitting throughout assures permanent optical alignment.

Colorful, instructive 8 page BROCHURE available—Just clip and mail the coupon below for complete details and specifications.

American Optical  
Company

INSTRUMENT DIVISION, BUFFALO 15, NEW YORK

Dept. Q-241

Please send me AO Spencer Delineascope  
Brochure #SB3500.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Let's Get Together on Title III

NAEB is the abbreviation for the National Association of Educational Broadcasters, and NDEA is a symbol for the National Defense Education Act of 1958. The respected Executive Director of NAEB had some very interesting things to say about Title III of NDEA in a recent issue of the NAEB Newsletter. In his memo column to members of NAEB he seemed pretty incensed because he believes the audiovisual people are advocating the purchase of films, filmstrips, and projectors with Title III funds to the exclusion of other media. He tells the radio and television educators they had better get busy to protect their interests.

When you talk with the film people they claim it's the etv boys who are trying to get a corner on all the funds. There are also loud pleas from the science laboratory and language laboratory people that the funds should go mainly for their equipment. The textbook publishers are trying desperately to overcome the impression that textbooks are not altogether excluded and that you can use Title III funds for buying textbooks. The librarians see the NDEA as an opportunity to enlarge the language, science, and math book collections in the libraries.

School administrators' desks are being covered with brochures and advertising circulars telling them what to do about Title III. But it's a rare piece indeed, that makes any reference whatsoever to the intent and purpose of Public Law 864. There *was* fundamental purpose to the Act; and it should not be forgotten that it was intended ". . . to provide substantial assistance . . . to insure trained manpower of sufficient quality and quantity to meet the needs of the United States." With specific reference to Title III, the purpose is stated in the title itself, to provide financial assistance for "strengthening science, mathematics, and modern language instruction."

It seems to us there are grave dangers that in the urgency to develop plans and projects for the expenditure of Title III funds, quantities of things may be bought under pressure without full consideration as to just how these materials and equipment will be used to strengthen the instructional program. We heartily endorse and repeat a conclusion of NAEB's Executive Director that "Neither TV nor films of themselves, in whatever quantity, will *guarantee* better education." The big and the difficult question is, "How will these newer materials and equipment be used, once they have been purchased with Title III funds, to strengthen instruction and to insure that this country will be provided with the trained manpower it needs?" This is the big question that must be answered at local levels and in terms of local needs. If Title III funds are to be spent wisely, the question should be answered *before* materials and equipment are purchased rather than afterward.

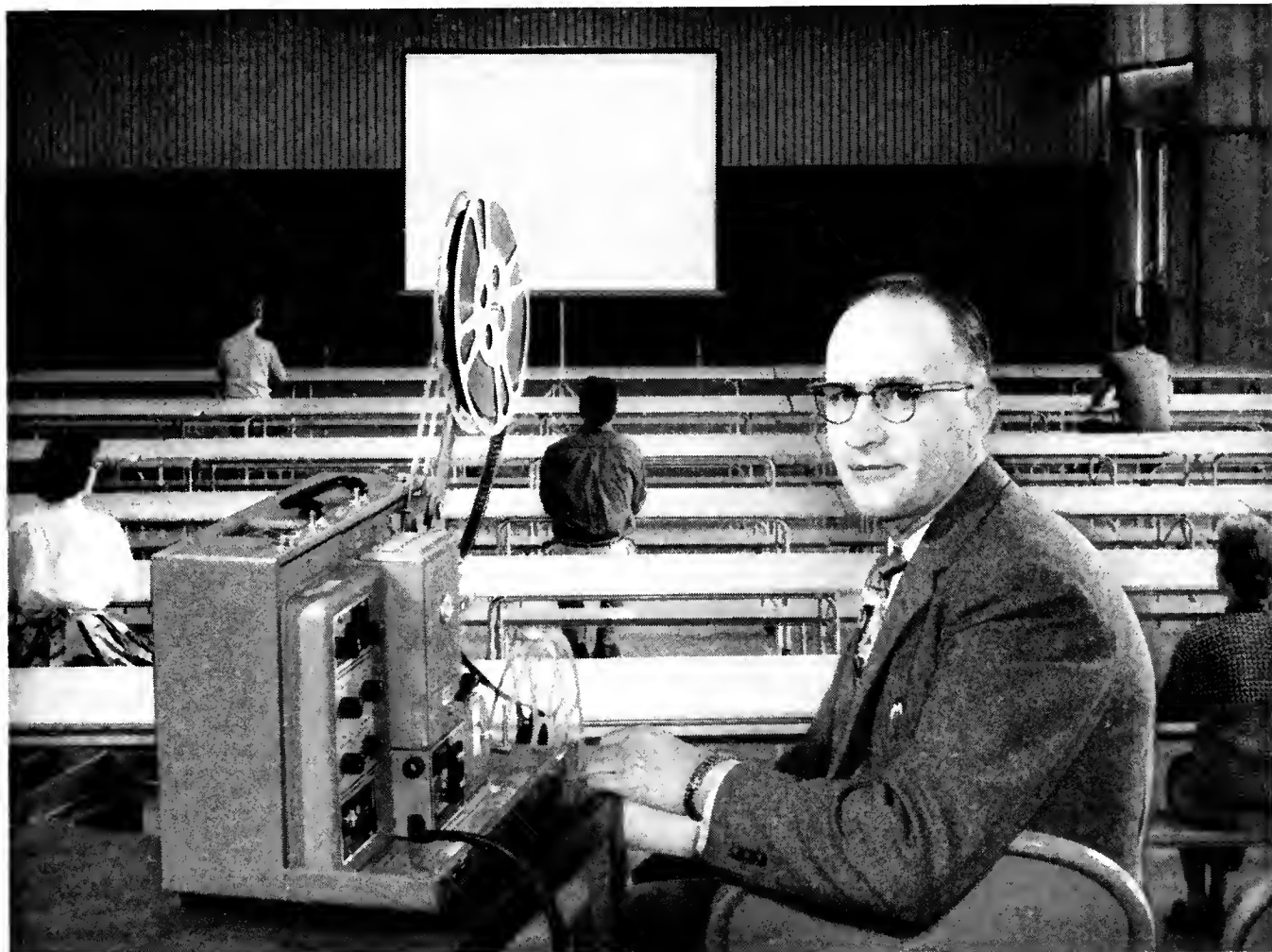
Decisions about steps to be taken to improve the instructional program must be made by those who have the responsibility for the instructional program. In the last analysis it is the Boards of Education that have this responsibility. But they act upon the recommendations of their Superintendents, and a Superintendent's recommendation is soundest when it is based upon the advice and counsel of all of his staff members who are concerned.

Although school audiovisual directors cannot make the final decisions about what will be done with Title III funds, they do have an important role to play. They should work closely with science, math, and foreign language supervisors and consultants, with librarians and textbook consultants, and with radio and television specialists. *All* instructional media encompassed by Title III should be considered and definite agreed-upon plans drawn up to acquire only those materials and equipment that hold most promise for meeting local needs for the improvement of instruction in the specific areas.

The times are too urgent and the educational needs of this country are too great to permit petty bickering among the too enthusiastic advocates of different media of communication. In this modern age, no instructional program can achieve maximum effectiveness without the use of audiovisual media, and spoken and written words, too.

*Paul C. Reed*

At Morris E. Ford Junior High School, Franklin Pierce School District, Parkland, Washington, Mr. C. Bernard Walter, District Audio-Visual Coordinator, says:



**“You can sit anywhere . . . see a clear, sharp picture . . . hear sound distinctly—when the Kodak Pageant Projector is on.”**

“With this projector, students next to the windows can see as clear a picture as those in the darkest corner of the room. And there’s no question about the audibility of the sound anywhere in the room.

“Teachers like the Pageant because it’s so simple to set up and run.

“We administrators like the machine because it doesn’t give us any upkeep worries. We don’t have to keep lubrication records for one thing.” (Pageant projectors are lubricated for life at the factory.)

The extra brilliance you see with a Kodak Pageant 16mm Projector is due to this machine’s Super-40 Shutter, an exclusive feature, which projects 40% more light on the screen than ordinary shutters at sound speed.

Superior sound audibility is a matter of the Pageant’s true-rated amplifier (choice of 8-, 15-, or 25-watt models), plus the unique sound-focusing control, which lets you pinpoint sound clarity.

Ask your Kodak Audio-Visual Dealer to demonstrate. Or get full details by writing for Bulletin V3-22.

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

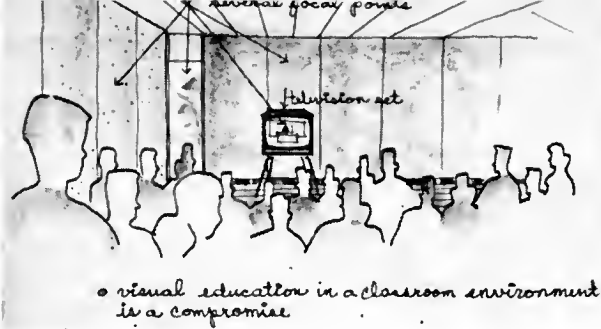


Figure 1. Difficulties in adapting conventional classroom for TV.

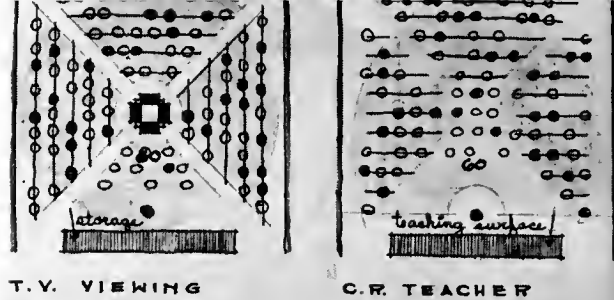


Figure 2. Multiple receiver unit can be raised into ceiling or stored away. Students see only one screen at a time.

# TV's Exciting Development

by Philip Lewis

**A**FTER little more than a decade of discussion, experimentation and field-testing, television has achieved impressive status and almost general recognition as to its inherent values for educational applications. Now a new phase has been entered which promises to both challenge and inspire educators engaged in all aspects of the teaching-learning process.

It must be made clear that television, either closed-circuit or broadcast, is only a vehicle or means of communication with certain peculiar advantages as well as definite limitations. If the educational end-products are to be valuable as a result of using this medium, it will be because the content transmitted electronically has been carefully selected to achieve worthwhile and necessary objectives, and the presentation has been made in a manner utilizing techniques which television can accommodate effectively.

This same principle has been applied without question to textbooks, motion pictures, recordings and other instructional materials in the past. Why then, should not television be accorded this same treatment? It is not an either/or decision between TV and motion pictures, as has been stated by some persons in the field. Neither does, nor should this become an issue of automation in teaching to eliminate the very necessary face-to-face relationships between the instructor and the student. It is unthinkable to replace the chalkboard with the tiny slate, the

modern duplicator with the gelatin tray, or the functional student desk with the archaic wooden bench and table. Technological developments must be adopted and adapted wherever they will facilitate the work of the teacher and better serve the needs of the student.

Experience with televised instruction projects over the country reveals a number of basic problems needing adequate solutions before the full potential of TV is realized. Many of the answers, when they are forthcoming, will benefit the general field of education as well:

1. What should be the place of television in the total framework?
2. What instructional approaches can best be used with TV?
3. What must be done to insure an adequate supply of trained TV teachers? What are the attributes necessary for a television teacher? What preparatory experiences should the classroom teacher have in order to use telecasts effectively?
4. How can the efforts of the TV teacher and the classroom teacher be coordinated for optimum results? What feedback arrangements and cooperative planning patterns should be used?
5. What evaluation instruments need to be devised to measure the overall effects of television teaching — not just achievement alone?
6. At each maturity level how much televised instruction can a student receive and still main-

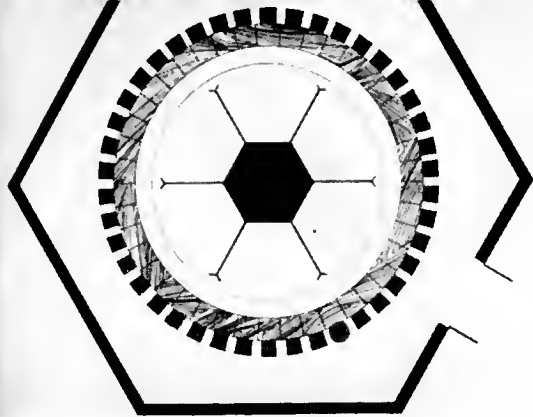


Figure 3. Top view of classroom designed for TV. In the center, a ceiling suspended unit contains eight separate screens.

tain a desirable balance in terms of the total program?

7. What factors should be considered in the design of school buildings to provide adequately for the use of television? What modifications can be made to existing buildings?

8. What can be done to overcome scheduling bottlenecks encountered with televised instruction?

9. What are the economic considerations in the use of television?

10. What equipment developments and other technical advances are needed to permit implementation of educational objectives?

11. What do we really know about the communication process that can be applied to the use of television?

It is not intended to convey the impression that all of the questions listed need not be answered completely before an educational institution participates in the use of the television medium. Actually, only widespread utilization will evolve the answers. It is important, however, to recognize the factors to be dealt with in any project to be activated.

#### Classroom Considerations

A recent canvass of the school building field revealed that comparatively little information has been released dealing with architectural approaches to adapting schools and classrooms to television. One of the exceptions discovered was in the person of John Rowlett, an Oklahoma architect, who has demonstrated both vision and creativeness in his approach. Two major considerations are involved: (1) to arrange classroom viewing situations so that only a single TV screen is visible to a student regardless of the use of multiple sources. (2) rooms are arranged with mobile dividers so that extreme flexibility of arrangement is possible—compartments for small group televising, expanding into large areas for total group classroom instruction. It is well worth the time to review the sketches in Figures 1, 2, 3, 4, 5, and to adapt any of the suggestions that suit the needs of a local school situation.

#### Receiver Possibilities

Currently, most television-equipped classrooms have two separate receivers. It should be quite

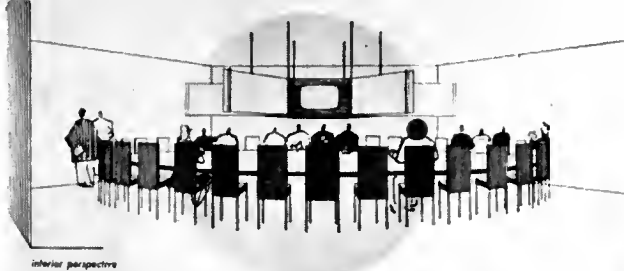


Figure 4. Front view of classroom shown in Figure 3, with six-screen unit.

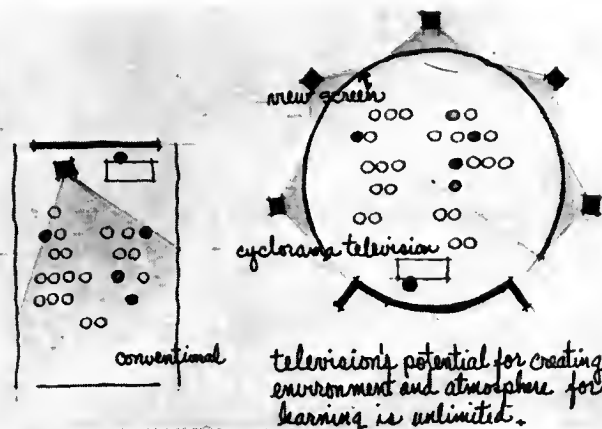


Figure 5. Cyclorama TV, in which the teacher could create any environment by flicking a switch. The TV wall could be a passive aid or the active teaching agent. These sketches are by architect John Rowlett.

practical to design a modular receiver with a central tuner, power supply, etc., into which additional compact viewing screen units could be plugged and arranged 90° or less apart to service almost any situation. This assembly could be ceiling mounted, or placed on a mobile stand. Each screen would be isolated from the next by a narrow, clip-on baffle, and would provide flexibility of class grouping, future expansion possibilities, and simplified servicing requirements.

A provocative "Education for Tomorrow" display arranged by the American Seating Company at a recent A.A.S.A. Convention (Figure 6) suggests some possibilities for installing small TV receiver screens at each student work station in a laboratory. These units would be connected to TV cameras focused on the instructor's demonstration table. With such facilities skill operations could be taught more effectively and without the customary number of repetitive and time-consuming performances on the part of the instructor.

#### Data Remotioning

Electronic transfer of data will become an increasingly important function of television as used in educational institutions. An exciting example of such an installation connects the Alderman Library by coaxial cable to five widely separated buildings on the campus of the University of Virginia. This closed-circuit system makes it possible for an individual to use a spe-



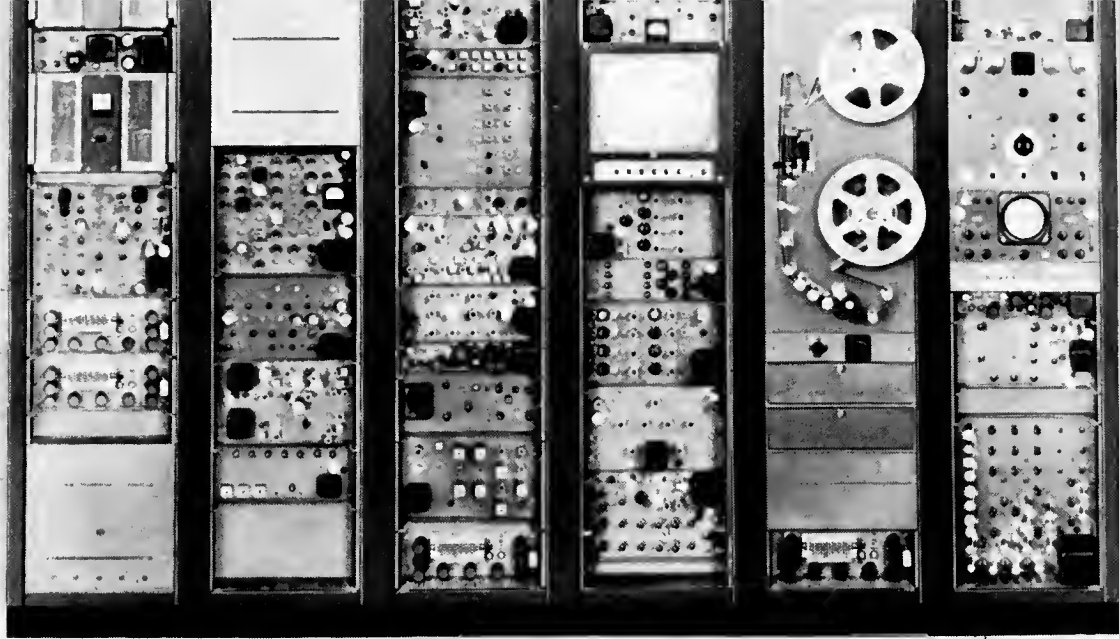
Figure 7. This system (DuKane Co.) incorporates central sound, intercom, fire sensing alarm and other accessories.



Figure 9. Experimental equipment to demonstrate the ability of a single TV channel to telecast two separate programs simultaneously. (Blonder-Tongue Laboratories)



Figure 6. An "education for tomorrow" unit (exhibited by American Seating Co.).



R.C.A. Video tape recorder, which magnetically records in black and white (three racks at right) or in color with the addition of the three racks on the left.

cial telephone to call the Library from a central location in one of the cable-connected buildings. The librarian receives the verbal request for reference information and selects the volume desired from the stacks. The book is placed upon a support attached to an automatic page turner facing a television camera. When the book is in position, the originator of the call is in full charge of the page turner and the TV camera through the use of remote controls, and may pursue his reading from the monitor screen at his building location.

#### *Television and Central Sound*

The DuKane Corporation has released information on their M.C.S. System (Figure 7). This is described as an integrated approach incorporating centralized facilities for a school to provide for the distribution of sound, intercommunication, television, bell signals, fire sensing alarms, and related services. It is interesting to note that television has been included as an integral feature.

#### *Video Tape for \$10,000*

It was mentioned previously that scheduling broadcast TV offerings in a school was one of the major obstacles to their general use. Telecasts now require that all students must be ready to view a program when it is on the air, or when it is placed on the cable from the originating studio in a school. Video tape devices have been heralded as a solution to this problem. Current models, however, while highly successful for commercial applications are still rather expensive for general acceptance for use with educational projects (Figure 8). Recently R.C.A. demonstrated an experimental prototype video tape machine which has been designed to sell for around \$10,000. Although the quality of the recordings will be somewhat below commercial standards, the results should be quite satisfactory for most educational purposes. With such ma-

chines in schools, television in education will take on a flexibility that up to now has been only a dream.

#### *How Many Channels Are Needed?*

Some cities have already activated two educational TV stations in order to provide sufficient programming time for use with schools. Such expanded facilities are only a beginning. It is not yet known how many channels will be needed to allow TV to make its optimum contribution when utilization approaches its peak. Even the persons concerned with the Hagerstown installation (with access to five closed-circuit channels) are considering the possibilities of adding telecasting facilities.

Several suggestions have been advanced to help provide additional channels. These range from the more extensive use of low-power transmitters with limited coverage to the employment of satellite and translator facilities. An unusual approach to the problem has been made by the Blonder-Tongue Laboratories (Figure 9). An experimental electronic arrangement makes it possible to send out two different programs simultaneously over a single transmission channel. It has been suggested that when fully developed, a commercial station could use the "a" section of its channel for regular programming while the "b" section could be used for educational purposes.

#### *The Designs Are Still Being Formed*

The purpose of this presentation is in the nature of an interim report. It is difficult to cover all of the developments occurring within the last year or so in this space—or to even put them into proper perspective. This is the responsibility of the individual. It is important, however, to take note of the trends and to help direct their future course, rather than to wait until the patterns have crystallized without the active participation and guidance of the educator.

# Only One Stop For Instructional Materials

by Paul C. Reed

**T**HE library in Rochester's new East High School will be called a "library." In fact, it will be known as the Albert H. Wilcox Library in memory of the loved and respected scholar and leader who served as the first principal of that school for nearly forty years. However, the main library reading room has been planned in relation to the adjacent rooms so that the whole will serve as an *instructional materials resource center*. It is designed to serve the needs of every Department, and to serve effectively all the teachers and pupils of the school.

In its original report,\* the Audiovisual Committee for the new school conceived of this combination facility as a "one-stop service" for instructional materials. In addition to the traditional library services, the Committee specified the audiovisual functions to be carried on from this central point as follows:

1. To provide teachers with complete information of all ready-made audiovisual materials available to teachers from within and outside the building.

2. To file and loan on request to teachers such school owned audiovisual materials as flat pictures, charts, slides, filmstrips, records.

3. Upon teacher request to obtain from the Central Office and other places outside the building such audiovisual materials as motion pictures, recordings, etc.

4. To make originals and reproductions of chart, map, and photographic materials at the request of teachers.

5. To assist teachers in making all kinds of audiovisual materials needed for instruction—maps, charts, 2x2 transparencies, etc.

6. To provide for maximum mobility of all

audiovisual equipment in the building, its assignment upon demand, and its basic control and maintenance.

7. To assist teachers in the selection and most appropriate use of all audiovisual materials.

As you examine the accompanying floor plan drawing, you will see how well Faragher and Macomber, the architects, have planned the building facilities to serve the clearly stated purposes for which they are intended. Note particularly how they have provided for flexibility, and designed the space to serve not only functionally but to attract both teachers and pupils. Look at these features:

The twenty foot glassed showcase entrance alluringly invites all who pass to come inside to read and study.

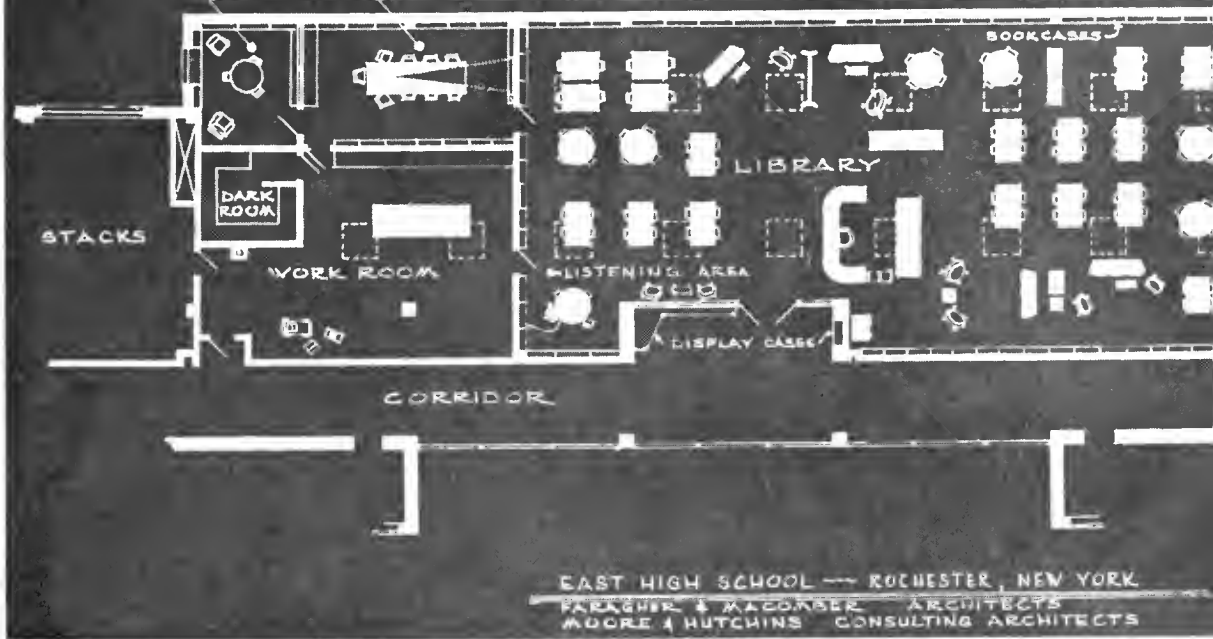
The listening area for record and tape listening can be expanded or contracted to meet needs. There are no special cubicles. Recordings will be heard through earphones from one or several players.



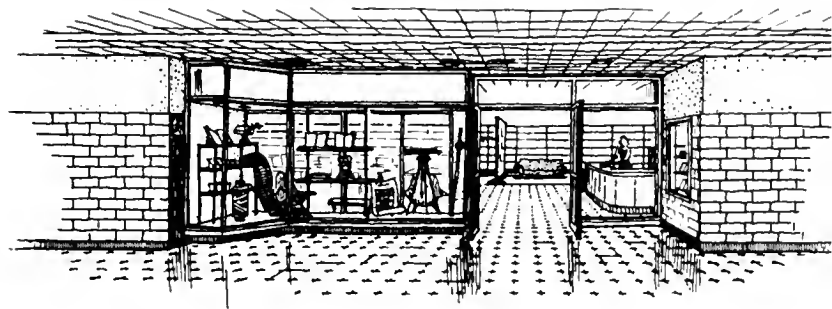
Teachers' Preview and Conference Room

\*Copies of this report are available upon request to Dr. Howard C. Seymour, Superintendent of Schools, 13 S. Fitzhugh Street, Rochester 14, New York.





Floor plan for East High School's instructional materials resource center. Local architects Faragher and Macomber retained Moore and Hutchins of New York City as consultants. At right is a drawing of the library entrance.



LIBRARY ENTRANCE & DISPLAY CASES

Not showing in the drawing, beyond the library room at the extreme right, is a large study-hall classroom. This room can be added to or subtracted from the main reading room by a drapery at the windows between the rooms. The study room itself is divided by a folding partition.

Principal lures for teachers to the instructional materials center are the Teachers Professional Library and the Preview and Conference Room. Individual teachers and groups will use these attractive quarters for instructional planning. Although these rooms may be reached through the Library, it is more likely teachers will use the back door through the workroom. The isolated location of the Teacher Library was planned. Teachers sometimes like to get away from other people!

The workroom is conceived as a place where teachers may work to make their own instructional materials or to have them made. It also serves as a library workroom for book processing. It is spacious with a minimum of built-in shelving and counter space. Tables and files are provided and other equipment will be supplied as specific needs develop.

The photographic dark room is large, with plans available for converting it to two dark-rooms if they are needed.

The area labeled "stacks" is for the storage and distribution of sets of literature and supple-

mentary books used primarily with English and social studies classes.

You may be wondering at this point why there is no apparent provision for the storage of audiovisual equipment. In most av centers there is never enough space for this; and the movement of equipment between the center and classrooms is one of the constant chores for pupils in the projection club. But if you read the first article in this series, the one titled "Each Room an AV Room" on pages 126-7 of the March issue, you will recall that audiovisual equipment is to be supplied in more-than-usual quantities for this school. It is planned that this equipment will not be returned to a central storage point at the end of each day. Only extra and emergency equipment will be at the center; the rest will be assigned to Departments for long term periods, and will be located close to the points where it is used.

In planning for the use of audiovisual materials in East High School, it was recognized that the classroom was the critical point in the instructional program. It is here where teachers bring instructional materials into contact with learners. The classroom must be planned to make it just as easy as possible to use instructional materials once they are brought in. Other facilities must be provided

(Continued on page 249)

*by Major W. C. Washcoe*

# The Versatile Overhead Projector

**T**HE overhead transparency projector is one of the most versatile audiovisual tools available for classroom use. It can be operated by the instructor without assistance as he faces his students, maintaining eye contact, measuring student reaction, and pacing himself accordingly. The transparencies used can be vivid, clear, lifelike, and easy to project, even in a lighted

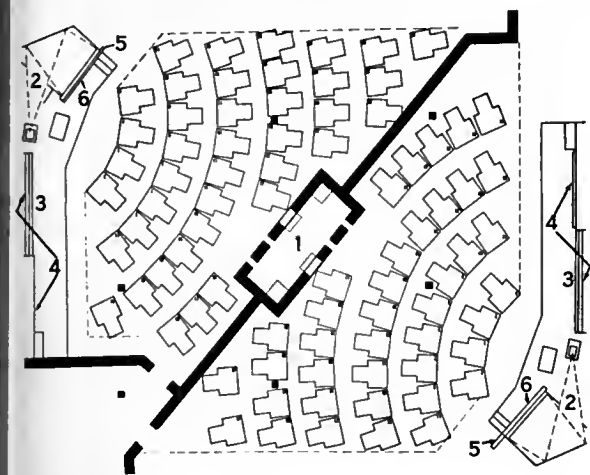
room. Dramatic results can be achieved with minimum effort, and great variety in presentation techniques is possible. Ways of achieving limited animation are available — the simple “strip tease” and “flip-on” methods of progressive disclosure, operable plastic transparencies, Visomatic and Technimation treatments, to name some of them. A china marker and the cellophane roll permit use of the projector much like a chalkboard; pressure sensitive materials, bits of colored plastic, and even liquids may be used. Various easily made, even “homemade,” transparencies give the instructor a wealth of variety in presentation that is limited only by his imagination and by the ingenuity of the visualizers and artists in the audiovisual center that supports him. The transparencies can be used in any order, with the return to a previously used projectible an easy matter. The large aperture permits most efficient use of the available light.

At the U. S. Army Command and General Staff College, the transparency for overhead projection is the most used of some 30 audiovisual materials. The College realizes that the proper use of effective audiovisuals can result in more effective communication and, therefore, more efficient teaching and more rapid learning . . . learning that is retained significantly longer than learning acquired through purely verbal experiences. And when one must teach an ever-increasing amount of material more effectively in a given time frame, one turns to audiovisual aids among these several applications of the overhead projector.

The effectiveness of any projected image depends to a great degree upon adequate image brightness and its visibility to all within the classroom. The screen size is usually determined by the 6W formula which prescribes that the screen width should be one-sixth the distance to the furthest viewer. No viewer should be closer than two screen widths, or at worst, one screen width. Text projected upon this screen requires a letter height of one inch for a 32-foot viewing distance; two inches for 64-foot viewing. This includes a built-in safety factor for poor eyes and use of bold colors. Thus, using a 9½-inch wide transparency, a 5/32-inch high letter on the transparency will guarantee that the text is legible to all, presuming, of course, a clean, open, sans serif, medium condensed letter. If both upper and lower case letters are involved, the 5/32-inch criteria pertains to the lower case letters; if symbols, to the smallest feature to be discriminated.

An ideal situation would utilize a triangular classroom with the screen at the vertex. A rectangular or square room is more often available, and in it the screen normally should be in a front corner. The lower edge of the screen surface must be high enough for all students to have an unobstructed view of the whole screen. Front surface projection, with a standing instructor, provides unusual viewing problems, depending upon the viewing distance, screen size, and degree of keystone elimination required. It can lead to some very high and sharply tilted screens and similarly tilted projectors. Pointers and materials cannot be laid on a sharply tilted projection stage. If it is presumed that the in-

## Muir Hall Classrooms

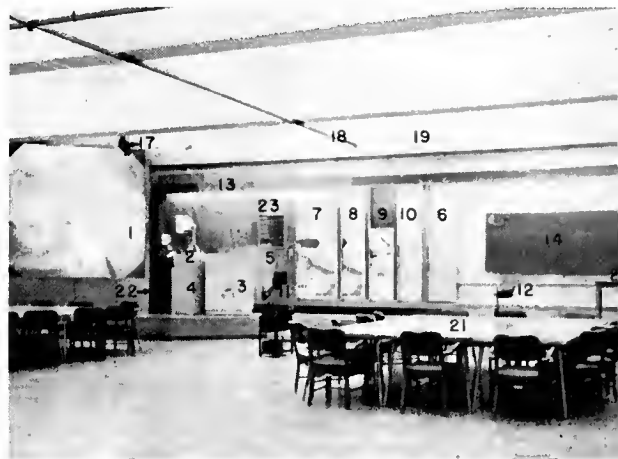


Shown are two triangular rooms, with a projection booth between (1). The rooms feature instructor-operated rear screen overhead transparency projection (2). Students are oriented on the lectern at the apex of a triangle, and are within the 90° included viewing angles of the magnet-responsive chart panels (3), most of the chalkboard (4), and the rear and front screen surfaces. An electrically operated matte surface screen (5) drops in front of the lenticulated wide-angle dark grey Klearcite rear projection screen (6). Both green and projection-white ("magic wall") chalkboard are available, the latter in size 7.5' x 10'. No student is farther from normal projected images than six times the width of the smallest image used on all projection surfaces. Lighting is controllable, "bright" (48 foot-candles), "dim" (6-10 foot-candles), and "off," all from the lectern and podium. Slides and motion pictures can be projected on the walls; display panel attachment clips are provided on the tackboard trim. Overhead "blacklite" fixtures are installed, as are panel lights. Portable extra wide angle overhead transparency projection equipment, commercial opaque projectors, and sound equipment are provided on call.

structor must stand (all USA CGSC instructors stand during formal instruction), a solution to some of these problems is use of a suitably large vertical screen, off to the side of the instructor, using a special instructor-operated rear screen projection system.

The particular system discussed below entails a projection situation in a room with a 12½-foot ceiling beam, a 54-foot viewing distance, necessitating a nine by nine foot screen. The instructor stands on an 18-inch podium, either at a lectern or between the lectern and the screen, facing his class and using the overhead projector so that it produces a clear image without keystone from a perfectly level elevated projection stage. He can move freely about the stage, writing, drawing, using progressive disclosure, and pointing, either on the transparency with a colored transparent plastic pointer,

## A Bell Hall Classroom



The 9 by 9 foot overhead transparency rear projection screen (1) can be operated by the instructor at the projector (2) or behind the lectern (3). The level projector stand (4) matches the lectern. Selectively switched ceiling lights, projectors, etc., can be controlled from the lectern or face of chart panel hideaway (5). An 8 by 10 foot projection white porcelain enamel steel chalkboard (6) is centered on the front wall. Four large chart panels are provided, two (7 and 8) with iron screen over tackboard to permit use of magnetic aids over tacked-up charts, one (9) with inset piece of green steel chalkboard, and one (10) with a second projection white chalkboard. Panels slide to expose any two at a time. From the center aisle a standard overhead projector (11), and from closer in, a wide angle projector (12) can be used for additional images on surfaces which can accommodate simultaneously chalk, charcoal, magnetic aids, and "blacklite" materials. "Blacklite" source is behind panel light cove (13). A large fixed green chalkboard (14) is provided. A movable lectern (15) and instructor's lockable bookcase (16) are at right. Dimmable spotlight (17) is provided in some cases. The room is equipped with curtains on tracks (18). Some light baffles (19-20) are also acoustical. Tables (21-22) are provided as is an assignment board (23).

or at the screen image itself with a longer opaque felt-tipped pointer.

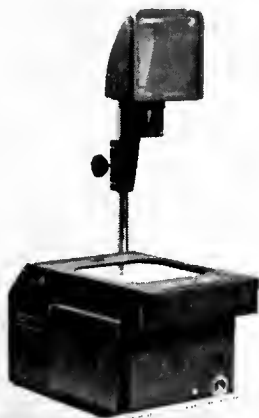
The room has a window wall with audio-visual blinds. The blinds are not as effective as well-installed opaque draw curtains, but they do serve to reduce room ambient light on the screen and other projection surfaces to about one footcandle. This is not dark enough for the best opaque projection, or under-exposed color film, but it is more than adequate for the most colorful diazochrome transparencies when a well designed and efficient overhead projector is used.

The instructor has selective switching control of fluorescent lighting, to give 48 footcandles on the tabletops for detailed reading; a medium level of 25-30 for black and white projection and casual reading; 12-18 for projection of mixed color and black and white line material with



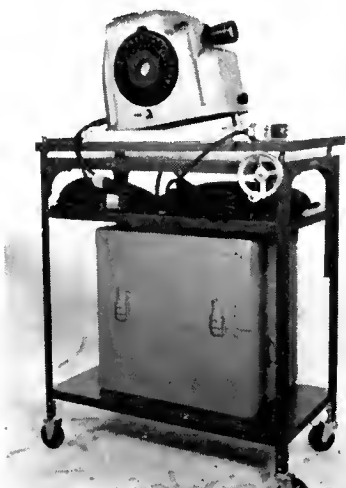
### Projection Furniture Ensemble

A lectern, with tiltable paper tray, shelf, drawer, reading light, and, at upper right, control switches for lights, projector, etc. Matching projector stand, with transparency shelves, adjoins (without touching) it. Pin registration is used on the projection stage. This furniture was designed by the author along with the other items used for the rear screen projection installation.



### Overhead Transparency Projector PH-637A

Standard Signal Corps equipment commonly called the "Vu-graph." This unit is completely instructor operated. A continuous acetate roll is part of the unit and may be rolled across the projection stage. This may be written on with "grease" pencils.



### Remote Control Slide Projector

This automatic projector will project 30 35mm slides from each magazine. All slides used at one time must be bound in identical mounts, so as to prevent irregularities in focus. The unit is initially set up by a trained projectionist, but the instructor has complete operational control. The slides can be set to change automatically at intervals of 6 or 14 seconds, or the instructor can advance each slide by a touch of the hand control. Slide magazine may be moved forward or backward by the remote control. The projector is shown mounted on a mobile projector table.

cursory reading; and, finally, lights out for full color and opaque projection. Naturally less than half the tabletop light falls on the vertical dark grey screen.

The projection system involves a very efficient 750-watt overhead projector with an  $f/3.0$  lens of 18-inch EFL, placed on special furniture to permit a throw via a seven-foot square,  $\frac{1}{4}$ -inch thick, rear surface, plate glass mirror, to a flexible Polacoat lenscreen which permits room occupants within an included angle of 90 degrees to see very well. For a portable installation, a more durable surface, lenticulated Klearcite, WDM, is almost equally good. Money permitting, a rigid screen can be used effectively, and would permit the instructor to point directly at the screen with greater abandon. Similarly, a front surfaced mirror would give a more perfect image, but the material described gives an adequate one. The framing details are simple. A ceiling piece keeps ambient room light from the back of the screen and the grey screen color minimizes the effect of frontal ambient light.

Since the optical axis is slightly inclined upward to the mirror, a downward tilt of the mirror is built into the framing, to prevent key-stoning.

Any efficient projector for transparencies, slides, or film, when once placed on the established optical axis of the system, and given the proper lens-screen-distance relationship, can be used. If several projectors were to be used side by side, a pivoting of the mirror would be required, of course.

Each of the 24 classrooms in Bell Hall, and two in Muir Hall, in addition to the system described, are equipped with one or two projection-white porcelain-on-steel chalkboards used as projection surfaces for remote instructor controlled 16-mm motion pictures, two by two inch (35-mm) slide projection from the rear of the room, and for additional overhead projection from the front of the room. Terrain and charts are projected, and solutions or other data are added by colored chalk or charcoal or blacklite materials as well as by means of magnetic aids. The surface is a fine multipurpose aid to instruction. It can be erased with a combination rubber and suede eraser.

In some cases lenses up to 40-inch EFL are used for long throws over the heads of the students in auditoriums and briefing rooms to accommodate guest speakers who bring transparencies instead of the usual slides.

Two dimmer-controlled projectors, focused to give overlapping images, are used where large-image "fades" and "dissolves" or other special effects are required. Also, two projectors giving side-by-side images, rear or front projection, are used to make comparisons, provide dual images, or where smooth and rapid transitions from image to image are required for high-level presentations.

At USA CGSC specific projectors are used for specific jobs. There is neither time nor personnel available to convert one projector to a multiplicity of uses within the already crowded classroom hour, an hour in which every moment must be used efficiently by the instructor to sell an instructional point . . . to make a learning experience a memorable and effective one.

School children learn about their city's fire department at close range.



## Are Field Trips Worth While?

by William C. Miller

"I'm sold on the values of field trips," the superintendent said, "but I wonder why 80 percent of the school journeys take place in May and June."

Certainly when good weather comes, students and teachers alike yearn for the out-of-doors. Winter weather does limit some types of educational journeys but most field trips can be experienced during any season.

"If field trips are legitimate educational tools," the superintendent continued, "shouldn't visitation be going on throughout the year?"

Such questions are being asked more and more frequently with good reason. Because the field trip method is widely accepted, school journeys are becoming more common. Giving youngsters an opportunity to learn firsthand about their community rates high as a vital method of instruction; but some of the practices which go on under the name of educational field trips need objective examination. Outings which have as their primary purpose rewarding youngsters for good behavior, or trips which are not an integral part of a topic under study in the classroom should be subjected to close examination. School outings and picnics have a socializing function and there are opportunities for learning experiences, but such outings should not be labeled as field trips.

What questions should we ask ourselves to make certain we are utilizing the field trip method to the fullest? Here are some questions

designed to help evaluate field trip practices.

Did the need for this field trip grow out of regular classroom work?

Is a field trip the best method of gaining the needed information? Perhaps a motion picture could present the same information as effectively or resource people could be brought in at a great saving of time and money.)

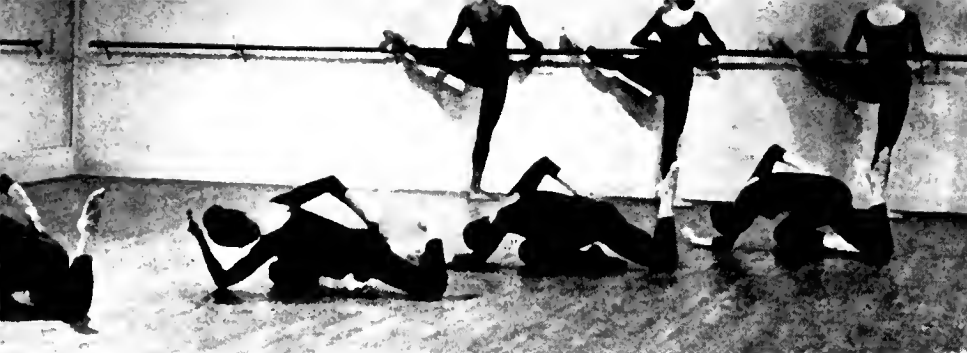
Am I familiar with the place to be visited so that I know what will be seen? (A prior visit will help when it comes time to prepare the group. Contacting the place to be visited and informing them of the particular needs and interests of the group is also time well spent.)

Have I prepared the group for the field trip experience? (The group will profit most if they have specific information to look for and if they have discussed the most effective ways to observe and take notes.)

Was everyone able to see and hear satisfactorily during the field trip? Was time allowed for questions and did the questions reflect an understanding of what was observed?

Were the observations made during the trip discussed upon returning to the classroom and did the group engage in other follow-up activities?

By asking ourselves these questions we can properly evaluate our field trip practices. By having frequent and well-planned field trips, we can provide the best possible educational experiences for our pupils.



"A Dancer's World," winner for Music, Dance and Pantomime. Produced by Nathan Kroll, distributed by Rembrandt Film Library.



"City of Gold," winner for History and Biography. Produced by the National Film Board of Canada.

## American Film Festival Premiere!

**A**PRIL 1-4 saw the inauguration of the American Film Festival, sponsored by the Educational Film Library Association under the direction of Emily S. Jones. More than 40 16mm films, from a field which had been pre-screened to 250, received Blue Ribbons at the Gala Award banquet, where the awards were presented by Dr. Irene Cypher (New York University and *Educational Screen & AUDIOVISUAL Guide*), Mrs. Grace Stevenson (American Library Association), Cecile Starr (*Saturday Review*), Dr. John Bachman (Union Theological Seminary), Howard Thompson (16mm reviewer, *New York Times*) and Darryl Miller (American Medical

Association). These films and filmstrips, listed below, will later be screened at film festivals in Los Angeles, New Brunswick, N. J., Chicago, Muncie, Ind., Minneapolis, and other cities.

Highlighting the Festival was the presence of many leaders of the film field. Also, Martha Graham accepted the award for "A Dancer's World" in person (see opposite page). Additional pleasure for those attending was provided by two programs sponsored by the American Federation of Film Societies: William K. Everson, president of the Theodore Huff Film Society and film historian, presented a series of films dating back to 1896; and Len Lye, prize-

winning film producer, showed several experimental films.

At the EFLA annual meeting, past president Edwin Welke of the University of Minnesota related the history and development of the Festival. Officials and exhibitors for the most part felt that the success of the 1959 American Film Festival should lead to bigger and better things ahead.

## Blue Ribbon Winners

### *Agriculture, Conservation, and Natural Resources*

"Watershed Wildfire," produced by the Motion Picture Service of the U. S. Department of Agriculture.

### *Citizenship and Government*

"Charting A Course," produced by Charles Guggenheim and Associates for the Citizens' Charter Committee of Saint Louis.

### *Economics*

"Beyond the Valley," produced by John Bransby Productions for Esso Standard Oil Company.

### *Education and Child Development*

"Class of '58," produced for *Twentieth Century* on CBS-TV, sponsored by Prudential Insurance Company, distributed by Association Films.

### *Geography and Travel—North and South America*

"Valley of Light: Yosemite," produced by the Ford Motor Company.

### *Geography and Travel—Europe, Asia, and Africa*

"Japan," produced by the International Film Foundation.

### *Guidance and Careers*

"The Human Cell and the Cytotechnologist," produced by Churchill-Wexler Film Productions for the National Committee for Careers in Medical Technology.

### *History and Biography*

"City of Gold," produced by the National Film Board of Canada, distributed by McGraw-Hill.

### *Home Making*

"The Art of Gift Wrapping," produced by Hallmark Cards for Association Films.

### *Instruction in Arts, Crafts, Skills, and Study Techniques*

"Magazines to Transparencies," produced and distributed by the University Broadcasting Services of Florida State University.

### *International Relations*

"The Lady From Philadelphia," produced by Edward R. Murrow and Fred Friendly for CBS, distributed by Contemporary Films.

### *Mental Health*

"Bitter Welcome," produced by Affiliated Film Producers for the Mental Health Departments of Minnesota, Louisiana, and Delaware. Distributed by Mental Health Film Board. \*Sec Cover.

### *Nature and Wildlife*

"A Way of Life," produced and distributed by the Missouri Conservation Commission.

### *Sports, Physical Education, and Recreation*

"The Melbourne Olympic Games," produced by Jam Handy Organization for Coca Cola.

### *Elementary Science*

"Earthquakes and Volcanoes," produced and distributed by Film Associates of California.

### *Science—high school and advanced*

"Rhythmic Motions of Growing Plants," produced and distributed by William Harlow.

### *Sociology, Anthropology, and Intercultural Relations.*

"The Hunters," produced by John Marshall and Robert Gardner for the Peabody Museum of Harvard University. Distributed by Contemporary Films.

### *Architecture and Design*

"Color and Texture and Finish," produced by On Film for the Aluminum Company of America. Distributed by Association Films.

### *Art History and Appreciation*

"The Golden Age of Flemish Painting," produced by Paul Haesaerts, distributed by Rembrandt Films.

### *Music, Dance, and Pantomime*

"A Dancer's World," produced by Nathan Kroll, distributed by Rembrandt Film Library.

*Stories and Legends for Children (tie—duplicate award given)*

"Toccata For Toy Trains," prod. by Charles Eames for George K. Arthur.

"Legend of the Raven," Crawley Films for Esso Standard Oil Company.

### *Religion, Ethics, and Church Work*

"Make It Work," produced by Charter Oak Tele Pictures for the General Conference of 7th Day Adventists.

*Industrial and Technical Processes (Tie—Duplicate awards given)*

"A Mile to El Dorado," produced by MPO Productions for Reynolds Metal Company, distributed by Association Films.

"Refining Nickel From the Sudbury Ores," produced by Film Graphics Inc. for International Nickel Co., distributed by Rothacker Films.

*Sales and Promotion—Agriculture, Construction, and Textiles*

"The Wonderful World of Wash 'N Wear," Jam Handy Organization for the Whirlpool Corporation.

### *Sales and Promotion—Business and Industry*

"Dial the Miles," produced by Frak Willard Productions for Southern Bell Telephone.

### *Institutional Public Relations—Commercial Organizations*

"Fire and the Wheel," produced by Parthenon Pictures for Socony Mobil Oil Co. Distributed by Modern Talking Picture Service.

### *Institutional Public Relations—Non-Profit Organizations*

"The Perkins Story," produced by Campbell Films for Perkins School for the Blind.

### *Sales and Technical Training*

"Blasting Vibrations: Cause and Effect," produced by Farrell & Gage Films for Hercules Powder Company.

### *Personnel Training*

"The Voice of Your Business," produced by John Sutherland Productions for the American Telephone and Telegraph Company.

### *Health for Non-Medical Audiences*

"Varicose Veins," produced by Churchill-Wexler Film Producers for the American Heart Association.

### *Safety and First Aid (Tie—Duplicate Awards given)*

"The Bicyclist," produced by Noriske Film, Jr., of Copenhagen, dist. by Brandon Films.

"Rescue Breathing," produced by American Film Producers.

### *Professional Films for Allied Medical Professions*

"After Mastectomy," produced by Churchill-Wexler Film Producers for the American Cancer Society.

## FILMSTRIPS

### *Filmstrips in Religion, Ethics, and Church Work*

"Call For the Question: The Synagogue In the Community," produced by the Union of American Hebrew Congregations.

### *Social Studies filmstrips*

"The Battle For Liberty," Jam Handy Organization.

*Geography and Travel filmstrips (tie—duplicate awards given)*

"This Is Central America," produced by Filmstrip Distributors for the Los Angeles City Elementary Schools.

"The St. Lawrence Region," produced by the National Film Board of Canada.

### *History filmstrips*

"The Epic of Man," produced by Life Filmstrips.

### *Instruction in Skills and Techniques—filmstrips*

"Perception of Driving Hazards," produced by Roger Wade Productions Inc. for Shell Oil Company.

### *Science filmstrips.*

"The Earth and Its Moons," produced by Films for Education.

### *Art and Literature filmstrips*

"Cendrillon," produced by the National Film Board of Canada, distributed by Stanley Bowmar.

### *Promotion and Public Relations—filmstrips*

"The Most Useful Hand Tool In The World," produced by William P. Gottlieb for Pliercuch Company of America.

### *Training—Sales, Supervisory, and Technical—Filmstrips*

"Twenty Thousand Volts Under The Hood, The Cranking Circuit, and Regulation and The Charging Circuit," produced by Jam Handy Organization for the Delco-Remy Division of General Motors.

Erickson, Carlton W. H.

## ADMINISTERING AUDIO-VISUAL SERVICES

(The Macmillan Co., New York, 1959. 496 pp. \$6.50)

*Reviewed by Paul W. F. Witt,  
Professor of Education, Teachers  
College, Columbia University.*

This book was designed to be used as a textbook in graduate courses preparing audiovisual specialists, as a handbook for audiovisual directors and building coordinators, and as a planning guide

for superintendents, principals, and curriculum leaders. These people should find this book very useful for the author has done a competent professional job of collecting, organizing and presenting a large amount of pertinent practical information within a sound pedagogical framework.

He has drawn on a rich background of personal experience in a variety of educational posts and situations and has utilized selected references and a wealth of information gleaned from recent visits to a number of leading audiovisual centers to offer many useful ideas, illustrative examples, and materials regarding competencies and duties

of audiovisual directors; organizational patterns for audiovisual (and instructional materials) programs; inservice education of teachers; acquisition, care, and maintenance of equipment; evaluation, selection, procurement, distribution and use of materials; development of desirable physical facilities; planning and operation of audiovisual centers; budgeting; and the development of lay understanding and support.

Noting the complexity of the audiovisual director's job, the author describes the director's roles as executive, supervisor, audiovisual specialist, and equipment technician; but he also emphasizes, desirably, that the director is first and foremost a curriculum specialist and that he should function as a member of the curriculum team. In keeping with modern concepts of supervision, the author makes clear that the director's job is to help teachers select and use audiovisual materials "for greater valid achievement." He points out that it is fatal for the director to devote his time and energy to equipment repair and routine duties.

Erickson recognizes that audiovisual programs are not developed "by the numbers," but in terms of clearly defined goals, on the basis of principles, and with reference to local needs and conditions. In his words, "It is the purpose of this book to open up clusters of problems likely to confront the school system audiovisual specialist and to point out fruitful lines of attack on these problems, but it will be the degree to which the director can identify his local problems in terms of clear-cut needs and the degree to which he can set up his own purposes for action that will determine his effectiveness." To perform his duties effectively the audiovisual director needs, according to the author, "... penetrating insight into the processes of teaching and learning . . . broad understanding of the roles that audiovisual materials play in helping teachers, and . . . ability to apply a system of principles in guiding his thinking about the utilization of the materials he will seek to provide."

Effective programs do not just happen, they are the result of leadership, "friendly, understanding, capable, democratic leadership." This book should contribute significantly to the development of leaders in audiovisual instruction who have these attributes. We urgently need them.

# Summertime... when your films are out of circulation

... is the best time for you to have us remove scratches, correct brittleness, repair sprocket holes, remake dried-out splices.

Then, thoroughly reconditioned, your prints will be ready for hard use again in the fall.

*Of course, before proceeding  
we tell you the cost... SEND  
US YOUR PRINTS NOW.*

**DEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.



# One Stop for Materials

(Continued from page 241)

to expedite getting the materials to the classroom.

The sight and sound distributing facilities, discussed in the second of this series of articles published last month, were designed to bring the "intangible" materials into the classrooms — the sounds and visual images. Radio and other sound programs come into the classrooms through a central sound system at the teacher's request and for his instructional use. Through centralized closed circuit television facilities, television programs come into the classroom from remote parts of the building, the community, or the nation. They come as instructional materials to be used by the teacher as he needs them. The sight and sound system serves classroom instructional needs.

Similarly, the instructional materials resources center described here is conceived as a service facility to meet the needs of the classroom instructional program. It will service the "tangible" instructional materials. It will be the center for information about all available materials. It will be a materials storage, ordering, and distribution center where, ideally, teachers may but express the need for specific instructional materials, and those needs will be filled. Ideally, also, the center will serve as a place where teachers may make or have made those graphic and photographic materials that are unique to their needs and must be created to their order. Backing up this school resources center will be the resources of the school system's Department of Instructional Materials serving the needs of all schools.

Quoted on the first page of the Committee's report that set down the basic principles, ideas, and ideals for the audiovisual facilities that have been built into this new school, are these words from the Thirty-first Yearbook, 1953, of the American Association of School Administrators: "The newer conception of materials needed for instruction will affect the design of school buildings."

This happened in Rochester. Certainly the Board of Education, the Superintendent and all of the staff concerned with the new school understand clearly this "newer conception." They understand that if teachers are to do their best teaching, teachers have a right to ready

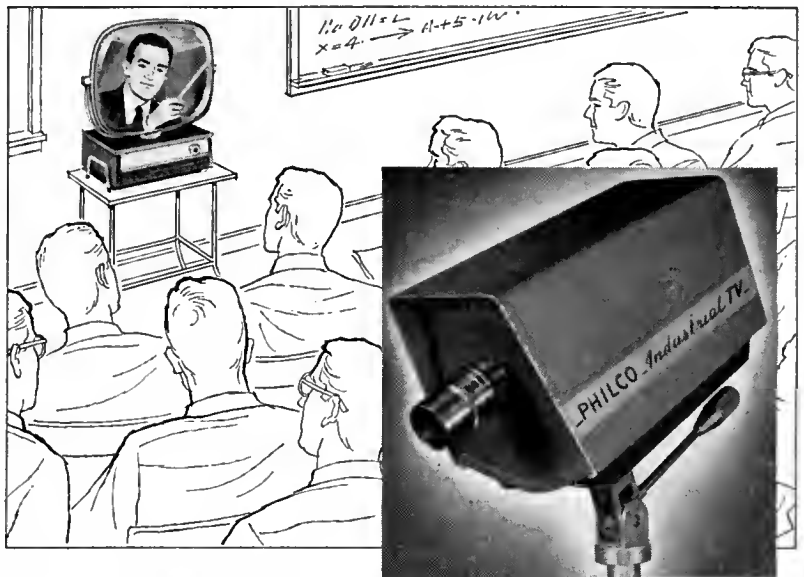
access to whatever instructional materials they need when they need them. Administration has a responsibility to recognize these rights of teachers and to fill these needs. Rochester's Board of administration also recognizes that teachers need and will use all kinds of instructional materials when they are made readily available; and that these materials must be carefully and closely interrelated at the point of use.

The "newer conception of materials needed for instruction" affected the design of East High School. Its form and design evolved from the specific learning and teaching activities that were to be carried

on within the building. The planning of its classrooms and the planning of the facilities to serve those classrooms not only will make it possible for teachers to make use of audiovisual materials, the building itself will urge teachers to use them.

(Editor's Footnotes: There are two of them. The first is a word of appreciation to John Wallour in the Faragher and Macomber office who made all of the illustrations used in this series of three articles. And the second footnote is a very personal one. To understand my real and devoted interest to the plans for this new school, you should know that I was graduated from the old East High School and it was there I was first a teacher! PCR)

## First from PHILCO®...



## New All-Transistor TV Camera for Schools at only \$1445

Here's the camera that makes educational TV practical—dependable and trouble free . . . at a saving of hundreds of dollars.

A lightweight, maintenance-free, foolproof camera that anyone can operate. No matter how large the audience . . . now, everyone can participate in lectures, demonstrations, classroom sessions. Compare the quality of this newest Philco

TV camera with any other. To improve the quality of your audiovisual program . . . at dramatic savings . . . insist upon Philco TV.

Place your order now to assure early delivery. Write for Philco TV Planning Book. Government & Industrial Division, 4702 Wissabickon Ave., Philadelphia 44, Pennsylvania. In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario.

# PHILCO

QUALITY FIRST!

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss



Scene from "Burden of Truth"

## Burden of Truth

(United Steel Workers of America, 1500 Commonwealth Building, Pittsburgh 22, Pennsylvania) 67 minutes, 16mm, sound, b&w, 1957. Apply to distributor for terms governing use. Produced by Allend'or Productions. Teacher's guide available.

### Description

This film focuses on the theme of anti-Negro discriminations and segregation in American life and challenges the viewers to accept the burden of truth. It assembles correlated incidents to represent a pattern that operates in the society and through its characterizations it presents prevailing sentiments and practices along with the usual arguments which are used to justify their existence. Joe Hamilton, a Negro youth, is presented as the central character of the plot and his experiences are dramatized first as a janitor of a saloon in his Southern hometown, then as a working college student in a northern university, and later as an industrial worker in a northern city. *Burden of Truth* deals with Joe's courtship of Ella Mae, his vocational adjustment, and his housing and social adjustment. In each situation the interaction of the people shows varying degrees of acceptance

and rejection toward Joe, and the story points up the dilemma of whether Joe should be accepted as a person, or should be perceived as a Negro symbol which should be rejected and avoided.

The opening scene of the film shows Joe and Ella Mae, his wife, besieged in their newly acquired home in a white neighborhood by the white neighbors who strongly object to having a Negro family in the block. While Joe and Ella Mae prepare to unpack their belongings, a stone is thrown through the window as the angry neighbors mill around outside the house. Ella Mae leaves the room to comfort their baby who is awakened by the confusion. As Joe begins to remove the broken glass near the smashed window, Ella Mae calls, "Joe, be careful." The words "be careful" set Joe to thinking of similar conditions of racial conflict and animosity in his hometown. As he squats in the scattered array of smashed glass, a sequence of scenes flashes back to a saloon in a southern town where Joe is painting a door, and the owner of the tavern tells Joe, "Be careful of that glass," and do not get paint on it.

As he carefully paints the door a little Negro boy who has not learned the doctrine of segregation, runs to a public fountain to drink water but is

halted by his father. Two white men demand that the father spank his son to teach him his place. When the Negro man's excuse for his son is not accepted by his tormentors, in humiliation and resignation the father administers the spanking to the son and only then is he allowed to retreat from the unpleasant situation, followed by the laughter of the amused white men.

Following are scenes which represent the feelings and behavior of southern workers towards Negroes. At the bar a worker reports on his encounter with a union organizer. This scene represents the objection to union organization in that Negroes would work beside whites and that equal pay to all workers would remove the inequalities between the groups. It is further stated that since Negroes need less than whites it would be unfair to allow them to earn white man's pay.

Upon leaving the saloon the two men who expressed a desire for segregation molest a Negro woman who comes along the streets on her way from work. Attracted by her screaming, Joe rushes up to explain her presence, but is brutally beaten for his efforts to interfere. As Joe lies on the ground being kicked and pounded, the film focuses on a view of the mob in front of the house just when a woman tells her neighbor that she is not prejudiced or anything, but "they should stick to their own kind."

The sequence concerning Joe's life at college is developed through the orientation stages with Joe's acquaintance with Jerry, a white school mate, and Ella Mae through their shared interest in baseball. Jerry is characterized as a carefree, nonchalant, easy-going youth who seeks the pleasures of college life while neglecting some of his studies. Joe and Jerry develop a friendship through tutoring sessions in English literature and casual relationships about the campus. Jerry's friends, however, pointedly warn him that "other people will talk" if he associates with a Negro on a level of friendship.

Following the incident with his friends Jerry goes through a period of confusion, but decides that his right to choose his own friends is more important to him than what other people think. To prove that a previous exchange of irritable words was not intended to break up their friendship, Jerry invites Joe to his home for a



A Coronet film  
to orient beginning  
students of Spanish...

## SPANISH: Introducing the language

Vivid scenes of a bullfight... a colorful Hispanic courtyard... a simulated Latin-American auto race—introduce the student to the Spanish-speaking world and provide a new motivation for learning the language. A charming dialogue in a Spanish restaurant in New York shows that Spanish is not just a classroom discipline, but a daily means of communication among people throughout the world. Teachers will find the film extremely helpful to orient new students to the language at all grade levels from elementary through high school. *Running time, 11 minutes. Available in either full, natural color or black-and-white.*

## CORONET FILMS

Coronet Building, Chicago 1, Ill.

Celebrating Twenty Years of Progress Producing the Finest  
in Educational Films

### Three New Coronet Science Films for Grades 4-6:

- Beyond Our Solar System (11 min.)
- Growth of Flowers (New) (11 min.)
- Reptiles and Their Characteristics (11 min.)

### Two New Coronet History Films for Grades 10-12:

- The Calendar: Story of Its Development (11 min.)
- French and Indian War (11 min.)

#### Write for preview:

Preview prints for purchase consideration will be furnished on request without charge, other than return postage. Indicate your selections on the coupon. If you have not yet received your free copy of the 1959-60 catalogue of 859 Coronet films or the special catalogue of Coronet films for science and mathematics, please indicate on the coupon and we shall be pleased to send them to you.

#### Coronet Films

Dept. ES-59

Coronet Building, Chicago 1, Illinois

Please send preview prints checked below for purchase consideration:

- |   |   |
|---|---|
| <input type="checkbox"/> Spanish: Introducing the Language                                  | <input type="checkbox"/> Beyond Our Solar System            |
| <input type="checkbox"/> Growth of Flowers (New)  | <input type="checkbox"/> Reptiles and Their Characteristics |
| <input type="checkbox"/> The Calendar: Story of Its Development                             | <input type="checkbox"/> French and Indian War              |
| <input type="checkbox"/> Please send a free copy of the following:                          |   |
| <input type="checkbox"/> 1959-60 catalogue describing 859 Coronet films                     |   |
| <input type="checkbox"/> Special catalogue describing 270 films for science and mathematics |   |

Name \_\_\_\_\_

School or Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

weekend. Unable to make an acceptably polite refusal, Joe reminds Jerry that he should check with his father to see "if the lease allows it."

In due time Joe and Ella Mae and Jerry and Gloria, his college sweetheart, graduate and become engaged to be married. In the meantime Joe and Ella Mae have problems of adjustment to life as Negroes in a white society. Lloyd, Ella Mae's brother and guardian, welcomes Joe as a suitor because he has dreams of marrying Ella Mae to a teacher or someone "who could care for her and help his people."

The courtship goes smoothly until Joe decides that he does not wish to teach, but would rather seek a position in advertising with a large firm. Lloyd is disappointed and strenuously objects to Joe's idealism and especially disapproves of Joe's taking a job as a restaurant helper while he applies for an advertising position.

During ensuing arguments Lloyd presents his views in the story of his struggle to better himself and his grudging acceptance of the place which society has reserved for him in the mill and in the Negro neighborhood. He refuses to continue to fight to work and live where "he ain't wanted," and demands that Joe give up his fight

and come to the mill with him. Ella Mae, impatient of waiting to be married, finally agrees to Joe's taking the job in the mill as a laborer. Shortly afterward Joe takes a job in the mill and he also takes Ella Mae as his wife.

While in the mill Joe refuses to content himself with his lot and continues his fight for advancement on the job and simultaneously carries on a running fight with Lloyd at home. Lloyd cannot forgive Joe for not being a "teacher or something" respectable. With a baby coming Joe becomes increasingly sullen at home but has his spirits rise when he enters competition for a promotion on the job. Lloyd advises against bidding for the promotion until he is first in line, but Joe tries and wins the job, though his chief competitor is a white man with seniority.

With increased pay in hand, Joe is impatient to buy a house for his family. Jerry, who is now married to Gloria and working in the real estate business, is called upon to make good his promise to sell Joe his first house. Jerry runs into trouble with his father, a constant speech-maker on democratic principles, when he decides to sell Joe a house outside the Negro neighborhood. In questioning his father's hypocrisy Jerry forces his father into advising

him that it is good business strategy to sell to Negroes when the profit is high enough, but not to incur the disfavor of people when no great profit is involved.

Lloyd, jealous and reluctant to part with Ella Mae and the baby, gives voice to excuses to justify his position on race relations: in his argument he predicts trouble and aggressions toward the child and persecutions from the neighbors. He warns Joe against "pushing" lest they take away the few privileges they do have and that "our place is with our own." He angrily and desperately argues, "Do you want your son to grow up and marry a white girl?" Joe maintains that he wishes his son to know that some whites are human, too. At the close of the film Lloyd pointedly asks, "Just how do you tell the good ones?"

The dilemma of Joe and Ella Mae and the fears of the neighbors are not resolved in the film. The audience is invited to discuss the issues.

#### Appraisal

Leaders in the fields of human relations or race relations and teachers of social studies will find this film useful in provoking thought and discussion in their groups. They must be on guard, however, to guide the discussion

# NOW!

AN IMPORTANT  
MOTION PICTURE



## RUSSIAN LIFE TODAY INSIDE THE SOVIET UNION

The modern story of people behind the iron curtain—how they earn their livings, their daily activities, recreation. Presents a revealing and objective study of the average Russian and his place in a communistic society.

This authoritative account was photographed by Fredric Christian and Russ Potter.

Bailey Films edited more than 10,000 feet of uncensored color film to bring you this rare documentary study of Russia today. For junior-senior high school, college and adult uses.

21 MINUTES. COLOR \$195,  
RENT \$10; B & W \$100, RENT \$5

Order your print today!  
Write for free catalog.



**BAILEY FILMS, INC.**

6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.



### "FIBERBILT" CASES "THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this

Trade Mark

Your Assurance  
of Finest Quality"



For 16mm Film —  
400' to 2000' Reels

Sold by All Leading Dealers

into fruitful channels because the film does not point to specific issues for discussion, but rather, points to general problems. The purpose of the film is to bring to light discriminatory practices which work against certain ethnic minority groups. It should be useful in connection with social problems in groups which range from the high school level to college and adult levels. The target audience of the film seems to be general adult groups.

*Burden of Truth*, in using somewhat extreme examples to dramatize its theme, gets its message across. The manner in which the scenes are put together in the southern portrayal, along with their dramatic impact, presents a slightly misrepresentative picture of real, normal conditions. The sequence presents a series of truthful incidents which do happen to many people in time as the normal pattern of life for most individuals in the region. The language of the film speaks with blunt forcefulness in this case.

The characters of the film are consistent throughout as they represent various stereotyped opinion groups when they face problems which produce this American dilemma. Within the conflicts of the drama and the interaction of the personages, keen and subtle nuances of the discriminatory attitudes and practices are brought to light. The film shows the influences of social pressures on both sides of the issues and indicates that the discriminatory practices are based in fear of others more than on personal feelings.

The film is primarily a discussion type film, but it carries a message to Americans who have not examined their positions carefully and accept the pattern of discriminations against various minorities as a part of the nature of things. It bluntly presents the situation of the Negroes who accept discriminatory treatment because of their fear of conflict and the loss of the "little they have" as contrasted with those who pioneer in seeking equal opportunity to live and work as Americans.

— William Wheeler

## Communication in the Modern World

(Coronet Instructional Films, Coronet Building, Chicago 1, Illinois) 11 minutes, 16mm, sound, color or black and white, 1959. \$110 or \$60. Teacher's guide available.

Description

*Communication in the Modern World* is the story of how ideas and feelings are communicated from one

**Our thanks —**

**Just a year ago we announced  
our first film.**

In twelve months, by being willing to look at the product of a new company, you have established us on a firm basis. We promise to continue to put quality first in our work for you.

**Graver-Jennings Productions, Inc.**  
P. O. Box 303, Monterey, California

(If you have not received notices of our newest releases, write us.)

person to another through a variety of media.

The narrator explains that there are two forms of communication, sight and sound. Examples of these two types are presented, such as gestures, smoke signals, traffic lights, policeman's whistle, jungle drums, and the telephone. Motion pictures and television evidence a combination of the two.

As the viewer is introduced to a great number of mass communication channels, which include the modern printing press, two-way radio, telegraphy, postal service, and phonograph recordings, the importance of these many media to eliminating the barriers of time and distance is emphasized.

How important is communication to transportation, business, and everyday living? These questions are answered visually in quick order. The railroad of today must depend upon cross-country communication in order to know adverse routing conditions and crossing signals are a must for the safety of the motorist. The airplane pilot depends upon the radio for landing instructions, weather reports, and emergency pleas. Radar assists not only in commercial airplane travel but in water travel as well. The business man could not operate as extensively as he does without the assistance of an efficient communication system. He uses the telephone to talk to all parts of the country quickly, the postal and telegraph service to receive orders and transact business agreements, and the newspaper advertisement to promote his wares and services. Everyday activities are influenced by the daily mail delivery, traffic lights, radio, television, and the telephone.

Government agencies depend upon communication services in protecting the community—the policeman responds quickly to radio appeals and the fireman is notified instantly of fire by telephone or firebox. Television serves the government by keeping the people informed on vital issues as an enlightened public votes more intelligently. The continents of the world

are linked together by underwater telephone cables and radio signals span the earth. As a result, nations are brought closer together as is symbolized by the work of the United Nations.

The instructional film has brought the world to the classroom and the mass production of inexpensive books has shared the ideas of the great men of the past and present with every reader.

As the narration indicates, "Good communication is essential to help people exchange ideas and feelings more effectively."

#### Appraisal

The evaluating committee feels that *Communication in the Modern World* is especially useful as an introductory film for a unit on communication in the intermediate and junior high grades. As a broad overview of the great variety of communication channels in use, it serves the necessary role of introducing the student to the urgency of having rapid, effective communication and to the number of ways one communicates. Although the film does not delve deeply into any particular communication process, it does demonstrate the recurring need for such basic communicative tools as the telephone, radio, postal service, television, and the printing press. It also serves as a springboard for discussion in a variety of areas.

— O. E. Bissmeyer, Jr.

### Navajo—A People Between Two Worlds

(Francis Raymond Line, 5475 Eagle Rock View, Los Angeles 41, California) 18 minutes, 16mm, sound, color, 1959. \$150.

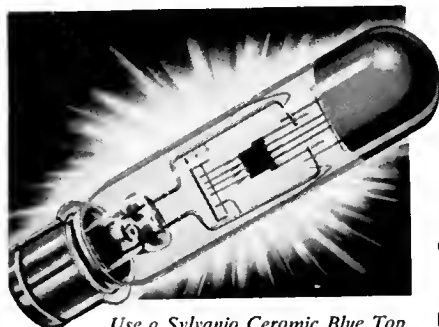
#### Description

This film, apparently narrated by an educated Navajo woman, describes the conflicts experienced by her people in facing the demands of a white-dominated society. Until now, day-to-day existence of the Navajo has centered around sheep-raising and, for the few fortunate enough to have irrigated land, a few acres of corn. Daily needs were simple and for the most part were met by the fruits of their own labor and ingenuity. At the trading post the Navajo bartered wool, hides, and jewels for the few items they were unable to make themselves. Life centered almost completely around the hogan, constructed of adobe and brush, wherein lived parents, children, grandparents, aunts, uncles and cousins.

Geographically the Navajo have

# SYLVANIA CERAMIC BLUE TOP

PROJECTION LAMPS... for all makes... all types... in all sizes



Use a Sylvania Ceramic Blue Top in your projector... your slides and movies deserve the best!

New Sylvania Ceramic Blue Tops are available in all standard sizes for any projector... to fill your exact requirements for clear, brilliant projection.

**Blue Tops offer these superior qualities:**

**Brighter**... Ceramic Blue Tops won't scratch, chip or peel like ordinary painted tops... machine-made filaments assure pictures bright as life.

**Cooler**... Ceramic Blue Top is bonded to the glass for improved heat dissipation... cooler operation assures longer lamp life.

**Longer Lasting**... Exclusive Sylvania shock-absorber construction protects filaments from vibration damage.

SYLVANIA LIGHTING PRODUCTS  
Division of Sylvania Electric Products Inc.  
1740 Broadway, New York 19, N. Y.

**SYLVANIA**  
Subsidiary of  
GENERAL TELEPHONE & ELECTRONICS

world leader in photographic lighting

been at a distinct disadvantage. Deeply rutted dirt roads over their 15,000,000 acres provide little access to doctors, schools, and civilization in general. Located for the most part in north-eastern Arizona, the high desert land of the Navajo is hot in summer and cold in winter. The thin layer of top soil is eroded by flash floods resulting from the infrequent but heavy rains. Now numbering about 80,000, the Navajo must find ways other than sheep-herding to support their rapidly growing population. Therefore, they welcome governmental and private development of petroleum, natural gas, and uranium resources discovered in and around their land. Here are opportunities for employment. But if the Navajo is to work for the white man in industry, he must be equipped by proper training. Indeed, he must understand not only the white man's language and skills but his ways of living as well. All this means that the Navajo must leave his traditional pattern of maturation in the hogan and attend government and other schools now being established.

Thus, the Navajo are indeed a people "between two worlds" and their situation is documented in the experiences of a boy who attends for the first time a government day school. True, he finds there remnants of the old way; his class makes a pet of a lamb. But there are also many new ways, new songs, new foods, and new health habits to be learned—all in face of his return each night to the

dirty, isolated hogan and to sheep-herding. Perhaps the parents experience even greater conflict, especially those who allow their children to spend nine months in a boarding school. On their return to the hogan in the summer these youngsters are sure to be dissatisfied; yet they must not be denied the preparation essential for facing the problems already upon them. In the final analysis these Navajo have the same potential and same rights as other Americans, despite the marked differences in cultural and racial backgrounds suggested in the closing sequence of the film.

#### Appraisal

Dealing with the problems of a minority group attempting to retain its identity in the face of assimilation, *The Navajo—A People Between Two Worlds* differs from most films on Indian life with their sometimes-exaggerated portrayal of war dances and ceremonials. Camera work for the most part is in line with the documentary purpose of the film; only the closing sequence is somewhat posed and overdone. While the narrative is hardly dramatic enough to do justice to the importance of the problem under study, the film as a whole is interestingly and convincingly done. Try-outs with a number of junior high school pupils convinced the committee that the film may make its greatest contribution at the senior high and college levels in courses with anthropological and sociological emphases.

— Jack Cousins

# AV IN THE CHURCH FIELD

by William S. Hockman

## Mid-East Film

Julien Bryan and his capable collaborators have produced an excellent film on the Middle East. This 25-minute color film begins with an animated sequence touching the art and history of this region; continues with documentary shots of social and economic conditions and their feudal settings; moves on to such themes as poverty, nationalism, urban progress, education, transportation, and commerce. Here is a film to inform the adult minds of church, college, and university people. It ought to motivate study, and it will enhance appreciation of Mid-East problems and possibilities. Recommended. From International Film Foundation, Inc., 1 East 42nd Street, N. Y. 17.

## The Third Moses

On the occasion of the 100th anniversary of Moses Mendelssohn's birth the elders of the city of Dessau in Germany, together with the leaders of the Synagogue, gathered to unveil a monument erected in his memory. "No son of Israel had ever been so honored in Germany. In all that he had done, Mendelssohn combined a great love for Judaism and a deep appreciation for the positive values of world culture."

"He loved all men — the Jew, whom he tried to show the way to modern life and thought, and the Christian, whose attitude he helped to broaden to include Jewish people as equals."

Thus we have two good reasons why the young people of synagogue and church school should become acquainted with this truly great man. Let us, who profess to believe in this kind of greatness and nobility, tell his story, show the light of love that lighted his life. As I write this, "Brotherhood Week" is being observed: would that in churches we could tell of such men; that in synagogues the story of comparable Christians was being told. This, indeed, would spread knowledge, the very soil needed to grow a crop of appreciation and understanding.

Yes, there is a third reason for using this 43-frame, color and sound filmstrip, selling for \$10.00 complete, and available from the UAHC, 838 Fifth Ave., New York 21. This filmstrip has

excellent technical qualities. The art is good all the way. The commentary is notable for its concise inclusiveness. As a dividend to all, this, the user's guide carries reproductions of the frames of the filmstrip. This facilitates study, and preparation. Highly recommended for church and synagogue AV libraries.

## Completes Prophet Series

By the recent release of four new titles, Cathedral Films, Inc., has completed its O.T. Prophets series. The titles are: *Jeremiah — The Reluctant Rebel* (54 frames); *Ezekiel — Man of Visions* (60 frames); *The Prophet-Poet of the Exile* (52 frames); *In The Fullness of Time* (42 frames).

The last is a summation of the work of the prophets and tells how they prepared the way and predicted the coming of the Messiah. The others we hear these Spokesmen for God thundering calls to justice, to repentance, and speaking softly of love, courage, mercy and the showing of kindness. The narrations are paired on two LP records, and the price is \$27.00 for the set. The art is good all the way, and the script and instructional notes make the guides especially useful. The target audience is young people and up. It is especially commended to teachers of religion in colleges and seminaries — to supplement lectures and study, not supplant them.

## The New Neighbor

I can love any neighbor that's far enough away. It's the one next door, or across the street, that puts me to the test. Besides, it's the ones that are different — in clothes, in customs, in language, in background, and in color that makes it hard. These thoughts will go through your mind, and all others who see the 80-frame color photograph filmstrip, *How Do You Love Your Neighbor?* It shows how some neighbors, children and adults, pulled a couple of boners when the refugee Radiches moved onto their street.

Recommended for use with Juniors and up; and especially good for camps, vacation schools, week-day and Sunday schools. Two-version script; from Christian Education Press, 1505 Race Street, Philadelphia 2, Pa.

## Without God

In his memorable, "The Man Without A Country," Hale tells us of the plight of Philip Nolan who resolved to live his life without a country. If I wanted to get a group of men and women or young people into a lively discussion of the general plight of any man without God I think I would most certainly use the filmstrip version of Hale's story — done up for us by Films For Education, 1066 Chapel Street, New Haven, Conn., and priced at \$15.00 for strip, record, and guide. This 20-minute color filmstrip has good content and art qualities. Users with and without imagination can find many uses for this filmstrip. Highly recommended.

## Four Presidents and The Bible

The other night my wife and I previewed a new series of four filmstrips. It was the series which the American Bible Society has just released, "The Bible and The Presidents." We liked them. We found ourselves entertained, informed, and inspired. If our reaction is anywhere near typical, this series will attain considerable popularity.

The research has been painstaking, and the writing careful. The commentary has been skillfully and effectively recorded on the four sides of two records. The running time is about 18 minutes each. Printed on the borders of the scripts are the frames from the filmstrip, making study easier. The art work is good throughout the series, and especially effective in *We Hold These Truths* (Jefferson) and in *A Man and His Book* (Lincoln). The other titles are *Inspiration To Greatness* (Washington) and *Doer of the Word* (Theodore Roosevelt).

Here is an excellent series for use in all kinds of youth camps, conferences, and retreats; in youth fellowships; in the Scouting program, and in jamborees. Because of the technical qualities achieved in them by their producer, Cathedral Films, Inc., we heartily recommend them. They are available from the American Bible Society, 440 Fourth Ave., New York 16, N. Y., and the price is \$25.00.

## Useful Handbook

While definitely oriented toward the school, at all levels, Philip Mannino's handbook, "A.B.C. Of Audio-Visual Equipment and School Projectionist Manual," in its second revised edition, will be more than worth \$1.50 to AV coordinators and committees in the local church. It contains 80 pages of sensible guidance on many facets of equipment construction, use and maintenance, many informing illustrations, and a score or more of good and useful tables and checklists.

This reviewer was amused a bit to note that the school field seems still to use the terms "silent slidefilms" and "sound slidefilms." Long ago the church field discarded these clumsy and non-descriptive terms in favor of filmstrip and sound filmstrip. A film can't be a slide, and a slide can't be a film, and, slides don't "film," and films don't slide! In due time, we predict, these odd-beat terms for filmstrip will be abandoned by the equipment and filmstrip producers who have persisted in their perpetuation. Along in 1946 some 19 terms were in use for "filmstrip." It's real progress to get down to four! Order this bargain-book from M. O. Publishers, Box 406, University Park, Penn.

## Quintet of Filmstrips

During the shooting of the 1959 Easter motion picture, *The Power of The Resurrection*, by Family Films, Inc., its subsidiary Family Filmstrips, Inc., availed itself of the opportunity to shoot stills from a series of five color filmstrips of such lavish beauty as to delight all those who prefer and enjoy this type of filmstrip art.

The titles are: *Peter's Failure*, 45 frames; *Peter's Victory*, 32 frames; *Cup of Sorrow*, 31 frames; and, *Day of Gladness*, 34 frames. The first depicts Peter's denial; the second his recovery of courage after the Resurrection; the third begins with the Last Supper, continues through the trial before Caiaphas, and the crucifixion. The fourth shows the burial, the earthquake, the visit of the women, the appearances in Galilee and the promise of the Holy Spirit.

The fifth, *You Shall Receive Power*, 30 frames, is designed more for devotional use and shows the power of the risen Lord over his followers. This, and the first four, are for use with Junior Hi and up. There is a helpful guide for the user and the commentaries have been recorded. Recommended. The first two, as a pair, are priced at \$16.50, The second two, as a pair, also sell for \$16.50, while the



# Family Filmstrips

The use of

in your VACATION BIBLE SCHOOL will assure

Better lessons

Better listeners

Better learners

Little children (Kindergarten-Beginner) will learn more with these filmstrips made especially for them.

"Stories About Jesus"  
 "Stories About The Seasons"  
 "Stories About Home and Family"

Delightfully told with beautiful art drawings and original music, and packaged in kits of four filmstrips and records at \$19.50.



AND "Daily Christian Living" filmstrips for older children (Primary-Junior) feature built-in teaching helps which will encourage children to participate and find Christian answers to problems of dishonesty, selfishness, cheating, etc. Beautiful full-color photographs of real boys and girls further enhance this series of 8 related filmstrips. Packaged in kits of four, with records, at \$25.50.

One enthusiastic minister says:

*"Sixty Junior boys and girls in our Vacation Bible School watched the filmstrips with eager interest, and showed ability to retain the story and teaching a week later when we reviewed each program. I congratulate Family Filmstrips on this excellent teaching medium."*

Yes, for better lessons—listeners—and learners use

## Family Filmstrips

**FAMILY FILMSTRIPS**  
 5823 Santa Monica Blvd.  
 Hollywood 38, California  
 Please send me FREE catalog  
 and name of nearest dealer.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY & STATE \_\_\_\_\_

last, complete, is priced at \$10.00. From your A-V dealer.

## Guest Review

**Rev. David Blackshear, Pastor First Presbyterian Church, Hudson Falls, N. Y., reviews the 43-frame color and art filmstrip, *The Beginnings of The Bible*, by SVE**

This SVE filmstrip brings us an intelligently conceived and well produced "starter" for discussion or study of the Bible for laymen. It raises a number of basic questions about our Scripture, its inception, transmission both oral and written, and about its preservation. Particular reference is made to the Mosaic books, and prophecy of Jeremiah, with brief quotations from the Psalms and Micah.

The presentation of the origins of Scripture in the normal experience of people, and the preservation through oral and written media, is clear and convincing. In carrying out its main purpose — deepening our understanding of the Bible as literature through a description of the process involved in its transmission—this filmstrip makes a much-needed and often neglected emphasis.

It is quite possible, however, that the viewer might come away with the impression that the Bible is a book which records simply man's thought about God. God's part in creating Scripture is never answered at any deeper level than a simple statement that He 'spoke' or He 'commanded.' This may leave some dissatisfied even in a filmstrip emphasizing literature. God's part in this communication needs more emphasis.

The section about the forms of transmission — clay tablets, papyri, ostraca, etc. — is quite helpful. The illustrations are particularly clear, the essentials being highlighted and the background subdued and limited to the minimum. This quality prevails throughout the filmstrip, and the commentary is thereby enhanced.

Used as an isolated presentation, this filmstrip may leave the audience dissatisfied because it covers such a small area of the whole matter of the Bible as literature. Yet, this is as it should be. It is designed as an introductory part of a series, and is certainly accomplishes the objective of stimulating interest in a study of how the Bible rose out of the vital and vigorous experiences of the people of God.

# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.



**The Vikings** — In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson in Mythology** — Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$6.00. With guide, \$6.30.

**Knights of the Round Table** — A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**Romeo and Juliet** — Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Richard III** — Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**The Glass Slipper** — The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50.

**Alexander the Great** — Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe** — In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus** — Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$3.50.

**Hansel and Gretel** — In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kinemins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth** — In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Ulysses** — In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**

10 Brainerd Road, Summit, New Jersey



# AUDIO

by Max U. Bildersee

The record industry continues to supply some unusual materials which schools can use profitably in instruction. And schools continue to expand the use of such materials to add to the variety of experiences offered to students everywhere.

*Audio Education Inc.* (American Book Company, 55 Fifth Avenue, New York) brings a starter record in music education which will interest many kindergarten teachers. "MUSIC FOR YOUNG AMERICANS — KINDERGARTEN" is designed to accompany the ABC textbook of the same title.

The recording brings more than fifty songs and song stories to the class room. The general areas covered, with some sample titles, are: "Home (My Tree House)," "School (Counting Song)," "Community (The Postman)," "Songs for Rhythm Band," "Transportation (Tugboats)," "Our World (Thunder)," "Song Stories (Old MacDonald's Farm)," "Action Songs (Robot)," "Animals, Birds, Fish (Little Redbird)," "Songs for Special Days (Our Flag)," and "Songs for Creative Movement (Galloping)." The selection and the performance are both worthy of commendation, for the voices of Helen Riddle and Paul Ukena are pleasing and unaffected, and the material is deliberately chosen to meet the needs of many different children and groups of children — and teachers.

This is intended for and can be used with the youngest beginning school students to introduce a variety of musical information, and to elicit wholesome response in participation. These are not materials just for listening, but rather require that the listening children join actively.

★

Moving up the ladder in music appreciation a most unusual album is offered as the sole production of the Music Education Record Corporation (Box 445, Englewood, N. J.).

This five record series of musical presentations involves the entire orchestra in several ways. To begin with, the families of instruments are presented. The strings, woodwinds, brass and percussion instruments are each heard in solo presentation in the hands of masters. Each instrument is demonstrated and its contribution to the orchestra is summarized.

The solo artists are first-chair men of such exceptional musical organiza-

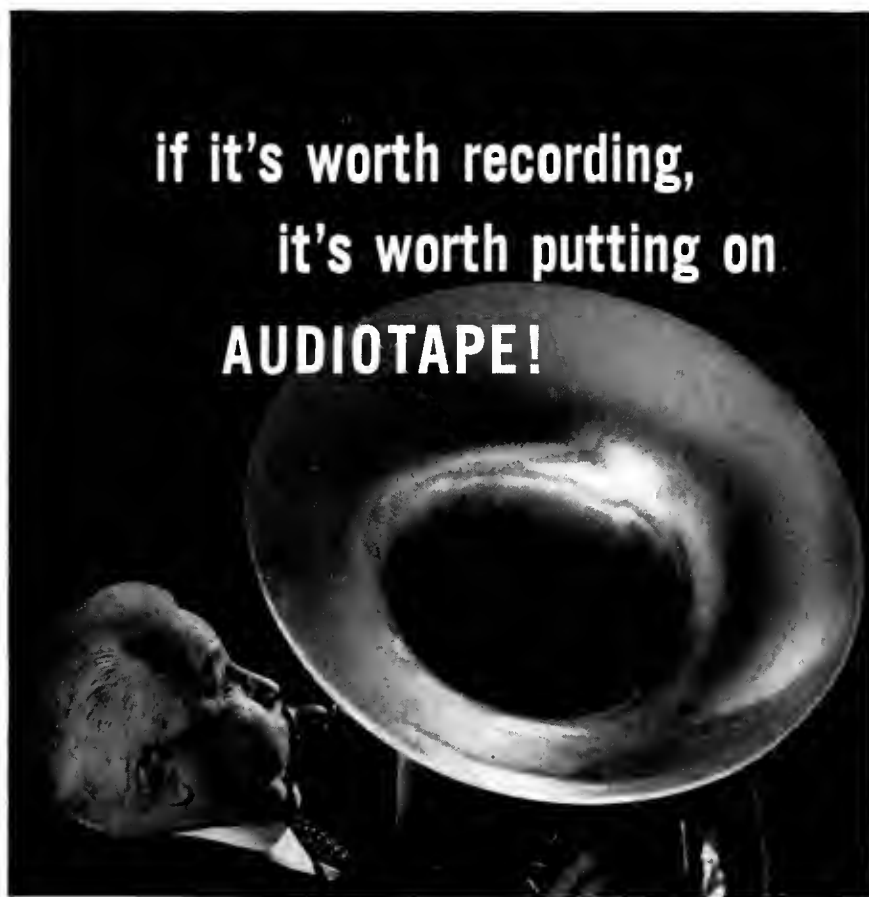
tions as the New York Philharmonic-Symphony, the Metropolitan Orchestra, and the former NBC Symphony of the Air.

The instruments are also presented in solo excerpts from compositions by such composers as Bach, Wagner, Berlioz, Verdi, Brahms, Rossini, Debussy, Mozart, Enesco, Mahler, Liszt and Grieg to name but a portion. In addition the "Wedding March; Coq D'Or" by Rimsky-Korsakov and Wag-

ner's "Prelude to the Third Act of Lohengrin" are performed by the orchestra.

The album features reliable historical data concerning the instruments, exceptional musicianship and sound instructional planning. This novel and useful lecture-demonstration album is intended for older, more mature listeners than is the first record reported. It does not rely on sugar-coating, whimsy or fantasy. The information is presented in straight-forward fashion. The casual listener will soon be lost.

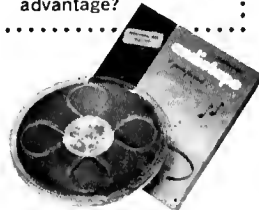
The recordings are conducted by Wheeler Beckett, who has long been associated with fine music and with music education for young people. He has conducted the San Francisco Symphony Orchestra in its justly famous



if it's worth recording,  
it's worth putting on  
**AUDIOTAPE!**

A tape recording is no better than the tape used to make it. You can't get first-class sound from second-class tape. When you buy Audiotape, you know you're getting the truly professional quality recording tape . . . no matter which of the eight types you choose. Remember, there's only *one* Audiotape *quality*—the finest obtainable anywhere. And this single quality standard is consistent within each reel, uniform from reel to reel, type to type. It's your assurance of getting *all* the sounds—from the tuba's lows to the highest highs.

Federal audio-visual funds are provided by Public Law 864! Is your school taking advantage?



Manufactured by AUDIO DEVICES, INC.  
444 Madison Ave., New York 22, New York  
Offices in Hollywood & Chicago

**audiotape**  
TRADE MARK



The internationally celebrated conductor WILFRID PELLETIER, co-founder of the MONTREAL SYMPHONY and director of its "Youth Concerts," rehearses the orchestra with his NORELCO tape recorder close at hand. For many seasons, MR. PELLETIER was the congenial conductor of the N. Y. PHILHARMONIC "Young People's Concerts," the METROPOLITAN OPERA and the METROPOLITAN OPERA AUDITIONS OF THE AIR. A familiar figure in the field of music education, he established, and continues to serve, as director of the CONSERVATOIRE de MUSIQUE et d'ART DRAMATIQUE of the Province of Quebec. According to the Maestro, "When it comes to teaching music, words alone are never enough. Successful communication between teacher and student depends, in large measure, upon the student's ability to accurately hear his own efforts. I have found that the superb "mirror image" provided by my NORELCO 'Continental' Tape Recorder is my guarantee of optimum communication, and thereby the student's guarantee of progress." The NORELCO 'Continental' is a product of North American Philips Co., Inc., High Fidelity Products Division, Dept. 1S5, 230, Duffy Avenue, Hicksville, L. I., N. Y.

## FILM SERVICES TO PRODUCERS OF 16MM MOTION PICTURES AND FILMSTRIPS

### Sound Recording

Magnetic Transfer  
Editing and Notching  
Titles and Animation  
Colburn Color Positives  
Magna-Striping

Filmstrip Animation  
Slide Duplicating



**GEO. W. COLBURN  
LABORATORY  
INCORPORATED**

164 No. Wacker Drive, Chicago 6  
Telephone DEarborn 2-6286

Young People's Concerts, the Boston Symphony in its Youth Concerts in Symphony Hall and the New York Youth Concerts at Carnegie Hall.

★

We have been seriously concerned these past few months with the many claims and counterclaims of educators, and non-educators, about the values and functions of education and of machines in education.

The contradictory studies which prove and disprove are not always sound research. All too often the reporter has begun by formulating a thesis, and then carefully culling information in support of a particular end. We suppose that, if the right studies were either consulted or undertaken, it would be possible to prove, for instance, that the teacher in the foreign languages plays a minor role in support of the recordings. **THIS WE DO NOT BELIEVE TO BE TRUE.** And if this were even a hintable reality, the need for teachers would be almost or wholly eliminated and foreign language instruction in the elementary school would today be a reality, a solid universal reality, rather than an experimental area en-

joying a tenuous position in the educational spectrum.

We don't for a minute believe that even the most rabid supporter of teaching machines believes that these can and will reduce either the cost of adequate or superior instruction, or reduce the expanding need for superior teachers everywhere.

Audiovisual personnel are too often tarred unjustly with the brush of mechanization. As the annual headlong rush to budget economies gets into stride, the audiovisual person is pressured into suggesting that perhaps films, or radio, or TV, or recordings, or something else can be used in place of good, sound, endless local curriculum adaptation and plain good instruction. Because the audiovisual director or supervisor is associated with the electronic machines of his age, he is too often called upon to be a gadgeteer, and to defend the gadget-minded layman who demands automation in education.

We were delighted to see that the NEW YORK HERALD TRIBUNE took an objective point of view in this debate in a recent editorial. They said, "Under a grant announced by the Ford Foundation, 250 students at Hamilton College will teach themselves French, German, mathematics, psychology and logic by machine in the next two years. They will use a box which flashes questions on a film and then marks the answers that the student feeds back. . . .

"Mechanical aids are important, of course, in this age when there are too many students and too few teachers. Films, tape recorders and TV sets can relieve the pedagogue of many chores. So can testing devices, which today can measure a student's ability better—and at an earlier age—than ever before. *But no machine can replace a live teacher.* (Italics ours). A French-teaching machine may know its grammar but it can't speak French; a machine that teaches logic can be bested in any debate.

"America needs teachers who can pique their student's curiosity and prod them to do their utmost. . . .

"Obviously there are big tasks ahead for the real, non-mechanized teacher."

To the same end, and with somewhat more humorous approach, is Allan E. Sloane's first act curtain in the play "May We Remember" which is published by the Department of Elementary School Principals, NEA. This play was presented for the first time at the Annual Meeting of the Department of Elementary School Principals, NEA, in March 1958 in Philadelphia. The portion which follows is presented with the permission of the copyright owners, and is un-

itled insofar as it is taken from the day.

The narrator has just described how the Board of Experts called a meeting to design a new kind of teacher—modern, up-to-date, with all the knowledge the teacher needs built into its electronic circuits. The choir responds: You don't mean—A machine!"

It even had a name UNIVAPP—The Universal All-Purpose Pedagogue—Model One. "Well," says the Narrator, "after they built in the circuits for all the ologies and ographies—and the three R's, they discovered their mechanical teacher had to do a lot of other things like—

'Read and grade the homework papers, Monitor study-period capers. Note with almost a doctor's ear The child who's slow—because he can't hear.

Plan the Assembly for Arbor Day Pour the tea at the P.T.A.

Answer the look in a parent's eyes That says, 'We never realized.'

Find thirty-seven different ways To say thank you for hankies on holidays.

Watch for the look, the faraway look That tells of the magic when boy meets book.

Recognize it, nurture the seed That blossoms in time to—'I can read!'

Get them to sing in at least *one* key 'O Beautiful,' and 'Tis of Thee.'

Seek through the day, the month, the term,

For the wonderful boy or girl who can *learn!*

The child only *you* can set right along The way to words, and numbers, and song.

Dry their tears and blow their noses Find their gloves, and zip their clothes!

The ones who're fast, the ones who're slow,

Help each at his own best pace to go. Then quietly face the task so hard—

Sum up a child—with a mark on a card!

Keep them in after, for making a fuss—

Then drive them home, 'cause they missed the bus!

Teach them, know them, every one Lose them forever when session's done.

Give them everything you know— Then—let them go. . . .

And what's your reward? The hope that you

May have kindled the spark and the courage in one

To nudge the world on—to millenium. Thus be it ever—the teacher's supreme.

True teaching can never be done by machine!"

STRANGE  
LANGUAGES  
COME TO  
LIFE...



か  
ほ  
る  
櫻

WITH  
**Ekotape**<sup>®</sup>  
RECORDERS

花  
春  
の  
か  
す  
み  
と

There's an exciting new technique in foreign language study — and students everywhere are taking to it eagerly. Tape teaching method! In modern language training centers, native dialects on tape are the "textbooks", Ekotape recorders the "workbooks". And when students hear their own voices speaking a foreign "tongue", it becomes alive *immediately!* What a difference it makes in response, achievement. No wonder progress is *fast!*

Students and teachers alike are quick to appreciate the dependability of Ekotape recorders . . . the exceptional ease with which they can record and playback . . . the instant start-stop action. Crisp, clear tone eliminates fatigue, aids comprehension. Important reasons why Ekotape recorders have become an accepted standard in modern language training programs.

Accelerating your language training program?  
Your Ekotape dealer can help you develop your own  
tape teaching center. Call him today or write direct.

ELECTRONICS DIVISION  
**WEBSTER**  **ELECTRIC**  
our  **RACINE · WIS**

franklin adv. 8-143

# IMPORTANT NOTICE

TO USERS OF  
3 1/4 x 4 SLIDE PROJECTORS

If you use a Slide King, a Golde, a Delineascope or a Strong Arc slide projector, you can now adapt to it:

**THE GENARCO ELECTRIC SLIDE CHANGER FOR 70 SLIDES**

Illustrated Literature From:

**GENARCO INC.**

97-03 Sutphin Blvd. Jamaica, N. Y.

**New Science Filmstrips!**  
*Elementary*

## BOY SCIENTIST SERIES

A unique set of colored filmstrips in cartoon style, using child characters to illustrate fundamental scientific principles of space and matter, with just enough humor to make them very interesting to children. Vocabulary frames are added.

**BOB BUILDS A TELESCOPE  
BOB'S ROCKET  
BOB VISITS THE MOON  
BOB'S MICROSCOPE  
BOB VISITS AN ATOM**

Write now for descriptive literature

**Long FILMSLIDE SERVICE**  
7505 Fairmount Ave., El Cerrito 8, Calif.

## SCIENCE FILMSTRIPS

SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
**BIOLOGY HEALTH & SAFETY  
PHYSICS GENERAL SCIENCE  
CHEMISTRY MICROBIOLOGY  
BIKE SAFETY BUS SAFETY**

NEW—Elementary Science Series in Brilliant Spectracolor

## VISUAL SCIENCES

Box 599E Suffern, New York

## DON'T WAIT - - - VACUUMATE!

TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM

All give - - - at no extra cost to you  
The Famous

# VACUUMATE

## FILM PROTECTIVE PROCESS

The SUPER VAP O RATE  
PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes  
ONE TREATMENT LASTS  
THE LIFE OF THE FILM  
Brittle Film Rejuvenated

Look for Vacuumate on the Leader!  
The Vacuumate Process is Available to  
You in Key Cities Throughout the U.S.  
Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

# FILMSTRIPS

by Irene F. Cypher

There have been times recently when we harbored a secret little hope that if Confucius' spirit were dallying in some nirvana of the hereafter that said locale was one in which he had to do a bit of meditation and penance for a sin committed. All this because of that oft quoted phrase "One picture is worth a thousand words." Many of the pictures used for educational purposes are absolutely worthless! It would be a good thing if the famous phrase referred to were consigned to the attic. Some of the pictures included in some filmstrips we have seen were not worth the basic stock on which they were printed, and words are not even adequate to describe their triteness and ineffectiveness as instructional media.

If we plan to use pictures as instructional devices they should really "show" something. There should be a unity or singleness of purpose in each picture that actually speaks, regardless of whether or not there is a caption or narration record. If pictures are a medium of communication, then they should communicate. We wish producers would remember the great value of close-ups; the value of "over-the-shoulder" views, so that a viewer can actually see what is going on; the value of seeing people and places from several different angles!

There is plenty of room for the production of more filmstrips *IF* they really provide a visualized experience that says something to the viewer. There is no room for, or excuse for filmstrips that merely provide more busy-work pictures.

## Aluminum

(single strip, color; No. 5 in the "Mining and Metallurgical Industries Series"; produced by National Film Board of Canada and available from Stanley Bowmar Co., 12 Cleveland St., Valhalla, N. Y.; \$5 per strip.) We take aluminum so much for granted today as part of everyday life that it is rather startling to be told that only one hundred years ago it was as costly as gold. The story of aluminum production, from the time of Sir Humphrey Davy's first experiments in 1807, is both fascinating and important. The sequences in this filmstrip show us where the basic raw materials to produce alumina trihydrate ( $Al_2O_3 \cdot 3H_2O$ ) are secured and how it is reduced and fabricated into various forms. Attention is focused on the fac-

tors contributing to making Canada the second largest producer of primary aluminum, but we also see this in relationship to the total world production picture. This is a very good filmstrip for use in science and chemistry units, and it also has value for social studies units.

## Impressions of Holland

(5 strips, color; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.: \$30 per set; \$6 single strips.) Holland is a wonderful country to visit, and this picture trip to Rotterdam, Utrecht, Gouda, Harlem, Amsterdam and Aalsmeer, the flower center of Europe, is truly a memorable one. The photographer has caught both the old and the new in his camera lens, and the over-all picture quality is excellent. Sequences dealing with the great flower bulb gardens are particularly interesting, as are the ones showing the traditional dress in several of the village areas. The places and people selected for our visit are shown in close-ups, which helps to make the story realistic. One gets a feeling of "liveness and vitality" so characteristic of both the land and its people. This is a series that should help to make social studies interesting and human.

## Journey Down the Great Volga

(single strip, color; produced by Life Filmstrips, 9 Rockefeller Plaza, New York 20, N. Y.) Like other great rivers, the Volga flows along past many places—cities, villages, farms; river boats of many types make the journey up and down the river, and the filmstrip takes on such a journey. In this instance we go with our camera man as a passenger on an excursion boat from Moscow to Astrakhan. En route we see how logs are floated downstream; we stop at the Moscow docks to watch passengers come aboard for the trip; then as the boat goes along we watch people in the river towns and cities. It is a kaleidoscopic view of Russia and Russian people, and it is up-to-date, for the photographs were taken in 1958. We see something of the new power plants and industrial centers that mean much to the development of the new Russian economy, and this is a good strip to use in social studies and current affairs work.

# VIEWLEX PROJECTORS are used in over 100,000 Schools



**Time Tested...**

**Time Proven In More**

**A. V. School Programs Than Any Other Projector!**



## The Viewlex v-25 Combination 35mm Filmstrip and 2" x 2" Slide Projector!

Reports from leading educators and A-V directors throughout the nation affirm the fact Viewlex projectors have provided the best service of all equipment in their schools. Here are a few reasons why—

**Simple Operation**—the easiest, quickest threading system ever devised! Just slide the film into the projector channel and it's automatically threaded.

**Sharp, Brilliant Pictures**—500 watt lamp in the exclusive Light Multiplier optical system give evenly distributed light to every section of the screen . . . brilliant images even in lighted rooms.

**Versatile**—Project single or double frame filmstrip, vertical or horizontal, or 2" x 2" and bantam slides. Switch from one to the other in seconds without fumbling or difficult mechanical manipulations.

**Cool, efficient operation**—Exclusive "Venturi-Airjector" cooling system means projector is always cool—even after long periods of use. Lengthens lamp life too.

**Rugged**—Performance-proven to take the punishment of constant school usage without breakdown.

Other Viewlex projectors available from \$50.25 to \$495.00. Ask your Viewlex Audio-Visual franchised dealer for a demonstration, or write for catalog.



All Viewlex projectors are **GUARANTEED FOR A LIFETIME.**



**iewlex INC.**

35-10 QUEENS BOULEVARD, LONG ISLAND CITY 1, N. Y.

*World's Largest Exclusive Manufacturer of Slide & Filmstrip Projectors*

### Life Story of A Butterfly

(single strip, color; produced by Moody Institute of Science, 11428 Santa Monica Blvd., West Los Angeles 27, Calif.; \$6.) The value of filmstrips such as this is that they enable us to present large, close-up views of subject and specimens that are otherwise often difficult to observe closely, or for any great length of time. The life cycle and development of a butterfly are always matters of interest to boys and girls, and this filmstrip is particularly well photographed. The color quality is good and the developmental sequences clearly indicated. It is to be recommended for science and nature study units and for camping and scout groups.

### Our Caribbean Neighbors

(single strip, black and white; produced by Educational Activities Office, The New York Times, 229 West 43 St., New York 36, N. Y.; \$2.50 for single strip; \$15 for series of which this is a monthly unit.) The entire Caribbean area is definitely in the foreground of international affairs at present. In all countries of the area there are social and economic matters which have direct bearing of those of the United States and other countries in all parts of the world. Our attention is drawn in this strip to major policies and political trends and to unsettled social questions. A strong point is made for the fact that the island nations of the Caribbean are in a process of change and that there is need to reassess their status as strategic outposts. Well suited for use in study of international affairs and world history.

### Petroleum in Today's Living

(single strip, color; produced for the American Petroleum Institute and available without charge from the Creole Petroleum Corp., Educational Section, 1230 Avenue of the Americas, New York 20, N. Y.) This is the story of the machines which, using the products of petroleum, do most of man's work today. Machines have displaced animals, and machines must be supplied with motivation and power. When Col. Drake drilled the first commercially successful oil well in 1859, this source of power was provided, and the strip shows us something of what petroleum contributes to modern living. It does not go into detail about geologic formations or chemical processes; it does show the importance of petroleum to industry, making it good for science, social studies.

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Listed Sources, page 269. For more information about any of the equipment announced here, use the Readers' Service Coupon on page 268.

## NEW EQUIPMENT

### CAMERAS

**Automatic Electric-Eye 35mm Camera.** Diaphragm set by light meter from f/2.8 to f/32; flash synchronized; single stroke lever film advance; drop-in loading; eye-level projected luminous-frame viewfinder with 3' and 5' parallax correction indicated. \$84.50. KODAK.

For more information circle 101 on coupon

**Three New Kodak 8mm Cameras.** Photo-electric automatic single lens 13mm f/1.9, built-in filter for using Type A color film outdoors, drop-in loading \$92.50; with three lens turret mounting also 24mm and 6.5mm lenses \$124.50. Restyled Brownie type Scopometer turret camera, with built-in exposure meter registering in the viewfinder, f/1.9, \$79.50. KODAK.

For more information circle 102 on coupon

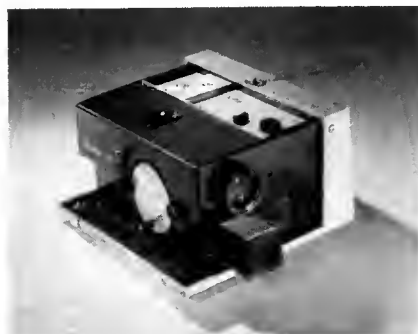
### CAMERA ACCESSORIES

**Electronic Enlargers** give separate rendition of highlight and shadow densities by means of separate light-sensitive probes; a variable non-image-forming bias light supplements the variable modulation of the moving light beam from the cathode ray tube. Model B-5 takes negatives up to 4x5; Model B-10 offers negative capacity of 10x10". LOGETRONICS.

For more information circle 103 on coupon

### PROJECTORS: Still

"Cavalcade" Slide Projectors show up to 40 cardboard or 30 glass mounted 2x2's at 4-, 8- or 16-second intervals (or at will); with repeat, hold or



Kodak Cavalcade Projector

skip control. 12x13", 7" high. "Thrifty" Model 520 with 5" lens, \$124.50. "Deluxe" Model 540 has 4" lens, accommodates other focal lengths, and provides for connection to certain tape recorders for narration-synchronized impulse-advanced slides, \$199.50. KODAK.

For more information circle 104 on coupon

**Realist 620 Slide Projector** uses 300-watt new proximity reflector type projection lamp; 9 lb.; for 2 1/4x2 1/4 slides and shows 35mm, Polaroid and half-sterEOS by means of adapters. \$44.50. REALIST.

For more information circle 105 on coupon

**Tabletop Soundslide Projector** in attache type carrying case with 12x9" built-in screen; 1 1/2-watt; 4-speed turntable, plays up to 12" records, separate tone and volume controls. "Sales-talk." \$99.50. VIEWLEX.

For more information circle 106 on coupon

### PROJECTORS: Accessories

**Dual-surfaced Translucent Screen**, one surface matte and the other glossy, meets a wide variety of room light situations. Seamless; puncture and tear and fungus and fire resistant; washable, will not yellow with age. Available in either lace-and-grommet style or with snap buttons for use on folding frames. Elasticity of material eliminates need for spring or rubber-band stretching. May be folded or rolled. DA-LITE.

For more information circle 107 on coupon

**Horizontal-burning Tru-lector Lamp** for 8mm projectors, 150-watt, is claimed to outperform systems using up to 750 watt conventional lamps. Newest model T-14 covers the f/1.2 lenses, as featured in the new B&W Lumina 8mm projector. SYLVANIA.

For more information circle 108 on coupon

**Proximity-reflector Projector Lamps.** 20 per cent added light claimed for still and movie projector lamps with sealed-in 1/2" spherical molybdenum reflector. 500 and 300 watt. Interchangeable with present type lamps. WECLD.

For more information circle 109 on coupon

**Realorama Slide Viewer.** Available light, passing through the transparency, is reflected in a front surface mirror. \$5.95. REALIST.

For more information circle 110 on coupon

**Snip-Snap Plastic Slide Mounts** takes readymounts (with corners snipped off); two halves snap together. Box (20) \$1.69. FOTOMICS.

For more information circle 111 on coupon

**Sustained Illumination Flashbulb.** Flash duration of 1.75 seconds, more than 100 times longer than that of minia-

ture flashbulbs exposes 37 feet of motion picture (at 1,000 frames per second). Slower speeds can be shot by lamps in 1.75 second sequence. This FF-33, 5 1/2" tall, sells for \$2.35 each. SYLVANIA.

For more information circle 112 on coupon

**Televista Screen-Table.** Screen cabinet provides TV size rear-projection, above a caster-mounted cabinet type table that serves also for storing projector and accessories. Screen cabinet \$99.95; wide-angle lens \$23; rolling cabinet table \$54.50. H-O.

For more information circle 113 on coupon

### SOUND EQUIPMENT

**Speech Frequency Audiometer** provides high speed direct readings of hearing deficiencies in terms of overall loss in decibels and in percentage of loss as computed by the A.M.A. formula used with the pure tone audiometer. Invented by William R. Hutchins and James A. DePew, Jr. TONEMASTER.

For more information circle 114 on coupon



Ampex Indicator

**Stereo Microphone and Headset Kits** include a 16 page booklet and a unique "slide rule" composite indicator of recorder settings for 17 variations of special effects, playback and recording; also a playing time indicator for 3 types of tape, two speeds and three functions. Microphone "Fun Kit" includes 2 omnidirectional matched microphones, \$69.95. Headset kit includes a pair of headband-mounted miniature dynamic speakers and a junction box for dual listening. \$55.95. AMPEX.

For more information circle 115 on coupon

**Stereophonic Portable Phonograph.** Dual channel amplifiers; detachable second speaker mounted in removable top cover; dual sapphire styli; wt. 28 lb., \$79.95. OLYMPIC.

For more information circle 116 on coupon

**Tape Correspondence Packs.** Five 3" reels of tape, in handy mailing packaging, especially designed for tape correspondence clubs and short takes.



# Announcement-!

The internationally - known  
**MONITOR Language Laboratory**  
has gone domestic!

- - Local representation -
- - Local technical advice -
- - Local service -

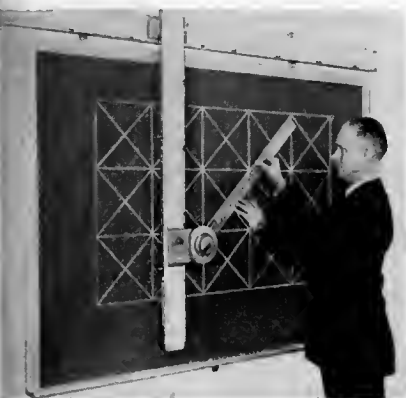
*Please write for the name of the manufacturer's representative or distributor in your community.*

## Electronic Teaching Laboratories, Inc.

1818 "M" Street, N.W., Washington 6, D.C.

Pack (5) 1-mil Mylar \$5; 1½-mil acetate \$3.50. ORRADIO.  
For more information circle 117 on coupon

### MISCELLANEOUS

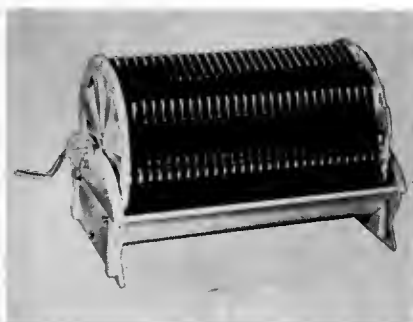


**Universal Tracmaster**

**Chalkboard Drafting Machine.** "Universal Tracmaster" has 360-degree protractor with ball-bearing head, mounts directly over chalkboard and visualizes, measures and plots lines, angles, and curves directly on the board. 10" grid divisions along both vertical and horizontal beams provide dimensional grid pattern, large and plain for classroom or television demonstration. UNIDRAFT.

For more information circle 118 on coupon

**Film Processing Unit.** For small runs (110 feet of 16mm film) of Ansco-



**Superior Coloreel**

chrome, Ektachrome, monochrome, etc.; reel and tank made of chemically inert styrene; 30" long 5 lb. tank requires less than a gallon of solution; film dries on same reel without rewinding. \$32.50. SUPBULK.  
For more information circle 119 on coupon

### NEW MATERIALS

#### KEY TO ABBREVIATIONS

mp—motion picture  
fs—filmstrip  
sl—slide  
rec—recording  
LP—33-1/3 r.p.m. microgroove record  
min—minutes (running time)  
fr—frames (filmstrip pictures)  
sl—silent  
sd—sound  
R—rent  
b&w—black & white  
col—color  
Pri—Primary  
int—Intermediate  
JH—Junior High  
SH—Senior High  
C—College  
A—Adult

### BUSINESS EDUCATION

**The Engineering of Agreement** mp ROUNDTABLE 22min sd col \$240 b&w \$140. A salesman tries hard—too hard—until he is shown how to look at himself from the other man's side. Film closes with 10 dramatized situations of customer reaction, each stopped for discussion of "What would you say?" in applying the principles of winning agreement as brought out in the first part. TT A  
For more information circle 120 on coupon

**How To Multiply Yourself** sfs ABP 80fr LP loan to company sales meetings, advertising and sales clubs. The role of business paper advertising in multiplying impacts, preparing ground for sales calls, developing new prospects. Amusing art, solid logical narration. A  
For more information circle 121 on coupon

### FEATURES

**Princess Cinderella** 72min UWF. 72min r. Whimsical projection of what happened after the wedding and before she and her prince could truly "live happily ever after." Amusing sequel in the spirit of the classic tale. JH-A  
For more information circle 122 on coupon

**Pursuit of the Graf Spee** mp UWF 106min sd b&w. Re-enactment of the chase of the German pocket battleship by British warships and the battle off Montevideo.  
For more information circle 123 on coupon

**FREE!**

# 120 Page Photo Equipment Reference Book



## GEARED TO A. V. AND SCIENTIFIC USES

Now have at your fingertips B & J's new 60th Anniversary issue at no cost! It's crammed with information, illustrations, and specifics about advanced and current photographic equipment. Much of which available only thru Burke & James!

Write . . . . ES559

- CAMERAS — from Sub-Miniature to HUGE CUSTOM BUILT.
- DEVELOPING EQUIPMENT
- ENLARGERS SOLAR
- LENSES—From "Peanut" To Big Berthas.
- PROJECTORS
- SLIDE EQUIP.

**BURKE & JAMES, INC**  
321 S. Wabash Chicago 4, Illinois

## PAT DOWLING PICTURES



### —UP TO DATE ON OUR 50th STATE

COLOR FILMS: Hawaiian Islands—Their Origin and Nature Today, 10 min. \$100.00.  
Hawaiian Islands—The Chief Industries, 10 min. \$100.00.

FILMSTRIPS: Volcanic Origin and Growth. The People of Hawaii, Sugar Cane—The Main Industry. (\$3.00 each. Set \$8.00)

STUDY PRINTS—11 x 14 mounted. 8 prints \$12.00.

Order from  
1056 S. Robertson Blvd.,  
Los Angeles 35, Calif.



## COMBINATION for COMMUNICATIONS

9 tested films and a new 107-page manual showing how to prepare inexpensive audio-visual materials



### BETTER BULLETIN BOARDS

LETTERING INSTRUCTIONAL MATERIALS

WET MOUNTING PICTORIAL MATERIALS

HOW TO MAKE HANDMADE LANTERN SLIDES

HANDMADE MATERIALS FOR PROJECTION

TAPE RECORDING FOR INSTRUCTION

PASSE PARTOUT FRAMING

HIGH CONTRAST PHOTOGRAPHY FOR INSTRUCTION

PHOTOGRAPHIC SLIDES FOR INSTRUCTION

INDIANA UNIVERSITY  
audio-visual center  
Bloomington, Indiana

## GUIDANCE: Personal

**Allen Is My Brother** mp CHURCHILL 11min sd col \$100 b&w \$50. Older sister asked to take care of puckish younger brother, finally adjusts to situation and establishes happier relationship for whole family. Pri, A.  
For more information circle 124 on coupon

**Manners in Public** mp MH 10min sd col \$125, b&w \$60. Girl realizes importance of good manners when her thoughtless almost loses her a good friend. El.  
For more information circle 125 on coupon

**Manners in School** mp MH 12min sd col \$140 b&w \$70. "Chalky," a cartoon character, points out to a boy the role of good manners. El.  
For more information circle 126 on coupon

**Strangers** mp DAVIS 11min sd col \$100 b&w \$50. Positive behavior patterns for school children when meeting strangers; group travel and play. Pri-JH A  
For more information circle 127 on coupon

**Understanding Others** mp MH 12min sd col \$140 b&w \$70. Competition for editorship of high school paper offers discussion basis. SH  
For more information circle 128 on coupon

**The World Starts With Jimmy** mp CHRISTOPHERS. 30min sd b&w \$30. Sympathetic guidance straightens out an 18-year-old juvenile delinquent. SH-A  
For more information circle 129 on coupon

## GUIDANCE: Vocational

**Back on the Job** mp AHA 16½min sd b&w \$45. An oil worker who has had a heart attack makes successful transition from idleness and doubts to full activity thanks to the help of an AHA work evaluation unit, usually a cardiologist, a vocational counselor and a social worker. SH C A  
For more information circle 130 on coupon

**Decision for Life** mp CHRISTOPHERS 30 min sd b&w \$30. Dramatization of early life and career of Florence Nightingale. SH-A  
For more information circle 131 on coupon

**Decision for Research** 13mp AHA 15min sd kinescopes b&w loan. Produced by NBC for the American Heart Association at NRTC, Ann Arbor, with financial assistance from E. R. Squibb & Sons, for the purpose of interesting high school students in biological research careers. JH SH A  
For more information circle 132 on coupon

## INDUSTRY

**American Achievement** 5mp UWF free. Titles: **Destination Earth**, 15min, man from Mars in animation story on American economics. **American Frontier**, 29min, how industry creates new jobs and community growth; **Born in Freedom**, 29min, commemorates the 100th anniversary of the discovery of oil in Pennsylvania; **Barrel Number One**, 29 min, how geologists survey oil resources; **Man on the Land** history of farming and its mechanization. SH A  
For more information circle 133 on coupon

**Life and Times of the Iron Horse** mp MH 11min sd b&w \$70. Contribution to transportation by the steam locomotive and the steel rail. JH  
For more information circle 134 on coupon

**"What's in a Name?"** mp G-D 17min sd col loan. An industrial development that started in 1859 in a one-room shop making governors for steam engines, now a great plant that produces mining, earth moving and assembly-line machinery for the whole world. JH SH A  
For more information circle 135 on coupon

## LANGUAGES

**Pathoscope-Berlitz French Course.** 40 sfs PATHESCOPE 8 sets (5 each) @ \$84.50. Special price offers on sets 1-20 and 1-40 purchases. Multi-voiced presentation of actual French life situations; new color photography; follows closely the Berlitz course chapter sequence.  
For more information circle 136 on coupon

**Spanish Instructo-Films (Series)** 7mp ALTS 16min ea sd b&w @ \$55. Helpful drawings, lively music and oral commentary. Each film may be used as separate unit and has its own printed guide. Titles: **Pronunciation and Accent; Gender and Number I and II; Ser y Estar, verbs, adverbs; Pronombres Personales; Herbos Regulares I and II.**  
For more information circle 137 on coupon

**Spanish: Introducing the Language** mp CORONET 11min sd col \$110, b&w \$60. Relates many Spanish words and concepts to our everyday speech, a song and brief dramatization help acquaint students with spirit and cadence of the language. JH SH C  
For more information circle 138 on coupon

**Vamos a Columbia** mp IFB 11min col \$100. Entire commentary in simple beginner Spanish, tells of the country, its cities, regions and products. SH C A  
For more information circle 139 on coupon

**RADIO-MAT**

TALK FROM YOUR SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES  
on  
RADIO-MAT SLIDES  
WHITE-AMBER GREEN  
ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES**  
on your own  
**TYPEWRITER**  
by using  
**RADIO-MATS**

Regular size 3¼x4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—  
**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd., Daytona Beach, Fla.

## FILMSTRIP CATALOGUE

Largest Filmstrip Library

**EYE GATE HOUSE, INC.** Dept. E5 2  
146-01 Archer Ave. Jamaica 35, N. Y.

For films about cooperatives  
write for free catalog

**The Cooperative League of the USA**  
343 S. Dearborn St.  
Chicago 4, Illinois



**MUSIC**

**Judas Macabaeus** rec WESTMINSTER LP monophonic or stereo. First complete recording of the Handel work, conducted by Maurice Abravanel, with University of Utah and Whittier School Children's choruses.  
For more information circle 140 on coupon

**Madrigals** rec WESTMINSTER LP \$4.98. Gesualdo; Frescobaldi. The Randolph Singers, conducted by David Randolph.  
For more information circle 141 on coupon

**Regina** rec COLREC Three 12" LP. \$14.98. Marc Blitzstein opera in three acts based on Lillian Hellman's "The Little Foxes." Brenda Lewis, Elisabeth Carron, Carol Brice, Joshua Hect, the N. Y. City Opera Company and Orchestra, Samuel Krachmalnick conducting.  
For more information circle 142 on coupon

**PHYSICAL ED. & SPORTS**

**For God and My Country** mp EXCELLO 14min sd col loan. Boy Scout Jamboree at Valley Forge; building tent city, conservation, singing, cooking, handicrafts. JH-A  
For more information circle 143 on coupon

**Wilderness Day** mp UMINN 28min sd col. Canoe and camping trip in northern Minnesota lake country. Instructive in handling of canoe and woodcraft. JH-A  
For more information circle 144 on coupon

**PRIMARY GRADE MATERIALS**

**Family Shelter** 5fs, LONG si col. Titles: **Planning a Home; My Dad is a Carpenter; Building a Home; From Tree to Homesite; Men and Building Materials.** Pri.  
For more information circle 145 on coupon

**Fast is Not a Ladybug** mp FA 10min sd col \$110 b&w \$55. The young child learns that "fast is not a ladybug crawling on a leaf" (that is "slow"). Based on Miriam Schlein book (Scott, N. Y.). Develops the concept of relative speed. K-Pri.  
For more information circle 146 on coupon

**Fathers Go Away to Work** mp DOWLING sd col \$110. An artist, a salesman and a construction worker are the fathers in this film that shows the relations of the outside workaday world to their own children and to others who depend on them for the work they do. Pri.  
For more information circle 147 on coupon

**RELIGION & ETHICS**

**As You Make It** mp CHRISTOPHERS 30 min sd b&w \$30. Plant foreman (?) and his wife learn to take active interest in trade union meetings. C — A  
For more information circle 148 on coupon

**The Beloved Chorus** rec COLREC LP \$4.98 stereo \$5.98. Best known choral highlights by Mormon Tabernacle Choir; Eugene Ormandy conducting the Philadelphia Orchestra. Bach, Haydn, Schubert, Rimsky-Korsakov, Sibelius, Handel are represented.  
For more information circle 149 on coupon

**Damien** mp CHRISTOPHERS 30 min sd b&w \$30. Dramatization of the life of Father Damien among the lepers on Molokai. (Stephen McNally and Victor Jory). JH-A  
For more information circle 150 on coupon

**Seventeen Church Sonatas for Organ and Orchestra.** rec WESTMINSTER LP \$4.98. Mozart. Organ, two violins and cello. Instrumental Ensemble Sinfonia.  
For more information circle 151 on coupon

**The Two Worlds of Ann Foster** mp CHRISTOPHERS 30 min sd b&w \$30. Successful young designer finds that "everything that money can buy" still leaves her short of happiness. SH-A  
For more information circle 152 on coupon

**FOOTHOLD ON ANTARCTICA**

A stirring, historical account of the Commonwealth Expedition led by Dr. Vivian Fuchs across the Antarctic continent to join up with Sir Edmund Hillary's New Zealand team.



16mm Sd. Color 21 min.  
Rental: \$10.00 Sale: \$150.00  
SEND FOR FREE CATALOG

**Contemporary Films, Inc.**

267 W. 25th St., N. Y. 1. N. Y.  
ORegon 5-7220

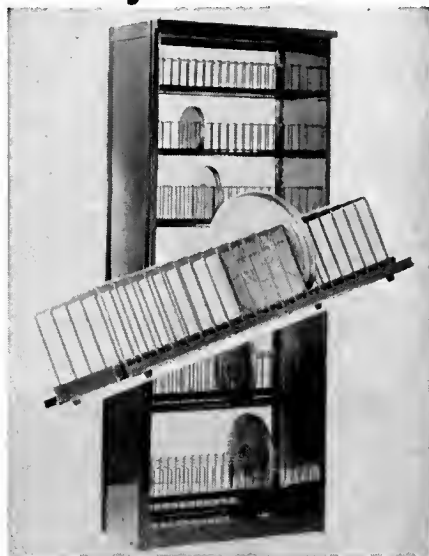
midwest office  
614 Davis St., Evanston, Ill.  
DAvis 8-2411

**Low Cost 16MM Film Storage in Open Type Cabinets With Adjustable Racks**

Now you can meet any Changing Requirements by using Open Type Film Cabinets with Racks ADJUSTABLE Vertically on 1" Centers.

Cabinets are Allmetal with CLOSED TOP, BASE AND SIDES equipped with ADJUSTABLE Separator Racks for 400' to 1600' reels and cans or any combination of these sizes. Standard Widths 30", 36" and 48". All units 75" high and 15" deep.

Also available: FILM CABINETS WITH DOUBLE DOORS AND LOCK (Stationary Racks) for any combination of 400' to 1600' reels and cans. INDIVIDUAL SEPARATOR RACKS, ideal for small Film Libraries Standard lengths 29", 35", and 47".



Open Type Film Cabinet with Separator Rack across Front.

**FOR YOUR PHONOGRAPH RECORD LIBRARY**

**DISCABINETS**

Allmetal Sectional Discabinets with Complete Cataloging System are ideal for the Growing Record Library. Eliminates Misplacement of records, saves Time and Valuable Floor Space. Available for 7", 10", 12" and 16" Records. Cabinets with Double Door and Lock capacity 540 for any combination of 7", 10" and 12" records are also available.



Copyrighted and Patented

CAPACITY 90 RECORDS

Call your Audio-Visual Dealer or write for Brochure and prices.

**WALLACH AND ASSOCIATES INC.**

DEPT. ES

1589 ADDISON ROAD



CLEVELAND 3, OHIO

You Are **IN THE DARK**

while  
presenting  
Audio-  
Visual  
programs

WITH

**Forse**

**• DARKENING  
• DRAPERIES  
• & SHADES**



Finest materials—decorative colors  
Made to fit any size windows  
Guaranteed for 10 years  
Used throughout the United States  
since 1917

Write for literature and fabric samples.  
They're free.

**FORSE MANUFACTURING COMPANY**

2347 Sullivan Ave. • St. Louis 7, Mo.

**SOCIAL STUDIES: Geography**

**Earth-Curved Relief Maps** DENOYER.  
Like slices off a 30" globe, these curved, high relief, washable styrene plastic maps may be marked and colored in activity projects and then washed and re-used. Europe; Asia; Africa; North America; South Ameri-

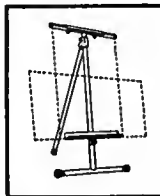
ca; Australia; North Polar. Set (7) \$63; ea \$9.95.

For more information circle 158 on coupon

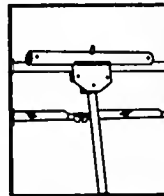
**A Family of Amsterdam** mp FRITH 16 min sd col \$130. The city, an apartment home, family holiday in the country, fishing, trip through the canals of Volendam. JH SH.

For more information circle 159 on coupon

- 1. Versatile work and display area** is 27" x 36" aluminum panel. Also available with chalk board panel. Adjusts easily to any position up to 72" high with exclusive automatic stop, for use standing or sitting. Equipped with chart gripper, spring clamp, detachable trays.
- 2. Sturdy aluminum construction** is both handsome and long-lasting. Sets up in seconds, stands firmly on rubber feet. Exclusive floor gripper holds steady, even under pressure of writing.
- 3. Easy to carry anywhere.** Easel folds into compact carrying size 29" x 45" x 3". Weighs less than 12 lbs.
- 4. Two models available.** Jr. Easel in handsome aluminum has 20" x 27" hard bound backing. Extends to 50" high with board removed for use on desk top, table or floor. Closes to compact 21" x 38½" x 3", weighs less than 7 lbs.



Jr. Easel for use on table or floor has built-in chart-gripper and tray.



Back view of floor model shows sturdy construction, ease of adjustment.



**CHART-PAK, INC.**

ORIGINATOR OF THE TAPE METHOD OF DRAFTING

125 River Road, Leeds, Mass.

**Mexican Olla Makers** mp BAILEY 9min sd col \$100 r\$5. Large clay jars, called ollas, find many uses in Mexican life. At the Maya village of Ubalama their production is the chief industry which, though primitive, retains valid economic status in modern life. JH SH C  
For more information circle 164 on coupon

**Minnesota—Star of the North** mp FIRST 24min sd col loan. Rich heritage of the state, its natural resources, scenic beauty, its climate for growing business and good living. JH-A.  
For more information circle 165 on coupon

**The Mystic Alhambra** mp SIMMEL 12 min sd col \$135 b&w \$75. Old and new Granada, lasting influence of Arabic culture. Washington Irving's prose fits into the narration as the interior and exterior of the Spanish Alhambra is toured by the camera. SH C A  
For more information circle 166 on coupon

**New Nation in West Indies** 4mp MH 30min sd b&w. NFBC productions dealing with the Federation of the West Indies. Titles: **Background to Strength; Riches of the Indies; Responsibilities of Freedom.** SH C  
For more information circle 167 on coupon

**Plastic Relief Contour Map of U.S.A. PANORAMIC.** 18¼x28¾". Washable. \$13.75.  
For more information circle 168 on coupon

**SOCIAL STUDIES: Government**  
**Knock on Every Door** mp CHRISTOPHERS 30min sd b&w \$30. Lonely widow stirs up interest in local government on the precinct level. SH-A  
For more information circle 169 on coupon

**Sentence Deferred** mp CHRISTOPHERS 30min sd b&w \$30. John Augustus, the bootmaker who founded our court probation system. (Edgar Buchanan).  
For more information circle 170 on coupon

**Water, Lifeblood of the West** mp DAGGETT 12min sd col \$110 b&w \$55. The many ways that western rivers serve man when harnessed by government reclamation projects. Specialized functions of the Hoover, Davis, Parker, Palos Verde and other dams, each with its own job. Conservation, flood control, power, irrigation. JH-C.  
For more information circle 171 on coupon

**SOCIAL STUDIES:  
History & Anthropology**

**City of Gold** mp MH 23min sd b&w \$130. Interest is enhanced by photographs taken in Dawson City at the time of the Klondike Gold Rush. JH-A  
For more information circle 172 on coupon

**Devil's Island, U.S.A.** mp SIMMEL 15 min sd col \$135 b&w \$75. Fort Jefferson, off the coast of Florida, used as prison, now a national historic monument. JH SH.  
For more information circle 173 on coupon

**French and Indian War** mp CORONET 11min sd col \$110, b&w \$60. Causes and results of conflict, the Albany Conference, Braddock's defeat, Wolfe's victory at Quebec. JH SH  
For more information circle 174 on coupon

**Launchings at Cape Canaveral** 40 slides MESTON 35mm col. Official U. S. Air Force photos of launchings and pre-launchings of Convair, Thor, Explorer, Jupiter, Atlas, Vanguard, Redstone, Navajo, Juno, Bomarc, Snark and Matador rockets. EL-A  
For more information circle 175 on coupon

**Lincoln Speaks for Himself** mp CHRIS-TOPHERS 30min sd b&w \$30. Extracts from letters and speeches picture Lincoln as a man with deep spiritual convictions and high principles. JH-A  
For more information circle 176 on coupon

**The Race for Space** fs NYTIMES si b&w \$2.50. Summarizes rivalry of USA and USSR in efforts to penetrate space barrier with rockets, satellites. JH SH  
For more information circle 177 on coupon

**The Pioneer Burro** mp DOWLING 14min sd col \$135. The role and life of the lonely prospector and his faithful burro in seeking gold in the vast desert and mountain country of our West. Magnificent colorful settings. (A full color scene from this film was on the cover of **Educational Screen & AV Guide** for March, 1959.)  
For more information circle 178 on coupon

**Roots of Religious Freedom** fs JAM si col \$5.75. The struggle for religious toleration and freedom of worship in the Colonies leading to our Bill of Rights; contributions to nation's history by various religious groups. JH SH  
For more information circle 179 on coupon

**Settling the Great Plains** mp MH 12min sd col \$150 b&w \$75. Westward expansion 1850-85. JH.  
For more information circle 180 on coupon

**U.S.A.** mp PANAMAIR 45min sd col loan to adult audiences. History and geography mingle in this presentation of the development of our country. Some 15 per cent of the film is done in filmograph, the rest in motion. Made primarily for overseas showing, only a limited number of prints are available. C A  
For more information circle 181 on coupon

**Your Miniature World** mp DAVIS sd col \$140 b&w \$70. The culture of old civilizations as reflected in miniatures found by anthropologists and other research workers. Role of modern plastics in producing replicas. JH  
For more information circle 182 on coupon

## NEW PUBLICATIONS

**Bibliography of Theses and Dissertations in Audio-Visuals and Broadcasting.** Bob J. Golter, Dept. of Church School Curriculum Research, Mimeo. 370pp. 1958. \$1.00. METHODIST.  
For more information circle 183 on coupon

**Biological Science Visuals** 1959-60 catalog of models, slides, charts, mounts, screens, skeletons, projectors, specimens and microscopes. Catalog 59B; 66pp. DENOYER.  
For more information circle 184 on coupon

**Burden of Truth.** Colorful, illustrated discussion guide on anti-prejudice film. United Steelworkers of America, 1500 Commonwealth Bldg., Pittsburgh 22, Pa.

The **KEYSTONE** Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3 1/4" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French and Spanish with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. **KEYSTONE VIEW CO.**, Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

**Catalog of Classroom Films for Georgia Schools.** 1958-61. 388pp 8 1/2 x 11. Free to the first 100 colleges and school centers, really interested in AV, who ask for it. A remarkable volume, full of valuable information excellently organized, with content description of over 4,000 film titles alphabetically arranged and indexed by subject area. Audio-Visual Service, Garland C. Bagley, Director; State Dept. of Education, Atlanta, Ga.

**Catalog of Classroom Record Players and Radios.** Also public address amplifiers and transcription players. NEWCOMB.  
For more information circle 185 on coupon

**Catalog of slides.** Standard, typewritten, tachistoscopic, 2x2, quadruple, Polaroid. Free. **KEYSTONE.**  
For more information circle 186 on coupon

**Cartcraft Catalogs.** No. 59E specializes in maps, globes, models, charts, etc. for primary, intermediate and junior high 36pp. No. 59, general, 72pp. DENOYER.  
For more information circle 187 on coupon

**The Catholic Film Directory 1959,** annotated listing of over 200 films suitable for Catholic audiences. 96pp \$1.00 (Free to religious and clergy). CATHFD  
For more information circle 188 on coupon

**Circular Slide Rule** 4" diameter, multiplies, divides, figures proportion. Sample free to engineers and plant and office executives; 50c to others. General Industrial Co., 5738 N. Elston Ave., Chicago 30, Ill.

**Education Film Catalog.** Includes new films on the Explorer and Vanguard satellites, two "The Way We Live" social studies series, nine Shakespearean subjects, etc. 24pp free. UWF.  
For more information circle 189 on coupon

**Electrical and Mechanical Specifications** for large-screen, wide angle TV. GIANTVIEW.  
For more information circle 190 on coupon

## THE FILM DOCTORS® SPECIALISTS in the science of FILM REJUVENATION

RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid**

**FILM TECHNIQUE INC.**

Founded 1940

37-02C 27th St., Long Island City 1, N.Y.

DIE-CUT  
CONSTRUCTION PAPER  
ALPHABETS

# Visual letters

2, 3 & 4 INCH SIZES • 10 COLORS  
A quality product by the makers of STIK-A-LETTER  
Write for information  
**Stik-a-letter Co. Rt. 2, Box 286, Escondido, Calif.**

## HOW TO USE TOOLS

Primary science film introduces tool techniques, safety, planning, sharing. Authority: Los Angeles Board of Education. 1 1/2 r, color or b/w, sale or rent.

- Please send brochure.  
 Please send preview print for primary or teacher training.

**Frendal** productions, inc.

435 S. El Molino, Pasadena 5, Calif.

## Audio CARDALOG Record Reviews on Cards

☆ on 3x5 punched, cross-indexed cards

☆ for accessible filing and finger tip reference

☆ published monthly, September through June

☆ at least 400 cards per year

☆ efficient, constantly expanding reference center

☆ supplying synopses and appraisals

☆ your buying guide

☆ suggesting audience and instructional use

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —

### TEACHING AIDS

FILMS, FILMSTRIPS,  
SLIDES, POSTERS, ETC.

Write for Free Catalog

AMERICAN BIBLE SOCIETY

Audio-Visual Department  
440 Fourth Avenue, New York 16

### EVERYTHING IN ELECTRONICS

FREE ALLIED 1959 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for 452-page Catalog.

ALLIED RADIO

100 N. Western Ave., Chicago 30, Ill.



### 4 SPEED RECORD & TRANSCRIPTION PLAYERS

Write for illustrated catalog

AUDIO-MASTER  
17 E. 45th St., New York

### Family Week and VBS Correlation Chart.

Titles that fit specific themes in the "Festival of the Christian Home" week including Mothers Day; biblical coverage (chapter and verse) of the four NT gospels of films for vacation bible study. FAMILY.

For more information circle 191 on coupon

### A Film Program for Primary Grade Science.

Attractive file folder containing separate descriptive sheets on numerous films. Also similar folder for EL-JH-SH level. Free. FA.

For more information circle 192 on coupon

### Films Available for Rental and Purchase in the United States.

Catalog Supplement No. 1, 1959. National Film Board of Canada. NFBC.

For more information circle 193 on coupon

### Films from Australia, for rental or purchase. Free illustrated catalog. AUSTRALIAN.

For more information circle 194 on coupon

### "First Component" Series. Brochure on stereo recordings of increased dynamic and frequency range. Maker's advertising discourages purchase unless played on approved cartridges and arms. AUDIO FIDELITY.

For more information circle 195 on coupon

## FREE INFORMATION SERVICE COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West, Chicago 14, Ill.

I am interested in receiving more information or a demonstration of the item or items I have indicated by encircling the code numbers corresponding with code numbers on listings of new A-V materials and equipment in your May 1959 issue:

101	102	103	104	105	106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123	124	125	126	127	128
129	130	131	132	133	134	135	136	137	138	139	140	141	142
143	144	145	146	147	148	149	150	151	152	153	154	155	156
157	158	159	160	161	162	163	164	165	166	167	168	169	170
171	172	173	174	175	176	177	178	179	180	181	182	183	184
185	186	187	188	189	190	191	192	193	194	195	196	197	198
199	200	201	202	203	204	205	206	207	208	209	210	211	212
213	214	215	216	217	218	219	220	221	222	223	224	225	226
227	228	229	230	231	232	233	234	235	236	237	238	239	240

Name .....

Organization or School .....

Address .....

**Focal Encyclopedia of Photography.** 200 authors, 1,468 pages of photographic theory and practice. \$20. MACMILLAN.

For more information circle 196 on coupon

**Geography Films.** Specialized subject area catalog 1959. 72pp free. University of Illinois, Audiovisual Services, Extension Division, Champaign, Ill.

**Get Your Point Across — Fast.** Teacher-operated portable Vu-Graph. Brochure. Free. BESELER.

For more information circle 197 on coupon

**Graphic Graflex Photography** by Willard D. Morgan, covers 35mm, reflex and press and view cameras; 33 color and b&w illustrations in picture section; fundamental technical aspects of photography. \$6.95. GRAFLEX.

For more information circle 198 on coupon

**A Guide to EBF Films and Filmstrips Available Under Provisions of Public Law 864.** 24pp Free EBF.

For more information circle 199 on coupon

### Handbook of Closed Circuit Television.

Breakdown of costs, when and how to install, 12pp free. GIANTVIEW.

For more information circle 200 on coupon

### Hi-fi Component Specification Sheets.

Vivid demonstration that spec sheets need not look drab. Technical details explicit, pricing is discretely left to dealers. GE-SPEC.

For more information circle 201 on coupon

### How Dark Should A-V Classrooms Be?

Survey report. Free. LEVOLOR.

For more information circle 202 on coupon

### How Good Are Your Schools? Report on

seminar at Florida State University involving 22 national educator groups. 31pp. 10 copies for \$1. NEA.

For more information circle 203 on coupon

### How Much Do Wasted Minutes Add to Your Film Budget.

Cameras and other production equipment designed for time saving. Free. CECO

For more information circle 204 on coupon

### How to Find Out About the U.N.

Includes information on films, filmstrips, posters, etc. 95pp 35 cents. Columbia University Press, 2960 Broadway, NY 27.

### An Informative Guide to High Fidelity Stereo and Monophonic Speaker Systems and Components.

Technical information popularly presented; tells of home installations by Leonard Warren, Fred Waring, Mischa Elman. Well illustrated. Free. UNIVERSITY.

For more information circle 205 on coupon

### Magnetic Tape Recording.

H. G. M. Spratt. Reference volume on conventional and also unusual applications, nearly 200 diagrams, tables, etc. 319pp \$8.50. MacMILLAN.

For more information circle 206 on coupon

### Master Radio-Electronic Parts Catalog.

1959 (23rd) edition, 1536 pages, over 150,000 standard stock items sold through parts distributors, more than 11,500 illustrations. UNCAT.

For more information circle 207 on coupon

### The Miracle of Lenticular Screens.

Booklet. Free. RADIANT.

For more information circle 208 on coupon

# Trade News

## All Space Sold at Trade Shows

Optimism on the part of audiovisual manufacturers and producers is reflected in the complete sell-out of exhibit space at both the DAVI and the National Microfilm Association April conventions. Livelier-than-ever demand is reported for NAVA space at Chicago's Morrison Hotel show in July.

## Language Lab Patent

Electronic Teaching Laboratories, Washington, D.C., announces a patent on its dual-track tape recording apparatus for foreign language training and other memorization learning; one channel with unerasable teacher-dictated lesson material, the other for repeated re-use by the student. The firm has installed 100 language laboratories for the government in 33 countries.

## Reduced Summer Rentals

Family Films announces a special June-July-August rental rate (\$5) on 24 modern theme films. While latest releases are not included, the announcement points out that no film is "old" for the customer who has not yet used it.

## French as She is Spoke

A new series of 40 sound filmstrips visualizes and brings to life the famous Berlitz French language course. New color photography, shot entirely in France, follows the long familiar "On the Plan," "Paris Taxi Ride," "At the Bank," etc. routines. More than 35 native speakers are heard in these multi-voice recordings. Vocabulary is based on conversational frequencies, and time-tested pauses are provided for student repetition. Structure, grammar and vocabulary developed through story situations, visual-

ized simultaneously on the screen in the form of lively incidents of everyday French life in natural situations and real surroundings. The material is arranged in eight sets of five strips each. The first set, lessons 1 to 5, include a novel concentric verb-finder wheel. Per set (\$5), \$84.50. If either the first 20 (\$338) or the entire 40 (\$620) are bought a Viewflex Model V-44 300-watt filmstrip projector is included as a bonus. PATHE-SCOPE.

For more information circle 136 on coupon

## Got a Match? Get a Picture?

Phenomenal speed is claimed for Agfa's new Isopan Record Film, 35mm, fully panchromatic, "so fast that photographs can be made by match or candle light." The film had its American premiere at the MPFDA show in Philadelphia, March 22-26.

## Ford Film Audience Up 22%

Ford Motor Company films were viewed by an audience of 32,811,930 persons in this country and overseas during 1958, an increase of 22 per cent over 1957. New 1958 releases included four travelogues, "What a Vacation!", "West to the Tetons," "Okefenoke Interlude" and "One Road," and an engineering film, "An Equation for Progress."

## TV on Tape

RCA unveiled production models of its new television tape reproducer at the NAB convention in Chicago, March 15-18. Improved cueing simplifies handling of tape material, whether 90-minute spectacular or 10-second commercial. Holds 7,200 feet of 2" magnetic tape, enough for 96 minutes of continuous recording. Color may be added by means of a single "stand-up" cabinet of equipment without modification of the original machine.

Advertisement

# HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$9.50.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE. Revised Edition.** By Wolter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations, 14 Color Plates. Harper & Brothers, 49 E. 33rd St., New York 16, N.Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$6.25.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsred, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language — not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION. A Course of Study in Photoplay Appreciation, Including a Photoplay Approach to Shakespeare.** By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$4.75.

**A WINDOW TO THE CHILD'S MIND — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Alpark Educational Records, Inc., 40 East 88th Street, New York 28, N. Y.**

## Directory of Sources for Materials

### Listed on Pages 262-268

**AHA:** American Heart Association, 13 E. 37 St., New York 16.

**ALTS** — Audivision Language Teaching Service, 100 Church St., Suite 1852, New York 7, N. Y.

**AMPEX** Audio Inc., 1020 Kifer Road, Sunnyvale, Calif.

**AUDIO FIDELITY, Inc.,** 770 Eleventh Ave., New York 19, N. Y.

**AUSTRALIAN** News and Information Bureau, 630 Fifth Ave., Suite 414, New York 20, N. Y.

**BAILEY** Films Inc., 6509 DeLongpre Ave., Hollywood 28.

**BESLER,** Charles, Co., 211 S. 18 St., East Orange, N. J.

**BURBR** — Burleigh Brooks, Inc., 10 W. 46th St., New York 36, N. Y.

**CATHFD** — The Catholic Film Directory, 29 Salem Way, Yonkers 3, N. Y.

**CECO** — Camera Equipment Co., Inc., 315 W. 43rd St., New York 36, N. Y.

**The CHRISTOPHERS,** 18 E. 48th St., New York 17, N. Y.

**CHURCHILL-Wexler,** 801 N. Seward St., Los Angeles 38.

**COLREC: COLUMBIA RECORDS,** 799 Seventh Ave., New York 19.

**CORONET** Films, 65 E. South Water St., Chicago 1.

**DAGGETT,** Avalon, Productions, 441 N. Orange Drive, Los Angeles 36.

**DA-LITE** Screen Co. Inc., Warsaw, Ind.

**DAVIS,** Robert, Box 512, Cary, Ill.

**DENOYER-Geppert** Co., 5235 Ravenswood Ave., Chicago 40.

**DOWLING,** Pat, Pictures, 1056 S. Robertson Blvd., Los Angeles 35.

**EBF:** Encyclopaedia Britannica Films Inc., 1150 Wilmette Ave., Wilmette, Ill.

**ELGETT** Optical Co., Rochester, N. Y.

**EXCELLO** — Ex-Cell-O Corp., Pure-Pak Division, 1200 Oakman Blvd., Detroit 32, Mich.

**FA:** Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25.

**FAMILY** Films Inc., 5823 Santa Monica Blvd., Hollywood 38.

**FIRST** National Bank, Minneapolis 2, Minn.

**FOTOMICS** Corp., 1035 W. Lake St., Chicago 7, Ill.

**FRITH** Films, 1816 N. Highland Ave., Hollywood 28.

**G-D** Gardner-Denver Co., Film Library, Quincy, Ill.

**GE-SPEC** — General Electric Company, Special Electrical Components Dept., West Genesee St., Auburn, N. Y.

**GIANTVIEW** Electronics Div., Meilink Safe Co., Ferndale 20, Mich.

**GRAFLEX** Inc., 154 Clarissa St., Rochester, N. Y.

**H-O** — Hardie-Owen Company, Inc., P. O. Box 297, Galveston, Texas

**IFB:** International Film Bureau Inc., 57 E. Jackson Blvd., Chicago 4.

**ILLINOIS** — University of Illinois, Audio-Visual Services, Extension Div., Champaign, Ill.

**JAM** Handy Organization, 2821 E. Grand Blvd., Detroit 11.

**KEYSTONE VIEW** Company, Meadville, Pa.

**KODAK** — Eastman Kodak Co., Nontheatrical Motion Picture Div., Rochester, N. Y.

**LEVOLOR**-Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

**LIBRAPNONE**, Inc., 550 Fifth Ave., New York 36.

**LogEtronic**s, Inc., 500 E. Monroe Ave., Alexandria, Va.

**LONG** FilmSlide Service, El Cerrito, Calif.

**MacMILLAN** — The Macmillan Company.

**MAGNECORD**, Div. of Midwestern Instruments, Tulsa, Okla.

**MESTON'S** Travels Inc., 3801 N. Piedras, El Paso, Texas.

**METHODIST** Publishing House, 201 Eighth Ave. So., Nashville 2, Tenn.

**MH:** McGraw-Hill Book Co., 330 W. 42 St., New York 36.

**NEA** — National Education Association, Washington, D. C.

**NEWCOMB** Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.

**NFBC** — National Film Board of Canada, 680 Fifth Ave., New York 19.

**NYTIMES**, Office of Educational Activities, 229 West 43rd St., New York 36.

**OLYMPIC** Radio & Television, 34-01 38th Ave., Long Island City 1, N. Y.

**ORRADIO** Industries Inc., Shamrock Circle, Opelika, Ala.

**PANAMAIR** Pan American World Airways, Supervisor — Films, 28-19 Bridge Plaza North, Long Island City 1, N. Y.

**PANORAMIC** Studios, 6122 N. 21st St., Philadelphia 38, Penn.

**PATHSCOPE** Educational Films, Inc., Coliseum Towers, 10 Columbus Circle, New York 19, N. Y.

**RADIANT** Mfg. Corp., Box 5640, Chicago 80.

**REALIST**, Inc., 2051 N. 19th St., Milwaukee 5, Wisc.

**ROUNDTABLE** Productions, 139 S. Beverly Drive, Room 133, Beverly Hills, Calif.

**SIMMEL**-Meservy, Inc., 9113 W. Pico Blvd., Los Angeles 33, Calif.

**STIK-A-LETTER** Co., Box 286, Escondido, Calif.

**SUPBULK** Superior Bulk Film Co., 442 N. Wells St., Chicago 5, Ill.

**SVE:** Society for Visual Education Inc., 1345 W. Diversey Pkwy., Chicago 14.

**SYLVANIA** Electric Products Inc., 1740 Broadway, New York 19.

**TONEMASTER** Manufacturing Co., 128 S. Monroe St., Peoria, Ill.

**TRAFCO-CAL**, The Methodist Church, TRAFCO, So. Calif.-Ariz. Conference, 655 W. 35 St., Los Angeles 7.

**UC** — University of California, Educational Film Sales Dept., Los Angeles 24.

**UMINN** — University of Minnesota, Audio-Visual Education Service, Wesbrook Hall, Minneapolis 14, Minn.

**UNCAT** — United Catalog Publishers, Inc., 60 Madison Ave., Hempstead, N. Y.

**UNIDRAFT** — Universal Drafting Machine Corp., 7960 Loraine Ave., Cleveland 2, Ohio.

**UNIVERSITY** Loudspeakers, Inc., 80 S. Kensico Ave., White Plains, N. Y.

**UWF:** United World Films, 1445 Park Ave., New York 29.

**VIEWLEX**, Inc. — 35-01 Queens Blvd., Long Island City 1, N. Y.

**WELCD** — Westinghouse Electric Corporation, Lamp Division, Bloomfield, N. J.

**WESTMINSTER** Recording Sales Corp., 275 Seventh Ave., New York 1.

## BOOKLET REQUEST COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.

Send me booklets offered by the following advertisers in this May issue.

The numbers of the advertisers are listed as follows:

NAME (print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

### ADVERTISED IN THIS ISSUE

- (1) Allied Radio — everything in electronics, page 268
- (2) American Bible Society — films, filmstrips, slides, posters, page 268
- (3) American Optical Co. — AO Spencer Opaque projector, page 233
- (4) Audio Cardalog — record reviews on cards, page 268
- (5) Audio Devices, Inc. — Audiotape recording tape, page 257
- (6) Audio-Master Corp. — record and transcription players, page 268
- (7) Bailey Films, Inc. — "Russian Life Today," film, page 252
- (8) Bell & Howell — Filmosound Specialist projector, page 223
- (9) Burke & James — photo equipment reference book, page 264
- (10) Chart-Pak, Inc. — display easels, page 266
- (11) Colburn Laboratory, George W. — service to producers of motion pictures, slides, slidefilms, page 258
- (12) Contemporary Films — "Foothold in the Antarctica," film, page 265
- (13) Cooperative League of the U.S.A., The — educational films, page 264
- (14) Coronet Films — "Spanish: Introducing the Language," and other films, page 251
- (15) Dowling, Pat, Pictures — films and filmstrips on Hawaii, page 264
- (16) Eastman Kodak Co. — Pageant projectors, page 235
- (17) Educational & Recreational Guides, Inc. — photoplay filmstrips and study guides, page 256
- (18) Electronic Teaching Laboratories, Inc. — Monitor language laboratory services, page 263
- (19) Eye Gate House — filmstrip catalogue, page 264
- (20) Family Filmstrips — filmstrip series for vacation Bible schools, page 255
- (21) Fiberbilt Case Co. — film shipping cases, page 252
- (22) Forse Manufacturing Co. — darkening draperies and shades, page 266
- (23) Frenald Productions, Inc. — "How to Use Tools," film, page 267
- (24) Genarco, Inc. — electric slide changer adaptation, page 260
- (25) General Film Laboratories Corp. — film splitting process, inside front cover
- (26) Graflex-SVE — School Master filmstrip and slide projector, page 229
- (27) Grover-Jennings Productions — educational films, page 252
- (28) Harwald Co., The — Movie Mite 16mm sound projector, page 228
- (29) Hunter Douglas — Flexalum AV blinds, page 225
- (30) Indiana University — Combination for Communication-films and manual, page 264
- (31) Keystone View Co. — Keystone overhead projector, page 267
- (32) Levolor Lorentzen — AV venetian blinds, page 231
- (33) LIFE — awards for describing the value of LIFE in schools, page 227
- (34) Long FilmSlide Service — "Boy Scientist," elementary filmstrip series, page 260
- (35) New York University — summer motion picture workshop, page 228
- (36) North American Phillips Co. — Norelco Continental tape recorder, page 258
- (37) Peerless Film Processing Co. — film reconditioning, page 248.
- (38) Philco Corp. — all-transistor TV camera, page 249
- (39) Radlo-Mat Slide Co. — slide mats, page 264
- (40) Rapid Film Technique — film rejuvenation, page 267
- (41) Stik-a-letter Co. — visual letters, page 267
- (42) Sylvania Electric Products — Blue Top projection lamps, page 253
- (43) Technifax, Inc. — Visucom program, page 226
- (44) Vacuumate Corp. — film protective process, page 260
- (45) Victor Animatograph Corp. — 16mm sound projectors, back cover
- (46) Viewlex, Inc. — Viewlex V-25 35mm filmstrip and slide projector, page 261
- (47) Visual Sciences — science filmstrips, page 260
- (48) Wallach & Associates, Inc. — film and disc storage cabinets, page 265
- (49) Webster Electric Corp. — Ekotape recorders, page 259

mb

CLEVELAND PUBLIC LIBRARY

BRETT HALL  
Received

JUN 12 1959

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

June, 1959



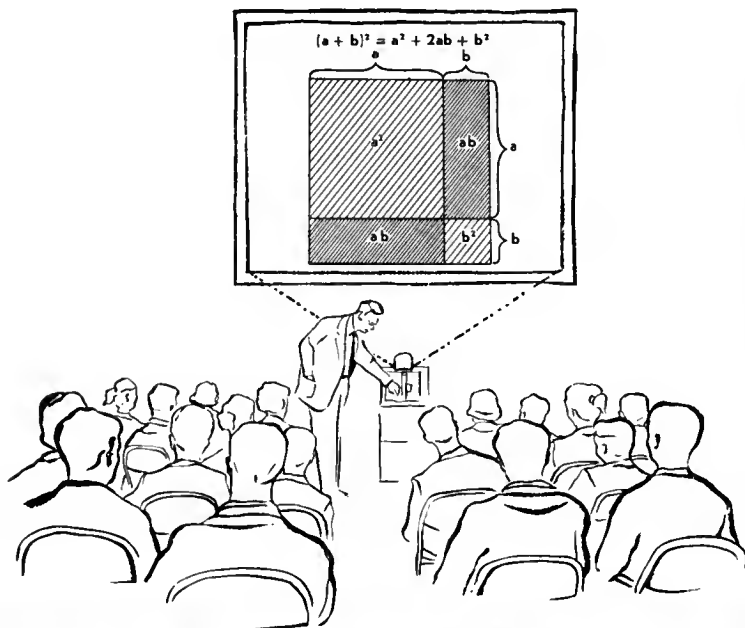
Scene from "New Faces of Africa," Broadcasting and Film Commission  
National Council of the Churches of Christ in the U. S. A.

PRACTICAL USE OF CLOSED CIRCUIT TV — page 284

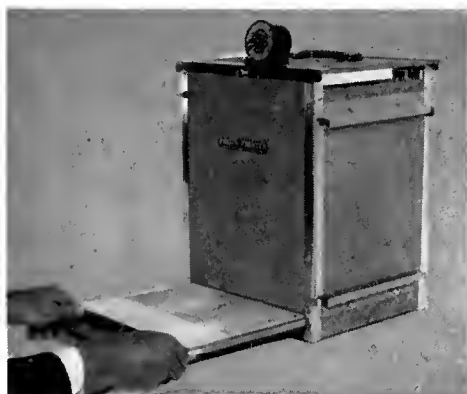
TRANSPARENCY TRICKS page 288

# MAKE YOUR OWN SLIDES

## with the new Tecnifax Slidemaster System



The Tecnifax Slidemaster System is an integrated process for producing Diazo-chrome multi-colored slides for overhead projection . . . from the original drawing through mounting of the slide. No special skills are required . . . rudimentary techniques produce dramatic, colorful, professional-looking transparencies.



**PROTO-PRINTER** . . . a compact, portable, platen printer, weighing only 37½ lbs . . . equipped with a readily-replaceable photo-flood lamp, controlled by an automatic exposure timer.



**"PICKLE-JAR" DEVELOPER** . . . a simple, trouble-free ammonia-developer, with a new, hinged lid for rapid, trouble-free insertion and removal of films.



**TECNIBOARD** . . . a basic component of the system, used for preparation of masters, as a platen for exposures, and for mounting of slides.

### FOR ADDITIONAL INFORMATION

For additional information and prices, please write to Section TS, Visucom Laboratories, Tecnifax Corporation, Holyoke, Massachusetts. Please indicate in your letter the nature of your interest in Visual Communication activities.

**INTRODUCTORY KIT** . . . contains enough Diazo-chrome film, mounts, and accessories to produce ten five-color transparencies . . . plus instruction manual and Diazo-chrome Color Guide.

**TECNISTAPLER** . . . special, heavy-duty stapling pliers for hinging overlays on dynamic transparencies.

# TECNIFAX

C O R P O R A T I O N

Manufacturers of  
Visual Communication  
Materials  
and  
Equipment

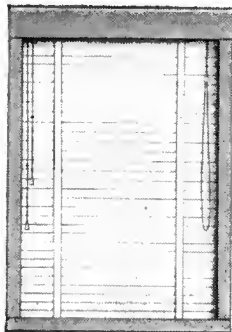
HOLYOKE, MASSACHUSETTS



# NO MORE AUDIO- VISUAL ROOMS!

Audio-Visual rooms (special projection rooms) are no longer adequate. The ambient light of the modern classroom must be quickly and easily adjusted to suit any subject, projector or student activity. LEVOLOR audio-visual venetian blinds can be installed in all classrooms to do just that.

With a LEVOLOR installation, the instructor can at any time and for any subject quickly and easily adjust the classroom light. There's no delay, no need for a special room assignment.



Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

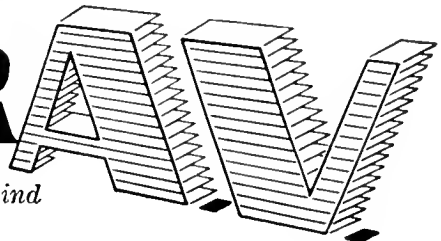


Be sure to specify

**LEVOLOR**

TRADE MARK OF LEVOLOR LORENTZEN

*The Scientifically Developed Audio-Visual Blind*



# AUDIOVISUAL

GUIDE

June, 1959 Volume 38, Number 6, Whole Number 376

## EDITORIAL

283 Progress Report on Glass

## ARTICLES

284 Television as a Teaching Tool *Robert M. Diamond*

288 Techniques for Making Transparencies *Harvey R. Frye*

291 AV Courses for Teachers — Essential or Expendable?  
*J. Robert Murray*

294 AV Coordination in a Large Urban School *Edward J. Kosell*

## DEPARTMENTS AND FEATURES

278 On the Screen

280 Have You Heard? News About People, Organizations, Events

282 With the Authors

282 Calendar of Coming Events

296 Film Evaluations *L. C. Larson, Carolyn Guss*

300 Filmstrips *Irene F. Cypher*

302 Audio *Max U. Bildersee*

304 AV in the Church Field *William S. Hockman*

307 New Equipment and Materials

312 Helpful Books

313 Trade News

314 Index to Advertisers

Inside Back Cover — Trade Directory for the AV Field



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan. SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00. CHANGE OF ADDRESS should be sent immediately to

insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective. EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Barrington, Illinois; Business and Editorial Office 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Printed in the U.S.A. Re-entered as second-class matter October 1953 at the post office at Barrington, Illinois, under the Act of March 3, 1879.

ENTIRE ISSUE COPYRIGHT 1959 BY  
THE EDUCATIONAL SCREEN, INC.

NEW from **DAGE**

# *A Completely Mobile Educational TV System*

ANY CLASSROOM CAN BE A STUDIO WITH THE ETS-1



The new ETS-1 television system goes to class with the student. Never before has the versatility of a completely mobile closed circuit system been available.

In the studio for the first morning class, then down the hall for a special laboratory session — through standard 30" doorways — in standard elevators and in and out of the panel truck winding up back in the studio ready for classes the following day.

Typical advantages of the ETS-1 are: Complete flexibility of equipment; starting with a single camera chain and working up to the full complement of equipment is possible. Extremely high picture quality. Simplicity of operation. Ease of maintenance with slide out racks.

Plan your Educational Television program now around the new Dage ETS-1. Obtain professional quality with complete mobility.

*Write today for a descriptive brochure on the ETS-1 and helpful hints on how to plan your educational television system. Write: Manager of Educational TV Sales.*

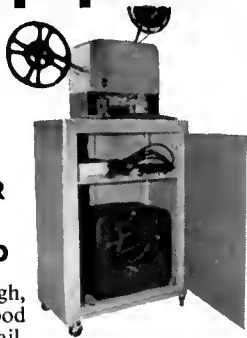


**DAGE TELEVISION — a division of  
Thompson Ramo Wooldridge Inc.**  
Michigan City, Indiana



# USEFUL!

## products for your A-V equipment



### PORTABLE PROJECTOR CABINET AND STAND

All steel, 42" high, 29" x 17" plywood top with safety rail. Gives over 11 cu. ft. for storage of projector, speaker, etc. Adjustable shelf. Safe-locking panel door. Four 3" casters, two with brakes. Baked enamel finish in tan or gray.

Model No. 42

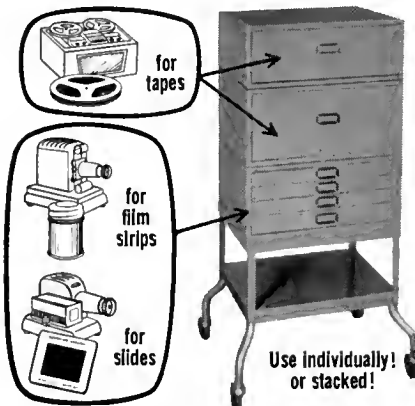


### PORTABLE STEEL PROJECTION STAND

Four 3" casters, two with brakes. Height: 41". Stable, tapering design (19" x 31½"

at bottom) 18" x 26" at top. Rail on 3 sides. With non-skid rubber shock-proof mat. All steel, with 1" tubular steel frame. Baked enamel in tan or gray.

Model No. 41



Use individually! or stacked!

### TAPE AND FILM CABINETS

For every need . . . 5" or 7" tapes, film strips, slides. Cabinets are all steel, with full suspension drawers. Photo shows each type of cabinet stacked on handy Mobile Cart.

**YOUR INQUIRY promptly answered on above items; also, Film Storage Racks, Record Storage Cabinets, Phono Carts, Lecterns.**



SINCE 1905

MFG. CO.

Dept. E5 212 Ontario St. S.E., Minneapolis 14, Minn.

# ON THE SCREEN

## Cover Scene

"New Faces of Africa" is the subject which provides the June cover picture. This film, developing the theme of growth and unrest in formerly undeveloped lands, is the 1959-1960 foreign mission study film of the Broadcasting and Film Commission, National Council of the Churches of Christ in the U. S. A., 220 Fifth Avenue, New York City 1. For further details, turn to the listing in the *New Equipment and Materials* section.

## July Convention Issue

Next month we will present a comprehensive lineup of the great NAVA

Convention taking place July 25-28 as well as program listings of the six concurrent organizational meetings: Educational Film Association; AV Workshop for Industrial Training Directors; Agricultural AV workshop; Religious AV Workshop; AV Conference of Medical and Allied Sciences and Association of Chief State School AV Officers. A complete exhibitor's list will be presented, along with a large array of new equipment and a cross index of manufacturers, distributors and all types of audiovisual equipment and materials. This should prove to be a helpful addition to our regular service, deserving of a convenient location on the audiovisual director's desk all year round.

## Last Call for Copy!

*Recently a mailing was sent out to manufacturers in this field, giving them the opportunity to be listed in our complete Guide to Sources of Audiovisual Equipment and Materials, and to display in print their newest products. If through some accident you did not receive one of these letters, you may still be listed in the July issue, provided information on the type of equipment and materials is in our hands by June 9.*

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. ENID STEARN, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. JOSEPHINE H. KNIGHT, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Assistant.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent

Portland, Oregon, Public Schools

MARGARET W. DIVIZIA, Supervisor in Charge

Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California

W. H. DURR, Supervisor, Bureau of Teaching

Materials, State Board of Education, Richmond, Virginia

CHARLES F. HOBAN, Project Big Ben, University of Pennsylvania, Philadelphia

EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City

F. EDGAR LANE, Supervisor, Instructional

Materials Department, Board of Public Instruction, Dade County, Florida

F. DEAN McCLUSKY, Professor of Education

Head of Audio-Visual Education, University Extension, University of California at Los Angeles

SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington

CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan

ERNEST TIEMANN, Director, Visual Instruction

Bureau, Associate Professor, Division of Extension, The University of Texas, Austin

DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia



**NEW**  
 from Ozalid  
 Audio Visual... the  
**PROJECTO-PRINTER 30**

**Makes transparencies for overhead projection  
 from any source material... in minutes!**

Now, with the new Ozalid Projecto-Printer 30, you can prepare transparencies—on the spot—*without being a photographic expert*. Using any original visual source material... textbooks, manuals, charts—whether opaque or tracings—two-sided, or even book-bound... you can get dozens of new visual effects in black and white or color. You need no darkroom—no trays—no mixing of messy chemicals. The Projecto-Printer 30 is a simple, self-contained unit and the cost is low. The simple process takes mere minutes. Anyone in your office can make projectables in just a few easy steps.

Overhead projection gives you complete flexibility in planning and delivering your presentation. Use the projection stage as a "blackboard" for specific emphasis. You're in complete control—no need for an assistant.



**Ozalid, Dept. No. 16, Division of  
 General Aniline & Film Corp.  
 Johnson City, New York**

Please send me your descriptive literature on the Projecto-Printer 30.

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Position \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_



Ozalid Division of  
 General Aniline & Film Corporation

# HAVE YOU HEARD?

News About People, Organizations, Events



At Florida workshop Jim Froberg, graduate student at Florida State University, demonstrates transparencies with the overhead projector for a group of teachers.

## Florida Group Holds AV Workshop

The Audio-Visual Section of the Florida Education Association presented a program for teachers at the annual meeting March 20, in Tampa, Florida. More than a thousand teachers listened to Dr. Irene Cypher and participated in the meeting. The first part consisted of a talk by Dr. Cypher on the "Importance of Materials in Teaching," and a visualized demonstration on "Display Materials" presented by Otis McBride and Bill Quinly of Florida State University. During the last hour teachers visited twenty-odd concurrent demonstrations covering a wide range of instructional materials. These included such topics as making transparencies, the polaroid camera, homemade filmstrips, puppets, arithmetic kits, Junior Museum materials, types of book bindings, the micro projector, school participation in fair exhibits, new science books, book illustrations, elementary science carts, elementary industrial arts carts, dry mounting, wet mounting, rubber cement mounting, vertical file and dioramas.

Response to the program has been enthusiastic, and the evaluation indicates that the AV Section will be asked to present programs for teachers at each annual meeting.

## Annual AV Workshop At Indiana U.

"Improving Learning Through the Use of Audiovisual Materials" is the theme of Indiana University's annual audiovisual conference-workshop, to be held on the campus June 22-26. Lectures, panel discussions, demonstrations and informal group participation are designed to be beneficial for all those interested in the educational use of audiovisual materials. Monday through Friday, the programs will be centered around: the curricular basis for the use of AV materials; techniques for making AV materials; suggestions for using AV materials; practical aspects of administering an AV program; evaluation of AV programs.

One hour of credit may be earned for attendance at the complete conference. For further information, write Dr. Carolyn Guss, Audio-Visual Center, Indiana University, Bloomington.

## Questionnaires Test Reactions to ETV

Henry S. Dyer, Educational Testing Service Vice President for Research and Advisory Services, and his assistant, Anne H. Ferris, have developed

an evaluation questionnaire called "Sizing Up Your School Subjects." The approach is indirect in order to get the students' unbiased reactions. All students in a given grade complete the questionnaires, those in experimental TV and control groups as well as those who have no connection with the study. Only the answers from the experimental and control groups are used in the analysis.

Topics under discussion include: the student's likes and dislikes in subject areas; ease of learning; time involved in studying and preparation; comparative usefulness of the subjects; how much the student feels he is actually learning.

## USF Opens New Language Lab

The University of San Francisco has constructed a sixty-booth, \$40,000 electronic language laboratory, under the direction of Father P. Carlo Rossi, S. J., member of the language faculty. Students will now spend two hours in class and four in the laboratory, where each student will be able to proceed at the level of his own ability.

## People in the News

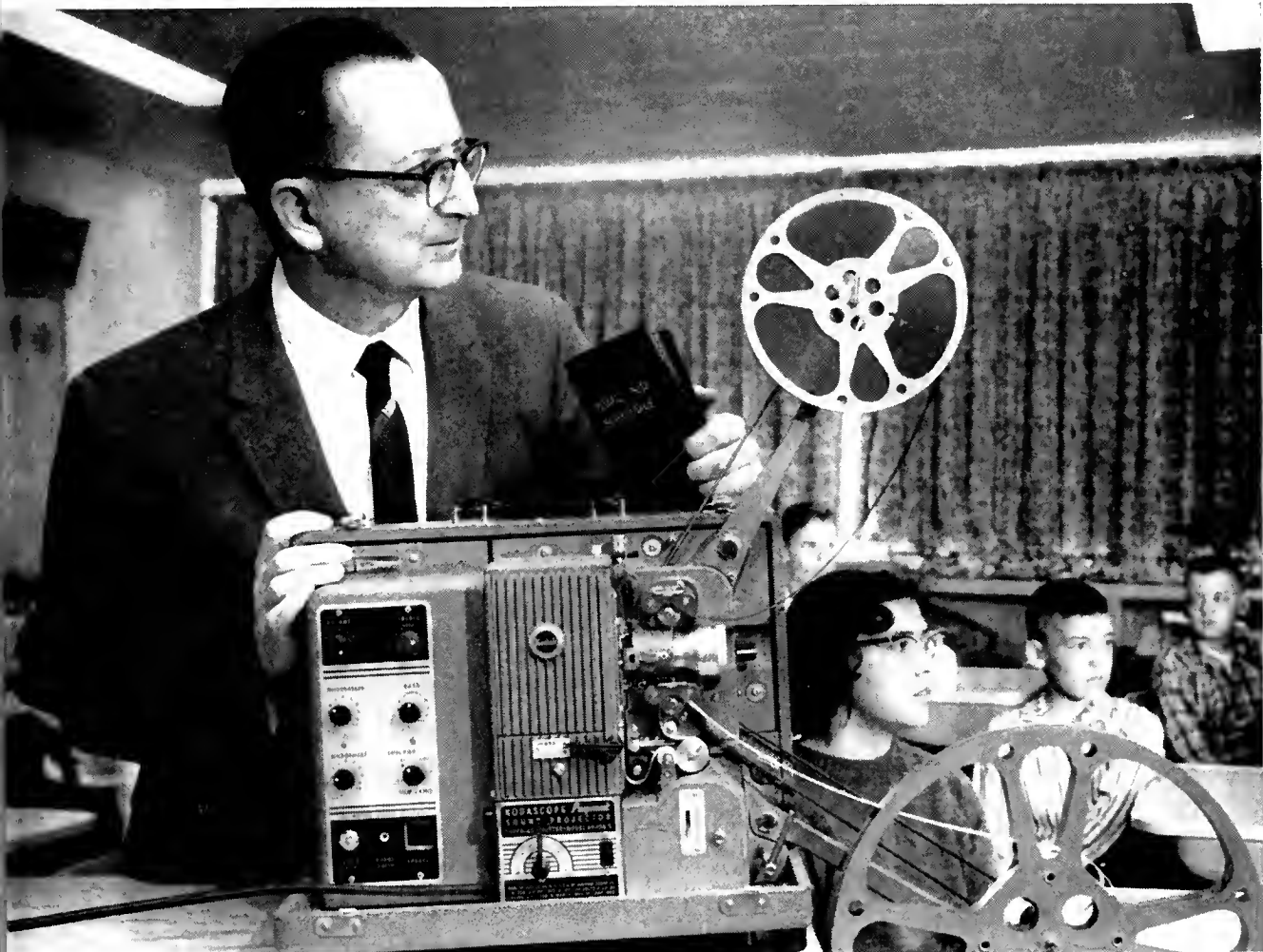
Col. Homer F. Kellems, nationally known lecturer, educator, and director of photography for Eye Gate House Inc., was ambushed and killed by Algerian rebels early in March. He was on a photographic assignment with his assistant, William B. Hobbs (who survived), and had just entered the rebel-infested area of West Algeria from Morocco. It is thought that the rebels were ignorant of his nationality. Col. Kellems was the first American killed in the four-year-old rebellion.



John T. Hawkinson, manager of audiovisual services for the Illinois Central Railroad Company, Chicago, was elected president of the Industrial Audio-Visual Association at that organization's annual meeting in Chicago on April 28, 29 and 30. The retiring president is Frank B. Greenleaf, film supervisor for United States Steel Corporation's Chicago district.

**Kodak**  
TRADEMARK

*At the Sunset Heights Elementary School, selected by the A.A.S.A. for its exhibit of outstanding school designs, Mr. J. H. McBurney, Superintendent of the Webster City, Iowa, Community School District, says:*



**“...trouble-free performance, yet our film schedules really punish these Kodak Pageant Projectors.”**

“Our projectors must run constantly against a tight schedule, because we have only one week to show rented films throughout our entire district.

“Our ten Pageants stand up well against this grueling schedule, seldom needing service. Yet, when service is required, our Kodak Audio-Visual Dealer is quick to respond.

“We use Pageants exclusively.”

*One reason why Kodak Pageant Projectors stay trouble-free—they're built to keep an operator out of trouble.*

*No confusion: No parts for an operator to attach*

*incorrectly. Reel arms and drive belts, for example, are permanently attached.*

*Easy operation: No trouble-making threading problems. The film path is printed in red right on the machine. One try is all anyone needs to thread it properly without getting into trouble.*

*Permanent lubrication: No under-oiling or over-oiling problems. No need to keep lubrication records. Pageant Projectors are oiled for life at the factory.*

Ask your Kodak Audio-Visual Dealer to demonstrate. Or, for literature, write for Bulletin V3-22.

**Kodak Pageant Projector** } **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

# With the Authors

ROBERT M. DIAMOND is presently in charge of the closed-circuit television experiment taking place in the Plain-edge High School, Long Island — the subject of his article appearing in this issue. For two years he taught in the Schenectady public schools, and during this time presented the TV series "From Og to Infinity" for the Mohawk-Hudson Television Council over WRGB. These programs were used in schools throughout upper New York State, Canada and New England in 1957-58. Mr. Diamond is also a member of many educational and audiovisual associations.



HARVEY R. FRYE serves as supervisor of the Graphic Arts Department of the Audio-Visual Center (which department he formed in 1948), and Instructor of Education at Indiana University. An authority on the production of inexpensive visual materials, he developed the first course in this subject in 1950, has written many articles on it, and has served as educational author for a series of films on the topic now being distributed by the University. Mr. Frye has given demonstrations of his methods before many audiovisual conferences and workshops.



EDWARD J. KOSELL is assistant principal of the Howland Elementary

School, Chicago. He has been an audiovisual coordinator for approximately three years, and is also a well qualified teacher of the educable mentally handicapped and adjustment. At present, Mr. Kosell is working on his Ed. D. degree at Loyola University.



J. ROBERT MURRAY, who has made a thorough study of the place of AV courses in the teacher training curriculum, is Associate Professor of Psychology and Education, and Coordinator of the Audio-Visual Center at the State Teachers College, Indiana, Pennsylvania. A member of various organizations, he is presently secretary-treasurer of the Pennsylvania Audio-Visual Association for Teacher Education.



DEPARTMENT EDITORS are: AUDIO—Max U. Bilderssee, audio education consultant, state department of instruction; AV IN THE CHURCH FIELD—William S. Hockman, Director of Christian Education, First Presbyterian Church, Glens Falls, N. Y.; FILM EVALUATIONS—L. C. Larson and Carolyn Guss, both of the Audio-Visual Center, Indiana University, Bloomington; FILMSTRIPS — Irene F. Cypher, Associate Professor of Education, New York University.

The **KEYSTONE** Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3¼" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2¼" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French and Spanish with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. **KEYSTONE VIEW CO.**, Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

# Calendar

June 15-17—Technical Association of Graphic Arts, annual meeting, Rochester, N. Y.

June 15-19—Television Workshop, San Jose State College, San Jose 14, Calif.

June 22-26—Indiana University A-V Workshop, Bloomington, Ind.

July 10-11—New York State Audio-Visual Council, summer meeting, Statler-Hilton Hotel, Buffalo, N.Y.

July 10-12—Associated Amateur Cinema Clubs, Inc., Film Festival, Conrad Hilton Hotel, Chicago, Ill.

July 19-23—National Institute for AV Selling, 11th annual, Indiana University, Bloomington, Ind.

July 19-23—Cooperative Conference on Instructional Materials, University of Texas, Austin, Texas.

July 20-31—Annual Laboratory Demonstration Workshop, The Betts Reading Clinic, Haverford, Penn.

July 25-28—National Audio-Visual Association Convention and Exhibit 19th annual, Morrison Hotel, Chicago, Ill.

Aug. 10-21—Summer Audio-Visual Workshops, Syracuse University, Syracuse, N. Y.

Aug. 16-22—Robert Flaherty Film Seminar, 5th annual, University of California, Santa Barbara Campus, Goleta, Calif.

Sept. 2-13—North American International Photographic Exhibit, nineteenth annual; closing dates for prints July 24 and slides, August 7. California State Fair and Exposition, Sacramento, Calif.

Sept. 6-11—International Conference on Audio-Visuals in the Church, 16th annual, Green Lake, Wisc. Dept. of AV and Broadcast Education, National Council of Churches, 257 Fourth Ave., New York 10, N. Y.

Sept. 28-Oct. 1—Industrial Film and AV Exhibition, New York City.

Oct. 26-30—Society of Photographic Scientists and Engineers, annual national conference, Edgewater Beach Hotel, Chicago, Ill.

Oct. 26-30—National Association of Educational Broadcasters, Sheraton Cadillac Hotel, Detroit, Mich.



It's been a whole year since we've said anything about daylighting. Daylighting, you know, is that practice formerly advocated by glass companies and some school architects which brings so much daylight into the classrooms you can't use them to teach in. At least you can't teach with audiovisual materials; and you and we know that's the best way to teach.

Last year we cried out in protest to an advertisement pleading for classrooms flooded with sunlight, built with "the largest possible areas of glass to gather in this light . . . clear glass from floor (or window sill) to ceiling, and room wide." Though it was a beautiful four-page full color ad, we didn't like what it had to say. From our point of view it was completely in conflict with our beliefs about instruction.

We suggested that you write the company and tell them the facts of audiovisual life. Whether you did or not, they've learned. We report progress — both in glass making and in ad writing. They now recognize the need for audiovisual materials in teaching. This is heartening. What's more, they've got a new kind of glass for windows that permits you to use just as much as before, but this new glass blocks out 55.8 percent of the light. That is progress.

Let me tell you more about the current ad. It's six full color pages this time telling about San Angelo Central High School in San Angelo, Texas. It's a campus type school of eleven buildings. Truly it is one of the most beautiful high schools we've ever seen or seen pictured. Teachers, administrators, pupils and architects quoted in the above ad have only highest praise for this magnificent school plant. Even though glass has been used for both interior and exterior walls, you can use audiovisual materials and equipment.

Superintendent Wadzeck in an interview for the ad said, ". . . in many places you can see right through the buildings because of the glass." The questioner then asked, "Doesn't that interfere with the use of visual aids?"\* The reply was positive and direct, "Not in the least. The plate glass in the outside walls is a low-light-transmission type and we have drapes for the interior walls. We have invested over \$10,000 in a variety of visual-audio (sic) equipment and use it *all* effectively."

Now, isn't that something! We were delighted to see this recognition of the place and importance of audiovisual instruction in an advertisement for glass. Furthermore, there was no emphasis on daylight. In fact, whereas the word "daylight" had been used a dozen or more times in four pages last year, I could find it only twice in this year's six pages.

I read every word, too. Especially intriguing is this apparently new idea of low-light-transmission type glass. They point out that ordinary quarter inch plate glass transmits 89.1 percent of the daylight. This new kind is neutral grey in color. It lets in only 44.2 percent of the light. This results in reduction of glare and brightness.

Now we don't know a thing about glass making, but if they can do this, it would seem that their research divisions could carry progress further. Surely they should be able to develop black plate glass that would transmit only 00.2 percent of the daylight! This then could be used as an alternative to audiovisual blinds and dark shades. And *then* they could run those beautiful six page advertisements in audiovisual magazines and we wouldn't have to tell you about them anymore! You could read them yourselves!

\*Apparently they didn't know that the term "visual aids" is no longer used in the best audiovisual circles.

# Progress Report on Glass

*Paul C. Reed*

by Robert M. Diamond

# Television as a Teaching Tool

ON September 4th, 1958, an experimental project in educational television was begun in the Plainedge school system. During these months we have seen the medium develop into an outstanding teaching tool. Every department within the junior and senior high school has used television to enrich, improve and diversify the instruction.

The Plainedge school system is typical of Long Island schools, in that it is located in a strictly residential area with all the tax and heavy population problems that this implies. What is atypical is the administrative approach to television. Several years ago, when plans for the new high school were first submitted, there was included a complete master antenna system that would reach every room within the building. Also included in the plans were a studio and control for a closed-circuit originating point. Although a separate sound system for the television broadcasting would have been preferred, it was far more practical and economical to use the schools central P.A. system.

The early planning for the television program was done by the supervising principal, the assisting supervising principals and the high school administrators. Their recommendations were then passed on to the school board for approval. Once the board had approved the project, the

administrators looked around for a coordinator. What was needed was an individual with both educational and television experience, who would be able to help the further conceptual development and then be able to run the program.

The previous year I had been fortunate to have been chosen by the Schenectady school system and the Mohawk-Hudson Television Council to produce a program over WRGB for the schools affiliated with this group in New York State, Canada and New England. With this background plus several years of teaching and work in Audiovisual aids I was able to qualify for this position—a job that has given me excitement, creativity and enjoyment that I have never before experienced.

As the plans for the new school were developing, so were the concepts that would later shape the programs themselves. It was decided that at Plainedge, television was to be used as a *teaching tool*. The purpose of the project was not to save teachers, but to raise the teaching level by bringing to them new methods and additional resources.

With the development of this concept came a basic pattern of the equipment that would be needed. The equipment had to be simple, as it was going to be completely student operated and maintained. The control system would have



During a program on Japanese culture, a student inside the control room selects the camera picture that will go on throughout the school (as shown in the small set, center). He also controls the Zoomar camera.

to be limited to as few operations as possible and all this would have to be done within a limited budget.

After investigating all the equipment that was then available it was found that there was none that would serve our purpose. At this time it was decided to see if it were feasible and possible to have our equipment custom designed to meet our needs. We found a company in New York City who could supply us with highly effective equipment, custom designed for our needs and within our budget.

Then came the realization that to be of greatest use the entire setup would have to be portable. From this evolved the equipment that we now have. In constant use are two independent, basic camera chains. Each is equipped with an automatic light compensator. One camera is student operated while the other is remotely controlled from our control console. This remotely controlled camera also is equipped with a three to one Zoomar lens. We can now televise from any room in our building to any other. Within fifteen minutes our complete television network can be moved to another part of the building. One camera may be used to televise to the rest of the school while the other is moved into a classroom with several receivers (we have twelve, all mobile) for use within that room alone; the camera can be operated by the instructor without student assistance. The teacher uses controls in this situation.

Here is a review of the steps involved in the organization of the closed-circuit television program in a high school. The administration decides what the needs of the school are. Can television help meet these needs? If television can meet these needs, what will be the basic objective of the project? What will be the cost of such a program?

Suitable information must be prepared to be submitted to the school board for approval. Once approval comes, personnel must be hired to put the project in operation. A constant re-evaluation of the project is carried on to see if the objectives are being met.

After the designing of the equipment was complete it became necessary to face the problem of making sure that our programs fit the basic aim of being teaching tools. To do this it was imperative that each program be designed to fit a specific part of the course syllabus and that it would reach the students at the exact time that area was being studied. Over the period of time this project has been in operation three different types of programs have evolved. Each meeting our requirements, but each meeting them in its own way.

First, there is the type of program that brings to the classroom resources that otherwise would be unavailable. A majority of our programs are of this type. We have had the cooperation of businesses both large and small, foreign countries, teachers and outstanding personalities. We



A model of Leonardo da Vinci's "file cutter" is used in an introductory program to science and invention in the junior high school. At left is Dr. Roberto Guatelli, da Vinci authority from IBM, which provided twenty working models of the latter's inventions. In the center is the author and at right the camera operator watches the studio monitor for focus and lighting.

have found that by using television and thus reaching a greater number of students we have been able to have this cooperation that otherwise would have been impossible. We have also been able to make better use of the skills possessed by members of our faculty. Now many students may receive the benefits of projects and special presentations taking place within other classes in the same subject area.

The second type of program enables teachers to present material in a much more effective manner than ever before. For our biology classes we now move the remote controlled Zoomar camera and four receiving sets into the classroom. For the first time every student in the class can follow along in a dissection step by step with the instructor by watching the screens. Gone are the days when several groups, one at

a time, came up to the desk, watched a demonstration and then went back to their seats to work. Now an entire class period can be spent on this presentation. Every student has a front seat, every student works on the same thing at the same time. By using our high magnification lenses it is possible to fill up the entire screen with the smallest of objects. Electronics classes for the first time are learning to take apart and put together a switch that up to now has been too small for more than one student to see demonstrated at a time.

The third type of program, while not as common as the first two, is still an extremely important one. A library orientation that at one time would have taken close to a month, with one class going to the library at a time, was completed in less than two days. By televising from

the library into the English classes we were able to reach all 2,200 students and yet free both the library and its staff for other activities. The administration used television for their orientation programs also. By this method information reached the students in a better way and at the same time saved both time and effort.

As is true of many things, the television project is only as good as the programs themselves. The programs at Plainedge are unique, not only in the areas they cover, but also in the way they are developed. There is no such thing as a regularly scheduled program. The programs are done only if they are requested by a teacher or a department. Rarely will a class see more than two or three television programs a month. We program for every department in the school. We mold our programs to fit the classroom, not our classrooms to fit the program.

At the beginning our teachers were skeptical. We had many who had had previous experiences with educational television that were not pleasant. For this reason programming was started at a slow pace. All of our earlier programs started from within the television department and were then offered to the individual teachers. Whenever possible we tried to get individual teachers to help us with the programs. At first this was not an easy task.

The change that we were looking for, where the teachers would themselves design the program, started with a series of three programs on the elections. These programs were done at the request of, and under the guidance of, the Citizenship Education department. The first program had a representative from each major party discussing the "Grass Root" politician. This program was followed by two others where the candidates for office were interviewed by students from the classes receiving the programs.

This series brought us two important firsts. For the first time a department was almost entirely responsible for a program. By suggesting the programs, by arranging for the speakers and by having students from the classes ask the questions the teachers were able to have these programs cover exactly what they wanted them to.

These programs also gave us the first opportunity to use the school's intercom system for a question and answer period. Mid-way through the program we allowed time for classroom discussion and during this period the rooms were able to call in questions for the speakers. This gave the teachers another opportunity to have what they wanted covered.

The election series was a turning point in the programming at Plainedge. We have now reached a point where our programs are developed in such a way as to meet the objectives of the television project raised long before school opens.

The basic idea for a program will usually come from a teacher who will mention that televising a specific area would be of great help. At this point I will usually check with other teachers in the field and see if this program will fill the needs of many classes. I will find out if the program fits directly into the course of study for which it is intended. If the program would not be directly related, or if he or she is the only teacher who can use the pro-

gram at that time, the idea will be dropped.

If there appears to be a demand for the program the next question is, who should do it? Should we bring in an outside resource or do we have in the school a teacher who could handle the program? Often the teacher who had the idea for the program will have a specific person in mind. At least one person from the department will work directly with me on the program until completion.

If an outside source is needed I will usually make the initial contact. If, for example, industry X says that they will be glad to help us with a program, a meeting is arranged. At this meeting there will usually be representatives from the industry, the teacher who suggested the program, the department chairman and myself. Before the meeting takes place the teacher and the chairman will have contacted the other teachers who will be able to use the program. The objectives of the program, what they wish included and when the program should be scheduled as to tie in directly with the subject area are discussed beforehand.

At this meeting the teachers will find out if industry X will be able to do this program for us. If the answer is affirmative a tentative program is set up. At this point the representative must return to his company to see if they can meet the requirements of the department.

Several weeks later I receive a plan for the program from the industrial representative. If this outline does not meet the wishes of the teachers the program will be dropped at this point. During this period there will of course be much communication between the school and the company. If the department is satisfied with the suggested program the teacher working with the project will now make up an outline for all the teachers in the department. I would like to mention that several programs were cancelled when they were not available at the exact time they were needed.

This outline for the teachers will include objectives of the program, when it is being televised, by whom, content as it relates to the subject area, suggested pre and post program activities and often a list of materials that industry X has made available for the use of the teachers in connection with the forthcoming program.

It is now up to the teachers. If they wish to use the program a form is filled out which insures the teacher that a television set will be in the right room at the right time. In all cases programs are repeated so as to reach the greatest number of students as possible.

Briefly this describes the Plainedge program. We believe we are doing the right thing, but we are not sure. To see if we are meeting our objectives Dr. Roscoe Brown of New York University is researching our entire TV program. Results of our early research will be available shortly.

This type of programming has had direct implications throughout the school. The principal object is of course, the improving of instruction. We believe this object is being met. We are constantly reaching for more effective and enriched teaching. By using closed-circuit television as a teaching tool we feel that this is taking place.

# Techniques for Making Transparencies

**T**HROUGH the years people depending upon visual methods of communication have depended strongly on collections of pictorial materials called tearsheet files or "picture morgues." Most of the material is taken from magazines, brochures, newspapers. These picture files form an extremely valuable source of material to be used for bulletin boards, flannel boards, still picture sets, etc. Frequently enlargement of this material is desirable. Some teachers have taken the pictorial material, mounted it carefully, eliminating unwanted content, and photographed it either on black and white or color film, and made it into slides. Use of the slide projector or the opaque projector of course magnifies the material on the screen to a size that will permit the entire class to view the picture content all at one time. Giving these picture files a flexibility in use is extremely important when a teacher desires varied approaches in her method of communicating.

With the increased use of large size transparent overhead projectors, experimentation began in trying to convert pictorial material from the magazine page to a projectable transparency. A great many approaches were made to this problem. A number of years ago commercial artists found they could remove type from printed pages with transparent tape. Others found they

could transfer ink from a printed page with a combination of soap and turpentine. Through a combination use of rubber cement and special liquid plastic in an oven, an exciting method of transferring printed images on glass evolved. The results were excellent, but the process was long and involved. Specially coated frisket paper used by artists was found to "lift" the image from the surface of clay coated paper. (See *Educational Screen and AUDIOVISUAL Guide*, February, 1955.) Due to the translucency of the base material, good projection was slightly hindered. Consequently, rubber cement was used directly on clear acetate. If done carefully by a person with experience, good results would occur when conditions were favorable. The resulting transparency had to be protected and transparentized with the use of a clear plastic spray. Even at their best these transparencies are very tender and can easily be damaged by careless handling and high temperatures.

Through all this experimentation, then, various methods have evolved. One which has proven extremely successful involves the use of heat and pressure. A specially prepared transparent film called Transpara-Film<sup>1</sup> has been developed primarily for converting printed materials to a projectable form. Transpara-Film is a clear acetate coated with a dry adhesive which, when heated and placed under pressure, will adhere



Choose a picture of good quality.



Test for clay-coated paper.



Trim film to size of picture.

to the printed surface of a tearsheet. After the film has adhered tightly to the picture surface it is placed in water. The water soaks through the paper, releasing it from the acetate and leaving the printed ink surface tightly impregnated into the special adhesive surface of the film. This then makes the image transparent and projectable. The resulting transparency is far more resistant to abrasion and heat than the older rubber cement type transparencies.

With the ever increasing use of tearsheet materials in the teaching situation the dry mounting method of mounting pictures has become popular. This same dry mounting press also provides the necessary heat and pressure for the above Transpara-Film process.

The following steps give a brief description of how this process is possible.

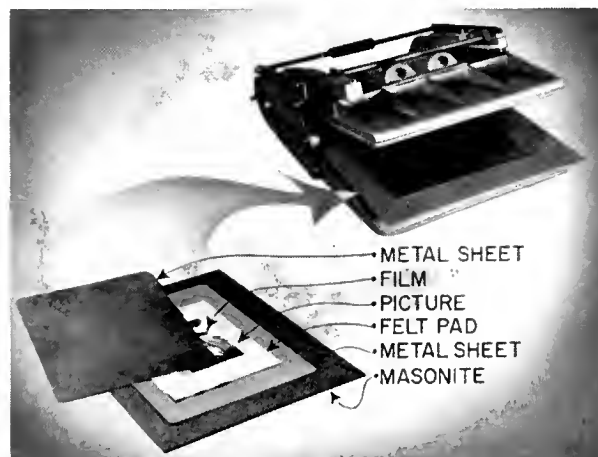
A. To obtain good transparencies by this method it is important to choose a picture of good quality with no abrasions or wrinkles on its surface. It is important to realize that the resulting transparency is the same size as the original picture. Thus, this system will lend itself to the making of the larger size transparencies for overhead and  $3\frac{1}{4} \times 4$  projectors. Since projection will magnify the printer's screen and blemishes in the original it is never advisable to make slides smaller than  $3\frac{1}{4} \times 4$  by this method.

B. For this system of ink transfer to work properly, it is important that only pictures printed on clay coated paper be used. By taking a wet finger and gently rubbing over an imprinted area of the page, the moisture will dissolve the white clay surface. If the paper is clay coated, a white residue should form on the tip of your finger. If this appears, it is quite safe to assume that the ink will be transferable.

C. Trim the picture slightly larger than de-



Dry out picture.



Assemble "sandwich" in above order.



Place film-picture combination in soapy water.



Peel off paper backing.



Wash off remaining clay and paper fiber.



Spray film for greater transparency.

sired and cut a piece of Transpara-Film the same size or slightly smaller so that none of the film will extend beyond the edges of the picture.

D. To assure a good transfer it is important that the picture contain no moisture. Any moisture may be removed by placing the picture in the warm dry mounting press for a few seconds.

E. The press must be set at a temperature of 270° to make transfers. Too little heat will prevent the film from adhering while too much heat will cause blisters to form. To assure good all over pressure and heat a special combination or "sandwich" of materials is important. Most of the elements of this sandwich are readily available in most communities or they may be obtained in kit form. The elements are as follows: (see accompanying diagram)

1. A sheet of masonite to increase press pressure.
2. A smooth piece of metal. (A photographic ferrotype tin is excellent for this purpose.)
3. A sheet of felt.
4. The printed picture facing upward.
5. Transpara-Film with adhesive side against face of printed picture.
6. The last element, another smooth metal sheet with smooth side against film.

Now place the entire "sandwich" into the dry mounting press for 8 to 10 minutes.

F. Place the film-picture combination in soapy water for five to ten minutes. This may require longer time depending upon the quality of clay coating, etc.

G. When water has penetrated the paper surface, pull off the paper backing. Sometimes it pulls off easily; at other times it may have to be removed a small section at a time.

H. With a piece of cotton or a soft rag wash off any remaining white clay or paper fibers or you will not have a good transparency. Wash off any soapy water and allow transparency to dry. Throughout the process the film may have had a tendency to curl. Never force the film to flatten out for you may damage the adherence. However, after the transparency dries it will be relatively flat.

I. Although the resulting transparency will project, an even better projection can be obtained by giving the ink side of the film a light coat of clear plastic such as clear Krylon<sup>2</sup> spray. A light coat of vaseline will also help transparentize the film.

J. The transparency is now ready to mount as desired.

It is important at all times to work cleanly. Dust and lint will cause blemishes if allowed between film and picture surfaces. It is possible to transfer a picture exactly as it exists on the printed page if instructions are carefully followed.

Through the use of this system a great many new and varied materials can be made from your picture file for projection, and for use on light boxes and in diaze reproduction.

(1) Transpara-Film: Seal, Incorporated, Shelton, Connecticut.

(2) Krylon: Krylon, Incorporated, Norristown, Pennsylvania.



# AV Courses for Teachers



Prospective teachers need to practice with modern tools of teaching.

by J. Robert Murray

**H**OW essential are courses in audiovisual instruction? Are they necessary, valuable, a waste of time?

In 1949, at a conference of fifteen specialists in teacher education and audiovisual instruction held at the United States Office of Education, our recommendations were made as being of prime importance at that time. They were:

1. That teacher education institutions must make certain that their graduates were prepared to use audiovisual materials in their teaching.

2. That such institutions which did not then have audiovisual centers should establish them and use them as laboratories for materials distribution.

3. That they should take the responsibility for helping school systems with in-service educational programs with special reference to audiovisual materials.

4. That teacher education institutions should make use of the most effective instructional materials.<sup>1</sup>

In 1956, not quite ten years later, Benda found the belief prevailed among New Jersey college instructors that students entering the teaching profession could obtain the necessary training in the use of audiovisual materials through incidental classroom procedures rather than from specific courses on the subject.<sup>2</sup> This belief is so prevalent

in Pennsylvania at the present time that there is a move on to reduce the present course allotment time or to absorb the audiovisual course into other methods classes.

## I. College Staff Opinion Of The Audiovisual Course

A general indication of what teachers college instructional personnel think about the audiovisual course is exemplified in the following example. An audiovisual instructor was approached by a fellow teacher and asked if it would be possible for a student to skip the audiovisual course. It seemed that the boy could already operate most of the equipment. But what does research tell us concerning the pre-service audiovisual course in teacher education?

## II. Research Studies In Audiovisual Education

### A. *Beginning Teachers' Needs*

White found that school supervisors in the state of Wisconsin believed that beginning teachers should be fully prepared to use audiovisual methods when they leave college. They wanted teachers they selected for their schools:

1. to be acquainted with the materials that apply to the teachers' own fields,
2. to be competent in the mechanical aspects of the materials,
3. to understand and appreciate the pedagogical values of audiovisual methods, for producing a

more effective learning situation,

4. to know how to use audiovisual materials so as to achieve more effectively their inherent values and

5. to know how to evaluate the methods and results they produce.<sup>3</sup>

The audiovisual specialist would be the first person to concede the difficulty in meeting these objectives, and yet these are the major purposes of every well organized basic audiovisual course in the country.<sup>4</sup>

In conclusion it would appear that the majority of these students felt that the course should be offered for three credit hours to permit better coverage of certain skills and techniques which they thought of potential usefulness when they started teaching. They also felt that the course should immediately precede practice teaching.

### B. *Utilization of Materials*

White found in his study the following items:

1. That as a group (only two had taken an audiovisual course) the teachers surveyed did not use all of the audiovisual materials at their disposal.

2. That those teachers who did use the six common methods surveyed did not perform at the highest levels of usage.

3. That teachers were cognizant of their own deficiencies in the area of audiovisual methods, but only to the point where their

knowledge of the methods would allow them to realize and recognize their deficiencies.

4. That the in-service training programs now found in schools such as those contacted in the study cannot be depended upon to provide competency in the area of audiovisual methods.

5. That all people contacted in the study, teachers and administrators alike, were eager to have teachers better prepared to use audiovisual methods.

In conclusion White recommended that each pre-service teacher take a complete and separate course in audiovisual instruction.<sup>4</sup>

#### *C. Teaching Competency and Utilization of Materials*

Camp found in his survey in New York State that, in general, *there is a significant positive relationship between administrators' ratings of teacher competency and the extent of audiovisual utilization.* Although he found no significant relationship between the level of audiovisual training and administrators' ratings of teacher competency, *there was a significant positive relationship between the level of audiovisual training and the extent of audiovisual utilization in the group studied.*

Teachers judged as most competent may or may not have had formal audiovisual training, but they are much more likely to use audiovisual materials extensively than those teachers rated average or poor. The teachers surveyed, in general, felt that the extent of use of audiovisual methods by the faculty in their teacher preparation institutions had some degree of influence on the extent to which the teachers themselves utilized these materials.<sup>5</sup>

This perhaps proves the old adage that we teach, not as we are instructed to teach, but as we have been taught. In one of the state teachers colleges of Pennsylvania, it was found that approximately 21 percent of the total teaching staff had taken an audiovisual course within the past fourteen years. Less than 10 percent of the faculty had taken a graduate course in audiovisual during this period of time, and approximately 20 percent of those that had taken a course were training school staff rather than regular college classroom instructors. This survey may be typical of the United States, but it is doubtful, since Pennsylvania has required audiovisual training since

about 1940 and many of the staff members are Pennsylvania graduates. It may be that in other states where audiovisual is not required, the percentage *would not* be this high.

This is not a criticism of the institution, the teachers or their alma maters, but points out the real need for good in-service audiovisual training within teacher education faculties. The remarkable part here is that many of these teachers have taken their time and made great effort to acquaint themselves with these modern tools of communication, rather than be content with the traditional lecture method. It is disturbing that a situation such as this exists in teachers colleges where the personnel involved may determine, through their curriculum committees, what courses should be taught.

Camp also found that the majority of teachers and administrators surveyed indicated that they favored a basic course in audiovisual instruction as a requirement in the teacher preparation curriculum. Of the school administrators surveyed, 97.6 percent felt that this basic course should be required of all classroom teachers.<sup>6</sup> It is worthwhile to note that the administrators' judgments regarding the content of a basic course in this area were in general agreement with the recommendations of the National Education Association and with standard texts in the field. This means that the course would have to meet on the average of three clock hours per week for a full semester in order to cover adequately the goals previously discussed as being basic.

In connection with Camp's study, a step in the right direction has recently been completed by The Pennsylvania Audio-Visual Association for Teacher Education. For several years the members have been working among themselves to prepare a basic audiovisual course of study for all teacher education institutions. The Pennsylvania Department of Public Instruction is publishing and distributing the outline. This is strictly a voluntary course of study, but if it is followed by each teacher education institution, Pennsylvania can be assured that all graduating teachers have had the opportunity at least of studying what is considered most important in audiovisual education.

#### *D. Audio-Visual Course Weaknesses*

Benda's study in New Jersey

pointed out weaknesses which seem to be typical of many regions in the U. S. These were:

1. That beginning teachers were not fully aware of the various media's contribution to the teaching process.

2. That broad understandings of the various media were deficient in some students even after a preliminary course in audiovisual.

(It may be pointed out that with a class which meets for an hour's credit on Saturday, it is the remarkable teacher indeed who can meet the prescribed goals of audiovisual education.)

3. That there was no established course of study.

4. That classes were too large.

5. That equipment was lacking.

6. That instructors were too busy with other courses or college duties.

7. That the audiovisual courses emphasized operation of equipment rather than effective selection and utilization.

8. That students were not afforded sufficient opportunity to observe the use of the various media in actual practice. (Too often these methods are only used in the audiovisual class as demonstrations, but never witnessed in other college classes.)

9. That colleges have not stressed the importance of audiovisual materials as an integral part of teacher learning processes.

*In conclusion, Benda recommended that students must not be expected to receive all their training in the use of audiovisual materials from other methods courses. Certain understandings and skills are taught only in audiovisual education courses.* He goes on to say that the basic pre-service course should meet three times per week for one semester.<sup>7</sup>

#### *E. Utilization of Materials in Adult Education*

In a study dealing with over 5,000 teachers in the public adult schools of California, Harris found some results very similar to the previous studies. Teachers with audiovisual training used the main materials in ratios of from two to one to three to one over teachers without formal audiovisual training.

*A very important finding was that teaching experience had no significant effect on the usage of audiovisual materials.*<sup>8</sup> This points out the fallacy of many college professors' viewpoints that the beginning teachers can acquaint themselves with these "audiovisual aids"

after they get out into the field and gain the necessary experience.

### III. Audiovisual Training — Separate Course Or Integrated Into Other Methods Courses?

With the impetus of visual sensory methods back in the early 1920's the question arose: should the courses in visual instruction be separate or should guidance be offered in special methods courses?

At first the recommendations by such leaders as Freeman<sup>9</sup>, Anderson<sup>10</sup>, Gregory<sup>11</sup>, and McClusky<sup>12</sup> were that the subject should develop within each methods course. However, by 1932 McClusky had modified his original recommendation to state that a separate course was necessary for emphasis.<sup>13</sup>

Yeager, in discussing the work offered at the University of Pittsburgh, made the statement that "Since methods courses do not place adequate emphasis on the use and care of visual-sensory aids, separate courses are necessary so that every prospective and in-service teacher will be brought in direct contact, through participation and application, with visual-sensory aids developed sequentially and practically applied."<sup>14</sup>

### IV. Future of Audiovisual Education

What will the teacher competency in the field of audiovisual education be twenty-five years from now? This is one of the most important present day problems.

Noel points out that even now the quality and variety of audiovisual materials greatly outflank teacher competency in effective use of them. There is statistical proof of our failure to use even a small percentage of educational radio programs. Everywhere you turn there is a valuable source of pictorial materials, yet teacher use of these materials is very limited. Developing teacher competency in the use of these materials is a responsibility of both teacher education institutions and school administrators.

The problem has two aspects, in-service and pre-service training. Teachers colleges have the primary responsibility for the pre-service aspect. Indications are that teacher education institutions are beginning to recognize the problem. The future will bring courses, units, and practice experiences into the teacher training curriculum, which will assure teacher training competency in audiovisual education. Many teacher education institu-



In large classes, AV teacher must often rely on supplementary materials.

tions will require this work and college instructors will make use of these materials as an integral part of their classes.<sup>15</sup>

McClusky states that twenty-five years ago the number of audiovisual specialists with doctor's degrees could be counted on one hand. *Phi Delta Kappan*, February, 1952, reported no less than fifty doctoral theses in progress in the audiovisual field. The number of higher educational institutions offering courses in audiovisual has increased from 21 to over 250 during the last twenty-five years.<sup>16</sup> Moldstad, writing in the *Audio-Visual Communications Review*, indicates that there have been approximately 420 doctoral studies completed in audiovisual education between 1936-1956 and an additional 93 studies completed in 1956 through September of 1957.<sup>17</sup>

What is the future for audiovisual? The facts show that audiovisual education is an integral part of teacher training. The utilization of audiovisual instruction has spread steadily during the past quarter of a century and will continue until the concept permeates education at all levels.

The growing interest in developing more effective media of communication will give impetus to the movement. Another motivating force will stem from the stigma surrounding verbalism. People are becoming more and more distrustful of fancy phrases. They want plain talk and understandable presentations. The establishment of serious graduate study in audiovisual techniques at the university level is a recognition of the need for professionally trained personnel to help in the task of making learning and communication effective. If the schools of today are to keep pace in practice with the techniques of communication in use in

the larger community which they serve, studies in audiovisual education are a must for tomorrow.<sup>18</sup>

- 1, 3, 4. White, F. A., "Teacher Competence in the Use of Audio-Visual Materials," *Audio-Visual Communications Review*, Department of Audio-Visual Instruction National Education Association, Vol. 1, No. 2, Spring, 1953, pp. 91-98.
- 2, 17. Benda, H. W., "A Plan for the Improvement of the Pre-Service Course in Audio-Visual Education for the State of New Jersey," *Dissertation Abstracts*, University Microfilms, Vol. 18, No. 5 (Ann Arbor, Michigan, 1958) pp. 17-27.
- 5, 6. Camp, M. B., "Some Factors Related to the Utilization of Audio-Visual Materials, With Suggestions for Teacher Preparation in This Area," (Unpublished Doctor's Thesis, Penn State University, Pennsylvania, 1957).
7. Moldstad, J., "Doctoral Dissertations in Audio-Visual Education" *Audio-Visual Communications Review*, Vol. 4, No. 4, Fall 1956, pp. 291-333, Vol. 6, No. 1, Winter, 1958, pp. 33-48.
8. Harris, R. W., "Use of Audio-Visual Materials in Adult Education," *Audio-Visual Guide*, Vol. 19, No. 8, April 1953, pp. 5-6.
9. Freeman, F. W., "Graduate Training in Visual Instruction," *Educational Screen*, Oct. 1926, 5: pp. 489-491.
10. Anderson, C. J., "Some Unsolved Problems in The Development of Visual Education," *Educational Screen*, March 1936, 15: pp. 73-74.
11. Dale, E.; Dunn, F. W.; Hoban, C. F.; Schneider, E.; *Motion Pictures in Education*, H. W. Wilson Co., New York 1937, pp. 369-440.
- 12, 13. McClusky, F. D., "Finding the Facts of Visual Education: Growth Through Teacher Training," *Educational Screen*, April-May, 1925, 4: pp. 203-4, pp. 272-6.
14. Yeager, W. A., "Preparing Teachers in the Use of Visual-Sensory Aids," *Educational Screen*, March 1936, 15: pp. 74-76.
15. Noel, E. G., and Noel, F. W., "Looking Ahead Twenty-five Years in Audio-Visual Education," Kinder, J. S., McClusky, F. D., *The Audio-Visual Reader* (Dubuque: Wm. C. Brown Co., 1954), pp. 372-376.
- 16, 18. McClusky, F. D., "Audio-Video Distrust of Verbalism Gives New Impetus to Audio-Visual Education," Kinder, J. S., McClusky, F. D., *The Audio-Visual Reader*, (Dubuque: Wm. C. Brown Co., 1954), pp. 376-378.

# AV Coordination in a Large Urban School

by *Edward J. Kosell*

**M**ANY teachers feel there is too much difficulty involved in securing and setting up audiovisual equipment for a fifteen minute educational broadcast or a short instructional film; in consequence, many children are deprived of the proven benefits of these effective teaching materials.

On assuming the post of audiovisual coordinator of a sixty classroom Chicago public elementary school, the writer decided to make it just a little easier for teachers to obtain and use the school's equipment.

No problem was presented in the use of film-strip equipment. Several years ago it was decided to have the school library be the distribution center and custodian for filmstrips and film-strip projectors. Each teacher is given a listing of the several hundred filmstrips comprising the school collection; the teacher simply makes arrangements with the librarians for the use and return of this equipment. Incidentally, it was found that a large standard 3 x 5 card file cabinet can very easily be adapted for the storage of many hundreds of filmstrips. The locking facilities of this type of cabinet and its large size suit it ideally for safe and convenient storage.

On the other hand an analysis of the extent of participation in the reception of radio broadcasts presented by the school system's educational broadcasting station disclosed only a faint, sporadic use of this facility. On inquiry, teachers very frankly stated that too much effort was involved in making weekly arrangements for educational broadcasts. Citing the same reason, even more resistance was found to the use of instructional films.

By showing the teachers that the educational radio schedule was set up so that particular series were programmed on a full year's basis, the writer was able to obtain 100 percent teacher participation in the use of radio equipment for the semester.

Semester schedules were drawn up. A copy of the schedules was given each teacher. Also, each of the school's four radios had attached to it a routing sheet derived from the schedule. In consequence, every teacher in the building can very easily determine the location of any radio at any time during the day.

It was found that scheduling of this type resulted in a number of advantages. Radios leave the office at the start of the day and are routed from room to room by the teachers using the attached routing schedules. Intermediate trips to the office involving equipment handling and the resulting greater chance for damage are eliminated. Also, office personnel are saved the trouble involved in the routing of equipment. The last teacher using the radio is responsible for its return to the office for overnight safe-keeping.

Since the radios come to the room on schedule and almost automatically, it is quite easy for the teachers to make good use of them.

The cooperation of the school engineer was enlisted in adapting several heavy radios to "two-man" portability. This was done by attaching a window sash handle to each end of the radio. As a result, even the larger second grade boys can move the radio from one room to another.

Classroom use of sound motion picture equipment for short and purely instructional films also has its drawbacks. Perhaps understandably, so teachers are quite reluctant to make the necessary arrangements and go to the trouble of setting up projection equipment for the usual twelve to fifteen minute film.

It is here that the coordinator can be of invaluable assistance; here that a little effort on his part reaps great benefits for teachers and children. All that is required is some thoughtful scheduling and the providing of that vital spark of enthusiasm.

Films are received weekly from the schools' Division of Visual Education as a result of an order compiled from teachers' requests.

To expedite the formation of the schedule and as a convenience to the teachers, pupil messengers go to the teachers whose requested films were received. These teachers then indicate on an accompanying blank schedule the time and day on which they want their films shown, subject only to the restriction that they select a day on which the projector is on their floor.

Next, the messengers visit all the other teach-

## MOVIE FILM SCHEDULE NOV. 17-21

	MON. NOV. 17			TUES. NOV. 18			WED. NOV. 19			THURS. NOV. 20			FRI. NOV. 21		
	RM	FILM		RM	FILM		RM	FILM		RM	FILM		RM	FILM	
9:00- 9:30	I 2F	208	X-F-43	I 2F	210	X-S-5	I 1F	105	X-F-43	I 1F	117	X-J-4	I 2F		
	II 3F	310	X-A-9	II 3F	320	X-F-43	II GF	010	X-J-4	II GF	012	X-A-9	II 3F	313	X-A-9
9:30-10:00	I 2F	214	X-B-7	I 2F	211	X-U-19	I 1F			I 1F	120	X-M-12	I 2F	219	X-U-19
	II 3F	306	X-A-9	II 3F	316	X-F-43	II GF	08	X-F-43	II GF	016	X-J-4	II 3F	307	X-F-43
10:00-10:30	I 2F	218	X-U-19	I 2F	205	X-A-9	I 1F	106	X-F-43	I 1F	118	X-F-43	I 2F		
	II 3F	315	X-A-9	II 3F	304	X-F-43	II GF	06	X-A-9	II GF	08	X-A-9	II 3F	308	X-M-12

This schedule shows how teacher selections are worked out. Films are designated by catalog number, as "X-F-43" - "X-A-9" - etc. The Roman numbers "I" and "II" refer to the two projectors being used. "GF" - "1F" - "2F" and "3F" refer to the various floors of the building. Teachers may select any convenient period for showing a film on the day that the projector is "tagged" for their floor.

ers, many of whom had requested films that were unavailable that week. These teachers are given the opportunity to book any film that was received, provided the film definitely applies to their program of studies.

By making full use of the school's two projectors, it is possible to provide each teacher with his choice of a period from approximately ninety half-hour film periods each week. Thus, it is evident that a more successful instructional film program can function with only a minimum of equipment.

Employing the technique of attaching its individual routing schedule to each projector and to each film container, the equipment is in a position to move from room to room throughout the day without further attention from the audiovisual coordinator or office personnel. Providing each teacher with a duplicated copy of the master film schedule, enables the teacher to determine where the projectors and films are at all times during the day and the week. This is an invaluable aid in tracing equipment on those infrequent occasions when something unforeseen develops to upset the schedule.

For a school of more than one floor, it is advisable to set up the schedule so that the projector remains on one certain floor for at least half the day. In this way, equipment is rolled quickly and smoothly on a projection cart from one room to another on a floor and constant carrying of the projector from one floor to another is greatly lessened.

The method of setting up projector routing and film routing schedules from the preceding "master" schedule can easily be deduced.

The advantages of a permanently mounted projection screen in each classroom over those of a pupil-managed portable type need no discussion.

It is of course highly desirable that each teacher become proficient in the operation of audiovisual equipment. The writer has found a good time to train teachers in the operation of equipment is the period in the morning before the pupils enter the classroom or during a lunch hour. No more than two teachers can be trained properly at a given time.

Incidentally, the writer has found that from the standpoint of getting the program off to a good start each day it is advantageous to organize a small group of boys whose task is the delivering of radios, motion picture projectors, and films to the first-listed teachers on each day's schedule. As previously explained all movement of equipment thereafter is under the management of the teachers. As with the radios the last teacher using the films and projectors each day is responsible for its return to the office for safe-keeping.

The delivery boys are only too glad to help and are proud of their contribution to the smooth running of a successful audiovisual program. Too, since this job of delivery can be performed before classes start, no loss of instructional time need be suffered by the boys.

Naturally a certain initial effort had to be put forth to put this plan in operation. However, after a few weeks the rough spots were ironed out and a very satisfactory program has resulted. Although a very large number of teachers and 2600 children benefit from this service, a minimum of attention is required from the coordinator. Indeed, it is to a very large extent a self-sustaining operation.

The foregoing is an account of an audiovisual program that has worked out very well in a given situation. Some aspects of this program doubtless can be used with profit in many other situations.

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Beginning Responsibility: Books and Their Care

(Coronet Instructional Films, Coronet Building, Chicago 1, Illinois) 11 minutes, 16mm, sound, color or black and white, 1959. \$110 or \$60. Teacher's guide available.

### Description

A number of guiding principles for taking proper care of books and using them correctly are presented for the young neophyte reader.

It is Bobby's birthday and his grandmother offers to buy him any book he chooses in the large bookshop. Bobby is amazed at seeing the many books but finally selects *The World of Pooh* by A. A. Milne because his teacher reads stories from this very same book all of the time. He can hardly wait to get home. Grandmother has bought a picture book for Sue, his little sister, and, as they gather in the living room, the excitement runs high as mother, father, Sue, and Frisky the dog wait to see what they brought from town.

When father sees the title he remembers a book that he has had for over thirty years and he gets it from the bookshelf. It is *Winnie-the-Pooh* and is still in excellent condition. He shows Bobby how he took care of the book to have had it so long. First, he illustrates how to open a book so as not to break the stiff back or binding. As Bobby imitates his father's actions, little Sue also learns how to open her book correctly.

Bobby wants to read his book but it is suppertime and he must find a place to put it so Sue won't tear it accidentally or Frisky won't pull it off onto the floor. He can hardly wait to finish eating his dessert. When he does finish, however, he knows that he must wash his hands and pick up all stray crayons and pencils so that his book won't get smudged or have crayon and pencil marks on it. Sue washes her hands, too, and helps to pick up all of the crayons. They are very careful when turning pages and, at bedtime, Bobby uses a piece of clean paper as a marker. This doesn't hurt the book. He, also, must find a good place to keep his book. The bookshelf is just the place — just high enough so Sue can't get it and the book can stand upright and not fall to the floor.

The next day, Bobby takes his prized book to school to share with his classmates. Miss Johnson is very

interested and offers to show it to the entire class, however first, she shows them another book which was left out in the rain, had torn pages, and crayon marks all over the pictures. The narration asks, "Did somebody's little brother or sister do all this to what was once a new and clean book? No. Someone who was in this room last year did it. The way some boys and girls treat books, you'd think they were little children."

While getting a book from the shelf in the reading corner, Judy accidentally knocks a book to the floor and a page is torn. She immediately takes it to Miss Johnson who understands that accidents do happen and is pleased that Judy brought it to her at once so that she could repair it before the tear gets worse.

Bobby is happy that he knows how to take care of books, because they are such good friends.

### Appraisal

*Beginning Responsibility: Books and Their Care* fulfills a much needed role in the guidance of primary school children. In addition, by example, it illustrates that younger children in a household are influenced by what the others in the family do. The narration and visuals are kept at a level which makes it easy for primary children and younger to understand the basic procedures for caring for books and other niceties such as saying "thank you" and reporting accidents promptly. The film does not attempt to funnel information, but successfully demonstrates by example the several rules for book care.

— O. E. Bismeyer, Jr.

## The Face of Red China

(McGraw-Hill Text-Films, 330 West 42nd Street, New York 36, New York) 54 minutes, 16 mm, sound, black and white, 1959. \$225.

### Description

This portentous film produced for CBS-TV shows how enthusiasm and idealism, as well as regimentation, are weapons in the hands of the Red leaders who exhort and coerce China's millions with Mao Tse-tung's promise of Utopia: "Three years of hard labor for one thousand years of happiness"; and, what Red China has accomplished and hopes to accomplish by her "Great Leap Forward."

However, since American journalists and news cameramen are forbidden to travel in Red China, this discerning film was shot by Rolf Wilhausen, a West German news photographer, and the text was narrated on the scene by the Canadian Gerald Clark, of the *Montreal Star*. In addition there is further text and discussion by Clark and Walter Cronkite, who cogently discuss the implications to the West of this thoroughly aroused dragon of Red China.

Reel one devotes itself to the rural communes first set up in April of 1958. In this galvanic uprooting of the traditional Chinese family, four-fifths of China's 500 million peasants or 120 million peasant families are packed into some 26,000 communes. This mass military impressment of peasant families into barracks life and exhausting labor on collectivized land apparently far outdoes the totalitarian zeal of the Soviet Union in intensity. Here, with bewildering and fanatical zeal, dams are completed in 80 days — the tools for the most part, the bare hands and straining muscles of hundreds of thousands who under mesmeric regimentation heed the slogan, "Do not wait for the machines, develop small industries."

For example, in a commune significantly named "Sputnik" women laborers scour the countryside for iron ore and scrap metal which they process into pig iron in crude homemade blast furnaces. Furthermore, no one escapes this gigantic and all pervasive socio-political movement. All students, office workers, and nurses are required to contribute work in the communes after hours and on vacations. Moreover the traditional role of women with the three cares no longer exists. She now sends her children to state communal nurseries leaving herself free for mechanic duty in tractor service stations tending the backyard blast furnaces building, farming, etc. In short, her primary duty is now to the "people" and not to the family which has long been the crux of Chinese life.

Work in the fields for both men and women begins at dawn and lasts until sundown. The children volunteer for work once a week while the university students volunteer during vacation. The latter is one way the regime combats the tendency of intellectual to look down on manual labor. And manual labor it is, for most of the work is accomplished by primitive

hand and back methods—the only respite being an hour of military drilling following a half-hour lunch break.

Significantly, the entire movement is shot through with unceasing and ubiquitous propaganda for the state and the system. Children parade through village streets chanting "Socialism is best" and "Taiwan must be liberated." Indeed, public demonstrations as a means of propagandizing the populace in village or city are held on the slightest provocation. Many of them are anti-Western rallies protesting United States and the West policies. Today, however, more refined and persuasive methods are employed; "We do not chop off heads now. We reshape them." Thus, "painstaking reasoning" according to Mao is utilized in this constant indoctrination, which downgrades intellectuals and professors.

Reel two limns the impact of the new China on that of the old. Here, Peiping, the Imperial and Forbidden City of the decadent Manchu emperors, has become the capital of Red China. Here, the summer palace of the Manchus is now "The People's Park and Cultural Center." Here, T'ien An Men Square is Peiping's equivalent of Red Square in Moscow. Here, also,

the Chinese avow they will build a new capital by the tenth anniversary of the People's Republic.

Instead of downgrading all of China's past, a concerted and vigorous effort is now being made to inculcate national pride in China's old and rich culture. After all, gunpowder, paper, and movable type were contributions of the old China and should be rightly acknowledged. Apropos of China's lag with the West they say, "We may be behind you now but it wasn't always so"—the implication being we will soon catch up and surpass you.

Shanghai is again open to trade. However, now one finds along the famous waterfront Bund only 5,000 foreigners as compared to the over 30,000 of pre-revolutionary days. There are still widespread slums but less litter and odor due to the constant emphasis on sanitation and the call to clean up such perennial scourges as rats and flies. Older people are given jobs of checking on the cleanliness of streets and houses.

A most important educational reform of Red China is the abolition of the intricately complex and symbolic alphabet and the substitution of a romanized one. Thus, all the oncom-

ing generations will be trained in this new and simplified language system, all of which will undoubtedly raise China's literacy rate.

Apropos of the industrial change and economic offensive, the "Great Leap Forward" has been due to the limitless human energy of China's millions. The statement of Marx, "Twenty years are concentrated within one day," is not an exaggeration, for here one finds literally thousands of backyard blast furnaces which represent the new industrial China. Here, too, a cyclotron where ten years ago nothing existed. Why are whole armies of people content to be moved from place to place in this prodigious and unrelenting drive to industrialize? Perhaps it is a sense of patriotism and achievement.

Perhaps the epitome of Red China's industrialization is found in the great Anshan steel mill in Manchuria which turns out high grade steel, so vital a factor in the export offensive of cheap goods for southeast Asia. China seems to say, "Anything the West can do, we can do better." Here the nationalism, chauvinism, and xenophobia of the new China reside.

Russia's reaction to all of this? She who helped to industrialize Manchuria



## THE STORY OF COMMUNICATIONS

A NEW CONCEPT  
OF EDUCATIONAL FILM PRODUCTION

From man's discovery of fire signals to his conquest of space... a thought provoking art film students will ask to see again. FULLY ANIMATED in MODERN ART FORM; NARRATED in poetic style; SCORED with original music. A springboard that will motivate expression.

Junior High — High School — College — Adult

8 MINUTES COLOR \$120

PRODUCTION:  
Andre Sarrut

DIRECTION:  
Yves Joly

MUSIC:  
Andre Jolivet



FILM PRODUCTIONS, INC.  
7238 W. TOUHY AVE.  
CHICAGO 48, ILL.

Preview Prints  
Available

now looks on with awe and apprehension and no longer sends as many technicians as formerly.

The final sequence of the film deals with two long-standing issues, namely: the Formosa question and Red China's admission to the United Nations. In answer to both of these, China states that "Time is on our side," and that ultimately the United States will withdraw from Formosa and Red China will enter into the United Nations. Moreover, there will come a day after the death of Chiang Kai-shek when Red and Nationalist China will be reunited. Thus for the present the communist revolution in China seems to be giving China the food and security she currently needs.

#### Appraisal

This film, which admittedly does not include all facets of the emergence of the new and industrialized China, does make a valuable contribution toward our understanding and, most important, our not underestimating the Chinese dilemma. Indeed, by its perceptive filming and cogent text it presents, perhaps, the best up-to-date overview of what Red China is about. Moreover, with an ideology that promises standards of living and a fair

share of the "good things of life," the Chinese Communists have developed, and may be able to maintain, considerable support for their form of government for at least a generation or more. All of which is to say that this presents serious problems for our country and the West.

— Robert B. Pettijohn

### (How Nature Protects Animals—second edition)

(Encyclopaedia Britannica Flms, 1150 Wilmette Avenue, Wilmette, Illinois) 11 minutes, 16mm, sound, black and white, 1959. \$60. Teacher's guide available.

#### Description

The film opens by showing that animals are struggling constantly to survive in the midst of such hazards as fire, flood, heat, cold, disease, changes in the climate, and other animals that prey upon them. Some species do not survive, such as dinosaurs and passenger pigeons, while others withstand the climate, escape their enemies, and survive over long periods of history.

Several examples illustrate how nature helps animals survive by protecting them in various ways. The distasteful moth is spit out by its frog captor; the keen senses of the deer help it to escape its enemies; the fertility of insects helps some of them to survive and continue the species; the buffalo, osprey, scorpion, and other animals protect and care for their young until they can put up a good fight for survival on their own.

The defensive adaptations of animals are shown as belonging to three classifications—hiding, fleeing, and discouraging attack. The first type is exemplified by a frog hiding under a log; a crab burying itself in the ocean sand; prairie dogs fleeing to their underground homes, while the protective coloration of butterflies, toads, praying mantis, rattlesnakes, and other animals hide them from their enemies.

The second type of defensive adaptation of animals—fleeing—is illustrated by showing various types of locomotion used by animals: the antelope flees by running, the kangaroo hops, the seal swims, the snake crawls, the opossum climbs, the egret flies. The film also shows an owl and woodpeckers sheltering themselves in holes in trees.

The film continues by picturing a porcupine discouraging attack by using its sharp quills and shows that a bee achieves the same result with its stinger. The Viceroy butterfly mimics the Monarch and escapes being eaten

by birds; the remora fish attaches itself to the bottom of a shark thus obtaining protection and portions of the shark's food. It shows a skunk discouraging the attack of a fox by use of its effective defense weapon, then pictures the well camouflaged sphinx moth larva which displays a special eye-like marking when disturbed. Next, it shows an armadillo with its protective, tough, horny plates and the harmless hognose snake acting as if it could inflict great harm. The protection of the diamond-back rattlesnake is obvious as the film pictures it striking.

As the film concludes with a review montage, the narrator tells that through the defensive adaptations just shown and many others nature has kept alive an endless variety of animal species through countless ages of the history of the earth.

#### Appraisal

This interesting film clearly presents a variety of examples which illustrate important biological principles concerned with animal adaptation for survival. The visuals should command the attention of a wide audience range from primary grades through adults but the film will probably have its greatest use on the intermediate and Junior high levels in general science and biology. It will also be useful to the teacher of senior high biology when uncovering units concerned with animal survival. Although not directly concerned with extinct species, the film should stimulate some thinking concerning these and the species that are nearly extinct, such as, the ivory billed woodpecker and the whooping crane. It will also be useful in discussions concerned with existing primitive forms of life, such as, the lungfish and sowbug, but its greatest use will be to show some of the adaptations which make it possible for animals to survive their many natural hazards. Since a wide variety of specific examples is shown, some teachers may wish to use the film to help develop in their students the ability to reason inductively.


— George Vuke

### Rhythmic Motions in Growing Plants

(William M. Harlow, 115 Terrace Road, Syracuse 10, New York) 11 minutes, 16mm, sound, color, 1959. \$90.

#### Description

This entire film uses time-lapse cinematography to show the circular motion of plants as they grow, the effect of gravity on their direction of growth, their reaction to light, diurnal



**NOW!**  
**Flannel Boards**  
**AND HOW TO USE THEM**

Reasons for using flannel boards; what they are and how to make simple ones; different uses from kindergarten through college. Demonstrated by E. Milton Grassell, Oregon State System of Higher Education.

15 MINUTES. COLOR \$1.50, RENT \$7.50

COMPANION FILM . . .

#### BULLETIN BOARDS... an effective teaching device

How bulletin boards function as an effective educational tool. Shows background materials, fastening devices, illustrations; gives examples of many different bulletin boards. Produced by Reina Rendell, Central Washington College.

11 MINUTES. COLOR \$1.10, RENT \$5

Order your prints today!  
Write for free catalog.



**BAILEY FILMS, INC.**

6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.



## AN IMPORTANT FILM EVENT...

### THE HUMAN BODY: Reproductive System

This film provides an excellent explanation of the function of the human reproductive system. Tastefully presented in a combination of animation, photo-micrography and live action, the film includes a unique scene of a human sperm fertilizing a female ovum. The various parts of both the male and female reproductive system are carefully described and illustrated, including structure and function of the major organs, the complete pro-

cess of fertilization, and the beginning of embryonic development. Entirely technical in nature, the film is designed for high school biology classes and represents the fifth film in Coronet's *Human Body* series. The film is 1¼ reels (13½ min.) in length and available in a choice of either color or black-and-white. It is recommended that the film be shown to boys and girls separately.

#### Other new films from Coronet in color or black-and-white:

**Beginning Responsibility: Books and Their Care** (11 min.) Primary, Guidance

**Boats: Buoyancy, Stability, Propulsion** (13½ min.) Junior High, Science

**Communication in the Modern World** (11 min.) Intermediate, Social Studies

**Greece: The Land and the People** (11 min.) Intermediate, Social Studies

**Spanish Colonial Family of the Southwest** (13½ min.) Intermediate, U. S. History

**To Preview . . . any of these films at no charge other than return postage, merely indicate your selections in the coupon. We shall also be pleased to furnish a copy of our most recent catalogue on request. Merely use the coupon.**

### CORONET FILMS

CORONET BUILDING • CHICAGO 1, ILLINOIS  
Celebrating Twenty Years of Progress



#### CORONET FILMS

Dept. ES-659, Coronet Building, Chicago 1, Ill.

Please send me preview prints of films I have checked:

- The Human Body: Reproductive System
- Greece: The Land and the People
- Communication in the Modern World
- Spanish Colonial Family of the Southwest
- Beginning Responsibility: Books and Their Care
- Boats: Buoyancy, Stability, Propulsion

Please send free copy of your most recent catalogue, containing descriptions of more than 850 outstanding educational films.

Name \_\_\_\_\_

School or Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



changes, and the motion of climbing plants as they seek support. The amount that the action is speeded up varies from 1,000 to 5,000 times.

*Rhythmic Motions in Growing Plants* opens by showing the sprouting of barley seeds and the waving of the growing plant from side to side, which motion, the narrator explains, is called circumnutation or nodding in a circle. Animated diagrams of the movements of a growing nasturtium show that these circular movements form a spiral that increases in diameter as the plant grows upward. The film continues by picturing the movement of growing ash tree leaves and uses the hepatica to show that both flowers and leaves circumnutate. The undulating motion of roots is shown as they grow from a willow twig.

The next sequence shows the reaction of plants to light. It pictures the closing of clover leaflets at sunset and their spreading again in the morning. The leaves of the lupine react in a similar way.

The film shows the effect of gravity on a potted bean plant that is placed in a horizontal position. The plant curves until the tip of the stem is growing in a direction opposite from

the earth's gravitational pull. The effect of gravity on the roots is opposite to that on the growing stem. The plant is placed at various angles and each time the roots bend and grow in the direction of the pull of gravity.

Movements of climbing plants are next shown. The morning glory has a clock-wise, circular motion as it searches for a vertical support. It is shown circumnating around a suspended string, exerting enough force to move the string and finally wrapping its tip around the string and using it for support.

The scenes that follow show the tendrils of the wild cucumber as they lash out like whips in all directions; the plant itself moves very little. The tendril finds a support, twists, acting like a turntable, and draws the plant over to the support.

The film concludes by suggesting to the viewer similar observations, explorations, and experiments which he can perform in this interesting field of plant growth.

#### Appraisal

This fascinating film can be used in a variety of ways with audiences that range from elementary grades through college. Also, it will open new ave-

nues of exploration for the week-end botanist. The use of time-lapse photography results in a dynamic presentation that is possible only through the film medium. This film will assist in stimulating the viewer to further study and experimentation concerning plant behavior including their tropistic reactions to water, light, gravity, contact, and chemicals. It may also be used to show that plants, as well as animals, move and respond to stimuli, two of the characteristics of all living things. The visuals clearly show the various motions of plants; consequently, some teachers may choose to use the film without narration to assist in developing skills in concept formation. After studying the visuals, the viewers could form hypotheses concerning the behavior of plants, to be further tested by the conducting of controlled experiments. More advanced groups may wish to study the plant motions more critically at slower projection speeds.

— George Vuke

Please send films directly for reviewing to Dr. Carolyn Guss, Audio-Visual Center, Indiana University, Bloomington, Indiana.

# FILMSTRIPS

by Irene F. Cypher



**NOW**

For VISUAL  
Education  
DRAMATIC  
Viewing

## C.O.C. EXAMINER THE NEW PORTABLE FILM STRIP PROJECTOR

Ideal for educational, industrial, audio-visual use. A complete theatre, with built-in screen and projector in a compact, handy carry-case. Designed for group viewing without room darkening. Just lift top and you are ready for dramatic visual presentations with brilliant clarity. For the first time a quality-engineered, dependable film strip projector at this attractive price!

• Large 6" x 8" "Lenscreen" for wide angle viewing • Precision Optics • Rear view projection system • For Single Frame 35mm Strip Film • One knob framing & film advance with click stops • Compact aluminum unit • A-D 100 125 volt • Smaller than briefcase, only abt 6 lbs **\$59.50**

Request illustrated literature & name of dealer nearest you.

**C.O.C.  
INDUSTRIAL**

37-19 23rd Avenue,  
Long Island City 5, N. Y.

### SCIENCE FILMSTRIPS

SINCE 1931                      SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
BIOLOGY                      HEALTH & SAFETY  
PHYSICS                      GENERAL SCIENCE  
CHEMISTRY                    MICROBIOLOGY  
BIKE SAFETY                 BUS SAFETY

NEW—Elementary Science Series in  
Brilliant Spectracolor

### VISUAL SCIENCES

Box 599E                      Suffern, New York

### TEACHING AIDS

FILMS, FILMSTRIPS,  
SLIDES, POSTERS, ETC.

Write for Free Catalog

### AMERICAN BIBLE SOCIETY

Audio-Visual Department  
440 Fourth Avenue, New York 16

DIE-CUT  
CONSTRUCTION PAPER  
ALPHABETS

## Visual Letters

2, 3 & 4 INCH SIZES • 10 COLORS

A quality product by the makers of STIK-A-LETTER  
Write for information

Stik-a-letter Co. Rt. 2, Box 286, Escondido, Calif.

In one of the reviews in this column we call attention to the fact that the producer includes a final frame calling attention to the fact that the teacher might reshoot the strip after an interval of three to five days. This is a very good thing to emphasize—if by "reshoot" we understand that "reshoot—use" is included. It would almost seem that the time had arrived when it was unnecessary to repeat this, but apparently we have not reached the millennium yet. You do not always get immediate returns from one projection—use of a filmstrip; indeed the whole value of filmstrips to me, lies in the fact that you can so easily go over and over the material to meet the needs of pupils of all types. Of course there are many times such repetition is unnecessary, and would only result in a wave of boredom and sluggishness in pupil interest. But the heart and soul of filmstrip utilization technique is this matter of potential re-use and controllable-speed use. So often it has been said that repetition of a phrase or sentence is a means of achieving emphasis. Well if it is true in one instance, it is just as true in another. Please, do not look upon filmstrips as "one-time projection" materials; do recognize them for what they are—continued and continuing use materials that can be called upon time and time again.

### Artists of Holland

(2 strips, color; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$12 per set, \$6 each.) Vincent Van Gogh and Rembrandt Harmenz. van Rijn are the artists in question, and our visual visit with each provides us with examples of their best known paintings. As such, of course, the filmstrips are valuable because they enable teacher and pupils to see these masterpieces under classroom study conditions, and allow time for leisurely examination and study of details. Perhaps our own years of museum work make us partial to such materials. If you have ever watched groups of students visiting museum exhibits, you know that frequently so much is seen on these visits that the full impact or value of the collections is not fully realized. Filmstrips such as the ones here reviewed provide a basis for follow-up of museum trips, and, in this case bring into the classroom many items which are not included in our own museums.

These are the equivalent of a tour of many museums in many parts of the world and the student of art will find much that is interesting in the detail and examples of the work of both artists.

### Adventures in Communicating

(4 strips, color; produced by Filmstrip House, 347 Madison Ave., New York 17, N.Y.; \$20 per set.) So many phases of modern life are dependent upon proper and adequate communication between people that it is extremely important to understand the basic rules of sentence structure. The four strips of this series go into a rather thorough explanation of what constitutes a sentence, how to lend variety to your sentences and how to observe the amenities of grammatical do's and don'ts. At the end of each strip the producer suggests that the teacher reshoot the strip after an interval of three to five days. Certainly this is a must with material of this type, for it is produced to serve as help in an evolving process. Correct use of language forms is a skill gained over a series of lessons and these strips should be used not once, but many times.

### Canada and Pacific Coast

(9 strips, color; produced by Curriculum Materials Corporation, 1219 Vine St., Philadelphia 7, Pa.; \$3.95 each lesson, rental \$1 each.) Like our own country, Canada includes a vast area, with many regional resources and scenic spots. Emphasis in this set is on such items as aluminum, oil, furs, forests, grain farming and fishing in the western provinces and Pacific coast area. We are also shown some of the famous vacation spots that drew visitors to Canada. The material is adapted to units in regional geography and for general social studies. Although Canada and the United States share many things in common, still there are special features of Canadian life and economic development which make it essential to understand the people of this northern neighbor, and this series will help to achieve this.

### Cendrillon

(single strip and record, color; produced by National Film Board of Canada and available from Stanley Bow-

mar Co., 12 Cleveland St., Valhalla, N.Y.; \$11.00 with record.) The story of Cinderella is a long time favorite, but it comes to us this time with captions in French and a recording in French dialogue. The art work of the filmstrip is delicate and appealing and provides a truly fairylike quality. The dialogue naturally provides an opportunity for gaining facility in the use of a foreign (or should we say "new" language). If language study is to have meaning and value, then we personally think material of this type is to be highly recommended. There is more to language than grammatical structure and parts of speech. We need to hear a language spoken; to hear it in the context of a story or conversation; we need to hear the shadings and nuances of its tonal qualities and rhythm. Certainly this is an excellent filmstrip for such purposes; it provides both the literary story and the record for language study, and can be recommended both for literature classes and for French study classes.

## How We Get Our Clothing

(4 strips, color; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.: \$16.25 per set, \$5 single strips.) Without cotton, wool, leather and rubber we would have a serious problem in providing clothing to protect us and to service all our needs. In this instance we see exactly how the basic materials are secured, what animals or forms of plant life supply the base stock, and how the material is processed, from a bolt of cloth or a piece of rubber to the yard goods and boots which we select. Emphasis is placed on the important part played by machines in processing these products. The strips are said by the producers to be for social studies in grades 3 and 4. We think there is considerable information that will be both interesting and profitable for use in higher grades in home economics units dealing with clothing and for consumer education.

## Trucks Work For Us

(single strip, black and white; produced by and available without cost from Automobile Manufacturers Assoc., 320 New Center Building, Detroit 2, Michigan.) If you stop to think about it, it is hard to imagine what life today would be without trucks. Trucks bring us food, clothing, manufactured goods, building materials with which to construct our homes. In fact, as our picture story tells us, "practically everything we eat, wear or use is carried at least part of its journey (from source

to consumer) by trucks." There is considerable helpful information in this strip for use with any unit dealing with transportation.

## True Book Filmstrips of Natural Science and Physical Science

(two series of six filmstrips each, color; produced by Children's Press, Inc., Jackson Blvd. and Racine Ave., Chicago 7, Ill.; \$28.50 per set of 6 strips; \$4.75 single strips; \$9 per set for unit of 6 correlated books.) This is a project designed to correlate textual or book material with filmstrips. The material is planned with second grade reading level vocabulary in mind and is for the primary and early grade science work. The natural science series includes stories about animal babies, birds, insects, plants and trees. The physical science series includes "Air Around Us," "Deserts," "Moon, Sun and Stars," "Oceans," "Rocks and Minerals," "Seasons." The filmstrips can be used independently of the books, but the units are well coordinated. The facts included are simple and there are suggestions for simple projects and experiments.

## Opera and Ballet Stories

(6 strips, color; produced by Jam Handy Organization, 2821 E. Grand Blvd., Detroit, Michigan; \$28.50 for set of 6 strips, \$4.95 single strips; \$21 for set of 6 records, \$3.95 for single records.) One has only to examine the reviews in current newspaper columns to realize the extent to which opera and ballet have increased in popular appeal for all age groups. As art forms, both mean more to us when we understand both story and music. This series gives us *Lohengrin*, *The Magic Flute*, *Aida*, *The Barber of Seville*, *The Mastersingers*, and *Coppelia*. The accompanying records provide narration and thematic music on one side, and complete musical score on the other side. Of course, the filmstrips can be used with any desired recording, but the set as constituted has much to offer. Without wishing to minimize in any way the value of this material for school and educational groups, we have always wondered why more people didn't have projectors and record players at home. Personally we think there is enjoyment as well as education in this filmstrip-record series; the visual adds to the musical enjoyment.



# CECO'S NEW WEINBERG WATSON PROJECTOR

CAMERA EQUIPMENT CO., INC.

Coaches . . . Doctors . . . Teachers . . . All have helped us modify the 16mm Kodak Analyst II to encompass all the features required in a true time and motion study projector. The Weinberg Watson is ideal for checking a variety of recorded data such as sports, motion study, laboratory reactions, and many other subjects where time expansion study is vital to the solution of a particular problem.

### CHECK THESE EXCLUSIVE FEATURES

- Continuous variable speed from 2 to 20 frames per second. Electronic single frame advance.
- Flickerless projection made possible by a revolutionary shutter design.
- No light loss on single frame projection (and film will not buckle).
- Remote control switch combines two operations . . . press one button for single frame operation . . . the other for instantaneous forward-reverse motion.

Dept. E 315 West 43rd St.,  
N. Y. 36, N. Y. JUdson 6-1420

# AUDIO

by Max U. Bildersee

As you read these words, do you hear them, too?

Children reach school age definitely audio-oriented to information transmission. Audio is their means of communication and their understanding of sound is vital to their success in school — from the date of arrival.

Through the first few years of schooling we as teachers take full advantage of the audio training given to the child at home — and through the skills acquired from the first day of life we build new skills — the skills of seeing . . . of interpreting . . . of understanding . . . and even of reading.

The child reads sound. The child hears the words read to himself and understands. One of the first skills taught in school is that of hearing — hearing through the eyes!

With the progress of the years in school audio skills need (it seems to some) no further training and are overlooked. The eye has become all important. By the time the child has reached the fourth grade much information is transmitted through the eye and reading skills are stressed. But the child, in his reading and in his writing, continues to "hear" the sounds he sees or creates on paper, and his audio training continues.

The eye continues in dominance through the elementary school as it is presently constituted — and in the junior high school ear training becomes important again until, by the time the twelve year educational experience is completed, both eye and ear have

been trained as receptor senses — and have been given "equal time" and "equal billing."

The only remaining fallacy to be conquered, then, is the constantly enlarging area for audio communications in adult life. And, as many "hear" this through their eyes by translating the words and syllables from sight to sound for comprehension they are proving only that through the school years the eye and the ear must be trained to work together to help the individual achieve understanding — or education fails.

Major modern communications media, when they are effectively employed, rely on both aural and visual comprehension. The sound motion picture (when was the last time you saw a silent film?), the television programming and indeed our daily surroundings are not audio — not visual — they are audiovisual.

As hearing through the eye has become common — so has reading through the ear. That sound we heard is interpreted into a visual image — the coin falling, the key in the lock, the auto passing down the street, the airplane passing through the sound barrier. We hear the sounds — we see the sight.

And we listen to recordings. To music we add the atmosphere of the concert hall — or the campfire, whichever is appropriate. To speech we add the complement of the political rally with all its visual confusion, we add the solemnity of the formal reading

before an audience, we add the thrill of the theatre. Thus do we see through our ears.

But only through the eyes and ears in concert do we as teachers instruct — do our students learn. And our responsibility as teachers is to encourage audiovisual comprehension — not audio, not visual — but total audiovisual understanding.



Harcourt, Brace is expanding its publication services to include the publication of essentially audio materials. This is progress toward the ideal of distribution of the word of men not only in cold print, but also in their own inflections. Particularly we refer to an exceptional, unusual, and highly worthwhile record, "THE SCIENTISTS SPEAK: BIOLOGY," recently announced.

George Gaylord Simpson, Professor at Columbia University, discusses "What Biology Is and What It Means to Me." The Research Professor of the Photosynthesis Project in the Department of Botany at the University of Illinois, Dr. Eugene Rabinowitch, discusses "Photosynthesis and You." When he says to his audience, as he opens this discussion, "Fundamentally, you and I, and all other men, as well as all animals, are parasites," we are immediately struck with man's role in the total environment which he has adapted to his needs. Dr. Rabinowitch's informative discussion of photosynthesis can be profitably heard by all biology students from the junior high school through college. And he issues the challenge to all his listeners when he concludes by saying, "As yet, we do not know how to convert light into chemical energy, or how to build up organic matter from inorganic raw materials, something plants do all around us all day long. What a shameful ignorance, and what a challenge!!"

Dr. René J. Dubos, who is now engaged in one of the most forward-looking phases of medical research, is perhaps best known for his research leading to the isolation of several antibiotics. His contribution to the recording, appropriately, deals with "The Infinitely Small: Microorganisms in Human Life and in Science." Dr. Dubos discusses his own experiences in research, credits Louis Pasteur with reporting to and startling the scientific world with a biological explanation for old chemical processes such as the fermentation of grape juice, the souring of milk and the production of vinegar. And Dr. Dubos repeats reasserts what Pasteur was fond of saying, that "the role of the infinitely small is infinitely great."

## **Audio CARDALOG** Record Reviews on Cards

☆ on 3x5 punched, cross-indexed cards

☆ for accessible filing and finger tip reference

☆ published monthly, September through June

☆ at least 400 cards per year

☆ efficient, constantly expanding reference center

☆ supplying synopses and appraisals

☆ your buying guide

☆ suggesting audience and instructional use

**SUBSCRIBE NOW — \$25.00 a year**

**Audio CARDALOG — Box 1771, Albany 1, New York**

**— A WORLD OF SOUND ON FILE —**

The 1946 winner of the Nobel Prize in Medicine, Dr. Herman J. Muller, discusses "Genes—the Core of Our Being." Dr. Muller refers to knowledge—particularly the knowledge of our inner being and its manner of reproduction—as "powerful," saying that it "can be used for great good—or great harm."

Julian Huxley begins his discussion of "Living Things" by saying, "Even as a small boy I was fascinated by the strangeness and variety of living things—animals and plants. And ever since I began studying biology, I have wanted to find out more about why living things are as they are—why they are so varied and so strange." Dr. Huxley discusses evolution and refers to Man as the latest dominant type because "of his bigger brain, his intelligence and his imagination. These new mental powers made it possible for him to do what no animal is capable of—to discover more and more knowledge about the world and about himself, and to accumulate knowledge and ideas by handing on the results of experience from one generation to the next."

"Thus," says Dr. Huxley, "man can plan ahead in a purposeful way." He adds that, "Barring accidents, we men have many millions of years ahead of us."

This entire exceptional recording is worthy of the attention of science staffs for introduction piecemeal or totally in class—or for assigned listening.



New literature in the field of audiovisual education is always eagerly awaited and the second edition of James S. Kinder's **AUDIOVISUAL MATERIALS AND TECHNIQUES\*** is no exception. The second edition is considerably expanded over the first—and brings valuable information to students and audiovisual practitioners alike.

Particularly, we found the variety of information in the chapter "Educational Recordings" to be broadly conceived, well researched and authoritatively presented. In this chapter Mr. Kinder traces first the history of the phonograph from Edison's historic "Mary Had A Little Lamb" to the present multi-speakered stereophonic machines. Dr. Kinder discusses the problems of the values to be attained by teaching with records and transcriptions. He discusses not only the types of recordings available, but also techniques of utilization and correlation of recorded material with other materials.

Dr. Kinder summarizes the problems of selecting equipment, caring for it and for records and lists sources of recorded materials. Dr. Kinder delves into the unique qualities of tape recordings, mentions some of the machines on the market, discusses editing and splicing and lists a variety of educational uses for magnetic recording devices.

The progress of the audio field is so rapid that the manuscript for this book, completed months ago, cannot adequately treat the developing area of stereophonic sound... indeed there is great need for research into the contributions of this new development in

education as well as into the ultimate contributions of language or listening laboratories to the total educational scene.

**\*AUDIOVISUAL MATERIALS AND TECHNIQUES, Second Edition, by James S. Kinder of the San Diego (California) State College is published by the American Book Company, 55 Fifth Avenue, New York. It is intended to meet the needs of students, teachers in service and directors of audiovisual programs. Each will find portions of the book extremely useful.**



**Audiotape "speaks for itself" in a spectacular recording**

**—available in a money-saving offer you can't afford to miss!**

**DETAILS OF THE PROGRAM**

The program includes these colorful selections:

- Tchaikowsky .. Russian Dance
- Sibelius ..... from Finlandia
- de Falla ..... Dance of Terror, Ritual Fire Dance (El Amor Brujo)
- Brahms ..... from Symphony No. 4 in E Minor
- Khatchaturian .. Saber Dance
- Stravinsky ..... Infernal Dance, Finale (Firebird Suite)
- Beethoven ..... Ode to Joy (Symphony No. 9 in D Minor)

**DETAILS OF THE OFFER**

This exciting recording is available in a special bonus package at all Audiotape dealers. The package contains a 1200-foot reel of standard Audiotape (on 1½-mil plastic base) and the valuable "Blood and Thunder Classics" program (professionally recorded on standard Audiotape). For the entire package, you pay only the price of two boxes of standard Audiotape, plus \$1.

**HERE'S** a reel of musical excitement that belongs on *every* tape recorder. "Blood and Thunder Classics" is a program of great passages of fine music, specially selected to show you how vibrant and colorful music can be when it is recorded on *Audiotape*.

"Blood and Thunder Classics" is available **RIGHT NOW** from Audiotape dealers everywhere. (And *only* from Audiotape dealers.) Ask to hear a portion of the program. Then, take your choice of a half-hour of rich *stereo* or a full hour of *monaural* sound—both at 7½ ips. Don't pass up this unusual opportunity.

**audiotape** TRADE MARK

**AUDIO DEVICES, INC.**, 444 Madison Ave., N. Y. 22, N. Y.  
In Hollywood: 840 N. Fairfax Ave. • In Chicago: 5428 N. Milwaukee Ave.

# AV IN THE CHURCH FIELD

by William S. Hockman

## Editorial Notes

The other day, the same old bogey: "We used that film once in our church. Is there something new?" Yes, of course there are new films. However, any film good enough to be used once with one group is plenty good enough to be used with another group—unless every one in your church saw it the first time. That's not very likely!



The 'missionary' study themes for 1959-60 are: "Africa" and "The Church in Town and Country." Early in the fall churches will be asking for the films which relate to these themes, especially *None Goes His Way Alone* (the need of people to live and work and play together), and *The Harvest* (portraying the problems a rural pastor must face). Both are 30 minutes, and B&W, and (ought to be) available through your local AV dealer. *New Faces of Africa*, 30 minutes, will soon be released. Also investigate these titles: *Family of Ghana*, 29 min.; McGraw Hill; for general audiences. *Beyond Brick and Mortar*, 32 min.; color; returning missionary reflects on what he accomplished; UCMS, 222 S. Downey, Indianapolis 7. *Congo Journey*, 30 min., Methodist; overview of missions in Congo. *Challenge of Africa*, 30 min.; B&W, several years old, but good. (More titles in September issue).



At every meeting of local church and church school workers we attend it is obvious that no or little AV knowledge and understanding is reaching these people. Why? Denominations are failing, the local councils of churches are neglectful, the local church can't lay its hands on leaders with know-how, and AV material of fine quality, and costly, goes little used or not at all. Who needs to wake up first?



We can't give you our reasons here but we found the Moody Institute of Science (Los Angeles 25) filmstrip series, "Building A Better Sunday School," a sensible and helpful presentation, and priced right (\$24.00 for the four filmstrips and 2 LP records).



The two weeks of July 20-31 we will be teaching Ed.260y, Audio-Visual Communication in Religious Education (3 hrs.), in Syracuse University, and cordially invite even those slightly interested to confer with me or the University about this course. It would be a joy to have you in my class, Gentle Reader!



We like the theme, "Improving Christian Communication," for the 16th (can it be that many?) annual International Conference on Audio-Visuals In the Church, to be held at Green Lake, Wisconsin, September 6-11, 1959. The Second National Executive Consultation will run concurrently. For the top brass there will be Consultation Laboratories for the lesser brass, Conference Laboratories. In both instances, some tough questions are to be dealt with realistically. Detailed information from DAVBE, 257 Fourth Ave., N. Y. 10.

## Geriatrival

*The Proud Years* shows in considerable detail the practical steps that can be taken to help old and infirm people lead active and useful lives. Being active and useful, they will be satisfying. Now the intended audience for this film is primarily those who have responsibility in an institutional way for the aged and ill. But, such a film as this can lift the ceiling of understanding for any one in your church, club, or group—young or middle-aged. Churches can use this film to educate board members and families on how to understand and aid effectively older people within the family and community. The setting for this film is the Home for The Aged and Infirm Hebrews of New York. It has a running time of 28 minutes, and is available from the Center For Mass Communication, 1125 Amsterdam Ave., New York 25.

## Changing Alaska

In a 30-minute color documentary film, *Alaskan Discovery*, we see what is happening to the church in Alaska. A native Christian, English speaking, is being interviewed by a States-side

visitor and the camera takes us out to see what they are talking about; village way of life changing; migration to larger communities; unemployment; settled church-people uneasy in the presence of the newcomers; no one knowing just what move to make, or who should move first; vice and its victims; lack of leadership and know-how in the churches. The sequences are good; the impression lasting; a good film for use in family-night and missionary education programs. Thirty minutes; good photography; forceful commentary—a useful film of fine qualities. Produced by Cathedral Films, Inc., and widely available through local film rental libraries.

## One Book—Many Languages

We used to say, there ought to be a film showing the churches how the American Bible Society, acting as the agency of the churches, translates, prints, and distributes the Bible in all parts of the world. Now there IS such a film, *Bearer of The Book*. It's in color, with a running time of 27 minutes. In a lively manner it tells us how the problems of translation are solved so that the Bible today is available in 1100 languages and dialects. We see patient scholars skillfully working out an alphabet for the language of a remote people. Then, with the language in written form, the translation can begin—word by word, with great care to get just the right native word to convey the Biblical meaning. No easy task, when it is remembered how much of Biblical thinking is profound.

We are shown translation "field-work"; shown the publication and printing process in N. Y.; and then see distribution on near and distant fronts. An excellent, interesting, informative film just the thing for family-nights, for youth and adult clubs and fellowships, and for church school teachers. Warmly recommended. From the A-V Dept., American Bible Society, 450 Park Ave., New York 22, N. Y., and the service fee is \$4.00.

## Parable Films

By the recent release of *Tumbledweed Man* and *The House That Hun-*

ter Built, Family Films, Inc., brings its "Modern Parables" series to nine titles. These two have good technical qualities, a running time of 30 minutes, and a rental of \$9.00 for black and white.

The first film puts the parabolic saying concerning the tree and its fruit in a modern setting. Larry and his wife and baby, on the move from job to job, are befriended by a Christian couple who operate a filling station and motel. Their faith supports these young parents when trouble (quite imaginary, it turns out) strikes and helps them settle down and face life.

The second film shows us two families: one on the right side of the tracks, the other on the wrong—as Mr. Hunter, successful, self-assured, and very casual about moral and religious values, neatly orders the world. His daughter has been taught to go after what she wants. Coming from the other family is a fine son, brilliant student and the inheritor of very fine standards. But, he is not nearly good enough for Hunter's daughter. When tragedy hits both families, one crumbles and the other stands.

In both films there is a strong evangelistic flavor. Both have a message both for those inside and outside the church, and each would make a fine film-sermon for Sunday evening or mid-week services. I recommend both for youth fellowship meetings as well. They hold the mirror up to our times in such a way that religious faith makes a lot of sense.

### C.R.O.P.

*Ambassadors To The Hungry* is a 16mm B&W sound film documenting the origin and development of a unique American enterprise—CROP. These letters stand for the Christian Rural Overseas Program which seeks to relate our abundance to the stark need of the post-war world. This 26-minute film is available free, except for return postage, from CROP, 117 W. Lexington Ave., Elkhart, Indiana.

It gives us authentic scenes of the devastation caused by war, earthquake, flood and famine and beautiful scenes of America's bountiful harvests. It shows us the response which rural America has made to the needy of the world. Their hunger and general plight is realistically shown but not sensationalized. Food is seen as basic to world peace, human dignity and development, and to security for all mankind. And who can or will dispute this fact!

Here is a film for youth and adult groups in and out of church; in city, town, and country. It informs about

CROP in particular, but it can motivate the support of all kinds of sharing programs. It is a document of hope. In the working out of His plan for the world, God has placed abundance in our hands. We will be measured and tested by what we do with it.

### Over-View of Mid-East

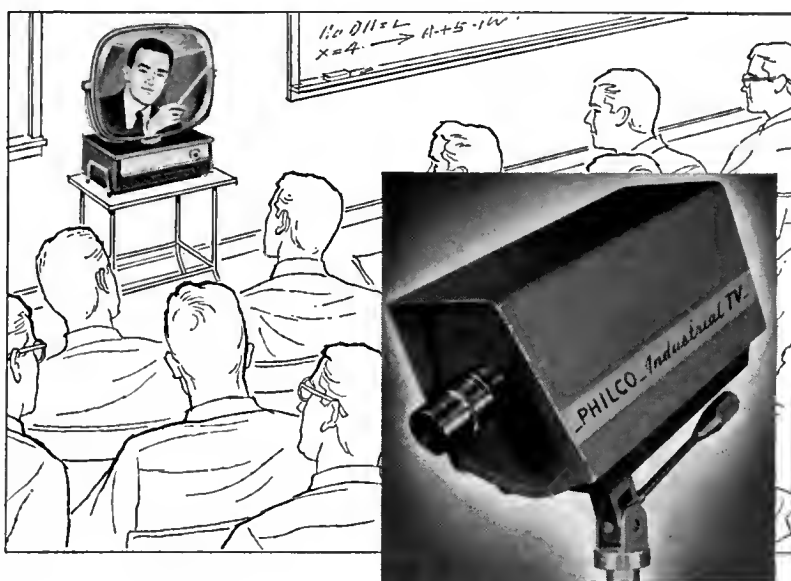
*Middle East Problems*, a new release by Atlantis Productions, Inc. (7967 Sunset Blvd., Hollywood 46), in twenty some minutes gives us an over-view of some of the basic problems of the Middle East countries: minority groups within political units; the general backwardness of agriculture; the slow but sure industrialization, and the widespread need for better health and

educational standards.

The photography is good all the way, and the narration is informative—but not continuous, as in so many films. There are many "stretches" with background music only, and I liked them. It left some time for the mind to absorb and assimilate. Besides, the music is nicely keyed to the pictorial sequences.

This film is recommended for use with young people and adults to inform, to motivate further study; to orient them on some basic issues, and help them understand the essential nature of a key region of our contemporary world. As a background film on this year's ecumenical study theme, *The Middle East*, it should have wide and profitable use. Recommended.

## First from PHILCO®...



## New All-Transistor TV Camera for Schools at only \$1445

Here's the camera that makes educational TV practical—dependable and trouble free... at a saving of hundreds of dollars.

Alighrweight, maintenance-free, foolproof camera that anyone can operate. No matter how large the audience... now, everyone can participate in lectures, demonstrations, classroom sessions. Compare the quality of this newest Philco

TV camera with any other. To improve the quality of your audio-visual program... at dramatic savings... insist upon Philco TV.

Place your order now to assure early delivery. Write for Philco TV Planning Book, *Government & Industrial Division*, 4702 Wissahickon Ave., Philadelphia 44, Pennsylvania. In Canada: *Philco Corporation of Canada Limited*, Don Mills, Ontario.

# PHILCO

QUALITY FIRST!



# PHOTOPLAY FILMSTRIPS

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. **\$7.50**

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. **\$7.50**. With guide, **\$7.80**.

**Richard III** — Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. **\$7.50**. With guide, **\$7.80**.

**Alexander the Great** — Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. **\$7.50**. With guide, **\$7.80**.

**The Vikings** — In full color, 47 frames, based on the Kirk Douglas production. **\$7.50**. With guide, **\$7.80**.

**A Lesson in Mythology** — Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. **\$7.50**.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. **\$6.00**. With guide, **\$6.30**.

**Knights of the Round Table** — A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. **\$7.50**.

**Adventures of Robinson Crusoe** — In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. **\$7.50**. With guide, **\$7.80**.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. **\$3.50**.

**Hansel and Gretel** — In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kinemins of Michael Myerberg's screen version, released by RKO Radio Pictures. **\$7.50**. With guide, **\$7.80**.

**Greatest Show on Earth** — In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. **\$7.50**. With guide, **\$7.80**.

**Ulysses** — In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. **\$7.50**. With guide, **\$7.80**.

Prepared by William Lewin, Ph.D.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**  
10 Brainerd Road, Summit, New Jersey



# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to **Directory of Listed Sources**, page 313. For more information about any of the equipment announced here, use the **Readers' Service Coupon** on page 312.

## NEW EQUIPMENT

### CAMERAS



Fairchild Cinephonic Camera

**Cinephonic** 16mm camera with self-contained magnetic sound system; 100' magazine; 110v or portable power pack; or, with special jack, from auto cigarette lighter. Sound monitored from Volume Unit meter built into the viewfinder. Head monitoring (optional) enables cameraman to hear his own recording from the magnetic strips a split second after recording. 400' and 1200' magazines available. Made by Magnetic Sound Camera Corp., Chicago, distributed by FAIRCHILD. Used in conjunction with Fairchild "Mini-Rapid-16" automatic film processor 100' of finished magnetic sound film can be delivered in 20 min.

For more information circle 101 on coupon

**Century 35N Camera** with coated 6-element f/2 Prominar lens, Copal EVC shutter synchronized at all speeds for bulb or electronic flash. Contrast color range finder; single stroke rapid shooting film advance; film counter registers the exposure made; double exposure interlock; speeds 1 to 1/500 sec. and self timer. \$99.50. GRA-FLEX.

For more information circle 102 on coupon

### CAMERA ACCESSORIES

**Action Editor** for 8mm motion picture film features 4x5" ground glass image, 110 watt lamp, fixed reel arms, stainless steel dry butt splicer, tapered all steel case. \$39.95. PHOTO MATERIALS.

For more information circle 103 on coupon

**Clip-on Exposure Meter**, fits accessory shoe of many cameras, has dual low

and high light-level scales reading directly in light values from 3 to 18, ASA scale 6 to 800; zero reset adjustment. \$10.95 with case. KONICA.

For more information circle 104 on coupon

**Versa Dolly**—holds heavy tripods and cameras firmly clamped. One unit serves the purposes of a) baby tripod, b) tripod triangle, c) hi-hat; and d) dolly with clamps. \$99.50. S.O.S.

For more information circle 105 on coupon

**Vidicon Pan and Tilt Head** accommodates also motion picture cameras. Counter-balanced for smooth pan and tilt; adjustable drag on pan and tilt; long rubber grip handle; 3/8" camera tie down screw; fits all professional tripods. \$325. CEC.

For more information circle 106 on coupon

### SOUND EQUIPMENT AND ACCESSORIES

**Audiotape Splicer.** Aluminum splicing block with built-in tape storage and cutting blade. \$1.98. Color-coded Mylar splicing strips, three colors, 79 cents. EMDE.

For more information circle 107 on coupon

**Convertible Language Center.** Audio booths instantly convert to conventional classroom setting. **Audio Learner S-12** is a dual channel, two-speed recorder deck. Consultation service. ATC.

For more information circle 108 on coupon

**"Cue Master"** attachment for current model Califone record players provides immediate selection of any desired groove on any size record. An isolated music passage, the commentary on a single sound filmstrip frame, or any other selected sound component on a disc recording may be picked out and repeated as desired. The needle is

lifted and lowered safely at the push of a button. CALIFONE.

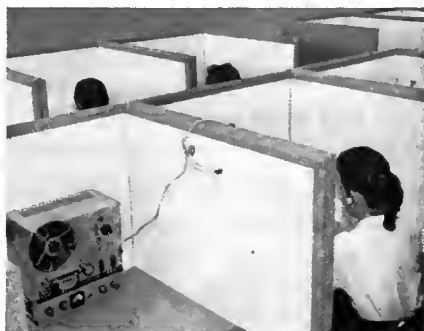
For more information circle 109 on coupon

**Full-track Recorder.** Model 191 is like Model 90-C except for its full-track record/playback and erase heads. Hysteresis synch motor, VU meter. \$325. Available also a 15 ips capstan pressure roller kit. ROBERTS.

For more information circle 110 on coupon

**Plug-In Components** are being offered to facilitate flexibility in fixed or portable language lab installations. These include single and dual-track recorders, master consoles, booth units, audio-active systems and accessories. CALIFONE.

For more information circle 111 on coupon



Califone Components

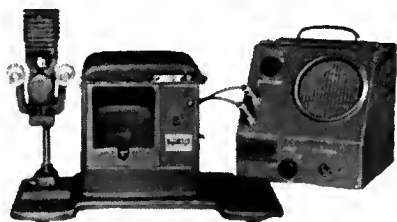
**Pocket-size Wire Recorder** with self-contained rechargeable silver cadmium battery, records up to 4 hours without reload (Model Minifon P-55 Model L), accessories include a wristwatch microphone, car battery connection. Also a new tape-cartridge model, wt. 6 lb., with all controls in microphone handle. GEISS.

For more information circle 112 on coupon

**Our Experience Is Your Key To Service and Dependability**

## CAMART DUAL SOUND READER

### Model SB-111



Complete with optical sound reproduction head (or choice of magnetic sound-head) base plate, amplifier-speaker. For single or double system sound. An unbeatable combination with any 16mm motion picture viewer.

Dual Sound Reader.....\$195.00  
Viewer Additional .....\$ 93.00

**The CAMERA MART, Inc.** 1845 Broadway, New York 23, N. Y.  
PLaza 7-6977



**"FIBERBILT" CASES**  
"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this

Trade Mark

Your Assurance  
of Finest Quality"



For 16mm Film -  
400' to 2000' Reels

Sold by All Leading Dealers

**DON'T WAIT - - - VACUUMATE!**



All give - - - at no extra cost to you  
The Famous

Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

**VACUUMATE**

**FILM PROTECTIVE PROCESS**

The **VAP O RATE**

**SUPER**  
PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes  
**ONE TREATMENT LASTS**  
**THE LIFE OF THE FILM**  
Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process is Available to  
You in Key Cities Throughout the U.S.

Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

**RADIO-MAT**

TALK from your SCREEN  
with your handy  
TYPEWRITTEN MESSAGES  
on  
RADIO-MAT SLIDES  
WHITE-AMBER GREEN  
ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES**

on your own  
**TYPEWRITER**  
by using

**RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2x2.  
Sold by Audio-Visual, Photo & Theatre  
Supply Dealers. For FREE SAMPLE write —  
**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd., Daytona Beach, Fla.

**Portable TV Monitor.** 8" screen; 600-line resolution; video input high impedance looping for signal levels of .3 to 1.5 volts to full contrast; controls on front of gray-finish metal cabinet, wt. 32 lb. **MIRATEL.**  
For more information circle 113 on coupon

**60-watt Stereo Control Amplifier,** each channel 30 watts of rated power, 60-watt peak power handling capacity in each channel. Stereo tone balance signal enables listener to introduce an audible signal into each channel to permit balance under operating environment. Separate bass, treble and volume controls. Mixed A & B "phantom output" provided for three channel stereo. **STROMBERG-CARLSON.**  
For more information circle 114 on coupon

**Stereo Broadcaster** unit designed to adapt existing record player and radio receiver with minimum change or expense. A new stereo phono cartridge and the "Stereo Broadcaster" meets changeover situation in five different combinations of existing equipment. \$24.95. **MASCO.**  
For more information circle 115 on coupon

**Tape Eraser.** Complete erasure on any size reel or tape dimension, lowers noise level on unused tape, no re-winding, AC operated, safety push-button switch, wt. 2 1/2 lb., 4" diam. 2" high. \$18. **ACA.**  
For more information circle 116 on coupon

**Transmagnemite** spring-motor driven, battery-operated, transistorized tape recorder. Six basic models in a price range from \$370 to \$505. Speeds 15/16 ips to 50 ips. Playing time up to 3 hours, winding interval up to 30 min, batteries 125 hour operation and rechargeable. Detailed specifications, apply. **ACA.**  
For more information circle 117 on coupon

**MISCELLANEOUS**

**Clear Groundglass Hand-Made Slides** are now possible via a spray called by the **KEYSTONE VIEW Co. "BrilliantVu."** It clears away the grey background effect of etched glass to make the slide look as though it had been drawn on clear glass. This coating may be removed with Keystone Solvent so that the slide glass may be used repeatedly.  
For more information circle 118 on coupon

**Day-Glo Crayons,** now available in eight fluorescent colors: Fire Orange, Signal Green, Neon Red, Saturn Yellow, Rocket Red, Arc Yellow, Aurora Pink, and Blaze Orange. Non-toxic. \$1 per box of 12. **AMCRAY.**  
For more information circle 119 on coupon

**Laminated Plastic Darkroom Trays.** Acid and stain resistant; rounded corners for easy cleaning; tapered sides for stacking; raised crossbar in middle; pouring lip. Sizes 8x10 to 20x24, priced \$2.35 to \$15.50. **RICHARD.**  
For more information circle 120 on coupon

**"Nerema" Projector Stand.** Imported from Holland. 48" high; fenced formica tops; tilt adjustments; all steel tubular. 2-platform model \$42.50; single platform \$32.50. **VOSS.**  
For more information circle 121 on coupon

**PAT DOWLING PICTURES**  
OUR  
**NATURAL RESOURCES**



10-Minute Color Film

For Upper Elementary Social Studies. Resources of Water, Timber and Minerals.

Color—Sale Only \$100.00

**Pat Dowling Pictures**

1056 So. Robertson Blvd.  
Los Angeles 35, Calif.

**THE FILM DOCTORS®**  
**SPECIALISTS**  
in the science of  
**FILM**  
**REJUVENATION**



**RAPIDWELD** Process for:

- Scratch-Removal
- Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid** **FILM TECHNIQUE INC.**

Founded 1940

37-02C 27th St., Long Island City 1, N.Y.

**MOUNTS FOR 2x2 READYMOUNTS**

**EMDE**

One-piece aluminum frame and ultra-thin micro glass for mounting transparencies in Eastman standard Readymounts.



Box of 20 frames and 40 glass... \$2.00  
Box of 100 frames and 200 glass... \$8.00

Other Sizes Available • 2 1/4 x 2 1/4 •  
2 x 2 Super Slide • Airerequisite Masks & Glass •  
Stereo (2) • 3 1/4 x 4 Frames, Masks, & Glass.

**EMDE PRODUCTS** 2040 Stoner Avenue  
Los Angeles 25, Calif



**COMBINATION for COMMUNICATIONS**

9 tested films and a new 107-page manual showing how to prepare inexpensive audio-visual materials



**BETTER BULLETIN BOARDS**

**LETTERING INSTRUCTIONAL MATERIALS**

**WET MOUNTING PICTORIAL MATERIALS**

**HOW TO MAKE HANDMADE LANTERN SLIDES**

**HANDMADE MATERIALS FOR PROJECTION**

**TAPE RECORDING FOR INSTRUCTION**

**PASSE PARTOUT FRAMING**

**HIGH CONTRAST PHOTOGRAPHY FOR INSTRUCTION**

**PHOTOGRAPHIC SLIDES FOR INSTRUCTION**

**INDIANA UNIVERSITY**  
audio visual center  
Bloomington, Indiana

**Portable Microfilmer.** New Recordak unit has 100' film capacity, enough to microfilm 2,500 letters or 6,000 check-size documents. Wt. 24 lb. Speed 46 letters per minute. KODAK. For more information circle 122 on coupon



Recordak Microfilmer

**Single-Unit Photocopier,** the Contourmatic Mark II, packs its developing fluid in disposable vinyl bags so operator's hands never touch the chemicals. Makes black-and-white copies up to 9" wide, including transparencies. Integral paper dispenser in base of machine. Grey or red finish. \$189. LUDWIG.

For more information circle 123 on coupon

**Super-slide Hand Punch.** Pliers-like cutter trims 127 or 120 film for slide mounting. \$9.95. BURBR.

For more information circle 124 on coupon

## NEW MATERIALS

### KEY TO ABBREVIATIONS

mp—motion picture  
 fs—filmstrip  
 sl—slide  
 rec—recording  
 LP—33-1/3 r.p.m. microgroove record  
 min—minutes (running time)  
 fr—frames (filmstrip pictures)  
 sl—silent  
 sd—sound  
 R—rent  
 b&w—black & white  
 col—color  
 Pri—Primary  
 Int—Intermediate  
 JH—Junior High  
 SH—Senior High  
 C—College  
 A—Adult

### ARTS AND CRAFTS

**Famous Art Masterpieces in Sculpture** sl COLSLI col 38c-50c depending on quantity. Several hundred slides listed in free 16pp catalog. SH-C-A

For more information circle 125 on coupon

**Fifty Years of Modern Art** slides IVAC col set 227 slides \$68.10 in cardboard mounts; \$90.80 in aluminum. Partial sets also. Photographed at Brussels Fair 1958 and later modern art shows.

For more information circle 126 on coupon

**Fifty Years of Modern Sculpture** sl IVAC col set (71 slides) \$21.30 cardboard, \$28.40 aluminum. Photographed at the Brussels Worlds Fair 1958 and other European exhibitions.

For more information circle 127 on coupon

### GUIDANCE: Personal

**Beginning Responsibility: Books and Their Care** mp CORONET 11min sd col \$110 b&w \$60. Sue learns from brother Tommy some of the important

steps in care of books, as something to appreciate and enjoy. P.

For more information circle 128 on coupon

**Facing Reality** mp MH 12min sd b&w \$75. Defense and escape mechanisms used to avoid realities of life. Boy shaken out of negative attitude. HS C

For more information circle 129 on coupon

**Growing Up Day by Day** mp EBF 10 min. sd col \$120 b&w \$60. A birthday party for third-graders points up the importance of learning to "act your age." Food, exercise, rest, behavior. Pri. Int.

For more information circle 130 on coupon

**Habit Patterns** mp MH 15min sd b&w \$85. Two girls contrasted, one sloppy, tardy, unmannerly, the other the reverse. SH-C

For more information circle 131 on coupon



## 1959 AMERICAN FILM FESTIVAL AWARD WINNERS



### THE LADY FROM PHILADELPHIA THE HUNTERS

SEND FOR OUR LATEST CATALOG OF OUTSTANDING FILMS

### CONTEMPORARY FILMS, INC.

267 W. 25th St., N. Y. 1, N. Y. ORegon 5-7220

midwest office:  
 614 Davis St., Evanston, Ill.  
 Tel. DAVIS 8-2411

# Summertime... when your films are out of circulation

... is the best time for you to have us remove scratches, correct brittleness, repair sprocket holes, remake dried-out splices.

Then, thoroughly reconditioned, your prints will be ready for hard use again in the fall.

*Of course, before proceeding we tell you the cost... SEND US YOUR PRINTS NOW.*

# DEERLESS

FILM PROCESSING CORPORATION  
 165 WEST 46th STREET, NEW YORK 36, NEW YORK  
 959 SEWARD STREET, HOLLYWOOD 38, CALIF.

## FOR YOUR CLASSROOM

THE EASY  
TO USE

SENSATIONAL NEW  
**Movie-Mite**  
*Supreme*

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
**1/3**



### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

## 1959 Editions Now Available:

### HANDBOOK OF PRIVATE SCHOOLS

40th edition, 1344 pages  
\$10.00

### GUIDE TO JUNIOR COLLEGES AND SPECIALIZED SCHOOLS AND COLLEGES

3rd edition, 448 pages  
\$5.00

Order both books from

## PORTER SARGENT PUBLISHERS

11 Beacon St., Boston 8

## EVERYTHING IN ELECTRONICS

### FREE ALLIED 1959 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for 452-page Catalog.

### ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.

**Successful Scholarship** mp MH 11min sd b&w \$60. Average student achieves goal in nursing career by rigorous self-discipline. SH - C  
For more information circle 132 on coupon

### RELIGION AND ETHICS

**Buried Treasures in Bible Lands** 2sfs FAMILY sd col Set (2fs and 12" LP) \$16.50; indiv fs ea \$6.50; rec \$3.50. Titles: **Bible Scrolls**; **Bible Cities**. Jun - A  
For more information circle 133 on coupon

**Daily Life in the Bible Lands** 2sfs FAMILY sd col Set (2fs and 7" LP) \$11; indiv fs ea \$5.25; rec ea \$2. Titles: **At Home and at Work in Bible Lands** (30fr); **Shepherds in the Bible Lands** (30fr). Pri.  
For more information circle 134 on coupon

**Donny Grows Up** 4sfs FAMILY 20-25fr two 7" LP records and leader's guide. Set (4 with 2 records) \$19.50; indiv. fs ea \$5.25; rec @ \$2. Titles: **Surprise** (a sunflower seed shows God's miracle of growth); **Something New** (baby sister); **The Jolly-Bus** (God's Order); **The Star** (Donny wishes for a star and learns the eternal lesson of "mine—God's"). Pri.  
For more information circle 135 on coupon

**The Harvest** mp BFC 30 min sd b&w r \$6. A young farm boy is helped to a decision between working the family acres or going to the city. Rural minister shows his choice is similar, and both find their answer in the stewardship to which they have been entrusted. National Film Board of Canada production. SH - A  
For more information circle 136 on coupon

**Lourdes** mp CFD 40min sd col lease (5 years) \$325. The town, shrines and ceremonies; the sick at the Grotto; new underground Basilica and Easter High Mass; pilgrims following the Way of the Cross; torchlight procession; communion of the sick at Bernadette's altar.  
For more information circle 137 on coupon

**New Faces of Africa** mp BFC 28½min sd col r\$12 b&w r\$8. This 1959-1960 foreign mission study theme film emphasizes today's tempo of change and unrest. Included are film interviews with new leaders such as Tom M'boya and Dr. Julius Kiano. SH - A (See cover)  
For more information circle 138 on coupon

### SCIENCE: Biology

**A Badger's Bad Day** mp GJP 11½min sd col \$115 (including color film-strip and 10 b&w 8x10" study prints. A badger encounters a skunk family—and learns the importance of the sense of smell. Other forest animals are encountered, also. Pri.  
For more information circle 139 on coupon

**Growth of Flowers** mp CORONET 11min sd col \$110 b&w \$60. Time lapse shows accelerated growth of jonquil, jack-in-the-pulpit, phlox, lily, rose, zinnia, gladiola and water lily—sprouting, struggle for sunlight and air, and finally bursting into bloom. Pri Int JH SH  
For more information circle 140 on coupon

## GOING TO SEATTLE?



"REST ASSURED"  
Be a  
DORIC guest!

- Center of Downtown Seattle
- Modern, comfortable rooms—TV, radio
- Golden Egg Dining Room and Coffee Shop
- Oaken Bucket Lounge
- Parking Available
- No Charge for Children Under 14
- Honor All Major Credit Cards

250 rooms from

**\$3<sup>50</sup>**

G. L. Perry, Mgr.

WRITE FOR ATTRACTIVE FOLDER

## DORIC WALDORF HOTEL



Pike Street  
at  
7th Avenue

you  
CAN'T  
turn  
your  
back  
!

Cancer strikes  
two families out  
of every three.

Guard your family  
... fight cancer with  
a checkup and  
a check ... today!



AMERICAN CANCER SOCIETY

**The Human Body: Reproductive System** mp CORONET 13½min sd col \$137.50 b&w \$75. Part of series for teaching physiology, this film describes male and female organs and functions. Live action photography of sperm and egg cells uniting. Ovum, uterus, zygote. SH C  
For more information circle 141 on coupon

**Mother Deer and Her Twins** mp EBF 11 min sd col \$120 b&w \$60. Twin fawns, Fleet and Shy, from the age of two days to nearly a year. Pri Int  
For more information circle 142 on coupon

**Orders of Insects** mp THORNE 30min sd col \$275 r \$7.50. General characteristics, then specific characteristics of each of the nine most common orders in live photography in natural habitat, color, closeup detail. SH C A  
For more information circle 143 on coupon

**Reptiles and Their Characteristics** mp CORONET 11min sd col \$110, b&w \$60. The five orders that make up the reptile group, their common characteristics and some of their differences. Snakes, lizards, turtles, crocodilians and the rare tuatara in natural habitat and some of the ways in which they benefit mankind. Int JH SH.  
For more information circle 144 on coupon

**SCIENCE: General**

**Atomic Energy as a Force for Good** mp CHRISTOPHERS 30min sd b&w \$30. Texas rancher becomes convinced the atom can be made a power for peace and gives up his opposition to location of an atomic plant in his area. (Paul Kelly) JH-A  
For more information circle 145 on coupon

**Beyond Our Solar System** mp CORONET 11min sd b&w \$60. Telescopic photography and artwork explain basic concepts about stars, nebulae, major constellations, and galaxies beyond our Milky Way. Physical characteristics of these bodies; their great distances from earth and from each other. Int. JH  
For more information circle 146 on coupon

**Boats: Buoyancy, Stability, Propulsion** mp CORONET 13½min sd col \$137.50 b&w \$75. Archimedean principle explained; factors in design that make for stability; various propulsion methods; how a submarine submerges and rises. Int JH  
For more information circle 147 on coupon

**Rocks for Beginners** mp J-H 16min sd col \$165. Fundamentals of rock classification; origin, characteristics. Meaningful identification of sample with formation. Elem.  
For more information circle 148 on coupon

**The Calendar: Story of its Development** mp CORONET 11min sd col \$110, b&w \$60. Primitive concepts of time based on earth's relationship to heavenly bodies. Egyptian, Babylonian and Roman culture. Some consideration of the Mayan calendar. Int SH  
For more information circle 149 on coupon

**The World of Molecules** mp C-W 11min sd col \$100 b&w \$50. Animation helps to visualize the size and behavior of molecules in a solid, a liquid and a gas. Two children enliven the presentation by their experiments. Corre-

lated with Heath Elementary Science Texts. Int. JH.  
For more information circle 150 on coupon

**SOCIAL STUDIES: Geography**

**Around Manhattan in 40 Slides** sl WALTSTERL col set \$12.75. New York's Manhattan photographed from boat circling the island. Includes a color map. JH-A  
For more information circle 151 on coupon

**Geographical Diamaps** sl IVAC 2x2 in color, aluminum mounts @ 50c, cardboard slightly less. Sets of maps in color; **Europe** (26), **North America** (24), **The World — Economic** (30) etc. 12 sets all told, lettering English language.  
For more information circle 152 on coupon

**Geography of the Holy Land** sfs FAMILY sd col 40fr and 12" LP \$9; fs only \$6.50; rec \$3.50. Photographed by Rev. Donald Lantz, 1958. Int - A  
For more information circle 153 on coupon

**Greece: The Land and the People** mp CORONET 11 min sd col \$110 b&w \$60. Photographed in Greece. Geographical features related to social and economic development. Historic problems resulting from poor land. Conservation, agriculture, transportation, industry. Int. JH.  
For more information circle 154 on coupon

**One Road** mp FORD 25min sd col loan. Two test drivers take an automobile around the world, including seldom traveled routes in Turkey, Iran and Afghanistan. El-A  
For more information circle 155 on coupon

1959  
**AMERICAN FILM  
FESTIVAL  
AWARD WINNERS**



a  
**dancer's  
world**





**THE  
GOLDEN AGE  
OF  
FLEMISH  
PAINTING**

SEND FOR OUR LATEST CATALOG OF  
OUTSTANDING FILMS.

**REMBRANDT FILM LIBRARY**  
267 W. 25th St., N. Y. 1, N. Y.  
ORegon 5-7220  
midwest office:  
614 Davis St., Evanston, Ill.  
Tel.: DAVIS 8-2411



4 SPEED  
RECORD &  
TRANSCRIPTION  
PLAYERS

Write for illustrated  
catalog

AUDIO-MASTER

17 E. 45th St., New York

auditoriums  
are not so dark  
these days

—they  
don't  
have  
to  
be!



The UNIVERSAL  
ARC SLIDE PROJECTOR

projects brilliant, full-of-detail pictures  
**UP TO 30' WIDE**

using 3¼" x 4" and 3" x 2" black and white and color slides even where it is impractical to darken the room or where it is desirable to maintain illumination for taking notes.

Incandescent projectors limit you to small screens and small audiences, Universal Arc Projectors are widely used for audiences of up to 6,107 in presenting management reports at stockholder meetings, sales meetings, lectures, technical and scientific conferences, training schools, and conventions. Ideal for projecting stage and screen border surround decoration, and economical, quickly-changed background scenery by rear projection to translucent screens. Available with Electric Changer which holds 70 3¼" x 4" slides which can be changed by remote push button control.

Plug into any 110-volt A. C. outlet. Easy to operate. Wire collect for dealer's name, literature and prices. Suitable trial periods arranged.

Installation at Massachusetts Institute of Technology, Kresge Auditorium.

THE STRONG ELECTRIC CORPORATION

8 City Park Avenue • Toledo 1, Ohio  
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



# HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgor Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition. By Wolter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations, 14 Color Plates. Harper & Brothers, 49 E. 33rd St., New York 16, N.Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgor Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language — not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation, Including a Photoplay Approach to Shakespeare By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$4.75.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Alpark Educational Records, Inc., 40 East 88th Street, New York 28, N. Y.

## SOCIAL STUDIES: History and Anthropology

**The American Jew: A Tribute to Freedom** mp ADL 45min sd b&w Service Charge. People of Jewish origin in many walks of life—farmer, fireman, rabbi, airline hostess, violinist, writer, actress, statesman, cartoonist, and many more. Immigration and pluralistic culture. Guide. SH A  
For more information circle 156 on coupon

**Colonial Plantation Living With George Washington** prints AVE col set (10) \$15. Silk screen reproduction in color of ten scenes of colonial life at Mount Vernon. Reverse side carries 10 additional pictures in monochrome. Included also are 10 text plates giving additional information. EI - HS  
For more information circle 157 on coupon

**Colonial Shipping and Sea Trade** mp CORONET 11min sd col \$110 b&w \$60. How Colonial trade routes were established and the effect of Britain's restrictive legislation. Int JH  
For more information circle 158 on coupon

**The Labor Movement: Beginnings and Growth in America** mp CORONET 13½ min sd col \$137.50 b&w \$75. Development traced from post Civil War period to World War I. How the working man sought to achieve his goals within the changing relations of capital, labor and government. JH SH C  
For more information circle 159 on coupon

**Life in Ancient Greece—Home and Education** mp CORONET 13½min sd col \$137.50 b&w \$75. Typical Athenian family of potters reveal mode of life in 440 B.C. Education of the boy—and, in the household, the girl. Int JH  
For more information circle 160 on coupon

**Life in Ancient Greece—Role of the Citizen** mp CORONET 11min sd col \$110 b&w \$60. Political and economic life in a city-state 440 B.C. Privileges and responsibilities of citizenship in this early democracy. We watch boys take the momentous Ephebic Oath, prerequisite to full citizenship. Int JH  
For more information circle 161 on coupon

**Spanish Colonial Family of the Southwest** mp CORONET 13½min sd col \$137.50 b&w \$75. A self-sufficient

hacienda in the early 19th century. Role of the Indians and of the Catholic mission. Int. JH.

For more information circle 162 on coupon

**Turmoil in the Arab World** fs NYTIME 57fr si b&w \$2.50. Eighth in the annual series (\$15). Manual supplies supplementary information for each frame. SH  
For more information circle 163 on coupon

## NEW PUBLICATIONS

**Amateur Filmstrip Production.** Manual based on campus production experience in turning out filmstrips of professional quality. \$1. OSU.  
For more information circle 164 on coupon

**Cinema Laboratories 1959.** A worldwide directory of motion picture laboratories, 134 in the United States, 11 in 34 other countries. In each case the kinds of work the laboratory is equipped to do is indicated. Single copies \$1. Association of Cinema Laboratories, Inc., 1226 Wisconsin Ave. NW, Washington 7, D.C.

**Authentic Folk Music.** Spring-Summer 1959 catalog of LP rec. 32pp. Free FOLKWAYS.  
For more information circle 165 on coupon

**But . . . Is Anybody Listening?** Intriguing title of intriguing 12p free book on the problems of oral communication and the impact of simple visualization techniques. TECHNIFAX  
For more information circle 166 on coupon

**Records Recommended for Foreign Language Study.** 20pp. Free. CMUS  
For more information circle 167 on coupon

**Science and Mathematics.** Special catalog of films in these subject areas 12pp. Free. CORONET  
For more information circle 168 on coupon

**Science Classroom Demonstration Kits** Big illustrated book of kits and projects for science and other classroom activity. 36pp. Free SMC  
For more information circle 169 on coupon

**20th Anniversary Film Catalog.** 96pp Free. CORONET.  
For more information circle 170 on coupon

**22 Ways to Enjoy the Roberts.** Many suggestions of a tape recorder with or without stereo amplifier. Good technical details. 20pp. ROBERTS.  
For more information circle 171 on coupon

## FREE INFORMATION SERVICE COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West, Chicago 14, Ill.

I am interested in receiving more information or a demonstration of the item or items I have indicated by encircling the code numbers corresponding with code numbers on listings of new A-V materials and equipment in your June 1959 issue:

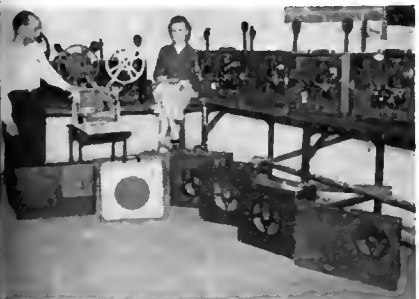
101	102	103	104	105	106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123	124	125	126	127	128
129	130	131	132	133	134	135	136	137	138	139	140	141	142
143	144	145	146	147	148	149	150	151	152	153	154	155	156
157	158	159	160	161	162	163	164	165	166	167	168	169	170
171	172	173	174	175	176	177	178	179	180	181	182	183	184
185	186	187	188	189	190	191	192	193	194	195	196	197	198
199	200	201	202	203	204	205	206	207	208	209	210	211	212
213	214	215	216	217	218	219	220	221	222	223	224	225	226
227	228	229	230	231	232	233	234	235	236	237	238	239	240

Name .....

Organization or School .....

Address .....

# Trade News



George Marenzana, manager, and Miss Sonia Sperduti, secretary of the service dept., are checking in the "ten oldest."

## New Victors for Old

The hunt for the ten oldest Victor sound projectors, conducted by the Victor Animatography Company, brought to light ten Model 12's, made in 1933, all of them still in use. The oldest, Serial number 12005, is the fifth such machine made. New Model 65/10 Victor Assembly Projectors, in exchange for the vintage machines, go to: Dale W. DeArmond, Wichita, Kans.; Morrystown National Historical Park, Morrystown, N. J.; Joseph Thielmass, Los Angeles, Calif.; William Stuckel, Berwyn, Ill.; C. Leslie Thompson, Director of Studies, Kingston Clinic, Edinburgh, Scotland; William A. Ransom, Westfield, N. J.; Melrose Park Bible Church, Melrose Park, Ill.; Joseph Pavone, Providence, R. I.; Harold Ambrosch, Glendale, Calif.

## Course Leaders For NAVA Sales Institute

Institute chairman Al Hunecke announces the appointment of course leaders and faculty coordinators for the 11th Annual Audio-Visual Sales Training Institute to be held at the University of Indiana, Bloomington, July 19-23.

**Preparation and Use of Audio-Visual Materials**—Russ Yankie, Cliff Squibb, with Ed Richardson as university coordinator.  
**Sales and Business Management**—Ken Lilley, Mrs. Ann Vath; Robert Campbell.  
**Salesmanship**—Howard Holt, Guy Lam; Dr. Earl Tregilgus, Robert Cameron.  
**Applied Selling**—Howard F. Kalbfus, Miss George Allen; Marvin Dawson.

Final staffing and presentation matters were left to the Board of Governors meeting in Chicago, Feb. 27-28.

## Technifax Opens Washington Branch

A new sales branch and diazotype demonstration center has been built by Technifax Corporation at 6200 Kansas Ave., NE., Washington, D.C. It features a 100-seat auditorium equipped to conduct visual communication programs similar in scope to the 3-day workshops conducted semi-annually at the Holyoke, Mass., main plant.

## Industry-Education Interlock

An interesting example of the interlocking interests of business, education, and medical and engineering science was provided in the recent sponsorship by the Michigan Bell Telephone Company, of a (Giantview) large screen closed circuit

telecast, using a ITV-6 camera attached to the overhead operating room light of Beaumont Hospital with no other illumination. The operation involved a new surgical procedure in which Dr. Michael Nadarino, of Hahnemann Hospital, Philadelphia, repaired the bones of a shattered leg with a quick-hardening plastic foam. An audience of some 80 surgeons viewed the operation on the large screen and on two monitors in adjoining rooms.

Another low budget big screen demonstration by Giantview, at the Detroit SMPTE meeting, featured a presentation on "Closed Circuit TV in Education Today," by C. M. Braun, of the Joint Council on Educational Television, picked up on an RCA TK-201 industrial type vidicon camera and projected on a 12' x 15' screen.

## Quality Equipment Sound Investment

"Within the next ten years alone our schools will be called upon to accommodate a student body that will have expanded by 12,000,000," is the forecast made at the recent AASA meeting at Atlantic City, by J. J. Stefan, president of the school equipment division of The Brunswick-Balke-Collender Co. About 68,500 classrooms, in 10,500 schools, will be built this year, but if we are to catch up with the needs resulting from population growth and obsolescence of existing plant and equipment, "the schools must adopt industry's philosophy of capital outlay as an expenditure that must be equally justifiable in the future as in the present," according to Mr. Stefan. This calls for "quality equipment as well as quality construction," truly modern equipment "so that teaching methods are enhanced and advanced."

## Westinghouse Promises Sealed-Beam Projector Lamps

The sealed-beam principle of the auto headlamps is soon to be applied to projector lamps, according to a Westinghouse announcement. Much greater light output, low wattage, elimination of stray light and of the conventional reflector and condenser lens resulting in more compact projector design are some of the benefits promised—a year or more hence.

## Photo Scientists—Chicago, October

The 1959 national conference of the Society of Photographic Scientists and Engineers will meet October 26-30 at Chicago's Edgewater Beach Hotel. Kodak's Charles E. Ives is papers chairman.

## A-V Exhibit at World Christian Education Meeting

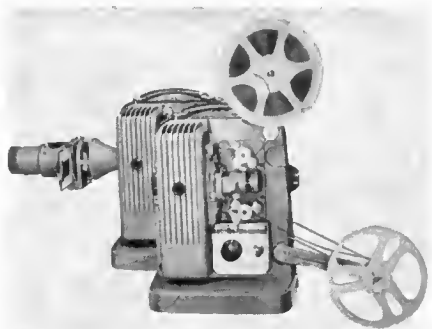
Sixteen camera manufacturers in Japan joined forces in presenting an audiovisual exhibit in connection with the 14th World Christian Education Meeting, in Tokyo, attended by 3,000 delegates from 69 countries.

## Da-Lite Observes 50th Anniversary

Da-Lite Screen Co. is celebrating its Golden Anniversary—it started manufacture of screens in a Chicago plant in 1909. Chester C. Cowley, president, has been with the firm for 34 years.

## Reeves Licenses Cousino Tape Cartridge

The Cousino loop cartridge for tape recorders has been licensed by Reeves Soundcraft, tape manufacturers. The cartridge permits repetition of a continuous loop of tape without rewinding or threading into the recorder. Among the applications thus far made public are telephone answering service, sleep-learning experimentation, and multiple hearing tests. It is claimed that the recording of President Eisenhower's voice, broadcast from outer space via the Atlas, was accomplished by this type of loop cartridge.



Alpex combination projector

## Movie Slide Combination Projector

One of the oldest ideas in projector design is revived in the new "Alpex" 8mm motion picture projector which, by insertion of a slide unit into the back of its lamphouse, doubles as a slide projector as well. The Edison Kinetoscope sought to accomplish this by racking over the mechanism; the Acme elevated its entire lamphouse into alignment with a standard slide carrier; an Ampro silent 16mm projector once had a slide take-off from the side of its lamphouse. The new ALPEX-500-Combination weighs 8½ pounds, has a 500 watt lamp, 17mm f:1.4 lens, retails at \$69.95 with case; the slide attachment (which can accommodate the Airequipt changers) \$24.95. Allied Impex Corp., 300 4th Ave., N.Y.C.

## Radiant Expands AV Department

In a move to give support of its audiovisual dealers, Radiant Manufacturing Corp. is increasing its AV personnel, and promises greater advertising and promotional activity. One of the sales tools provided for its dealers in a "Split-Panel" screen, one half the Radiant "Optiglow" lenticular surface, the other the conventional beaded.

## Veteran in Two New Firms

Stanley Bowmar, one of the founders and for many years treasurer of the Metropolitan New York Visual Education Association, now a DAVI affiliate, has broadened his commercial activities to include a new filmstrip production venture involving two new firms—Audio-Visual Creators, Inc., for production, and Stanbow Productions, Inc., for distribution. National Film Board of Canada and United Nations filmstrips are included in the current catalog. Prints available on 10-day approval.

## Directory of Sources

**ACA:** Amplifier Corp. of America, 398 Broadway, New York 13.

**ADL** Anti-Defamation League of B'nai B'rith 515 Madison Ave., N.Y. 22

**AMCRAY**—American Crayon Co., 1706 Hayes Ave., Sandusky, Ohio.

**ATC**—Audio Teaching Center, Inc. Audio Lane, New Haven, Conn.

**AVE:** Audio-Visual Enterprises, Box 8686, Los Angeles 8.

**BFC:** Broadcasting and Film Commission, National Council of the Churches of Christ in the U.S.A., 220 Fifth Avenue, New York 1.

**BURBR**—Burleigh Brooks, Inc., 10 W. 46th St., New York 36, N.Y.

**CALIFONE** Corp., 1041 N. Sycamore Ave., Hollywood 38.

**CEC**—Camera Equipment Co. Inc., 315 W. 43 St., New York 36.

**CFD**—Classroom Film Distributors, Inc, 201 N. Occidental, Los Angeles 26, Calif.

**The CHRISTOPHERS**, 18 E. 48th St., New York 17, N.Y.

**CMUS**—Children's Music Center, 2858 W. Pico Blvd., Los Angeles 6, Calif.

**COLSLI**—Color Slide Encyclopedia, P.O.B. 123, Cincinnati 31, Ohio.

**CORONET** Films, 65 E. South Water St., Chicago 1.

**C-W** Churchill-Wexler Film Productions, 801 North Seward St., Los Angeles 38, Calif.

**EBF:** Encyclopaedia Britannica Films Inc., 1150 Wilmette Ave., Wilmette, Ill.

**EMDE** Products, 2040 Stoner Ave., Los Angeles 25, Calif.

**FAIRCHILD** Camera and Instrument Corp., Robbins Lane, Syosset, L.I., N.Y.

**FAMILY** Films Inc., 5823 Santa Monica Blvd., Hollywood 38.

**FOLKWAYS** Records and Service Corp., 117 W. 46 St., New York 36.

**GEISS**—Geiss-America, Chicago 45, Ill.

**GJP**—Grover-Jennings Productions, 2765 Forest Glen Trail, Deerfield, Ill.

**GRAFLEX** Inc., 154 Clarissa St., Rochester, N.Y.

**IVAC**—International Visual Aids Center, 37 rue de Linthout, Brussels 4, Belgium.

**J-H**—Johnson Hunt Productions, Film Center, La Canada, Calif.

**KEYSTONE VIEW** Company, Meadville, Pa.

**KODAK**—Eastman Kodak Co., Nontheatrical Motion Picture Div., Rochester, N.Y.

**KONICA** Camera Co., 76 W. Chelton Ave., Philadelphia 44, Pa.

**LUDWIG**—F. G. Ludwig, Inc., 151 Coulter Place, Old Saybrook, Conn.

**MASCO**—Mark Simpson Manufacturing Co., 32-28 Forty-ninth St., Long Island City 3, N.Y.

**MH**—McGraw-Hill Book Co., 330 W. 42 St., New York 36.

**MIRATEL**, Inc., 1080 Dionne St., St. Paul 13, Minn.

**NYTIMES**, Office of Educational Activities, 229 W. 43rd St., New York 36.

**OSU**—Ohio State University, Department of Photography, Columbus 10.

**PHOTO MATERIALS** Co., 2100 W. Fulton St., Chicago 12.

**RICHARD** Mfg. Co., 5914 Noble Ave., Van Nuys, Calif.

**ROBERTS** Electronics Inc., 1028 N. LaBrea Ave., Los Angeles 38.

**SMC**—Science Materials Center, 59 Fourth Ave., New York 3, N.Y.

**S.O.S.**—Cinema Supply Corp., 602 W. 52nd St., New York 19, N.Y.

**STROMBERG-CARLSON**, Rochester 3, New York.

**TECNIFAX** Corporation, 195 Appleton St., Holyoke, Mass.

**THORNE** Films, Inc., 1707 Hillside Road, Boulder, Colo.

**VOSS** Photo Corporation, 601 W. 156th St., New York 32, N.Y.

**WALTSTERL** — Walt Sterling, 224 Haddon Road, Woodmere, L.I., N.Y.

## BOOKLET REQUEST COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.  
Send me booklets offered by the following advertisers in this June issue.  
The numbers of the advertisers are listed as follows:

NAME (print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

## ADVERTISED IN THIS ISSUE

- (1) Allied Radio—everything in electronics, page 310
- (2) American Bible Society—films, filmstrips, slides, posters, page 300
- (3) Audio Cardalog—record reviews on cards, page 302
- (4) Audio Devices, Inc.—“Blood and Thunder Classics,” Audiotape music samples, page 303
- (5) Audio-Master Corp.—record and transcription players, page 311
- (6) Bailey Films, Inc.—“Flannel Boards and How to Use Them,” “Bulletin Boards—An Effective Teaching Device,” films, page 298
- (7) Camera Equipment Co., Inc.—Weinberg Watson projector, page 301
- (8) Camera Mart, The, Inc.—Camart Dual Sound Reader with B&H viewer, page 307
- (9) C.O.C. Industrial—C.D.C. Examiner portable filmstrip projector, page 300
- (10) Contemporary Films, Inc.—“The Hunters,” “The Lady from Philadelphia,” films, page 309
- (11) Coronet Films—“The Human Body: Reproductive System,” film, page 299
- (12) Dage Television—Educational TV system, page 277
- (13) Delta Film Productions, Inc.—“The Story of Communications,” film, page 297
- (14) Doric Waldorf Hotel—Seattle, Washington, page 310
- (15) Dowling, Pat, Pictures—“Our Natural Resources,” film, page 308
- (16) Eastman Kodak Co.—Pageant projectors, page 281
- (17) Educational & Recreational Guides, Inc.—photoplay filmstrips and study guides, page 306
- (18) Emde Products—slide mounts, page 308
- (19) Fiberbilt Case Co.—film shipping cases, page 308
- (20) Harwald Co., The—Movie Mite 16mm sound projector, page 310
- (21) Indiana University—Combination for Communication—films and manual, page 308
- (22) Keystone View Co.—Keystone Standard overhead projector, page 282
- (23) Levolor Lorentzen—AV venetian blinds, page 275
- (24) Oxalid Division (General Aniline & Film Corp.)—Projecto-Printer 30 transparency unit, page 279
- (25) Peerless Film Processing Co.—film reconditioning, page 309
- (26) Philco Corp.—all-transistor TV camera, page 305
- (27) Porter Sargent Publications—“Handbook of Private Schools,” “Guide to Junior Colleges and Specialized Schools and Colleges,” books, page 310
- (28) Radio-Mat Slide Co.—slide mats, page 308
- (29) Rapid Film Technique—film rejuvenation, page 308
- (30) Rembrandt Film Library—“A Dancer's World,” “The Golden Age of Flemish Painting,” films, page 311
- (31) Smith System Mfg. Co.—projector cabinets and stands, tape and film cabinets, page 278.
- (32) Stik-a-letter Co.—visual letters, page 300
- (33) Strong Electric Corp., The—Universal arc slide projector, page 311
- (34) Technifax Corp.—Technifax Slidemaster system, inside front cover
- (35) Vacuumate Corp.—film protective process, page 308
- (36) Victor Animatograph Corp.—Victor Soundview slidefilm equipment, back cover
- (37) Visual Sciences—science filmstrips, page 300



BRETT HALL

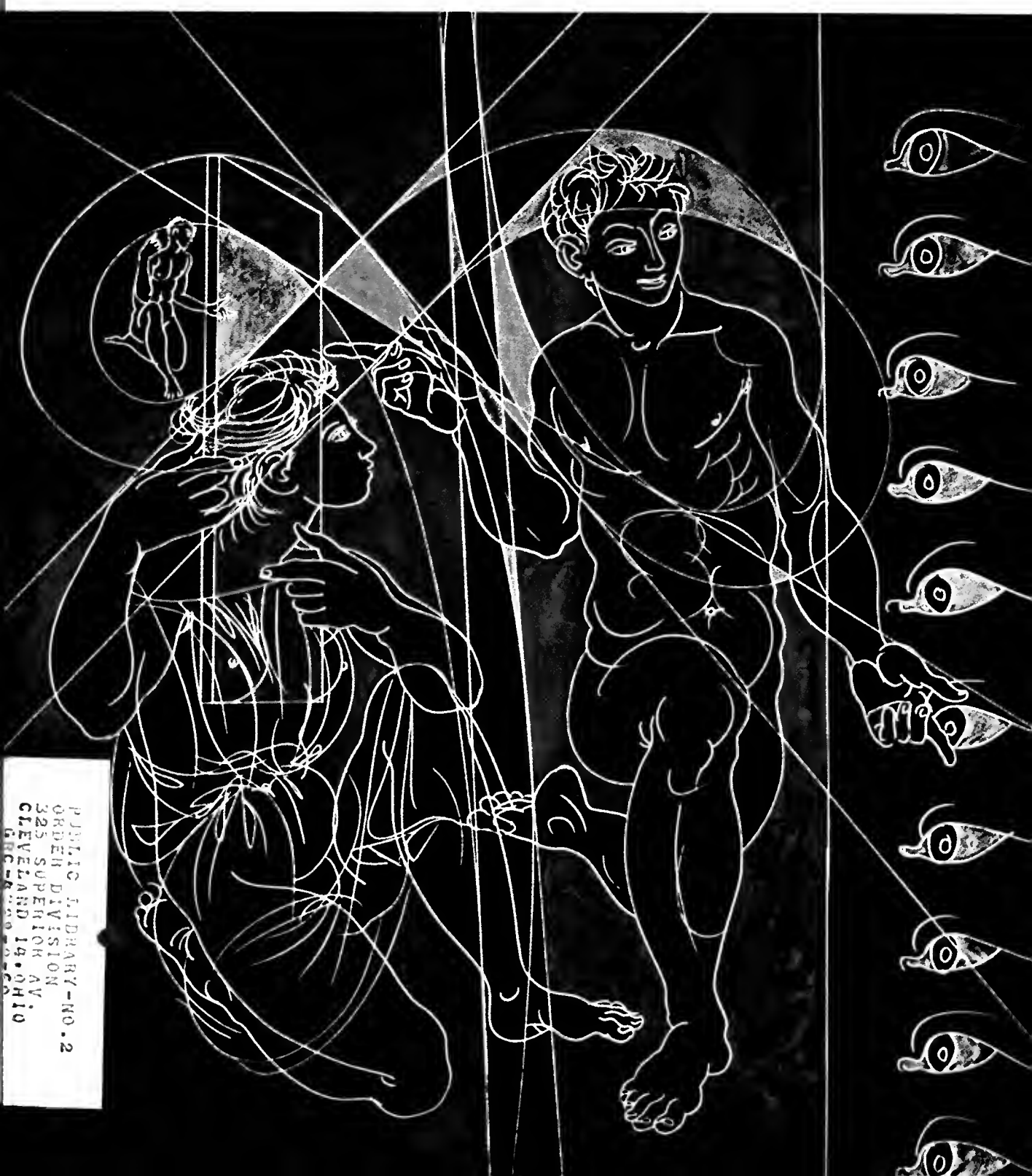
# AUDIOVISUAL

GUIDE

July, 1959

Directory of Audiovisual Sources

## NAVA CONVENTION



PUBLIC LIBRARY-NO. 2  
 ORDER DIVISION  
 325 SUPERIOR AV.  
 CLEVELAND 14, OHIO  
 (Area 216) 525-2000

# Convention Highlights

Friday, July 24

*Educational Film Library Association*

Registration, 9 AM to 5:30 PM, EFLA Headquarters, Morrison Hotel. Screening of new films, 10 AM to noon. General session, 1:30-3 PM. Two concurrent discussion sections, 3:15-5 PM. Screening and evaluation of new films, 7:30-10 PM.

*National Audio-Visual Association*

Exhibit setups begin and registration opens, mezzanine floor, noon.

Saturday, July 25

*Educational Film Library Association*

Two concurrent discussion sections, 9:30 AM to noon. Screening of Blue Ribbon Award films, 10 AM to 5 PM. Two concurrent discussion sections, 1:30-3:30 P.M. Audio Do-It-Yourself Show, 3:30-5

PM. Screening of "Power Among Men," UN film, followed by discussion.

*National Audio-Visual Association*

Breakfast, Terrace Casino, 8 AM. First General Session, 9 AM. Grand opening of the Exhibit, 1 PM. Meeting of NAVA Board of Directors, 4 PM. Meeting of NAVA Religious Council, 7:30 PM. Annual Convention Dance Party 9:30 PM.

Sunday, July 26

*Association of Chief State School Audio-Visual Officers*

Discussion and reports 1-5 PM. *Educational Film Library Association*

General session, 9:45-10:45 AM. *National Audio-Visual Association* AV Church Worship Service, 11 AM. Luncheon for NAVA Institute Board of Governors, 12:30 PM. Religious Audio-Visual Conference, 2 PM.

*Religious Audio-Visual Conference*

Registration, 1:30 PM. Screening of "Green Lake Adventure" and discussion, 2 PM. Escorted tours of exhibits, 3-4:30 PM. Consultation clinics, 5-6 PM. "It Could Be Your Church!" demonstration, 7:30-9 PM.

Monday, July 27

*Agricultural Audio-Visual Workshop session*

*Association of Chief State School Audio-Visual Officers*

Reports and discussion of the National Defense Education Act, 9 AM to noon, 2-3 PM. Luncheon, Parlor "F," noon to 2 PM.

*Audiovisual Conference of Medical and Allied Sciences*

Registration, 8:45 AM. 1958-59 in Review, 9 AM. Report on International Film Showings, 11 AM. Experiments in AV techniques, 11:20 AM. Films and the Learning Process, meeting, 2 PM. Problems in Communication, meeting, 4 PM. General Discussion, 8 PM.

*Industrial Training Director's Association*

AV Workshop, Venetian Room, 9 AM to noon.

*National Audio-Visual Association*

Breakfast and second general session, 8 AM. Film distribution panel, 10:45 AM. Luncheon for NAVA past presidents, 12:30 PM. Entertainment film screening, 8PM.

Tuesday, July 28

*Agricultural AV Workshop session*

*Association of Chief State School Audio-Visual Officers*

Business meeting and reports, 9 AM to noon.

*National Audio-Visual Association*

Exhibitors' meeting, 8 AM. Exhibits close, 1 PM. NAVA Board of Directors meeting, 1 PM.



## OUT OF



**GENERAL** FILM LABORATORIES CORP.  
1546 ARGYLE AVE. • HOLLYWOOD 28, CALIFORNIA • NO 2-6171

## Family Films FOR TEENAGERS

Films with a tremendous message of Christ—on the teenage level—in their language—demonstrating the power of Christ in young people's lives.



**TEENAGE WITNESS**  
Witnessing for Christ at home and on the campus.



**TEENAGE CHALLENGE**  
A teenager accepts the challenge to really live for Christ in the face of great opposition.



**TEENAGE CODE**  
Everybody cheats once in a while, why should this teenager be different?

NEW  
RELEASES



**TEENAGER'S CHOICE**  
The problems of early marriage.



**FRONT PAGE BIBLE**  
The Bible speaks through the newspaper.

*All five films have the deep spiritual message needed to help Christians stand for their convictions in today's world.*

• 30 minutes each—black & white—\$9.00

NEW  
RELEASES

## Family Filmstrips

### UNDERSTANDING THE BIBLE LANDS SERIES

Bible stories and events take on new meaning with this fascinating new series photographed in full color in the Holy Land. Shepherd life, home life, geography, Bible scrolls, etc. Packaged in kits, with records, from \$9.00



### TEENAGE

Four new kits of provocative filmstrips, featuring a "breezy" style of scripts, and wonderful, typically teenage art work, presenting basic Christian guidance on problems of POPULARITY and FAMILY. Kits of 4 filmstrips and 2 records, \$25.50

### KINDERGARTEN



Two delightful new sets of full-color filmstrips about "growing up" for 4 and 5 year olds. Special musical backgrounds feature related songs familiar to kindergarten children. Kits of 4 filmstrips and 2 records, \$19.50

*It's easy to use a Family Filmstrip!*

**FAMILY FILMS, inc.** • 5823 Santa Monica Blvd. / Hollywood 38, California

You may be a winner — Family Films Magic Treasure Chest NAVA Booths P 104-105

# AUDIOVISUAL

GUIDE

July, 1959 Volume 38, Number 7, Whole Number 377

## EDITORIAL

332 Effective Teaching

## AV CONVENTION AND EXHIBIT

334 "For Such a Time as This" *P. H. Jaffarian*

335 NAVA Convention Program

336 Educational Film Library Association

337 Religious Audiovisual Conference

337 Association of Chief State School AV Officers

338 AV Conference of Medical and Allied Sciences

339 Industrial Training Directors Association

339 Agricultural Audio-Visual Workshop

340 Exhibitors

## DEPARTMENTS AND FEATURES

324 On the Screen

326 "Images of the Future"

328 Calendar of Coming Events

346 AVS — Kodak's "Pilot Plant"

348 Film Evaluations *L. C. Larson, Carolyn Guss*

354 Audio *Max U. Bildersee*

356 Filmstrips *Irene F. Cypher*

358 AV in the Church Field *William S. Hockman*

360 Directory of Audiovisual Sources

372 New Equipment and Materials

380 Helpful Books

381 Trade News

382 Index to Advertisers

Inside Back Cover — Trade Directory for the AV Field

Founded in 1922 by Nelson L. Greene



BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.  
 SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.  
 CHANGE OF ADDRESS should be sent immediately to

insure uninterrupted delivery of your magazine. All five weeks for change to become effective.  
 EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE published monthly by Educational Screen, Inc. Publication office, Barrington, Illinois; Business and Editorial Office, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Printed in the U.S.A. Re-entered as second-class matter October 1953 at the post office at Barrington, Illinois, under Act of March 3, 1879.

ENTIRE ISSUE COPYRIGHT 1959 BY THE EDUCATIONAL SCREEN, INC.



RCA's ruggedly engineered "Scholastic" Record Players and Tape Recorder add forceful dimensions to studies like instrumental and vocal music, literature, languages, speech and reading. "Tri-Coustic" speaker systems deliver high-fidelity realism of sound with wide frequency range. Push-button controls on portable Tape Recorder give instant choice of function.

Your RCA Audio-Visual Dealer can open your eyes and ears to new horizons in curriculum presentation. He's in the Classified Directory under "Motion Picture Equipment and Supplies." Get in touch!

*\*Rigid endurance standards have been set for RCA "LIFE-TESTED" Projectors. Individual components as well as finished projectors are subjected to continuous testing to evaluate the durability and efficiency of all operating parts. "LIFE-TESTED" at RCA means better, more reliable performance from RCA projectors.*

(left to right) Porto-Arc Projector, Junior Projector, Senior Projector. High Fidelity "Scholastic" Record Player, High Fidelity "Scholastic" Tape Recorder, "Scholastic" Portable Record Player.

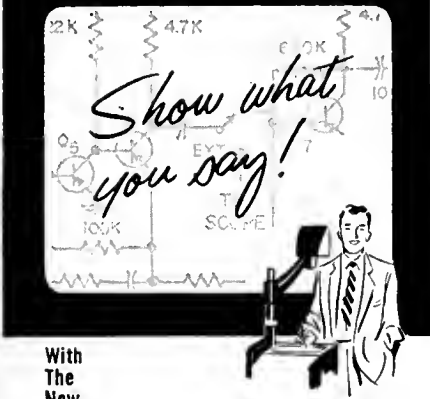


Tmk(s) ®

**RADIO CORPORATION  
of AMERICA**

AUDIO VISUAL PRODUCTS

HERE'S A NEW AND BETTER WAY TO TEACH



With  
The  
New

## VU-GRAPH

Overhead  
Projector.

It's unique! Beseler's new VU-GRAPH is the projector you use in a fully lighted room. The picture flashes OVER your head—onto the screen—while YOU face the class to see who understands, who needs help. Use prepared transparencies or quickly make your own. VU-GRAPH projects in black and white or full color: slides, stencils, models, even your own writing—as you write! 4 models including new portable. Teacher operated—no assistant needed. Free Demonstration at your convenience. Free Brochure: "Get Your Point Across—Fast!"

CHARLES *Beseler* COMPANY  
EAST ORANGE, NEW JERSEY

# NOW!

MAKE YOUR OWN FULL  
COLOR  
TRANSPARENCIES  
FROM TEAR SHEETS  
WITH THE NEW

SEAL  
TRANSPARA-FILM

See It Done In Just Minutes  
at the

NAVA EXHIBIT  
BOOTH L-61

Or Write for Particulars and  
Free Samples

# Seal

INC.

Shelton, Conn.

# ON THE SCREEN

## Welcome to NAVA!

As participants in the NAVA Convention and Exhibit, as contributors to it in the form of this special issue, and also as eager-to-learn spectators — the staff of *Educational Screen and AUDIOVISUAL Guide* welcomes you to Chicago for the four most important days in the audiovisual year, July 25-28. We hope, in fact we *know*, that you'll find much of value, of interest, and much that's enjoyable too.

## This Month's Cover

The painting on our cover this month is an artist's concept of the Eidophor, a revolutionary new television projector, adaptable to color or black and white and possessing an independent light source. The projector was developed in Switzerland with the assistance of CIBA Pharmaceutical Products, Inc., which has recently set up a wholly-owned subsidiary called Eidophor Inc.

Eidophor Inc. will soon have on hand forty of these projectors, along with the world's largest mobile unit for the production of color television. The president of the new company, former Assistant Secretary of State Roderic O'Connor, has announced some very in-

teresting and ambitious plans for the future. Although these are at present limited to industrial use, the additional possibilities are fascinating.

Hans Erni, the artist, is a Swiss with an international reputation. The clarity and superb draughtsmanship of his works have made them especially appreciated by scientists, mathematicians and engineers, with whom the artist has personally expressed a kinship. He is more conscientious than most painters in maintaining an immediate contact with the public and the present day world. By eliminating the usual perspective, he is able to combine past, present and future possibilities on the same terms. These qualities have contributed to his remarkable success as painter, illustrator, muralist.

## Watch for the Blue Book!

The August issue will again be devoted to materials — all the films, filmstrips, slides, maps, models and other teaching aids that have come to our attention since the publication of last year's Blue Book. It will be an issue to keep on hand throughout the year, for consultation and advice. —ES

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. ENID STEARN, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. JOSEPHINE H. KNIGHT, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Assistant.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia.



© WALT DISNEY  
PRODUCTIONS

# **Donald Duck in Sunday School?**

Visit us at

## **Booth F-32**

and see why leading  
religious educators predict  
record-breaking sales for  
"TALES OF JIMINY CRICKET".

## **Cathedral Films**

2921 West Alameda Avenue, Burbank, California

# "Images of the Future"

*This is the title of a valuable booklet, recently published, setting forth some very practical ideals for the future development of our country's high schools. It was prepared by J. Lloyd Trump, Director, Commission on the Experimental Study of the Utilization of the Staff in the Secondary School; appointed by The National Association of Secondary-School Principals and supported by the Ford Foundation. The editors asked and were granted permission to publish brief excerpts from this work, especially from the section "Educational Facilities," in the hope that these trends will encourage audiovisual personnel and manufacturers alike.*

## Avenues to Learning

	TEACHER	WRITING	PRINTING	FILM	RADIO	TV	RECORDINGS	MACHINES
Before Writing	✓							
Before Printing	✓	✓						
Until about 1900	✓	✓	✓					
The 20th Century	✓	✓	✓	✓	✓	✓	✓	✓

Closed- and open-circuit television to provide enrichment, magnification, simultaneous instruction in several rooms, etc.

Projectors with overhead, rear projection for writing, printing, and other presentations in black and white and color, with overlays, for use in light or semi-darkened rooms

Micro-, opaque, and other projectors for specific tasks

Electronic tape and other recordings to reduce repetition, provide uniformity, and permit re-use

Films, filmstrips, and slides of various sizes for photographed materials

FM radio to distribute information simultaneously to several rooms

Charts, pictures, flannelboards, models, mock-ups, museum materials, etc., for demonstrations

Duplicated materials to provide uniformity, involvement, and concrete illustrations

All of above that are portable should be available in project areas and materials centers

Science and language laboratory, workshop, and library supplies and equipment of best design

Self-teaching and appraisal machines—information, instructions, and questions placed on machine in advance by teachers so students can use with a minimum of teacher assistance

Self-appraisal tests—to permit self-examination and scoring

All of above that are portable should be available for students to bring to discussion group meetings as aids in explaining and presenting convincing evidence

**I**N thinking about the facilities of the secondary school of the future, these things must be kept in mind:

Educational facilities will no longer be merely a school building and its grounds.

Space within the building will be planned for what will be taught in it and how it will be taught. Installations for effective use of electronic and mechanical aids will be provided.

Educational facilities will be as different as will be the learning activities planned for the students. These learning activities will take place not only in the school building but also in separate libraries, shops, governmental agencies, business and industrial establishments, and many other places in the local community. On occasion, activities will take place in communities some distance from the school itself. This broader concept of facilities will require different kinds of control and supervision over students from those now possible, so changes in provisions for legal responsibilities will be made.

Because class groups will vary in size, the school plant of the future must provide rooms for groups of 10, 20, 50, 100, or possibly more students. A variety of instructional and resource areas will replace the present series of standard, stacked classroom cubicles, each designed to contain 30 students and one teacher. Study halls as they are now known will not exist. Instead there will be study-resource rooms where students may read, listen to and view tapes, observe films and slides, work on self-teaching and self-appraisal machines, use science and other equipment, think, write, and participate in other more or less individual study activities.

It is difficult at this time to make an intelligent estimate of the number and sizes of rooms needed in the future secondary school. The example of a 400-student school used here might require a building with less floor space per student than present ones.

The future school will make available to its students all the avenues of knowledge, appreciation and understanding. Textbooks and teacher recitations will no longer be sufficient means of contact between the student and what he wants to learn. Television, radio, disc recordings, tape recordings, films and slides, mock-ups, models, museum materials, books, magazines, pamphlets, and other mate-



**LARGE-GROUP INSTRUCTION**



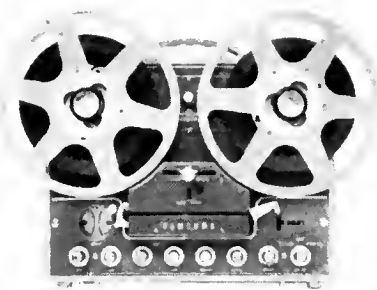
**INDIVIDUAL STUDY**



**SMALL-GROUP DISCUSSION**



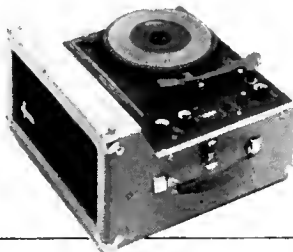
# NEW



## STEREO TAPE RECORDER

For language, music, speech instruction, Newcomb introduces Model SM-310, cybernetically engineered for intuitive operation. Simple enough for students to operate. Easiest on tape. Records live stereo as well as recorded or broadcast material, and 1/2 track monophonic. 2 speeds. 10 1/2" reel capacity.

# NEW



## CLASSROOM HI-FIDELITY PHONOGRAPHS

Engineered specifically for day-in-and-day-out classroom use, new model Newcomb phonographs are more dependable than ever. New 4 speed motors, bigger speakers, more power, rubber record mat—a multitude of advanced features. Several models.

# NEW

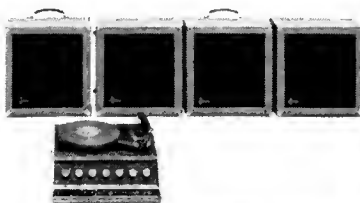


## CLASSROOM HIGH-FIDELITY RADIOS

The finest table model radio ever built for classroom is the Newcomb AM and FM Model AFM-1500. Sensitive, powerful, stable. High acoustic output. New tone control for optimum intelligibility. Built-in AM and telescoping FM antennas. AM only model also available.

# NEWCOMB

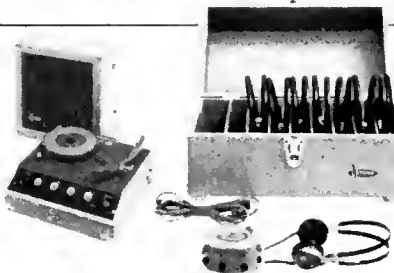
# NEW



## PORTABLE TRANSCRIPTION PLAYER/P.A. SYSTEMS

There's a new Newcomb TR Series player for every use—from music room to athletic field. Nineteen models, choice of ceramic or magnetic cartridge, one to four speakers, power from 10 to 56 watts. Include every feature you have asked for in a portable system.

# NEW



## HEADPHONE LISTENING CENTER EQUIPMENT

For language study, library use, group-within-a-group listening, Newcomb brings you the most satisfactory listening center equipment yet offered. Eight red and black headphones of conventional design, combining high quality with low cost, supplied in compartmented case.

■ NEW STYLING—GRAY AND CINNAMON BROWN ■ NEW MOTORS, TURNTABLES, PICK-UPS, REPRODUCERS ■ Same old quality, dependability, safety... Still built with crackproof plywood cases, fabrikoid covered, metal corners, spring-suspended feet, transformer powered—all of the features which give that special meaning of quality to the name **NEWCOMB**

Note: Handy printed bid specifications are also available.

NEWCOMB AUDIO PRODUCTS CO. Department C-7.

Gentlemen: Please send me data on the following:

- STEREO TAPE RECORDER
- CLASSROOM PHONOGRAPHS
- CLASSROOM RADIOS
- AM & FM
- AM ONLY
- TRANSCRIPTION PLAYER/P.A. SYSTEMS
- HEADPHONE LISTENING CENTER

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

6824 Lexington Avenue, Hollywood 38, California

# Calendar

- July 10-11—New York State Audio-Visual Council, summer meeting, Statler-Hilton Hotel, Buffalo, N.Y.
- July 10-12—Associated Amateur Cinema Clubs, Inc., Film Festival, Conrad Hilton Hotel, Chicago, Ill.
- July 19-23—National Institute for A-V Selling, 11th annual, Indiana University, Bloomington, Ind.
- July 19-23—Cooperative Conference on Instructional Materials, University of Texas, Austin, Texas.
- July 20-31—Annual Laboratory-Demonstration Workshop, The Betts Reading Clinic, Haverford, Penn.
- July 25-28—National Audio-Visual Association Convention and Exhibit, 19th annual, Morrison Hotel, Chicago, Ill.
- Aug. 10-21—Summer Audio-Visual Workshops, Syracuse University, Syracuse, N. Y.
- Aug. 16-22—Robert Flaherty Film Seminar, 5th annual, University of California, Santa Barbara Campus, Goleta, Calif.
- Aug. 17-21—University Film Producers Association, 13th annual conference,

Purdue University, Lafayette, Ind.

- Aug. 21-22—Society of Motion Picture and Television Engineers, regional meeting, Chicago session, Purdue University, Lafayette, Ind.
- Sept. 2-13—North American International Photographic Exhibit, nineteenth annual; closing dates for prints July 24 and slides, August 7. California State Fair and Exposition, Sacramento, Calif.
- Sept. 6-11—International Conference on Audio-Visuals in the Church, 16th annual, Green Lake, Wisc. Dept. of AV and Broadcast Education, National Council of Churches, 257 Fourth Ave., New York 10, N. Y.
- Sept. 28-Oct. 1—Industrial Film and AV Exhibition, New York City.
- Oct. 26-30—Society of Photographic Scientists and Engineers, annual national conference, Edgewater Beach Hotel, Chicago, Ill.
- Oct. 26-30—National Association of Educational Broadcasters, Sheraton Cadillac Hotel, Detroit, Mich.
- Nov. 20-21—Michigan Audio Visual Association, fall meeting, Western Michigan University, Kalamazoo, Mich.

## "Images of the Future"

rials will be readily available to students.

Instructional films and video and sound tapes will originate from a central studio. It will no longer be necessary to move projectors, screens, and tape and record equipment from room to room. Full cable installations will be provided for closed-circuit television, or for any other kind of audio or video communications. Language laboratories will make aural-oral resources readily available.

A higher degree of space utilization will make the school plant an economical one. Because of the variety of methods of instruction and the variety in group sizes in the school of tomorrow, flexibility of space, furniture and equipment will be necessary. Larger rooms will be divided into small seminar rooms for small-group discussions. Auditoriums will be divided into several large-group areas so that they will be used for most of the day rather than for the 10 per cent of the school day for which they are now used.

Educational facilities of the future will be functional, flexible, pleasant, and utilitarian. Buildings will have improved acoustics, better light and ventilation control, and readily movable partitions. Architects, engineers, scientists, and educators will work together to design better equipment and supplies and better structures to house them.

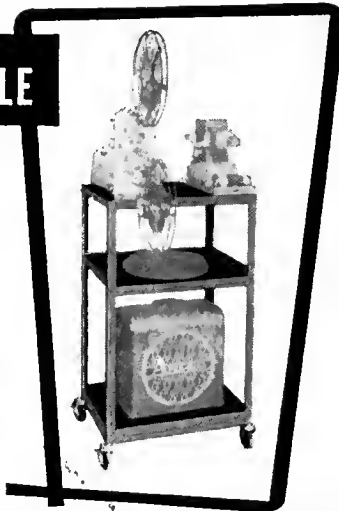


These realistic plans for the future also provide for better teacher training and ample opportunity for teachers to improve their skills on the job. There will be teacher specialists, most of whom will be experts "in the use of such teaching aids as television, tape recordings, projectors, students' self-appraisal devices, and the like." In-school professional advancement is given special stress. ". . . The use of assistants and electronic and mechanical instruction aids will also be significant in advancing the professional growth of teachers after they have started to work. Through audio and video recording devices, teachers will be able to see and hear themselves teach as well as observe student reactions to their teaching. These devices will offer improved methods of self-appraisal so essential for growth."

## PIXMOBILE PROJECTION TABLE

### KEEPS YOUR EQUIPMENT READY FOR USE

Save time... save storage space. Prepare your visual presentation in advance on the portable **Pixmobile**, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. **42" table only \$32.95.**



## OPTIVOX PORTABLE EASEL

### FOR BETTER CHART TALKS

Make a better showing with the versatile **OPTIVOX**, suitable for either floor or table. Steel working board, finished in "rite-on" green, is adaptable for chalk, charts, or magnets. Aluminum legs fold into compact unit. **Only \$44.95** Carrying case, lamps optional.

Write for Literature and Name of Dealer. Some Dealer Territories Open. Write...

**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS

**Kodak**  
TRADEMARK

*At Valley Oaks Elementary School, Spring Branch Independent School District, Houston, Texas—selected by A.A.S.A. for showing at its exhibit of outstanding school designs—Mrs. Lois Land, Director of Special Services, says:*



**“In our modern schools,  
glass-walled rooms are hard to darken.  
That’s why we use Kodak Pageant Projectors.”**

“In keeping with modern architectural trends, our schools are built with lots of glass.

“At the same time, in keeping with modern educational thinking, we use instructional films in practically every course we teach in the Spring Branch Independent School District. And we show the films right in these hard-to-darken classrooms. So, picture brilliance is a major factor in our selection of a motion picture

projector. We have bought only Kodak Pageant Projectors for three years now, because they give us maximum brightness—and we have no maintenance troubles with them, either.”

*Kodak Pageant’s Super-40 Shutter provides 40% more light on the screen than an ordinary shutter at sound speed. Your Kodak AV Dealer has the complete Pageant story, or write for Bulletin V3-22, no obligation.*

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**



# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$6.00. With guide, \$6.30.

**The Vikings** — In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson in Mythology** — Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50.

**Knights of the Round Table** — A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Richard III** — Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**Alexander the Great** — Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe** — In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$3.50.

**Hansel and Gretel** — In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kinemins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth** — In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

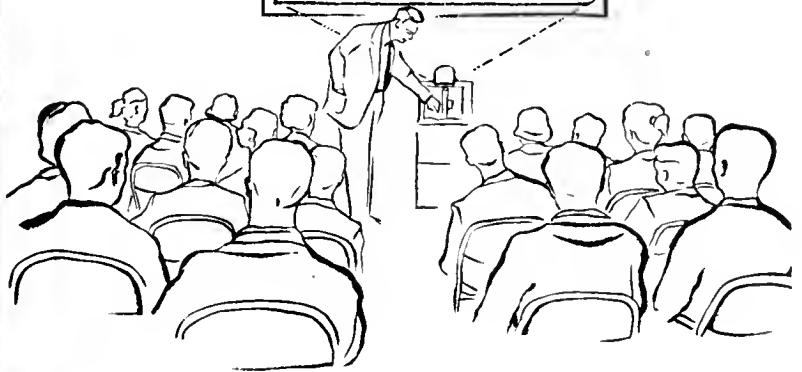
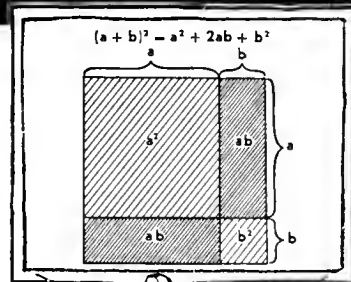
**Ulysses** — In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

Prepared by William Lewin, Ph.D.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**

10 Brainerd Road, Summit, New Jersey

# At the head of the class!



Using the projector as a blackboard.

**THE OVERHEAD PROJECTOR** keeps the teacher in front of the class, projecting his own slides, facing his class at all times, observing reactions, and adjusting his presentation to the response of his pupils.

There is no need for a separate operator, with an accompanying system of signals. The projector complements the teacher rather than replaces him. The teacher selects his own pace, extemporizing as he wishes; commenting before, during, and after projection.

He uses the screen as a blackboard, writing or drawing at will on slides or sheets of transparent plastic, without turning away from his class. Single or multiple sheets of film are easily superimposable on the slides, allowing the teacher to unmask transparencies in progressive disclosures, or to build up several components into a composite image.

Slides are large (8" x 10"), and easy to make. Rudimentary art skills produce dramatic, colorful transparencies.

If you wish to learn more about the Overhead Projector, please write to Section OP, Visucom Laboratories, Tecnix Corporation, Holyoke, Massachusetts. Please indicate in the letter the nature of your interest.

# TECNIFAX

C O R P O R A T I O N

Manufacturers of  
Visual Communication  
Material  
and  
Equipment

HOLYOKE, MASSACHUSETTS

# Effective Teaching

*Paul C. Reed*

*"We should do far more than we are now doing to enhance the prestige of the teacher and to provide him with more effective support in his efforts to improve the effectiveness of his teaching."*

Because you may have missed it, we think we should tell you something about the report from which this quotation came. It's another report on education with real significance for all of us concerned with the use of audiovisual materials. It's another top level report urging the use of modern techniques of communication in teaching.

"Education for the Age of Science" is the title covering the sixteen thousand words from President Eisenhower's Science Advisory Committee. Although prepared by the Committee's nine-man panel on science and engineering education, the report makes clear that *all* education must be strengthened to make "a stronger nation more likely to survive."

Like every important report that's been published in recent years on the problems and future of American education, this one, too, emphasizes the importance of audiovisual methods and materials of instruction. For instance, this report recommends "that present efforts be aggressively pursued and substantially expanded in bringing together leading scientists, scholars, and teachers to . . . develop and supply adequate teaching and learning aids of all appropriate kinds, including motion pictures, television, tape recordings, slides, and other audiovisual materials designed to aid the student . . . and to relieve the teacher of unnecessary burdens of preparation and instruction."

It used to be that only zealous audiovisual educators talked like that!

At another point in the report, the committee concludes that because the increasing number of students is outrunning the supply of teachers "we must find ways to increase very substantially the effectiveness of every teacher" and "we must, therefore, learn to use effectively every possible teaching aid including television, motion pictures, improved textbooks and classroom equipment."

These are important pronouncements about the importance and place of audiovisual materials in teaching and learning. These are the words of renowned scientists and educators. They have no prejudices about materials and methods. Their only concern is to improve educational standards and education's product. They believe that audiovisual materials are essential and that they must be used if teaching is to be effective. They've said this in no uncertain words.

The values of all kinds of audiovisual materials for effective teaching seem now to be finally recognized. Determining when the turning point came in this discovery may take greater perspective. It may have been, however, at the point when science education received all the attention and emphasis following the launching of the Soviet earth satellite. From that point on, education's historians may someday tell us, the integrated use of all kinds of audiovisual materials in instruction became commonplace.

Meantime, this is the Summer of 1959; and this issue of "Educational Screen and AUDIOVISUAL Guide" eagerly anticipates the excitement that always accompanies the National Audiovisual Convention and Exhibit. This year, as we near the end of the first of the five years of the National Defense Education Act, we expect the convention's discussion will reflect the urgency of the times, and that the exhibit will vividly display the industry's achievement. Surely the largest audiovisual exhibit ever assembled will clearly demonstrate through new and improved equipment and materials the ability and readiness of the audiovisual industry to meet its challenges. We wouldn't miss this year's convention for anything. We hope you'll be there, too.

# The Cousino Language Laboratory



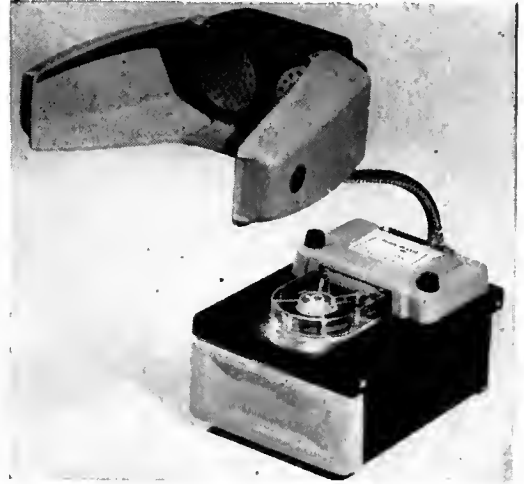
Featuring the performance quality and reliability of the commercially successful and time tested Cousino **ECHO-MATIC\*** cartridge, with exciting new concepts in auto-loading and oral practice equipment.

The unique **MAG-MATIC\*** Educator dual channel recorder and revolutionary new **VOICE-FLECTOR\*** meet all the requirements of individual student practice in any system or location.

Installations with Cousino **AD-A-LAB\*** furniture and instructor's control console provide complete language laboratory operation.

The **VOICE-FLECTOR** performs all the functions of conventional earphones, microphone and isolation booth.

*\*Cousino Trade Marks reg. Patents pending*



THE **ECHO-MATIC** endless loop cartridge provides immediate repetition of recorded language instruction and practice material without rewinding. The Echo-Matic cartridge makes loading and start-stop operation kindergarten easy, and provides tamper proof enclosure for the tape. Available in standard laboratory playing times.



THE **MAG-MATIC EDUCATOR** in use, with the Voice-Flector in position for listening, oral practice and viewing of visuals. The Voice-Flector is acoustically designed for direct, non-electronic self-analysis of auditory response. The Mag-Matic Educator and Voice-Flector may also be used independently with other equipment.

For more information, or a demonstration by your Cousino dealer, write:

*Cousino*

**ELECTRONICS CORPORATION**

2107 ASHLAND AVENUE, TOLEDO 1, OHIO • PHONE CHERRY 3-4208

Designers and Manufacturers of Language Laboratory, Point-of-Sale and Audio-Visual Devices.  
MEMBER OF NATIONAL AUDIO-VISUAL ASSOCIATION, MAGNETIC RECORDING INDUSTRY ASSOCIATION,  
SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS AND INSTITUTE OF RADIO ENGINEERS.



Principal speakers for the 1959 NAVA Convention are: Charles H. Percy, Dan Forrestal, Dr. Elliott Kone, Dr. William B. Sanborn, J. Roger Deas (left to right).

## "For Such a Time as This" *by P. H. Jaffarian*

**T**HESE words find their origin in a famous Old Testament story. Through the Providence of God, and after years of preparation, Queen Esther has been brought to the hour of opportunity which is to spell the deliverance of her people. It has ever been thus. Opportunities are made for those who are prepared to meet them.

The audiovisual field has arrived at such a time. Behind us are years of growth, preparation and devoted service. Audiovisual people in education, religion, and industry have the specialized knowledge that means good utilization of our materials and equipment. And the audiovisual industry is ready with excellent lines of equipment and materials, plus a specialized audiovisual dealer system which has been built on the basis of *service to the user*.

I am proud to be a part of this dealer organization. Over the years I have seen the many major contributions which the AV dealers have made, both personally and through our national organization, towards the increased use of audiovisual communications media in all walks of life.

Through our national trade association, a dealer organization has been built up which effectively covers the nation. Within our audiovisual business a competitive spirit exists and always will remain, but our dealers have been taught to minimize their differences and to magnify the things we hold in common. Higher ethical standards have been promoted and achieved. The annual NAVA Convention, regional meetings, and local associations have knit the organization into a huge family. The National Institute for Audio-Visual Selling, held each summer in cooperation with Indiana University, has contributed much in sales and managerial training. Its effects have permeated the entire organization. From its earliest days, NAVA has worked closely with audiovisual specialists in education, industry and the church, and broad cooperative relationships have been developed.

Suddenly, a "Sputnik Age" has burst upon us. It has brought us face to face with the fact that learning processes must be accelerated. One result of this has been a continuing increase in AV utilization in industry and business. Another, and perhaps more dramatic, result is the attention which our Federal Government has given to new educational media in the National Defense Education Act. In sharp contrast to the action of a national education conference a few

years ago in classifying AV items as "luxuries . . . next in importance to swimming pools," the U. S. Congress has clearly stated that better teaching equipment and materials are essential "if instruction and learning are to be improved" — and has appropriated many millions of dollars for their purchase.

Providentially, our Associations in the audiovisual field have arrived at the place where they are in position to render great services. DAVI, EFLA, the AV Commission on Public Information, and important groups in religion and industry provide channels for action and communication on audiovisual problems. In these critical first days of implementation of the Defense Act and of general AV expansion, these organizations have proven their value over and over again.

We in the audiovisual industry consider it exceptionally fortunate that only 30 months ago we moved the headquarters of our NAVA organization from Chicago to Fairfax, Virginia, a suburb of Washington. When the Defense Education Act was proposed, NAVA was in position to step into the breach and offer valuable assistance. Don White, our National Executive, worked closely with those who formulated the bill. Maurice Mitchell of EBF and Charles Percy of Bell & Howell testified forcefully as to the need for audiovisual provisions. Effective legislative work was done in close cooperation with the NEA and other interested organizations. With the passage of the law, NAVA produced "AV-864," a guide to its audiovisual provisions, and distributed 65,000 copies throughout the nation.

Now, in the implementation phase of the National Defense Education Act, Don White and Dennis Williams have worked in an advisory capacity with the State Departments of Education in more than two-thirds of the states, helping in the preparation of State plans. The members of NAVA have been kept informed and fully prepared for what is ahead.

A day of opportunity is before us. It appears that all of our preparation was "for such a time as this." As competent business men, we of the audiovisual industry must also be possessed of the true meaning of service. With this spirit we will not only cope with this emergency, but it will lead us into the greatest era of learning in the history of our nation.



# National Audio-Visual Convention and Exhibit

**I**N THE preceding story, NAVA president Jaffarian elaborates upon the theme of the 1959 Convention and Exhibit—"Lift the AV Standards Higher." To lead the way, a series of speeches, workshops and seminars has been scheduled, combined with the largest display of audiovisual equipment ever assembled to date. An attendance of approximately 2,500 audiovisual specialists from all parts of the country is expected, and this, together with the combined memberships of the other participating organizations, should result in most mutually beneficial sessions.

Charles H. Percy, President of Bell & Howell Company, Chicago, will be the official keynote speaker. Following him in the first general session will be Dan Forrestal, Director of Public Relations, Monsanto Chemical Company, St. Louis. Also, Dr. Elliott H. Kone, Director of the Audio-Visual Center of Yale University, will speak on "The Philosophy and Practice of the Language Laboratory," emphasizing the fact that language teachers have pioneered in the use of audiovisual media hardly touched by teachers in other fields.

The second general session will have as speakers Dr. William B. Sanborn, Director, Bureau of Instructional Materials, San Francisco Unified School District, and J. Roger Deas from American Can Company, New York City. Dr. Sanborn will speak on "The Future for Instructional Materials—a Problem in Professional Cooperation," using a historical approach and discussing current practices and potential trends in terms of mutual cooperation. Mr. Deas, whose talk is titled "The Vision of America," will demonstrate the important role of audiovisual materials in improving industrial communications, stressing the importance of "indigenatizing" basic aids to give local impact and the use of audiovisuals in creating and maintaining a "corporate image."

Again this year, both general sessions will be preceded by breakfasts in the Morrison Hotel's Terrace Casino, and the annual business meeting will take place between addresses at the second general session on Monday. Sales Meetings have been scheduled during the Convention by fourteen companies. Admission to these events is by invitation only.

## Program

### Friday, July 24

Noon Exhibit setups begin. NAVA registration opens on Mezzanine Floor.

### Saturday, July 25

8:00 AM Breakfast in the Terrace Casino. Special tables will be provided for regional groups.

9:00 AM First General Session: Terrace Casino  
Welcome by President P. H. Jaffarian  
Keynote speaker: Charles H. Percy, President, Bell & Howell Company  
Speaker: Dan Forrestal, Director of Public Relations, Monsanto Chemical Company, St. Louis Missouri

"The Philosophy and Practice of the Language Laboratory"—Dr. Elliott Kone, Director, Audio-Visual Center, Yale University, New Haven, Conn.

10:45 AM to 1 PM Open for sales meetings

1:00 PM Grand opening of the Exhibit

4:00 PM NAVA Board of Directors meets

7:30 PM NAVA Religious Council meets: Harvey Marks, Visual Aid Center, Denver, Colorado, Chairman

9:30 PM Annual Convention Dance Party

### Sunday, July 26

11:00 AM A-V Church Worship Service

12:00 Noon to 6 PM Exhibits open

12:30 PM Luncheon for NAVA Institute Board of Governors

2:00 PM Religious Audio-Visual Conference

### Monday, July 27

8:00 AM Breakfast in Terrace Casino  
Second General Session

Speaker: Dr. William B. Sanborn, Director, Bureau of Instructional Materials, San Francisco Unified School District

Annual Business Meeting

Address: "The Vision of America"—J. Roger Deas, American Can Company, New York 17, New York

10:45 AM Film Distribution Panel: William Kirkpatrick, Ideal Pictures, Buffalo, Chairman

10:45 AM to 12:30 PM Sales Meetings

12:00 Noon to 6 PM Exhibits open

12:30 PM Luncheon for NAVA Past Presidents

5:30 PM Morrison Hotel Cocktail Party for all Convention registrants

8:00 PM Entertainment Film Screening

### Tuesday, July 28

8:00 AM Exhibitors' Meeting

9:00 AM to 1 PM Exhibits open for final day

1 PM NAVA Board of Directors meets

# Educational Film Library Association

**MAJOR** features of the sixteenth annual EFLA Conference will be the language laboratory workshop, where potentialities of this medium may be explored by the participants themselves; detailed analyses of the National Defense Education Act; and the screening and evaluation of new films, including the Film Festival Blue Ribbon Winners.

## Program

Theme: MEETING TODAY'S CHALLENGE TO BUILD FOR TOMORROW

### Friday, July 24

9 AM-5:30 PM Registration—EFLA Headquarters, Morrison Hotel, Chicago

10:00 AM-12 M Screening—New Films of Unusual Interest in Art and Culture

1:30-3:00 PM General Session

Welcome—Elliott Kone, EFLA President and Director of AV Center, Yale University

Report—Emily S. Jones, EFLA Administrative Director

Introduction of Speaker—Neville Pearson, Conference Chairman

Speech: The Challenge to American Education: Wider Implications of the National Defense Education Act—L. C. Larson, Director Audio-Visual Center, Indiana University and member of the Advisory Committee to the U. S. O. E.

3:15-5:00 PM Two concurrent discussion sessions

A. "Ways and Means of Using National Defense Education Act Funds"

1. Starting the Small School Film Library

2. Fitting Materials into the Curriculum

3. The College Campus Materials Center

Chairman: Arnold Luce, Minnesota State Department of Education

B. "Preparation for the Later Years"

A discussion of the use of audio-visual materials in meeting a challenge of growing urgency

Panel: Geneva Mathiasen, Secretary, National Committee on the Aging

Martha Douglas, Director of Counseling and Employee Activities, Carson, Pirie, Scott, & Co., Chicago

Mina Brownstone, Public Relations Director, Dynamic Films

7:30-10:00 PM Screening and Evaluation of New Films, Classroom and Adult.

10:00-11:00 PM Informal Reception—Refreshments

### Saturday, July 25

9 AM to 5 PM Registration

10 AM to 5 PM Screening of Blue Ribbon Award films from the American Film Festival—there will be two screening rooms, with continuous showings. Detailed schedules will be posted on Friday.

9:30 AM-12 M Two concurrent Discussion Sessions

A. "Challenge in the Classroom"

1. How can we find and use to best advantage the existing audio-visual materials in Science?

2. What kind of AV materials are needed in mathematics, and how can we stimulate their production?

B. "Challenge in Informal Adult Education"

Is there a deepening interest among adults in Science, Art, and Recent History, as evidenced in TV programs, public library film showings, and other activity?

1:30-3:30 PM Two concurrent discussion sessions—"The World at Our Door"

A. How can Language Laboratories help students meet the challenge of a multilingual world?

Emma Birkmaier, Wayne University, Detroit

Robert Bauman, Macalester College, St. Paul, Minn.

Elliott H. Kone, Yale University, New Haven, Conn.

B. Do Travel Films help our understanding of the world?

How do they compare in audience appeal, and in accuracy, with other films on the peoples and countries of the world?

Screening: Comparative showing and discussion of several different types of film about the same country

Panel: J. W. Cosman, National Film Board of Canada

Julien H. Bryan, International Film Foundation

Others from the field of travel film production and utilization

3:30-5:00 PM Do-It-Yourself Show—The Language Laboratory in Action

A demonstration of the latest equipment, with an opportunity to try it out and to ask specific questions of the manufacturers' representatives

7:30-10:00 PM "Large Scale Plans for a Large Scale Film"

POWER AMONG MEN, new United Nations film, will be shown. Discussion of how the film was produced, why it was made, and how it will be distributed

### Sunday, July 26

9:45-10:45 AM General Session

Summary and Report on the Conference—Neville Pearson

Visual Presentation of the Conference Activities—from Polaroid slides of photographs taken during the Conference

Speaker—William Sanborn, San Francisco Public Schools

11:00 AM Religious Audio-Visual Service

Conference Information: Registration Fee of \$3.00 admits to all EFLA sessions, and to many of other organizations meeting during the National Audio-Visual Conference

# Religious Audiovisual Conference

---

**T**HE fourth annual Religious Audiovisual conference is presented by the Committee on Audiovisual Education of the Church Federation of Greater Chicago, together with NAVA. Meetings will be held this year in the Madison Room of the Morrison Hotel.

## Program

### Sunday, July 26

1:30 PM. Registration

At official NAVA desk — admits bearer to other open sessions and Trade Show

2:00 PM Moderator: Dr. Orville L. Kuhn, Supervisor for AV Sales and Rentals, Board of Christian Education, United Presbyterian Church in U. S. A.

Film: Green Lake Adventure

The International Religious Audio Visual Workshop and Its Role in the Total Work of the Church

Rev. Alva I. Cox, Director of Department of Audio Visual & Broadcast Education, the National Council of Churches

2:45-3:00 PM What to See? What to Ask?

Present your audiovisual problems

3:00-4:30 PM Escorted Tours of Exhibits

Motion Picture Projectors & Screens—Rev. John Gable

Filmstrip & Slide Projectors & Screens — Mr. Wendell Gibson

Audio Equipment—Rev. Rudolph Hartman  
Religious Films & Filmstrips—Rev. Jack E. Jones

Control Equipment, Miscellaneous — Mr. Wesley R. Doc

Non Projected Materials

4:30-5:00 PM Refreshments

Your hosts: Religious AV Materials Exhibitors at NAVA

5:00-6:00 PM Consultation Clinics

Resources and Evaluations—Rev. Alva I. Cox

Content—Rev. Donald Lantz

Equipment and Planning—Mr. William Kruse

Do-It-Yourself Techniques—Mr. James LeMay

7:00-7:30 PM Sharing the Answers

Brief reports of tour and clinic chairmen

7:30-9:00 PM It Could Be Your Church!

Role playing demonstration in which a local minister and his staff challenge an audiovisual dealer to prove the value and cost of an effective AV program

Minister: Rev. Robert S. McDonald, St. John's United Church of Christ, Arlington Heights, Illinois

Director of Christian Education: Mr. Robert Bardy, Trinity Lutheran Church, Skokie (Evanston)

Church Treasurer: Rev. Leslie Allen, First Congregational Church, Lombard

AV Coordinator: Mr. Edwin B. Carmony, Supervisors of Audio Visuals, Gary (Indiana) Public Schools

AV Dealer: Rev. Harvey Marks, Visual Aid Center, Denver, Colorado

# Association of Chief State School AV Officers

---

**T**HE annual meeting of the ACSSAVO, held this year in conjunction with the NAVA show, is the one conference of the year devoted exclusively to the programs and problems of the various state departments of education in regard to their leadership in and development of audiovisual instruction.

## Program

### Sunday, July 26, 1959

1:00-1:20 PM Greetings by the president and introduction of those present

1:20-1:30 PM Discussion of the minutes of the last meeting and treasurer's report

1:30-2:30 PM Discussion of the purposes of ACSSAVO, the new constitution, and present affiliation with DAVI. Discussion of time and place for 1960 meeting (it had been tentatively arranged to meet in alternate years, or when DAVI was in the midwest, with that organization . . . present plans call for such a meeting of DAVI in Cincinnati during 1960)

2:30-3:00 PM Development and approval of meeting agenda for remaining days

3:00-5:00 PM Reports of States

Each Chief State School Audiovisual Officer is asked to bring written reports of his state's audiovisual activities in order to conserve time required for such reports.

### Monday, July 27, 1959

9:00-12:00 AM National Defense Education Act

Each state will present a summary of developments relating to the state plans under NDEA, with particular attention to the inclusion of audiovisual items within the plan. Discussion will follow relative to further help for school systems in making decisions about the amount and type of audiovisual materials and equipment that should be included in projects being developed under Title III. Lloyd King, Chief, State Plans and Reports Section, U. S. Office of Education, has been invited to be present to serve as consultant and to indicate trends and practices developing.

12:00-2:00 PM Luncheon—Parlor "F" (2nd Floor, Morrison Hotel)

William E. Wilson, Indiana State Superintendent of Public Instruction, will speak on

"The Role of the State Department in Audiovisual Education." It is planned to hold a question and answer session following this talk.

2:00-3:00 PM Continue deliberations, NDEA, in Parlor "G"

3:00-6:00 PM Trade Show

(Note: Conference Registrants have been invited to a reception given by the Morrison Hotel 5:30-7:30 - Terrace Casino)

Tuesday, July 28

9:00-12:00 AM Dr. Seerley Reid, U. S. Office of Education, has been invited to be present and to discuss data collected in his surveys.

Business Meeting

Reports by Committees:

Legislative Committee: Ch. Bill King,

New Jersey; Garland Bagley, Georgia; Joe Murphy, Connecticut  
Study and Planning: Ch. Austin Olney, New Hampshire; Forrest Moore, Iowa  
Resolutions Committee: Ch. Clyde Miller, Ohio; Arnold Luce, Minnesota; Earl Cross, Oklahoma

Reports of Working Committees that are ready to report

Report on Audiovisual Commission on Public Information - King

Report on DAVI Membership Drive - Clyde Miller

Nominating Committee Report

Note: It is hoped that newly elected officers and board will plan to meet during and right after the lunch hour, in order to formulate plans for the coming year.

## AV Conference of Medical and Allied Sciences

---

**M**EMBERSHIP in the seventh annual AV conference is open to national non-profit and non-governmental associations or groups devoting resources to AV materials and programming in the medical and allied fields. Two representatives from each participating organization are invited to the annual conference.

Basically planned as an exchange of information on AV programs of the member organizations, the annual conference features also workshops on new developments in the AV field.

In response to repeated requests from producers and AV directors of other organizations, this year the afternoon session will be open to the public.

### Program

Monday, July 27

8:45 AM Registration

9:00 AM 1958-59 in Review

Exchange of information: five-minute comments on highlights in A-V programs given by representatives of participating organizations

10:30 AM Coffee break

10:45 AM Organization Plans

11:00 AM Report on International Film Showings, Japan - Ralph Creer, Manager, Department of Medical Motion Pictures, American Medical Association

11:20 AM Experiments in AV Techniques by Other Conference Members

11:45 AM NAVA Trade Show Highlights

Commentator: R. Getty, D.V.M., M.S., Ph.D., Professor and Head, Veterinary Anatomy, Iowa State College

12:00 Noon Lunch and Trade Show

(OPEN MEETING)

2:00 PM Films and the Learning Process

a. Principles of education

b. A-V factors which accelerate the learning processes

Commentator: Philip Lewis, Ed.D., Director, Bureau of Instruction Mate-

rials, Chicago Board of Education  
c. What makes an effective teaching-motivation film

Commentator: Carolyn Guss, Ed.D., Associate Professor of Education, Indiana University

3:30 PM Coffee break

4:00 PM Problems in Communication

a. What media for what purpose?

b. In what areas are films most urgently needed?

c. What are YOUR problems?

Commentator: Dr. E. J. Foster, Director of A-V Materials, American Heart Association

6:00 PM Dinner

8:00 PM General Discussion

A-V questions of special concern to participants

9:00 PM Business Meeting

9:30 PM Election of Officers

### MEMBER ORGANIZATIONS

American Association of Colleges of Pharmacy - Ralph Voight

American Association of Dental Schools - Marion McCrea

American Association of Podiatry - M. M. Greenfield, Marvin W. Shapiro

American College of Surgeons - Robert E. Peyton, Hilger P. Jenkins

American Dental Association - Herb Jackman

American Hospital Association

American Medical Association - Ralph P. Creer, Daryl I. Miller

American Nurses Association - National League for Nursing - Kathryn Linden

American Osteopathic Association - John J. Hank

American Veterinary Medical Association - Robert Getty

Association of American Medical Colleges - Medical Audio-Visual Inst. - Tom S. Jones, Audrey M. Skaife

Canadian Film Institute - Lloyd M. Hampson

Society of American Bacteriologists

# Industrial Training Directors' Association

---

**T**HE fifth annual Audio-Visual Workshop sponsored by the ITDA will be held in the Venetian Room of the Morrison Hotel. An attendance of approximately 200 persons is expected for a program containing much of interest to those concerned with industrial education. Registration will take place at 8:30 A.M. Monday, handled by Eliot L. Hirsch, Supervisor of Program Development, Chicago Transit Authority.

## Program

Theme: **EFFECTIVE SHOWMANSHIP IN TRAINING**

Monday, July 27

9:00 AM Welcome by Chairman, Activities Committee, C. A. Ward, American School  
Opening Remarks and Introductions by President of I.D.T.A., John Baker, Chicago Transit Authority

9:10 AM Keynote Address by Howard Kalbfus, Director, Kodak Sales Training Center, Eastman Kodak Co.

9:25 AM Custom Visual Aids. A demonstration on various aids—how to use, how to order,

where to buy—Flip Charts, Flannel Boards, Slides, etc. Question period. By Chartmasters, Inc., Chicago

10:25 AM Coffee Break and Fellowship

10:40 AM The Tape Record—Your Dramatic Agent for Employee Training. A demonstrative resumé of the many effective uses of the tape recorder as a dramatic training aid, given by Eugene Carrington, Educ. Dir. Allied Radio Corp. (Nationally recognized authority in electronics and sound; inventor of the Audio Microscope; pioneer in developing 3-dimensional sound.)

11:10 AM Black Light (Ultra-Violet) Demonstration. Using these dramatic, startlingly colorful materials as training tools—chalks, crayons, yarn, sands, powders, etc. Materials from Ultra-Violet Products, Inc., San Gabriel, Calif., demonstration prepared by Abbott Laboratories Training Staff, presented by Paul Wright.

12:10 PM Closing Remarks

12:15 PM to 4:30 PM Visit Audiovisual Exhibits.

# Agricultural Audio-Visual Workshop

---

**A** "FRATERNITY" of communications-conscious agricultural leaders will meet in Chicago at the Morrison Hotel July 27-28 for their 5th annual Agricultural Audio-Visual Workshop. Those members of "AAVW" who attended in the past, but find it impossible to attend this year's event are following the suggestions of the sponsoring publication, *County Agent & Vo-Ag Teacher*, by writing or talking to other professional leaders and urging them to attend.

The AAVW thus is not only an annual get-together but a *movement* aimed at furnishing an outlet for information assembled not only at the workshop but also between members and professional audiovisual experts. There are no dues or officers. Information will be supplied to "members" of the group by the publication which reaches about 35,000 professional agricultural workers each month.

Purposes of the workshop are:

(1) to stimulate interest among more and more ag leaders in agricultural communications.

(2) to provide training and inspiration to get more workshops started in the various states.

(3) to help agricultural leaders become more professional in presenting information to farmers, agricultural associations and other farm groups. — *Gordon L. Berg, editorial director.*

## PROGRAM — JULY 27-28

### New ideas and audiovisual tools.

Where do audiovisuals fit into the communications picture in agricultural teaching and advisory work?

Adrian TerLouw, educational consultant in the sales division of Eastman Kodak Company, opened our first audiovisual workshop in 1955. He'll be back this year to show you how to plan

your audiovisual program.

### Sharpen your exhibiting skills!

What are the common mistakes of agricultural exhibits? What will an effective fair exhibit cost?

Herbert F. McFeeley, exhibits specialist, Pennsylvania State University, was our choice as one of the best authorities to handle these questions and more!

### Utilizing better color slides.

Situation: You want a series of slides to show the results of your Extension or Vo-Ag program for the year. This would be a tremendous public relations tool — and inexpensive, too — for meetings with farmers. There are a host of *other* ways to use the handy color slide, too.

Jim Brown, manager of Grallex's visual education department will discuss "Utilization of the 35mm slide in Visual Education." We guarantee that this will be one session loaded with ideas.

### Make better use of opaque projection.

Are you in a rut? Do you realize there are many uses you can make of the opaque projector that you haven't even thought of?

Cliff Squibb, Squibb-Taylor, Inc., has been showing educators and commercial people how to use the opaque projector for many years.

### Keep up-to-date on radio and television.

Howard Knaus, extension visual aids specialist at Purdue, will give you tips on how to gear your program to the changing tempo of farm radio and television.

### Make better use of tapes for teaching.

Our team of experts will answer all your questions, such as using the microphone correctly, optimum playback methods and so on.

# EX HI BI TORS

*Once again the National Audio-Visual Association makes possible the world's greatest audiovisual exhibition. Here is the annual opportunity for manufacturers and dealers to display their wares to the greatest advantage; the time for the audiovisual public to see demonstrations and obtain information on new developments, improved models and established favorites in equipment and materials.*

*The NAVA Convention and Exhibit has successfully and steadily grown since its inception in 1947. The combined attendance of the concurrently meeting organizations has been mutually beneficial. And the Morrison Hotel contributes to the success by providing excellent facilities, including its entire first floor and mezzanine, as well as various meeting rooms.*

**Advance Furnace Company      Booths N-94 & N-95**

2310 E. Douglas St., Wichita 7, Kansas, AM 3-4232  
**Exhibiting:** Pixmobile Projector tables, Optivox Visual Aid easels, Pixmobile AV Center  
**Personnel:** C. W. DeVore, MacLean Briggs

**Ambco Inc.      Booth S-136**

1222 W. Washington Blvd., Los Angeles 7, Calif., RI 7-5131  
**Exhibiting:** School, desk type Hearing Amplifiers, AMBCO "HAT," Auditory Training Equipment (Monaural & Binaural Instruments), Hearing Testing Instruments (Audiometers), AMBCO Otometer, Oto-Chek and AMBCO Audiometer  
**Personnel:** C. Merle Brooks, H. B. Whipple, A. M. Brooks

**American Optical Company      Booths S-130 & S-131**

Instrument Division, Eggert & Sugar Roads, Buffalo 15, N. Y., Fillmore 4000  
**Exhibiting:** Opaque Delineascope, Slide Delineascope, Micro Opaque Reader, Overhead Delineascope, School Vision Instruments and other projection equipment  
**Personnel:** E. V. Finnegan, Jack P. Britton, John J. Host

**American School Publishing Co.      Booth R-120**

470 Fourth Ave., New York 16, N.Y., MURRAY HILL 5-9250  
**Exhibiting:** "Educational Business," "School Executive," "American School and University" Magazines  
**Personnel:** Craig F. Mitchell, Frank Laavy, Frank Raymond, Jack Raymond, Jim Murphy

**Ampex Audio, Inc.      Booth A-2 (M)**

1020 Kifer Rd., Sunnyside, Calif., RE 6-2110  
**Exhibiting:** Tape Recorders  
**Personnel:** Richard R. Grant, Ralph Sprague, T. J. Nicholson, Jack Coy, Stanley Paige, John Larson

**Ampex Corporation**

(Professional Products Division), 934 Charter St., Redwood City, Calif., EMerson 9-1481  
**Exhibiting:** Tape Recording Equipment

**Animation Equipment Corporation      Booth S-134**

38 Hudson Street, New Rochelle, N. Y., NE 6-8138  
**Exhibiting:** Oxberry Unistand  
**Personnel:** Edward G. Willette, Robert W. Troy

**Antrex Corporation**

856 N. Rockwell St., Chicago 22, Ill., HUmboldt 6-2726  
**Exhibiting:** Portable public address equipment, portable battery operated tape recorders, portable radios, power megaphone  
**Personnel:** Bernard Schwartz, H. Schwartz, R. Pietrucha, H. Sagalow, M. Zeitlin

**Arel Inc.**

4916 Shaw Ave., St. Louis 10, Mo., PRospect 3-0600  
**Personnel:** A. Lipsitz, Jack Freeman, Al Korbel, Irv Romain, George Carlson, Harvey Goldfeder

**Audio-Master Corp.**

17 East 45th St., New York 17, N. Y., OXFord 7-0725  
**Exhibiting:** 4-speed Record and Transcription Players, Tape Recorders, Earphone Aggregate Boxes, Combination Record Player and Slidefilm Projector  
**Personnel:** Herbert Rosen

**Audio-Matic Visual Equipment Co.      Booth C-19 (M)**

Agency of C. J. Ulrich & Associates, 1 N. William, Mt Prospect, Ill.  
**Exhibiting:** Tell-N-See 16mm double frame film-strip projectors  
**Personnel:** Russell Brett, C. J. Ulrich

- Audiotronics Corporation** Booth T-142  
11057 Weddington St., North Hollywood, Calif., TRiangle 7-0567  
Exhibiting: Language Laboratory Equipment, Classroom Radios, Record Players, Transcription Players and Music Room Speakers, Monaural and Stereophonic, related accessories  
Personnel: Don E. Warner, W. E. Williams, Celia S. (Buddie) LaSalle
- Bell & Howell Company**  
Booths U-156, U-157, U-158, U-159  
7100 McCormick Road, Chicago 45, Illinois, AMbassador 2-1600  
Exhibiting: 16mm Motion Picture Projectors and Cameras, Filmstrip-Slide Projectors, Tape Recorders  
Personnel: A. W. Zacharias, G. P. Myles, C. A. Musson, J. J. Graven, G. L. Oakley, M. O. Cunningham, Dick Bowden
- Charles Beseler Company** Booths K-55 & K-56  
219 South 18th St., East Orange, N. J., ORange 6-6500  
Exhibiting: Vu-Lyte II, Vu-Lyte Hi-Speed, Master Vu-Graph, Std. Vu-Graph, Jr. Vu-Graph, Vu-Graph "55", Slide King, Salesmate  
Personnel: M. F. Myers, H. H. Myers, R. H. Yankie, R. Shoemaker, J. Prager, A. Eccles
- Bioscope Mfg. Co.** Booth N-75  
Box 1492, Tulsa 1, Oklahoma, LU 4-5360  
Exhibiting: Microscopic Projectors and Microscopes  
Personnel: Dewey W. Hodges, T. B. Hodges
- Birdsell Electronics Company** Booth N-85  
2901 Glendora Ave., Cincinnati 19, Ohio, UN 1-9697  
Exhibiting: "Chime-Time" Tower Chimes, BEC Automated Speed-I-O-Scope, BEC Adapter for 16mm Arc Projectors, BEC Interval Timing Film  
Personnel: Vernon W. Birdsell, Albert Wernerbach
- Broadcasting & Film Commission** Booth T-146  
National Council of Churches, 220 Fifth Ave., New York 1, N.Y., OREgon 9-2968  
Exhibiting: Religious Motion Pictures  
Personnel: Miss J. Margaret Carter, Arthur W. Rhinow
- Broadman Press** Booth T-152  
127 Ninth Ave. N., Nashville 3, Tenn., ALpine 4-1631  
Exhibiting: Religious Films  
Personnel: James W. Clark, James T. Johns, Joe M. Brantley, J. David Gibson
- Bro-Dart Industries** Booths N-88 & A-4 (M)  
56 Earl St., Newark 5, N. J., BI 2-7500  
Exhibiting: Globes, maps, science and educational materials  
Personnel: George Bonsall, Helen Paul
- Busch Film & Equipment Co.** Booths T-153 & T-154  
214 So. Hamilton, Saginaw, Michigan, PLEasant 4-4806  
Exhibiting: Cinesalesman Continuous Projector, Cineducator Daylight Classroom Projector  
Personnel: Edwin Busch
- Business Screen Magazine** Booth H-169  
7064 Sheridan Road, Chicago 26, Ill., BRiargate 4-8231  
Exhibiting: "Business Screen" Magazines  
Personnel: O. H. CoeJln, Jr.
- Califone Corporation** Booths P-102 & P-103  
1041 North Sycamore Ave., Hollywood 38, Calif., HOLlywood 2-2353  
Exhibiting: Phonographs, Transcription Players, Sound Systems, Tape Recorders, Radios and Language Laboratories  
Personnel: Robert J. Margolis, Sidney Fox, Robert G. Metzner, Geri Langsner
- Camera Equipment Company, Inc.** Booth V-161 (M)  
315 W. 43rd St., New York 36, N. Y., JUdson 6-1420  
Exhibiting: Time Study Equipment, Motion Picture Accessories  
Personnel: Marty Bahn, Allan Green
- Cathedral Films, Inc.** Booth F-32  
140 N. Hollywood Way, Burbank, California, VICTORIA 9-2275  
Exhibiting: Religious Motion Pictures and Sound Filmstrips  
Personnel: Robert Zulch, Dr. J. K. Friedrich, B. B. Odell
- Chartmasters, Inc.** Booth E-26 (M)  
1020 N. Rush St., Chicago 11, Illinois, SU 7-9040  
Exhibiting: Custom designed sales and training presentation materials  
Personnel: Earl W. Harvey, Samuel C. Weinberg, W. E. Wahlman, Joseph D. Nora
- Christian Herald Association** Booth S-129  
35 E. Wacker Drive, Chicago 1, Illinois, CE 6-4176  
Exhibiting: "Protestant Church Buildings" Magazine  
Personnel: Laurence S. Heely, Jr., Ford Stewart, Charles A. Johnson, B. V. Parent
- Church-Craft Pictures, Inc.** Booth O-101  
3312 Lindell Blvd., St. Louis 3, Missouri, FRanklin 1-6676  
Exhibiting: Slides, Filmstrips and Motion Pictures for use in Church Programs  
Personnel: Paul G. Kiehl, C. E. Monteith, Erich H. Kiehl, William B. Russell
- Jack C. Coffey Co.** Booths H-43, H-44, H-45  
710 Seventeenth St., North Chicago, Illinois, DEXter 6-5183  
Exhibiting: Filing Systems and Cabinets for Filmstrips, 2x2 Slides, Sound Slidefilms and Records, Disc Records, Sound Recording Tape, Stereo Slides, Filmstrip Wallfiles, Filmstrip Table-files, Mobile Projector Stands, Mobile Projector Stands and Cabinets.  
Personnel: Jack C. Coffey, John Kroll, E. J. McGookin
- Colonial Plastics** Booth N-86  
3 South 12th St., Richmond 19, Virginia, MI 8-1996  
Exhibiting: Light control and stage draperies  
Personnel: Carl E. Lindenmayer, Mrs. Carl E. Lindenmayer
- Concordia Films** Booths T-148 & T-149  
3558 S. Jefferson Ave., St. Louis 18, Mo., MOhawk 4-7000  
Exhibiting: Religious Films and Filmstrips, Biblical and Modern Subjects  
Personnel: Vic Growcock, Jim Thompson, Ken Webster, Lowell Hake, Gary Klammer
- Coronet Films** Booth G-39  
65 E. South Water St., Chicago 1, Illinois, DEarborn 2-7676  
Exhibiting: 16mm Educational Motion Pictures in Color and Black and White  
Personnel: E. N. Nelsen, E. C. Dent, L. H. Homan, J. P. Field, and all Regional and Direct Representatives
- Cousino, Inc.** Booths M-63 and M-64  
2107 Ashland Ave., Toledo 2, Ohio, CHerry 3-4208  
Exhibiting: Language Laboratory Equipment, Projection Stands, Tape Recorder Accessories, Automatic Continuous Slide Projector  
Personnel: B. A. Cousino, R. C. Gearheart, Joe Meidt, Ralph Cousino, Robert Kunkle
- Curriculum Materials Corp.** Booth T-140  
14 Glenwood Ave., Raleigh 1, North Carolina, TE 3-2824  
Exhibiting: Curriculum Full-Color Filmstrips, Curriculum Filmstrip Projectors, Curriculum Filmstrip Cabinets  
Personnel: E. E. "Jack" Carter, Herschel Smith, Carl Kunz, Herbert M. Elkins, Donald Kunz, Jim Bradshaw, Lora Cook, H. G. McDustiell

**Dage Television Division** **Booth T-155**  
Thompson Ramo Wooldridge Inc., West Tenth St., Michigan City, Indiana, TRIangle 4-3251  
**Exhibiting:** Kinescope Recorder, Film and Camera Chain., Demo Amplifier  
**Personnel:** Allan Finstad, J. L. Lahey, Lloyd E. Matter, J. E. Campbell

**Da-Lite Screen Company, Inc.**  
**Booths P-106, P-107, P-108**  
Warsaw, Indiana, AMherst 7-8101  
**Exhibiting:** Projection Screens, including New Lenticular Model for Undarkened Classrooms  
**Personnel:** Robert H. Maybrier, Murray Merson, Dave Mulcrone, Bill Borden, Pete Hanzy, Norm Oakley, Les Barrent, C. J. Cerny, C. C. Cooley, George Lenke, E. C. Hamm, Bert Oppenheim, Don Browne

**Delta Film Productions, Inc.** **Booth C-17 (M)**  
7238 W. Touhy Ave., Chicago 48, Illinois, NE 1-2676  
**Exhibiting:** Films and correlated materials in mathematics and science  
**Personnel:** Robert Ford, John Burkey, George D. Strohm, Evelyn P. Anderson

**Distributors East** **Booth D-24 (M)**  
625 W. 140th St., New York 31, N. Y., AU 1-6505  
**Exhibiting:** The "Presto-Paster" Paste Pen  
**Personnel:** George Nash, Bert Salzman

**Luther O. Draper Shade Company** **Booth S-135**  
Spiceland, Indiana, YU 7-3705  
**Exhibiting:** Draper "V" Projection Screens and Light Control Window Shades  
**Personnel:** Luther A. Pidgeon

**Du Kane Corporation** **Booth O-99**  
St. Charles, Illinois, St. Charles 2300  
**Exhibiting:** Sound Slidefilm Projection Equipment, Filmstrip Viewer, 2x2 and Filmstrip Projector  
**Personnel:** H. V. Turner, Al Hunecke, Stewart DeLacey, R. H. Larson, R. T. Larson

**Eastman Kodak Company**  
**Booths R-117, R-118, S-132, S-133**  
Apparatus & Optical Division, 400 Plymouth Ave., North, Rochester 4, N. Y., LOcust 2-6000  
**Exhibiting:** Kodak 16mm and 35mm Cameras, Projectors and Accessories  
**Personnel:** J. W. Welch, Andrew S. Mac Dowell, R. J. Dwyer, R. K. Anderson, E. A. Austin, M. P. Hodges, H. T. Jernigan, J. F. Schroth, C. F. Smock, L. E. Weber

**Educational Developmental Laboratories, Inc.** **Booths N-90 & N-91**  
75 Prospect St., Huntington, New York, HAmilton 7-8948  
**Exhibiting:** Controlled Reading Program: Controlled Reader, Tach-X-Tachistoscope, accompanying filmstrip libraries; Reading Eye Camera; new "Skimmer"  
**Personnel:** Stanford E. Taylor, James L. Pettee, Helen Frackenpohl, Edmund Zazzera

**Educational Publishing Corporation** **Booth E-30 (M)**  
23 Leroy Ave., Darien, Conn., OLiver 5-1438  
**Exhibiting:** "Grade Teacher" Magazine  
**Personnel:** Homer Thurston

**Educational Screen, Inc.** **Booth N-89**  
2000 Lincoln Park West, Chicago 14, Illinois, BIttersweet 8-5313  
**Exhibiting:** "Educational Screen & Audiovisual Guide" Magazine  
**Personnel:** Josephine H. Knight, H. S. Gillette, Paul C. Reed, Enid Stearn, Wm. Kruse, Wilma Widdicombe, Wm. Lewin, Olive Tracy

**Educational Television Aids** **Booth 167 (M)**  
111 Hampton Rd. W., Williamsport, Md., CA 3-5385  
**Exhibiting:** New "Mechanical Writing Tablet" for classroom and television teachers and classroom and studio television set stands  
**Personnel:** John R. Miles

**Encyclopaedia Britannica** **Booth V-160 (M)**  
185 North Wabash Ave., Chicago 1, Illinois, RA 6-8822  
**Exhibiting:** A new edition of the Encyclopaedia Britannica and its correlated fact finding and research services  
**Personnel:** Ralph M. Hinckley

**Eye Gate House, Inc.** **Booths F-35 & F-36**  
**Exhibiting:** Educational and Religious Filmstrips, Phonograph Records  
**Personnel:** Alfred E. Devereaux, Robert F. Newman, Henry Clay Gipson

**Family Films, Inc.** **Booths P-104 & P-105**  
5823 Santa Monica Blvd., Hollywood 38, Calif., HOLlywood 2-2243  
**Exhibiting:** Religious Films & Filmstrips  
**Personnel:** Charles Wayne, Sam Hersh, Melvin Hersh, Donald R. Lantz, Miss George Allen, Leonard Skibitzke, Miss Betty Hurd, William Kruse, Gussie Kruse, Miss Betty Dickinson, Stanley Hersh, Mrs. Stanley Hersh, Paul Kidd, Cliff Howcroft, Blanche Mond, Roy Luby, Martin Lynn

**Fleetwood Furniture Company** **Booth D-23 (M)**  
Zeeland, Mich., PR 2-4693  
**Exhibiting:** Mobile Audio-Visual Storage Cabinets, Language Lab Equipment  
**Personnel:** W. W. White, Norwood Hubbell

**Florman & Babb, Inc.** **Booth H-46**  
68 W. 45th St., New York 36, N. Y., MUrray Hill 2-2928  
**Exhibiting:** Magic Mylar, F&B Butt Splicing Blocks, Film Editing Equipment, F&B Film Cement  
**Personnel:** Arthur Florman, L. W. Hollander

**Folkways Records** **Booth E-28 (M)**  
117 West 46th St., New York 36, N. Y., JUdson 6-9122  
**Exhibiting:** Films, Phono Records, Books, Catalogues  
**Personnel:** Moses Asch

**Fo/Tomics Corp.** **Booth N-87**  
1035 Lake St., Chicago 7, Illinois, HA 1-6959  
**Personnel:** Leonard Afton, Joe Sweeney, Jim Robey

**Fridell Mfg. Co.** **Booth D-25 (M)**  
P. O. Box 721, Galveston, Texas, SO 3-1360  
**Exhibiting:** Fridell's Bi-Fi Rear Projector  
**Personnel:** Roy Fridell, Roy Reagan

**Gciss-America** **Booth B-12 (M)**  
6124 No. Western Ave., Chicago 45, Illinois, HO 5-3600  
**Exhibiting:** Minifon Portable Pocket Size Recorder (records up to 4 hours), New Magazine Tape Dictating Machine  
**Personnel:** LeRoy Cohen, Harry J. Graw, M. J. Hirschenbein, Joe Gussin, Wally Moen

**Genarco, Inc.** **Booth R-110**  
97-04 Sutphin Blvd., Jamaica 35, N. Y., OLYmpia 8-5850  
**Exhibiting:** Genarco 3,000 watt Slide Projectors and Genarco Electric Slide Changers for 70 Slides, 3/4x4"  
**Personnel:** J. P. Latil, Mrs. J. Latil, Orrin Millie

**General Electric Co.** **Booth T-145**  
Photolamp Dept., Nela Park, Cleveland 12, Ohio, GLen-ville 1-6600  
**Exhibiting:** Lamps for Audio-Visual Applications  
**Personnel:** D. A. Pritchard, R. E. Birr



- Graflex, Inc.** Booths R-115 & R-116  
3750 Monroe Ave., Rochester 3, N. Y., LUdlow 6-2020  
Exhibiting: Filmstrip and 2x2 Slide Projectors, 16mm Movie Projector, Cameras and Accessories  
Personnel: James S. Brown, D. R. Calver
- Hamilton Electronics Corporation** Booth N-81  
2726 Pratt Ave., Chicago 45, Illinois, BRiargate 4-6373  
Exhibiting: Record Players, Transistor Amplifiers  
Personnel: Curtiss L. Helgren, Ray Kostecke, W. A. Hamilton, L. Hamilton, E. Helgren
- Harwald Company** Booths M-67 & M-68  
1245 Chicago Ave., Evanston, Ill., DA 8-7070  
Exhibiting: MM Supreme, 16mm Sound Projector, Inspect-O-Film  
Personnel: Robert Grunwald, Richard Wallace, Howard Bowen, M. Dalton, Paul Browder, Ray Short
- Industrial Photography** Booth R-119  
10 East 40th St., New York 16, N. Y., MUrray Hill 6-3100  
Exhibiting: "Industrial Photography," "Film Media," and "Photographic Trade News" Magazines  
Personnel: Fred Ross, Rodd Exelbert, Bob Pattis, Andy Falcone
- Instructomatic, Inc.** Booth C-20 (M)  
8300 Fenkell, Detroit 38, Mich., DI 1-0894  
Exhibiting: Language Laboratory  
Personnel: S. Knight, A. Pukalo
- Instructor Magazine** Booth N-83  
75 East Wacker Drive, Chicago 1, Illinois, ST 2-7233  
Exhibiting: "The Instructor" Magazine, Audiovisual Supplements  
Personnel: R. C. Gilboy, R. G. Henderson, John R. Fritts, Betty Noon
- International Film Bureau Inc.** Booth B-14 (M)  
57 E. Jackson Blvd., Chicago 4, Ill., WABash 2-1648  
Exhibiting: 16mm educational films, Foster Power Re-wind  
Personnel: Wesley H. Greene, Carl J. Ross, Jessie Wilson, S. J. Sperberg
- Jam Handy Organization** Booth K-58  
2821 E. Grand Blvd., Detroit 11, Mich., TRinity 5-2450  
Exhibiting: Instructional Materials for Learning; Filmstrips; Motion Pictures and Sound Filmstrips  
Personnel: V. C. Doering, Mrs. Tenby Storm
- Jentzen-Miller Co.** Booth S-126  
585 Stephenson Hwy., Troy, Mich., JOrdan 4-5660  
Exhibiting: Language Laboratory Student Station  
Personnel: Roy L. Stephens, Jr., Samuel W. Burney, Jr., Sydney Jentzen, Max Miller
- Joanna Western Mills Company** Booth R-123  
22nd & Jefferson Sts., Chicago, Ill., CAnal 6-3232  
Exhibiting: School Shades and Draperies  
Personnel: W. B. Berry, J. B. Dunbar, A. Gullborg, E. Ertman, C. Keether, M. Orner
- Ken-A-Vision Mfg. Co., Inc.** Booth D-21  
6215 Raytown Rd., Raytown 33, Mo., FL 3-4787  
Exhibiting: Ken-A-Vision Micro-Projectors  
Personnel: James Atehley, Jess Kemp, Lewis Merritt
- La Belle Industries, Inc.** Booth D-22 (M)  
Oconomowoc, Wis., LOfan 7-5527  
Exhibiting: Maestro I, II, III Sound Slide Projection Equipment; LaBelle's new automatic sound filmstrip combination.  
Personnel: Robert Rumpel, Leonard Coulson, Harry Thies
- E. Leitz, Inc.** Booth V-163 (M)  
468 Fourth Ave., New York 16, N. Y., MUrray Hill 4-3700  
Exhibiting: Leitz projectors, micro-projectors and episcopes  
Personnel: Alfred A. Novick, Fred W. Faust
- Luciphone, Inc.** Booth E-27 (M)  
5130 Edwin, Detroit 12, Mich., TR 1-3244  
Exhibiting: Tape Repeaters, Recorders and Projectors  
Personnel: Cecil Rogers
- Magnetic Recording Industries** Booth C-18 (M)  
126 Fifth Ave., New York 11, N. Y., AL 5-7250  
Exhibiting: Language Laboratory Equipment  
Personnel: Jack Kay
- McGraw-Hill Text-Film Dept.** Booths M-69 & M-70  
330 West 42nd St., New York 36, N. Y., LOnacre 4-3000  
Exhibiting: Educational Films and Filmstrips (sound and silent)  
Personnel: Fred T. Powney, Godfrey Elliott, Norman T. Franzen, J. E. Skipper
- Miller Manufacturing Company** Booth C-15 (M)  
3310 E. Roxboro Rd., N.E., Atlanta 5, Ga., CEdar 3-8258  
Exhibiting: Miller Self-Adjusting Projector Tables  
Personnel: Lee W. Miller, Miss Regina Miller, Mrs. Lee W. Miller
- Miratel Incorporated** Booth T-150  
1080 Dionne St., St. Paul 13, Minn., HUmboldt 9-7417  
Exhibiting: Closed-Circuit Television, Disaster Weather Warning and Conelrad Receivers, Vandalarm (Vandalism and Break-in Protection Device)  
Personnel: H. Eugene Kurzweg, N. C. Ritter, Paul Stevens, B. J. Klindworth, Mrs. H. E. Kurzweg, Mrs. N. C. Ritter, Mrs. B. J. Klindworth
- Mobile-Tronics** Booth E-31 (M)  
1703 Westover Road, Morrisville, Pa., CYpress 5-3544  
Exhibiting: Mobile Record Players, Mobile Tape Recorders and Combination, showing their use for language laboratory use  
Personnel: Conrad A. Baldwin, Elizabeth C. Baldwin
- Modernophone-Linguaphone** Booth M-65  
30 Rockefeller Plaza, New York 20, N.Y., Clrde 7-0830  
Exhibiting: Materials for language laboratory use  
Personnel: Max Sherover, Viva Gillio
- Monitor Language Laboratories, Inc.** Booth A-6 (M)  
1818 M St., N.W., Washington 6, D. C., REpublic 7-7646  
Exhibiting: Monitor Language Laboratory Equipment  
Personnel: John E. Medaris, Julia Lee Roberts
- Moody Monthly** Booth S-127  
820 N. LaSalle St., Chicago 10, Ill., MIchigan 2-1570  
Exhibiting: "Moody Monthly" magazine  
Personnel: Lawrence Zeltner, Evelyn Gardner, Nada Boyd
- Neumade Products Corporation** Booth T-147  
250 W. 57th St., New York 19, N. Y., JUdson 6-5810  
Exhibiting: Equipment for the storing, shipping, editing, splicing, inspecting, rewinding and production of films, plus audiovisual library equipment for filmstrips, slides, tapes and records  
Personnel: Lee E. Jones, R. E. Hempel, L. Grofsik, R. K. Riehn
- Newcomb Audio Products Co.** Booths G-40 & G-41  
6824 Lexington Ave., Hollywood 38, Calif., HOllwood 9-5381  
Exhibiting: Classroom Phonographs, Radios, Transcription Player/P.A. Systems, Stereo Tape Recorder  
Personnel: Lee W. Maynard, Robert Newcomb

## EXHIBITORS

- Ohio Flock-Cote Company, Inc.** Booth A-5 (M)  
5713 Euclid Ave., Cleveland 3, Ohio, EN 1-5300  
Exhibiting: "Visi-graph" line of flannelboards and related items. Self-stick backing paper, educational flannelboard toys.  
Personnel: Hy Terkel, Nate Terkel
- Orradio Industries** Booth C-16 (M)  
Shamrock Circle, Opelika, Ala., SHERwood 5-5771  
Exhibiting: Irish Ferro Sheen Recording Tape & Accessories  
Personnel: Nat Welch, V. C. Sales, Bill Fink, Warde Adams
- Ozalid, Audio-Visual Products** Booths N-73 & N-74  
Johnson City, N. Y., Binghamton 7-2301  
Exhibiting: Projection Equipment, Slide Production and Development, Photo Accessories  
Personnel: James Le May
- Paillard Incorporated** Booth T-143  
100 Sixth Avenue, New York 13, N. Y., CAnal 6-8420  
Exhibiting: 16mm Bolex Cameras; Som Berthiot, Kern-Paillard Lenses; Carrying Cases; Hasselblad Still Cameras  
Personnel: George Schectman, Jerry Kovanda
- Pathe News, Inc.** Booth B-11 (M)  
245 West 55th St., New York 19, N. Y., JUDson 6-8920  
Exhibiting: A new library of educational films for all scholastic levels. Authentic slide and filmstrip reproductions of religious art in full color. A series of 16mm color-sound films of religious art treasures.  
Personnel: Bob Kranz, Barnett Glassman, Stephen F. Keegan.
- Paulmar, Incorporated** Booth B-13 (M)  
1449 Church St., Northbrook, Illinois, CR 2-2762  
Exhibiting: Model 60 Automatic Film Inspection Machine, Film Library Equipment  
Personnel: R. F. Menary, J. S. Sobieraj
- Pentron Corporation** Booth R-124  
777 So. Tripp Ave., Chicago 24, Illinois, SAcramento 2-3201  
Exhibiting: Magnetic Tape Recorders and Components, Tape Decks, Preamplifiers, Audio-Visual Tape Recorder and Tape Teacher Equipment  
Personnel: George Royster, Irving Rossman, Theodore Rossman, A. B. Fields, Hope Borowski, Mary Marren
- Pepsi-Cola Company** Booth V-169 (M)  
35 E. Wacker Dr., Chicago 1, Ill., Mr. W. C. Kaisling  
Refreshments for Convention Participants, courtesy Pepsi-Cola Co.
- Photographic Specialties** Booth A-1 (M)  
5170 Hollywood Blvd., Hollywood 27, California, NO 3-9611  
Exhibiting: "Protect-A-Print," motion picture film leader for cleaning the projector  
Personnel: Lawrence F. Brunswick
- Photo Methods For Industry** Booth A-3 (M)  
33 W. 60th St., New York 23, N.Y., PLaza 7-3700  
Exhibiting: PMI magazine  
Personnel: Bill Pattis, Bob Pattis, Dan Katz, Art Silverstadt, Ed Phillips
- Picture Recording Company** Booth L-60  
1395 W. Wisconsin Ave., Oconomowoc, Wisc., LO 7-2604  
Exhibiting: Pictur-Vision Cabinet, Projectors No. 1455-C & No. 1655-C. Model 75 Projector w/Picturescope, PRC Supreme 1000-w Filmstrip Projector  
Personnel: G. E. Musebeck, George Howie
- Plastic Products, Inc.** Booth S-125  
1822 E. Franklin St., Richmond 23, Va., M1 8-8059  
Exhibiting: Plastic Vinyl Draperies for Light Control  
Personnel: Robert L. Withers, Sr., Robert L. Withers, Jr.
- Polacoat Incorporated** Booth N-77  
9750 Conklin Road, Blue Ash 42, Ohio, SYcamore 1-1300  
Exhibiting: Rear Projection Screens, "Lenscreen" for Lighted Rooms  
Personnel: L. M. Heath
- Polaroid Corporation** Booths R-113 & R-114  
Cambridge 39, Massachusetts, UNiversity 4-6000  
Exhibiting: Polaroid Transparency System, Polaroid Land 4x5 Film Holder and Film Packets  
Personnel: Rolf M. Augustin, Jr., Kemon P. Taschioglou, H. M. Bainbridge, G. F. Klauke
- Frederick Post Company** Booth T-151  
3650 North Avondale Ave., Chicago 18, Illinois, KE 9-7000  
Exhibiting: Transparencies for Color Overlays; Post Drawing Equipment, Rotolite Printing Machines  
Personnel: Clay Seipp, Bob Jones, Ray Klaus, Will Carlin, Bob McCarthy
- Projection Optics Company, Inc.** Booth M-72  
271 Eleventh Ave., East Orange, N.J., ORange 6-6500  
Exhibiting: Transpaque Junior, OpaScope Opaque Projector, Transpaque II  
Personnel: P. M. Berman
- Radiant Lamp Corporation** Booth N-76  
300 Jelliff Ave., Newark 8, New Jersey, BiGelow 3-6850  
Exhibiting: Radiant Projection and Exciter Lamps  
Personnel: Les Deutsch, Charles P. Goetz
- Radiant Manufacturing Corp.** Booths J-51, J-52, J-53, J-54  
8220 N. Austin Ave., Morton Grove, Illinois, IRving 8-9000  
Exhibiting: Projection Screens of all types  
Personnel: Adolph Wertheimer, Herschel Feldman, Seymour Jacob, Milt Sherman
- Radio Corporation of America** Booths F-33 & F-34  
Front & Cooper Sts., Camden 2, N. J., WOODlawn 3-8000  
Exhibiting: 16mm Senior and Junior Projectors, Arc Projectors, Record Players, Tape Recorders, Language Laboratory Systems  
Personnel: A. J. Platt, T. G. Christensen, T. Lehman, B. E. Greenholtz
- Stuart Reynolds Productions** Booth N-84  
195 South Beverly Drive, Beverly Hills, Calif., CR 4-7863  
Exhibiting: A psychological film on perception — "The Eye of the Beholder"  
Personnel: Mrs. Stuart Reynolds, Merrily Reynolds, Stuart Reynolds
- Rutherford Duplicator Co.** Booth S-139  
P.O. Box 13087, Houston 19, Texas, CApitol 2-0384  
Exhibiting: Rudco Projection Tables, Rudco Universal Machine Stands  
Personnel: Gus Rutherford
- Safe-Lock, Inc.** Booth T-141  
870 West 25th St., Hialeah, Florida, TUxedo 8-9532  
Exhibiting: Safe-Lock Project-O-Stands, Tripods  
Personnel: D. I. Welt, G. M. Welt, R. L. Welt, J. Childs, B. Childs, M. Childs
- Seal, Inc.** Booth L-61  
8 Brook St., Shelton, Conn., REgent 4-1643  
Exhibiting: Seal Transparafilm, Dry Mounting Presses and Dry Mounting Materials  
Personnel: W. F. Miehle
- Allan E. Shubert Co.** Booth N-79  
3818 Chestnut St., Phila., Pa., EVERgreen 6-2979  
Exhibiting: "International Journal of Religious Education" and "Your Church" Magazines  
Personnel: William B. Shubert, Allan E. Shubert, William S. Clark, Mrs. Mildred Leavitt, J. Martin Bailey

- Donnlu Siegel Corp.** Booth B-9 (M)  
148 W. Michigan Ave., Jackson, Mich., ST 4-3721  
Exhibiting: Synchro-Mat  
Personnel: Don Siegel, Jack Sanders
- Spindler & Sauppe, Inc.** Booth M-71  
2201 Beverly Blvd., Los Angeles 57, Calif., DUnkirk 9-1288  
Exhibiting: "Selectroslide" automatic Slide Projectors—new models  
Personnel: George A. Sauppe, Norman A. Sauppe, Albert Schnurpfel
- Squibb-Taylor, Inc.** Booth O-100  
1213 S. Akard, Dallas 2, Texas, RIVERSIDE 7-3595  
Exhibiting: Taylor "Spotlight" Opaque Projector, Taylor Adjusto Stand, Taylor "Spotlight" Projection Table, Taylor "Spotlight" Pointer  
Personnel: Clif Squibb, Jody Damron
- Standard Projector & Equipment Co., Inc.** Booths F-37 & F-38  
7106 Touhy Ave., Chicago 48, Ill., Niles 7-8928  
Exhibiting: Complete line of Projectors for Filmstrips and 2x2 slides, Filmstrip Previewers, Beaded and Silver Screens, Filmstrip Rewinder  
Personnel: Pat J. Kilday
- Strong Electric Corp.** Booth P-109  
87 City Park, Toledo 1, Ohio, CHerry 8-3741  
Exhibiting: Universal Arc Slide Projector, Trouperette Spotlight  
Personnel: N. Alexander
- Sylvania Electric Products, Inc.** Booth K-57  
1740 Broadway, New York 19, N. Y., JUDson 6-2424  
Exhibiting: Sylvania Photographic Lighting Products  
Personnel: R. B. Martenson, Roger Kramer, R. W. Lockman, Rush Munder, Carl Nelson
- Technical Service Incorporated** Booths I-147 & I-148  
30865 W. Five Mile Rd., Livonia, Michigan, KENwood 3-8800  
Exhibiting: "TSI Teclite," "Duolite" and "Moviematic" 16mm Sound Motion Picture Projectors  
Personnel: Paul E. Ruedemann, E. H. Lerchen, Geo. G. Collins, Wally Moon, Ed Curry, Walt Stickel, Joe Moss, Wm. Dwinell
- Transvision, Inc.** Booth S-137  
460 North Avenue, New Rochelle, N. Y., NE 6-6000  
Exhibiting: TV Classroom Receiver, TV Tenna-Table  
Personnel: Alvin Reinberg
- Ultra-Violet Products, Inc.** Booth V-168 (M)  
5114 Walnut Grove Ave., San Gabriel, Calif., CUMberland 3-3193  
Exhibiting: Ultra-violet devices and materials
- Underwriters Films** Booth S-138  
a Div. of Underwriters Supply Co., 2025 Glenwood Ave., Toledo 2, Ohio, CH 8-3361  
Exhibiting: Point-of-Purchase Insurance Sales Film  
Personnel: R. W. Miller, R. E. Harrison
- United Artists Associated, Inc.** Booth B-7 (M)  
312 Madison Ave., New York 11, N. Y., MURray Hill 6-2323  
Exhibiting: Entertainment and recreational films  
Personnel: Joseph A. Clair, Arnold Jacobs
- United World Films, Inc.** Booth M-66  
1445 Park Avenue, New York 29, N. Y., TRafalgar 6-5200  
Exhibiting: A new series of films on Basic Human Activities, "The Way We Live;" a new series of films on Shakespeare, "The World's A Stage;" a new physical education series, "The Sport of Diving"  
Personnel: L. B. Guelpa, Jr., J. M. Franey, John Desmond, Murray Goodman
- Vari-Typer Corporation** Booth L-62  
720 Frelinghuysen Ave., Newark 12, N.J., BI 2-2600  
Exhibiting: Vari-Typer Model 400—Headliner  
Personnel: G. Robinette, G. Berggren, L. Bessee, J. Bowman, R. Ehrkorn, E. Collins, G. Barnett
- Victor Animatograph Corporation** Booths R-111 & R-112  
a division of Kalart, Plainville, Conn., SHERwood 7-1663  
Exhibiting: Victor 16mm Sound Motion Picture Projectors, Victor Soundview 35mm Sound Slidefilm Projectors, Kalart and Craig Movie Editing Equipment  
Personnel: John J. Harnett, Hy Schwartz, Horace O. Jones, Mort Goldberg, Leila A. Virdone
- Victorlite Industries, Inc.** Booths N-92 & N-93  
4117 W. Jefferson Blvd., Los Angeles 16, Calif., REPUBLIC 2-4033  
Exhibiting: VisualCast Daylight Overhead Projectors  
Personnel: James J. Fitzsimmons
- Viewlex, Inc.** Booths O-96 & O-97  
35-01 Queens Blvd., Long Island City 1, N. Y., EXeter 2-0100  
Exhibiting: Slide and Filmstrip Projectors, Sound-slide Units, Automatic Slide Projectors  
Personnel: Ben Peirez, Monty Abrams, Russ Yankie, Bill Dwinell
- Wallach & Associates, Inc.** Booth S-128  
1589 Addison Road, Cleveland 3, Ohio, SWEETbriar 1-5580  
Exhibiting: Discabinets, Tape Cabinets, Film Storage Cabinets, Film Separator Racks, Filmstrip Cabinets, Reelmobiles  
Personnel: Charles D. Wallach, Arthur Wallach, Larry Oliver, Alvin Tengler
- Ware Bros. Company** Booth B-10 (M)  
317 North Broad St., Phila. 7, Pa., MARket 7-3500  
Exhibiting: "County Agent & Vo-Ag Teacher" Magazine  
Personnel: Gordon L. Berg, Al Zilenziger, Boyer Veitch
- Webcor, Inc.** Booth R-121  
5610 W. Bloomingdale, Chicago 39, Illinois, TUXedo 9-8500  
Exhibiting: Stereofonic High Fidelity Tape Recorders and Fonographs  
Personnel: George Harder, George Simkowski, H. R. Letzter, Martin Krenzke
- Westinghouse Electric Corporation** Booth I-49 & I-50  
Lamp Division, One MacArthur Ave., Bloomfield, N. J., HUMBolt 4-3000  
Exhibiting: Projection Lamps and Photo-flood Lamps  
Personnel: W. R. Wilson, F. H. Rixton, M. S. Saneraint, R. L. Allen, R. D. Reynolds, J. J. Burke, Jr.
- Wible Language Institute** Booth R-122  
Hamilton Law Bldg., Allentown, Pa., HE 7-3022  
Exhibiting: Language courses in 34 languages, many by tape, records and film strips; games, recordings and film strips for English literature and social studies, and tools with which to use them.  
Personnel: Gerald L. Wible, Mrs. Gerald L. Wible
- Wood-Regan Instrument Company, Inc.** Booth N-82  
181 Franklin Avenue, Nutley 10, N. J., NU 2-2460  
Exhibiting: Lettering Guides, Lettering Pens, Lettering Sets  
Personnel: Arthur J. Lemperle, Edwin C. Wood
- World Wide Pictures** Booth T-144  
P.O. Box 2567, Hollywood 28, California, STate 4-5515  
Exhibiting: Religious and Educational Motion Pictures  
Personnel: Brunson Motley, Dick Ross, Dave Barr
- Your Lesson Plan Filmstrips, Inc.** Booth N-80  
516 Fifth Ave., New York 36, N. Y., MURray Hill 7-2436  
Exhibiting: Educational Filmstrips  
Personnel: Hal Baumstone

# AVS



(Top) The narration and sound-control rooms. Movies can be projected into the narration room for synchronization.



(Left) The Distribution Section also contains a tape-duplicating machine and an electrofilm inspector.

(Below) AVS photographers have two studios. In the foreground, one takes a light reading before copying material for a slide. Another prepares to take a picture in the second studio.



**A** RECENT move to spacious new quarters with improved technical facilities enables Kodak's Audio-Visual Service to provide even faster and smoother production flow for the many motion pictures, slide presentations and print sets it supplies to organizations throughout the country.

About 20,000 showings of 1,200 motion picture prints, 1,200 slide sets, and 650 print sets, not including overseas bookings handled through Kodak's International Division and Canadian Kodak were supplied last year to groups interested in learning more about photography.

In addition, Audio-Visual Service assists Kodak's sales department in sales presentations, and maintains facilities that make it an ideal audio-visual "pilot plant." Besides helping the company's sales service lecture staff in preparing presentations, Audio-Visual Service also assists sales executives in producing their talks for conventions, seminars, dealer meetings, and training sessions.

# Kodak's "Pilot Plant"

In its role as an audiovisual pilot plant, the department is host to over 400 people a year from business, industry and education, who come to see the latest in audiovisual developments—ideas and equipment that might prove useful in their own operations.

Another aid to organizations is a selection of leaflets and booklets, including "Camera Club News," a publication sent to over 4,000 clubs about three times a year. It tells of new techniques, club activities and photographic competitions.

Audio-Visual Service Club programs are many and varied. Each presentation is designed for a group with a specific level of photographic knowledge. As one example, there is a slide presentation, "Introduction to Picture Making," which is ideal for beginners. For a group with more technical background, there is "Revolution in Color Printing," consisting of color slides and prints illustrating how easy it is to make color prints and enlargements.

One new slide presentation has been designed for a wide range of interests. Entitled "Our Colorful Capital," it utilizes dual-track magnetic tape recording and carries on one half a "phototechnics" discussion of the slides and on the other a more general or travelogue approach.

A tour through the "pilot plant" gives some idea of what is seen by the hundreds of visitors who come to find out "how we do it." The new facilities, in which jobs begun in the editorial and production planning offices move in logical order through the art production, photography, laboratory functions, and sound recording to the distribution section, makes the Audio-Visual Service story realistic to the visitor seeking knowledge of advanced techniques.

The entrance to Audio-Visual Service is a reception room serving both as a welcoming area and a communications center for paging persons within AVS.

In adjacent editorial and production planning areas are offices, a production planning room, and two conference rooms. New story boards make for easier planning of lectures in the production planning room. Here also is a file of some 8,000 master slides from which lecturers may choose. One conference room features three rows of slide sequence illuminators that allow several persons to arrange slide talks simultaneously.

With the format of the presentation decided, the artist prepares the needed cartoons, charts, lettering and other art. Finished, the pieces are taken to the photographic studios.

In the two studios, the photographers also take other required color and black-and-white pictures of Kodak products or other subjects for prints or slides. If one studio isn't large enough for the picturetaking, the two can be combined.

In the laboratory area, AVS has facilities for making special Ektacolor prints properly balanced for copying. A chemical mixing area, convenient to the processing rooms, permits chemicals to be mixed on demand for special black-and-white and color processing. A new light-finishing area facilitates washing, drying and mounting of prints.

Slides, prints, or art work requiring duplication proceed next door to a copying room. A new optical printer, primarily for copying slides or producing filmstrips, has been added to the duplicating equipment. Thousands of glass-mounted slides are required yearly for the packaged slide lectures.

AVS has a sound-recording area consisting of narration and sound control rooms. The former is constructed like those of many broadcasting studios—double walled with floor and ceiling of spring construction. Thus the lecturer can tape-record a talk without fear of outside noises.

Movies can be projected into this narration room so that anyone making a magnetic Sonotrack recording on motion picture film can synchronize his narration with the picture.

The sound control room is equipped with two professional console tape units and two turntables for the taping of talks and addition of music and sound effects. These can also record sound emanating from the adjacent projection room.

The 39-seat miniature theater with a built-in wide-screen enables lecturers to rehearse and preview their programs. It serves as a demonstration room for visitors on how to present audiovisual programs. The room lighting, motion picture and slide projectors are controlled from the lectern. Remote control of slide changing is possible from three different locations in the theater.

Final step in the logical sequence of audiovisual aids production is the AVS distribution center. Located adjacent to the AVS laboratories, this section maintains, schedules, and routes the package programs of slides, print sets, and movies so they arrive on schedule for meetings throughout the U. S. Because of the volume of visual aids handled, electronic film inspection equipment and high speed recording tape duplicators are utilized.

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Technology And You

(Neubacher Productions, 10609 Bradbury Road, Los Angeles 64, California) 13 minutes, 16mm. sound, color, 1959. \$130.

### Description

*Technology and You* defines technology and shows its applications in transportation; community planning; architecture; automation; electrical; atomic, and solar power; and research. It then relates present technological achievements to the roles the students today may play in future advances in this area.

The film opens with a series of school scenes showing students engaged in a variety of learning activities. It stresses that everyone must have a salable skill; therefore, the knowledge acquired in school is very important.

Transportation's role in the technical age is illustrated in both air and highway travel. The speed provided by jet and turbo-prop planes saves travel time, permitting increased opportunities for travel and personal contacts which improve understanding between individuals and nations. The contribution of engineers to transportation is not limited to improving airplane design and engines. Highway engineers' improvements in road building techniques have brought freeways which speed traffic by reducing congestion and thereby increasing safety.

As the transportation improves, new communities will develop on the outskirts of the cities. The film illustrates some of the roles of technology in solving the various problems presented in community development, such as recreation, streets, shopping facilities, and zoning.

From the problem of community development, the film makes a transition to the designing of all types of buildings — architecture. The trim, bright, functional design of today's buildings is achieved through use of new and colorful materials, such as aluminum, stainless steel, and ceramic tile. The work of artists, designers, and landscape architects also must be incorporated into planning today's buildings.

Automation will provide relief from hard labor and tedious jobs, releasing people for more creative activity and extra hours of leisure time. In industry this will mean jobs for electronics

experts, mechanical engineers, and tool designers. Automatic calculating and office machines will handle many business procedures and mathematical problems. This will increase the need for mathematicians, programmers, and operators.

Shifting to machines will call for increased power and the sources will come from hydroelectric power and atomic and solar energy. Atomic energy will also produce materials useful in medicine, industry, agriculture, and research. All these areas will need specialists to develop the present advances into the future uses.

It is in the laboratory that the film shows the role research plays "in tomorrow's adventures in technology." Scientists and research engineers will be in great demand in the areas already presented and in the fast developing area of space travel.

Concluding with a montage of former scenes and views of future cities, the film suggests that the student should begin to prepare now for his role in the age of scientific exploration, and queries, "What role will the student play in this new age?"

### Appraisal

*Technology and You* offers teachers in the intermediate grades and junior high level, an opportunity to show pupils the achievements of modern technology and the role they can play in technology's future. This film gives pupils "food for dreaming" in a well-paced, attractive format with the scenes flowing smoothly from one sequence to another. The technical quality of the photography and sound is excellent. In the classroom the film could provide a good point from which to begin a discussion on the job opportunities and preparation required to qualify for a position in science and engineering. In addition to classroom use it could serve as the center of an assembly program at the junior high level to help increase interest in science classes and encourage students to plan on enrolling in high school science classes.

— Richard Gilkey

## Alphabet Conspiracy

(Produced for Bell System) 60 minutes, 16mm, sound, color, 1959. Apply to your nearest Bell Telephone System office for use. A teacher's guide and student's guide are available.

### Description

*The Alphabet Conspiracy* discusses the importance of language to all peoples in the world through a dramatization of the science of linguistics and which is based on a plot to destroy the alphabet by the Mad Hatter and Jabberwock of *Alice in Wonderland*.

Dr. Frank Baxter as Dr. Linguistics sets the scene as he muses about language on a walk down a neighborhood street one summer evening and how language is interwoven with the intimate history of mankind. He invites the viewer to visit Judy, a 12-year-old, who is attempting to make sense out of her grammar homework. Fatigued by her efforts, Judy falls asleep and dreams that she is in a strange world where all objects such as chairs and tables are much bigger than she is.

The Mad Hatter and Jabberwock make their appearance as the Mad Hatter, played by Hans Conried, explains their plot to murder the alphabet. The arrival of Dr. Linguistics disrupts the conspiracy and the letters which have been dancing around in an animated sequence scurry away to hide. He explains that alphabets are the basis of writing for all of the over 5,000 different languages which have alphabets. When the Mad Hatter suggests that they do away with the man who invented the alphabet, Dr. Linguistics laughingly informs him that mankind has used an alphabet for over 5,000 years.

Using a globe and an animated sequence of spreading branches from a tree trunk across a map, Dr. Linguistics explains that languages began before civilization and once started grew and changed as people spread over the earth. He illustrates how Latin was changed into modern Sardinian, Spanish and Portuguese, Dalmatian and Rumanian, Catalan and French Provençal, and Rhetoromance. An animated scene shows a child saying "father" in the different languages and explains that the various words are similar.

Dr. Linguistics points out that the babbling of babies is universal but develops into a speech pattern by the sixth year. The Mad Hatter is jubilant because this seems to bear out his contention that the alphabet provides the building blocks for language. Dr. Linguistics corrects him by saying that sounds are the basis of language and

that linguistics is the science of language sounds.

An animated sequence showing how Von Kepelin invented a talking machine in 1780 illustrates how a number of sounds combine to make language and points out that the basic components of a speech sound mechanism include the lungs, vocal cords, mouth, palate, and nasal cavities. Slow-motion and X-ray photography demonstrate how all of these mechanisms are utilized in speech. The Mad Hatter revises his previous plan to destroy the alphabet and now concentrates his attention on the destruction of vowels and consonants, however, Dr. Linguistics warns him that phonemes are the basic sounds of language, not letters or vowels. Judy does not know what a phoneme is and Dr. Linguistics explains how they are made.

The Mad Hatter and Jabberwock undertake to demonstrate how language is not needed for communication at all by doing a pantomime of the rhyme, "one-two, buckle my shoe." Dr. Linguistics agrees that there are other forms of communication in addition to verbal. He directs them to an over-size film viewer and asks them to turn the two cranks to operate the machine which shows several instances of such communication as whistling speech of La Gomera in the Canary Islands, African drummers, and Sioux Indian sign language. When the Mad Hatter scoffs at the thought of animal communication, Dr. Linguistics redirects his attention to the viewer where a sequence demonstrates the cry of the crow, the warning of a squirrel, and the dance of the honey bee. He explains that the animals' minds work almost automatically to sounds, smells, and motions; they receive messages from the outside through sense organs and react instinctively, but these phenomena do not constitute a true language.

At this point, Jabberwock produces a parrot and triumphantly points out that this bird can talk. Through the ensuing conversation it is explained that some animals may imitate human speech sounds but they are unable to attach the appropriate meanings to these sounds, hence they can not truly speak a language. He points out that man is the only one of earth's creatures which has true speech and it is this which distinguishes man from beast. It is brought out that the arrangement of words in a sentence is just as important to meaning as the individual words themselves.

Brief views of the Eskimo in his world of snow, the Trobrian Islanders storing yams, and the Arabians on camels are shown and it is explained that the vocabularies of languages are

developed from the vital experiences of people everywhere and that their language give clues of the things which are most significant for them. For example, he points out that the Hopi language seems to ignore the passage of time and has no tenses.

Pioneers in the study of languages are pictured, including Franz Boas, Leonard Bloomfield, and Edward Sapir and their outstanding contributions to the field are pointed out.

The Mad Hatter arranges a mad tea party for Judy and Dr. Linguistics. His other guests include a jazz musician, an advertising press agent, and a Montana cowboy each talking his own "lingo." The purpose of the party is defeated, however, when Dr. Linguistics understands them all per-

fectly and explains that each of the patterns of speech could be called a dialect, not a language, and that dialects and occupational vocabularies give language interest and color. An animated sequence is presented in which two linguistic detectives question a suspect in an attempt to determine his place of origin. After having the suspect pronounce a series of words they are able to do this accurately. Dr. Hans Kurath then demonstrates on a map of the United States the dialect regions of the country which are bounded by isoglosses and he explains the basis of such divisions. Arrows indicate the direction of flow of the dialects as the popu-

(Continued on page 352)

**LUXOUT**<sup>®</sup>

**DIM OUT or Black Out**  
**DRAPERIES**

... offer a choice of effective light control

Photo above illustrates LuXout DIM OUT draperies softening outside light.

Classroom audio visual light control requirements differ according to circumstances. Many prefer total BLACK OUT light control; however, since LuXout led the way with DIM OUT light control draperies, many architects and engineers have indicated a preference for better student rapport through the use of LuXout DIM OUT draperies. LuXout offers both types to fulfill all light control classroom TV or audio visual projection needs.

For the answer to your light control problems,  
consult your LuXout Distributor or contact:

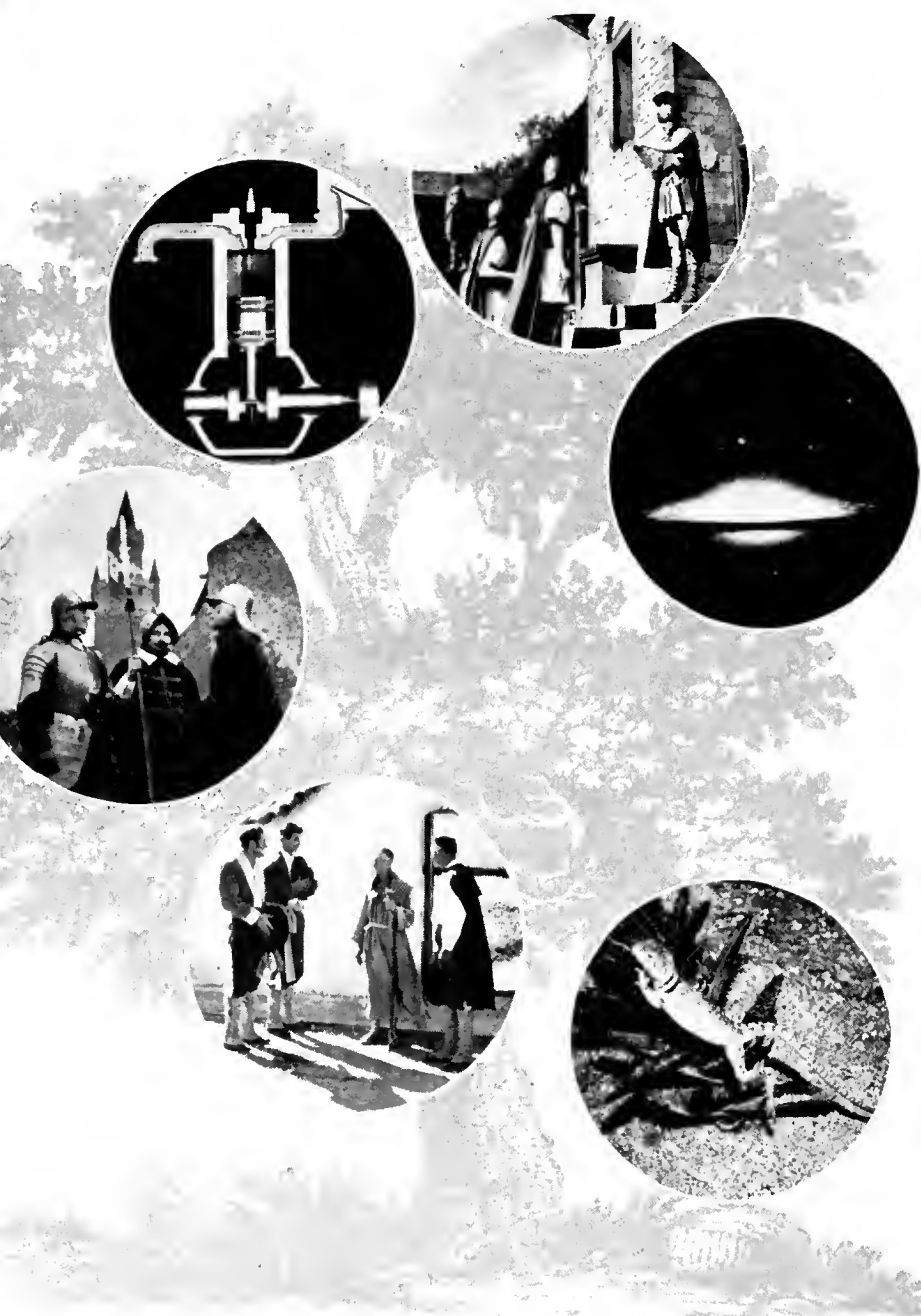
Free brochure,  
DIM OUT Folder  
and color samples  
available upon request.

**Plastic**  
**Products**  
INCORPORATED

Department AV  
1822 East Franklin St.  
Richmond 23, Virginia

# CORONET

observes its 20<sup>th</sup> Anniversary  
 offering 60 outstanding new teaching films



The sixty films listed here represent Coronet's contribution to education during the period from October 1, 1958 through September 30, 1959—full year of concentration on the finest in educational films.

Fifty-two of these films were produced with the collaboration of leading educators and under the careful scrutiny of experts in film production—assure accuracy of content and sound educational approach. Each has been in production from one to three years.

The other eight were carefully selected from more than 150 new films produced by others and offered to Coronet for distribution.

Most of these new films are listed and described more fully in the 20th Anniversary Catalogue of Coronet Films. Virtually all are available in a choice of full, natural color or in black and white.

Simply use these pages as a check list to request preview prints of the Coronet films which interest you. There is no obligation, except for

## ART

- Let's Draw a Baseball Player** (8 min.) Cartoonist Frank Webb explains and illustrates how simple and interesting drawing can be. Distributed. B&W only. *Primary.*
- Let's Draw a Puppy** (8 min.) Children learn the basic techniques of cartooning and line drawing with Frank Webb. Distributed. B&W only. *Primary.*
- Let's Draw Uncle Sam** (8 min.) The life-like, familiar figure of Uncle Sam is this film's subject of how to draw with Frank Webb. Distributed. B&W only. *Primary.*
- Rembrandt: Painter of Man** (18½ min.) More than sixty original paintings chronicle the human likenesses of this great genius. Distributed. *Junior, Senior High.*

## FOREIGN LANGUAGES

- Spanish: Introducing the Language** (11 min.) Colorful scenes of the Spanish world introduce the language and stimulate interest in learning it. *Senior High.*

## GUIDANCE

- Are You Popular? (New)** (11 min.) A completely up-to-date re-make of a film classic which guides young people in achieving popularity. *Senior High.*
- Beginning Responsibility: Books and Their Care** (11 min.) Simple instructions on the care of books to help children appreciate them more. *Primary.*
- Making the Most of Your Face** (11 min.) How to create facial beauty through health, skin care, hair styling, and intelligent makeup selections. *Senior High.*
- Who Should Decide? (Areas of Parental Authority)** (11 min.) Typical problems of teen-agers are raised concerning child-parent conflicts. *Senior High.*

## HEALTH AND SAFETY

- Health Heroes: The Battle Against Diseases** (11 min.) The stories of five great scientists—Van Leeuwenhoek, Jenner, Pasteur, Koch and Lister. *Intermediate.*
- Tommy's Healthy Teeth** (11 min.) When Tommy has a cavity filled, he learns of the importance of regular dental check-ups and what the dentist's office is like. *Primary.*

## LANGUAGE ARTS

- The Cuckoo Clock That Wouldn't Cuckoo** (11 min.) In colorful animation, a silent cuckoo is set happily singing again by the master clockmaker. *Primary.*
- Spotty the Fawn in Winter** (11 min.) Spotty finds the strange, new world of snow and is forced to learn how to survive his first winter. *Primary.*
- Ward Building in Our Language** (11 min.) Examples show how words are formed—by adding prefixes and suffixes, and by combining words. *Junior High.*

## PHYSICAL EDUCATION

- Let's Dance** (13½ min.) Shows clearly and simply how to hold one's partner, seven basic steps, and the pattern of a typical dance step. Distributed. *Junior, Senior High.*





## PHENOMENA



- Beyond Our Solar System** (11 min.) Telescopic motion pictures show stars, nebulas, constellations and galaxies beyond the Milky Way. B&W only. *Intermediate.*

**Boats: Buoyancy, Stability, Propulsion** (13½ min.) The factors which give boats their useful stability, why they float, and methods of propulsion. *Junior High.*

**Engines and How They Work** (11 min.) Operating principles of steam, gasoline, Diesel, turbine, jet, and rocket engines. *Intermediate.*

## BIOLOGY

**\*Aristotle and the Scientific Method** (13½ min.) Aristotle's contributions to the development of the scientific method, particularly in biology. *Senior High.*

**Growth of Flowers (New)** (11 min.) Time lapse photography permits views of familiar flowers sprouting, struggling for sunlight, and bursting into bloom. *Intermediate.*

**The Human Body: Nervous System** (13½ min.) Emphasizes basic functions of the nervous system, its major organs, and principal areas of the brain. *Senior High.*

**The Human Body: Reproductive System** (13½ min.) Explains the similarities and differences in the male and female systems and how they function in the creation of new life. *Senior High.*

**Life in a Cubic Foot of Air** (11 min.) Viewed through the microscope are the particles of yeast, molds, bacteria, amoeba, and pollen in the air. *Junior High.*

**Partnerships Among Plants and Animals** (11 min.) Close views of three types of partnerships between animals, between plants, and between plants and animals. *Intermediate.*

**Reptiles and Their Characteristics** (11 min.) A survey of the common differences and similarities among snakes, lizards, turtles, crocodilians, and the tuatara. *Intermediate.*

## CHEMISTRY



- Acids, Bases, and Salts** (22 min.) A description of the properties and uses of the chemical compounds whose water solutions contain ions. *Senior High.*

**The Colloidal State** (16 min.) A definition of colloids, showing how they differ from suspensions and solutions, their preparation and uses. *Senior High.*

**Hydrogen** (13½ min.) An historical background, which also shows how hydrogen is produced, its properties, and its uses in such new developments as nuclear energy. *Senior High.*

**Ionization** (18½ min.) The theory of ionization, including description of electrolytes, dissociation, solvents, electrovalent and covalent compounds. *Senior High.*

**Nitric Acid Compounds and the Nitrogen Cycle** (18½ min.) Derivation, properties, and uses of various nitric acid compounds and an illustration of the nitrogen cycle. *Senior High.*

- Nitrogen and Ammonia** (16 min.) Examination of the properties of molecular nitrogen and some of its simple compounds, with emphasis on ammonia. *Senior High.*

- Solutions** (16 min.) Definitions of basic terms including solutions, solute, and solvent, the factors which influence solubility, and practical applications. *Senior High.*



- Water for the Community** (11 min.) The complete treatment of water prior to distribution in the community and the role of chemistry in correcting problems. *Junior High.*

## PHYSICS

- \*Galileo** (13½ min.) An exciting picture, filmed in Italy, of Galileo's theories and new discoveries made in the face of continued strong opposition. *Senior High.*

- \*Isaac Newton** (13½ min.) Against the background of Newton's age and the influences of his early years, introduces four of his greatest scientific achievements. *Senior High.*

## SOCIAL STUDIES

- Communication in the Modern World** (11 min.) The importance of local, national and international communication with examples drawn from contemporary life. *Intermediate.*

- Helpers in Our Community** (11 min.) Shows how street repairman, doctor, storekeeper, bus driver and others work together for a good community. *Primary.*

- Our Family Works Together** (11 min.) How a family playing and working together makes a home a happy place in which to live. *Primary.*

## AMERICAN HISTORY



- American Indians Before European Settlement** (11 min.) Indian life and culture in five basic regions of the U. S. before the coming of Europeans. *Senior High.*

- Colonial Shipbuilding and Sea Trade** (11 min.) Factors leading to the development of colonial sea trade and how colonial trade routes were established. *Intermediate.*

- French and Indian War** (11 min.) The causes and events of the War and its result—England's control of the North American continent. *Senior High.*

- The Labor Movement: Beginnings and Growth in America** (13½ min.) Early developments of the labor movement and how labor achieved important goals. *Senior High.*

- Spanish Colonial Family of the Southwest** (13½ min.) A re-creation of the self-sufficient way of life on haciendas in the early 19th century. *Intermediate.*

- Westward Growth of Our Nation (1803-1853)** (11 min.) The exciting story of the expansion of the United States from the Mississippi to the Pacific. *Intermediate.*

- William Penn and the Quakers (The Pennsylvania Colony)** (11 min.) How the free colony of Pennsylvania grew and prospered under Penn's leadership. *Intermediate.*

## GEOGRAPHY

- Geography of South America: Five Northern Countries** (11 min.) Economic concepts related to land and resources in Venezuela, Columbia, and the Guianas. *Intermediate.*

- Geography of the United States: An Introduction** (11 min.) A comprehensive overview of the geographical and human resources of the U. S. *Intermediate.*

- Greece: The Land and the People** (11 min.) A picture of Greece today, relating important geographical features to social and economic conditions. *Intermediate.*

- Industrial Canada** (16 min.) The dramatic changes of the last fifty years which have brought Canada from an agricultural nation to a prosperous industrial one. Distributed. B&W only. *Intermediate.*

- Life in the Alps (Austria)** (11 min.) A picture of the activities and seasonal migrations up and down the mountains in the Austrian Alps. *Intermediate.*

- Treasures of the Forest** (13½ min.) Outlines the values of trees in Canadian forests and shows varied uses, particularly in making paper. Distributed. B&W only. *Intermediate.*

- Turkey: A Strategic Land and Its People** (11 min.) Turkey's unique geographical position and its affect upon recent developments in that country. *Intermediate.*

## WORLD HISTORY



- Ancient Paestum: City of the Greeks and Romans** (21 min.) Doric temples, civic structures, beautiful artifacts illustrate life in this Greek colony of 6th century B. C. Distributed. *Senior High.*

- The Calendar: Story of its Development** (11 min.) How primitive man, the Egyptians, Babylonians, and Romans contributed to the systems which led to our modern calendar. *Senior High.*

- Decline of the Roman Empire** (13½ min.) The internal social and economic forces and the external barbarian threats which brought about Rome's decline. *Junior Senior High.*

- Germany: Feudal States to Unification** (13½ min.) Stresses the years from 1815 to 1871—the period when Prussia dominated the unification of Germany. *Senior High.*

- Life in Ancient Greece: Home and Education** (13½ min.) How an Athenian family of 440 B.C. dressed, worshipped, went to school, and worked. *Intermediate.*

- Life in Ancient Greece: Role of the Citizen** (11 min.) A re-creation of political and economic life showing responsibilities and privileges of citizens. *Intermediate.*

- Rise of the Roman Empire** (13½ min.) The factors affecting the rise of Rome from tribal beginnings to a mighty Empire. *Junior, Senior High.*

## FOR CHRISTMAS



- Christmas on Grandfather's Farm (1890's)** (2 reels). All the essentials of an old-fashioned Christmas—a sleigh ride, Bible reading, decorating the tree and the presents. *All Grade Levels.*

\*Films to be released in September, 1959.

# CORONET FILMS



Twenty Years of Progress  
Producing the Finest Educational Films

Coronet Building, Chicago 1, Illinois

## HOW TO OBTAIN CORONET FILMS

### Preview:

Prints of all Coronet films are available for preview by those who desire to make selections for purchase. There is no obligation except for return postage. Just indicate on these pages the films you would like to evaluate and send them to Coronet Films. Or you may simply send a list of your selections.

### Purchase:

Prints of all Coronet films on these pages are available at \$60 a reel in black-and-white or at \$110 a reel in color, with proportionate prices applying to more or less than one reel.

### Rental-Purchase:

Prints of these films may be purchased outright at the prices quoted above or obtained under the generous provisions of the Coronet Rental-Purchase Plan. See page 4 of the 1959-60 catalogue for details.

Preview requests or purchase orders should be sent to Coronet Films

LOOK! NEW  
BAILEY  
FILMS!



### SOFTBALL FUNDAMENTALS FOR ELEMENTARY SCHOOLS

Boys and girls learn to play softball, demonstrate rules of play, techniques, safety measures. A Furman production for upper elementary grades. 10 MINUTES. B & W \$60, RENT \$3.

### GOLD AND GOLD MINING

Properties of gold, its uses and value, sources. Comprehensive scenes show four types of gold mining in operation. For upper elementary, junior-senior high school social studies and science. 15 MINUTES. COLOR \$150, RENT \$7.50; B & W \$75, RENT \$5.

### FERRYBOAT

Explains various kinds of work boats, emphasizes different types of ferryboats. A Stuart Roe production for primary-elementary grades. 9 MINUTES. COLOR \$100, RENT \$5; B & W \$50, RENT \$3.



Order your prints today!  
Write for free catalog.

**BAILEY FILMS, INC.**

6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

## FILMS WITH A SPIRITUAL IMPACT

WORLD WIDE  
PICTURES

- Dramatic and documentary Christian films.
- Thrilling . . . character-building . . . educational . . . motivating!

Plus . . . Exclusive BILLY GRAHAM Evangelistic Films such as "Miracle in Manhattan", "Oiltown, U.S.A.", and many others.

ASK FOR FREE CATALOG! See your local film library, book store or write to . . .

**WORLD WIDE PICTURES**

P.O. BOX 1055 • SHERMAN OAKS, CALIF.

## FILM EVALUATIONS

(Continued from page 349)

lations moved out of their original regions.

Impressed with the progress of linguistics as a research discipline, the Mad Hatter wants to see the machines which this science uses. To oblige him, Dr. Linguistics explains the principles of sound in the phonograph, telephone, radio, and motion picture. To demonstrate how an optical sound track works, an animated scene pictures the sound track as it moves in from the side of the film and discusses the principles involved in electronic sound. A further survey of the "hardware" used in the study of linguistics is made and includes the sound spectrograph, the automatic digit recognizer, the voice typewriter, and the dictaphone.

Scenes of the United Nations symbolize the need to achieve understanding through language. Dr. Linguistics describes the role of the United Nations in contributing to the compatibility and understanding among mankind.

Still not convinced, the Mad Hatter spreads gunpowder to a stack of books and lights the powder. At the same time, Dr. Linguistics is pointing out that it is language which made Jabberwock and him immortal and that without words he would not exist. Impressed with his new status of immortality, the Hatter and Jabber return to the *Alice in Wonderland* book but permit the gunpowder to continue burning. In the midst of the resulting explosion, Judy awakens from her dream, the proportions of the surroundings return to normality, and Dr. Baxter enters and offers to help with her homework.

### Appraisal

*The Alphabet Conspiracy* is directed toward a large audience. In addition, it has definite application as an introductory film in the study of language on the intermediate and junior high level. It also provides a general introduction to a unit on sound and its relationship to communication in elementary school science. One member of the evaluating committee suggested its use on the college level and stated that, "It makes a great deal about language conscious to one for the first time—at least to one who has never troubled himself with language except as he saw it handled in the traditional classroom." Several other members of the committee felt that the entertainment technique used to present the material in the film detracts from its overall effectiveness for adults, however, they recognize the added ap-

peal this element provides for the younger classroom audience. The fact that the film is logically divided into two thirty-minute presentations increases its usefulness for the school as a convocation or classroom film.

— O. E. Bismeyer, Jr.

## The House Fly

(Encyclopaedia Britannica Films, Wilmette, Illinois), 17 minutes, 16mm sound, color, 1958. \$180. Teacher's guide available. Second Edition.

### Description

*The House Fly* deals with the reproductive cycle, structural characteristics, feeding habits, and methods of control of the house fly. This film portrays in startling realism the potential dangers of the house fly in spreading disease and death to man and animals, and prescribes some methods of control of the house fly menace.

*The House Fly* opens with a model of the earth spinning in space as flies light and crawl aimlessly across its surface. The narrator introduces *musca domestica*, the house fly, which has no bite or sting but which is a carrier of typhoid fever, diphtheria, tuberculosis, leprosy, cholera, hookworm, diarrhea, anthrax, gangrene, and numerous other diseases which bring death to mankind.

Since the fly is a ceaseless explorer of his environment, a typical sequence of his stops along a twenty-mile journey is shown, including a spotless kitchen where food is being prepared, a filthy alley, an outdoor privy, a decaying carcass of a cat, a dump, and then to baby's birthday cake as baby playfully slaps at the flies while she eats. The next scene shows baby in her crib, crying because of a sickness left by the flies as they stopped along the way.

In the film it is pointed out that the feeding habits and the structural characteristics of the fly make it a dangerous carrier of disease germs. A close-up of the house fly is shown and its structure is studied. The fly is described as a true insect, a *diptera*, whose body is covered with bristle-like hairs which catch up the filth on which it feeds and transports it to the next stopping place. Its body is shown in extreme close-up and the body parts are identified: the head, thorax, and abdomen. The compound eyes and three ocelli, the antennae, and proboscis are pictured in natural photography and their functions illustrated. Following the fly as it feeds alternately on filth, an open picnic lunch, and some discarded fish heads, the camera shows the feet and legs of the fly from underneath and explains the structure

of the legs and pulvilli that enable the fly to travel over ceilings and other surfaces in its excessive explorations. Next the fly is seen walking about on a fish dinner as it is being prepared. A similar walk across a prepared culture dish reveals that the fly's feet are covered with germs that grow in food on which it has trespassed.

An animated diagram is used to illustrate the process of feeding and digestion in house flies. The digestive system extends through the thorax and abdomen, and with animated diagrams the process of softening food by salivation and regurgitation of partly digested food from the crop is outlined. After the fly sucks up the newly acquired food into its crop where it will be passed to the stomach for digestion and elimination to make fly specks, the fly moves on to a surface which a man is eating.

The reproductive cycle of the house fly begins with eggs which are laid in an unkept garbage pail or manure pile. The female fly is pictured as she extends her ovipositor and lays from 100 to 150 small eggs in a warm germ-laden place. The eggs hatch into maggots in eight to twenty-four hours in warm weather. Then they develop through three instars as they slither and slide and molt until they reach full growth of about a half-inch in

length. The slow-motion camera catches the locomotion of the maggot in extreme close-up and with time-lapse photography the larva is shown as it develops into the pupal stage.

After five days in warm weather the fly uses its expander to escape from the pupal case and is portrayed in live photography as it struggles upward through debris using its expander and legs to emerge to the surface of the earth to harden into an adult fly.

A multitude of new generation flies buzz about, infecting animals in a dairy barn and journeying about the neighborhood. A series of short scenes contrast the ineffective methods of fly control with rapid breeding rate by alternately cutting from a scene of a swarm of newly bred flies to a housewife with a fly swatter, from a breeding barrel of maggots to a spider capturing one fly in his web, from a hand bomb of insecticide to a housewife at a sanitary garbage disposal pail where the narrator points out that personal sanitation is a more effective method of fly control.

The personal sanitation of a neighborhood is compared with unsanitary conditions of a nearby locality in scenes of an unkept yard in a slum, a dairy barn, and a roadside dump. *The House Fly* points out that community group efforts in sanitation are

necessary in controlling the reproduction of house flies through burial, incineration, and chemical treatment of garbage and sewage. It illustrates the benefits of proper sanitation as it portrays healthy people enjoying the recreation areas and fishing streams.

#### Appraisal

This film is of exceptional quality — technically and structurally. It gets its message across with startling realism which should shock the audience into the recognition of the house fly as a serious health menace and a dangerous enemy rather than just a household pest. Some of its scenes may jolt the audience as no attempt to soften the message of the film has been made by the producer.

Teachers in the upper elementary through high school grades should find this film useful in teaching sanitation. The treatment of the structural characteristics of the fly is detailed enough to make this film a welcome tool for showing the body characteristics and functions in this insect in upper level classes. Adult groups should respond to this message on sanitation and understand why sanitation is important and requires diligent consideration.

— William A. Wheeler



## EXPLORING by SATELLITE

One of the 20 films chosen from 200 to represent the U. S. in Venice and Edinburgh Film Festivals.

See our new MATHEMATICS SERIES  
at the NAVA convention

July 25-28

Booth C-17

Junior High - High School - College - Adult  
28 Minutes — Color \$240 — B&W \$120



Preview Prints  
Available

**FILM PRODUCTIONS, INC.**

7238 W. TOUHY AVE.  
CHICAGO 48, ILL.

# AUDIO

by Max U. Bildersee

It should be an exciting year—audiowise—coming up just ahead of us. There are several stimulating new projects on the horizon—and they should make the audio of audiovisual even more important in the school program.

The big jump, of course, will be in the foreign language field. We anticipate at least one new series of recordings in elementary school languages. The demand for a continuous sequence for instruction in grades four through six is going to be met . . . if the rumors we hear are cor-

rect. It is our understanding that within the forthcoming twelvemonth there will be recordings, teaching instructions and manuals, and amply illustrated workbooks in at least French and Spanish. These recordings will be prepared with the teacher in mind, they will be done by linguists, and they will be intended for both teacher and student to progress together.

Lest we be accused of forgetting the importance of the instructor—and no instructional medium has yet been found which minimizes the importance of good classroom instruction—we hasten to state that these materials will be a stop-gap (but a highly useful one) pending the training of elementary teachers in foreign language skills—or the training of language teachers in the area of elementary education.

But—the materials are in the planning stages now and production can be begun shortly. The objective of the instruction will be the development of facility in communication in the foreign tongue. Through listening, hearing and speaking the language in a series of progressively more difficult and complex exercises (from words to phrases to sentences) it is anticipated that the arts of communication—oral communication—can be partially mastered.

Secondary school language laboratory enthusiasts will be delighted to know that, shortly, new recordings for both dictation and comprehension practice will be available. These will

be taped recordings and the material will be taken largely from standardized tests for second and third year students. The recordings will be accompanied by simple printed or mimeographed material so that, in effect, a self-examination device for student is under development. Whether you are using a simple or complex language laboratory, these recording promise to be useful.

And the school (or student) without such facility will be able to use this material if only a tape-player (3.75 ips) is available. This should be useful for encouraging the adept student to progress at his own rate of learning, even to the point of accomplishing three years' work in two.

This represents an opportunity to individualize instruction for the bright student as well as for the slow learner; to help the 'absent' child make up lost work; and to give all students the opportunity to hear a variety of voices, both male and female, to know the intonations of the language being studied and to practice the art of listening.



The annual Connecticut Audio-Visual Education Association meeting a few weeks ago was devoted to discussions of THE LANGUAGE LABORATORY. This meeting was sponsored jointly by the association and the State Advisory Committee on Foreign Language Instruction.

From all corners of the State several hundred audiovisual and language specialists gathered in New Haven to hear a refreshingly different summary of modern instruction by Dr. Henri Peyre, Chairman of the Department of Romance Languages at Yale and President of the American Association of Teachers of French. Dr. Peyre reports that the current generation of college students are a challenge because their early training in the schools around the country has made them inquisitive, eager to learn, questioning of the 'pat' statement and in many



**ATC 300VR**

6 watt High Fidelity  
4 speed record player. Plus  
variable speed (or fixed speed  
if desired).

From the NEW ATC LINE of  
Monaural and Stereophonic  
classroom record players,  
radios and transcription  
players.

All ATC products are transformer  
powered for complete safety.

**Audio/ronics**  
CORPORATION

P.O. Box 505 North Hollywood 6, Calif.

## Audio CARDALOG Record Reviews on Cards

- ☆ on 3x5 punched, cross-indexed cards
- ☆ for accessible filing and fingertip reference
- ☆ published monthly, September through June
- ☆ at least 400 cards per year

- ☆ efficient, constantly expanding reference center
- ☆ supplying synopses and appraisals
- ☆ your buying guide
- ☆ suggesting audience and instructional use

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —



**4 SPEED  
RECORD &  
TRANSCRIPTION  
PLAYERS**

Write for illustrated  
catalog

**AUDIO-MASTER**  
17 E. 45th St., New York

**EVERYTHING IN ELECTRONICS**  
FREE ALLIED 1959 CATALOG

Recording equipment, Stereo, Hi-Fi audio,  
school sound systems, training kits, elec-  
tronic parts. Write for 452-page Catalog.

**ALLIED RADIO**  
100 N. Western Ave., Chicago 80, Ill.

regards, ideal scholars. He believes that modern language instruction is destined to make our students and our people better understood throughout the world. He reports that language students at Yale are better prepared than their fathers a generation ago—and he calls for additional challenge and constant upgrading of material and difficulty, constant speed-up so that the capable student will have still more opportunity to learn.

Other speakers on the program included Don Iodice who discussed "The Fully Equipped Listen-Respond-Record Laboratory" and indicated that complete equipment was essential to successful foreign language instruction. Mr. Roderic Beaulieu (Conrad High School, West Hartford) described the seemingly endless activities which take place in the language laboratory of the high school and Mrs. Grace Crawford of the E. O. Smith High School at Storrs related her experiences in developing a modified language laboratory—literally from the first tape recorder up! Mrs. Crawford emphasized that the machine merely supplements the work of the imaginative teacher and that with a minimum of equipment a maximum of experiences can be offered.

She described her work in adding individual listening stations to a single tape record reproducer (headphones on a distribution system) and slowly expanding her application of this equipment in language instruction. Mrs. Crawford expressed the opinion that a multiplicity of equipment was not nearly as important as a good teacher (an opinion which we heartily endorse) and that a variety of equipment may make a good teacher even more effective if the personal touch is not overlooked. In any event, the teacher should not be the technician nor should the technician be permitted to dictate the path that studies should take.



Looking ahead, we are anticipating the release of a new series of poetry recordings by a large eastern university. We are told that sessions will be begun shortly to record contemporary poets reading their own works. The legacy of modern literature will not only be preserved for the future but will be available for the present.

Upper elementary school and junior high school social studies classes will profit, too, from planned releases. ENRICHMENT MATERIALS is hard at work on four new and exciting releases in the Documents of History series and four new adaptations of Landmark books.

Shakespeare will be with us, too, for at least another year. We are daily

waiting word of the release of new full-length (unabridged) recordings of "King Lear," "The Tempest," "A Midsummer Night's Dream," and "King Henry V." We heard recently that there is planning afoot to offer a course in SHAKESPEARE: PLAYS AND SONNETS without a textbook . . . but using recordings as the basis of instruction.

Such are the advance notices on what we expect next year, and this of course is only a beginning.



Kindergarten and primary grade children will enjoy and profit from hearing "ONCE UPON A TIME" (Audio Education LL-2; 55 Fifth Avenue, New York 3) which contains four

favorite children's stories. These are "The Three Little Pigs," "The Old Woman and Her Pig," "The Golden Goose," and "Tattercoats." These stories are delightfully, yet simply portrayed and each is accompanied by a special musical environment designed to heighten the listening experience. Each story is introduced by a simple yet appealing song which children can readily learn and repeat.

These stories are designed with a listening vocabulary range suitable to the intended audience and consequently may be used for pleasure listening, for word study in the language arts program, for inspiration for visual presentation, for dramatic recreation and for a variety of other purposes in the appropriate grades.

## Summertime... when your films are out of circulation

... is the best time for you to have us remove scratches, correct brittleness, repair sprocket holes, remake dried-out splices.

Then, thoroughly reconditioned, your prints will be ready for hard use again in the fall.

*Of course, before proceeding we tell you the cost... SEND US YOUR PRINTS NOW.*

**DEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

# USE PRESENT EQUIPMENT

FOR AUTOMATIC SLIDE - TAPE PROGRAMS

With the NEW MESTON-MATIC Synchronizer, plus your Tape Recorder and Automatic Slide or Filmstrip Projector, you can present Slide Lectures while keeping your attention on the audience. The tape automatically changes the slides at the right instant.



**THE MESTON-MATIC**

- Complete Instructions.
- Easily Portable
- Low Cost - Only **\$99.50**

Order your MESTON-MATIC today

35MM Color Slides - World-wide Coverage - Map and Title Slides - Other Specialties - Get Big Catalog.

MESTON'S TRAVELS INC.  
3801 N. Pledras  
EL PASO, TEXAS

# FILMSTRIPS

by Irene F. Cypher

Without in the least wishing to seem facetious, may we ask you to consider for a moment or two that oft-quoted saying "There is no accounting for taste." The more you think about it, there is a lot of merit in those words for anyone who may be concerned with the selection of instructional materials for classroom use. It is because there are so many different individuals (each with very different ideas and tastes) in any one class that we ought to try and secure materials of all types in order to appeal to and stir the interest of these differing points of view. It has always seemed rather sad to us for a teacher to be afraid to use material which is not strictly "curriculum-coordinated"; it is also sad when a teacher says that she used certain material last year and does not wish to use it this year (Shades of something or other, this year's pupils are a new group — they may need to see this particular material! A remark such as this merely means the teacher herself does not want to see the material again); it is equally sad to select material solely for the reason that teachers think it is something the pupils *ought* to like (pupils are a captive audience and will have to look at the material, but this does not mean that they will like looking at it, nor does it necessarily mean that they will retain and remember as a result of just focusing their eyes on the screen).

All of which adds up to the fact that we are trying to make a plea for diversity of types of materials for any learning situation. Materials that simply glow with "pupil appeal"; materials that are academically packed with subject content; materials that present a subject from a slightly different point of view; materials that deal with just one phase of a topic as well as those that give an over-all general treatment. You can never tell when something you yourself did not find exactly the most appealing treatment will be the very one to ignite a perfect fire of enthusiasm in the mind of a boy or girl!

their natural habitat show us something of hawks, owls, the gnawing animals and many common birds. The photography is the work of an outstanding Canadian naturalist and is excellent! A supervisor of audiovisual materials for one of the Canadian provinces took me at my word when I said I wanted to begin securing pupil-reactions to the filmstrips reviewed here, and he sent me some of the comments from a class which had used this series. I particularly liked the following as indicative of what goes on in a pupil's mind when they see filmstrips: "I liked the films because I have always wanted to see what a bird's nest was like inside. And I liked to see the birds up close because whenever I see a bird I never know which is which. The bird's colors were very beautiful." "This filmstrip also showed the beauty of nature and the nests built by different birds. Birds also use camouflage. Some birds build nests so they are comfortable, others not so comfortable and some build no nests at all. The yellow warbler has a deep nest which is comfortable." (Evidently this pupil believes in comfort.) "One part of the film that I liked best was where one bird was held in a man's hand. That's where I really found out that birds are tame enough to be held." The prize reaction, to me, for using a filmstrip is revealed by the next pupil's remarks — "We would not have learned as much if someone had told us." (Isn't that reason for using visual materials!) The next remark to us is highly significant, in terms of what we said in our introduction: "In my way of thinking it was a nice film if you like birds but I am not so interested as to enjoy them. The only birds I like are mainly carnivorous. I would like to see birds in action, too."

As we have often said, the reason we use instructional materials is to rouse pupil interest. Evidently this set of filmstrips did just that, and we are happy to have been able to report this from a pupil-point of view.

## Land of the Far East

(color, 5 strips; Encyclopedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$30 per set, \$6.00 single strips.) Hong Kong, Thailand and Japan are no longer names to conjure

## Our Outdoor Friends

(color, 6 strips; Curriculum Materials Corp., 10031 Commerce Ave., Tujunga, California; \$3.95 per strip). Photographs of birds and animals in



Filmstrips Produced by:

**Stanbow Productions, Inc.**

**The United Nations**

**National Film Board of Canada**

Over 100 titles in 8 major Curriculum areas — AND a Brand NEW set for DRIVER EDUCATION classes:

## YOU—AND YOUR DRIVING

Driver Fitness

Walk Left — Bike Right

Rules of the Road

Signs

Your Responsibility

What Would You Do?

6 Strips in COLOR \$28.50

## SCIENCE FILMSTRIPS

SINCE 1931

SINCE 1931

MADE BY TEACHERS FOR TEACHERS

BIOLOGY

HEALTH & SAFETY

PHYSICS

GENERAL SCIENCE

CHEMISTRY

MICROBIOLOGY

BIKE SAFETY

BUS SAFETY

NEW—Elementary Science Series in Brilliant Spectrator

## VISUAL SCIENCES

Box 599E

Suffern, New York

up mental images of totally unknown places for they are names which refer to places on which our attention is often focused these days. All too few of us, however, have actually visited these places and filmstrips such as these help us to take such visits. We see fishing villages, farms, temples and homes as well as urban centers. We are given considerable information about the people and their daily activities and work. Three of the strips deal with Japanese life — work of farmers, fishermen and manufacturers; one strip deals with the rivers and ricelands of Thailand; one strip focuses on that bustling city Hong Kong. Concentration of interest is on the people, and the facts presented are interesting. This is good geography and good social history, too.

### Abraham Lincoln's Life Through Postage Stamps

(single strip, color and record; produced by H-R Productions, Inc., 17 East 45 St., New York 17, N.Y.; \$11 complete unit.) It is always good to report about something new and this unit intrigued us greatly! The story, of course, is that of the life of the Great Emancipator from the days of his youth through to the period of his political career, governmental activities and death. What makes this presentation unique is the fact that the story unfolds through the medium of postage stamps, all of which were made especially to honor and commemorate the man and his lifework. The accompanying record narrates the story in an entertaining way and in good tonal quality. Stamp collecting has always been a fascinating hobby for many and it is our guess that the technique of telling an entire story by means of stamps will have great pupil appeal. The stamps are well reproduced and all details are clear. It is a unit with many possibilities for classroom use.

### Basic Primary Science — Group I

(color, 6 strips; Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$24.30 per set, \$4.50 single strips.) Young scientists of grades one and two have just as great a need for information as do older class members. This series is especially prepared to meet their questions about plants, animals, people; what makes light penetrate through some substances and not through others; why some things float and others sink; what gives us light and heat and what

makes seasonal changes in temperature. The answers are here for the perennial questions, and the explanations are given in simple terms that will be easy to understand. The art work is clear and the set is good for age group needs.

### Modern Art — Henri Matisse, Part II

(single strip, color; produced by Life Filmstrips, 9 Rockefeller Plaza, New York 20, N.Y.) To understand an artist and his role in the world of art one must of course be familiar with his work. It is virtually impossible to find the works of any artist collected in any one place or museum. A filmstrip such as this can, therefore, serve to bring together examples of periods and styles, so that the viewer can gain some comprehension of the scope encompassed in the artist's lifetime. In this instance the artist is Henri Matisse, and we are shown many of his paintings; we also see some of his designs for the Vence Chapel and the murals he painted on tile. In each instance, close-up details are provided and the material is indeed a substitute for trips to many galleries.

### The Story of the Universe — Unit I

(color, 6 strips; produced by Films for Education, Audio-Lane, New Haven, Conn., \$36 per unit, \$7.50 per single strip.) Called an "Introduction to Modern Astronomy and the Age of Space," this series gives us a wealth of information about the earth, its size and shape and motion; the earth as a planet; exploring space around the earth; and the moon. Units still to be produced will deal with the solar system, the stars and the universe. A very able production staff has contributed to the making of the series and it is a truly valuable source of scientific data presented in a way calculated to appeal to the student. No one today can afford to be ignorant of the many basic facts presented here and the series is one of those really deserving the designation "resource material." The color quality and art work are excellent and the scientific data is authentic and carefully selected. The series was a blue ribbon winner in the recent film and filmstrip festival, and the award was justly earned. The strips are of course to be recommended for classroom work, but they should also be very good for astronomy clubs and for scout or special science interest clubs.



# keeps the teacher up front

— where she belongs!

DuKane's auditorium-size sound slidefilm projector is the answer to educational filmstrip viewing, for any size group from a small class to an auditorium-full. Remote push-button controls permit the teacher to stand up front for undivided class attention. Brilliant, powerful lighting gives a clear, sparkling picture with lots of reserve power for the biggest screen. The separately packaged sound unit provides high fidelity reproduction of both speech and music.



Only DuKane makes a full line of sound slidefilm projectors, featuring fully automatic picture advance where impulse is provided on the record, plus remote control or manual operation.

# DuKANE

CORPORATION  
St. Charles, Illinois

DuKane Corporation, Dept. ES, St. Charles, Ill.

Please send me literature on your line of sound slidefilm projectors for schools.

Name \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

DuKane products are sold and serviced by a nationwide network of audio-visual experts

**BROADMAN'S  
RECORDINGS**

*Newest*  
for  
*Children*



**"LET'S SING" SERIES**

Narrated and sung by  
**Mabel Warkentin**  
Arranged and conducted by  
**Dick Reynolds**

**LET'S SING ABOUT CREATION  
LET'S SING ABOUT EASTER  
LET'S SING ABOUT CHRISTMAS  
LET'S SING ABOUT SEASONS**

These stories set to music will help children 5-8 to learn about God as they enjoy themselves with music. The music, carefully selected and approved by educators, is brilliantly arranged and conducted to enhance the mood and meaning of each story. Excellent for use in Sunday school or the home, these four 78 rpm, 10-inch records are designed to be played by children. Each \$1.25

**SONGS FOR TINY TOTS**

Mabel Warkentin, soloist;  
Sally Parker, harpist

Seventeen songs on two 45 rpm records for the entertainment and education of nursery-age children.

\$1.98

**Other Broadman Records for Children**

**SONGS FOR OUR LITTLEST ONES**

Album of five 78 rpm records \$3.60

**SONGS FOR CHILDREN FOUR AND FIVE**

Album of six 78 rpm records ... \$3.98

**SONGS FOR CHILDREN UNDER SIX**

Album of six 78 rpm records or three 45 rpm records ... \$3.98

**SONGS FOR CHILDREN SIX THROUGH EIGHT**

Album of six 78 rpm records ... \$3.98

**During the NAVA Convention, we cordially invite you to visit the BROADMAN exhibit at booth T-152.**

**BROADMAN PRESS—Nashville**

# AV IN THE CHURCH FIELD

by *William S. Hockman*

## Green Lake Workshop

These three words have become a symbol for interdenominational cooperation in the audiovisual field. They connote more—the international reach of the movement. In time they may come to mean depth and problem penetration. The theme for this year suggests this direction: "Improving Christian Communication."

The key-note address, "Communicating the Gospel to All the World," should give Rev. A. Dale Friers both the opportunity for scope and depth. For the morning assembly dialogues Dr. D. Campbell Wycoff of Princeton Theological Seminary and Rev. William F. Fore of the Methodist Board of Missions will discuss the implications of theology for visual communication and the implications of visual communication for theological speculation—we hope!

Fourteen laboratory sub-groups will take up specific problems related to the general theme. Seven of these are designed for persons having international and national interests and responsibilities. The subjects are: The Production of Audio-Visuals; The Distribution of Audio-Visuals; Curriculum Correlation of Audio-Visuals; Audio-Visual Aids in Evangelism Efforts; Audio-Visuals in Leadership Education; and, Audio-Visuals in the Church Overseas.

Seven other groups are designed for staff and volunteer personnel of sub-national and denominational units, plus leaders in state, county, local council of churches, and local churches. This set of 'workshops' will seek answers in these areas: Meeting Specific Needs with Self-Produced A-Vs; Setting Up and Maintaining an Effective A-V Library; Helping Local Churches Integrate A-Vs Into Curriculum and Program; Improving Evangelism Efforts with A-Vs; Improving Leadership Education with A-Vs; Improving Missionary Education with A-Vs; and, Designing a Comprehensive A-V Program for Our Constituencies.

All this in the morning, with the afternoons unstructured. This leaves opportunity for denominational meetings, for informal conversations, and private screenings of materials from the world's largest single library of new and current church-related films, filmstrips, recordings, and tapes. Let it

be hoped that each afternoon some group will carry forward constructive exploration in the area of standards for filmstrips, slides, and recordings.

The registration is waived for ministerial students and others pursuing religious education degrees in accredited institutions, and we doubt if any theologian could invest one week of his time to greater long-range benefit to himself and the church he serves than to come to Green Lake September 6-11, 1959.

## Notes on Films

If you measure the 11-minute Coronet film, *Are You Popular?* new version, by the producer's stated purpose, "To present teen-agers with a helpful guide to popularity and to motivate discussion of common social and personal problems," it would rate 'highly useful.' While showing a few things boys and girls should avoid, it keeps to the positive. We see an attractive couple doing the right things. Of course, the off-beat, vacuum-headed youth present in most groups will think some of this too 'square' for him, and, indeed, it will be for him. It will fit most young people to a T. The pity is that the parents of growing young people will not get to see it as often as they should. Imagine substituting a film like this for the 'Bible lesson' on a Sunday morning! Yet, here and there it will be shown to adults in the morning and to young people at fellowship meetings in the evening. Good and useful and highly recommended.

Two new titles for you to be thinking of as you set up your fall program are: *New Faces of Africa* and *None Goes His Way Alone*. We had hoped to be able to preview them in this issue. Now it will be September (this Department vacationing in August). The first is being produced by the Broadcasting and Film Commission of the NCC for the purpose of giving visual background to the overseas study theme for this coming year. It will vividly document the transition which is progressing so rapidly in Africa, and point-up the responsibility and opportunity of the church. The second deals with the rural church, once the center of life for many people, and what has happened to both



of them. It was produced by the Methodist Church (TRAFCO). A second film on the 'home' theme is *The Harvest*. It portrays the problems a rural minister faces in these times. All are 30 minutes, and the first two may be had in color. Book through your local rental library.

We will give you three guesses as to who wrote this: "You can't let other people think for you; you have to think for yourself. Otherwise, you might just as well be in prison."

Answer: A typical, mid-Western teenage girl whose story is told in the 28-minute, B&W, film available from the Anti-Defamation League (515 Madison Ave., N. Y. 22) and excellent for use in conferences, youth fellowships, and in youth-parent 'nights' and programs in and out of the church. Here is an excellent film to suggest to the clubs of your High school, and also to the service clubs of your community. Here is a portrait of integrity to inspire both youth and adults.

## Pictures Can Help

After getting off to a slow start, the 19-minute Eastman Kodak motion picture, *Pictures Teach At Penfield*, shows us how films and pupil-made snapshots

can be integrated into the program of education of a typical up-to-date school. Church leaders can learn from this film, and will learn if we will show it to them and talk out some of the implications. One weakness of the film is that we do not see more of the actual instructional process itself, but you can't put everything in one film and this does show nicely a number of important facets to the programming of pictures in education.

## From the Grass Roots

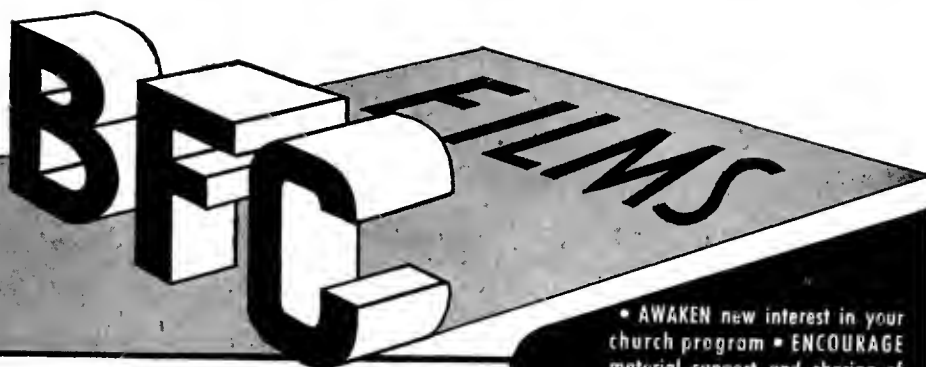
Some one in Mrs. J. R. P.'s denomination ought to ponder this one: She is ready to use visual materials but can't. Her minister is not convinced of their value, and the S.S. superintendent just won't let teachers waste their time with the "stuff." The AV materials nominated in the curriculum outlines won't get very far in that church. Is this a typical or atypical situation? It's bad either way!

Listen to this: "We got a movie machine. The school principal picked it out for us. He said it was the best. The trouble is that it is very heavy, and even our hefty High School boys can hardly carry it. The custodian has refused to. Now it's up to us

teachers. Are all machines that heavy, Mr. Hockman? What can we do? Well, I'd be pleased to have a 2-paragraph reply for her!

From a teacher of Junior Hi young people in a week-day school of religion: "Don't think I want any more Biblical filmstrips unless they are in art. We got weary in our bones of those photographs of actors in make-up and costumes. The first one or two were not so bad, but week after week they lack appeal. I'll take art from now on." This is something for the producers to ponder. There is sense in this observation if you can smelt this kind of ore. I know what he is talking about. Do you?

"My denomination suggests more AV materials from secular sources than it does from religious. What I mean is that so much of it is not in the AVR, and can't be gotten from the average rental library. When there are so many fine films and filmstrips, why do we need to send here and there for materials more related to public than to religious education?" I don't know. Do you? I suggest that Mrs. J. H. ask this question of top AV people in her denomination since they, no doubt, make these suggestions in the curriculum materials.



30 major denominations cooperate through the Broadcasting and Film Commission to bring you powerful, realistic motion pictures produced with professional skill and dramatic talent.

BFC Films are designed for churches to meet specific church needs.



BFC Films MAKE LASTING IMPRESSIONS

*A penetrating analysis of modern Africa specifically designed for the 1959-60 inter-denominational foreign mission study theme.*

## New Faces of Africa

Photographed in living color and with special music and sound effects recorded on location, this motion picture documents modern Africa's surge toward independence.

Representative Africans interpret their convictions in their own words and actions. A pastor speaks of building a self-reliant church. A village chief shows how he has changed old tribal patterns into a modern cooperative. Brilliant young political leaders speak of self-government. A physician points out that even independence cannot be a true freedom without a vital faith to live by.

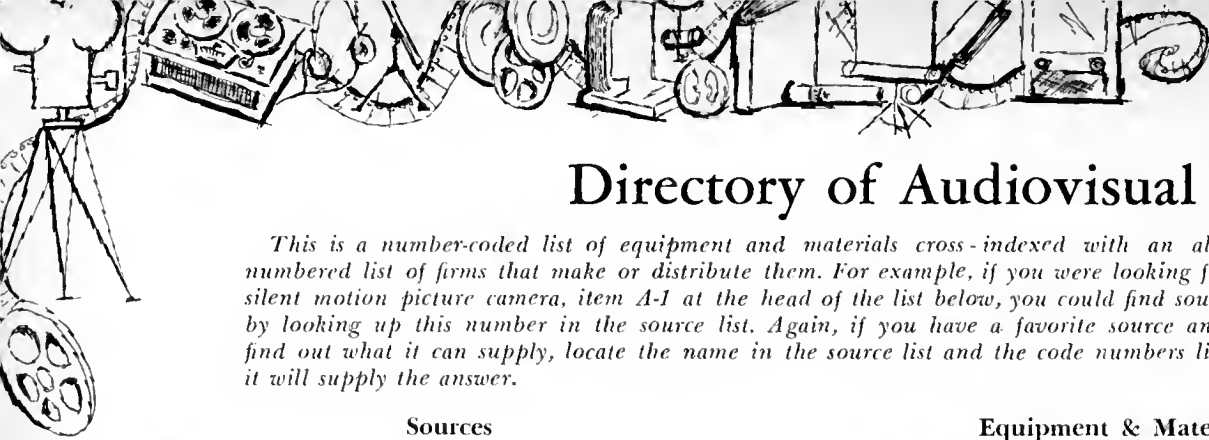
29 minutes

Rental: Black and white \$8.00; color \$12.00

Order from your local film library

**BROADCASTING AND FILM COMMISSION**

National Council of Churches, 220 Fifth Avenue, New York 1, N. Y.



# Directory of Audiovisual Sources

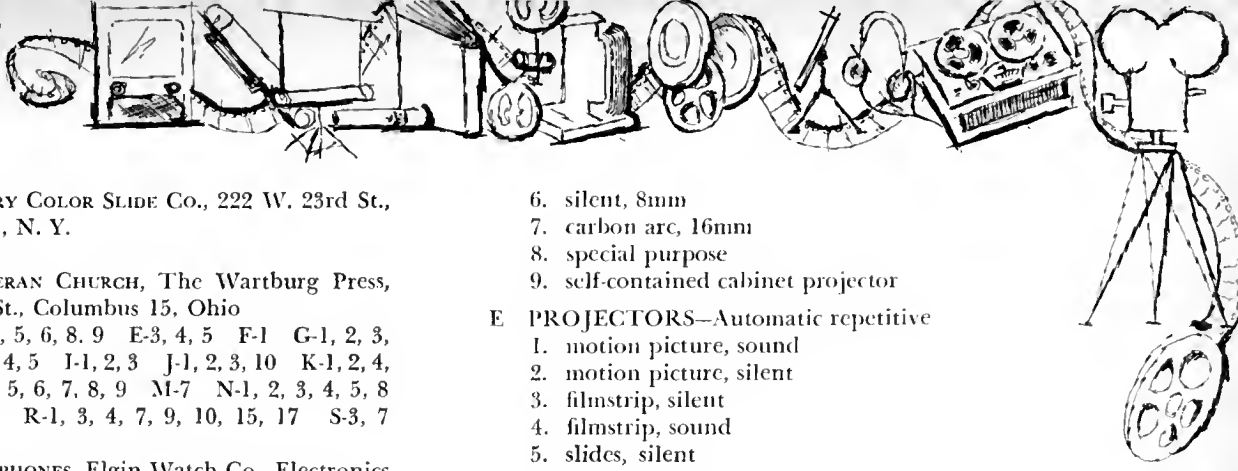
*This is a number-coded list of equipment and materials cross-indexed with an alphabetical, numbered list of firms that make or distribute them. For example, if you were looking for a 16mm silent motion picture camera, item A-1 at the head of the list below, you could find sources simply by looking up this number in the source list. Again, if you have a favorite source and want to find out what it can supply, locate the name in the source list and the code numbers listed under it will supply the answer.*

## Sources

- ACADEMY FILMS, 800 N. Seward, Hollywood 38, Calif.  
C-1, 2, 3, 4, 5, 6, 7, 8, 9 E-1, 2, 3, 4, 5, 6 G-1, 2, 3, 4 J-1, 2, 3 U-5, 12, 14, 21, 24, 26, 27, 28, 30
- ACME BULLETIN AND DIRECTORY BOARD CORP., 37 E. 12th St., New York 3, N. Y.  
K-9 N-9 O-7
- ADLER ELECTRONICS, INC., 1 LeFevre Lane, New Rochelle, N. Y.  
T-4
- ADVANCE FURNACE COMPANY, 2300 E. Douglas Blvd., Wichita, Kans.  
I-2, 4 O-1, 2, 4 T-7
- ALLIED IMPEX CO., 300 Fourth Ave., New York, N. Y.  
A-3, 5, 6 B-2, 3, 6, 7 D-6 E-3, 5 G-1, 3, 8 H-1, 3
- ALLIED RADIO CORPORATION, 111 N. Campbell Ave., Chicago 80, Ill.  
Q-4 R-1, 3, 13, 14, 15, 16, 17, 18, 19 S-6
- ALONGE PRODUCTS, INC., 163 W. 23rd St., New York 11, N. Y.  
R-23
- ALPARK EDUCATIONAL RECORDS, 40 E. 88th St., New York 28, N. Y.  
U-5
- ALTEC-LANSING CORP., 9356 Santa Monica Blvd., Beverly Hills, Calif.  
R-16, 17
- AMBCO, INC., 1222 W. Washington Blvd., Los Angeles 7, Calif.  
F-3, 6
- AMERICAN AIR FILTER CO., Nelson School Div., 215 Central, Louisville 8, Ky.  
M-6
- AMERICAN BIBLE SOCIETY, 440 Fourth Ave., New York 16, N. Y.  
U-22
- AMERICAN CHART SERVICE, INC., 80 Boylston St., Boston 16, Mass.  
O-8, 9
- AMERICAN CRAYON CO., Box 581, Sandusky, Ohio  
O-4, 6
- AMERICAN ELECTRONICS, INC., 9447 W. Jefferson, Los Angeles 16, Calif.  
K-3
- AMERICAN FILM REGISTRY, 1018 S. Wabash Ave., Chicago 5, Ill.  
C-1, 2, 3, 4, 6, 9, 11 D-1, 2, 3, 8, 9 E-1, 2, 3, 5, 6, 7 G-1, 2, 3, 4, 5, 7 H-1, 3, 5 I-1, 2, 3, 4, J-1, 2, 3, 4, 5, 6 L-1, 2, 3, 5, 6, 7, 8 O-1, 2, 3, 4 R-1, 3, 12, 16, 17, 18 T-1, 4 U-6, 7, 8, 9, 12, 18, 19, 22, 27
- AMERICAN GELOSO ELECTRONICS, INC., 312 Seventh Ave., New York 1, N. Y.  
K-3

## Equipment & Materials

- A CAMERAS**
1. motion picture, 16mm, silent
  2. motion picture, 16mm, sound
  3. motion picture, 8mm
  4. television
  5. still, amateur
  6. still, professional
  7. special purpose
  8. picture-in-a-minute
  9. stereo
- B CAMERA ACCESSORIES**
1. film
  2. lenses
  3. tripod
  4. dolly
  5. lights
  6. flash equipment
  7. exposure meter
  8. filters, shades
  9. self-timer
  10. copying stand
  11. title stand
  12. paper, transparencies
  13. processing equipment
  14. animation stand
  15. enlarger
  16. dark room equipment
  17. mounting materials
  18. coloring materials
  19. motors
  20. magazines
  21. booms, cranes (production)
- C LABORATORY SERVICES**
1. complete film or filmstrip production
  2. sounding, synchronizing
  3. titles
  4. editing
  5. processing, printing
  6. cleaning, protecting
  7. rehabilitation
  8. magnetic striping
  9. preserving new prints
  10. mounting
  11. booking and shipping
  12. stock footage
  13. duplicating slides, strips, stereo
  14. record manufacture
- D PROJECTORS—Motion Picture**
1. sound, 16mm, optical
  2. sound, 16mm (magnetic, stop-motion, hi-speed, football, etc., analysis)
  3. television
  4. sound, 35mm
  5. silent, 16mm



AMERICAN LIBRARY COLOR SLIDE CO., 222 W. 23rd St.,  
New York 11, N. Y.

U-2  
AMERICAN LUTHERAN CHURCH, The Wartburg Press,  
55 E. Main St., Columbus 15, Ohio

C-11 D-1, 2, 4, 5, 6, 8, 9 E-3, 4, 5 F-1 G-1, 2, 3,  
5, 6, 7 H-1, 3, 4, 5 I-1, 2, 3 J-1, 2, 3, 10 K-1, 2, 4,  
5, 6 L-1, 2, 3, 5, 6, 7, 8, 9 M-7 N-1, 2, 3, 4, 5, 8  
O-1, 2, 3, 4, 6 R-1, 3, 4, 7, 9, 10, 15, 17 S-3, 7  
U-6, 22

AMERICAN MICROPHONES, Elgin Watch Co., Electronics  
Div., 370 S. Fair Oaks Ave., Pasadena, Calif.  
K-17

AMERICAN MOLDED PRODUCTS CO., 2727 W. Chicago  
Ave., Chicago 22, Ill.  
K-27

AMERICAN OPTICAL CO., Instrument Division, Box A,  
Buffalo 15, N. Y.

A-8, 9 F-6 G-5, 6, 7 K-5, 6  
AMERICAN TELEVISION & RADIO CO., 300 E. Fourth St.,  
St. Paul, Minn.

H-6  
AMPEX AUDIO, INC., 1020 Kifer Rd., Sunnyvale, Calif.  
R-3, 16, 19

AMPEX CORPORATION, Professional Products Div., 934  
Charter St., Redwood City, Calif.  
R-3, 14

AMPLIFIER CORPORATION OF AMERICA, 398 Broadway,  
New York 13, N. Y.  
R-10

ANTREX CORP., 856 N. Rockwell St., Chicago, Ill.  
F-6 R-3, 4, 10, 11, 12, 16, 18, 19 S-2, 3, 4, 5, 8

APEX PERMANENT CRAYON CO., Box 2236, Youngstown  
4, Ohio  
O-4

ARGUS CAMERA, INC., 405 4th St., Ann Arbor, Mich.  
A-3, 5 B-2, 6, 7 D-6 E-5 G-3

ARLINGTON ALUMINUM CO., 19015 W. Davison, De-  
troit 23, Mich.  
O-1, 2

ART COUNCIL AIDS, P.O. Box 641, Beverly Hills, Calif.  
U-2

ARTYPE, INC., 127 S. Northwest Highway, Barrington,  
Ill.  
O-7, 8, 10

ASSOCIATION FILMS, 347 Madison Ave., New York, N.Y.  
U-1, 2, 4, 6, 7, 8, 9, 10, 11, 12, 15, 16, 17, 18, 19, 20,  
21, 22, 23, 24, 25, 26, 27, 28, 29, 30

ASTATIC CORPORATION, Jackson & Harbor Sts., Con-  
neaut, Ohio. R-17

ATHLETIC INSTITUTE, Film Dept., 209 S. State St., Chi-  
cago, Ill. U-8, 20

AUDIO DEVICES, INC., 444 Madison Ave., New York 22,  
N. Y. R-7, 8, 16, 21, 22, 28

AUDIO EDUCATION, INC., 55 5th Ave., New York 3, N.Y.  
U-14, 15, 19, 20, 24, 26 V-1

AUDIO EQUIPMENT CO., INC., Great Neck, N. Y.  
S-9

AUDIO FIDELITY, INC., 750 Tenth Ave., New York 19,  
N. Y.  
R-1, 3, 7, 14, 15, 16, 17, 18, 20

THE AUDIO-MASTER CO., 17 E. 45th St., New York 17,  
N. Y. G-1 R-1, 3, 6, 8 S-4

AUDIO-MATIC VISUAL EQUIPMENT CO., C. J. Ulrich &  
Associates, 1 N. William, Mt. Prospect, Ill.  
G-1, 2

6. silent, 8mm
7. carbon arc, 16mm
8. special purpose
9. self-contained cabinet projector

#### E PROJECTORS—Automatic repetitive

1. motion picture, sound
2. motion picture, silent
3. filmstrip, silent
4. filmstrip, sound
5. slides, silent
6. slides, sound

#### F SPECIAL DEVICES

1. tachistoscopic
2. reading training devices
3. audiometers
4. sight test equipment
5. lie detectors
6. voice devices

#### G PROJECTORS—Still

1. filmstrip, silent
2. filmstrip, sound
3. slides, silent
4. slides, sound
5. slides,  $3\frac{1}{4} \times 4$
6. overhead transparencies
7. opaque
8. micro
9. stereo
10. microfilm, readers, copiers

#### H PROJECTION ACCESSORIES

1. lamps
2. carbons
3. lenses
4. pointers
5. oil
6. voltage regulators, invertors
7. polarized glasses for 3D

#### I PROJECTION STANDS, etc.

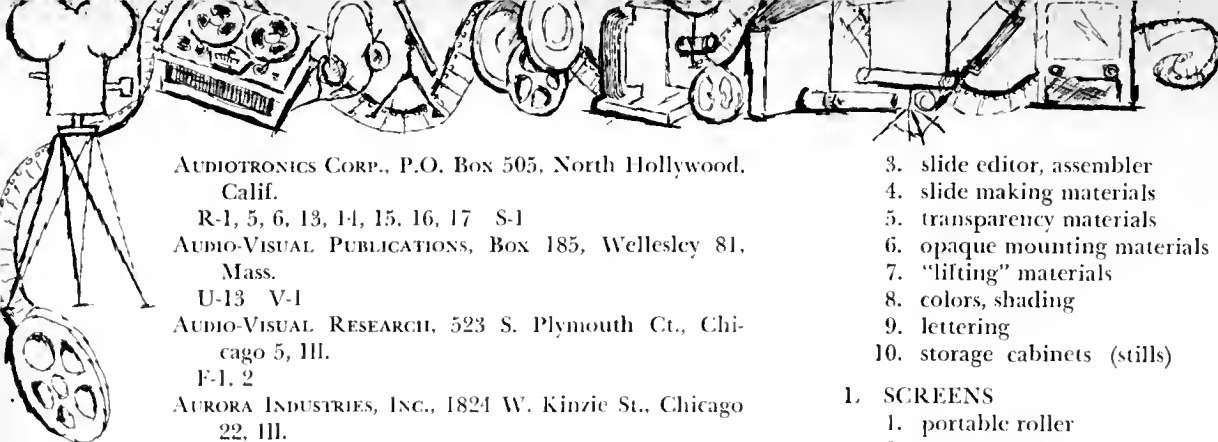
1. folding
2. wheeled
3. including storage cabinet
4. equipment transport carts

#### J FILM CARE

1. reels
2. cans
3. shipping cases
4. inspection machines
5. inspection tables
6. cleaning machines
7. cleaning materials
8. ink, crayon
9. storage cabinets
10. booking forms, files, record systems
11. film editor
12. splicers
13. film cement
14. labels
15. cleaning cloth
16. racks
17. gloves

#### K STILL AND POSTER ACCESSORIES

1. filmstrip containers
2. previewers (slide, strips, stereo)



AUDIOTRONICS CORP., P.O. Box 505, North Hollywood, Calif.  
 R-1, 5, 6, 13, 14, 15, 16, 17 S-1

AUDIO-VISUAL PUBLICATIONS, Box 185, Wellesley 81, Mass.  
 U-13 V-1

AUDIO-VISUAL RESEARCH, 523 S. Plymouth Ct., Chicago 5, Ill.  
 F-1, 2

AURORA INDUSTRIES, INC., 1824 W. Kinzie St., Chicago 22, Ill.  
 L-1, 6, 8

AUSTRALIAN NEWS AND INFORMATION BUREAU, 636 Fifth Ave., New York 20, N. Y.  
 U-27

AVIS FILMS, Box 643, Burbank, Calif.  
 C-1, 2, 3, 4, 5, 6, 8 U-5, 9, 12, 16, 19, 20

SEMON BACHE & Co., Greenwich & Morton Sts., New York 14, N. Y.  
 H-3 K-4

BAILEY FILMS, INC., 6509 De Longpre Ave., Hollywood 28, Calif.  
 U-2, 3, 4, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 24, 25, 26, 27, 28, 29, 30

BARNETT & JAFFE, 6100 N. 21st St., Philadelphia 6, Pa.  
 B-21 K-10

BARRE GRANITE ASSOCIATION, Barre, Vermont  
 U-27

A. H. BAUMHAUER & ASSOCIATES, Box 32, Sappington Sta., St. Louis 23, Mo.  
 K-1 O-3 S-10

BAUSCH & LOMB OPTICAL Co., Rochester 2, N. Y.  
 B-2 G-3, 5, 6, 7, 8 H-3

BECKLEY-CARDY Co., 1900 N. Narragansett Ave., Chicago 39, Ill.  
 G-1, 7 I-3 L-1, 6, 8 M-2, 7 N-1, 2, 3, 5, 8 O-1, 2, 3, 4, 5, 6, 7, 9 Q-1, 2, 3, 4 R-1, 3, 7, 9

BELL & HOWELL Co., 7100 McCormick Blvd., Chicago 45, Ill.  
 A-1, 3, 5, 7, 9 B-2, 6 C-8 D-1, 2, 5, 6, 8 E-5 G-1, 2, 3, 4, 10 H-3, 4 I-2, 3 J-1, 2 R-3 U-4, 5

BELL SOUND SYSTEMS, INC., 555 Marion Road, Columbus 8, Ohio  
 K-3

BERNDT-BACH, INC., 6900 Romaine St., Hollywood 38, Calif.  
 A-2

CHARLES BESELER COMPANY, 219 S. 18th St., East Orange, N. J.  
 E-4 G-3, 5, 6, 7, 10 P-2 R-4

BIOSCOPE MFG. Co., Box 1492, Tulsa, Okla.  
 G-8 H-1 I-4 L-6, 8 U-23

BIRDELL ELECTRONICS Co., 2901 Glendora Ave., Cincinnati 19, Ohio  
 F-1 S-10

BLACKLIGHT CORP. OF LOS ANGELES, 5403 Santa Monica Blvd., Los Angeles 29, Calif.  
 O-12

BLONDER-TONGUE LABORATORIES, 9 Alling St., Newark 2, N. J.  
 R-13, 16, 18, 19 S-1 T-3, 5

BOGEN-PRESTO Co., P.O. Box 500, Paramus, N. J.  
 R-1, 2, 3, 4, 13, 14, 15, 18, 19 S-3, 4, 5 T-6

BRANDON FILMS, 200 W. 57th St., New York 19, N. Y.  
 D-1, 5, 7, 9 E-3, 4 J-1, 2, 3 U-2, 3, 5, 6, 9, 11, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 24, 26, 27, 28, 29, 30

3. slide editor, assembler
4. slide making materials
5. transparency materials
6. opaque mounting materials
7. "lifting" materials
8. colors, shading
9. lettering
10. storage cabinets (stills)

**L. SCREENS**

1. portable roller
2. permanently mounted, large
3. electric roller
4. solid sheet
5. rear projection
6. beaded
7. matte
8. lenticular
9. wide-screen portable
10. shadowboxed
11. perforated
12. shipping cases

**M. BUILDING CONDITIONING**

1. blinds
2. shades
3. drapes
4. skylight control
5. acoustical treatment
6. ventilation
7. seating, furniture
8. stage lighting
9. dimmers
10. spotlights
11. stage curtains, sets

**N. NON-PROJECTED VISUALS**

1. chalk board
2. tack and perforated, etc., board
3. flannel, felt board
4. flat pictures
5. maps, globes
6. models
7. realia, specimens
8. educational games
9. flocked letters, paper, etc.

**O. PRESENTATION MATERIALS**

1. easels
2. paper for easels
3. lectern
4. crayon, chalk, erasers
5. felt-tipped pens
6. inks, transparent, opaque
7. lettering aids
8. tapes, logos for charts
9. mounting materials
10. copy process materials

**P. COPYING PROCESSES**

1. facsimile, verifax, etc.
2. transparency making
3. microfilm
4. microcard
5. diazo

**Q. DEMONSTRATION EQUIPMENT**

1. physics lab
2. chemistry lab

BRAY STUDIOS, INC., 729 Seventh Ave., New York 19,  
N. Y.  
U-9, 17

ARTHUR T. BRICE, 656 Austin Ave., Sonoma, Calif.  
U-23

BRITISH INDUSTRIES CORP.  
R-1, 13, 14, 15, 16, 19

BROADCAST EQUIPMENT SPECIALTIES CORP., P.O. Box  
149, Beacon, N. Y.  
R-3, 7, 10

BROADMAN PRESS, 127 9th Ave., N., Nashville 3, Tenn.  
U-5, 22

BRO-DART INDUSTRIES, 56 Earl St., Newark 5, N. J.  
U-26, 27, 29

W.M. C. BROWN CO., 215 W. 9th St., Dubuque, Iowa  
V-1, 3

BRUMBERGER SALES CORP., 24 34th St., Brooklyn 32,  
N. Y.

A-3, 5 B-6, 16 C-10 D-6 G-3, 9 J-1, 2, 9  
K-1, 2, 4 L-6, 7, 8

BRUSH ELECTRONICS CO., 3405 Perkins Ave., Cleveland  
14, Ohio  
R-17

HERBERT E. BUDEK CO., INC., 324 Union St., Hacken-  
sack, N. J.  
C-1 U-2

BURKE & JAMES, INC., 321 S. Wabash Ave., Chicago 4,  
Ill.

A-1, 4, 5, 6, 7 B-2, 3, 5, 6, 7, 8, 9, 10, 11, 13, 15, 16,  
17 D-5 L-1 M-1, 10 R-3, 7

BUSCH FILM & EQUIPMENT CO., 214 S. Hamilton, Saginaw,  
Mich.  
E-1, 2

BUSINESS EDUCATION FILMS, 46-7 Sixteenth Ave.,  
Brooklyn 19, N. Y.

C-1 U-4

BYRON, INC., 1226 Wisconsin Ave., NW, Washington,  
D. C.

B-14 C-2, 3, 4, 5, 6, 7, 8, 9, 10 J-1, 2, 3

CABOT RECORDS, 4805 Nelson Ave., Baltimore 15, Md.  
R-30

CAEDMON RECORDS, 277 Fifth Ave., New York 16, N. Y.  
R-30

CALIFONE CORP., 1020 N. LaBrea Ave., Hollywood 38,  
Calif.

R-1, 3, 5, 6, 13, 14, 15, 16, 17, 18 S-1

CALVIN PRODUCTIONS, INC., 1105 E. 15th St., Kansas  
City 6, Mo.

C-2, 3, 4, 5, 6, 8, 9, 10 D-1 E-1 J-1, 2, 3

CAMERA EQUIPMENT CO., 315 W. 43rd St., New York  
36, N. Y.

A-1, 2, 3, 4, 7, 8 B-1, 2, 3, 4, 5, 6, 7, 8, 9, 13, 14, 15,  
16, D-1, 2, 3, 4, 5, 6, 7, 8, 9 E-1, 2, 3, 4, 5, 6  
G-1, 2, 3, 4, 5, 6 H-1, 2, 3, I-1, 2 J-1, 2, 3, 4, 5,  
6, 7, 8, 9, 10, 11, 12, 13 K-2, 5 L-1, 2, 3, 4, 5, 6,  
7, 8, 9, 10, 11 O-4, 5, 6, 7 R-1, 7, 10, 13, 15, 16,  
17, 18, 19, 21 T-1, 5, 6 V-1, 3, 4, 5, 6

THE CAMERA MART, INC., 1845 Broadway, New York  
23, N. Y.

B-3, 4, 5 J-6, 7 R-28

CAMERA OPTICS MFG. CO., 37-19 23rd Ave., Long  
Island City 5, N. Y.

G-1, 3

CANYON FILMS OF ARIZONA, 834 N. 7th Ave., Phoenix,  
Ariz.

U-27

3. biological science lab and museum
4. general science room

## R RECORD—RECORD PLAYERS

1. record and transcription player
2. disc recorder
3. tape recorder-player (reel)
4. same, magazine, repeater
5. language lab equipment
6. listening center (earphones)
7. tape
8. tape index
9. tape and record storage
10. lightweight, battery-powered recorder-players
11. dictating machines
12. message repeaters
13. hi-fi components
14. stereo
15. turntables, arms, cartridges
16. speakers
17. microphones
18. amplifiers
19. tuners
20. multiple tape copying
21. bulk crase units
22. shipping containers
23. tape splicers
24. record cleaner
25. synchronizers
26. recorder, 16mm film
27. empty reels
28. editing, splicing tape
29. record filing systems
30. records

## S RADIO

1. classroom receivers
2. broadcast equipment
3. public address
4. intercom, sound distribution systems
5. electronic warning devices
6. teaching kits
7. tubes, supplies
8. mock-ups
9. power megaphones

## T TELEVISION

1. classroom receivers
2. large screen receivers
3. closed circuit radio
4. antennas, antennaplex systems
5. camera and accessories
6. multiplexors
7. titles, lettering
8. videotape
9. TV production services
10. TV background screens

## U INSTRUCTIONAL MATERIALS

1. armed forces
2. arts and crafts
3. cinema arts
4. business education
5. education, teacher training
6. feature films
7. guidance, personal
8. guidance, vocational
9. health, safety
10. home economics

CAPITAL FILM SERVICE, 224 Abbott Road, East Lansing, Mich.

C-1

CARSTON STUDIOS, 215 E. 88th St., New York 28, N. Y.  
J-3, 14

CATHEDRAL FILMS, INC., 140 N. Hollywood Way, Burbank, Calif.  
U-22

CATHOLIC FILM CENTER, 29 Salem Way, Yonkers 3, N. Y.  
D-1 H-1, 3 L-1, 2 U-22

C-B EDUCATIONAL FILMS, 690 Market St., San Francisco, Calif.  
U-13, 14, 17, 21, 23, 24, 25, 26

CEREAL INSTITUTE, INC., 135 S. LaSalle St., Chicago 3, Ill.  
U-9, 10, 21

CHARTMASTERS, INC., 1020 N. Rush St., Chicago 11, Ill.  
N-3 O-1, 2, 11 P-2

CHART-PAK, INC., Leeds, Mass.  
K-8 N-1 O-1, 8, 10

CHASE BAG CO., 1500 S. Delaware Ave., Philadelphia 47, Pa.  
N-3

CHESTERFIELD MUSIC SHOPS, 12 Warren St., New York 7, N. Y.  
R-1, 7, 13, 14, 15, 30 U-13, 15, 19

CHILDREN'S MUSIC CENTER, 2858 W. Pico Blvd., Los Angeles 6, Calif.  
N-3 U-9, 13, 14, 15, 19, 20, 21, 22, 24, 26, 27, 29

CHILDREN'S PRESS, INC., 310 S. Racine Ave., Chicago 7, Ill.  
U-24

CHILDREN'S READING SERVICE, 1078 St. John's Place, Brooklyn 13, N. Y.  
U-15, 23

CHRISTIAN MISSION FILMS, P.O. Box 27833, Hollywood 27, Calif.  
A-2, 3, 9 B-1, 2, 6, 7, 14 C-1, 3 D-1, 3, 4, 5  
E-3, 4, 5, 6 G-1, 2, 3, 4, 5, 9 H-1, 2 J-1, 2, 3  
L-1, 3, 5, 6, 7, 8 U-22

CHURCHCRAFT PICTURES, 3312 Lindell Blvd., St. Louis 3, Mo.  
U-22

CHURCHILL WEXLER FILM PRODUCTIONS, 801 N. Seward St., Los Angeles 38, Calif.  
C-1 U-21, 23, 26

CINEMA ENGINEERING DIV., AEROVox Corp., Burbank, Calif.  
R-21 S-2

CLINGTITE LETTERS, 1533 Hyde Park Blvd., Chicago 15, Ill.  
O-7

JACK C. COFFEY CO., 710 Seventeenth St., North Chicago, Ill.  
I-2, 4 K-10 R-29

GEORGE W. COLBURN LABORATORY, INC., 164 North Wacker Drive, Chicago 6, Ill.  
C-2, 3, 4, 5, 10, 13

COLONIAL PLASTICS CO., 3 S. 12th St., Richmond, Va.  
M-2, 3, 11

11. industrial arts
12. industry, transportation
13. languages
14. language arts, study and communication skills
15. literature and drama
16. mathematics, geometry
17. medical and allied sciences
18. mental health, psychology
19. music
20. physical education, sports
21. primary grade materials
22. religion, ethics
23. biological sciences
24. general science
25. physics, chemistry
26. social studies, economics
27. geography, travel
28. government, politics
29. history, anthropology
30. social problems
31. photography

## V BOOKS

1. on AV education
2. communication arts
3. sources of teaching materials
4. pictorial histories
5. art
6. recorded books

---

COLONIAL WILLIAMSBURG, INC., Williamsburg, Va.  
U-21, 26, 29

COLOR REPRODUCTION CO., 7936 Santa Monica, Hollywood 46, Calif.  
C-4, 5, 6, 8, 9, 10, 13

COLUMBIA RECORDS, INC., 799 Seventh Ave., New York 19, N. Y.  
R-30

COMMERCIAL PICTURE EQUIPMENT, INC., 1802 Columbia Ave., Chicago 26, Ill.  
I-1 L-5, 9

COMPCO CORP., 1800 N. Spaulding, Chicago 47, Ill.  
J-1, 2, 7, 11, 13

CONCORD RECORDS, Musart Distr. Corp., 160 E. 3rd St., Mt. Vernon, N. Y.  
B-5, 6 H-1 U-19

CONCORDIA FILMS, 3558 S. Jefferson Ave., St. Louis 18 Mo.  
U-22

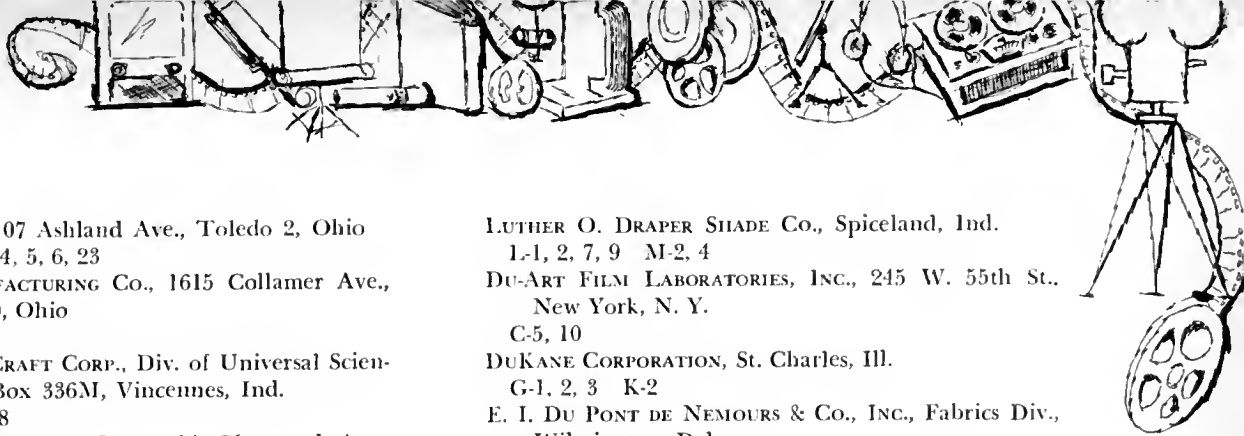
CONSOLIDATED FILM INDUSTRIES, 959 Seward St., Hollywood 38, Calif.  
C-3, 5, 6, 7, 8, 9, 12

CONTEMPORARY FILMS, 267 W. 25th St., New York 1 N. Y.  
U-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30

COOK LABORATORIES, 101 Seward St., Stamford, Conn.  
R-30 U-19 (Test Record)

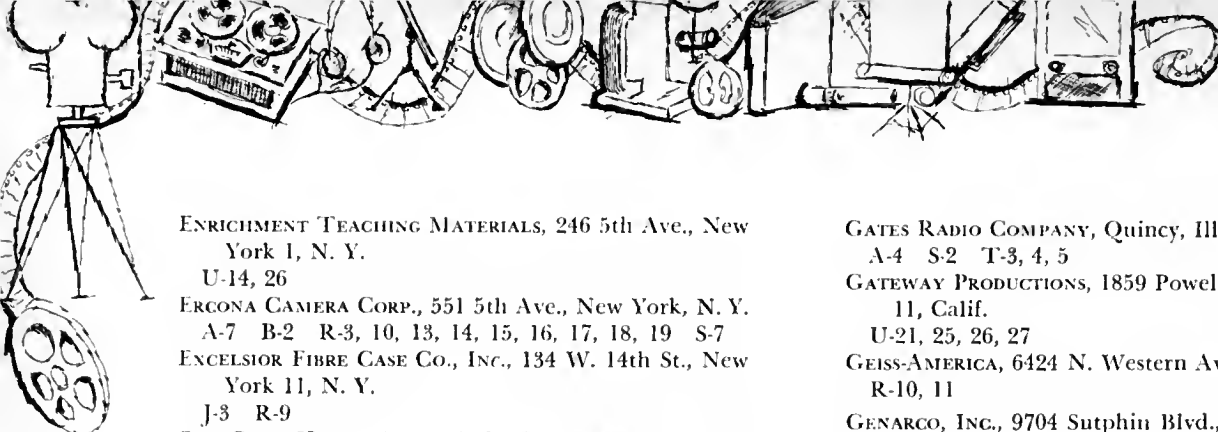
THE COOPERATIVE LEAGUE OF THE U.S.A., 343 S. Dearborn St., Chicago 4, Ill.  
U-26

CORONET FILMS, INC., 65 E. South Water St., Chicago 1, Ill.  
U-4, 5, 7, 8, 9, 10, 12, 13, 14, 15, 16, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29



OSINO, INC., 2107 Ashland Ave., Toledo 2, Ohio  
 E-5, 6 I-2 R-4, 5, 6, 23  
 RAFTINT MANUFACTURING CO., 1615 Collamer Ave.,  
 Cleveland 10, Ohio  
 O-6, 7, 8, 9, 10  
 ROW ELECTRIC-CRAFT CORP., Div. of Universal Scien-  
 tific Corp., Box 336M, Vincennes, Ind.  
 Q-1, 2, 4 S-6, 8  
 CURRICULUM MATERIALS CORP., 14 Glenwood Ave.,  
 Raleigh, N. C.  
 G-1, 2, 3 I-1, 2 J-7 K-1, 2 U-2, 9, 12, 13, 14  
 16, 21, 23, 24, 25, 26, 27, 29, 30  
 USHMAN & DENISON MANUFACTURING CO., 625 Eighth  
 Ave., New York 18, N. Y.  
 O-5  
 AGE TELEVISION, Div. Thompson Ramo Wooldridge  
 Inc., West 10th St., Michigan City, Ind.  
 A-4 T-3  
 AVALON DAGGETT PRODUCTIONS, 441 N. Orange Dr.,  
 Los Angeles 36, Calif.  
 U-2, 24, 26, 27, 29  
 DA-LITE SCREEN CO., Warsaw, Ind.  
 L-1, 2, 3, 4, 5, 6, 7, 8, 9, 11  
 DAREL CO., INC., 156 N. Franklin St., Hempstead,  
 N. Y.  
 J-14 R-8, 28, 29  
 DAYCO PUBLISHING CO., 153 W. Huron St., Chicago  
 10, Ill.  
 U-29  
 DAVIS PRODUCTIONS, Mr. Robert Davis, Cary, Ill.  
 U-27  
 SID DAVIS PRODUCTIONS, 1418 N. Highland Ave., Holly-  
 wood 28, Calif.  
 U-9, 18  
 ANDRE DEBRIE OF AMERICA, INC., 14-29 112th St.,  
 College Point, N. Y.  
 B-13 C-5 D-1 E-1, 2  
 DELTA FILM PRODUCTIONS, INC., 7238 W. Touhy Ave.,  
 Chicago 48, Ill.  
 U-1, 12, 16, 24, 25, 26, 28  
 DENOYER-GEPPERT COMPANY, 5235 Ravenswood Ave.,  
 Chicago 40, Ill.  
 N-5, 6, 7  
 MARK DEUSING FILM PRODUCTIONS, 3874 S. 56th St.,  
 Milwaukee 19, Wis.  
 U-21, 23, 24, 27, 29  
 DIAMOND POWER SPECIALTY CORP., Lancaster, Ohio  
 T-3  
 WALT DISNEY, 16mm Dept., Burbank, Calif.  
 U-6, 23, 27  
 ROBERT DISRAELI FILMS, P.O. Box 343, Cooper Sta.,  
 New York 3, N. Y.  
 U-9, 12, 14, 21, 29  
 DISTRIBUTORS EAST, 625 W. 140th St., New York 31,  
 N. Y.  
 O-9  
 THE DISTRIBUTORS GROUP, 24 Fourteenth St., NW,  
 Atlanta 13, Ga.  
 J-7, 15  
 PAT DOWLING PICTURES, 1056 S. Robertson Blvd., Los  
 Angeles 35, Calif.  
 U-12, 14, 21, 23, 24, 26, 27, 29

LUTHER O. DRAPER SHADE Co., Spiceland, Ind.  
 L-1, 2, 7, 9 M-2, 4  
 DU-ART FILM LABORATORIES, INC., 245 W. 55th St.,  
 New York, N. Y.  
 C-5, 10  
 DUKANE CORPORATION, St. Charles, Ill.  
 G-1, 2, 3 K-2  
 E. I. DU PONT DE NEMOURS & Co., Inc., Fabrics Div.,  
 Wilmington, Del.  
 M-3  
 DURABLE FIBRE SAMPLE CASE Co., 42 E. 20th St., New  
 York 3, N. Y.  
 J-3  
 DURACOTE CORP., 350 N. Diamond St., Ravenna, Ohio  
 M-3, 11  
 EASTMAN KODAK Co., Rochester 4, N. Y.  
 A-1, 3, 5, 6, 7 B-1, 2, 6, 8, 9, 10, 12, 13, 16, 17, 18  
 C-5, 8, 10 D-1, 2, 5, 6, 7, 8 E-5 G-1, 3 H-1  
 J-1, 2, 7, 11 K-4, 5 P-1 U-31  
 EDNALITE OPTICAL Co., 200 N. Water St., Peekskill,  
 N. Y.  
 B-8, 17 H-4  
 EDUCATIONAL AUDIO VISUAL, INC., 57 Wheeler Ave.,  
 Pleasantville, N. Y.  
 C-14 E-3 G-1, 2, 3, 4, 7 R-1, 2, 3, 6, 7, 9, 10, 13,  
 14, 15, 16 U-2, 13, 14, 15, 16, 18, 19, 20, 21, 23,  
 24, 25, 26, 27, 28, 29, 30  
 EDUCATIONAL DEVELOPMENT LABS, INC., 75 Prospect  
 St., Huntington, N. Y.  
 F-1, 2, 6  
 EDUCATIONAL FILMSTRIPS, Box 289, Huntsville, Texas  
 U-5, 8, 14, 30  
 EDUCATIONAL PRODUCTIONS, INC., 1407 Maple Ave.,  
 Hillside, N. J.  
 U-9  
 EDUCATIONAL RECORDING SERVICES, 5922 Abernathy  
 Dr., Los Angeles 45, Calif.  
 U-5, 14, 16, 23  
 EDUCATIONAL SERVICES, INC., 1730 Eye St., N.W., Wash-  
 ington 6, D. C.  
 D-1 G-1, 2, 3, 4 I-2 L-1, 2 N-1, 2, 3, 5 O-1  
 R-1, 5, 6 U-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13,  
 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27,  
 28, 29, 30  
 EDUCATORS PROGRESS SERVICE, Randolph, Wis.  
 V-3  
 ELECTROCHEMICAL PRODUCTS, 60 Franklin St., East  
 Orange, N. J.  
 J-7  
 ELECTROMATIC INDUSTRIES, 3000 Taft St., Hollywood,  
 Fla.  
 H-6  
 ELECTRONIC TEACHING LABS, 1818 M St., N.W., Wash-  
 ington 6, D. C.  
 R-5, 6  
 ENIDE PRODUCTS, 2040 Stoner Ave., Los Angeles 25,  
 Calif.  
 K-4  
 ENCYCLOPAEDIA BRITANNICA FILMS, Films, Incorpo-  
 rated, 1150 Wilmette Ave., Wilmette, Ill  
 G-1 K-2 L-3, 4, 5, 6, 7, 8, 9 U-2, 3, 4, 5, 6, 7, 8,  
 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22,  
 23, 24, 25, 26, 27, 28, 29, 30

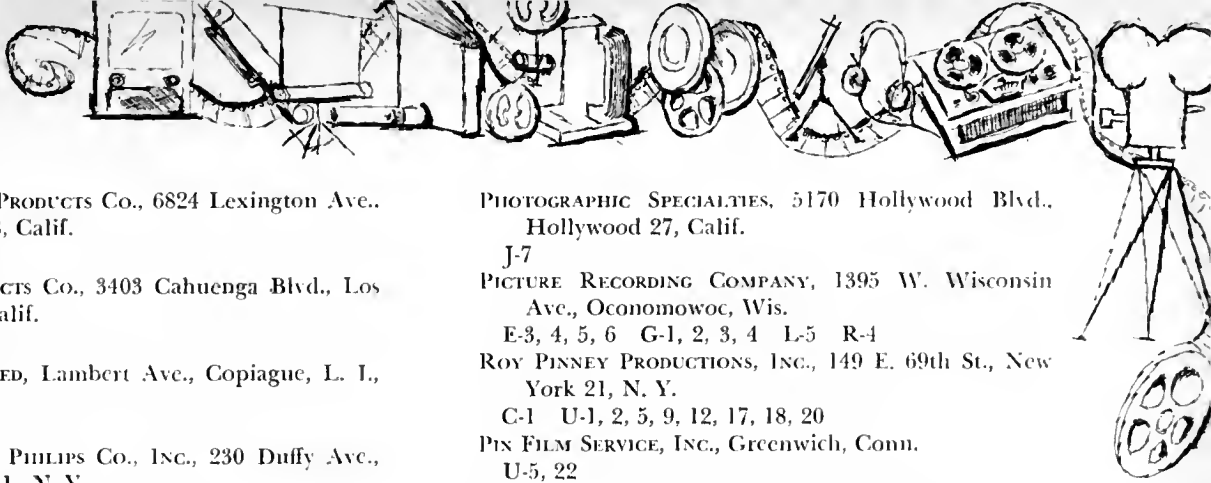


- ENRICHMENT TEACHING MATERIALS, 246 5th Ave., New York 1, N. Y.  
U-14, 26
- ERCONA CAMERA CORP., 551 5th Ave., New York, N. Y.  
A-7 B-2 R-3, 10, 13, 14, 15, 16, 17, 18, 19 S-7
- EXCELSIOR FIBRE CASE CO., INC., 134 W. 14th St., New York 11, N. Y.  
J-3 R-9
- EYE GATE HOUSE, INC., 146-01 Archer Ave., Jamaica 35, N. Y.  
U-5, 7, 8, 9, 11, 12, 14, 15, 16, 17, 19, 20, 21, 22, 24, 26, 27, 28, 29, 30
- FAIRWAY PRODUCTS, INC., 2331 Morris Ave., Union, N. J.  
E-1 D-9
- FAMILY FILMS, INC., 5923 Santa Monica Blvd., Hollywood 38, Calif.  
U-5, 7, 21, 22, 27, 30
- FASS-LEVY FILMS, 1320 Quebec St., Denver 2, Colo.  
C-1 U-3, 9, 27
- FERRODYNAMICS CORP., Sonoram Div., Lodi, N. J.  
R-7, 9
- FIBERBILT CASE CO., 40 W. 17th St., New York 11, N. Y.  
J-3 L-12 R-22
- FILMACK STUDIOS, 1327 S. Wabash Ave., Chicago 5, Ill.  
C-1, 2, 3, 4, 5
- FILM ASSOCIATES OF CALIFORNIA, 11014 Santa Monica Blvd., Los Angeles 25, Calif.  
U-2, 9, 12, 14, 16, 21, 23, 24, 25, 26, 27, 28, 29
- FILMS OF THE NATIONS, 62 W. 45th St., New York 19, N. Y.  
C-1, 11, 12 U-2, 20, 22, 24, 27
- FILMSTRIP DISTRIBUTORS, 757 Skyland Dr., Sierra Madre, Calif.  
N-4 U-12, 14, 17, 21, 22, 23, 26, 27
- FILMSTRIP HOUSE, 347 Madison Ave., New York, N. Y.  
U-14, 16, 21, 24, 26
- FISHER MANUFACTURING CO., 1185 Mr. Read Blvd., Rochester 6, N. Y.  
J-13
- FLEETWOOD FURNITURE CO., Zeeland, Mich.  
1-2, 3 M-12 R-5
- FLORMAN & BABB, INC., 68 W. 45th St., New York 36, N. Y.  
J-11, 12, 13
- FOCUS FILMS CO., 1385 Westwood Blvd., W. Los Angeles 24, Calif.  
U-13
- FOLKWAYS RECORDS, 117 W. 46th St., New York 19, N. Y.  
R-5, 7, 30 U-2, 6, 13, 14, 15, 19, 21, 23, 24, 26, 27, 28, 29, 30
- FORSE MFG. CO., 2347 Sullivan Ave., St. Louis, Mo.  
M-2, 3, 11
- FO/TONICS CORP., 1035 Lake St., Chicago 7, Ill.  
K-5
- FOTOTYPE, INC., 1416 W. Roscoe St., Chicago 13, Ill.  
B-11 K-9 O-7 T-7
- FRANCISCAN FILMS, 950 Columbus Ave., San Francisco, Calif.  
C-4, 5, 6, 10, 11
- FRENDAI PRODUCTIONS, INC., 435 S. El Molino, Pasadena 5, Calif.  
C-1, 2, 3 U-5, 11, 21
- GATES RADIO COMPANY, Quincy, Ill.  
A-4 S-2 T-3, 4, 5
- GATEWAY PRODUCTIONS, 1859 Powell St., San Francisco 11, Calif.  
U-21, 25, 26, 27
- GEISS-AMERICA, 6424 N. Western Ave., Chicago 45, Ill.  
R-10, 11
- GENARCO, INC., 9704 Sutphin Blvd., Jamaica 35, N. Y.  
E-5, 6 G-5
- GENERAL ELECTRIC CO., Photo Lamp Dept., Nela Park Cleveland 12, Ohio  
H-1
- GENERAL ELECTRIC LABORATORIES, 195 Massachusetts Ave., Cambridge, Mass.  
R-5
- GENERAL FILM LABORATORIES, 1546 N. Argyle, Hollywood 28, Calif.  
C-2, 3, 4, 5, 6, 7, 8, 9, 10, 13
- GENERAL PRECISION LAB., Industrial Products Div. Pleasantville, N. Y.  
A-4 D-3, 4 T-1, 2, 3, 5
- GERMAIN SCHOOL OF PHOTOGRAPHY, 225 Broadway New York, N. Y.  
V-1
- GIANTVIEW CLOSED CIRCUIT TV NETWORK, 901 Livermore St., Ferndale 20, Mich.  
T-2
- GOLDBERG BROS., 3500 Walnut St., Denver, Colo.  
J-1, 2, 3
- GOSPEL FILMS, INC., P.O. Box 455, Muskegon, Mich.  
U-22
- GRAFLEX, INC., 3750 Monroe Ave., Rochester 3, N. Y.  
A-5, 6, 9, 10 B-2, 3, 6 D-1 E-3, 4, 5 F-1 G-1 2, 3, 8 H-3, 5 K-2, 4 R-1
- GREAT MOMENTS OF THE DANCE, P.O. Box 486, Palm Beach, Fla.  
U-2
- L. CHARLTON GREENE CO., 314 Washington St., Newton 58, Mass.  
R-1
- GRISWOLD MACHINE WORKS, Port Jefferson, N. Y.  
J-12
- GROVER-JENNINGS PRODUCTIONS, INC., P.O. Box 303 Monterey, Calif.  
U-27
- GRUBER PRODUCTS CO., 2223 Albion St., Toledo 6, O.  
I-1, 2, 4
- HAMILTON ELECTRONICS CORP., 2726 W. Pratt Ave. Chicago 45, Ill.  
R-1, 6, 16, 17, 18
- HARPER & BROS., 49 E. 33rd St., New York 16, N. Y.  
V-1, 5
- HARVEST FILMS, 90 Riverside Drive, New York 24 N. Y.  
C-1, 4 U-2, 5, 9, 12, 17, 18, 20, 21, 23, 26, 27
- HARWALD COMPANY, 1245 Chicago Ave., Evanston, Ill.  
D-1, 8, 9 E-1, 2, 5, 6 J-6, 7, 9, 11, 12, 13
- KARL HEITZ, INC., 480 Lexington Ave., New York 17 N. Y.  
A-3, 5, 6 B-2, 6, 7, 10, 15, 16, 17 H-3 K-2



- HERRICK MICRO-PROJECTOR, 2457 Holmes St., Kansas City, Mo.  
G-8
- FRANK HOLMES LABORATORIES, INC., 1947 First St., San Fernando, Calif.  
C-13
- HOLLYWOOD FILM ENTERPRISES, INC., 6060 Sunset Blvd., Hollywood 28, Calif.  
B-2 C-3, 4, 5, 6, 7 J-1, 2, 3 U-27
- HENRY HOLT & Co., 383 Madison Ave., New York 17, N. Y.  
V-1
- TOM HOTCHKISS COLOR PRODUCTIONS, 6737 Mitchell Ave., Arlington, Calif.  
O-1, 2, 3, 4, 5, 6, 8 U-4, 8, 10, 11, 12, 17, 19, 20, 22, 24, 26, 27, 28, 30
- HUDSON PHOTOGRAPHIC IND., INC., Mount Airy Road, Croton-on-Hudson, New York, N. Y.  
B-16, 17 O-9
- HUNTER DOUGLAS DIVISION, Bridgeport Brass Co., 405 Lexington Ave., New York 17, N. Y.  
M-1, 6
- INSTRUCTOMATIC, INC., 8300 Fenkell, Detroit 38, Mich.  
R-5
- IDEAL PICTURES CORP., 58 E. South Water St., Chicago 1, Ill.  
D-1, 2, 3, 4, 5, 6, 7 E-1, 2, 3, 4, 5, 6 G-1, 2, 3, 4, 5, 6, 7, 8, 9, 10 H-1, 2, 3, 4, 5, 6 I-1, 2, 3, 4 J-1, 2, 3, 4, 5, 6, 7, 11, 12, 13 K-1, 2, 3, 4 L-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 M-1, 2, 3, R-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 16, 17, 18, 19 U-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30
- ICR CORP. VISION, INC., 635 Madison Ave., New York 22, N. Y.  
O-1 T-7 U-1, 4, 5, 9, 12, 13 V-1, 2
- IMPCO, INC., 1050 Boulevard, New Milford, N. J.  
N-1, 2, 3, 9 O-1, 4
- INTERNATIONAL FILM BUREAU, 57 E. Jackson Blvd., Chicago 4, Ill.  
I-1, 2, 3, 4 J-1, 2, 3, 4, 5, 6, 7, 9, 10 K-1, 2 U-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30
- INTERNATIONAL FILM FOUNDATION, INC., 1 E. 42nd St., New York 17, N. Y.  
U-26, 27
- INTERNATIONAL SCREEN ORGANIZATION, 1445 18th Ave., North, St. Petersburg 4, Fla.  
U-5, 24
- INTERNATIONAL 16MM CORP., 165 W. 48th St., New York 19, N. Y.  
U-19
- JACRONDA MFG. CO., 5449 Hunter St., Philadelphia, Pa.  
N-1, 3, 8 O-1 U-5, 14, 21
- JAM HANDY ORGANIZATION, 2821 E. Grand Blvd., Detroit 11, Mich.  
U-2, 5, 7, 8, 9, 11, 12, 14, 15, 16, 17, 18, 19, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30
- JENTZEN-MILLER Co., 585 Stephenson Highway, Troy, Mich.  
R-5
- J-M DEVELOPMENTS Co., 116 W. 29th St., New York, N. Y.  
R-26
- JOANNA WESTERN MILLS Co., 22nd & Jefferson Sts., Chicago, Ill.  
M-2, 3, 4, 11
- JOHNSON & JOHNSON, Educational Dept., New Brunswick, N. J.  
U-9
- THE JUDY COMPANY, 310 N. Second St., Minneapolis 1, Minn.  
N-3, 9 O-1
- KALART COMPANY, INC., Plainville, Conn.  
J-11, 12, 13
- KEN-A-VISION MFG. Co., Raytown, Mo.  
G-8
- KEN-ROL-IT PRODUCTS Co., 810 Madison Ave., Toledo 2, Ohio  
I-1, 2, 4
- KEYSTONE CAMERA Co., 151 Hallett St., Boston 24, Mass.  
A1-, 3 D-5, 6 E-5
- KEYSTONE VIEW Co., Meadville, Pa.  
F-1, 2, 4 G-5, 6 K-4 U-2, 9, 11, 12, 15, 16, 17, 20, 21, 22, 23, 24, 25, 26, 27, 29
- KLEARCITE SCREEN Co., 1432 N. Orleans St., Chicago 10, Ill.  
L-5
- KINEVOX-HALLEN, 1646 — 18th St., Santa Monica, Cal.  
R-3, 23
- KWIK COPY Co., 608 S. Dearborn St., Chicago 5, Ill.  
P-1, 2
- LABCRAFT INTERNATIONAL CORP., 4019 Prospect Ave., Cleveland, Ohio.  
C-5
- LABELLE INDUSTRIES, 510 S. Worthington St., Oconomowoc, Wis.  
E-4, 5, 6 G-2, 3, 4 R-3, 4, 14
- LAFAYETTE INSTRUMENT Co., North 26th & 52 By-Pass, Lafayette, Ind.  
D-7 F-2
- LAFAYETTE RADIO, P.O. Box 511, Jamaica 31, N. Y.  
A-5 B-2, 3, 6, 7, 8 G-3 H-6 N-5 O-7 R-1, 3, 4, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21 S-1, 3, 4, 5, 6, 7 T-4 U-13, 19, 23 V-2
- LAKESIDE LABORATORY, Box 2408, Gary 5, Ind.  
C-5, 6, 7, 8, 9, 10
- LANCE COLOR STUDIOS, 424 E. 89th St., New York, N.Y.  
C-1, 3, 5, 6, 7, 10, 13 P-1, 2, 3, 4
- LANGUAGE TRAINING AIDS, Boyds, Md.  
R-5
- LEARNING THROUGH SEEING, INC., Sunland, Calif.  
F-1 U-5, 14
- E. LEITZ, INC., 468 Fourth Ave., New York 16, N. Y.  
A-5, 6 G-1, 3, 6, 8
- LEVELOR LORENTZEN, INC., 720 Monroe St., Hoboken, N. J.  
M-1, 4, 6
- LEWIS FILM SERVICE, 1425 E. Central, Wichita, Kans.  
A-1, 2, 3 C-4, 6, 9, 11 D-1 G-1, 2 J-1, 2, 3, U-3, 6, 7, 8, 15, 19, 20, 22, 27, 29, 30
- LIBRAPHONE, INC., 10 E. 44th St., New York 17, N. Y.  
R-1, 30 U-15 V-7

- LIFE FILMSTRIPS, 9 Rockefeller Plaza, New York 20, N. Y.  
U-26
- LIGHTMASTER SCREEN CO., 12270 Montague St., Bldg. 57, Pacoima, Calif.  
L-4, 8
- LONG FILMSLIDE SERVICE, 7505 Fairmount Ave., El Cerrito, Calif.  
C-1, 2 U-5, 9, 20, 21, 23, 24, 25, 26, 28
- LUCIPHONE, INC., 5130 Edwin, Detroit 12, Mich.  
R-3, 4
- F. G. LUDWIG, INC., 151 Coulter Place, Old Saybrook, Conn.  
O-10 P-2
- MACKIN VENETIAN BLIND CO., 300 W. 6th St., Moline, Ill.  
M-1
- MAGNECORD DIV., Midwestern Inst. Inc., 41st St. & Sheridan Rd., Tulsa, Okla.  
R-1, 3, 5, 14, 18, 20 U-5
- MAGNETIC PRODUCTS DIV., Minnesota Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.  
R-7, 14, 15 T-8
- MAGNETIC RECORDING INDUSTRIES, 126 Fifth Ave., New York 11, N. Y.  
R-5
- MAJESTIC INTERNATIONAL SALES, 743 N. LaSalle St., Chicago 10, Ill.  
R-1, 3 S-1
- MANHATTAN COLOR LABORATORY, 210 W. 65th St., New York 23, N. Y.  
C-13
- MARANTZ COMPANY, 25-14 Broadway, Long Island City 6, N. Y.  
R-13, 14, 18
- MARCELLUS MANUFACTURING CO., P.O. Box 2, Belvidere, Ill.  
D-1
- MASONITE CORP., 111 W. Washington St., Chicago 2, Ill.  
N-2 U-12
- MCGRAW-HILL TEXT-FILM DEPT., 330 W. 42nd St., New York 36, N. Y.  
U-5, 7
- MEDICAL ARTS PRODUCTIONS, 821 Market St., San Francisco 3, Calif.  
U-9, 17
- ROBERT C. MERCHANT, 1702 Annandale Rd., Falls Church, Va.  
R-5
- MESTON'S TRAVELS, INC., 3801 N. Piedras, El Paso, Texas  
R-25 U-27
- METHODIST BOARD OF MISSIONS, 150 Fifth Ave., New York, N. Y.  
U-22, 27, 30
- THE METHODIST PUBLISHING HOUSE, 201 Eighth St., South, Nashville 2, Tenn.  
U-22
- MEYERCORD COMPANY, 5235 W. Lake St., Chicago 44, Ill.  
J-14
- MILADY PUBLISHING CORP., 3839 White Plains Ave., New York 67, N. Y.  
R-25 U-8
- MILLER MANUFACTURING CO., 3310 E. Roxbury Road, NE, Atlanta 5, Ga.  
I-2
- WARREN MILLER PRODUCTIONS, 113 N. Vermont, Los Angeles 4, Calif.  
U-20, 27
- MINNEAPOLIS HONEYWELL CORP., Heiland Div., Denver, Colo.  
B-5, 6 G-1, 3, 5
- MIRATEL, INC., 1080 Dionne St., St. Paul 13, Minn.  
A-4 B-2, 3, 4 D-3 S-1, 5 T-1, 2, 3, 5, 6
- MITCHELL CAMERA CORP., 666 W. Harvard St., Glendale 4, Calif.  
A-1 B-2, 3
- M-O PUBLISHERS, Box 406, State University, Pa.  
V-1
- MOBILE-TRONICS, 1703 Westover Rd., Morrisville, Pa.  
R-1, 3, 5, 14
- MODERNOPHONE-LINGUAPHONE, 30 Rockefeller Plaza, New York 20, N. Y.  
R-5 U-13
- MONITOR LANGUAGE LABORATORIES, INC., 1818 M St., NW, Washington 6, D. C.  
R-5
- MOODY INSTITUTE OF SCIENCE, 11428 Santa Monica Blvd., Los Angeles 25, Calif.  
N-4 U-23, 24, 25, 26
- MOTION PICTURE ENTERPRISES, INC., Tarrytown<sup>o</sup> 83, N. Y.  
H-1 J-1, 2, 3, 5, 7, 13
- MUTUAL AIDS, 1946 Hillhurst Ave., Los Angeles 27, Calif.  
N-9 O-7
- NAREN INDUSTRIES, INC., 2104-06 N. Orchard St., Chicago 14, Ill.  
G-3
- NATIONAL ACADEMY OF ADULT JEWISH STUDIES OF THE UNITED SYNAGOGUE OF AMERICA, 1109 5th Ave., New York 38, N. Y.  
U-22
- NATIONAL AUDIOVISUAL ASSOCIATION, Fairfax, Va.  
V-1
- NATIONAL CINEMA SERVICE, 71 Dey St., New York 7, N. Y.  
A-1, 2, 3 D-1, 2, 5, 6 U-6
- NATIONAL FILM BOARD OF CANADA, Canada House, 680 5th Ave., New York 19, N. Y.  
U-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30
- NATIONAL TELEFILM ASSOCIATES, 10 Columbus Circle, New York, N. Y.  
U-6, 19
- NCCC BROADCASTING AND FILM COMMISSION, 220 5th Ave., New York 1, N. Y.  
U-22
- NEGAFILM COMPANY, Box 405, Doylestown, Pa.  
J-9 K-1
- NEUBACHER PRODUCTIONS, 10609 Bradbury Rd., Los Angeles 64, Calif.  
U-8, 14, 24, 26
- NEUMADE PRODUCTS, 250 W. 57th St., New York, N. Y.  
I-2, 3, 4, 5 J-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 16  
K-1, 10 R-9
- NEW AMERICAN LIBRARY OF WORLD LITERATURE, INC., 501 Madison Ave., New York 22, N. Y.  
V-2, 3, 5



NEWCOMB AUDIO PRODUCTS Co., 6824 Lexington Ave., Hollywood 38, Calif.  
R-1, 14 S-1, 3

NICHOLSON PRODUCTS Co., 3403 Cahuenga Blvd., Los Angeles 28, Calif.  
J-7

NIFE, INCORPORATED, Lambert Ave., Copiague, L. I., N. Y.  
H-4

NORTH AMERICAN PHILIPS Co., Inc., 230 Duffy Ave., Hicksville, L. I., N. Y.  
R-1

NORTHERN FILMS, 1947 14th Ave. N., Seattle 2, Wash.  
U-5, 12, 27, 29

NUCLEAR PRODUCTS, 10173 E. Rush St., P.O. Box 649, El Monte, Calif.  
B-16 J-7 R-24

A. J. NYSTROM & Co., 3333 Elston Ave., Chicago 18, Ill.  
N-5, 6

THE OHIO FLOCK-COTE Co., 5713 Euclid Ave., Cleveland 3, Ohio  
N-3, 8, 9 O-1 U-21

ORRADIO INDUSTRIES, Inc., Shanitock Circle, Opelika, Ala.  
R-7, 27, 28

OZALID, AUDIOVISUAL PRODUCTS, Johnson City, N. Y.  
K-4, 5, 8, 9 L-5, O-6, 10 P-2 R-1, 4

PAILLARD INCORPORATED, 100 Sixth Ave., New York 13, N. Y.  
A-1, 6 B-2, 21

PANORAMIC STUDIOS, 6122-24 N. 21st St., Philadelphia 38, Pa.  
N-5, 6

PARK FILMS, 228 N. Almont Drive, Beverly Hills, Calif.  
U-27

PATHE NEWS, Inc., 245 W. 55th St., New York 19, N. Y.  
U-1, 2, 9, 11, 12, 17, 19, 20, 23, 24, 25, 26, 27, 28, 29, 30

PATHESCOPE EDUCATIONAL FILMS, 10 Columbus Circle, New York 19, N. Y.  
U-1, 10, 13

PAULMAR, Inc., 1449 Church St., Northbrook, Ill.  
I-3 J-4, 7, 9

PEERLESS FILM PROCESSING CORP., 165 W. 46th St., New York 19, N. Y.  
C-6, 7, 9

PENTRON CORP., 777 S. Tripp Ave., Chicago 24, Ill.  
R-3

PERCEPTUAL DEVELOPMENT LABORATORIES, 6767 Southwest Ave., St. Louis 17, Mo.  
C-1, 3, 4 D-8 F-2 U-1, 9

PETITE FILM Co., 4135 39th Ave. S., Seattle 18, Wash.  
U-5, 23, 24, 27

PHASE FILMS, 656 Austin Ave., Sonoma, Calif.  
U-23, 24

PHILCO CORPORATION, Government & Industrial Div., 4700 Missahickon Ave., Philadelphia 44, Pa.  
R-1, 7, 13, 14, 15, 16, 18, 19 S-1, 7 T-1, 3, 4, 5, 6

PHOTO ARTS STUDIO, 962 Salisbury Court, Lancaster, Pa.  
U-22, 26

PHOTOGRAPHIC SPECIALTIES, 5170 Hollywood Blvd., Hollywood 27, Calif.  
J-7

PICTURE RECORDING COMPANY, 1395 W. Wisconsin Ave., Oconomowoc, Wis.  
E-3, 4, 5, 6 G-1, 2, 3, 4 L-5 R-4

ROY PINNEY PRODUCTIONS, Inc., 149 E. 69th St., New York 21, N. Y.  
C-1 U-1, 2, 5, 9, 12, 17, 18, 20

PIN FILM SERVICE, Inc., Greenwich, Conn.  
U-5, 22

PLASTIC PRODUCTS, Inc., 1822 East Franklin St., Richmond 21, Va.  
M-3

POETRY RECORDS, 475 5th Ave., New York 17, N. Y.  
U-14, 15

POLACOAT, Inc., 9750 Conklin Rd., Blue Ash, Ohio  
H-7 L-2, 4, 5 T-10

POLAROID CORPORATION, Cambridge 39, Mass.  
A-8 B-1, 6, 10, 12, 13 G-4 K-4, 5

PORTAFILMS, Orchard Lake, Mich.  
U-14, 21, 22

FREDERICK POST Co., 3650 N. Avondale Ave., Chicago 18, Ill.  
O-10 P-1, 2

PRECISION FILM LABORATORIES, 21 W. 46th St., New York 19, N. Y.  
C-5

PREMIER MATERIALS Co., 3717 N. Halsted St., Chicago 13, Ill.  
I-1

PROJECTION OPTICS Co., 271 11th Ave., E. Orange, N. J.  
G-6, 7

PROJECTO-CHARTS, 2537 Linda Vista Ave., Napa, Calif.  
U-23, 24, 25

PROJECTORGRAPH CORP., P.O. Box 674, Oshkosh, Wisc.  
E-5, 6

PSYCHOTECHNICS, 105 W. Adams St., Chicago, Ill.  
F-2

PYRAMID ENTERPRISES, 3815 Trimble Road, Nashville 12, Tenn.  
R-1

QUIK-SET, Inc., 8121 Central Park Ave., Skokie, Ill.  
B-3, 4 G-3

RADIANT LAMP CORP., 300 Jelliff Ave., Newark 8, N. J.  
H-1

RADIANT MFG. CORP., 8220 N. Austin Ave., Morton Grove, Ill.  
L-1, 2, 3, 4, 5, 6, 7, 8, 9, 11

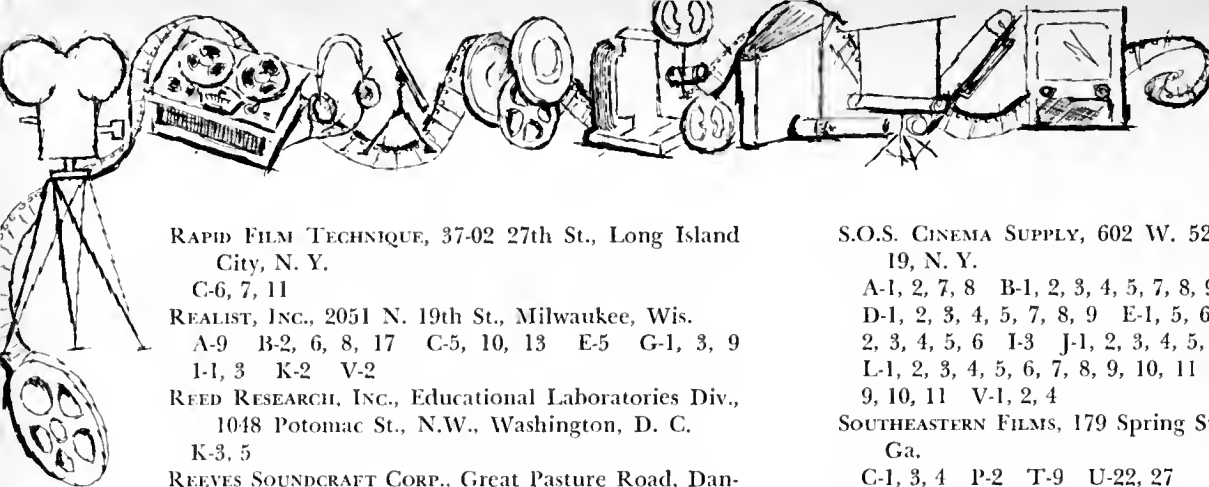
RADIO CORP. OF AMERICA, Audio Visual Products, RCA Victor Div. Bldg., Camden, N. J.  
D-1, 2, 7 H-6 R-1, 3, 5, 16, 17, 18 S-3, 4

RADIO CORP. OF AMERICA, Educational Services, RCA Victor Div., Bldg. 2-2, Camden, N. J.  
A-4 B-2, 3, 4, 5 D-1, 2, 3, 4, 7 H-1, 2, 3, 5, 6 O-3 R-3, 5, 6, 7, 13, 14, 15, 16, 17, 18, 19 S-1, 2, 3, 4, 7 T-1, 2, 3, 4, 5, 6 U-13, 14, 15, 19, 21

RADIO-MAT SLIDE Co., 222 Oakridge Blvd., Daytona Beach, Fla.  
K-4

RAND McNALLY & Co., 8255 N. Central Park, Skokie, Ill.  
N-5 U-5, 26, 27

RANGERTONE, Inc., 73 Winthrop St., Newark 4, N. J.  
C-2 R-3



RAPID FILM TECHNIQUE, 37-02 27th St., Long Island City, N. Y.

C-6, 7, 11

REALIST, INC., 2051 N. 19th St., Milwaukee, Wis.

A-9 B-2, 6, 8, 17 C-5, 10, 13 E-5 G-1, 3, 9 I-1, 3 K-2 V-2

REED RESEARCH, INC., Educational Laboratories Div., 1048 Potomac St., N.W., Washington, D. C.

K-3, 5

REEVES SOUNDRAFT CORP., Great Pasture Road, Danbury, Conn.

R-7

FRANK A. REID, 1210 Westway Blvd., McAllen, Texas

L-4 N-3

F. P. REITER, 3340 Bonnie Hill Dr., Los Angeles 28, Calif.

R-23

RICHARD MANUFACTURING Co., 5914 Noble St., Van Nuys, Calif.

B-16 K-1

C. P. RICHTER, 2622 Farwell Ave., Chicago, Ill.

H-4

ROBERTS ELECTRONICS, 1045 N. Sycamore, Los Angeles, Calif.

R-3

ROBINS INDUSTRIES CORP., 36-27 Prince St., Flushing 54, N. Y.

J-2, 7 R-21, 23, 24, 28

RONALD PRESS, 15 E. 26th St., New York, N. Y.

V-1, 2, 5

SAFE-LOCK, INC., 870 W. 25th St., Hialeah, Fla.

B-3, 10 I-1, 2

SAMPSON ELECTRONICS, Central City, Nebr.

R-1, 2, 3, 4, 5, 6, 7, 16, 17, 18, 19, 21

SCREEN NEWS DIGEST, 450 W. 56th St., New York 19, N. Y.

U-26

SCRIPTURE PRESS, 1825 College Ave., Wheaton, Ill.

U-22

SEAL, INC., Shelton, Conn.

K-5, 6, 7 O-9 P-2

SELECT FILM LIBRARY, 138 E. 44th St., New York 17, N. Y.

U-19

DONNLU SIEGEL CORP., 148 W. Michigan Ave., Jackson, Mich.

R-25

SIMPSON OPTICAL MFG. Co., 3200 W. Carroll Ave., Chicago, Ill.

H-3

SKIBO PRODUCTION, INC., 165 W. 46th St., New York 19, N. Y.

U-6, 20

SMITH SYSTEM MANUFACTURING Co., 212 Ontario St., SE, Minneapolis 14, Minn.

I-2, 3, 4 J-16 K-10 R-29

SOCIETY FOR FRENCH-AMERICAN CULTURAL SERVICES AND EDUCATIONAL AID, 972 Fifth Ave., New York 21, N. Y.

U-13, 19, 27

SOCIETY FOR VISUAL EDUCATION, 1345 W. Diversey Blvd., Chicago 14, Ill.

C-1, 2, 3, 4, 5, 10, 13 K-1 U-1, 2, 4, 5, 7, 8, 9, 10, 13, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30

S.O.S. CINEMA SUPPLY, 602 W. 52nd St., New York 19, N. Y.

A-1, 2, 7, 8 B-1, 2, 3, 4, 5, 7, 8, 9, 10, 11, 13, 14, 21 D-1, 2, 3, 4, 5, 7, 8, 9 E-1, 5, 6 G-3, 4, 10 H-1, 2, 3, 4, 5, 6 I-3 J-1, 2, 3, 4, 5, 6, 7, 8, 9, 11 K-1 L-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 M-1, 2, 3, 6, 7, 8, 9, 10, 11 V-1, 2, 4

SOUTHEASTERN FILMS, 179 Spring St. N.W., Atlanta 3, Ga.

C-1, 3, 4 P-2 T-9 U-22, 27

SOUTHERN SCHOOL SERVICE, INC., Box 328, Canton, N. C.

I-3

SPIN-A-TEST, 670 Gould Ave., P.O. Box 241, Hermosa Beach, Calif.

N-1, 3, 8 U-5, 13, 16, 19

SPINDLER & SAUPPE, INC., 2201 Beverly Blvd., Los Angeles 4, Calif.

E-5, 6 G-3, 4, 9 I-1 L-5

SQUIBB-TAYLOR, INC., 1213 S. Akard, Dallas 2, Texas

G-7 H-3, 4 I-2

STANBOW PRODUCTIONS, INC., 12 Cleveland St., Vallalla, N. Y.

U-2, 3, 7, 9, 10, 13, 21, 24, 26, 27, 29, 30

STANCIL-HOFFMAN CORP., 921 N. Highland Ave., Hollywood 38, Calif.

J-1 R-3, 5, 7, 10, 20, 21

STANDARD CAMERA CORPORATION, 319 5th Ave., New York 16, N. Y.

A-5, 6 B-1, 2, 6, 7, 8, 19, 20

STANDARD PROJECTOR & EQUIPMENT Co., 7106 W. Touhy Ave., Niles, Ill.

G-1, 3 K-2 L-6, 8

STAPLES-HOPPMANN, INC., 500 E. Monroe Ave., Alexandria, Va.

D-9 E-1, 2, 3, 4, 5, 6 G-1, 3, 4

STAR RECORD Co., 243 W. 72nd St., New York 23, N.Y.

R-30

STEWART-TRANS-LUX CORP., 1161 W. Sepulveda Blvd., Torrance, Calif.

L-5

STIK-A-LETTER Co., R. 2, Box 286, Escondido, Calif.

K-9 O-7

STRATCO AUDIOVISUALS, INC., P.O. Box 1883, Grand Central Sta., New York 17, N. Y.

U-9, 14, 17, 19, 21

STROBEL-VISION, 917 E. Meadow Place, Milwaukee 17, Wis.

D-9 L-5, 10

STRONG ELECTRIC CORP., 87 City Park Ave., Toledo 2, Ohio

D-7 E-5 G-5 M-10

STUART REYNOLDS PRODUCTIONS, 195 S. Beverly Dr., Beverly Hills, Calif.

U-4, 5, 9, 12, 14, 18

SUPERSCOPE, INC., Sun Valley, Calif.

R-3

SYLVANIA ELECTRIC PRODUCTS, INC., 1740 Broadway, New York 19, N. Y.

H-1

TANBERG OF AMERICA, INC., 10 E. 52nd St., New York 22, N. Y.

R-3

TARTAN FILMS, Jannapolis, N. C.

C-1, 2, 3, 4, 5, 6 U-2, 19

- TEACHING AIDS SERVICE, 31 Union Square W., New York 3, N. Y.  
C-1, 2, 3, 4, 8, 10, 11 N-1, 3, 4, 8 O-1 U-5, 9, 11, 12, 13, 14, 15, 16, 17, 20, 21, 22, 23, 24, 26, 27, 28, 29, 30 V-3
- TEACHING FILMS CUSTODIANS, INC., 25 W. 43rd St., New York 36, N. Y.  
U-3, 14, 15, 26, 29, 30
- TECHNICAL SERVICE INCORPORATED, 30865 Five Mile Road, Livonia, Mich.  
D-1, 8, 9
- TECNIFAX CORP., 195 Appleton St., Holyoke, Mass.  
C-5 G-6 H-3 I-1 K-5, 6, 7, 8, 9 L-1, 2, 4, 5, 7 O-3, 5, 6, 7, 8, 9, 10 P-5 V-2
- TELECTRONIC CORP., 35-18 37th St., Long Island City 1, N. Y.  
R-3, 4, 10
- TELEPROMPTER CORP., 311 W. 43rd St., New York, N. Y.  
A-8 C-1, 2, 4, 10 D-1, 2, 3, 4, 5, 7 E-3, 5 F-2 G-1, 3, 5, 6, 7 L-5, 9, 10 M-5, 7, 8, 9, 10, 11 O-3 Q-1, 2, 3, 4 R-3, 16 S-3 T-2, 3 U-1, 4
- THORNE FILMS, INC., 1707 Hillside Rd., Boulder, Colo.  
U-2, 20, 23, 24
- TRANSVISION, INC., New Rochelle, N. Y.  
S-6 T-1, 3, 6
- ULTRA-VIOLET PRODUCTIONS, INC., 5114 Walnut Grove Ave., San Gabriel, Calif.  
O-11
- UNDERWRITERS FILM SUPPLY CO., 2025 Glenwood Ave., Toledo 2, Ohio  
C-1 E-4 G-2
- UNION OF AMERICAN HEBREW CONGREGATIONS, 838 Fifth Ave., New York 21, N. Y.  
U-22, 30 V-1
- UNITED ARTISTS ASSOCIATED, INC., 342 Madison Ave., New York 11, N. Y.  
R-30 U-6
- UNITED STATES PROJECTOR CORP., Delaware Bldg., Federal Way, Washington D. C.  
E-3, 4, 5, 6
- UNITED WORLD FILMS, 1445 Park Ave., New York 29, N. Y.  
U-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30
- UNUSUAL FILMS, Bob Jones University, Greenville, S. Car.  
U-22
- U. S. PLYWOOD CORP., 55 W. 44th St., New York, N. Y.  
M-5 N-1, 2
- VACUUMATE CORP., 446 W. 43rd St., New York 19, N. Y.  
C-6, 7, 9, 11 J-1, 2, 3, 17 K-10
- VARI-TYPER CORP., 720 Freilinghuysen Ave., Newark 12, N. J.  
O-7
- VERTICAL BLINDS CORP. OF AMERICA, 1936 Pontius Ave., Los Angeles 25, Calif.  
M-1
- VICTOR ANIMATOGRAPH CORPORATION, Div. of Kalart, Plainville, Conn.  
D-1, 2, 5, 7 E-3, 4, 5, 6 G-1, 2, 3, 4 H-1, 2, 3, 5, 6 I-1, 2 J-1, 2, 3, 11 R-16, 17, 18 V-1
- VICTORLITE INDUSTRIES, INC., 4117 W. Jefferson Blvd., Los Angeles 16, Calif.  
C-1 F-1 G-6 H-1, 4 I-2 K-5, 7, 8, 9 L-2, 5, 8 O-6, 7, 10 P-2 Q-3 U-1, 4, 5, 16, 23
- VIEWLEX, INC., 35-01 Queens Blvd., Long Island City, N. Y.  
E-3, 4, 5, 6 F-1 G-1, 2, 3, 4, 7, 10 H-3 K-2 R-1, 10
- VIRING OF MINNEAPOLIS, 2207 Lyndale Ave., S., Minneapolis, Minn.  
R-3, 4
- FRED VISSER CO., 234 N. Juanita Ave., Los Angeles 4, Calif.  
U-22
- VISUAL EDUCATION CONSULTANTS, INC., 2066 Helena St., Madison 1, Wisc.  
C-1, 2, 3, 4, 5, 6, 10 G-1, 2 J-8 K-1 U-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30
- VISUAL SCIENCES, Suffern, N. Y.  
U-23, 24, 25
- V-M CORPORATION, Benton Harbor, Mich.  
R-1, 3, 13 S-1
- WALLACH & ASSOCIATES, INC., 1589 Addison Rd., Cleveland 3, Ohio  
I-3, 4 J-9 K-10 R-9
- WAYNE UNIVERSITY, A-V Materials Consultation Bureau, Detroit 2, Mich.  
U-5, 13
- WEGCOR, INC., 5610 W. Bloomingdale, Chicago 39, Ill.  
R-1, 3, 14
- WEBER COSTELLO Co., Chicago Heights, Ill.  
N-1, 2, 5 O-4
- WEBSTER-ELECTRIC CORP., Racine, Wis.  
R-1
- WELCH SCIENTIFIC Co., 1515 N. Sedgwick St., Chicago, Ill.  
Q-1, 2, 3, 4
- WESTINGHOUSE ELECTRIC CORPORATION, Lamp Div., 1 MacArthur Ave., Bloomfield, N. J.  
H-1
- WESTREX CORP., 111 8th Ave., New York 11, N. Y.  
C-4 D-4 J-11
- WHITNEY'S, 150 Powell St., San Francisco 2, Calif.  
U-19, 21
- WIBLE LANGUAGE INSTITUTE, 529 Hamilton St., Allentown, Pa.  
D-3, 5 G-1, 3 N-5, 7, 8 R-1, 3, 5, 6, 7, 8, 9 U-4, 13, 14, 15, 19
- WILLIAMSBURG DRAPERY Co., INC., 819 W. Chicago Ave., Chicago 22, Ill.  
M-3, 11
- WOOD-REGAN INSTRUMENT Co., INC., 184 Franklin Ave., Nutley 10, N. J.  
O-7
- WORLD WIDE PICTURES, P.O. Box 2567, Hollywood 28, Calif.  
C-1, 2, 3, 4, 11 U-6, 20, 22, 23
- YALE UNIVERSITY PRESS, FILM SERVICE, 386 Fourth Ave., New York 16, N. Y.  
U-28, 29
- YOSEMITE PARK & CURRY Co., Yosemite National Park, Calif.  
U-27, 32
- YOUR LESSON PLAN FILMSTRIPS, INC., 516 Fifth Ave., New York 36, N. Y.
- ZODIAC RECORDING Co., INC., 501 Madison Ave., New York 22, N. Y.  
R-30

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Listed Sources, page 381. For more information about any of the equipment announced here, use the Readers' Service Coupon on page 380.

## NEW EQUIPMENT

### CAMERAS: Movie, TV

**Emel Plume Camera**, French-made 8mm professional turret type with key for double exposure, individual frame counter, parallax correction to 10", locking 3-lens turret, \$179.50, lenses extra. AKAREX.  
For more information circle 101 on coupon

**Reflex 16mm Cine Camera**. Pathe's WEBCO "M" permits sighting through the shooting lens without loss of brilliance even when the variable shutter is virtually closed, thus permitting exact framing without parallax and exact focus under all conditions. Viewfinder magnification 8x; shutter adjusts 180-0 degrees, footage and frame counter, 3-lens turret, forward and reverse drive; takes all C-mount lenses without expense of additional viewfinders. With 25mm F/1.5, \$495. Carrying case \$49.50. BGJ  
For more information circle 102 on coupon

### CAMERAS: Still

**Universal View and Portrait Camera**. Grover Monorail (4x5; 5x7; 8x10). Front and back swing, both vertical and horizontal; rising front and rear; compact but extra-long bellows; reversible back; folding focusing hood shades ground glass; large lensboard; rigid hexagonal monorail bed holds both front and back. BGJ.  
For more information circle 103 on coupon

### CAMERA ACCESSORIES

**Blimp for Maurer Camera** features external viewfinder and cam system for follow-focus parallax. 400-foot magazine; additional hood for 1200-foot available. CECO  
For more information circle 104 on coupon

**Professional Copying Lights** carry 8 regular 150-watt bulbs in mirrorreflectors; movable to give either front or transillumination; converter regulates voltage and color temperature; relay timer optional; draws 25 amp, 115-volt AC. \$299.50. BGJ  
For more information circle 105 on coupon



CEC Motor for Cine Special

**Stop-motion Motor for Cine Special**. Operates half-second exposure forward and reverse; equipped with frame counter; mounting requires no special tools; 110v AC synchronous operation. CEC  
For more information circle 106 on coupon

### PROJECTORS: Movie & TV

**Closed Circuit 16mm Projector**. RCA TP-400 is designed for use with vidicon cameras such as the TK-21, TK-201, TK-205 and TL-15, either by direct projection into the camera or via multiplexor three-way pickup. 1200w lamp; 2000 foot reels; 10-watt audio amplifier; remote and local control switches. Projector \$1,200; pedestal \$300; vernier focussed lens \$87; 16mm magnetic tape playback (optional) \$93.75. RCA.  
For more information circle 107 on coupon

### PROJECTORS: Still

**"Opa-Scope" 1,000 Watt** opaque projector generates over 140 lumens of reflected light. 18" color-corrected F/3.6 lens (5" diameter); 10"x10" platen moves smoothly 2"; dual fans, one to cool, the other to hold copy smooth without mounting. Auto-feed and Opti-Pointer are optional accessories. PROJECTION OPTICS.  
For more information circle 108 on coupon

### PROJECTION ACCESSORIES

**Aluminum Binder for 3 1/4 x 4" Slides**. Film and glass cover for emulsion side slip into one-piece aluminum binder. 50 frames and glasses \$10. EMDE.  
For more information circle 109 on coupon

**Anti-static Film Cleaner**. A new fast-drying formula contains no carbon tet or trichlorethylene but is said to out-clean either. Called "Ecco 1500 Extra with Filmex." ELECHEM.  
For more information circle 110 on coupon

**Butt Splicer**, Studio type, for both 16mm and 35mm film, all materials non-magnetic, splices made with Mylar tape. HPI.  
For more information circle 111 on coupon

**Lettering for transparencies**, self-adhesive transparent or opaque letters in 10 sizes and several colors greatly simplify lettering for transparencies or posters. OZALID.  
For more information circle 112 on coupon

**Ten Colors for Overhead Transparencies**. Projecto-foil sensitized films for diazo reproductions may be used alone or in combination to produce striking color effects. Where originals are in bound book form "Transferon" negative-transfer paper is exposed and then transferred to positive transparency sheets. A compact "Projector-Printer" kit is available. OZALID.  
For more information circle 113 on coupon

### SOUND EQUIPMENT & ACCESSORIES

**AM/FM Tuner** features an expanded slide-rule dial with separate logging scale to simplify precise selection of stations. Electric eye indicator shows optimum tuning point and functions as a relative signal strength meter. RF circuitry is heavily silver-plated to improve sensitivity and minimize cross-modulation caused by strong local stations. \$139.95. SCOTT.  
For more information circle 114 on coupon

**Audio Control Center/Preamplifier**. Ampex 402 offers two channels, independently push-button controlled inputs, separate loudness controls, separate individual controls for bass and treble response with maximum boost or cut or 16db. \$159.50. AMPEX  
For more information circle 115 on coupon

**"Calamity Jane" PA** — hand-held, 2 1/2 lb, pistol grip, trigger switch, all-metal, weather proof, sound claimed to carry a quarter mile; flashlight battery powered, \$59. ANTREX.  
For more information circle 116 on coupon

**Centralized sound system for schools** features a hi-fi AM/FM tuner, a 30-watt power amplifier, a Garrard 4-speed automatic record player, and a switch bank allowing operation in up to 25 classrooms. \$1,100. Larger units may be incorporated for schools with more than 25 rooms. BOGEN.  
For more information circle 117 on coupon

**Duplex Speaker.** Model 604D is being replaced by model 604A, with improvements announced in both bass and treble sections. 35 watts; 20-20,000 cps, resonant frequency 25 cps; 16-ohm; diameter 15 $\frac{3}{4}$ ", depth 10", wt 36 lb, mounting hole diameter 13 $\frac{1}{4}$ ". \$175. ALTEC.  
For more information circle 118 on coupon

**Flutter Meter.** Three-range filter isolates wow (.5 to 6 cycles), flutter (5 to 250 cycles); combined flutter and wow (.5 to 250 cycles). 7" meter with two 5 $\frac{1}{2}$ " scales. Also measures amplitude variations of any rate from 0 to 40 cycles. Standard rack panel, 8 $\frac{3}{4}$ " high, 19" x 8" deep, wt. 18 lb. ACA.  
For more information circle 119 on coupon

**Four Classroom Radio Receivers,** AM-FM with special emphasis on FM circuitry to eliminate "drifting," built-in AM antenna, line cord FM antenna, usable as remote speaker unit for dual-channel stereo or as extension speaker system. \$59.95 to \$129.95. ZENITH.  
For more information circle 120 on coupon

**"Mighty Mike"** voice amplifier, transistor-powered, rated 30-watts, operates on 8 flashlight batteries or 12-volt auto lighter connection, dual volume range, battery life on "low" approx 100 hours. HAMILTON.  
For more information circle 121 on coupon



Eight-lb. Tape Recorder

**Portable tape recorder,** battery operated, weighs 8 lb.; motor batteries last 40 hrs., amplifier batteries 175 hrs.; "TransFlyweight" incorporates a dynamically balanced flywheel, adjustable reed-type governor, segmented circuit design, high input dynamic range acceptance. ACA  
For more information circle 122 on coupon

**Recording tape splicer** offers choice of three cutting angles—90, 67 $\frac{1}{2}$ , 45 degrees. Side blades cut the splicing tape to the exact width of the spliced. Splicing tape is on continuous roll (No. 41 Scotch  $\frac{3}{4}$ " wide). \$29.95. ALONGE.  
For more information circle 123 on coupon

**"Redcap" portable PA.** Transistorized, packs as an 18" x 14" attache case, wt. 18 lb., powered by 2 flashlight batteries lasting up to 50 hrs., 8" speaker. \$249.50. ANTREX.  
For more information circle 124 on coupon

**Sound-slide synchronizer** adapts any tape recorder for operation of electrical remote control slide projector. Synchronizer spindle mounts in line with tape path but entirely clear of head; patches of metal-faced tape attached to shiny side, trip the mechanism. No. 425 Scotch Tape is suggested for the aluminum tabs. \$9.95. MESTON.  
For more information circle 125 on coupon

**Sound Surveillance System** designed primarily to protect schools against vandalism provides an audible signal at a central station whenever the noise level in a building exceeds the normal quiet level, plus a visual signal locating the site of this disturbance. BOGEN.  
For more information circle 126 on coupon

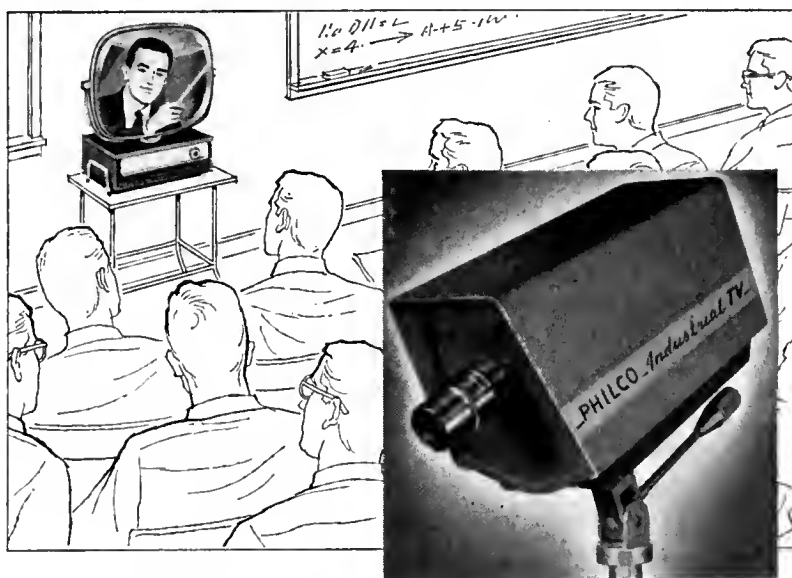
**Splicer for  $\frac{1}{4}$ " tape.** Mechanism ejects, applies, cuts off and presses the splicing tape into place. Hands never

touch the splicing tape. Wt. 2 lb., 4 $\frac{3}{4}$ " x 5 $\frac{1}{4}$ ". \$69.75. REITER.  
For more information circle 127 on coupon

**Stereo AM/FM Tuner.** Ampex 502 incorporates two independent matched radio tuners in single chassis, especially suitable for stereo recording off the air. Provisions have been made for FM multiplex stereo broadcast reception. Response: 20-2,000 FM; 20-8,500 A.M. \$249.50. AMPEX.  
For more information circle 128 on coupon

**"Tenna-Table."** Metal stand for TV receiver serves also as an adjustable inside antenna. The four legs are wired independently; controlled by a rotary switch the various combinations serve as a high-gain directional antenna. \$59 with antenna; \$49 without. TRANSVISION.  
For more information circle 129 on coupon

## First from PHILCO®...



## New All-Transistor TV Camera for Schools at only \$1445

Here's the camera that makes educational TV practical—dependable and trouble free... at a saving of hundreds of dollars.

A lightweight, maintenance-free, foolproof camera that anyone can operate. No matter how large the audience... now, everyone can participate in lectures, demonstrations, classroom sessions. Compare the quality of this newest Philco

TV camera with any other. To improve the quality of your audio-visual program... at dramatic savings... insist upon Philco TV.

Place your order now to assure early delivery. Write for Philco TV Planning Book, *Government & Industrial Division, 4702 Wissabickon Ave., Philadelphia 44, Pennsylvania.* In Canada: *Philco Corporation of Canada Limited, Don Mills, Ontario.*

# PHILCO

QUALITY FIRST!

## FILM SERVICES TO PRODUCERS OF 16MM MOTION PICTURES AND FILMSTRIPS

Sound Recording

Magnetic Transfer

Editing and Matching

Titles and Animation

Colburn Color Positives

Magna-Striping

Filmstrip Animation.

Slide Duplicating



**GEO. W. COLBURN  
LABORATORY**  
INCORPORATED

164 No. Wacker Drive, Chicago 6  
Telephone DEarborn 2-6286

### FOR YOUR CLASSROOM

THE EASY  
TO USE

SENSATIONAL NEW  
**Movie-Mite**  
*Supreme*

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
1/3

#### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

ES

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070



Mobile Disk-Tape Center

**Tape-Record Mobile Player-Center.** A self-contained transport on 4" wheels holds a record player and a tape recorder-player, with built-in mixer and 6-12 headsets each with its own volume control. Designed for language teaching. \$385.50. MOBILE-TRON-ICS.

For more information circle 130 on coupon

**Tape Splicing Kit** incorporates color-coded Mylar tape splices on readily peelable paper backing. Kit \$1.98; splices only 79c. HPI

For more information circle 131 on coupon

#### MISCELLANEOUS

**Film Editor** projects 8mm movie film on 6" x 4½" wide-angle lenticular screen shaded from room light. 50-watt lamp, f/1.8 projection lens. Loads like a tape recorder, incorporates dry splicer. \$59.50. ELGEET.

For more information circle 132 on coupon

**Nylon Clip for Display Boards** has four molded pegs on reverse side to fit perforations in display "peg" board; the transparent clip holds photographic and similar materials securely without marring. AUBURN.

For more information circle 133 on coupon

**PA-equipped portable lectern**, transistor powered, folds to 18x20x8"; wt. 35 lb., AC or 6-volt batteries in case; 10-watt amplifier; duplex speaker gives audience coverage up to 600; outlets for record, tape and radio backgrounds. RCA.

For more information circle 134 on coupon

**Paper Cut-Out Alphabets.** Die cut from construction paper, available in 10 colors, either all capitals, all lower case and numbers, or numbers only. 2" and 3" fonts ea. \$1.50; 4" @ \$2. STIK-A-LETTER.

For more information circle 135 on coupon

**Spray-on adhesive.** Sticks paper to all smooth surfaces, can be peeled off like tape, removable with soap and water, carbon tet or rubber cement thinner. 6 oz. spray can 98c; 12 oz. \$1.69. HPI.

For more information circle 136 on coupon

Have you previewed . . .

**IRON CURTAIN LANDS**

(Post-Stalin Period)

**THE CHRISTMAS DEER**

(A Legend Retold)

**FOREST BABIES**

**A BADGER'S BAD DAY**

Write:

Grover-Jennings Productions  
P.O. Box 303, Monterey, Calif.

THE FILM DOCTORS®  
SPECIALISTS  
in the science of  
FILM  
REJUVENATION

RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid** **FILM TECHNIQUE** INC.  
Founded 1940  
37-02C 27th St., Long Island City 1, N.Y.

## GOING TO SEATTLE?



"REST ASSURED"  
Be a  
DORIC guest!

- Center of Downtown Seattle
  - Modern, comfortable rooms — TV, radio
  - Golden Egg Dining Room and Coffee Shop
  - Oaken Bucket Lounge
  - Parking Available
  - No Charge for Children Under 14
  - Honor All Major Credit Cards
- 250 rooms from **\$3.50**  
G. L. Perry, Mgr.

WRITE FOR ATTRACTIVE FOLDER

**DORIC  
WALDORF  
HOTEL**



MOTOR  
DORIC  
HOTELS • MOTELS  
Pike Street  
at  
7th Avenue





**Classroom Demonstration Gyroscope**

**MITAC Gyroscope**, a precision instrument used to teach the fundamentals of gyro action vital in missile and space guidance, applicable to science and engineering courses high school through advanced research; 15" high, 6" rotor, wt. 17 lb., operates on 110-115 v. AC. Three models range \$161 to \$254. **CENTRAL**.  
For more information circle 137 on coupon

**Transpara-Film** process lifts printers' ink illustrations for transparency projection purposes by means of ready-coated celluloid sheets in a hot dry mounting press. After several minutes in a "Seal Tomic" solution, transparency is washed in clear water and allowed to dry. A 10½x10½ color transparency can be made for less than 25c. **SEAL**.  
For more information circle 138 on coupon

**Trundle-mounted 8-foot demonstration slide rule** permits 360-degree turning without lifting; scale arrangement similar to the 10" Log Duplex Decitrig rule. **KGE**.  
For more information circle 139 on coupon

## NEW MATERIALS

### KEY TO ABBREVIATIONS

mp—motion picture  
fs—filmstrip  
sl—slide  
rec—recording  
LP—33-1/3 r.p.m. microgroove record  
min—minutes (running time)  
fr—frames (filmstrip pictures)  
si—silent  
sd—sound  
R—rent  
b&w—black & white  
col—color  
Pri—Primary  
Int—Intermediate  
JH—Junior High  
SH—Senior High  
C—College  
A—Adult

### ARTS & CRAFTS

**Building Children's Personalities with Creative Dancing** mp UC 30min sd col \$275 b&w \$135; r \$7.50-\$5. The range and quality of expression children can find in creative movement to music. **TT**.  
For more information circle 140 on coupon

**Dance Your Own Way** mp UCLA 10 min sd col \$110 R \$3.50. Film designed to be shown to children by teachers in developing spontaneous expression in dance rhythms. **K-P TT**  
For more information circle 141 on coupon

### BUSINESS EDUCATION

**Demand, Supply, Balance** 9fs CONSERVATION si col set (3) \$18; all three sets \$49. Unit I: **What We Need; Where We Find It; How to Get It** (Pri). Unit II: **The Demand; The Supply; Balancing the Supply and Demand**. (JH SH). Unit III: **Can the Biologist Meet the Demand? Can the Chemist Renew the Supply?; Can the Physicist-Engineer Strike a Balance** (SH).  
For more information circle 142 on coupon

**Imagination at Work** mp ROUNDTABLE 22min sd col loan. Hinged upon story of heir to brick factory overloaded with bricks, psychological research contributes to realization of the need for sensitivity, fluency, flexibility and originality in the solution of business problems. **A C**  
For more information circle 143 on coupon

**Money—Forms and Functions** fs AMEXPRESS 50fr si col free to schools and banks. How currency, checks, letters of credit, travelers cheques and other forms of money were created to meet specific needs. **JH SH**  
For more information circle 144 on coupon

**Sales Report—Zero** sfs TRANSFILM 12 min sd col loan. Purposes and production process of a sound slidefilm, including excerpts from typical productions. **A**  
For more information circle 145 on coupon

### EDUCATION

**Our School Life (Japan)** fs OSU 45fr si col \$4. Typical day in life of a modern Japanese school. **EL**  
For more information circle 146 on coupon

**Plan for Learning** mp USTEEL 30min sd col loan. A new school takes the place of the old. The role of the superintendent, architect, citizens committee, teachers. The purpose of the film is to suggest a broad system of procedure for communities faced with the need for additional classrooms. **A TT C**  
For more information circle 147 on coupon

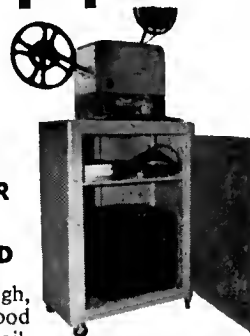
**What About School Spirit** mp MH 15min sd b&w \$85. High school student body inspired by athlete's pep talk. **SH**  
For more information circle 148 on coupon

### HEALTH, SAFETY

**Dr. Carter Takes a Drive** mp NYSDH 20 min sd col apply. How four residents in a New York town encounter four phases of dental disease, and what their dentist was able to do about it. **SH A**  
For more information circle 149 on coupon

# USEFUL!

## products for your A-V equipment



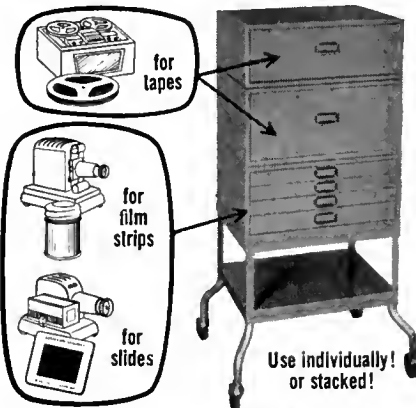
### PORTABLE PROJECTOR CABINET AND STAND

All steel, 42" high, 29" x 17" plywood top with safety rail. Gives over 11 cu. ft. for storage of projector, speaker, etc. Adjustable shelf. Safe-locking panel door. Four 3" casters, two with brakes. Baked enamel finish in tan or gray.  
**Model No. 42**



### PORTABLE STEEL PROJECTION STAND

Four 3" casters, two with brakes. Height: 41". Stable, tapering design (19" x 31½" at bottom) 18" x 26" at top. Rail on 3 sides. With non-skid rubber shock-proof mat. All steel, with 1" tubular steel frame. Baked enamel in tan or gray.  
**Model No. 41**



### TAPE AND FILM CABINETS

For every need... 5" or 7" tapes, film strips, slides. Cabinets are all steel, with full suspension drawers. Photo shows each type of cabinet stacked on handy Mobile Cart.

**YOUR INQUIRY** promptly answered on above items; also, **Film Storage Racks, Record Storage Cabinets, Phono Carts, Lecterns.**

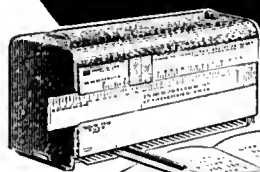


Dept. ES 212 Ontario St. S.E., Minneapolis 14, Minn.

SINCE 1905

MFG. CO.

**NOW IN THOUSANDS  
OF CLASSROOMS!**



**BEST . . .**  
because it has  
passed the  
classroom test

AT A  
COST AS LOW  
AS **37c**  
PER PUPIL\*

**AVR  
RATEOMETER**

**Tops the list of America's  
Reading Learning Aids because  
of its proven performance**

**IT'S VERSATILE . . .** fits into any reading improve-  
ment program.

**IT'S ACCURATE . . .** Lifetime electric motor pro-  
vides clock accuracy, trouble-free service.

**STUDENT CENTERED . . .** requires minimum assist-  
ance. Students master its use in minutes.

**EASY ON BUDGET\* . . .** Actual classroom experi-  
ence over a 5-year period shows that costs run as  
low as 37c per pupil.

**Teachers say:** "Pupils love working with them"  
... "best of its type" ... "more convenient" ...  
"so quiet" ... "flexible and adaptable" ... "rate  
increase 70 to 300%."

Complete with manual, carry-case, \$35  
5 to 9 units, ea. \$31.50 • 10 or more, ea. \$29.75

Satisfaction guaranteed or money refunded  
Send orders to

**AUDIO VISUAL RESEARCH**

Dept. U97 523 S. Plymouth Ct., Chicago 5  
FACTORY: Box 71, Waseca, Minnesota

**SIMPLE | EFFECTIVE | DURABLE |**



**"FIBERBILT" CASES**  
"THEY LAST INDEFINITELY"

Equipped with steel corners, steel cord  
holder and heavy web straps.

Only original Fiberbilt Cases bear this  
Trade Mark

Your Assurance  
of Finest Quality"



For 16mm Film —  
400' to 2000' Reels

Sold by All Leading Dealers

**Driving the Superhighways** mp FORD 10  
min sd b&w loan. Special problems of  
fatigue ("turnpike trance") created  
by modern superhighways, merging  
traffic, passing, emergency stops, night  
driving, entering and leaving high  
speed roads. SH - A  
For more information circle 150 on coupon

**For All the Children** mp HARVEST 18  
min sd col loan. The N. Y. Herald  
Tribune Fresh Air Fund experiment in  
integrated camping for handicapped  
and non-handicapped children. Actress  
Mary Martin stars along with the chil-  
dren of Camp Hidden Valley. A  
For more information circle 151 on coupon

**The "Smith" System of Safe Driving** mp  
FORD 8min sd b&w loan. Instruc-  
tional film illustrates good driving hab-  
its. SH-A  
For more information circle 152 on coupon

**You and Your Driving** 6fs STANBOW si  
col captioned set \$28.50. Titles:  
**Driver Fitness; Walk Left — Bike  
Right; Rules of the Road; Signs; Your  
Responsibility; What Would You Do?**  
SH  
For more information circle 153 on coupon

**INDUSTRIAL ARTS**

**Industrial Arts (Series)** 11mp MH sd  
b&w \$60-\$80. Titles: **Boring and  
Drilling Tools; Chisels and Gouges;  
Hand Saws; Joining and Gluing;  
Knowing Woods and Their Uses;  
Measuring and Squaring; Planes; A  
Safe Shop; Using Screws and Nails;  
Wood Finishing; Why Study Indus-  
trial Arts.**  
For more information circle 154 on coupon

**Mechanical Drawing (Series)** 8mp MH  
sd b&w \$55 - \$100. Correlated with  
French and Svensen text. Titles: **Aux-  
iliary Views I and II; Language of  
Drawing; Sections; Shape Description  
I and II; Shop Procedures; Sixe De-  
scription.** Set of 6 correlated film-  
strips, 3 in color, \$42. SH C  
For more information circle 155 on coupon

**Vocational Education (series)** 52fs MH  
b&w. Series include: Automotive Me-  
chanics (15fs); Mechanical Drawing  
(6); Metalworking (6); Photographic  
Darkroom (13); Radio Servicing (6);  
Shopwork (12). SH  
For more information circle 156 on coupon

**INDUSTRY, TRANSPORTATION**

**New York International Airport** 80 sl  
WALTSTERL col set \$23.75. Idle-  
wild Airport, hangars, architecture,  
customs and immigration, air freight  
and air mail operations, planes, includ-  
ing jets, landing and taking off. JH-A  
For more information circle 157 on coupon

**Transportation Facilities of the World**  
map, DENOYER, 64x44", \$13.50 up,  
depending on mount. Shows railroad,  
highways, airports, harbors. **Communi-  
cation Facilities of the World** shows  
density of radio, TV and newspaper  
facilities relative to population and  
living standards. Other aspects are to  
follow in this series. JH SH C  
For more information circle 158 on coupon

**LITERATURE, DRAMA**

**Sound Effects for Drama Groups** rec  
DRAMATIC 12" LP \$5.95. Recording  
of 48 sounds determined by research  
to be most needed by drama groups,  
hardest to reproduce and needing most  
elaborate equipment. Range is from  
Climax of Bells to Beating of Voodoo  
Drums. Sounds are in separate bands,  
selector guide locates position on rec-  
ord.  
For more information circle 159 on coupon

**Two Sea Stories by Joseph Conrad** rec  
LIBRAPHONE 16.6 rpm 2 rec \$9.50.  
"Youth" and "Typhoon," told by Noel  
Leslie. 4 hours of talking book. JH-A  
For more information circle 160 on coupon

**MEDICAL & ALLIED SCIENCES**

**Community Vector Control Demonstra-  
tion Program** mp UWF 24min sd col  
apply. How program is carried out,  
legislation needed, demonstration pro-  
grams in four states. C A  
For more information circle 161 on coupon

**Congenital Heart Defects** mp AHA 9½  
min sd col \$60. Basic cardiovascular  
presentation, others in series include  
**Varicose Veins and Circulation of the  
Blood.** SH C A  
For more information circle 162 on coupon

**MENTAL HEALTH**

**The Gentle Warrior** mp CHRISTOPHERS  
30 min sd b&w \$30. Life of Dorothea  
Lynde Dix, pioneer fighter for humane  
treatment and understanding of the  
mentally ill. SH-A  
For more information circle 163 on coupon

**Heredity and Family Environment** mp  
MH 9min \$55. Psychology instructor  
teaches that within the limits set by  
heredity there is plenty of room for  
self-development. SH - C  
For more information circle 164 on coupon

**The Relaxed Wife** mp ASSOCIATION  
13½min sd col loan. A wife influ-  
ences her husband to avoid tension at  
home and at work. Minor mention of  
tranquilizers where mental therapy  
falls short of full effect. A  
For more information circle 165 on coupon

**Toward Emotional Maturity** mp MH 11  
min sd b&w \$65. Case study in efforts  
of 18-year-old girl to learn to control  
her emotions. SH - C  
For more information circle 245 on coupon

**RELIGION & ETHICS**

**Easter in Jerusalem** sfs FAMILY sd col  
40fr and 12" LP \$10; fs only \$6.50;  
rec \$3.50. Photographed by Rev. Don-  
ald Lantz, 1958.  
For more information circle 166 on coupon

**The Homeland of Jesus (Series)** 4 sfs  
FAMILY sd col Set (4fs and two 12"  
LP) \$25.50; indiv fs ea \$6.50; rec  
ea \$3.00. Titles: **Land of Jesus'  
Birth; Land of Jesus' Boyhood; Land  
of Jesus' Early Ministry; Land of Jesus'  
Later Ministry.** Jun - A  
For more information circle 167 on coupon

**Living in Bible Lands** 2sfs FAMILY sd col Set (3fs and 12" LP) \$16.50; indiv fs \$6.50 ea; rec \$3.50. Titles: **Everyday Life in Palestine** (53fr); **Shepherd Life in Palestine** (50fr). Jun. - A.  
For more information circle 168 on coupon

**Molly Grows Up** 4sfs FAMILY 19-24fr sd col Set (4 fs with two 7" LP rec) \$19.50; indiv fs ea \$5.25; rec @ \$2. Titles: **The House Next Door**; **Sandpile and Trike** (Sharing playthings); **Molly's Dollies** (Expanding Love); **Molly's Blocks** (The concept of ownership). Pri Jun  
For more information circle 169 on coupon

**None Goes His Way Alone** mp BFC 30 min sd-col r\$9 b&w r\$6. Effect of modern roads, consolidated rural church. Actual case history in Johnson County, Mo. TRAFICO — The Methodist Church — production. JH - A  
For more information circle 170 on coupon

**Older Teens and Popularity Problems** (Series) 4sfs FAMILY sd col Set (4fs with two 12" LP) \$25.50; indiv fs ea \$6.50; rec (2 stories) \$3.50. Titles: **The Crowd** (48fr); **Smoking and Drinking** (48fr); **My Loyalty Test** (44fr); **Influencing Others For Good** (47fr).  
For more information circle 171 on coupon

**Older Teens and Their Families** (Series) 4sfs FAMILY sd col Set (4sfs with two 12" LP) \$25.50; indiv fs ea \$6.50; rec (2 stories) \$3.50. Titles: **I'm Not a Child Any Longer**; **You and the Car** (48fr); **Money Problems** (43fr); **Families Come In Handy** (48fr).  
For more information circle 172 on coupon

**Stories About Joseph** (series) 4sfs FAMILY sd col (Set 4fs with two 12" LP) \$25.50; indiv fs @ \$6.50; rec (2 stories) @ \$3.50. Titles: **The Boy Joseph** (37fr); **A Slave Becomes Ruler** (32fr); **A Forgiving Brother** (39fr); **A Happy Family** (38fr). Scripts Robbie Trent; Pictures Harold Minton. Pri Jun.  
For more information circle 173 on coupon

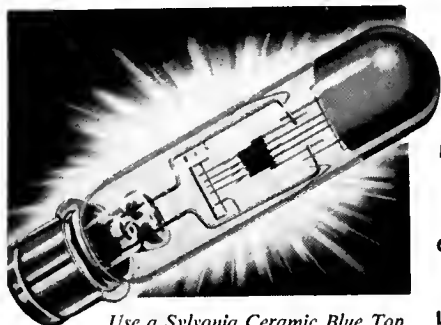
**Understanding the Bible Lands** (Series) 2sfs FAMILY sd col Set (2 fs with one 7" LP) \$11; indiv fs ea \$5.25; rec (2 scripts) \$2. Photographed in the Holy Land 1958 by Rev. Donald Lantz. Titles: **Where Jesus Was Born** (25fr); **Where Jesus Worked** (18fr). Pri.  
For more information circle 174 on coupon

**Westminster Abbey** (slide-book) EPCB 8 color slides in 31p book. The great shrine is described in a superbly printed guide book; the 2x2 color slides are ingeniously pocketed in the front cover. SH C A  
For more information circle 175 on coupon

**Young Teens and Popularity Problems** (Series) 4sfs FAMILY sd col Set (4sfs with two 12" LP) \$25.50; indiv fs ea \$6.50; rec (2 stories) \$3.50. Titles: **Overcoming Awkwardness and Shyness** (43fr); **Making and Keeping Friends** (46fr); **Trying To Be Popular** (43fr); **What About Smoking?** (45fr).  
For more information circle 176 on coupon

# SYLVANIA CERAMIC BLUE TOP

PROJECTION LAMPS... for all makes... all types... in all sizes



Use a Sylvania Ceramic Blue Top in your projector... your slides and movies deserve the best!

New Sylvania Ceramic Blue Tops are available in all standard sizes for any projector... to fill your exact requirements for clear, brilliant projection.

**Blue Tops offer these superior qualities:**

**Brighter**... Ceramic Blue Tops won't scratch, chip or peel like ordinary painted tops... machine-made filaments assure pictures bright as life.

**Cooler**... Ceramic Blue Top is bonded to the glass for improved heat dissipation... cooler operation assures longer lamp life.

**Longer Lasting**... Exclusive Sylvania shock-absorber construction protects filaments from vibration damage.

SYLVANIA LIGHTING PRODUCTS  
Division of Sylvania Electric Products Inc.  
1740 Broadway, New York 19, N. Y.



world leader in photographic lighting

**Young Teens and Their Families** (Series) 4sfs FAMILY sd col Set (4fs with two 12" LP) \$25.50; indiv fs ea \$6.50; rec (2 stories) ea \$3.50. Titles: **Learning to Live with Parents** (50fr); **Getting Along with Brothers and Sisters** (47fr); **Allowances** (47fr); **Sharing Responsibilities at Home** (41fr). A continuation of the breezy artwork treatment begun in the "Dating" series.  
For more information circle 177 on coupon

## SCIENCE: Biology

**Birds in Winter** mp EBF 11min sd col 120 b&w \$60. Feeding and watching. Int.  
For more information circle 178 on coupon

**Course in General Biology** sl SCISUP 170 slides \$85. Including Manual for the Biological Sciences \$1; free with order for 50 or more slides. Selected from collection of more than 50,000 Kodachromes. Free catalog.  
For more information circle 179 on coupon

**Forest Babies** mp GJP 11½min sd col \$115 (including a color filmstrip and 10 b&w 8x10" study prints). Emphasizes how quickly young wildlife must learn and grow. Fawn, bear cubs, raccoon, rabbits, mink, coyote pups, porcupine, skunk, opossum, woodchuck, pheasant chicks. Filmstrip shows growth 10 weeks later. Pri. Elem.  
For more information circle 180 on coupon

**Sea Otters of Amchitka** mp THORNE 45 min sd col \$450 r\$20. Life history, ecology and behavior of this species, once almost extinct, now again abundant over most of its former range. Interrelationship with other wildlife in the western Aleutians, food habits, mother-pup relationship, group social behavior. SH C A  
For more information circle 181 on coupon

## SCIENCE: General

**Explorer in Space** mp UWF 10min b&w apply. U. S. Information Service re-

lease shows assembly of Jupiter-C rocket, instrumentation and launching. SH C A  
For more information circle 182 on coupon

**The Race for Space** fs NYTIMES si b&w \$2.50. Reviews centuries of past research, current moon "shots," intercontinental missile rivalry U.S.A. vs U.S.S.R. Discussion manual. JH SH  
For more information circle 183 on coupon

**Rockets: Principles and Safety** mp FA 11min sd col \$110 b&w \$55. Physics principles underlying rocketry. Why they can travel in outer space. Why they are dangerous and should not be built or fired by amateurs. EL JH  
For more information circle 184 on coupon

## SOCIAL STUDIES: Geography, Travel

**A Family of Lisbon, Portugal** mp FRITH 16min sd col \$130. The city, its harbor, fish docks and canning, tree-lined business district, home on hilltop, farmers' market, local dances and music at party. JH SH.  
For more information circle 185 on coupon

**Journey to Nowhere** 30min sd col b&w apply. Primitive Timbucto, in north central Africa. Crossing the Sahara from Algiers. JH SH C A  
For more information circle 186 on coupon

**Lands of the Far East** 5fs EBF si col set \$30 indiv \$6. Titles: **Hong Kong, Crossroads of the Far East**; **Rivers and Rice in Thailand**; **Farm Village in Japan**; **Japanese Fishermen**; **Japanese Workshops and Factories**. Int.  
For more information circle 187 on coupon

**Let's Visit (Series)** film-disc TRAFICO-CAL each subject 28 scenes in 2 discs for showing in Trafco-Viewmaster type projectors, 16mm frames, col \$2.65. **Japan**; **Alaska**; **Mexico**. Pri.-A.  
For more information circle 188 on coupon

**Living in the Soviet Union Today** 7fs SVE col si captioned set (7) \$39.75

**DON'T WAIT - - - VACUUMATE!**

TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM

All give - - - at no extra cost to you  
The Famous

Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

**VACUUMATE**

**FILM PROTECTIVE PROCESS**

The **VAP O RATE**  
**SUPER**  
PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes  
**ONE TREATMENT LASTS**  
THE LIFE OF THE FILM

Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process Is Available to  
You in Key Cities Throughout the U.S.

Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

Blue Ribbon Award Winner!  
**THIS IS CENTRAL AMERICA**  
Color Filmstrip Kit

**TIDE POOL MARINE LIFE**  
11" x 14" color study prints

**FILMSCOPE INC.**  
Box 397, Sierra Madre, California

ea. \$6.50. Twelve American educa-  
tors touring the Soviet Union in 1958  
pool their photography in these strips  
coordinated by Murray Lincoln Miller,  
Illinois State Normal University. Titles:  
**Housing and Home Life; Schools and  
Pioneer Activities; Agriculture; Foods,  
Markets, Stores; Transportation and  
Communication; Four Cities—Mos-  
cow, Leningrad, Kiev, Tashkent; Nat-  
ural Resources.** JH SH C  
For more information circle 189 on coupon

**Scandinavia: A Regional Study** 9fs EYE-  
GATE si col set \$25; ea \$4. Similari-  
ties and differences shown as between  
Norway, Sweden, Denmark and Fin-  
land. JH.  
For more information circle 190 on coupon

**Texas Geography** (Series) 8fs PHOLAB  
si col set (8) \$48. Titles: **Introduc-  
tion; The Gulf Coast; The South  
Plains; East Texas; North Central  
Plains; High Plains; West Texas—  
Trans Pecos; Edwards Plateau.** Elem.  
For more information circle 191 on coupon

**Thorncliffe** mp CFI 25min sd b&w \$65  
r\$2.50. Heavy industry valley in Eng-  
land; chemical plants, foundries, and  
road machinery. U. K. Central Office  
of Information. SH C A  
For more information circle 192 on coupon

**SOCIAL STUDIES:  
History & Anthropology**

**America's Williamsburg**, mp COLWIL sd  
col 20min b&w 13½ min. Free.  
Whimsical discussion between 18th  
century wooden figures of boy and  
girl and a modern motion picture cam-  
era frames presentation of Williams-  
burg as it was and as it is today. el-A  
For more information circle 193 on coupon

**Flags of the World** sl COLSI col 38c-50c  
depending on quantity. Historic US  
(12); Flag of each State and Terri-  
tory (51); Flag of each of the UN  
members. JH-A  
For more information circle 194 on coupon

**Pageant of America** 30 fs YALE. 30 units  
now completed, each with a compre-  
hensive, illustrated Teachers Guide.  
JH-A  
For more information circle 195 on coupon

**See It Now** (Additions) 4mp MH 54min  
sd b&w \$225. **Watch on the Ruhr,**  
Ed Murrow asks "Can We Trust the  
Germans?" **Statehood for Alaska and  
Hawaii?**—political conditions and con-  
siderations, as well as military signifi-  
cance. **Atomic Timetable, Part I,** 55  
min. \$225. **Part II,** 83min, \$300.  
As telecast over CBS. SH C A  
For more information circle 196 on coupon

**NEW PUBLICATIONS**

**American History.** 40 films. 4pp. Free.  
MH.  
For more information circle 197 on coupon

**Audio-Visual Products.** 28pp booklet  
catalogs projectors, cameras, flash, fil-  
ters, lenses. Free. KODAK.  
For more information circle 198 on coupon

**Better Pictures.** The use of the Grover  
Monorail View Camera for corrective  
as well as conventional photography.  
Good portraiture lighting diagrams;  
suggestions for special adjustments.  
32p. Free. B&J  
For more information circle 199 on coupon

**Catalog of Audio-Visual Materials.** Main-  
ly on prejudice and anti-Semitism.  
13pp. Free. ADL.  
For more information circle 200 on coupon

**Catalog of Chemistry Films.** 155 selected  
titles with instructions on ordering  
from 51 sources. Compiled primarily  
for science teachers. 12pp. Free.  
Manufacturing Chemists' Association,  
Inc., 1825 Connecticut Ave., Wash-  
ington 9, D.C.

**Color Slide and Filmstrip Catalog.** One of  
the most extensive European collec-  
tions, printed Eastman negative-posi-  
tive process, 2x2s and double- and  
single-frame color filmstrips. Geogra-  
phy, history, biology, botany, religion.  
24pp catalog free. IVAC  
For more information circle 201 on coupon

**Commercial and Business Films, 1959.**  
Arranged under 14 subject headings,  
descriptions alphabetically. 19pp. Free.  
University of Illinois, A-V Aids Serv-  
ice, Extension Division, Champaign, Ill.

**The Cooperative Approach to Audio-Vis-  
ual Programs.** Joint production of the  
NEA's departments of Rural Education  
and Audio-Visual Instruction. Based  
on research conducted by the DAVI  
Committee on County Cooperative Pro-  
grams, this 80pp treatment of the  
status and techniques of countrywide  
programs is a most valuable addition to  
AV "how-to-get-it-done" literature.  
\$1.50. NEA  
For more information circle 202 on coupon

**Dental Health Programs for Grade 7 and  
Up.** Wall charts, tooth model, man-  
ual. Free. BRISTOL.  
For more information circle 203 on coupon

**Documentary Films Produced by Julien  
Bryan.** 17 films briefly described in  
1 sheet catalog. Free. MH.  
For more information circle 204 on coupon

**Electrical and Mechanical Specifications**  
for large-screen, wide angle TV.  
GIANTVIEW.  
For more information circle 205 on coupon

**15 Minutes to Stereo.** How to plan and  
assemble a hi-fi stereoinstallation from  
components; basic record library; glos-  
sary of stereo terms. 25c. 24pp. GE-  
SPEC  
For more information circle 206 on coupon

**Full Color Biology Slides for Classroom  
Teaching.** 4-color catalog. 8pp. Free.  
SCISUP  
For more information circle 207 on coupon

**PAT DOWLING PICTURES**



**INSECT FOODS**

New and Outstanding.

For Intermediate and High  
School Science.

14 Min. Color Film. \$135.00

Write for Study Guide and Previews.  
1056 S. Robertson Blvd.  
Los Angeles 35, Calif.



**MAKE YOUR  
OWN SLIDES**

on your own  
**TYPEWRITER**  
by using  
**RADIO-MATS**

Regular size 3¼x4 or the New Duplex 2x2.  
Sold by Audio-Visual, Photo & Theatre  
Supply Dealers. For FREE SAMPLE write—

**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd., Daytono Beach, Fla

**4 NEW  
30  
MINUTE  
FILMS**

**PRODUCING  
EDUCATIONAL  
TELEVISION  
PROGRAMS**

Staging for Television  
Television Lighting  
Television Directing, Part I  
Television Directing, Part 2

Write To—

**NET** FILM SERVICE INDIANA UNIVERSITY  
BLOOMINGTON, INDIANA

**Fun With Ampex Stereo.** Many applications and techniques suggested in 16pp free booklet. AMPLEX  
For more information circle 208 on coupon

**Heavy Duty Slide Projectors** and accessories. Catalog and price list. Free. GENARCO  
For more information circle 209 on coupon

**The Human Factor in the Language Laboratory,** by Dr. Myrtle B. McGraw, 8pp free. Role of teacher and student analyzed. MRI  
For more information circle 210 on coupon

**Industrial Motion Pictures.** Planning, scripting, shooting, lighting, editing, titling and laboratory effects; special applications like time-lapse, infra-red, high-speed, cinematography, animation. 76pp 50 cents. KODAK.  
For more information circle 211 on coupon

**Lamp Catalog.** Lists all available panel, flashlight, neon glow, automotive and multi-purpose lamps, industrywide. By checking the lamp number its maker, base, bulb type, voltage, amperage and bead color can be ascertained. 24pp. 10c from Radio-Electronic Master, 60 Madison Ave., Hempstead, L.I., New York.

**Language Arts and Foreign Languages.** 1959 catalog of films. One of series special subject area catalogs that supplements the bulky general catalog. 39pp. Free. UNILL.  
For more information circle 212 on coupon

**Language Laboratory Systems.** File folder with data and pictures on four low-cost systems accommodating up to 10 tape recorders, each with a different language or lesson. Free. RCA.  
For more information circle 213 on coupon

**Lengthening the Life of Film.** Reprint of magazine article. PERMAFILM.  
For more information circle 214 on coupon

**Magnetic Sound Recording for 16mm Motion Pictures.** 64pp. 50 cents. KODAK.  
For more information circle 215 on coupon

**Master Photo Guide-Movie Guides** revised into two pocket-sized encyclopedias of photographic knowledge. The 35-page Photo Guide includes wheel-type exposure calculator for making fill-in flash pictures; a removable measuring tape bound into the book simplifies close-ups. The 32-page Movie Photoguide includes dial computers, tables and concise text, covering also the new smaller reflector lamps. Ea \$1.75. KODAK.  
For more information circle 216 on coupon

**Music's Most Glorious Voice.** Place of music in church and school. Beautifully illustrated. 18pp Free. Hammond Organ Co., 4200 W. Diversey Ave., Chicago 39, Ill.

**New Catalog of Free Films.** Includes home economics, travel, medical research, etc. UWF. Free.  
For more information circle 217 on coupon

**The New World of Television Teaching.** Five ways in which schools and colleges are using ETV. Free. GPL  
For more information circle 218 on coupon

## The KEYSTONE Standard Overhead Projector

is available for purchase under the

### National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3 1/4" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French and Spanish with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

**Notes on Tropical Photography,** including data on prevention and removal of fungus growth on processed photographic film. Exposure tables for tropics. 35pp. Punched for data book. KODAK  
For more information circle 219 on coupon

**Optical Products.** Directory and description of some 75 different catalogs on special lines and items. B&L.  
For more information circle 220 on coupon

**Perutz Film and Chemical Data Book.** 24pp 8 1/2 x 11" free. BURBR  
For more information circle 221 on coupon

**Photo Magic Without a Darkroom** describes method of copying either negative or positive transparencies on new "Slide-O-Film" without chemicals. Booklet, slide printing frame and samples 25 cents. BESELER  
For more information circle 222 on coupon

**Preparing Display Transparencies on Kodak Ektacolor Print Film.** 20pp free KODAK  
For more information circle 223 on coupon

**Preparing Large Color Prints on Kodak Ektacolor Paper.** 20pp. Technical, binder-punched. Making of prints up to 40x60". Free. KODAK.  
For more information circle 224 on coupon

**Professional Tape Recorders.** Catalog. Free. MAGNECORD.  
For more information circle 225 on coupon

**Radio, TV, Electronics 1959.** Catalog of units, parts and components. 180pp. Free. BA.  
For more information circle 226 on coupon

**RCA Receiving Tube Manual.** 8th Edition, revised, more than 3 1/2 million sold to date. Technical data on more than 625 receiving tubes and 95 picture tubes, including color. Diagrams for intercom, hi-fi and amplifiers, au-



1959  
American Film  
Festival  
Winner



**MARTHA GRAHAM & COMPANY**

## a dancer's world

Miss Graham narrating and illustrating her theories with specially choreographed basic techniques, and excerpts from the Company Repertoire.

- "The film demonstrates how much a skilled and sensitive film maker can bring to the presentation of dance on the screen."
- "An exquisitely beautiful experience."

Arthur Knight, Dance Magazine  
Katherine Cornell

30 Minutes, black & white, Rental \$17.50, Sale \$175.00

**REMBRANDT FILM LIBRARY**

267 W. 25th St., New York 1, N. Y. ORtegon 5-7220  
Send for Our Latest Catalog of Outstanding Films

See Brunson Motley, NAVA Booth T-144 for—

## POLY-CONS



First with  
hinged lid.

**MODERN  
FILMSTRIP  
CONTAINERS**

First unbreakable, moisture-proof, polyethylene filmstrip container. Lightweight. Six colors. Labels printed for all filmstrip containers. Send copy for quotation.



Specify POLY-CONS FOR PROTECTION PLUS SALES APPEAL

Send quantity for quotation and FREE sample.

**RICHARD MFG. CO.**  
P. O. BOX 2041, VAN NUYS, CALIF.

## TEACHING AIDS

FILMS, FILMSTRIPS,  
SLIDES, POSTERS, ETC.

Write for Free Catalog

**AMERICAN BIBLE SOCIETY**

Audio-Visual Department  
440 Fourth Avenue, New York 16

# HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgor Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition. By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations, 14 Color Plates. Horper & Brothers, 49 E. 33rd St., New York 16, N.Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgor Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Honson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language — not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation, Including a Photoplay Approach to Shakespeare. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$4.75.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Alpark Educational Records, Inc., 40 East 88th Street, New York 28, N. Y.

dio control circuit and 10 and 35 watt hi-fi amplifiers. 75c RCA  
For more information circle 227 on coupon

**Recommended Records for Foreign Language Study.** Age-grouped 3-year-old and up; 26 languages; 24pp. Free. CALIFONE.  
For more information circle 228 on coupon

**Religious Filmstrips and Slides.** Old and New Testament, special holiday selections, helps for pastors. Free. CH-CRAFT.  
For more information circle 229 on coupon

**Science Filmstrips.** List of 41 for grades K-3; 41 for grades 4-8; and 57 for grades 9-12. JAM.  
For more information circle 230 on coupon

**Science Materials 1959.** Catalog. 108pp free. ILLINOIS.  
For more information circle 231 on coupon

**Sources of 2x2 Color Slides.** 58 sources in classified listing. Free. KODAK  
For more information circle 232 on coupon

**Special Bulletin on Science Films** describes 55 films, five of them film festival award winners. 8pp. Free. UWF  
For more information circle 233 on coupon

**Specialized Film Lists**—1) Art, 2) Music and Dance, 3) Films for Parent-Teacher Groups, 4) International Film Classics. BRANDON.  
For more information circle 234 on coupon

**Starting and Building Your Filmstrip Library.** Three programs for each of four grade levels K through SH. JAM.  
For more information circle 235 on coupon

**The Story of Technology.** Picture and text describe the large corporation as a principal element in the technology that has brought present progress and offers hopeful solution for needs of future. 36pp. DUPONT, Public Relations Div.  
For more information circle 236 on coupon

**Student Projectionists Training Chart.** While centered on the EK "Pageant" sound projector, this 20x28" chart gives feet:minute running time table;

lens:distance screen size formulae seating arrangements, etc. KODAK.  
For more information circle 237 on coupon

**Talking Books.** Catalog and monthly supplements listing recordings (16 2/3 rpm) of classic and contemporary literature for all ages. Also playback turntable speed converter, multi-outlet jack box, pillow speaker, headphones etc. Intended primarily for the blind these recordings have many other educational applications. LIBRAPHONE  
For more information circle 238 on coupon

**Tape It Off The Air.** Free brochure tell correct way to tape-record radio or TV broadcast. ORRADIO.  
For more information circle 239 on coupon

**Teaching with Motion Pictures, Filmstrips, and Tape Recorders.** Series of four booklets. Free. BGH  
For more information circle 240 on coupon

**Technical Films in Spanish.** A catalog of technical motion pictures for which Spanish versions, or originals) are available, indicating purchase sources 55 pp bi-lingual, mimeographed. Single copies free, from Regional Technical Aids Center, c/o American Embassy, Mexico 1, D.F. The films are available for loan only to or through the 21 missions in Spanish-speaking countries.

**Tempest**—Sound manual 16pp free on the Paramount feature film based on Pushkin stories of peasant revolts against Russian Czar. PARAMOUNT  
For more information circle 241 on coupon

**Text Films, 1959-60 catalog.** 69pp free. MH.  
For more information circle 242 on coupon

**20th Anniversary Film Catalog,** 96pp free.. Excellently arranged by subject area and grade level. Details on basic starter set ownership plan. CORONET.  
For more information circle 243 on coupon

**United Nations Film Catalog.** Lists and describes 27 films produced by and about the U.N. Free. CONTEMPORARY.  
For more information circle 244 on coupon

## FREE INFORMATION SERVICE COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West, Chicago 14, Ill.

I am interested in receiving more information or a demonstration of the item or items I have indicated by encircling the code numbers corresponding with code numbers on listings of new A-V materials and equipment in your July 1959 issue:

101	102	103	104	105	106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123	124	125	126	127	128
129	130	131	132	133	134	135	136	137	138	139	140	141	142
143	144	145	146	147	148	149	150	151	152	153	154	155	156
157	158	159	160	161	162	163	164	165	166	167	168	169	170
171	172	173	174	175	176	177	178	179	180	181	182	183	184
185	186	187	188	189	190	191	192	193	194	195	196	197	198
199	200	201	202	203	204	205	206	207	208	209	210	211	212
213	214	215	216	217	218	219	220	221	222	223	224	225	226
227	228	229	230	231	232	233	234	235	236	237	238	239	240
241	242	243	244	245									

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

# Trade News



Publicizing the end product of what's in the AV package.

## Viewlex Packages Plug Schools

All cartons in which Viewlex products are being shipped carry the official emblem of the National Citizens Council for Better Schools, the symbol of children at their desks and the slogan "Better Schools Build Better Communities." This carries a vital message to the hundreds of people who see the package on its way from maker to end user.

## Ling Expands

Ling Electronics, Inc., Culver City, have acquired the Altec Companies, manufacturers of speakers and other audio units. A new 45,000 sq. ft. plant, costing over \$500,000, is being erected at the Altec location in Anaheim, Calif. The Ling interests have also taken over University Loudspeakers, Inc., of White Plains, N. Y., for a reported consideration of \$2,300,000, of which \$1,650,000 was in cash. Both Altec and University will continue to function as wholly-owned subsidiaries.

## 4-Screen Ford Roadshow

The Ford Motor Company expects to show its unique four-screen movies in tent shows before a million people this year. The four screens, each 6'0 x 4'6, are flanked across one end of a 40-foot diameter fireproof tent. Various combinations of screens are activated so that filmed actors seem to talk back at one another even as the main picture is on. Two traveling units will present "Design for Suburban Living"; two others "Design for Rural Living." The quadri-division continuous automatic projection equipment was developed Busch Film and Equipment Co., of Saginaw, Mich. To get the four-way synchronization a special Moviola was used showing three films and two sound tracks simultaneously.

## Learning by Singing

Star Records offers a new series of hi-fi records featuring songs in original foreign-language text — and the same songs in English on the flip side.

## SMPTTE Features A-V Papers

The first two papers on the kick-off program at the 85th Semiannual Convention of the Society of Motion Picture and Television Engineers, at Miami Beach, May 3-8, featured A-V equipment of major interest to our readers. In the first, Richard A. Wallach described The Harwald Company's "Automatic Integrated Projection Training Device for Classroom or Auditorium Use," offering console-controlled projection of 16mm motion pictures, 2x2 slides, 35mm filmstrips, 3 1/4 x 4" slides, 10" x 10" overhead transparencies, in any desired combination, on a built-in 9' x 7' rear-projection screen, used under normal room lighting. George W. Reutell, of the Bell & Howell Co., described the development of the new JAN 16mm projector from the separate Army, Navy and Air Force projectors. John C. Stormant, a student at the University of Miami, reported on a 16mm film processing machine built at the university by students to handle all black-and-white and sound track processing at speeds of up to 100 frames per second.

Educational Television papers included such titles as "Closed-Circuit Television

in School and Community: The Chelsea Experiment," "Implications of the Conventional Classroom for Open-Circuit Television Teaching." "Professional Motion-Picture Training, Liberal Education and the Communication Arts Curriculum." C. Walter Stone, of the U. S. Office of Education, spoke in the implications of the National Defense Education Act. A paper on "A Comparison of Learning Resulting from Motion-Picture Projector and from Close-Circuit TV Presentations" described tests of the effectiveness of training films shown under varying (controlled) levels of projector noise, and established the projector as superior to the TV screen "provided low noise levels are maintained."

## NAVA Dance Party

The Saturday Night Dance Party, a regular feature of the NAVA convention July 25-28, will be held at the Morrison Hotel—and this year for the first time the \$3 general registration fee will include admission to the dance. The Sunday morning audiovisual church service will be in charge of a committee headed by clergymen who are NAVA members.

## Directory of Sources for Materials Listed on Pages 372-380

**ACA:** Amplifier Corp. of America, 398 Broadway, New York 13.

**ADL** Anti-Defamation League of B'nai B'rith, 515 Madison Avenue, New York 22.

**AHA:** American Heart Association, 13 E. 37 St., New York 16.

**AKAREX** Corporation, 80 E. 11th St., New York 3, N. Y.

**ALONGE** Products Inc., 165 W. 23 St., New York 11.

**ALTEC**—Altec-Lansing Corporation, 1515 S. Manchester Ave., Anaheim, Calif.

**AMEXPRESS** — American Express Co., 65 Broadway, New York, N. Y.

**AMPEX** Audio Inc., 1020 Kifer Road, Sunnyvale, Calif.

**ANTREX** Corporation, 856 N. Rockwell St., Chicago 22, Ill.

**ASSOCIATION** Films Inc., 347 Madison Ave., New York 17.

**AUBURN** Plastics, Inc., Norton Laboratories Div., Lockport, N. Y.

**BA** — Burstein-Applebee Co., 1012 McGee St., Kansas City, Mo.

**BESELER**, Charles Co., 211 S. 18 St., East Orange, N. J.

**BFC:** Broadcasting and Film Commission, National Council of the Churches of Christ in the U.S.A., 220 Fifth Avenue, New York 11.

**B & H** — Bell & Howell Co., 7100 McCormick Rd., Chicago 45.

**B&J** — Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.

**B&L** — Bausch & Lomb, Rochester, N. Y.

**BOGEN** — Bogen-Presto Co., Div. of The Siegler Corporation, Paramus, N. J.

**BRANDON** Films Inc., 200 W. 57 St., New York 19.

**BRISTOL**-Myers Products Division, Educational Service Department, 45 Rockefeller Plaza, New York 20.

**BURBR** — Burleigh Brooks, Inc., 10 W. 46th St., New York 36, N. Y.

**CALIFONE** Corp., 1041 N. Sycamore Ave., Hollywood 38.

**CECO** — Camera Equipment Co., Inc., 315 W. 43rd St., New York 36, N. Y.

**CENTRAL** Scientific Equipment Co., 1700 W. Irving Park Blvd., Chicago, Ill.

**CFI**—Canadian Film Institute, 142 Sparks St., Ottawa, Ont., Canada.

**CH-CRAFT** — Church-Craft Pictures, 3312 Lindell Blvd., St. Louis 3.

**The CHRISTOPHERS**, 18 E. 48th St., New York 17, N. Y.

**COLSI** — Color Slide Encyclopedia, P.O.B. 123, Cincinnati 31, Ohio.

**COLWIL** — Colonial Williamsburg, Film Distribution Office, Williamsburg, Va.

**CONTEMPORARY** Films Inc., 13 E. 37 St., New York 16.

**CORONET** Films, 65 E. South Water St., Chicago 1.

**DENOYER**-Geppert Co., 5235 Ravenswood Ave., Chicago 40.

**DRAMATIC** Publishing Co., 179 N. Michigan Ave., Chicago 1, Ill.

**DuPONT** — E. I. DuPont de Nemours & Co., Advertising Dept., Motion Picture Div., Wilmington 98, Del.

**EBF:** Encyclopaedia Britannica Films Inc., 1150 Wilmette Ave., Wilmette, Ill.

**ELECHEM** — Electro-Chemical Products Co., 427 Bloomfield Ave., Montclair, N. J.

**ELGEET** Optical Co., Rochester, N. Y.

**EMDE** Products, 2040 Stoner Ave., Los Angeles 25, Calif.

**EPGB** — Educational Productions Ltd., London, SW1-East Ardsley, Wakefield, England.

**EYE GATE** House Inc., 146-01 Archer Ave., Jamaica 35, N. Y.

**FA:** Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25.

**FAMILY** Films Inc., 5823 Santa Monica Blvd., Hollywood 38.

**FORD** Motor Company, Motion Picture Dept., Dearborn, Mich.

**FRITH** Films, 1816 N. Highland Ave., Hollywood 28.

**GENARCO** Inc., 9704 Sutphin Blvd., Jamaica 35, N. Y.

**GE-SPEC** — General Electric Company, Special Electrical Components Dept., West Genesee St., Auburn, N. Y.

**GIANTVIEW** Electronics Div., Meilink Safe Co., Ferndale 20, Mich.

**GJP** — Grover-Jennings Productions, 2765 Forest Glen Trail, Deerfield, Ill.

## Directory of Sources

**GPL:** General Precision Laboratory Inc., Pleasantville, N. Y.

**HAMILTON** Electronics Corp., 2726 W. Pratt Ave., Chicago 45, Ill.

**HARVEST** Films, 90 Riverside Drive, New York 24, N. Y.

**HPI** — Hudson Photographic Industries, Inc., Croton-on-Hudson, N. Y.

**ILLINOIS** — University of Illinois, Audio-Visual Services, Extension Div., Champaign, Ill.

**IVAC** — International Visual Aids Center, 37 rue de Linthout, Brussels 4, Belgium.

**JAM** Handy Organization, 2821 E. Grand Blvd., Detroit 11.

**K&E** — Keufel & Esser Co., Hoboken, N. J.

**KODAK** — Eastman Kodak Co., Nontheatrical Motion Picture Div., Rochester, N. Y.

**LIBRAPHONE**, Inc., 550 Fifth Ave., New York 36.

**MAGNECORD**, Div. of Midwestern Instruments, Tulsa, Okla.

**MESTON'S** Travels Inc., 3801 N. Piedras, El Paso, Texas.

**MH** — McGraw-Hill Book Co., 330 W. 42 St., New York 36.

**MOBILE-TRONICS**, Westover Road, Morrisville, Pa.

**MRI** — Magnetic Recording Industries, 126 Fifth Ave., New York 11, N. Y.

**NEA** — National Education Association, Washington, D. C.

**NYSDH** — New York State Dept. of Health, 84 Holland Ave., Albany, N. Y.

**NYTIMES**, Office of Educational Activities, 229 West 43rd St., New York 36.

**ORRADIO** Industries Inc., Shamrock Circle, Opelika, Ala.

**OSU** — Ohio State University, Department of Photography, Columbus 10.

**OZALID** Division, General Aniline and Film Corporation, 17 Corliss Lane, Johnson City, N. Y.

**PARAMOUNT** Pictures Corporation, 1501 Broadway, New York 36, N. Y.

**PERMAFILM**, Inc., 723 Seventh Ave., New York 36, N. Y.

**PHOLAB** — Photographic Laboratories, 3101 San Jacinto, Houston 4, Texas.

**PROJECTION OPTICS** Co., Inc., 271 Eleventh Ave., East Orange, N. J.

**RCA** Educational Services, Camden, N. J.

**REITER** — F. Reiter Co., 3340 Bonnie Hill Drive, Hollywood 28, Calif.

**ROUNDTABLE** Productions, 139 S. Beverly Drive, Room 133, Beverly Hills, Calif.

**SCISUP** — Scientific Supplies Co., Mr. J. W. Thompson, 600 Spokane St., Seattle 4, Wash.

**SCOTT** — H. H. Scott, Inc., Dept. P, 111 Powdermill Road, Maynard, Mass.

**SEAL**, Inc., Shelton, Connecticut.

**STANBOW** Productions, Inc., Valhalla, N. Y.

**STIK-A-LETTER** Co., Box 286, Escondido, Calif.

**SVE:** Society for Visual Education Inc., 1345 W. Diversey Pkwy., Chicago 14.

**THORNE** Films, Inc., 1707 Hillside Road, Boulder, Colo.

**TRAFCO-CAL**, The Methodist Church, TRAF-CO, So. Calif.-Ariz. Conference, 655 W. 35 St., Los Angeles 7.

**TRANSFILM**, Incorporated, 35 W. 45th St., New York 36, N. Y.

**TRANSVISION** Inc., New Rochelle, N. Y.

**UC** — University of California, Educational Film Sales Dept., Los Angeles 24.

**UNILL** — University of Illinois, Audio-Visual Aids Service, Division of University Extension, Champaign, Ill.

**USTEEL** — United Steel Workers of America, 1500 Commonwealth Bldg., Pittsburgh 22, Pa.

**UWF:** United World Films, 1445 Park Ave., New York 29.

**WALTSTERL** — Walt Sterling, 224 Haddon Road, Woodmere, L. I., N. Y.

**YALE** Audio-Visual Department, 1779 Yale Station, New Haven, Conn.

**ZENITH** Radio Corporation, 6001 W. Dickens Ave., Chicago 39, Ill.

## BOOKLET REQUEST COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.  
Send me booklets offered by the following advertisers in this July issue.  
The numbers of the advertisers are listed as follows:

---



---



---



---

NAME (print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

## ADVERTISED IN THIS ISSUE

- (1) Advance Furnace Co.—Pixmobile projection table, Optivox portable easel, page 328
- (2) Allied Radio—everything in electronics, page 354
- (3) American Bible Society—films, filmstrips, slides, posters, page 379
- (4) Audio Cardalog—record reviews on cards, page 354
- (5) Audio-Master Corp.—record and transcription players, page 354
- (6) AudioTronics — ATC300VR record player, page 354
- (7) Audio Visual Research—AVR Rateometer reading learning aid, page 376
- (8) Bailey Films, Inc.—"Softball Fundamentals for Elementary Schools," "Gold and Gold Mining," "Ferryboat," films, page 352
- (9) Beseler, Charles, Co.—YuGraph overhead projector, page 324
- (10) Broadcasting and Film Commission (National Council of Churches)—"New Faces of Africa," film, page 359
- (11) Broadman Press—religious recordings for children, page 358
- (12) Cathedral Films—"Tales of Jiminy Cricket," film, page 325
- (13) Colburn, George W., Laboratory—film services, page 374
- (14) Coronet Films — 60 new educational films, pages 350-1
- (15) Cousins Electronics Corp.—language laboratory equipment, page 333
- (16) Delta Film Productions, Inc.—"Exploring by Satellite," film, page 353
- (17) Doric Waldorf Hotel—Seattle, Washington, page 374
- (18) Dowling, Pat, Pictures—"Insect Foods" film, page 378
- (19) DuKane Corp.—sound slidefilm projector, page 357
- (20) Eastman Kodak Co.—Pageant projectors, page 329
- (21) Educational & Recreational Guides, Inc.—photoplay filmstrips and study guides, page 330
- (22) Family Films, Inc.—religious films and filmstrips, page 319
- (23) Fiberbilt Case Co.—film shipping cases, page 376
- (24) Filmscope, Inc.—"This is Central America," filmstrip kit, "Tide Pool Marine Life," study prints, page 378
- (25) General Film Laboratories Corp.—film processing, inside front cover
- (26) Grover-Jennings Productions — educational films, page 374
- (27) Harwald Co., The — Movie-Mite 16mm sound projector, page 374
- (28) Indiana University—NET film service, page 378
- (29) Keystone View Co.—Keystone standard overhead projector, page 379
- (30) Levolor Lorentzen—AV venetian blinds, page 320
- (31) Meston's Travels, Inc. — Meston-Matic synchronizer, page 356
- (32) Newcomb Audio Products Co.—tape recorders, phonographs, radios, transcription-PA systems, listening center equipment, page 327
- (33) Peerless Film Processing Co.—film reconditioning, page 355
- (34) Philco Corp.—all-transistor TV camera, page 373
- (35) Plastic Products, Inc.—LuXout light control draperies, page 349
- (36) Radio Corp. of America—"Life-Tested" AV aids, 16mm projectors, record players, tape recorders, pages 322-3
- (37) Radio-Mat Slide Co.—slide mats, page 378
- (38) Rapid Film Technique — film rejuvenation, page 374
- (39) Rembrandt Film Library—"A Dancer's World," film, page 379
- (40) Richard Mfg. Co.—Poly-Cons filmstrip containers, page 379
- (41) Seal, Inc.—Seal Transpara-Film, page 324
- (42) Smith System Mfg. Co.—projector cabinets and stands, tape and film cabinets, page 375
- (43) Stanbow Productions, Inc.—"You—and Your Driving," filmstrip series, page 356
- (44) Sylvania Electric Products, Inc.—Blue Top projection lamps, page 377
- (45) Tecnifax Corp. — overhead projectors, page 331
- (46) Vacuumate Corp.—film protective process, page 378
- (47) Victor Animatograph Corp. — Victor 16mm arc projectors, back cover
- (48) Visual Sciences—science filmstrips, page 356
- (49) World Wide Pictures — religious films, page 352



# AUDIOVISUAL

GUIDE

*August, 1959*

Annual

# BLUE BOOK

## of Audiovisual Materials

PUBLIC LIBRARY  
ORDER DIVISION  
325 SUPERIOR AV.  
CLEVELAND, OHIO  
HC-9979-12-59

-NO. 1

34th Edition

Price \$100

# Calendar Of Coming Events

Aug. 10-21 — Summer Audio-Visual Workshops, Syracuse University, Syracuse, N. Y.

Aug. 16-22 — Robert Flaherty Film Seminar, 5th annual, University of California, Santa Barbara Campus, Goleta, Calif.

Aug. 17-21 — University Film Producers Association, 13th annual conference, Purdue University, Lafayette, Ind.

Aug. 21-22 — Society of Motion Picture and Television Engineers, regional meeting, Chicago session, Purdue University, Lafayette, Ind.

Aug. 31-Sept. 3 — Biological Photographic Association, annual meeting, Sheraton Mount Royal Hotel, Montreal, Quebec, Canada.

Sept. 2-13 — North American International Photographic Exhibit, nineteenth annual; closing dates for prints July 24 and slides, August 7. California State Fair and Exposition, Sacramento, Calif.

Sept. 6-11 — International Conference on Audio-Visuals in the Church, 16th annual, Green Lake, Wisc. Dept. of AV and Broadcast Education, National Council of Churches, 257 Fourth Ave., New York 10, N. Y.

Sept. 28-Oct. 1 — Industrial Film and AV Exhibition, New York City.

Oct. 5-9 — Society of Motion Picture and Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York City.

Oct. 26-30 — Society of Photographic Scientists and Engineers, annual national conference, Edgewater Beach Hotel, Chicago, Ill.

Oct. 26-30 — National Association of Educational Broadcasters, Sheraton Cadillac Hotel, Detroit, Mich.

Nov. 20-21 — Michigan Audio-Visual Association, fall meeting, Western Michigan University, Kalamazoo, Mich.

**TODAY'S  
FILM  
ARRIVALS**

They pour in from every state and many lands, from major film centers and rural outposts . . . A single delivery may include a Hawaiian teacher's first documentary and a \$4,000,000 epic filmed in Hollywood.

Here in Hollywood, in the hub of the nation's film capital, General has been privileged to serve the industry's top film makers for many years . . . This invaluable experience, our unmatched skill and personalized service are today easily available to enterprising movie makers the world over.

Today's exciting Jet Age snaps its fingers at time and space. Wherever you are, whatever your needs, General's fine film processing facilities\* are now but a few short hours away.

\*Complete 16 and 35 mm, b/w and color.

**GENERAL**  
FILM LABORATORIES CORP.  
1546 ARGYLE, HOLLYWOOD 28, CALIF., HO 2-6171

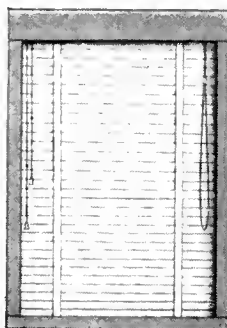
Send for Bulletin G, which describes the advantages of our new 35/32 mm technique. Price lists and general information gladly supplied.

where you need it! when you need it!



There's no need for a special room assignment, no delay, when the classroom has LEVOLOR A.V. (Audio-Visual) VENETIAN BLINDS. These blinds give complete control of ambient light to suit the subject, projector and student activity.

Today, any classroom can be converted for Audio-Visual instruction inexpensively by the installation of LEVOLOR A.V. BLINDS.



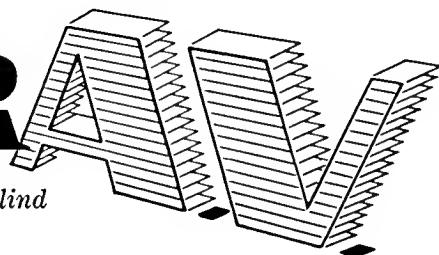
Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

**HOW DARK SHOULD CLASSROOMS BE FOR AUDIO-VISUAL INSTRUCTION?**

Be sure to specify

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN

*The Scientifically Developed Audio-Visual Blind*



COPYRIGHT: LEVOLOR LORENTZEN, INC.

# AUDIOVISUAL

GUIDE

August, 1959 Volume 38, Number 8, Whole Number 378

## EDITORIAL

394 Three R's Out of Four

## ARTICLES

396 Visualizing Different Subjects *Marjorie A. Clark*

400 Chalkboards in Action *E. Milton Grassell*

## DEPARTMENTS AND FEATURES

Inside Front Cover — Calendar of Coming Events

390 On the Screen

391 AV Service — With a Smile?

402 BLUE BOOK OF AUDIOVISUAL MATERIALS

440 Helpful Books

441 Alphabetical Title Index

447 Index to Producers and Primary Distributors

449 Index to Advertisers

450 Trade Directory for the AV Field



Founded in 1922 by Nelson L. Greene



BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.  
SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.  
CHANGE OF ADDRESS should be sent immediately to

insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.  
EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Barrington, Illinois; Business and Editorial Office, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Printed in the U.S.A. Re-entered as second-class matter October 1953 at the post office at Barrington, Illinois, under the Act of March 3, 1879.

ENTIRE ISSUE COPYRIGHT 1959 BY  
THE EDUCATIONAL SCREEN, INC.

Find A New Use For

# SLIDE-O-FILM

THE NEW "WONDER FILM" THAT REQUIRES NO CHEMICALS OR DARKROOM...

**YOUR AWARD...**

**SABENA "JET 'N 'COPTER"**

**HOLIDAY ABROAD**

**FOR TWO!**



## Beseler Slide-O-Film Uses-In-Industry Award

**Just add your idea** — it may come "right off the top of your head" — to the fast-growing list of uses for new Beseler-Kalvar Slide-O-Film in your industry!

If your idea produces the Award-Winning Use—YOU'RE OFF TO BRUSSELS AND EUROPE BY NEW SABENA JET, AND TO THE "HEART OF PARIS" BY HELICOPTER... ON A ONCE-IN-A-LIFETIME SABENA "JET 'N 'COPTER" HOLIDAY ABROAD FOR TWO!

SLIDE-O-FILM, a completely new *physical* system of photography, is a film that's *exposed by light and developed by heat* for making *projection positives* from negatives or sharp, grainless *negatives* from color or positive transparencies in *just 2 minutes!*

SLIDE-O-FILM works without chemicals, darkroom or special equipment. Placed, emulsion to emulsion, against a positive transparency or negative, SLIDE-O-FILM is exposed in an ordinary projector, subjected to any heat source for development... and the process is completed.

New uses for SLIDE-O-FILM are developed daily with amazing savings in time and money for business and industry. Already SLIDE-O-FILM is used for new, fast methods of making Audio-Visual Training and Sales presentation slides from black and white negatives; slides for continuous interdepartmental communication; rapid reproduction of medical or industrial x-rays and microfilmed files, records or charts; negatives for printing low cost "blow-ups" from color slides or Polaroid® transparencies.

**To find out how you can easily win the exciting Sabena "Jet 'N 'Copter" Holiday Abroad for Two:**

Pick up an "Award" application when you buy SLIDE-O-FILM from your dealer or send coupon for full details and Sample Kit that contains all materials you need to win.



### CHARLES BESELER COMPANY

232 South 18th Street, East Orange, N. J.

Please send full details on Slide-O-Film Uses-In-Industry Award and Slide-O-Film Sample Kit. (25¢ enclosed to cover mailing and handling costs.)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

\*Between 212° - 250° (boiling water is best)

# Here, at last is a 16 mm sound projector

that

- Sets up fast
- Threads easily
- Projects a bright, clear picture anywhere



Only  
\$349.50

## MM SUPREME

No other projector has so many exclusive features designed to make the teacher's job pleasantly simple—vastly more effective. MM Supreme is a precision-made audio-visual unit that sets up in minutes, without fuss or bother. Its high-power optical system concentrates its light (with minimum side-loss) on the screen so that even the smallest picture detail stands out crisply and clearly. Its compact audio system guarantees full-range, high-fidelity sound. And, because MM Supreme is so skillfully designed and built, there is never any distracting operating noise. Students concentrate better . . . learn more.

MM Supreme's new Easy-Thread film path diagram makes setting up as quick and easy as a tracing. And, its many other features make it the most desirable 16 mm sound projector for educational, industrial and entertainment use.

For example, MM Supreme has special safety trips that protect film against incorrect threading, torn sprocket holes and other emergencies. It has 2000 ft. film capacity—a full hour's uninterrupted use. It is complete with TV type screen, 800 ft. take-up reel, enclosed speaker with extension cord, built-in box for spare lamp.

Best of all, MM Supreme is so compact and light in weight it is the most perfectly portable projector in the market. Weighs only 28 lbs. complete.

## NEW! PERFECT WAY TO SHOW SOUND MOVIES

Ultramatic has everything ready—projector all set up, sound with extension speaker, storage space, even carries screen! All in handsome roll-about cabinet with secure locks to keep equipment and film safe from mischievous hands. Only \$595.00 complete.



THE **HARWALD COMPANY, INC.**  
1245 Chicago Avenue Evanston, Illinois

# ON THE SCREEN

HERE comes the thirty-fourth edition of the Blue Book of Audiovisual Materials! Once again we have collected the basic data on all the new materials, classified in thirty-two categories, that have been published since September, 1958. In addition, there are over four hundred new items, to give schools, audio-visual directors and teachers the most comprehensive listing possible.

Under each classification all kinds of materials are listed, making possible—even encouraging—the “cross-media” approach to learning. For example, among the social studies listings the reader will find motion pictures, filmstrips, sound filmstrips, maps, globes, records, tapes, study prints, slides, and the classification by subject matter rather than by medium should make it possible for curriculum specialists to broaden their scopes by trying new and exciting things.

Keep this Blue Book handy for repeated reference throughout the year! You may wish to order additional copies for other departments or personnel in your school. And if you have any suggestions for improving this service we offer you, the staff will be glad to receive them. — ES

SEPTEMBER'S on its way, and our “Back-to-School” issue will be packed with information which we feel will interest our readers—such as another “architectural solution,” and criteria for evaluating equipment before purchase. All our popular departments will be back with us, too.

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. ENID STEARN, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. JOSEPHINE H. KNIGHT, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Assistant.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Educational Head of Audio-Visual Education, University Extension, University of California, Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia.

## AV Service — With a Smile?

A Program—any assignment that can't be completed by one telephone call.

To Expedite—to confound confusion with commotion.

Channels—the trail left by the inter-office memos.

Coordinator—the guy who has a desk between two expeditors.

To Activate—to make carbons and add more names to the memo.

To Implement Program—hire more people and expand the office.

Under Consideration—never heard of it.

Under Active Consideration—we're looking in the files for it.

A Committee Meeting—a mass mulling by master-minds.

A Conference—a place where conversation is substituted for the dreariness of labor and the loneliness of thought.

To Negotiate—to seek a meeting of minds without the knocking together of heads.

Re-Orientation—getting used to working again.

Reliable Source—the guy who just gave you the low down but told you not to tell.

Informed Source—the guy who told the guy you just met.

Unimpeachable Source—the guy who started the rumor originally.

A Clarification—to fill in the background with so many details that the foreground goes underground.

We Are Making a Survey—we need more time to think of a good answer.

Note and Initial—let's spread the responsibility for this.

See Me or Let's Discuss—come down to my office, I'm lonesome.

Give Us the Benefit of Your Present Thinking—we'll listen to what you have to say as long as it doesn't interfere with what we've already decided to do.

Will Advise You in Due Course—if we figure it out, we'll let you know.

To Give Someone the Big Picture—a long, confused, inaccurate statement to a newcomer.

Spearhead the Issue—you be the goat.

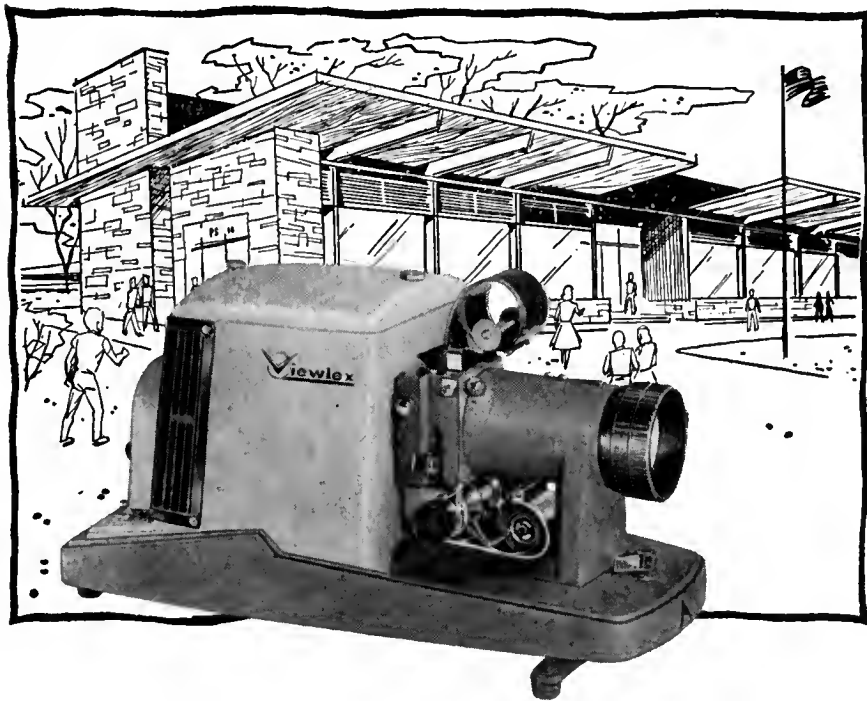
Point Up the Issue—to expand one page to fifteen pages.

The Issue Is Closed—I'm tired of the whole affair.

It Will Take a Week to Ten Days—Better order a couple of months in advance.

(Continued on page 393)

# MORE SCHOOLS USE **iewlex** IN THEIR A-V PROGRAM THAN ANY OTHER PROJECTOR!



## **First in Choice... First in Quality!** **THE VIEWLEX V-500** **COMBINATION 35 mm FILMSTRIP** **& 2" x 2" SLIDE PROJECTOR**

### **Here's Why —**

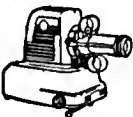
**Simple Threading** — simply slide film between clearly marked plates into projector channel and it threads itself — then take-up reel winds it neatly — automatically! Project single or double frame filmstrip — horizontal or vertical. Or in just seconds, switch easily over to slides.

**Brighter Pictures** — even in lighted rooms... the 500 watt lamp in the exclusive Viewlex light-multiplier optical system gives more light than projectors of higher wattage. And the completely light-tight lamphouse eliminates any distracting light leakage.

**Always Cool** — even after long periods of use... an exclusive Viewlex reverse jet-action suction fan draws cool air in and around the film *first* — then circulates it quickly throughout the projector and forces it out the side vents.

**Built-In Magnifier Pointer** — more than just a pointer — actually enlarges any part of projected filmstrip image to fix attention on details under discussion.

**Comes complete with 5" f/3.5 Luxtar lens and slip-on aircraft carrying case • 3", 4", 7", 9" and 11" lenses available • For even greater brilliance the V-500 is also available with 5" f/2.8 Luxtar lens.**



Other Viewlex projectors available from \$50.25 to \$495.00. Ask your Viewlex Audio-Visual franchised dealer for a demonstration, or write for catalog.

 **iewlex** INC.

35-10 QUEENS BOULEVARD, LONG ISLAND CITY 1, N. Y.

All Viewlex projectors are GUARANTEED FOR A LIFETIME.

# Looking for Something New?

HERE IS YOUR **KEY** TO THE  
AUDIO-VISUAL RELEASES OF 1958-1959

## The **BLUE BOOK** of Audio-Visual Materials

● films

the **ONLY** source-book that completely correlates  
all four principal types of instructional materials

● filmstrips

● slides

● recordings

**Costs Only \$1.00**

Not only does the BLUE BOOK tell you where to get 16mm films; it also tells you *where to get 35mm filmstrips, slide sets, and educational recordings.*

The new BLUE BOOK lists all these major types of teaching aids under the same subject heads. The listings include: title, type of material, length, silent or sound, color or black and white, television clearance, sale and/or rental price, primary source of distribution, release date, content description, and recommended age level.

The BLUE BOOK lists materials on virtually all subjects — agriculture, armed forces, arts and crafts, cinema arts, education, entertainment features in many languages, personal and vocational guidance, health and safety, home economics, industry, transportation, industrial arts, languages and language arts, literature and drama, mental health, mathematics, science (physical, biological, general, medical and allied), physical education and sports, social studies (geography,

history, anthropology, government, social problems) and many more. No matter what your field of interest, the help you're looking for is in the BLUE BOOK.

For more than 30 years the BLUE BOOK has been the desk-top reference and work-book of leading audio-visual education administrators. Its first 28 editions, revised annually, were cumulative, those following list only the new releases of their year. This year, again, the Blue Book issue lists, classifies and indexes the new offerings released during the past academic year. Every subscriber gets the BLUE BOOK — and a great many extra copies are sold for all-year reference use in film and other libraries. A-V administration offices, research and production centers, in short — everywhere that accurate release data is needed quickly, handily, constantly! *This makes the annual BLUE BOOK issue a doubly useful one for our subscribers — and, consequently, for our ADVERTISERS.*

### An Ideal Combination

To keep your BLUE BOOK up-to-date, each monthly issue of EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE now carries a special section of listings of new audio-visual materials presented in the same helpful format as in the BLUE BOOK. A year's subscription to the magazine costs \$4.00; the annual BLUE BOOK issue costs \$1 each; and the 28th (separate cumulative book) edition that makes your file complete is priced at \$2.00.

**Fill Out  
and Mail  
this Coupon!**

**Take advantage of this  
combination offer**

**EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE**  
2000 N. Lincoln Park West, Chicago 14, Ill.

Special Offer 8/59

Please enter my order for the BLUE BOOK OF AUDIO-VISUAL MATERIALS as checked below:

\_\_\_\_\_Copies of 1959 Issue @ \$1.00\*

\_\_\_\_\_Copies of 1958 Issue @ \$1.00\*

\_\_\_\_\_Copies of 1957 Issue @ \$1.00\*

\_\_\_\_\_Copies of 1956 Issue @ \$1.00\*

\_\_\_\_\_Copies of 1955 Issue @ \$1.00\*

\_\_\_\_\_Copies of 29th Edition (1954) @ \$1.00\*

\_\_\_\_\_Copies of 28th (Cumulative) Issue @ \$2.00\*

\_\_\_\_\_Copies of **Combination Offer: One each of all seven of the above for only \$6.00\* — an \$8.00 value.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City & Zone \_\_\_\_\_ State \_\_\_\_\_

Check here if you wish to pay later.

\*) We pay postage if remittance accompanies order.

Check here if you are interested in bulk rates.



## With the Authors

MARJORIE A. CLARK has been an active freelance writer, reporter and journalist. Three years ago she joined Moody Institute of science, where she has worked on filmstrips, films and in research.

E. MILTON GRASSELL, who presents the chalkboard advice on pages 400-401, is School Specialist with the Oregon State System of Higher Education. He has contributed to this magazine in the past, most recently in November, 1958.

## AV Service . . .

*(Continued from page 391)*

For the Good of the Order? — anybody having anything else to kill time till the sandwiches arrive?

Film Hasn't Arrived Yet — sorry, we forgot to order it.

Sorry the Projectionist Showed Up Late — we didn't give him a job slip till he walked in the office.

Sorry They're the Wrong Films — why don't you write clearer?

We Close at 5:00 — We're in till midnight.

We Offer a Consultation Service — our way is best.

The Projectionist Is on His Way Over — we'll see if we can find someone.

Let's Check Films — at the busiest moment of the day, drop everything for a little work break.

There's a Spare Bulb in Every Projector — well, almost every projector — someone must have used it already.

All Equipment Is Numbered and Accurate Records Kept — we never did find that tape recorder, did we?

We Finally Sent in That New Budget — we'd all better look for new jobs.

Is This the Place Where You Rent Films? — we have a guest speaker in fifteen minutes who didn't show up. What have you got?

Consultant (Audiovisual Expert) — any ordinary guy more than 50 miles from home.

*For grades 5, 6, 7, and 8 . . . .*

# SCIENCE FILMSTRIPS IN FULL COLOR

**A set of 12 filmstrips with Teacher's Guide  
for each grade**

**T**HE newest developments and applications are explored, and exciting approaches and materials for experimentation are suggested.

The following strips, prepared by Harry Milgrom for Grades 5 and 6, indicate the wide coverage of science topics:

## THE WONDERWORLD OF SCIENCE

### Grade 5

Soil for Plants  
Nongreen Plants  
Keeping Correct Time  
Exploring the Rocks Around Us  
Exploring Matter  
Air, Our Ever-Present Servant  
Why Winds Blow  
Why an Airplane Flies  
How Did Our Solar System Begin?  
Natural and Man-Made Moons  
What Will Hatch from That Egg?  
Mineral Riches of America

## THE WONDERWORLD OF SCIENCE

### Grade 6

New and Old Ways of Preserving Food  
Let's Build a Weather Station  
Exploring Storms  
Exploring Magnetism  
Electromagnetism at Work  
Producing Electricity  
Electricity at Home  
Making Music with Wind and String  
Exploring the Sky  
Sunset and Eclipse  
The Doctor Examines You  
Weapons Against Disease

*Have you seen . . .*

## CAREERS IN SCIENCE

### Grade Level 7-9

Four full-color filmstrips, with Teacher's Guide, prepared to help the schools guide more students into science careers:

Looking Ahead to Mathematics  
Looking Ahead to Physics  
Looking Ahead to Chemistry  
Looking Ahead to Biology

*All sets are available for preview*

**CHARLES SCRIBNERS' SONS**

EDUCATIONAL DEPARTMENT

597 Fifth Ave., N. Y. 17, N. Y.



*Editor's Note: These definitions were collected by graduate assistants at Syracuse University to enliven an otherwise dull (i.e. serious) meeting.*

# Three R's Out of Four

The three R's we're thinking about right now are *not* the traditional readin' 'ritin' and 'rith-metic R's. What we are thinking about in connection with this special BLUE BOOK issue of "Educational Screen and AUDIOVISUAL Guide" are three of the "4 R's" that are the central objective of every good school audiovisual program.

We remember vividly all four of the "R's" as they were set down in that handy little Principals' Handbook<sup>1</sup> that came out of California ten years ago:

Question 3: What are the "4 R's" of your school's Audio-Visual Education Program?

Answer: The "4 R's" of your school's Audio-Visual Education Program are . . . to make sure that the:

Right materials and equipment get to the  
Right place at the  
Right time, and see that they are used in the  
Right way!

That's as terse and memorable a way as we know for stating the goals of an audiovisual program. To achieve such clear-cut goals is another thing, and it takes a lot of doing. It's becoming more difficult all the time. For one thing, there are more materials now than ever before, more kinds, and more of each kind. So if you are going to get the right materials to the right place at the right time, first you've got to know what's available and where to get it. That's what the BLUE BOOK's for, to help you do just that.

Today, guiding the selection of the right materials for specific classroom uses is one of the most important functions of the audiovisual administrator. Carlton Erickson, in his excellent new text, "Administering Audio-Visual Services,"<sup>2</sup> identifies clearly two levels of materials selection. The first is at the classroom teaching level: the materials the teacher selects to meet specific teaching objectives. The second level is selection for system-wide distribution: the materials selected by the system for use by teachers. "The only valid reason for selection at the second level is to facilitate selection at the first."

The BLUE BOOK serves both levels of materials selection, but at the second level, for the selection of materials for system-wide distribution, it is an indispensable guide for the audiovisual administrator. His is the demanding responsibility for making sure that the right materials are available for the teachers of his system. He must know about *all* the materials produced, and his information must be up-to-date. He must know where to get them, and his information must be accurate. The BLUE BOOK is for him. It is a summary list of the audiovisual materials produced during the past year, and tells you who produced them.

Now, assuming you have already worked out your evaluative procedures, all you've got to do is to write the producers for preview copies. But we urge you to be fair about it. Ask for pre-

view copies only when you have funds available and when you are seriously involved with the selection of materials for purchase. Then buy those materials that will best serve the teaching needs of the teachers you serve. Then you'll have the right materials in the right place at the right time . . . but wait!

Come to think of it, there's a first and second level to the "4 R's" of your audiovisual program. The first level of the "4 R's" is at the classroom teaching level: the right materials must be in the classroom at the time the teacher wants to use them. But this can only happen if the "4 R's" have been achieved at the second level, the system-wide administrative level: if the right materials have been selected and purchased from the producers; they must be in a right place — a central distribution point from where they are

readily available for all teachers to use; and the right time to acquire these materials is as soon after they're produced as possible. The BLUE BOOK is the indispensable guide for implanting three R's out of four.

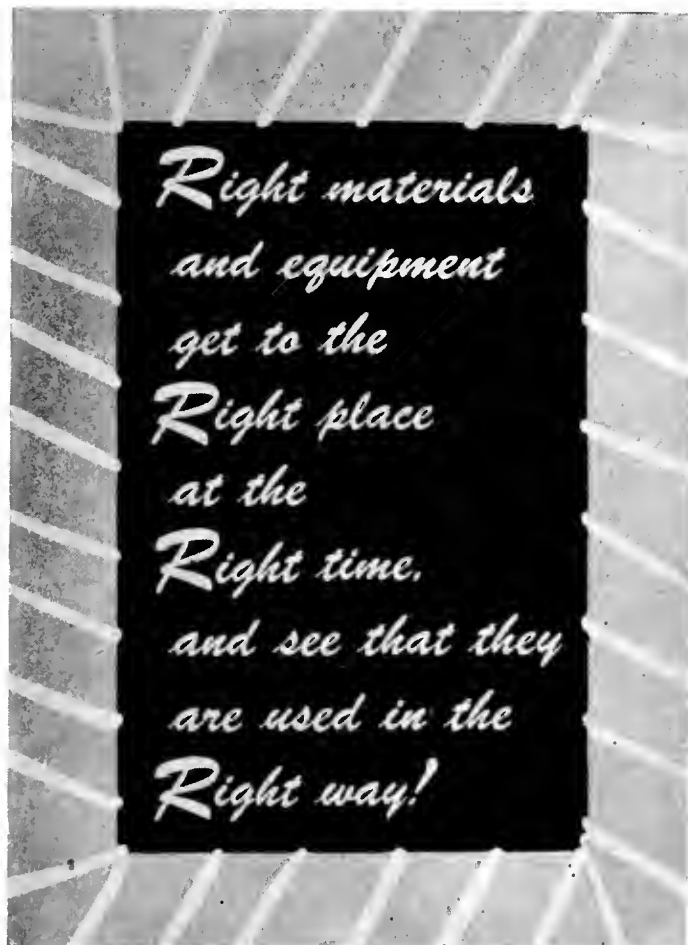
But what about the fourth R? The fourth is the one that warns that the materials must be used in the RIGHT WAY. Well . . . that's what the other issues of "Educational Screen and AUDIOVISUAL Guide" are all about!

<sup>1</sup> "Setting Up Your Audio-Visual Education Program," *A Handbook for Principals, prepared by the Audio-Visual Education Association of California, Stanford University Press, Stanford, California, 1949.*

<sup>2</sup> Erickson, Carlton W. H. "Administering Audio-Visual Services." *The Macmillan Company, New York, 1959.*

Make Sure That the . . .

*Paul C. Reed*



# Visualizing Difficult Subjects



Time lapse photography helps demonstrate plant growth and the unfolding of a blossom.

*by Marjorie A. Clark*

**H**OW far is it to the nearest star? How does a bat see where it is going? Does a humming bird fly backwards? How do crystals form?

The preparation of films and filmstrips for teaching science posed many problems for us here at the Moody Institute of Science. Often pictures, charts and diagrams fail to get across

What happens when a metal ball is dropped into liquid? The high-speed camera tells the story.



Special high-speed camera "slows down" action.

certain concepts, and we had to find other methods for visualizing difficult subjects.

It seemed simple enough to send photographers to take pictures of plant growth. But plants grew slowly and it took too long to get the whole story. To explain such terms as tropism, turgor, photosynthesis, we had to show the actual working of the plant. We found the answer in time lapse photography. Now the student can see the root break through the seed and force its way through the ground, and then the development of the branch roots. Pictures of special experiments with wet and dry areas reveal the root's search for water. From above ground the student watches the thrust of the shoot breaking through the earth, the swaying rhythm of plant growth and the beauty of the unfurling petal. Telescoped into a few moments is the whole story of a growing plant.

To explain the process of photosynthesis, both camera and microscope were used, and as the student sees the movement of the chloroplasts in the plant cell he has a better understanding of plant life at work.

In contrast, other things could be better illustrated when the action was slowed down. We used a special high speed camera which takes up to 3000 frames per second (125 times normal speed to show what happens when an object falls into a liquid, or when an egg is suddenly shattered. In slow motion it is quite evident that a humming bird really does fly backwards!

Whether we slow down the action, or compress three days into a brief eighteen seconds, we are opening the door into the world of relativity,

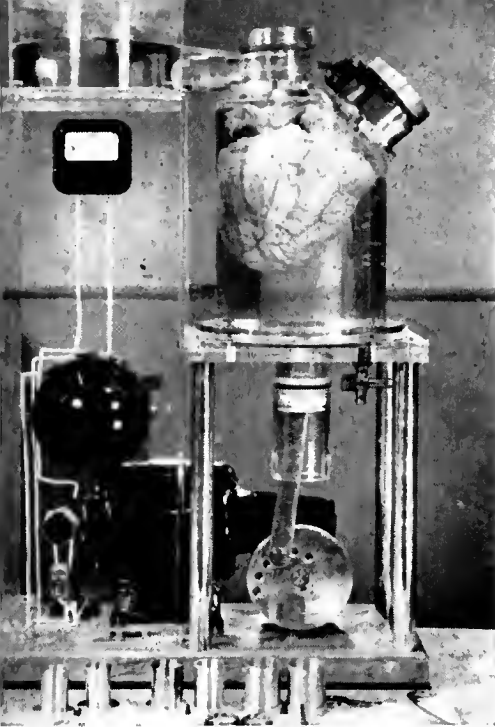
and helping the student to gain new perspectives in the relationships between time, distance, and matter.

Traveling just under the speed of light, it would take eighteen years to make a round trip to the world's nearest star and back, yet the person making the trip would age only one day because his body functions would be slowed. How could we visualize a subject of this kind? A camera with a variable aspect ratio lens — like those which spread out the cinemascope picture to wide screen — solved the problem. It gave the same effect as if the room were accelerated to amazing speeds. In this way the student is given some idea of the mystery of time, and just how long the light that twinkles from a distant star has been traveling on its earthward journey.

A school may have a collection of minerals, and students may have seen glittering crystals displayed on backgrounds of deep-toned velvet. But to identify crystals with their role in the formation of the earth's crust, we became amateur speleologists, exploring caves and photographing the results of crystal formations in limestone deposits.

In the laboratory, photomicrography was used to show the actual formation of certain crystals. Now as the student watches a grain of salt dissolve and re-crystallize he learns that minerals follow their set patterns of angular precision. To show beauty in nature, a polarizing microscope was used to reveal various crystalline patterns in all the colors of the rainbow.

Everybody knows that bats fly by night without bumping into things, but we wanted to demon-



(Above Left) Special equipment is built to aid in filming heart action. (Above right) Scientists say that moving objects shorten in the direction of travel. These effects were obtained by a camera with a variable aspect lens. (Right) Demonstrations and special photographic effects show what would happen if a man were traveling at 167,000 miles per second.



strate their way-finding ability and find out their secret of night flight. That meant more cave explorations to obtain bats for laboratory experiments. An obstacle course was set up, and we photographed the bats as they winged their way between bars without even touching them. Then we blindfolded the bats. They flew through the bars again. But when we tied their mouths shut, they bumped into the sides of the course. A special microphone and amplifier revealed the fact that bats made high-pitched sounds as they flew, which echoed back from nearby objects, thus guiding the bats in flight. Here was the principle of sonar demonstrated in a way which could be easily understood, even if it proved disconcerting to realize that bats had been putting into nightly practice for centuries a method of way-finding men only recently discovered.

Other animals have been brought to the laboratory to find out and then to illustrate for science classes just how they function, among them the electric eel and the sloth which, even in a laboratory, prefers to hang upside down.

We found that the structure and function of our bodies was not always easy to explain or

illustrate. Comparison to a camera, for example, helped when dealing with the human eye, but for the most part man-made machines only served to demonstrate the superiority and complexity of the human machine.

Without doubt the most difficult subject to visualize was the valve action of the human heart, and yet it was a vital part of the story of the blood stream. The result has appeared in newspapers and scientific journals across the country. Scientist and heart specialist worked together to build a pump that would make a dead human heart pump water in the same way that blood flows through a living heart. Then, through specially designed "windows," cameras recorded the operation of the aortic and mitral valves from outside and from within the heart. One of the results of this has been the appearance of "heart machines" in science fairs all across the country!

With today's advances we are constantly faced with new problems in visualization, but writers, scientists, artists and photographers work together to make science exciting and understandable for the students in our schools.

Kodak  
TRADE MARK

At the new Cornwall (N. Y.) Central High School, selected by A.A.S.A. for its exhibit of outstanding school designs, Thomas D. Shast, Supervising Principal, says:



**“In equipment—as in building—today’s investment has to pay off in the future. That’s one reason we picked Kodak Pageant Projectors”**

“When we were planning our new school, we asked two questions about every item that we had to purchase: How long will it last? How much maintenance will it need? This concern with *value over the long run* led us, for instance, to select terrazzo for our corridors. And the *same* thinking influenced our choice of Kodak Pageant Projectors.”

Learn, yourself, why Kodak Pageant Sound Projectors offer years of low-cost, trouble-free use. The Kodak Pageant Sound Projector *never* needs oiling, cannot suffer damage from improper lubrication. Let any Kodak AV Dealer give you the complete Pageant story. Or write today for Bulletin V3-22 . . . yours for the asking without obligation.



*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**



(1) Here is one of the oldest and most effective visual aids—the time-honored chalkboard. But sometimes even in top quality boards, things go wrong.

# Chalkboards in Action

by E. Milton Grassell

**D**o chalkboard problems come up in your work? They certainly do in mine! For instance, questions like these continually pop up:

Will colored chalk erase?

What causes white ghost marks?

Why do boards get hard to write on and difficult to erase?

How can chalkboards be used more effectively?

If answers to specific questions like these will help you help teachers use chalk and chalkboards more effectively, you will be interested in the accompanying pictures and captions that answer these questions and several more. These pictures pinpoint the following chalkboard items:

1. Oil is life to bearings, but death to chalkboards!

2. White ghost marks are caused by "second" and "third" grade chalks.

3. Chalk for colored paper is impossible to erase, but can be removed, and

4. Good grade colored and "white" chalks erase readily and completely.

In addition, the accompanying pictures illustrate some good chalkboard work in action. These illustrations support the following statement made by a famous educator:

"Indeed, in no state or country have I ever seen a good school without a blackboard or a successful teacher who did not use it frequently."

Yes, decades ago Horace Mann said that about an important teaching aid that is now called the chalkboard. His statement is still true today!



(2) Oil on the surface makes writing hard and erasing difficult; inferior grade "white" chalks leave ghost marks and chalk made for paper cannot be erased.

(3) Yet all these problems can be solved by using an abrasive on a damp cloth. Contrary to popular belief, neither the abrasive nor the water will harm any good grade chalkboard, providing it is thoroughly rinsed after washing. Through a microscope, the chalkboard surface shows up a series of "hills" and "valleys." Unless the board is rinsed, the glue that binds the chalk particles together fills the "valleys." This produces a glary surface and one that is difficult to write on.

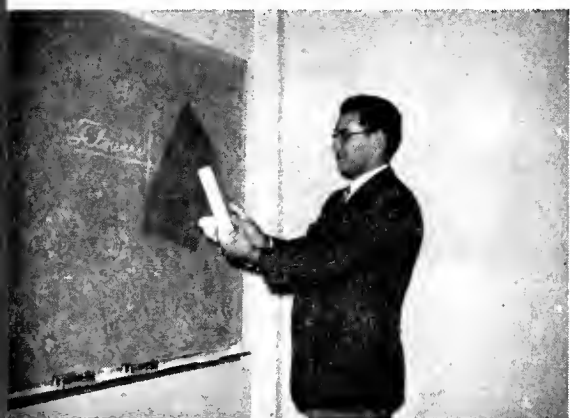
After rinsing, allow the board to dry (overnight or longer) and then break it in by rubbing good grade chalk over the surface.



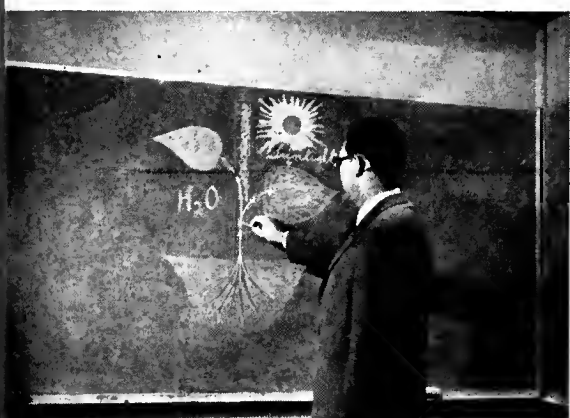




4) Work this dust into the board by vigorously rubbing the surface with a cloth or a felt-ribbed eraser. Allow a thin film on the board at all times or writing and erasing ease. (Top grade chalk on high quality boards will leave ghost marks unless the boards are chalked in.)



5) The best cleaning procedure is to use felt-ribbed erasers, separate chamois, or chamois-backed erasers. Wipe the chamois-backed eraser after every stroke or two on a clean cloth for best results.



6) Color adds emphasis, but be sure to use only top quality colored chalk made specifically for chalkboards. This will erase!



(8) Permanent outlines of the human body, regions, football fields, etc., can be made easily on auxiliary chalkboards with felt-nib pens. Use an opaque or filmstrip projector to enlarge and transfer the designs to the board. Write on the outlined surface with good grade chalk. When you erase, the permanent outline remains, readily available for many visual illustrations.



(9) Third grade chalk (right) is easily recognized; it is tapered and marked with air holes. It also contains hard spots that scratch the chalkboard surface, causing permanent damage. Second grade chalk contains about fifty percent clay, and leaves "ghost" marks. Top grade chalk contains ninety-five percent or more pure English precipitated white. It writes and erases easily. These pictures are taken from a film, "Chalk and Chalkboards," recently released by Bailey Films, Inc.

(7) Templates insure accuracy and save time when making certain outlines that are often repeated. A simple handle makes them easier to use. They may be made of heavy paper, plywood or hard-board.

# Blue Book of AV Materials

The producer or primary distributor of each item is indicated by name or coding appearing in CAPS following the title and classification of material. You should contact such sources for purchase or rental, or any additional information desired. Addresses will be found in the Directory of Listed Sources at the end of this BLUE BOOK.

ALPHABETICAL TITLE INDEX .....	Pages 441-444
DIRECTORY OF LISTED SOURCES .....	Pages 447-449
READER SERVICE COUPONS .....	Page 449

## KEY TO ABBREVIATIONS

mp—motion picture  
fs—filmstrip  
sl—slide  
trans—transparencies  
rec—recording  
LP—33-1/3 r.p.m. microgroove record  
Tape  
min—minutes (running time)  
fr—frames (filmstrip pictures)  
si—silent  
sd—sound  
R—rent  
b&w—black & white  
col—color  
Pri—Primary  
Int—Intermediate  
JH—Junior High  
SH—Senior High  
C—College  
A—Adult  
TT—teacher training

## AGRICULTURE

**Farming in Europe and Asia** mp UWF 20min sd b&w \$110. Specialization in agriculture outgrowth of climate and basic needs of population. Vineyards in France, wheat fields of eastern Europe, olives in Greece, date palms in Africa, rice in China, sisal, kapok and tea in Indonesia. Pri. El. Int.

**Farming in North and South America** mp UWF 20min sd b&w \$100. Influence of climatic and economic conditions, mechanized farming in north, mainly hand labor in south. Wheat, corn, cotton, vegetables, fruits, coffee, bananas. Pri. El. Int.

**From This Land** mp ASSOCIATION 15 min col free. Father tells his young son about the changes wrought in agriculture by mechanized heavy-duty equipment, conservation, crop rotation, and other modern techniques. Firestone sponsored. JH SH A

## ARMED FORCES

**The Battle of Leyte** mp UWF 26min sd b&w \$50.03. U. S. Army film reviews the invasion of the Philippines from October through December 1944; bat-

If you wish further information about any of the following materials, use the Reader Service Coupons or write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 200 Lincoln Park West Bldg., Chicago 14, Illinois**. We shall be happy to forward you requests to the sources of these materials.

Prices given for audiovisual materials are subject to change. Check with the producer or distributor of a particular title for the latest sale or rental price.

■ This indicates that the material is reviewed by **AUDIO CARDALOG**.

tle actions involving the 10th and 24th Corps, Sixth Army, and the 3rd and 7th Fleets. JH-A.

**The Big Picture** mp UWF 29min sd b&w \$56.21. U. S. Dept. of the Army film of major battles of World War II and their sites today. JH-A

**Share a Proud Tradition** mp UWF 15min sd b&w \$29.79. The U. S. Marine Corps as a career opportunity for young women. SH

## ARTS, CRAFTS, CINEMA ARTS

**Artists of Holland** 2fs EBF si col \$12; ea \$6. Two strips each approx. 44 fr. **Vincent van Gogh** and **Rembrandt**. Each work is preceded by text material including the name of the painting and the year it was painted. Fibro Color. SH C A

**Building Children's Personalities with Creative Dancing** mp UC 30min sd col \$275 b&w \$135; r \$7.50-\$5. The range and quality of expression children can find in creative movement to music. TT.

**Creativity** mp USDA 11min sd col. Prismatic color patterns and nature scenes from our national parks and volcanic areas focus attention on narrative that goes from Genesis to Shakespeare in weaving the film makers' presentation of man's capacity to conceive, imagine and create. Workshop film employing a wide variety of techniques (e.g. delayed title, stills, stock footage, etc.).

Art, music, cinema, science, social studies. SH C A

**A Dancer's World** mp REMBRANDT 3 min sd b&w \$175 r \$17.50. Martha Graham and her company in special choreographed basic techniques and excerpts from repertoire. SH C TT

**Dance Your Own Way** mp UCLA 10 min sd col \$110 R \$3.50. Film designed to be shown to children by teachers in developing spontaneous expression in dance rhythms. K-P TT

**Fall** mp GENERAL FILMS 9min sd col. An imaginative documentary tracing the moods of a single day in autumn.

**Famous Art Masterpieces in Sculpture** COLSLI col 38c-50c depending on quantity. Several hundred slides listed in free 16pp catalog. SH-C-A

**Fifty Years of Modern Art** slides IVA col set 227 slides \$68.10 in cardboard mounts; \$90.80 in aluminum. Partisets also. Photographed at Brussels Fair 1958 and later modern art show.

**Fifty Years of Modern Sculpture** sl IVA col set (71 slides) \$21.30 cardboard \$28.40 aluminum. Photographed at the Brussels Worlds Fair 1958 and other European exhibitions.

**The Hunters** mp CONTEMPORARY 6 min sd col \$400 r \$40; b&w \$275 \$25. Winner of the 1958 Flaherty Award, produced by Film Study Center of the Peabody Museum. African hunters' quest for food, in sensitive photography and narration, plus an occasional background chant, provides

exceptional camera-study of primitive culture. SH C A

**Ink and Rice Paper** mp CONTEMPORARY 15min sd col \$175 r\$15. Lowell Naeve explains the specific techniques involved in woodblock printing; the artist's work is shown in detail. HC C A

**Making Wood Sculpture With Files** mp COX 13min sd col \$135. A boy learns from a sculptor how to shape a horse from a block of wood, by filing. el jh A

**Masters of Modern Art** (additions) 2fs LIFE si col ea \$6. **The Art of Van Gogh. The Art of Matisse — Part I.** SH C

**Murder on the Screen** mp KODAK 22min sd col free. "Murder" mystery treatment of a case of damaged motion picture film. Projectionist, TV station, distributor, lab technician each insists he could not have been the guilty one. Shows the contribution each makes toward the picture on the screen. JH-A

**Museum of Art** mp UWF 27min. sd col \$145.39 (less 10% to schools and other nonprofit organizations). USIA film now made available for domestic use. Major museums shown include the National Gallery, Philadelphia Museum, Museum of Modern Art (NY), Chicago's Art Institute, and Boston's Museum of Fine Arts—but also smaller institutions in cities like Montclair, N. J. and Hagerstown, Md. Many priceless masterpieces shown in excellent color photography. JH-A

**The New Age of Architecture** mp ARCHITECTS 42min b&w free. Impact of architecture on society is developed in interviews with 16 of the nation's leading architects and engineers, including Frank Lloyd Wright, Miles L. Colean, Victor Gruen, Buckminster Fuller. Henry R. Luce outlines the challenge to create "the first modern, technological, humane, prosperous and reverent civilization." HS C A

**Print With a Brayer** mp BAILEY 8min sd col \$75. Creative use of impress techniques and examples of many types of results obtained. JH-A

**Rembrandt: Painter of Men.** mp CORONET sd col \$192.50 b&w \$105. Honoring the 350th anniversary of Rembrandt's birth, this film, commissioned by the Netherlands government, draws upon more than 60 original paintings, the largest collection ever assembled. Films tell story also of the life of the painter. SH C

**A Sculptor Carves a Giant** mp COX 16min sd col \$150. Sculptor Carroll Barnes carves wooden figure with aid of group of college students. SH C A

**Silhouette Fairy Tales** (additions) mp CONTEMPORARY 10min sd b&w ea \$50 r\$3. For more titles in the Lotte Reiniger fairy tale series: **The Magic Horse; Grasshopper and Ant; Snow White and Rose Red; Frog Prince; The Three Wishes.** Earlier series included six children's tales and three adult stories: **Pagageno, Carmen and Galathea.**

**U.P.A. Cartoons** (series) mp CONTEMPORARY 10min sd col r\$5. Eleven whimsical, sophisticated exploits of Mister Magoo; McBoing, Patsy, Madeline and their pals.

## BUSINESS EDUCATION

**Duties of a Secretary** sfs UNDERWOOD 22min 140fr sd (LP) col \$5. Right and wrong way for secretary to exercise initiative, organize work, practice good human relations. HS

**Effective Salesmanship** 5 mp ICR ea 15min @ \$135. (Preview service charge \$10 ea.). 1: **How to Keep Your Customers Yours.** 2: **How to Handle Price Resistance.** 3: **How to Plug Time Leaks.** 4: **How to Package Your Personality for Greater Pull Power.** 5: **How to Help Your Customer Overcome Decision Fear.** A C.

**The Engineering of an Agreement** mp ROUNDTABLE 22min sd col \$240 b&w \$140. A salesman tries hard—too hard—until he is shown how to look at himself from the other man's side. Film closes with 10 dramatized situations of customer reaction, each stopped for discussion of "What would you say?" in applying the principles of winning agreement as brought out in the first part. TT A

**How To Multiply Yourself** sfs ABP 80fr LP loan to company sales meetings, advertising and sales clubs. The role of business paper advertising in multiplying impacts, preparing ground for sales calls, developing new prospects. Amusing art, solid logical narration. A

**How to Take the Guesswork Out of Your Hiring** 12 sfs ICR sd col \$395. Dr. Robert N. McMurry narrates the series. Titles include: **The Stakes Are High; Screening Out the Unqualified; Sensible Psychological Testing; Checking with Others; The Patterned Interview; How to Conduct the Patterned Interview; Basic Character Traits; Motivation I & II; Emotional Maturity I & II; Making the Final Rating.** A.

**Imagination at Work** mp ROUNDTABLE 22min sd col loan. Hinged upon story of heir to brick factory overloaded with bricks, psychological research contributes to realization of the need for sensitivity, fluency, flexibility and originality in the solution of business problems. A C

**Money—Forms and Functions** fs AMEX-PRESS 50fr si col free to schools and banks. How currency, checks, letters of credit, travelers cheques and other forms of money were created to meet specific needs. JH SH

**The New Role of Decision Making.** 5mp ICR ea 15min \$135 ea. Preview service charge \$10 ea. against future purchase. 1: **Decision Phobia.** 2: **How to Create the Best Climate in Decision Making.** 3: **Communications — The Life-line to Good Decisions.** 4: **Fact Finding — Motivational Methods.** 5: **How to Put Your Deci-**

sions to Work. Meeting leader's guide and visual digest with each film. A. C.

**Office Supervisors' Problems: The Grapevine** mp MH 9min sd col \$125 b&w \$65. Effect of rumor on office morale. One of a series which includes: **The Follow Through; How Much Cooperation; In the Middle; The Bright Young Newcomer; and By-Passed.** Series price col \$675; b&w \$350. Reviewed ESAVG 2/59 p90. SH C A

**Over-the-Counter Selling.** 5mp ICR ea 15min @ \$135. (Preview charge \$10 ea.). 1. **How to Say "No" Without Giving Offense.** 2. **How to Sell Creatively Without "Pushiness."** 3. **How to Keep Your Customers Coming Back . . . to You.** 4. **How to Help Win New Customers.** 5. **How to Merit the Rank of a Professional.** A C.

**Sales Report—Zero** sfs TRANSFILM 12min sd col loan. Purposes and production process of a sound slidefilm, including excerpts from typical productions. A

**20th Century Bookkeeping and Accounting** 3fs SVE si col set \$16.20; each \$6. Part I: **The Opening of the Bookkeeping Cycle.** Part II: **Using the Books.** Part III: **The Closing Phase of the Bookkeeping Cycle.** SH.

**Your Attitude is Showing** sfs ICR 47fr LP. \$79.50; \$10 approval service charge. Includes guide, mobile, set of participation cards. Emphasizes personal attitude as key to business success. A.

## EDUCATION

**Ambassadors With Wings** mp EXCELLO 28min sd b&w loan. Young civil air cadets visit each other's country to learn how otherlanders live and work and study. James Stewart narrates this film commemorating the 10th anniversary of the International Air Cadet Exchange. SH C

**" . . . And Gladly Teach"** mp NEA 28min sd col \$170; b&w \$75. The teachers—and especially the new teachers—and the company they keep. Designed to attract outstanding young people to the teaching profession, and to provide thoughtful laymen with greater understanding of its importance. HS C A

**Breaking the Language Barrier** mp MRI sd b&w loan. Language laboratory instruction methods at Pomona College, based on TV network program. TT A

**Carpet Under Every Classroom** mp HOCH 17min sd b&w \$100. The functions of a high school librarian, services to teachers and students. TT SH

**Children Who Draw** mp BRANDON 38min sd b&w with some scenes in color \$250, r\$22.50. Art teacher is able to reach 5-7-year-old Japanese children through their creative paintings. Winner of many evaluator's plaudits and international awards (Venice, Cannes, the Hague, USA-Robert Flaherty Award). C TT A

**The Challenge** mp NEA 28min sd b&w \$45. Penetrating pictorial summary of the 1955 White House Conference on Education. Produced by Westinghouse Broadcasting Corp. SH A

**Citizenship in Action** mp EFLA—INDIANA. 23min b&w \$100. High school students report to special studies class on their survey of good citizenship; application to school and adult life; what a student council is and does. JH SH PTA TT A

**Club Officers in Action** 3fs EDUFS si col set (3) \$16.50. Intended to be shown prior to election of class or other school organization officers. I: The President. II: The Secretary. III: The Treasurer. EI-HS

**Combination for Communications** 9fs plus 107p manual. INDIANA. Titles: **Better Bulletin Boards; Lettering Instructional Materials; Wet Mounting Pictorial Materials; How to Make Hand-Made Lantern Slides; Handmade Materials for Projection; Tape Recording for Instruction; Passe Partout Framing; High Contrast Photography for Instruction; Photographic Slides for Instruction.** TT C A

**Comenius, J. S., 1592-1670** fs UNESCO si b&w \$3.25. Highlights of the career and work of the exiled Moravian bishop often termed the "father" of visual education. Reviewed ESAVG 1/59 p37. SH C TT A

**Crowded Out** mp NEA 29min sd col \$170 b&w \$75. How overcrowding of schools results in children "crowded out" of their right and opportunity to learn. Frustrated teacher tempted to resign; puzzled parent finds classes conducted in corridors and basements, project materials crowded out of classrooms to make room for more seats. The 8th in a series of fine films produced by the NEA on urgent school problems. SH A

**A Design for Physical Education in the Elementary School** mp WAYNE 23min sd col \$190 b&w \$105. Classroom teacher and PE specialist collaborate in serving four 9-10-year-old problem children, against wide background of physical education activities. TT A.

**A Desk for Billie** mp NEA 57 min. sd col \$325; b&w \$110. The true story of a migrant child who found opportunity in schools across America, despite the apathy and even hostility of her father. SH A

**The Fraternity Idea** mp INDIANA 22min sd col \$200; b&w \$100. Champions frat life on basis of its role in developing character of the college students who join.

**Gregory Learns to Read** mp WAYNE 28min sd col \$235 b&w \$135. A real teaching situation in which children are taught to recognize, understand and pronounce words and acquire phonetic and other recognition skills. TT A.

**Interview with Robert M. Hutchins** rec FOLKWAYS 10" LP. Hutchins compares socio-economic situation of 1958 with that of 1921, 1933, 1945. Dis-

cusses Fund for the Republic and Commission on the Freedom of the Press. Problems of maintaining a free society in the 20th Century. SH C A

**Learning As We Play** rec FOLKWAYS LP \$5.95. Music and songs for exceptional children, stressing mental health, social, language and physical development. Pri TT

**A Longer Shadow** mp SREB 15min sd col apply. Sixteen southern states foster higher education by means of student contract program. Senator Lister Hill (D. Ala.) narrates. Available from SREB and 16 state film libraries. A TT

**Magazine to Transparencies** mp FLA-STATE 12min sd col \$90. Rubber cement technique for lifting pictorial material from magazines for overhead or slide projection. Caution on copyright restrictions. TT

**Making Teaching Effective** fs OSU 39fr si b&w \$3. The curriculum atmosphere in which audio-visual materials are most effective. TT.

**No Teacher Alone** mp NEA 20min sd col \$100 b&w \$40. The significance of teachers' professional organization with special reference to the National Education Association. SH C A

**Our School Life (Japan)** fs OSU 45fr si col \$4. Typical day in life of a modern Japanese school. EL

**Parliamentary Procedure for 4th-7th Grades** 2fs EDUFS si col \$11 (2). I: Order of business and how to conduct the meeting. II: Election of officers and operation of committees. EI

**Parliamentary Procedure in Action** 3fs EDUFS si col \$16.50 (3). Based on the book "The How in Parliamentary Practice" with special reference to Roberts Rules, especially helpful for new officers of student and adult groups. SH-A

**Pictures Teach at Penfield** mp EK 18min sd col loan. The role of audiovisual materials in today's elementary and secondary education is outlined for laymen and educators in actual case study of use of films, slide, filmstrips and other audiovisuals in an upstate New York school district. Students and teachers play themselves. SH-A TT

**Plan for Learning** mp USTEEL 30min sd col loan. A new school takes the place of the old. The role of the superintendent, architect, citizens committee, teachers. The purpose of the film is to suggest a broad system of procedure for communities faced with the need for additional classrooms. A TT C

**Point of Decision** mp OSU 17½min sd col \$160 b&w \$60. A school board meets to discuss the addition of a full time guidance counsellor to the faculty. Each brings his own viewpoint, the issue is not fully resolved in the film but is brought to the "point of decision." SH C A TT

**PTA at Work** fs VEC 34fr si b&w \$3.50 with dual script, one for students to explain purposes for the organization, the other for PTA members. JH-A

**Reading Films** 17mp PURDUE 4min b&w sd. Paced reading exercises ranging from 158 to 470 words per minute silent, 237 to 705 sound. Narration, essay, biography, popular science and history texts. For intensive reading course or English. Set, with manual and 30 test booklets \$115. SH

**Report Card on Vision** mp B&L 15 min sd col loan. Nine-year-old Nancy, with typical vision problems, gets eye tests at school and improves her work and adjustment. TT PTA

**School Progress 1800-1958** (24 color slides). Schools, books, equipment of various types at different periods; as shown on education demonstration train. Set (24) \$9.05 incl. postage. WALTSTERL.

**Section Sixteen** mp NEA 13½min sd b&w \$25. Highlights in the history of education in the United States, with implications for today's schools. Produced by the Westinghouse Broadcasting Company. SH A

**Sharing Sex Education** (series) 4rec ERSERVE 45 rpm ea \$2.20. (Separate subject on each side 4-6 min). Titles: **The Story of the New Baby** (Ages 5-8); and **Questions About Birth** (5-10); **Mating—the Role of Mother and Father and How the Baby Grows** (8-16); **Changes in Girls—Menstruation, etc. and Girls, Boys, Strangers and Friends** (8-16); **Changes in Boys—Pimples, Emissions, etc. and A Positive Attitude Toward Sex** (8-16). Guide carries 25 drawings, 170 questions and answers. Records may be played directly to children. A TT

**A Story of Two Men** mp CHRISTOPHERS 30min sd b&w \$30. Life of Abraham Lincoln's teacher, Mentor Graham. JH-A

**The Student Council in Action** 3fs EDUFS si col set (3) \$16.50. I. How To Make the Student Council More Effective. II: How the Student Council Solves a Real Problem. III: 50 Prize-winning Ideas for the Student Council. SH

**Teaching Today** mp USC 14min sd col \$120; r\$4. Six points that mark a "profession"; why teachers qualify as professionals, the schools as big business, sync-sound sequences show the difficulties of school finance. SH C A TT

**Teaching Tools** (series) 9fs OSU si col \$4 ea. **How to Keep Your Bulletin Board Alive** (33fr). **A Parade of Bulletin Boards** (46fr). Actual classroom boards analyzed. **How to Make and Use the Felt Board** (54fr). **Improving the Use of the Chalkboard** (44fr). **Handmade Lantern Slides** (51fr). **The Diarama as a Teaching Aid** (59fr). **The Opaque Projector** (46fr). **A Simple Exhibit Technique** (40fr) useful rig for classroom or hall. **Making Geographic Models** (55fr) in three-dimension from any map showing elevations. TT.

**The Cranford Story** mp ESSO 15min sd col free. How a Junior High School makes use of free materials supplied

by Industry to help teachers improve science instruction. Jr. High students in Cranford, N. J. are the "actors." TT PTA.

**They Voted Yes** mp MEA 25min sd col loan. How school and community work together for a better understanding of what makes for better education, and for better understanding of school finance. TT A

**His Is Exploring** mp BSA 25 min sd col \$155. Solution to America's teenager problem offered in the program of Explorer Scouting, from skin-diving to electronics, from high adventure to hi-fi. SH A.

**The Unique Contribution** mp EBF 35min sd col loan sale \$150. Purpose and importance of educational sound motion picture illustrated with examples of EBF productions. TT A

**What About School Spirit** mp MH 15min sd b&w \$85. High school student body inspired by athlete's pep talk. SH

**Why the Kremlin Hates Bananas** mp ASSOCIATION 11½min col sd Free. Honduras agricultural schools maintained by United Fruit Co. SH A.

## FEATURES

**Attale Hymn** UWF 111min col b&w also Cinemascope. Guilt ridden bombardier, former clergyman, atones by heroic work on behalf of Korean orphans. JH SH A

**Bullfight** mp CONTEMPORARY 76min sd b&w r\$35. Documentary history of the traditions, customs and techniques; featuring arena "greats." SH C A

**The Children Are Watching Us** mp BRANDON 85min \$45 up. Italian dialog. English sub-titles. A child adrift in a violently incompatible society. The first collaboration between Vittorio de Sica and Cesare Zavattini, later producers of **Bicycle Thief** and **Shoeshine**. C A.

**Wavy Crockett** mp DISNEY 93min sd col r\$22.50. Technicolor feature length. (Fess Parker)

**Bernandel the Dressmaker** mp (French) BRANDON 84min; English subtitles. \$32.50 up. France's first funny man inherits a dress salon and has a high old time with illicit amour and haute couture. C. A.

**Gift for Music** mp (Russian) BRANDON 89min \$32.50 up. Excerpts from Glinka, Tschaikevsky, Bach, Beethoven, Mozart and Grieg are played by students in this story of a young war orphan who proves a musical prodigy. F. C.

**Great Day in the Morning** mp IDEAL 92min col \$26.25. Robert Hardy Andrew's best-seller about the early days of Denver, at the eve of the Civil War,

brought to screen. Virginia Mayo, Robert Stack.

**Kelly and Me** UWF 86min col b&w also Cinemascope. Van Johnson and Piper Laurie, plus Kelly, their dog, make up vaudeville trio.

**Lourdes and Its Miracles** (French) mp BRANDON 90min. Re rental, apply. The pilgrimage, with its processions, singing rituals — and then the camera is witness to the cures reported while the film was being made. Recommended by the Bishop of Lourdes. C.A.

**Man in the Shadow** mp UWF 80min col; also Cinemascope. Killing of a Mexican laborer triggers resistance of ranch owner empire to law enforcement by courageous sheriff. Jeff Chandler, Orson Wells.

**Princess Cinderella** 72min UWF. 72min r. Whimsical projection of what happened after the wedding and before she and her prince could truly "live happily ever after." Amusing sequel in the spirit of the classic tale. JH-A

**Pursuit of the Graf Spee** mp UWF 106min sd b&w. Re-enactment of the chase of the German pocket battleship by British warships and the battle off Montevideo.

**Rob Roy** mp DISNEY 82min sd col \$22.50. The story of the "Highland Rogue" who fought to save his clan.

**Texas Lady** mp IDEAL 86min col \$26.25. Attractive newspaper woman battles land and cattle barons of the '80s. Claudette Colbert, Barry Sullivan.

# LUXOUT<sup>®</sup>

## DIM OUT or Black Out DRAPERIES

... offer a choice of effective light control



Photo above illustrates LuXout DIM OUT draperies softening outside light.

Classroom audio visual light control requirements differ according to circumstances. Many prefer total BLACK OUT light control; however, since LuXout led the way with DIM OUT light control draperies, many architects and engineers have indicated a preference for better student rapport through the use of LuXout DIM OUT draperies. LuXout offers both types to fulfill all light control classroom TV or audio visual projection needs.

For the answer to your light control problems, consult your LuXout Distributor or contact:

Free brochure, DIM OUT Folder and color samples available upon request.

**Plastic Products**  
INCORPORATED

Department AV  
1822 East Franklin St.  
Richmond 23, Virginia

**This Is Russia** mp UWF 67min sd col apply. Producer reportedly arrested seven times while photographing "forbidden subjects"; coverage from Baltic to the Chinese border. SH C A.

**3 Feet in a Bed** mp CONTEMPORARY 79min b&w r\$45. **Fernandel** in French farce of mistaken identity, plays an unusual vacuum cleaner salesman. A.

**The Time of Desire** mp CONTEMPORARY 86min b&w r\$45. Two young sister their mother dead, try to isolate themselves from the man-dominated world about them. Swedish, English titles. A.

**Twilight for the Gods** mp UWF 119min col (standard and Cinemascope). Last voyage of an ancient sailing ship in the South Seas. (Rock Hudson, Cyd Charisse. Arthur Kennedy)

**Vitelloni** mp CONTEMPORARY 104min b&w r\$45. Story of modern youth, centered on young males raised in idleness. Directed by Federico Fellini (La Strada); top awards Venice, France. Italian, English titles. A

**Voice in the Mirror** mp UWF 102 min col (also Cinemascope). Alcoholic is redeemed by his efforts to help others overcome their addiction. (Richard Egan, Julie London)

**The White Sheik** mp CONTEMPORARY 86min b&w r\$45. Satirical comedy inspired by serialized comic strip craze. Young bride deserts husband to meet the hero of strip-level novel. Federico Fellini's first directorial assignment. Italian, English titles. A.

**Wichita** mp IDEAL 81min col \$25. The story of Wyatt Earp, the marshal who sought to enforce the law so strictly that he alienated his own supporters. Joel McCrea, Vera Miles.

**Wild Heritage** mp UWF 78min col (standard and Cinemascope). A "Western" that concerns the young people of frontier days and their problems rather than the violence of their elders. (Will Rogers, Jr., Maureen O'Sullivan)

## GUIDANCE Personal

**Allen Is My Brother** mp CHURCHILL 11min sd col \$100 b&w \$50. Older sister asked to take care of pukish younger brother, finally adjusts to situation and establishes happier relationship for whole family. Pri, A.

**Are You Popular?** (new edition) mp CORONET 11min sd col \$100 b&w \$55. Completely new version brings this film up to date. Boy and girl are popular everywhere they go because they are friendly, considerate and interested in other people. SH JH

**Beginning Responsibility: Books and Their Care** mp CORONET 11min sd col \$110 b&w \$60. Sue learns from brother Tommy some of the important

steps in care of books, as something to appreciate and enjoy. P.

**Do You Dig Friendship?** sfs ERCH 116fr LP sd col \$10 r\$2.50. Humorous cartoon art, "hep" dialog, somewhat jazzy musical background tells the story of Seymour, the teen-ager who somehow was always alone until he learned that to have a friend you must be one. JH SH

**Facing Reality** mp MH 12min sd b&w \$75. Defense and escape mechanisms used to avoid realities of life. Boy shaken out of negative attitude. HS C

**Growing Up Day by Day** mp EBF 10 min. sd col \$120 b&w \$60. A birthday party for third-graders points up the importance of learning to "act your age." Food, exercise, rest, behavior. Pri. Int.

**Habit Patterns** mp MH 15min sd b&w \$85. Two girls contrasted, one sloppy, tardy, unmannerly, the other the reverse. SH-C

**How Much Affection?** mp MH 20min sd b&w \$120. Going steady, petting, limits of social mores and personal standards. SH A.

**Manners in Public** mp MH 10min sd col \$125, b&w \$60. Girl realizes importance of good manners when her thoughtlessness almost loses her a good friend. Ei.

**Manners in School** mp MH 12min sd col \$140 b&w \$70. "Chalky," a cartoon character, points out to a boy the role of good manners. Ei.

**Problems of Modern Dating** rec ERSERV 33.3 rpm 18-20 min \$6.90. Reverse side: **Hazards of Interfaith Marriage.** SH C A

**The Snob** mp YAF 14min sd col \$160 b&w \$80. "Group Living" series. High school girl's attitude causes her classmates to label her a "snob." Film seeks out causes for her behavior, challenges students to re-examine their verdict. JH SH

**Strangers** mp DAVIS 11min sd col \$100 b&w \$50. Positive behavior patterns for school children when meeting strangers; group travel and play. Pri-JH A

**Successful Scholarship** mp MH 11min sd b&w \$60. Average student achieves goal in nursing career by rigorous self-discipline. SH - C

**The Troublemaker** mp MH 13min sd col \$160; b&w \$80. Futile attempt by misfit to curry favor by tale bearing. HS

**Understanding Others** mp MH 12min sd col \$140 b&w \$70. Competition for editorship of high school paper offers discussion basis. SH

**Understanding Parents, Education and Self** rec ERSERV 33.3rpm 40-min \$6.90. Individual differences, why stay in school, positive attitude and personality, what about a job, bewildering parents, success, happiness. SH

**What About Prejudice?** mp MH 12min sd col \$140; b&w \$70. High school group compelled to revise its distorted image of prejudice victim. HS

**Who Should Decide? (Areas of Parental Authority)** mp CORONET 11 min sd col \$110 b&w \$60. Teen-age boy and girl face typical problems involving areas of parental authority and personal responsibility. Discussion basis. JH SH A.

**The World Starts With Jimmy** mp CHRISTOPHERS. 30min sd b&w \$30. Sympathetic guidance straightens out an 18-year-old juvenile delinquent. SH-A

## GUIDANCE Vocational

**Back on the Job** mp AHA 16 1/2min sd b&w \$45. An oil worker who has had a heart attack makes successful transition from idleness and doubts to full activity thanks to the help of an AHA work evaluation unit, usually a cardiologist, a vocational counselor and social worker. SH C A

**Behind the Type** mp EFLA 15min sd b&w \$75. Journalism as a career: stereotypes contrasted with real life activities of the reporter, advertising manager and news analyst. Produced by Penn State University. SH C

**Decision for Life** mp CHRISTOPHERS 30 min sd b&w \$30. Dramatization of early life and career of Florence Nightingale. SH-A

**Decision for Research** 13mp AHA 15min sd kinescopes b&w loan. Produced by NBC for the American Heart Association at NRTC, Ann Arbor, with financial assistance from E. R. Squibb & Sons, for the purpose of interesting high school students in biological research careers. JH SH A

**Getting Ready for College** 3fs EDUP si b&w set (3) \$9. I: How to Choose the Right College. II: How to Read the College Catalogue. III: How to Get Ready for College. JH SH TT A

**Helping Hands for Julie** mp ASSOCIATION sd col Free. Doctors, technicians, nurses and medical librarians rally to aid of 7 year-old brought to a hospital with a baffling illness. Presented by AMA, AHA and E. R. Squibb & Sons. SH A C.

**Lift Thine Eyes** mp NWU 20min sd b&w \$50 or loan. Training of a student nurse through three years' of study at the university-connected Evanston Hospital School of Nursing. Produced by advanced students at Northwestern School of Speech. JH SH A

**Member of the Team** sfs NASW 86fr L and script and discussion guide. Free. Medical social work as a career. Story line shows how case worker helps to prepare a little girl to face a heart operation. SH C A



# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$6.00. With guide, \$6.30.

**The Vikings** — In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson in Mythology** — Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50.

**Knights of the Round Table** — A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Richard III** — Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**Alexander the Great** — Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe** — In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$3.50.

**Hansel and Gretel** — In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kinemins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth** — In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Ulysses** — In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

Prepared by William Lewin, Ph.D.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**  
10 Brainerd Road, Summit, New Jersey

**A NEW RELEASE****TECHNOLOGY AND YOU**

FOR SOCIAL STUDIES AND VOCATIONAL GUIDANCE—UPPER ELEM. AND JR. HIGH  
13 MINUTES...COLOR \$130.00

Write for Preview Print or Study Guide

NEUBACHER PRODUCTIONS

10609 Bradbury Road Los Angeles 64, Calif.

**Nursing in Communicable Disease Control** sfs UWF col 45fr 4½min. The role of the public health nurse. SH C A

**People With A Purpose** mp RUSTEN 14min sd b&w \$75. Social work as a field of useful service for young people seeking a genuinely rewarding vocation. Produced by the National Lutheran Council. SH C A

**Some Neighborhood Helpers** 9fs EYE-GATE av 40fr si col. Doctor, nurse, pharmacist, optometrist, barber, beautician, newspaper vendor, service station, fish store as neighborhood vocations. JH

**Technology and You** mp NEUBACHER 13min sd col \$130. How recent developments in technology affect our daily living, and their impact on students' choice of a career. JH

**This is Nursing** mp UC 22min sd b&w. The role of the nurse, in cooperation with the patient, his family and other health workers. SH C A

**HEALTH & SAFETY**

**Assignment Children** mp ASSOCIATION 20min sd col \$75 r\$5. Danny Kaye brings gaiety to hundreds of young hospitalized children throughout Asia in tour for UNICEF.

**The City Is a Playground** mp ROTH-CHILD 7min sd col \$75 b&w \$37.50. A group of 6-10-year-olds, even in a tenement atmosphere, adjust and develop recreational outlets. EI A TT

**The Clothes We Wear** mp C-W 11min sd col \$100 b&w \$50. Young boy and girl find out why clothes keep them warm; learn about animal, plant and synthetic fibres and how they become cloth. Pri EI

**A Community Keeps House** mp FA 11min sd col \$110 b&w \$55. A child is introduced to the many workers and their machines who collect our rubbish, clean our streets and schools and other buildings. Elem

**Conquest of Disease** 6fs CREATIVE 50fr ea si col set (6) \$36. Titles: *Harvey and Blood Circulation*; *Jenner's Smallpox Vaccine*; *Unmasking the Germ Assassins*; *Disease and Diet (Vitamins)*; *The International War Against Diphtheria*; *Yellowjack and Mosquitoes*. JH SH

**Crisis** mp EXCELLO 13min sd b&w loan. How dairies cooperate with Civilian Defense authorities in providing pure drinking water in case disaster should contaminate the natural supply. EI JH SH A

**Danger: Roofers at Work.** mp FLASTATE 18min sd col loan. Hazards on a tar-roofing job are made plain as the process is shown from start to completion. A

**Disney Safety Tales** 6fs EBF si col ea \$6. Animated cartoon treatment of safety problems faced by children. Series include *I'm No Fool With a Bicycle*. *I'm No Fool with Fire*. *I'm No Fool in Water*. *I'm No Fool as a Pedestrian*. *I'm No Fool Having Fun*. *How to Have an Accident in the Home*. P. Int. JH.

**Domestic Vector Control by Basic Sanitation** sfs USPHS sd col 6½min 49fr Loan. Sale UWF. How to keep home clean and fool the rats, flies, roaches, mosquitos. JH - A

**Dr. Carter Takes a Drive** mp NYSDH 20min sd col apply. How four residents in a New York town encounter four phases of dental disease, and what their dentist was able to do about it. SH A.

**Driving the Superhighways** mp FORD 10min sd b&w loan. Special problems of fatigue ("turnpike trance") created by modern superhighways, merging traffic, passing, emergency stops, night driving, entering and leaving high speed roads. SH - A

**A Fair Chance for Tommy** mp TRACHTENBERG 12min sd b&w \$65 R \$5. Shows how school children with partial sight get special help to keep up with their classmates. Produced on grant from American Legion Child Welfare Foundation. A TT PTA

**Fire Training** (Transparencies for overhead projection). I: **Basic Firefighting** (126 multicolored transparencies plus overlays) \$425. II: **Aircraft Fire Fighting and Rescue** (40) \$190. III: **Pumps** (20) details interior workings and operating principles of all principal makes of fire pumps, \$190. IV: **Effective Streams** (27) \$120. V: **Indirect Method of Extinguishing Interior Fires** (80) \$350. VII: **Radio Communication** (15) \$95. BRADY.

**First Aid for Aircrew** mp NFBC 28min sd col \$240. Least injured member of crashed airplane takes over first aid responsibility. Made for Canadian Air Force instruction, useful for other first aid trainees.

**For All the Children** mp HARVEST 18min sd col loan. The N. Y. Herald Tribune Fresh Air Fund experiment in integrated camping for handicapped and non-handicapped children. Actress Mary Martin stars along with the children of Camp Hidden Valley. A

**For Wither Thou Goest** NILES 12min sd col loan. Lions Clubs program for providing seeing-eye dogs for the sightless. Training of the dogs and their adaptation to their prospective masters. Brief, worthy solicitation for donations. JH-A

**Gentleman Jekyll and Driver Hyde** mp NFBC 9min sd b&w \$40. Pointed at the driver who drops his politeness at the curb whenever he takes the wheel. SH A

**Help for Young Hearts** mp AHA 14½min sd b&w \$30. Vocational counseling and medical prophylaxis as the answer to "after rheumatic fever—what?" A young girl's struggle to achieve self-sufficiency despite the handicap of an impaired heart. JH SH C A

**Health for Effective Living** 5mp MH sd b&w \$100-\$135. Correlated with text of same title. **Community Health Is Up to You**; **Quacks and Nostrums**; **Making Life Adjustments**; **Choosing a Doctor**; **Should You Drink?** SH C

**Health Heroes: The Battle Against Disease** mp CORONET 11min sd col \$110 b&w \$60. The story of five great scientists: Van Leeuwenhoek, Jenner, Pasteur, Koch and Lister. Int JH

**Healthy Families** mp FA 10min sd col \$110; b&w \$60. Importance of proper food, rest, outdoor play and cleanliness in maintaining health told by zoo doctor. Pri EI.

**How's Your Hearing?** tape TAPEBOOK 7" 7.5ips dual track. Ten well known musical selections make up half the track, played for recognition purposes. 33 tone pairs and 75 word pairs are designed to check aural acuity and discrimination. TT A

**Johnny's New World** mp TRACHTENBERG 16min sd col \$110, b&w \$75, R \$6. Care of children's eyes, one of four school-age children needs this attention. Myopia, hyperopia, strabismus. Made for National Society for the Prevention of Blindness. TT PTA A

**Look Alert: Stay Unhurt** mp NFBC 14min sd b&w \$80. Seeks to enlist children into partnership with police to promote street safety. EI JH

**Lucky You** mp COCA-COLA 17½min sd col free. Safety practices at home, at school and at play for age group 5-15. Does not cover safe driving rules. Partly live, partly animated.

**Making the Most of Your Face** mp CORONET 11min sd col \$110 b&w \$60. Diet, rest, good skin care, hair styling and careful use of makeup. JH SH.

**Mosquito Survey Techniques** mp USPHS 15min sd col loan. Sale UWF. For health personnel engaged in mosquito control activities; how to collect, keep records, evaluate results. C A

**Off-site Monitoring of Fallout from Nuclear Tests** mp UWF 29min sd col Radiological activities of the U. S. Public Health Services in the off-site area of the Atomic Energy Commission test site in Nevada. Intended for the information and training of public health and other personnel concerned with the effect of nuclear fallout. C

**One Little Indian** mp NFBC 17min sd col 120 b&w \$80. Puppet film about Magic Bow's troubles when he encounters the hazards of city streets. JH SH A



**Your Feet** mp AVIS 10min sd col \$100. Ten rules for foot care demonstrated by sixth grade boy. Pri-A

**Outboard Outings** mp AETNA 20min sd col loan. New outboard owners receive instructions from U. S. Coast Guard auxiliaryman on rules of road, launching, docking, navigation, skiing, rough weather, overboard rescue, and the importance of required safety equipment. SH A

**People and Pets** sfs HSUS 54fr LP sd col, \$1 service charge includes booklet of photos and narration text. Care of cats and dogs, anti-cruelty laws, public pounds, policies of humane societies. Fits proficiency badge tests of Girl Scouts. Pri-JH.

**Public Health Aspects of Poultry Processing** mp USPHS 23min sd col Loan. Sale UWF. Sanitary measures in processing, storage, transportation and sale of commercially processed poultry. Recommends uniform inspection and sanitation regulations. A C

**Each for Tomorrow** mp NSCCA 26½ min sd b&w \$100; r \$3.50; free for TV. Easter Seal services for five crippled children and adults, narrated by Henry Fonda. A

**Rescue Breathing** mp AMERFP 21½ min sd col \$200 b&w \$110. Teaches the techniques of mouth-to-mouth and mouth-to-nose resuscitation now officially adopted by the American Red Cross and American Society of Anesthesiologists. Easy to learn. "A child can do it."

**Rescue Party** mp NFBC 29min sd b&w \$120. How a trained civil defense unit tackles a collapsed building, clearance, identification, tagging, record keeping. SH A

**Milk Saves Lives** fs UNICEF 38fr col \$2. Improvement in milk processing saves children who suffer from diet deficiencies. UNICEF program in Asia, South America and the Middle East. JH SH A

**Science Fights Tooth Decay** mp TRACHTENBERG 13½ min sd b&w \$70 R \$5. Facts of fluoridation, filmed in research labs and dental clinics. A

**"Smith" System of Safe Driving** mp FORD 8min sd b&w loan. Instructional film illustrates good driving habits. SH-A

**Suffy — Smokey Bear's Pal** mp USDA 4min sd col apply. Cocker Spaniel is a game little fire fighter. Pri. Elem.

**Story of Anyburg, U.S.A.** mp DISNEY 8min sd col \$125. (\$100 to non-profit organizations). Mythical town, plagued by traffic troubles, puts the automobile on trial—but has to convict its drivers instead. Driver education.

**Three Hearts** mp AHA 27min sd b&w Loan. The functions of the

American Heart Association in giving guidance to people and communities. Three cases are dramatized: a woman with high blood pressure, an outdoor worker in a strenuous occupation, and a congenital organic defect. SH A

**This is You** 8fs EBF si col \$48, indiv. \$6. Walt Disney's "Jiminy Cricket" acts as story teller—**You, the Human Being; You and Your Five Senses; You and Your Eyes; You and Your Ears; Your Senses of Smell and Taste; Your Sense of Touch; You, the Living Machine.** Int. JH.

**Tommy's Healthy Teeth** mp CORONET 11 min sd col \$110 b&w \$60. On losing one of his "first" teeth, Tommy is especially interested in learning about the different types and the job each does. Brushing, diet, and visits to the dentist. Pri.

**Vision Tests.** Supplementary tests for the Keystone No. 46 Telebinocular. Pre-school Test. Visual-Survey Short Test. Ready-to-Read Test. Plus-lens test for Hyperopia. Perimeter attachment to telebinocular to test side vision, especially important in driver training. KEYSTONE VIEW.

**Water for the Community** mp CORONET 11min sd col \$110 b&w \$60. Sources explained in terms of the water cycle. Purification. Distribution. JH SH.

**The West Colesville Story** rec FOLKWAYS 12" 33.3 rpm. Joseph Cotten narrates dramatic story of a child's struggle against leukemia and how it involved the whole community. JH SH A

**You and Your Driving** 6fs STANBOW si col captioned set \$28.50. Titles: **Driver Fitness; Walk Left — Bike Right; Rules of the Road; Signs; Your Responsibility; What Would You Do?** SH

## HOME ECONOMICS

**Basic Technique for Home Landscaping** mp USDA 11½ min sd col apply. Produced in cooperation with the American Association of Nurserymen, the film outlines the considerations that govern landscaping for front public area, play and garden space, and private outdoor living areas. SH C A.

**Blue Jeans** mp DENIM 6min b&w loan. How cotton becomes denim, and denim becomes jeans for boys and work clothing that has worthy place in our culture and history. JH A

**Child Care Problems of Physically Handicapped Mothers** mp UCONN 30min sd col \$145; loan \$1 service charge. Problems of orthopedically handicapped homemakers; how various tasks are done and how they could be improved. TT A C.

**Fabulous Fashions** mp CANYON 17min sd col \$150. American Indian arts and southwestern scenery and climate as the inspiration for a new fashion trend. SH C

**Free 132 PAGE PHOTO EQUIPMENT REFERENCE BOOK**

Geared to Industrial Scientific & Commercial Uses  
62nd Annual

**BURKE & JAMES, INC**  
321 S Wabash Chicago 4, Illinois

ESAVG 859

**Homemaking Degrees of Achievement** fs EDUFS si col \$6. Encouragement of girls in homemaking classes and FHA work. SH

**Over the Backyard Grill** mp UWF 14min sd col loan. Demonstrates preparation of wide variety of foods over the outdoor grill. SH-A

**Pork 'Round the Clock** mp UWF 14min sd col loan. Many ways to cook and serve pork. SH-A

**Thanks to Beef** mp UWF 14min sd col loan. Many healthful and economical ways to serve beef. SH-A

**"Where There's a Will"** mp UCONN 28 min sd col \$165; loan \$1 service charge. How four handicapped mothers make adjustments to resume their home responsibilities. Introduction by Dr. Lillian M. Gilbreth. Both challenging and reassuring to handicapped mother and to her family. A C.

## INDUSTRIAL ARTS

**Grinding Wheels and Their Application** mp SIMONDS mp 24min sd col. Free. Different types of wheels, their purposes and identifying symbols. Industrial arts classes, in-plant training. SH A

**Industrial Arts (Series)** 11mp MH sd b&w \$60-\$80. Titles: **Boring and Drilling Tools; Chisels and Gouges; Hand Saws; Joining and Gluing; Knowing Woods and Their Uses; Measuring and Squaring; Planes; A Safe Shop; Using Screws and Nails; Wood Finishing; Why Study Industrial Arts.**

**Mechanical Drawing (Series)** 8mp MH sd b&w \$55 - \$100. Correlated with French and Svensen text. Titles: **Auxiliary Views I and II; Language of Drawing; Sections; Shape Description I and II; Shop Procedures; Size Description.** Set of 6 correlated filmstrips, 3 in color, \$42. SH C

**Vocational Education (series)** 52fs MH b&w. Series include: **Automotive Mechanics (15fs); Mechanical Drawing (6); Metalworking (6); Photographic Darkroom (13); Radio Servicing (6); Shopwork (12).** SH

## INDUSTRY: TRANSPORTATION

**Aluminum** fs STANBOW si col \$5. History of production from 1807; mining, reduction, fabrication. NFBC production. Reviewed ESAVG 5/59 p260. JH SH

**American Achievement** 5mp UWF free. Titles: **Destination Earth**, 15min, man from Mars in animation story on American economics. **American Frontier**, 29min, how industry creates new jobs and community growth; **Born in Freedom**, 29min, commemorates the 100th anniversary of the discovery of oil in Pennsylvania; **Barrel Number One**, 29 min, how geologists survey oil resources; **Man on the Land** history of farming and its mechanization. SH A

**The Big Train** mp NYC 30min sd col loan. Contributions of technical research to modernization of freight handling by rail, and discussion of governmental policies unfriendly to railroads. Automatic ISM equipment for traffic control and a ride on a fast freight on the NY to Chicago run. SH C A

**Building a Highway** mp ASSOCIATION 18min sd col Loan. Road building from the days of the Romans to the toll road. Some highway problems and suggested solutions. JH SH

**Ca CO<sub>3</sub>** mp G-D 23min sd col loan. The mining of raw calcium carbonate in underground quarry—drilling blast holes, loading, blasting, scaling and mucking. Processing and application of the final product. C A

**Cotton—Nature's Wonder Fibre** mp COTTON 28min sd col free. Story of modern cotton from development of new types of seed to final user. Shown Venice and Edinburgh 1958. No brand names or commercial tie-ins. Int-SH

**A Cup for Adam's Ale** mp G-D 32min sd col loan. Construction of Gross Dam, water reservoir for the city of Denver, from building of access roads to pouring the last 623,000 cubic yards of concrete. C A

**Ferryboat** mp BAILEY 9min sd col \$100 r\$7.50; b&w \$75 r\$3. Various types of ferryboats and the kinds of work they do. Pri EI

**Fibers and Civilization** mp ASSOCIATION 27min sd col Loan. History of natural and man-made fibers. JH

**Fibres and Civilization** mp MODERN 30min sd col free. Egypt, India, China; vegetable and animal sources, then the Chemstrand Corporation plant. JH SH A

**Forestry** mp UWF 20min sd b&w \$110. Wasteful practices contrasted with modern conservation and tree farming, lumber mills, pulp, plywood, by-products. Also rubber, cacao, quinine. Pri EI Int.

**Full Speed Ahead** mp AEC 15min sd col apply. Installation and testing of nuclear heart of the "NS Savannah," the world's first nuclear-powered merchant vessel. C A

**Great Lakes Shipping** fs VEC 28fr si b&w \$3.50. Incoming and outgoing cargo operations in a typical Great Lakes port—Milwaukee. JH SH.

**The Harbor** mp USC 19min sd b&w \$75. University-produced documentary of Los Angeles harbor—freighters, passenger liners and the fishing fleet. JH-A

**Highway Hearing** mp MODERN 29½min sd col free. A community faces problem of relocating a highway which has always been considered the life giving artery of the town and the surrounding farm area. Sponsored by Dow Chemical Co. SH A

**Life and Times of the Iron Horse** mp MH 11min sd b&w \$70. Contribution to transportation by the steam locomotive and the steel rail. JH

**Magic Highway U.S.A.** mp DISNEY 29 min sd col r \$10. Our highways as symbols of the nation's progress. Past rigors contrasted with today's comforts—and tomorrow's dreams. JH SH A

**Mainline, U.S.A.** mp UWF 20min sd col free. Vital role of railroad transportation; research, modernization. SH C A

**Material Handling Education** fs M H I, si b&w 600 fr. \$15 to educational institutions, \$20 to industry. Coded as to type of material, by College-Industry Committee on Material Handling Education. C A

**Men Against Rock** mp G-D 33min sd col loan. Rock excavation on four major construction projects in far west C A

**A Mile to El Dorado** mp ASSOCIATION 27min sd col free. Underwater oil production in Venezuela. Reynolds Metals Co. sponsor. JH SH A.

**Mining** mp UWF 20min sd b&w \$110 Minnesota iron, English coal, Peruvian copper, South African gold and diamonds. Importance of mining to national security and well being. Pri E Int.

**The Nature of Glass** mp ASSOCIATION 37min sd col free to technical and college groups. Basic structure, major types and characteristics, production finishing, unique modern applications Corning Glass Works. C A

**New York International Airport** 80 s WALTSTERL col set \$23.75. Idle wild Airport, hangars, architecture customs and immigration, air freight and air mail operations, planes, including jets, landing and taking off. JH-A

**Overland . . . Underground!** mp G-D 21 min sd col loan. Construction of a 22" natural gas pipeline in Colorado and Utah. Trenching, rock drilling, blasting, welding, doping, laying and backfilling. C A

**Pay Dirt** mp G-D 27min sd col loan Modern techniques of mining iron copper, uranium, zinc and other metals; old hand drilling methods contrasted with use of modern machinery C A

**Prescription for Better Drilling** mp G-D 26min sd col loan. Manufacture of oil field pump and its operation in oil drilling country. C A

**Railroad Builders of the North** mp CNR 26min sd col. Apply. Construction of five new railway lines into northern British Columbia, Manitoba, Ontario, Quebec and New Brunswick frontier areas. Modern machinery and construction methods are featured. SH C A

**Rubber From Oil** mp BURMINES 30min sd col loan. Discovery, testing and production of butyl rubber. Scientific breakthrough in discovery of vulcanizing catalyst. SH C A

**Third Avenue L** mp CONTEMPORARY 11min sd col \$125 r\$10. Documentary and historical record of New York's now departed elevated transit Golden Reel; Academy Award nominee. JH-A

**Trade and Transportation** mp UWF 20 min b&w sd \$110. Exchange of money for goods, link to transportation in Canada, Malaya, Holland, China, Germany, Britain, New York. Pri EI.

**Transportation by Air** mp MH 14min sd b&w \$80. Role of aviation in American transport. Many workers contribute to maintenance and progress. JH SH

**Transportation by Water** mp MH 14min b&w \$75. Ocean liners, ferry boats, freighters, tugboats. Most great cities are world ports. Importance of inland waterways. JH SH

**Transportation Facilities of the World** map, DENOYER, 64x44", \$13.50 up depending on mount. Shows railroad highways, airports, harbors. **Communi-**

nication Facilities of the World shows density of radio, TV and newspaper facilities relative to population and living standards. Other aspects are to follow in this series. JH SH C

asures of the Forest mp CORONET 13½min sd b&w \$75. Processing of timber, from scientific forest management and industrial harvesting to the finished newsprint and other products. Growing machine-to-man ratio in Canadian lumber industry. EI JH

ucks Work For Us fs AUTOMA 40fr col free to active circulation centers. The role of the automobile truck in the nation's distributive function. JH SH A

What's in a Name?" mp G-D 17min sd col loan. An industrial development that started in 1859 in a one-room shop making governors for steam engines, now a great plant that produces mining, earth moving and assembly-line machinery for the whole world. JH SH A

heels and Rails mp ALMANAC 22min sd b&w \$125. How science helps maintain and advance the railroad industry. Role and manufacture of the wheel and the rail on which it runs. Roadbed, bearings, brakes. The Diesel locomotive. JH SH

## LANGUAGES

endrillon sfs STANBOW LP col \$11. The story of Cinderella told in French. Reviewed ESAVG 6/59 p300. SH C

ansons de France 4fs UWF si (captioned in French) col set (4) \$20 ea \$6 with Teaching Notes. Best known songs presented frame by frame. Other sets in same series include well known stories, each frame captioned with a complete simple sentence in French. **Stories in French** set (9) \$48. **Adventures of Buffalo Bill** set (4) \$20 ea \$6. **Fables de la Fontaine** (2) \$10. Complete series (19) \$95. First and second year French class instruction.

ircling the Globe With Speech (series) rec WILMAC ea 12" 33.3 rpm. **German I**: Six statements by Germans, each in own specific idiom (Berlin, Magdeburg, Mannheim, Freiberg and Vienna). **German II**: Four students from as many parts of Germany tell of their background. **Italian I**: Six young students from different parts of Italy tell of their homes, studies and ambitions. SH C A

epth/Tape Course in Spanish tape ARIZLANG (3.75 or 7.5 ips). Five tapes per semester ea \$9.95. Series E (12 years) Grades 1-12; Series J (6 years) Grades 7-12; Series S (3 years) Grades 9-12; Series C (4 years), college, a continuation of previous series. Series A is a 4-year course for adults who have not studied Spanish previously.

rench for Children rec OTTENHEIMER 2-10" LP microgroove. Aural-oral ap-

## LIBRARY ADVENTURE

FOR UPPER ELEM. AND JUNIOR HIGH GRADES LANGUAGE ARTS 13 MINUTES—COLOR \$115.00 B&W — \$60.00

Write for preview print or study Guide  
**NEUBACHER PRODUCTIONS**  
10609 Bradbury Road Los Angeles 64, Calif.

proach for kindergarten up. Also **German for Children** and **Spanish for Children**.

**Learn Fluent Spanish** rec WILMAC. Aural-oral approach entirely in the language studied, with text manual and translations. Reviewed in ESAVG 1/59 p 39.

**Learn Italian in Record Time** rec COL-REC Two 12" 33.3rpm. Oriented to travel and tourist situations; 43 lessons; space for hearer repetition. Also, similar: **Learn Spanish in Record Time**. SH C A

**Living Language Courses** rec LIVLANG 4 LP Conversation Manual, Dictionary \$9.95. French, Spanish, German, Italian, Russian, Hebrew, English from any of the first four, Advanced English and Conversation (Better Speech).

**Modern French By Sound** rec RCA Two 10" 33.3rpm. Twenty lesson aural-oral course. SH C A

**On the Death of Socrates** rec FOLKWAYS 12" 33.3rpm. Portions of the "Apology" and the "Phaedo" are read in both Greek and English by the translator, Moses Hadas. C

**Pathscope-Berlitz French Course.** 4u sfs PATHSCOPE 8 sets (5 each) @ \$84.50. Special price offers on sets 1-20 and 1-40 purchases. Multi-voiced presentation of actual French life situations; new color photography; follows closely the Berlitz course chapter sequence.

**Record Time Language Series** rec COL-REC choice of 2-12" LP or 7-7" @ 45 rpm. \$9.98. Designed, by purposeful intermixture of all tenses, to enable the student to converse naturally from the start. Course consists of 40 lessons; includes hard cover textbook devoted to grammar, pronunciation guide, 5000-word bilingual dictionary and everyday conversational and idiomatic phrases. Spanish, French, German, Italian.

**Russian Poetry** rec FOLKWAYS 12" 33.3 rpm \$5.95. Works of Pushkin, Tiutcheff, Lermontov, Gogol, Nekrasov, read in Russian by Larissa Gatova. C A

**Russian Pronunciation** rec EMC 7" LP 11min. Pronunciation of the Cyrillic letters; voiced and voiceless consonants; "hard" and "soft" consonants; consonantal assimilation; and a short text: "The Fox and the Raven." HS A C

## FOREIGN LANGUAGE TEACHING FILMS

Approved for purchase under the National Defense Act

- SPANISH
- FRENCH
- GERMAN

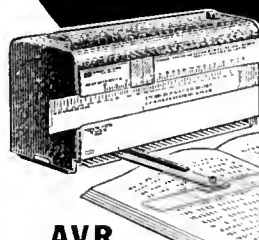
Write for special descriptive brochure and prints for screening prior to purchase.

**International Film Bureau, Inc.**



57 E. Jackson Boulevard  
Chicago 4, Ill.

## NOW IN THOUSANDS OF CLASSROOMS!



BEST... because it has passed the classroom test

AT A COST AS LOW AS **37c** PER PUPIL\*

## AVR RATEOMETER

Tops the list of America's Reading Learning Aids because of its proven performance

**IT'S VERSATILE**... fits into any reading improvement program.

**IT'S ACCURATE**... Lifetime electric motor provides clock accuracy, trouble-free service.

**STUDENT CENTERED**... requires minimum assistance. Students master its use in minutes.

**EASY ON BUDGET\***... Actual classroom experience over a 5-year period shows that costs run as low as 37c per pupil.

**Teachers say:** "Pupils love working with them" ... "best of its type" ... "more convenient" ... "so quiet" ... "flexible and adaptable" ... "rate increase 70 to 300%."

Complete with manual, carry-case, \$35  
5 to 9 units, ea. \$31.50 • 10 or more, ea. \$29.75

Satisfaction guaranteed or money refunded  
Send orders to

**AUDIO VISUAL RESEARCH**

Dept. U98 523 S. Plymouth Ct., Chicago 5  
FACTORY: Box 71, Waseca, Minnesota

**SIMPLE | EFFECTIVE | DURABLE |**

**Spanish Instructo-Films** (Series) 7mp ALTS 16min ea sd b&w @ \$55. Helpful drawings, lively music and oral commentary. Each film may be used as separate unit and has its own printed guide. Titles: **Pronunciation and Accent; Gender and Number I and II; Ser y Estar, verbs, adverbs; Pronombres Personales; Herbos Regulares I and II.**

**Spanish: Introducing the Language** mp CORONET 11min sd col \$110, b&w \$60. Relates many Spanish words and concepts to our everyday speech, a song and brief dramatization help acquaint students with spirit and cadence of the language. JH SH C

**Vamos a Columbia** mp IFB 11min col \$100. Entire commentary in simple beginner Spanish, tells of the country, its cities, regions and products. SH C A

## LANGUAGE ARTS

**Adventure in Words** 4fs FH si col \$20, ea \$6. Titles: **Introduction to Word Study; Words from Many Countries; Suffixes and Prefixes; Synonyms, Antonyms and Homonyms.** Two principals are emphasized: that word study is fascinating and that proper English requires disciplined application. JH SH

**Adventures in Communicating** 4fs FH si col set \$20. Sentence structure, grammatical do's and don'ts. Reviewed ESAVG 6/59 p300. JH SH

**At the Carnival** fs STRATCO 22fr si col \$3.25. No captions. Complementary record available. Highlights of sights at a Carnival as seen by a child. Reviewed ESAVG 10/58 p532. Pri

**Beginning Grammar** 8fs EBF si col \$48, indiv. \$6. Frames are captioned to stimulate pupil participation. Int.

**The Cuckoo Clock That Wouldn't Cuckoo** mp CORONET 11min sd col \$100 b&w \$55. Black Forest legend charmingly pictured. Hans Ticktocker, master clockmaker, unable to fathom why the cuckoo in the prince's clock won't sing, finally listens to his wife who thinks it is because the cuckoo is lonely. A second cuckoo brings happiness to all. Pri.

**Firehouse Dog** mp FA 10min sd col \$100 b&w \$50. "Freckles" is not allowed to go along to fires because they are dangerous until the firemen are sure he will obey orders to stay on the truck. Community study and character building. P.

**Genie, The Magic Record** rec DECCA 12" 78 rpm. Peter Lind Hayes represents the genie who by means of sound can appear as many things. Exercise in communication by sound effects. Pri

**Fun With Speech** rec EBF Two 10" 33.3 rpm. The S-Z-SH-CH-F and V sounds

woven into participation stories for kindergarten and young primary.

**Many Voices** (series) rec HARCOURT A 12" 33.3 rpm record is designed to accompany each of the "Adventure for Readers" (Harcourt - Brace). Poetry and prose, carefully selected, are read by voices such as Carl Sandburg, Mary Martin, Martyn Green and others.

**News Writing** fs FH si captioned sol set (4) \$20; indiv \$6 ea. Titles: **What Makes News?; News Story Structure; Writing the Lead; News Words, Sentences and Paragraphs.** JH SH

**Newsweek Talking Magazine** rec APHB 4LP 12" weekly, \$3.50; \$182 per year; \$100 wk if passed on after personal use to a circulatory library for the blind. The entire contents of each issue of **Newsweek** on four records (8 sides), one of the labels in Braille, mailed postage free two days after newsstand appearance.

**Old Yeller** rec DISNEYLAND rec LP. Notable dog story taken largely from movie sound track. Reviewed ESAVG 9/58 p482.

**Once Upon a Time: Fairy Tales for Dramatization** rec AUDED 12" LP \$4.75. Four classic tales adapted for listening and dramatization in primary classroom. Original background music and sound effects. Pri.

**The Quill** (series) 6mp INDIANA ea 30min sd b&w. Selections from the NET telecasts by Dr. Edwin L. Peterson, separate reels deal with style, parts of speech, sentences, paragraphs. SH

**Reading Records** (series) 7 rec ERSERV 45 rpm ea \$2.20. An aid to help parents strengthen their children's reading skills. Fourteen topics, one on each side of record. A EI TT

**Rhythm in Nature** fs STRATCO 17fr si col \$3.25. Complementary record available. Situations depicted in nature where rhythm is clearly discernible. Reviewed ESAVG 10/58 p532. Pri-A

**Sound Effects** 3 rec 7" 78rpm. 29 real life sound effects; for aural identification; radio and TV scripts, simulation and programs; tape recorder "reports," etc. Set (3) \$2.98 plus 25 cents for shipping-insurance. WALTSTERL.

**Speech Preparation** mp C-BEF 13min sd b&w. Various types of speeches for varied purposes. Their preparation, including illustrative materials. JH SH C

**The Story of the Goose and the Gander** mp FA sd col \$100 b&w \$50. Trials and tribulations of a pair of geese on the farm. P.

**Three Stories for Children.** 3fs EBF si col ea \$6, set in box \$18. Drawings and text frames, by Fibo Color of Holland, tell of **Gulliver Among the Lilliputians, The Lady of Staveren, and The Wild Swans.** P-Int.

**A Treasure in Books** mp DOWLING 11 min sd col \$110. A primary grade approach to augmented incentive for reading and use of the library. Pri.

**Un Pueblo de Espana** mp CHURCHILL 11min sd col \$100 b&w \$50. Home, family and simple occupations in Spanish village with slow-paced track tailored to beginning Spanish students. This is a shorter, simplified and slowed-down version of the award winning **Village of Spain.**

**Ways To Find Out** mp C-W 10min sd col \$100 b&w \$50. A young child explores his world on a rainy afternoon he feels the wetness and even tastes the rain, senses size and shape, rough and smooth, loud and soft. Pri

**What Can I Find in an Encyclopedia?** fs VEC si b&w \$3.50, with study guide. Wide variety of authoritative knowledge is indicated by pictures and captions. EI JH

**The Wheel on the School** rec NEWBERY 12" 33.3 rpm. Award winning story of Dutch children's efforts to get storks to nest in their village. EI

**Word Building in Our Language** mp CORONET 11min sd col \$110 b&w \$60. How many of our words are built by adding prefixes or suffixes or both to a root, and by combining words or parts of them. How words are derived from other languages, frequently **Latin.** General principles of structural growth of words. JH SH

## LITERATURE & DRAMA

**Abraham Lincoln in Poetry and Prose** rec DECCA 12" LP \$4.98. Gettysburg address, etc., read by Orson Welles, Carl Sandburg, Walter Huston. Flip side **The Lonesome Train**, lyrical tribute, by the author of **Ballad For Americans**; Burl Ives ballad singer, Earl Robinson narrator, Norman Corwin producer JH-A

**Ages of Man** rec COLREC 12" LP \$4.98 John Gielgud reads excerpts from Shakespeare. Text included. SH C

**Alice in Wonderland** rec CAEDMON LP Joan Greenwood as Alice and Stanley Holloway as the narrator head an excellent cast. Similarly **Through the Looking Glass.** Reviewed ESAVG 3/59 p144. EI JH A

**American Poetry Pre-1900** 2rec EAV 12" LP. Bradstreet, Freneau, F. Hopkinson, Adams, J. Hopkinson, Pierpont, Woodworth, Halleck, Drake, Bryant, Pinckney, Emerson, Longfellow, Whittier, Poe, Holmes, Thoreau. Read by David Allen, Nancy Marchand, David Hooks. SH C

**Anthology of American Poetry** rec LEXINGTON. Covers from 17th to late 20th century, including Ann Bradstreet, Whittier, Poe, Holmes, Thoreau, Lowell, Dickinson, Whitman, Emerson and Bryant. Reviewed ESAVG 2/59 p96. SH C

**Around the World in 80 Days** rec LIBRARY PHONE Four 12" at 16.6 rpm. Complete reading of the Jules Verne novel by Ian Martin. JH SH A



Third grade pupils using the new EBF SHORTSTRIPS find a new and interesting way to study science

### "EXPLORING WITH SCIENCE" first of the new EBF SHORTSTRIP Primary Science Series:

This exciting new series of filmstrips has been designed to cover many of the most important aspects of science as taught at the primary grades level. Pictures are made up of colorful art drawings, each with a carefully worded, easy-to-read, short caption. One frame at the end is made up of short review questions.

#### NDEA Funds Apply on EXPLORING with SCIENCE SHORTSTRIP SERIES.

Schools participating under the provisions of the National Defense Education Act, will want to consider this SHORTSTRIP SERIES. NDEA FUNDS APPLY!

#### Individual Filmstrip Titles:

- Old Mother Sun
- Our Planet Earth
- You and the Universe
- Seasons Come and Go
- What Day Is It?
- When Night Comes
- What Is Weather?
- Power Moves Things
- Meet the Plant Family
- Meet the Animal Family
- Meet the Human Family
- You Are Alive

(Each filmstrip contains 14 frames in color.)



### EXPLORING WITH SCIENCE LEARNING ABOUT PEOPLE

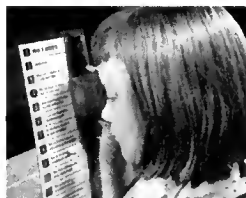
Each a series of 12 SHORTSTRIPS, in handy box including one plastic hand-viewer.

Purchasers of complete series are entitled to purchase additional individual SHORTSTRIPS at \$1.66 each. Additional hand-viewers may be purchased at \$1.00 each.

# \$19.90

## NEW UNIQUE EBF SHORTSTRIPS DESIGNED FOR INDIVIDUAL A-V TEACHING IN PRIMARY GRADES

Encyclopaedia Britannica Films announces a revolutionary new filmstrip utilization program, designed to teach primary school pupils in an original and fascinating way using EBF SHORTSTRIPS. The SHORTSTRIP is prepared primarily for individual pupil viewing but can also be projected to the entire class. This unique teaching method has been compared to pupil use of a book from the classroom or school library. Two SHORTSTRIP series, one for Science and the other for Social Studies, have just been released by EBF. They were prepared by Eileen Nelson of the National College of Education, Evanston, Illinois.



#### FOR THE HOME—

EBF Shortstrips can be easily taken home for review or homework. Extra viewers and SHORTSTRIPS are economical.

#### FOR THE CLASSROOM—

Individual pupil viewing. Boys and girls love SHORTSTRIPS for their colorful pictures, and easy-to-read captions.

### What is a SHORTSTRIP?

The SHORTSTRIP is unique in that it is designed mainly for individual pupil viewing with a hand or desk viewer. It can be projected on a screen just as traditional filmstrips are projected for an entire class to see and enjoy.

But the SHORTSTRIP will find its most interesting use in the hands of the pupils themselves. The twenty-four SHORTSTRIPS in the current series are each fourteen frames long. They are packaged flat, inside and along one edge of a clear, plastic envelope. The envelope, with the filmstrip inside, is inserted into the small, plastic hand-viewer and moved upward for clear and effective viewing by the pupil. Along with each SHORTSTRIP, inside the plastic envelope, is a printed card containing additional frame-by-frame questions for the pupil to answer as he views the SHORTSTRIP. On the back of the card is a paragraph summary of the SHORTSTRIP content for the pupil himself to read. Each SHORTSTRIP can be easily removed from its plastic container for use in a regular filmstrip projector. Each series of twelve SHORTSTRIPS is packed in an attractive box for easy storage.

### "LEARNING ABOUT PEOPLE"—another EBF SHORTSTRIP Series for primary Social Studies

Many of the important concepts in the social studies curriculum at the primary grades level are covered in this series of twelve colorful and fascinating SHORTSTRIPS. Most of the pictures used in this series are actual color photographs of real children in interesting situations. One frame at the end is composed of short review questions.

#### Individual Filmstrip Titles:

- The Better to See You
  - The Better to Hear You
  - The Feel of Things
  - The Taste of Things
  - The Smell of Things
  - Homes Are to Live In
  - Clothing Is to Wear
  - Food Is to Eat
  - How Do You Feel?
  - Who's Afraid?
  - You Have an Idea
  - How Can You Say It?
- (Each filmstrip contains 14 frames in color.)

### LOW COST OF SHORTSTRIPS HELP SCHOOLS BUY MULTIPLE UNITS

Each series of twelve SHORTSTRIPS, with plastic hand-viewer, in handy box is priced at \$19.90. To enable more than one pupil to use these excellent teaching tools, purchasers of complete sets are entitled to purchase additional individual SHORTSTRIPS at \$1.66 each. Additional hand-viewers may be purchased at \$1.00 each.



Encyclopaedia Britannica Films  
1150 Wilmette Avenue, Wilmette, Illinois

Dept. 70

Please send \_\_\_\_\_ sets of the "EXPLORING WITH SCIENCE" SHORTSTRIP SERIES in handy box, including one hand viewer @ \$19.90 each.

Please send \_\_\_\_\_ sets of the "LEARNING ABOUT PEOPLE" SHORTSTRIP SERIES in handy box, including one hand viewer @ \$19.90 each.

Send \_\_\_\_\_ additional hand viewers @ \$1.00 each.

Send \_\_\_\_\_ additional individual SHORTSTRIPS at \$1.66 each.

NAME \_\_\_\_\_  
 SCHOOL \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

ES-59

- As You Like It** rec SPOKEN WORD 12" LP. Original text plus deft introduction of sound effects make Shakespeare's comedy live for high school and college students of literature and general listening.
- Beowulf-Chaucer Excerpts** rec EAVI 12" LP. Beowulf Prologue, Voyage to Denmark, Fight with Grendel, the Banquet and others. General prologue to the Canterbury Tales, The Prioress's Tale and others. Read by Helge Kokerwitz, John C. Pope. SH C
- The Bridge of Sighs** rec MH 12" 78 rpm. Thomas Hood's poem calling for compassion rather than condemnation for the unfortunate. Reverse side: **I Wandered Lonely As a Cloud** and two other unabridged Wordsworth poems. SH
- Bryant-Emerson-Whittier-Longfellow, etc.** rec EAVI 12" LP. To a Waterfowl, Concord Hymn, Barefoot Boy, The Village Blacksmith, Charge of the Light Brigade, Song of the Shirt, and others. Read by David Hooks, Heidy Mayer, Edward Asner. HS C
- Don Quixote** rec MENTOR 12" LP. Walter Starkie reading from his own translation. C
- Early English Poetry** rec FOLKWAYS LP \$5.95. Readings of pre-Shakespearean literature, in old and Middle English. C
- Edgar Allen Poe: Background for his Works** mp CORONET 13½min sd col \$137.50 b&w \$75. Account of major events in Poe's life, interwoven with readings from his works, brings out his stature as literary craftsman, critic and perfector of the short story. SH C JH
- English Literature (Series)** 5fs UWF si b&w set \$15, ea \$3.50. Scenes are from classic British-produced motion pictures: **A Tale of Two Cities** (41 fr); **Oliver Twist** (31fr); **Great Expectations** (38fr); **Hamlet** (40fr); **Henry V** (24fr). Teacher guides stress that these plays are to be acted and seen and not only read. SH C
- Evangeline** rec FOLKWAYS 2—12" LP boxed \$11.90 with full text. Longfellow's classic, complete, read by Harry Fleetwood.
- Famous Poems That Tell Great Stories** rec DECCA 12" 33.3 rpm. Kipling, Tennyson, Scott, Longfellow, Benet and many others. Edited by Louis Untermeyer. JH A
- Favorite Tales of Sherlock Holmes** rec LIBRAPHONE Three 12" 16.6 rpm. Six of Arthur Conan Doyle's stories. JH-A
- The Fun Makers—An Evening With the Humorists.** rec DECCA 12" LP. Anthology of humorous verse, read by male voices. EI JH SH
- Gulliver's Travels** rec MGM 12" 33.3 rpm. Three readings by Alec Guinness. SH C A
- Hamlet** rec RCA Four 12" 33.3 rpm. Original text plus scene setting narration, by the Old Vic Company, John Gielgud as Hamlet. SH C A
- Hamlet** rec RCA Two 12" 33.3 rpm. Drama condensed by casting Horatio as narrator. Gielgud, Dorothy McGuire, Pamela Brown. SH C A
- The Heroic Soul—Poems of Patriotism** rec DECCA 12" LP. Anthology; stirring poems read by male voices. JH
- The Highwayman** mp MH 13min sd col \$140; b&w \$70. John Carradine reading of Alfred Noyes poem, dramatized in modern dance form. HS
- Julius Caesar** rec EAVI 12" LP. Abridged version read by Shakespearean players Truman, Michael, Jones, Hewlett (England). SH C
- Keats-Shelley** rec EAVI 12" LP. Keats: Ode to a Nightingale, To Autumn, La Belle Dame Sans Merci, Ode on Melancholy, and others. Shelley: Ode to the West Wind, Indian Serenade, Ozymandias, Hymn to Intellectual Beauty, and others. Read by Theodore Marcuse. SH C
- Lost Horizon** rec DECCA 12" 33.3 rpm. Author James Hilton discusses the story of its symbolism. Reverse side: **Tale of Two Cities**, with Ronald Colman. JH SH A
- Macbeth** mp UNUSUAL 80min sd col r. Produced at Bob Jones University in one of the world's best equipped production centers. With Bob Jones, Jr. SH C A
- The Man Without a Country** sfs FILM-SED 60fr, 10" LP, col \$15. Sound dramatization of the Edward Everett Hale story of Lt. Philip Nolan, charged with complicity in the Aaron Burr conspiracy. Yale University School of Drama. JH-A.
- Mary** rec COLREC 12" 33.3 rpm. Reverse: **De Mortuis** and **Back for Christmas**. John Collier reads three of his short stories. SH C A
- Medea** rec DECCA 12" 33.3 rpm. Judith Anderson is the title role of the Euripides classic. SH C A
- Merchant of Venice** rec EAVI 12" LP. Abridged version, read by Shakespearean players Paul Sparer, Nancy Marchant, John Randolph. SH C
- Milestones in Writing** 6mp CFD 10min sd col \$100. These films, made by USC, feature Dr. Frank C. Baxter, authority on the history of books and printing. Paper making, manuscripts, pictographs, the alphabet are some of the main topics. JH SH C
- No Single Thing Abides** rec POETRY 10" 33.3 rpm. Gray's "Elegy," Donne's "No Man Is an Island," etc. SH C
- Palgrave's Golden Treasury** rec CAEDMON Two 12" 33.3 rpm. Poems (54) selected from the classic anthology. JH SH C A
- Paradise Lost** rec CAEDMON Two 12" 33.3 rpm. Anthony Wuayle reads portions of John Milton poem. Book 1 (Complete), parts of Book IV (end). C A
- Pinocchio** rec LIBRAPHONE Three 12" 16.6 rpm. As read by Ian Martin from the illustrated Junior Library Edition. Pri
- Poetry of the Negro** rec GLORY 12" 33.3 rpm. Sixteen poems from Paul Laurence Dunbar, James Weldon Johnson, Countee Cullen and others. SH C A
- The Poetry of William Blake** rec CAEDMON 12" 33.3 rpm. "Songs of Innocence" etc. ready by Sir Ralph Richardson. SH C A
- The Prisoner of Chillon** rec MH 12" 78 rpm. Good reading of severe abridgement of the poem. SH C A
- The Reluctant Dragon** rec CAEDMON LP. Read by Boris Karloff. Reviewed ■ ESAVG 9/58 p482. SH C
- Richard III** rec RCA 3—12" LP. Reading of Shakespeare's tragedy. Cast includes Sir John Gielgud, Claire Bloom, Pamela Brown, Sir Laurence Olivier. SH C A.
- Richard III (Highlights)** rec RCA 12" 33.3 rpm. Important scenes and speeches taken from the sound track of the motion picture. SH C A
- Rip Van Winkle** rec MH 12" 78 rpm. Condensation of the Washington Irving classic. JH SH
- Scott-Byron-Keats-Shelley, etc.** rec EAVI 12" LP. Lochinvar. Inchape Rock. Abou Ben Adhem. A Wet Sheet and a Flowing Sea. Destruction of Sennacherib. Endymion. To a Skylark. On His 71st Birthday. Read by David Hooks, Heidy Mayer, Dean Almquist. SH C
- **Short Stories by W. Somerset Maugham** rec LIBRAPHONE Two 12" 16.7 rpm. Five stories, "Red," "The Ant and the Grasshopper, etc. SH C A
- Singers in the Dusk** rec NCTE LP. Charles Lampkin, noted authority on Negro folklore and music reads from poets James Weldon Johnson, Paul Lawrence Dunbar, Frank Marshall Davis, Countee Cullen, Langston Hughes and others. ■ Reviewed in ESAVG 3/59 p144. SH C
- Sound Effects for Drama Groups** rec DRAMATIC 12" LP \$5.95. Recording of 48 sounds determined by research to be most needed by drama groups, hardest to reproduce and needing most elaborate equipment. Range is from Climax of Bells to Beating of Voodoo Drums. Sounds are in separate bands, selector guide locates position on record.
- Steamboat 'Round the Bend** rec FOLKWAYS 12" 33.3 rpm. Author Ben Lucien Burman recounts some of his adventures in seeking materials for his Mississippi River stories. SH C A
- Tales of Hans Christian Anderson** rec CAEDMON LP. Michael Redgrave reads "The Tinder Box," "The Emperor's New Clothes" and many more. ■ Reviewed ESAVG 9/59 p482.

**Twelfth Night** rec SPOKEN WORD Three 12" 33.3 rpm. Dublin Gate Theatre production of the play as published. SH C A

**Two Sea Stories** by Joseph Conrad rec LIBRAPHONE 16.6 rpm 2 rec \$9.50. "Youth" and "Typhoon," told by Noel Leslie. 4 hours of talking book. JH-A

**The Weary Blues, and Other Poems** rec MGM LP \$4.98. Langston Hughes reads some of his poems, with jazz music background. SH C A

**The World's a Stage** (series) mp UWF ea 13min sd b&w \$70. Great moments from Shakespeare are presented by the Old Vic Repertory Company. Titles: **Anthony and Cleopatra**, Act III, Scene 13; **Julius Caesar** (IV-3); **King Lear** (I-4); **Macbeth** (II-2); **Midsummer Night's Dream** (I, II, III); Same (V-1); **Othello** (III-3); **Twelfth Night** (II-5); **Winter's Tale** (V-3). SH C A

## MATHEMATICS

**Abacus** mp AVIS 11min sd col \$115 including demonstration device. The ancient counting tool as adapted for teaching addition and subtraction in lower elementary grades. Pri El

**Adventures in Number and Space** mp (series) ASSOCIATION 30min sd b&w lease ea \$150; series \$1,250; r ea \$7.50 series \$60. Bil Baird marionettes demonstrate the principles and application of math. **How Man Learned to Count**; **Quicker Than You Think** (computers); **Mysterious "X"** (Algebra); **What's the Angle** (geometry); **It's All Arranged**; **How's Chances** (probability, statistics); **Sine Language** (trigonometry); **Stretching the Imagination** (topology); **Careers in Mathematics**. JH SH

**Arithmetic Records** (series) 8 rec ERSERV 45 rpm at \$2.20. Helps for parents interested in augmenting their children's number skills. Sixteen topics, one to a side. Four records are for ages 4 and up, the other four for ages 8 and up. A TT

**Discovering Solids** 3mp (series) DELTA ea 15min sd col at \$150; b&w at \$75. Application of mathematics principles to space perception by means of art animation. Titles: **I: Areas of Solids**; **II: Volumes of Cubes, Prisms, and Cylinders**; **III: Volumes of Pyramids, Cones, and Spheres**. Live footage is used to illustrate applications. JH SH

**Stix Kits for Fashioning Geometric Figures**. 230-piece set \$3; 350-piece set \$5. Enameled plastic sticks and rubber joints, suggested as aids in visualizing math, geometry, design, abstract art. CHITTICK

**Functional Arithmetic** fs OSU 59fr b&w \$3. Designed for teachers in service who need help in making instruction more realistic. TT

**Materials for the Teaching of Arithmetic** fs OSU 45fr si col \$4. Variety of locally obtainable three-dimensional materials. TT.

**The Metric System** mp CORONET 13 1/2 min sd col \$110 b&w \$60. The history of the system of measurement used throughout most of the world, and its advantages over that in use in the U.S.A. JH SH

**Plane Geometry** by Record rec AUDIO AID 12" LP \$3.65. Presents 9 basic axioms and 14 postulates; 61 theorems with suggestions for their proof; 66 theorems grouped according to geometric figure involved; 30 key definitions. SH C

**Using Parts of a Dollar** fs MOREHOUSE 49fr si col \$4.80. The function of money as medium of exchange, difficulties of barter, coins are used to show there are many ways of dividing a dollar. Int. JH.

## MEDICAL & ALLIED SCIENCES

**A Better Beginning** mp NWU 18 1/2 min sd b&w \$50; or free loan. Feeding of premature infants by mother's milk; Junior League Premature Babies Milk Bank project; the milk, given free by nursing mothers, is collected by volunteer drivers; processed at the hospital, and used there and at other hospitals to save life. Funds for the breast pumps are collected by volunteers. College and adult groups, health and hospital agencies.

**Community Vector Control Demonstration Program** mp UWF 24min sd col apply. How program is carried out, legislation needed, demonstration programs in four states. C A

**Congenital Heart Defects** mp AHA 9 1/2 min sd col \$60. Basic cardiovascular presentation, others in series include **Varicose Veins** and **Circulation of the Blood**. SH C A

**Epidemiology of Staphylococcal Infection** mp-fs UWF 13min sd col. Filmgraph or filmstrip with taped narrative 14min 112 fr. Complex transmission patterns resulting from interaction of the etiologic agent, the reservoir, the host and the environment. Hospital personnel as carriers. Professional.

**Heart of a Whale** mp CGS 21min sd col b&w apply. Whales harpooned via helicopter provide cardiograms of great scientific interest. C A

**Labor and Childbirth** mp MEDARTS 18 min sd b&w \$110, r\$12.50. The experience of a mother; beginning labor, when to go to hospital, what to expect there, explanation of process of natural birth to encourage confidence and relaxation. SH C A

**A Normal Birth** (revised) mp MEDARTS 11min sd b&w 85, r\$15. Literal photographic record of an actual delivery. (Selected, conditioned audiences).

**Pediatrics** sl TECHNICOLOR 7 sets 20 ea, apply. Sponsored by the American Academy of Pediatrics, these color slides, by Dr. Platou, Tulane University, are to be made commercially available.

## NEW EDUCATIONAL DOCUMENTARY HISTORICAL COMPREHENSIVE

16mm Sound Color

Photography, narration and on-site sound effects by noted travel lecturer. Up-to-the-minute coverage. Suited for classroom instruction, informal education and recreation.

- **PUERTO RICO**  
Queen of the Caribees
- **The VIRGIN ISLANDS, U.S.A.**
- **OUR TEXAS HERITAGE**  
Texas History from 1519 to 1900
- **SICILY**  
Island of the Sun
- **ICELAND**  
Capri of the North

Sale: Color \$150 (Virgin Islands \$110)  
1 1/2 reels 1 1/4 reels  
Black and White \$75 each

Send for Descriptive Brochure

**ROBERT DAVIS**

**PRODUCTIONS**

Box 512

Cary, Illinois

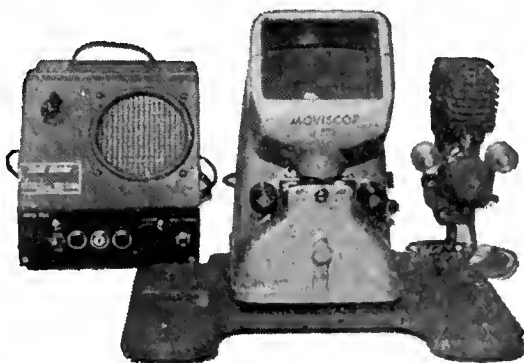
## CAMART DUAL SOUND READER

Model SB-111

Complete with optical sound reproduction head (or choice of magnetic soundhead) base plate, amplifier-speaker. For single or double system sound. An unbeatable combination with Zeiss Moviscop 16mm precision viewer, sharp brilliant 2 1/4 x 3 1/4 picture.

Send for Free New 1959 Editing Catalog.

**THE CAMERA MART, INC.**  
1845 Broadway, New York 23, N. Y.  
PL 7-6977



Dual Reader \$195.00  
Zeiss Moviscop Viewer \$99.50

**Post-Natal Care** mp MEDARTS 12min sd b&w \$95, r\$10. Hospital care, exercises, care of infant, nursing, the father's relationship. SH C A

**Pre-Natal Care** mp MEDARTS 23min sd b&w \$125 r\$12.50. Medical care, diet, exercise, clothing, etc., indicated in three examples of pregnancy. SH C A TT

**Prevention and Control of Staphylococcal Infections** mp UFW 14min sd b&w. Aseptic techniques and improved housekeeping procedures as control measures against infection in hospitals. Professional health personnel.

**Science Writers Get the Facts on Fluoridation** mp TRACHTENBERG 14min sd b&w \$55 R \$3.50. Dr. W. W. Bauer (AMA) and Dr. F. A. Arnold (National Institute for Dental Research) answer questions put to them by leading science writers. A TT

## MENTAL HEALTH: PSYCHOLOGY

**Anger at Work** mp IFB 21min sd b&w \$125. Designer engineer, frustrated with resentment over working conditions, is victim of chronic headaches until fellow worker suggests subjective attitudes cause illness. He cures himself and spreads the good advice, not to get mad, to others. SH C A

**Bitter Welcome** mp MHFB 36min sd b&w. Struggle of a former mental health patient to win his way back to useful employment and social status. Reviewed ESAVG 10/58 p538. SH A

**The Gentle Warrior** mp CHRISTOPHERS 30 min sd b&w \$30. Life of Dorothea Lynde Dix, pioneer fighter for humane treatment and understanding of the mentally ill. SH-A

**Heredity and Family Environment** mp MH 9min \$55. Psychology instructor teaches that within the limits set by heredity there is plenty of room for self-development. SH - C

**The Relaxed Wife** mp ASSOCIATION 13½min sd col loan. A wife influences her husband to avoid tension at home and at work. Minor mention of tranquilizers where mental therapy falls short of full effect. A

**The Return** mp APTA 39min sd b&w \$140. The role of the physical therapist in the rehabilitation of a civilian paraplegic. Reviewed ESAVG 1/59 p35. SH C A

**Rx Understanding** mp OSU 15min sd col \$150. An actual pediatrician works with three children and their mothers. Emphasis is on the art of dealing with people, interview techniques, physical examination routine, proven methods of offering advice. C TT

**Toward Emotional Maturity** mp MH 11 min sd b&w \$65. Case study in efforts of 18-year-old girl to learn to control her emotions. SH - C

## MUSIC: General

**Bach: Mass in B Minor.** Two 12" LP COLREC. Liturgical masterpiece, sung by Peter Pears, famed English tenor, and Lois Marshall, Canadian soprano. Chorus and symphony orchestra. SC 6027. \$7.98.

**The Ballad of Baby Doe** rec MGM 3 LP's. National politics of the 80's and a love triangle contribute to the plot of this unique American opera. New York City Opera cast and orchestra.

**The Complete Orchestra** rec MUSED Five 12" 33.3 rpm. Most of the instruments are discussed and demonstrated, but in solo and as part of ensemble playing. JH SH C A

**Early Medieval Music (To 1300)** rec RCA Two 12" 33.3 rpm. Volume II of **The History of Music in Sound.** Byzantine, Ambrosian, Gregorian, Liturgical Drama, Medieval Songs, etc. C A

**The Elements of Composition** mp INDIANA 27min sd b&w \$125. Melody, harmony, rhythm, and counterpoint are demonstrated by the New York Woodwind Quartette. Excerpts from Dvorak's "New World Symphony," Villa-Lobos' "Quintette" and Telemann's "Duet." JH-C A

**Flower Drum Song** rec WESTMINSTER LP \$5.98. Selections from the Rogers and Hammerstein hit musical.

**Georgia Lee Sings** rec CHANCEL LP \$3.95. 12 religious vocals, including "Tell Me The Story of Jesus"; "Prayer"; "Lord, Take My Hand."

**Happy Folk Dances** rec RCA 12" 33.3 rpm with illustrated instruction book. (No calls) Seven countries are represented in selections equally suited to beginner or expert. Pri-A

**The Heart is a Rebel** rec CHANCEL 45rpm \$1.29. From the motion picture score; Ethel Waters—"Crucifixion" and "Sometimes I Feel Like a Motherless Child"; Georgia Lee—"The Heart is a Rebel."

**Instruments of the Symphony Orchestra** 6fs JAM sd col ea with 12" LP. Set \$51; ea fs with rec \$8.95. Titles: **String Instruments; Woodwinds; Brass; Percussion; Melodious Percussion; The Orchestra.**

**Introducing the Woodwinds** mp INDIANA 23min sd b&w \$100. Flute, piccolo, bassoon, oboe, clarinet and French horn, their contributions to woodwind quintette. Introduction by Yehudi Menuhin. JH-A

**Judas Maccabaeus** rec WESTMINSTER LP monophonic or stereo. First complete recording of the Handel work, conducted by Maurice Abravanel, with University of Utah and Whittier School Children's choruses.

**La Boheme.** Two 12" LP COLREC Puccini's opera complete in four acts. Artists, chorus and orchestra of Naples (San Carlo) opera. M2L 401 \$7.98.

**A Lincoln Portrait** rec COLREC 12" LP \$4.98. The New York Philharmonic, Andre Kostelanetz conducting, plays Aaron Copland's tribute; Carl Sandburg narrator. JH-A

**Man's Early Musical Instruments** rec FOLKWAYS 2—12" LP boxed \$11.90. Authentic documentary of primitive musical instruments, including tuned sticks, rattles, slit drums, gong chimes, spike fiddles, hurdy-gurdies, etc. Edited by Curt Sachs.

**Music and Song of Italy** rec TRADITION LP \$4.98. Bagpipes, guitar, accordion, jewsharp, tamborines and flute accompany Alan Lomax. Collaboration of National Folk Song Museum of Italy.

**Music for Children** rec ANGEL Two 12" 33.3 rpm. Nursery rhymes and songs by musically trained children. Pri TT

**Music for Young Americans—Kindergarten** rec AUDED LP. More than 50 songs and song stories for young children, many with participation possibilities. Correlated with American Book Company textbook of same title. ■ Reviewed ESAVG 5/59 p257. K TT

**Opera and Ballet Stories** (series) 6fs JAM fs with LP 12", series \$49.50, fs only (6) \$28.50, indiv. \$4.95. Records only (6) \$21, indiv. \$3.95. The records recite captions of each picture on one side, and give principal music on the other. Titles: **Lohengrin and Meistersinger** (Wagner); **The Magic Flute** (Mozart); **Aida** (Verdi); **The Barber of Seville** (Rossini); and, with complete score, **Coppelia** Ballet (Delibes). JH SH

**Original Children's Activity Songs** rec 12" LP. WHIT \$5.95. Side 1 carries 14 **Participation Songs**; the flip side 7 **Songs of the Seasons** and 3 **For Resting**. Intended for classroom, summer camp and Sunday School. Pri-El.

**Pablo Casals** mp CONTEMPORARY 28 min sd b&w \$12.50. Day in the life of the great cellist; includes Bach Suite No. 1 for Unaccompanied Cello SH-A

**Percussion, Pulse of Music** mp INDIANA 21min sd b&w \$100. Group of youngsters demonstrate how music can be made by clapping hands and on simple percussion instruments. New York Percussion Trio. El-A

**Piccolo, Saxie and Co.** rec COLREC 12" 33.3 rpm. Victor Borge tells in his own inimitable way how the instruments found each other, formed a symphony orchestra, then went out to look up relatives in far-off lands. Score composed and conducted by Andre Popp. Pri-A

**Regina** rec COLREC Three 12" LP \$14.98. Marc Blitzstein opera in three acts based on Lillian Hellman's "The Little Foxes." Brenda Lewis Elisabeth Carron, Carol Brice, Joshua Hect, the N. Y. City Opera Company and Orchestra, Samuel Krachmalnick conducting.

**Rutgers University Music Dictation** (series) 10 rec RUTGERS LP ea \$5.95 set (10) incl. answer book \$50. Designed to train students to write notes as they listen. C TT



**Singing Games** (Series, I, II, III) rec STANBOW. Each "volume" includes four 10" 78 rpm. Familiar material well presented for play and muscular coordination. Graded from Kindergarten to middle grades.

**Social Dancing Made Easy** rec (series) EDREC 10 records, LP, each on different dance: Foxtrot, Mambo, Rhumba, Waltz, Jitterbug, Argentine Tango, Cha-Cha-Cha, Samba, Marengue, Polka. SH A

**Square Dance Fair** rec EDREC LP. Instructional album featuring some 15 calls by Joseph Wall, instructor at Oldfield School, Fairfield, Conn. SH A

**Threni: Lamentations of the Prophet Jeremiah** rec COLREC. Stravinsky's latest work, recorded by the composer immediately after its American premiere, Jan. 4, 1959.

**Foot, Whistle, Plunk and Boom** mp DISNEY 10min sd col guide apply. Origin and development of musical instruments from caveman to symphony. EI

**War and Peace** rec MGM Album of 3 LPs stereo and monaural. Prokofiev opera based on Tolstoi classic, under direction of Werner Janssen, with soloists from the National Opera of Belgrade, the Vienna Kammerchor and the Vienna State Opera Orchestra.

## MUSIC: Instrumental

**Basic Snare Drum Technique** mp SWFI 13min sd b&w. Basic and advanced strokes, each hand and both. Film loops available for repetitive showing. JH SH A

**Beethoven: Symphony Number 5 in C Minor, Opus 67** rec COLREC LP. Flip side offers searching analysis of growth and structure of this composition, by Leonard Bernstein. New York Symphony Philharmonic, under direction of Bruno Walter. Reviewed ESAVG 10/58 p535 JH-A

**Brahms: Quintet No. 1 in F Major Op. 88, and Quintet No. 2 in G Major Op. 111.** Budapest String Quartet. ML 5281 \$3.98.

**Brussels World's Fair Salutes Big Bands** stereo disks. Tommy Dorsey, Ted Heath, Glenn Miller, Benny Goodman. OMEGA.

**Concerto Soli Orchestra, Paris.** Stereo disks. Schubert's Ninth. Schumann Piano Concerto. Roussel's The Spider's Feast and Piano Concerto. OMEGA.

**Heroica** rec COLREC 12" LP \$4.98; stereo \$5.98. Bruno Walter conducts the Beethoven Third in E-Flat Major. Columbia Symphony Orchestra.

**Famous French Fanfares and Marches** rec EPIC LP 12" \$3.98. The band of French Navy, a century-old institution.

**Instruments of the Orchestra** rec CABOT Album includes simple quiz game,

used by instructor as oral summary and examination. The several "families" of instruments are presented and solo selections identify the individuals. ■ Reviewed ESAVG 2/59 p96, EI JH

**The Magic of Music** rec CABOT LP Album of favorites for young people; orchestra plays selections by Mendelssohn, Berlioz, Tchaikovsky, Borodin, Grieg, Rossini, Haydn, Beethoven, Wagner and the younger Johann Strauss. Reviewed ESAVG 2/59 p96. ■ EI JH SH

**Richard Strauss** rec COLREC 12" LP \$4.98. Eugene Ormandy and the Philadelphia Orchestra—Suites from **Der Rosenkavalier** and **Die Frau Ohne Schatten**. SH-A

**Singing Square Dances** rec STANBOW 3 albums each 3 records (45rpm) with instruction books. I: For Grades 4 and 5. II: Grades 6-7. III: Grades 8-9.

**Sit In and Solo** 4 rec AD LIB 45rpm ea \$2.98. Professional quartette leaves "room" for amateur to get practice playing simple popular tunes with the group. Notes are for B flat and C and E flat instruments. EI-A

**Stravinsky: Le Sacre du Printemps.** 12" LP COLREC New York Philharmonic, Leonard Bernstein conducting. ML 5277 \$3.98. Stereo MS 6010 \$5.98.

**Victory at Sea** rec RCA Two 12" 33.3 rpm. (Vol. I and II). Parts of the Richard Rogers' score for the NBC production. JH SH A



# CECO'S NEW WEINBERG WATSON PROJECTOR

CAMERA EQUIPMENT CO., INC.

ACCLAIMED

At The Seattle DAVI Convention

## BETWEEN THE TIDES

16mm Sd. Color 20 Min.  
Rental: \$7.50 Sale: \$175

Send For Our Latest Catalog  
of Outstanding Films.



CONTEMPORARY FILMS, INC.

267 W. 25th St., N. Y. 1, N. Y.  
ORegon 5-7220  
Midwest Office: 614 Davis St., Evanston, Ill.  
DAVIS 8-2411

## FREE CATALOG!

from new educational film producer,  
including:

"MODERN DANCE COMPOSITION"  
"ORDERS OF INSECTS"  
"AUTUMN COLOR"  
"THE SEA OTTERS OF AMCHITKA"

THORNE FILMS, INC.

1707 HILLSIDE RD. BOULDER, COLORADO

## EVERYTHING IN ELECTRONICS FREE ALLIED 1960 CATALOG

Recording equipment, Stereo, Hi-Fi audio,  
school sound systems, training kits, elec-  
tronic parts. Write for value-packed Catalog.

ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.

Coaches . . . Doctors . . . Teachers . . . All have helped us modify the 16mm Kodak Analyst II to encompass all the features required in a true time and motion study projector. The Weinberg Watson is ideal for checking a variety of recorded data such as sports, motion study, laboratory reactions, and many other subjects where time expansion study is vital to the solution of a particular problem.

### CHECK THESE EXCLUSIVE FEATURES

Continuous variable speed from 2 to 20 frames per second. Electronic single frame advance.  
Flickerless projection made possible by a revolutionary shutter design.  
No light loss on single frame projection (and film will not buckle).  
Remote control switch combines two operations . . . press one button for single frame operation . . . the other for instantaneous forward-reverse motion.

Dept. E 315 West 43rd St.,  
N. Y. 36, N. Y. JUDSON 6-1420

**WARREN MILLER**  
**SKI FILMS**  
 FOR RENT OR SALE  
 For Illustrated Catalog Write  
 WARREN MILLER PRODUCTIONS  
 Suite 517  
 113 N. Vermont Los Angeles 4, Calif.

**FOSTER REWIND**  
 The fastest, most effective 16mm rewind on the market. A power rewind that is quiet, safe, and easy to operate in either direction, at any speed. On a FOSTER REWIND a film inspector can greatly increase output.  
 For full particulars write  
*International Film Bureau Inc.*  
 57 E. Jackson Blvd.  
 Chicago 4, Ill.  
 IN CANADA: Educational Film Distributors, Ltd.  
 47 Dundonald  
 Toronto 5, Ontario



**4 SPEED RECORD & TRANSCRIPTION PLAYERS**  
 Write for illustrated catalog  
**AUDIO-MASTER**  
 17 E. 45th St., New York



## MUSIC, Vocal

**American Folk Songs for Children** rec FOLKWAYS LP Pete Seeger sings "All Around the Kitchen," "This Old Man," "Coming 'Round the Mountain" and "Train is a'Coming." Reviewed 9/58 p482.

**Ballad for Americans** rec DOT 12" 33.3 rpm. Earl Robinson's cantata recorded by the Sanctuary Choir of Hollywood First Methodist Church. Includes the Statue of Liberty inscription "Give me your tired, your poor . . ." SH C A

**A Child Is Born** rec COLREC 12" LP \$3.98. The Trappist Monks of the 110-year-old Abbey of Our Lady of Gethsemane offer a program of modes and chants; liturgical music especially suited to Christmas observance.

**Folk Songs from Erin** rec WESTMINSTER LP \$4.98. Deirdre O'Callaghan accompanies herself on the harp. 20 selections, about half in Gaelic.

**Folksongs of Canada** rec HALLMARK 12" 33.3 rpm Indian, Eskimo, French, English, Canadian songs, sung by Joyce Sullivan and Charles Jordan. JH SH C

**Folk Songs of Maine** rec FOLKWAYS 12" LP \$5.95. Sandy Ives in authentic renditions in traditional style.

**German Students' Songs** rec FOLKWAYS 12" LP \$5.95. Ernst Wolff sings two dozen of the most popular and best loved traditional student songs from Old Germany.

**Hebraica** rec MENORAH LP 12" \$4.98. Tribute to composer Nachum Nardi, 13 songs for age groups from kindergarten to high school, sung by Bracha Zfira and Martha Schlamme, to the composer's own accompaniment.

**Israeli Children's Songs** rec FOLKWAYS 10" LP. Twenty selections, sung in Hebrew by Miriam Ben-Ezra, intended for young children. With booklet including English transliteration and translation. K-Pri.

**Listen . . . And Sing** mp DINER 20min sd b&w. Four children join the Gateway Singers, asking questions and making up their own words while learning five familiar folk tunes, as well as principles of harmonics and descant. Pri-HS

**The Lord Is My Shepherd** rec COLREC 12" LP \$3.98. Mormon Tabernacle Choir of 375 voices and organ, in new psalm setting. Also **My Lord, What a Morning; Ballad of Brotherhood; and Leaves of Grass**, Alfred Kreymbourg's tribute to Walt Whitman.

**Madrigals** rec WESTMINSTER LP \$4.98. Gesualdo; Frescobaldi. The Randolph Singers, conducted by David Randolph.

**Texas Folksongs** rec TRADITION LP \$4.98. Sung by folkmusic authority Alan Lomax; banjo and guitar accompaniment by Guy Carawan, harmonica by John Cole.

**War Ballads U.S.A.** rec FOLKWAYS 12" 33.3 \$5.95. From 1776 to Korea. Hermes Nye, with guitar. Book gives words.

**The Whiffenpoofs of Yale** rec YALE 12" 33.3 rpm. Concert by this college group includes many old favorites in excellent group singing arrangements. SH C A

**The World of Man (I: His Work)** rec FOLKWAYS 10" 33.3 rpm, with script. Work songs of the lumberman, weaver, stonecutter, silversmith and others. Also natural sounds of people at work. SH A

**Yankee Legend** rec HEIRLOOM 12" 33.3 rpm Folk songs of New England as sung by Bill and Gene Bonyun. JH SH C

## PHYSICAL ED: SPORTS

**Aqua Babies** mp FON 10min sd b&w \$48. How children are taught to swim almost immediately after they have learned to walk. Pri-A.

**Australian Olympic Swimmers** 18 mp "loops" CANHAM \$29.75. Motion study loops provide repetitive demonstration above and underwater of the champion Australian swimmers who dominated 1956 meet. SH C TT

**Baseball Catching** mp FILMSED 12min sd col \$110; b&w \$55. Signals, ball handling, shifting, fielding, blocking the plate and other techniques as taught by Yale baseball coach. JH-A

**Baseball Pitching** mp FILMSED 14min sd col \$110; b&w \$55. Ethan Allen coach at Yale, shows mechanics of delivery, fielding, strategy. JH-A

**Basketball for Millions** mp IDEAL 26min sd b&w \$4. Brought up to date each year. Others in the Official Sport Film Service series include: **Baseball for Millions; Football for Millions** EI-A

**Circle of Confidence** mp ASSOCIATION 28min sd col loan. Highlights of top auto racing. Sponsored by Firestone. How the race looks to the driver. SH-A

**For God and My Country** mp EXCELLENCE 14min sd col loan. Boy Scout Jamboree at Valley Forge; building territory, conservation, singing, cooking handicrafts. JH A

**Fundamentals of Diving** mp UWF 10min sd col. Simple and correct practice for learning body control and water entry from edge of pool. JH-A

**The History of America's Cup** mp ASSOCIATION 27min sd b&w free. The unsuccessful pursuit of the famed trophy seen as inspiration to good sportsmanship. Made by Transfilm, Inc for Thomas J. Lipton, Inc. JH-A

**Let's Dance** mp CORONET 13 1/2min sd col \$137.50 b&w \$75. How to hold one's partner, seven basic steps and typical pattern. JH SH

**The Low Board** mp UWF 10min sd col. Stop-motion and slow-motion photography aids in showing control of spring and importance of approach to end board. JH-A

**Rockne of Notre Dame** mp PRUDENTIAL 30min b&w free. Biographical documentary of famed coach, as broadcast by CBS-TV. JH SH C A

**Ski Flight to Austria** mp HOOK 27min sd col. Apply for rental rates and fund-raising terms. Skiers from 21 Pennsylvania clubs fly to Austria and ski Kitsbuehl, Zurs and St. Anton. Officially sanctioned for raising funds for the Olympic Ski Games Committee. C A

**Ski Movies (Series)** 14min WARMIL ea 15min sd col \$125 b&w \$59. \$1 ea plus \$15 returnable deposit. Titles: **Let's Ski; Have Skis, Will Travel; Anyone for Skiing?; Honolulu Surfing Daze; Are Your Skis O' Straight?; Sky Lift To Ski Lift; Sun Valley Daze; The Technique of Ski Racing; Ski Mammoth; This Is Skiing?; Southern California Skies; Olympic Preview; Switzerland Is For Skiing; Let's Go Skiing With Warren Miller.** Also home movie ski footage 16mm col 100' \$16.95; b&w \$5.95 8mm col 50' \$7.95; b&w \$2.95 8x10 glossy stills 6 for \$4.95. Photographs up to 8'x12'.

**The Sport of Diving (series)** 3 mp UWF ea 10min sd col @ \$120. Demonstrations by Vicki Draves, Olympic champion; commentary by Lyle Draves. Titles: I: **Fundamentals of Diving; II: The Low Board; III: Swan Dive and Front Jack-knife.** JH SH C A

**Swan Dive and Front Jackknife** mp UWF 10min sd col. Two fundamental dives are demonstrated as made from the 3-meter board. JH-A

**This Is Synchronized Swimming** mp JOLE 12min ea sd col apply. Three reels: I: Beginning. II: Intermediate. III: Advanced. Above and underwater photography. Slow motion instruction. SH C A

**Wilderness Day** mp UMINN 28min sd col. Canoe and camping trip in northern Minnesota lake country. Instructive in handling of canoe and woodcraft. JH-A

## PRIMARY GRADE MATERIALS

**The African Jungle (A Primary Reading Lesson)** fs VEC 37fr si captioned b&w \$3.50 guide. Intended to answer: "What is a jungle?" Pri

**Behind the Scenes at the Supermarket** mp FA 10min sd col \$110; b&w \$60. The many people and jobs necessary to help the large supermarket serve the community. Pri El

**Black Beauty and Other Great Stories** rec RCA LP \$1.98. Martha Ray and music by Eddie Manson. Includes also: The Selfish Giant; The Emperor and the Nightingale; and others. Pri.

**Circus Day in Rexville** mp M-C 11 min sd col. Arrival of the circus at turn of the century is presented by figures in scale. Should appeal to young children for its ascribing "life" to familiar toys. Pri

**A Day in the Life of Fireman Bill** mp FA 10min sd col \$110; b&w \$60. The many things a fireman must learn and practice to do his job well. The film emphasizes preparedness, fire prevention, community responsibility. Pri El

**Down in the Forest** mp ROTHCHILD 6min sd b&w \$37.50. Children's story of mother kangaroo and her baby. First prize Children's Section, Venice.

**Family Living Around the World** (series) 7mp UWF ea 20min sd b&w @ \$110. A series of social studies films for the primary grades where family and community life is emphasized. Titles: **Farming in Europe and Asia; Forestry; Mining; School Children; Children at Work and Play; Family Life; Homes.** Pri

**Family Outings** (series) 5fs LONG si col. Ti Titles: **The Family Goes Shopping; Family Picnic; A Day at the Seashore; Fun at the Park; The Family Visits the Zoo.** Pri.

**Family Shelter** 5fs, LONG si col. Titles: **Planning a Home; My Dad is a Carpenter; Building a Home; From Tree to Homesite; Men and Building Materials.** Pri.

**Fast is Not a Ladybug** mp FA 10min sd col \$110 b&w \$55. The young child learns that "fast is not a ladybug crawling on a leaf" (that is "slow"). Based on Miriam Schlein book (Scott, N. Y.). Develops the concept of relative speed. K-Pri.

**Fathers Go Away to Work** mp DOWLING sd col \$110. An artist, a salesman and a construction worker are the fathers in this film that shows the relations of the outside workaday world to their own children and to others who depend on them for the work they do. Pri.

**Grandmother Makes Bread** mp BAILEY 11min sd col \$110 r\$5; b&w \$60 r \$3. Two young children visit their grandmother and are allowed to help her make bread. They get some beginning concepts of measurement, time and temperature, and some advice on manners and health. Pri.

**Happy Days with Carol and Peter** 2sfs SVE 66fr (combined) LP col \$12.50. Two children capture family spirit of Thanksgiving and Christmas. Pri

**Helpers in our Community** mp CORONET 11min sd col \$110 b&w \$60. As a primary grade discusses this subject many interesting people and their occupations are pictured — street repairman, doctor, store keeper, bus driver and others. Pri.

**How To Use Tools** mp FRENDA 14min sd col b&w. TV's Ted Knight and his puppet, Bernard, bring industrial arts to primary grades. Pri.

**How We Get Our Clothing** 4fs SVE si col set (4) \$16.25; indiv fs \$5. Cotton, wool, leather and rubber. Reviewed ESAVG 6/59 p301. Pri. El.

**Joey and the Ranger** mp 14min COX sd col \$150. Boy finds baby grosbeak and starts to tame it. Yosemite National Park Ranger tells him the bird is not really lost. On their way to the site where the bird is to be restored to its parents numerous wildlife is observed. Pri.

**The Miller Grinds Wheat** mp BAILEY 10 min sd col \$110 b&w \$60. How wheat is brought to the mill, ground, sifted, sacked, and delivered to bakeries. Two primary age children are taken to visit a small mill where wheat is still stone-ground. Pri.

**Mr. Hare and Mr. Hedgehog** mp PORTAFILMS 10 1/2min sd col \$100; b&w \$55. Silhouette animation against colored background. A variant of the hare and tortoise tale, a pair of look-alike hedgehogs deflate boastful Br'er Rabbit. Pri El

**Nature Rhythms** rec STRATCO 12" 33.3 rpm with a 22 fr color filmstrip for kindergarten and first grade rhythm work. Reverse side: **Carnival Rhythms.** Pri TT

**Our Family Works Together** mp CORONET 11min sd col \$110 b&w \$60. Mike and Susan help mother prepare a big surprise for dad, and they help in other ways, too, by making their beds, hanging up their clothes. Pri.

**Picture Book Parade** 8fs WESTON si col Series II \$42; indiv. @ \$6.50. Visualized from popular illustrated children's books; each strip includes text



# keeps the teacher up front

— where she belongs!

DuKane's auditorium-size sound slidefilm projector is the answer to educational filmstrip viewing, for any size group from a small class to an auditorium-full. Remote push-button controls permit the teacher to stand up front for undivided class attention. Brilliant, powerful lighting gives a clear, sparkling picture with lots of reserve power for the biggest screen. The separately packaged sound unit provides high fidelity reproduction of both speech and music.



Only DuKane makes a full line of sound slidefilm projectors, featuring fully automatic picture advance where impulse is provided on the record, plus remote control or manual operation.

# DUKANE CORPORATION

St. Charles, Illinois

DuKane Corporation, Dept. ES, St. Charles, Ill.

Please send me literature on your line of sound slidefilm projectors for schools.

Name \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

DuKane products are sold and serviced by a nationwide network of audio-visual experts

## Audio CARDALOG Record Reviews on Cards

☆ on 3x5 punched, cross-indexed cards

☆ for accessible filing and finger tip reference

☆ published monthly, September through June

☆ at least 400 cards per year

☆ efficient, constantly expanding reference center

☆ supplying synopses and appraisals

☆ your buying guide

☆ suggesting audience and instructional use

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —

booklet. Titles: **Andy and the Lion; The Biggest Bear, Camel Who Took a Walk; Caps for Sale; The Circus Baby; Lentil; Little Toot; and Little Red Lighthouse.** Up to 3 titles may be substituted from earlier Series I: **Georgie; Hercules; Make Way for Ducklings; Mike Mulligan; Millions of Cats; The Red Carpet; Stone Soup; The Story About Ping.** PRI.

**A Puppy for Christmas** sfs SVE 36fr LP col \$8. Live lovable puppy among gifts under the Christmas tree brings mixture of joy and confusion. Pri

**Simple Machines Help Us Work** 6fs JAM si col set \$28.50 indiv. \$4.95. Levers, wheels and axles, pulleys, ramps, screws and wedges are shown to be part of the child's everyday life, as well as the basis, later, for advanced technology. Pri.

**Spotty the Fawn in Winter** mp CORONET 11min sd col \$100 b&w \$68.75. Sequel to the popular primary story film **Spotty: Story of a Fawn.** As autumn comes and winter's snows follow, Spotty finds it hard going until a little girl puts out food for him. Pri. Int.

**Storybook Friends** 9fs EYEGATE si col (captioned) A boy and a girl meet the characters from favorite fairy tales. Titles: **Storybook Friends; The House in the Clearing; Jack and Jill and Lazy Jack; Three Little Pigs; The Ugly Duckling and the Sly Fox; Animal Friends; The Meeting of the Mice; In the Dining Room; The House Disappears.** Pri

**Teaching Games** rec STRATCO 12" 33.3 rpm plus kit of instructional materials. Song and story games for kindergarten and low primary grades. TT Pri

**True Books** (series) 12fs CHILPRESS si col set (6) \$28.50 indiv @ \$4.75; 6 correlated books \$9. **Natural Science True Book** series contains stories about animal babies, birds, insects, plants and trees. **Physical Science True Book** series covers air, deserts, Stars, Oceans, Rocks, Seasons. Reading level: second grade. Reviewed ESAVG 6/59 p301. Pri

**We All Take Turns** fs YLPF 43fr si col \$4.80. Children on visit to farm observe that barnyard animals have no manners, and learn from grandpa that it's better and really more fun to take turns. Pri.

## RELIGION: ETHICS

**Action in Asia** mp YMCA 28½min sd col \$85. The YMCA "Boy's Town" in Korea; aid to refugees in Hong Kong; a new approach to rural work in the Philippines; activities in south-east Asia. SH A

**Alaskan Discovery** mp CATHEDRAL 30min sd col. A native Christian, English-speaking, shows what is happening to the church in Alaska. Reviewed ESAVG 6/59 p304

**Ambassadors to the Hungry** mp CROP 26min sd b&w free. Community food appeal of the churches brings aid to countless hungry neighbors in devastated areas and refugee centers overseas. JH-A

"**And God Said . . .**" rec EPIC. Scriptural readings and narration by Dana Andrews; script by Dickson Hall; songs Frank Raye. Reviewed ESAVG 2/59 p94. JH-A

"**And the Child Grew**" 4 sfs CHURCH-CRAFT sd col complete with four 7" LP records. The story of the boyhood of Jesus: **In a New Home; On a House-top; Up to God's House; In the Temple-Church.** Pri. El

**As One Family** sfs BRETHERN 67fr LP col \$8. Discusses the "informal family council" as a way to meet the situations of everyday faced by average American families. JH-A

**Assignment: Mankind** mp LESSER 28 min sd col \$200 r \$10. The publication and worldwide coverage of the Christian Science Monitor; non-religious

presentation of exemplary journalism  
Narration: Anthony Quayle; Music:  
Louis Applebaum. JH-A

**As You Make It** mp CHRISTOPHERS 30 min sd b&w \$30. Plant foreman (?) and his wife learn to take active interest in trade union meetings. C — A

**Audio-visuals in Your Church** (4 sfs training kit) FAMILY sd col Consult Family Films dealers and religious film libraries. Titles: **Why Use Audio-Visuals in Your Church; How to Use Filmstrips; How to Use Motion Pictures; and How to Organize for Audio-Visuals in Your Church.** TT A

**Bar Mitzvah** mp YESHIVA 15 min sd b&w \$80; r \$4. Jewish boy prepares for and passes in the ceremony that marks his religious coming of age. JH SH A

**Battleground Europe** mp WORLDWIDE 25min sd b&w \$8. Billy Graham itinerary, from Scandinavia to Switzerland, culminating in Paris.

**Bearer of The Book** mp ABS 27min sd col. How the problems of translation are solved so that the Bible is now printed in 1100 languages and dialects. Reviewed ESAVG 6/59 p304.

**The Beloved Choruses** rec COLREC LP \$4.98 stereo \$5.98. Best known choral highlights by Mormon Tabernacle Choir; Eugene Ormandy conducting the Philadelphia Orchestra. Bach, Haydn, Schubert, Rimsky-Korsakov, Sibelius Handel are represented.

**Beside the Manger** sfs CONCORDIA col LP si with guide \$5; sd with 12" record \$7.50. While telling the story of Jesus to young children the filmstrip reveals that the gifts they receive at Christmas are to remind them of the Gift of Jesus. Pri El

**The Better Lot** mp METHODIST 29min b&w r\$8. Foster parents of boy assigned to their care by Juvenile Court are ready to condemn him as irredeemable when he is caught in a burglary, but wise judge makes them see their own failings as contributing cause. SH A

**Beyond Brick and Mortar** mp DISCIPLES 32min sd col r\$10. Lay builder tells of his experiences as a construction supervisor in mission work in the Belgian Congo. HS A

**The Bible and the Presidents** (series) 4sfs col CATHEDRAL Set with 2 LP \$27. Strips each \$6, records \$2.50. Washington (55fr); Jefferson (55); Lincoln (55); Theodore Roosevelt (55). JHS-A

**Bible Land Film-Disks** 11 picture wheels TRAFCO-CAL ea 14 views in cardboard wheel for showing only in Trafco-Viewmaster type projectors. Col \$1.65. **Seasons of Palestine; Daily Work; Tent Life in the Bible Lands; The Birth of the Savior. The Village** (28 views \$2.65); **The Dead Sea Scrolls** (28 views \$2.65); **Teaching About God in the Home** (42 views \$3.65). Pri-A. Combination offer: 6 units with 100-watt Viewmaster projector \$42.80; with 30-watt projector \$33.30.

**Bible on Film** (series) 9mp CMF ea 12½min sd col r \$7 ea. Based on Alexark and Norsim art work and narration entirely Scriptural. Titles: **The Creation; Abraham Man of Faith; Abraham and Isaac; Isaac and Jacob; Jacob; Jacob and Joseph; Joseph the Servant; Joseph the Ruler; The Exodus.** Int A

**Bible on the Island** sfs ABS 51fr LP 14min sd col \$6 si \$4 with script. True story of Army chaplain with a patrol on Okinawa finds a native village firm in Christian faith as result of Bible left with them forty years before by a traveling missionary. Int-A

**Bible Stories for Little Boys and Girls** 16sfs. CHURCHCRAFT sd col. Four albums, each containing 4 filmstrips, 4 records, 4 teachers guides. Per album \$25 boxed; separate titles: record and strip @ \$7. Record has narration for 4-5 yr. level on one side, and for 6-8 level on the other. Album titles: **Boys and Girls of the Bible; Early Childhood of Jesus; And the Child Crew; Jesus, Friend of Little Children.** K Pri.

**The Bible Story of Easter** 2fs FAMILY sd col LP \$16.50 (2). Narration, live dialog, and a complete Scripture reading feature these filmstrips, photographed live in color. **Cup of Sorrow** tells of the Upper Room, Gethsemane, Trial and Crucifixion. (30fr). **Day of Gladness** continues with the reclaiming of Jesus' body, sealing of tomb, earthquake, His reappearances. JH — A.

**The Bible Through the Centuries** sl-fs ERCH 60fr si col fs\$5.50. Readymount slides \$26. From the God-concept of the nomadic Hebrew tribes to the Revised Standard Version of 1952. Art by Harold Minton. SH A

**Binat Hakodesh** rec MENORAH 12" LP \$5.95. Cantoral rendition of 12 liturgical and secular selections, by Leib Glantz.

**A Birthday Cake for Rima** sfs CROP 47fr 11min LP col sale \$3. How Johnny and his friends helped provide a happy rather than a despairing birthday for a little girl in the land where Jesus lived. Int. JH

**The Book of Ecclesiastes** mp (kinescope) INDIANA 29min sd b&w r\$4.75. Four panelists discuss literary and theological values, analyze structure and speculate on the author's identity and moral, political and religious attitude. SH A

**Buried Treasures in Bible Lands** 2fs FAMILY sd col Set (2fs and 12" LP) \$16.50; indiv fs ea \$6.50; rec \$3.50. Titles: **Bible Scrolls; Bible Cities.** Jun - A

**Call for the Question** sfs UAHC sd col 33.3 LP \$10. The role of the synagogue in community social action. JH-A

**Centerville Awakening** mp GOSFILM 73min sd b&w r\$25. The story of a religious revival in small town, and its lasting effect in the relationships between man and man and man and God.

Useful especially in Youth for Christ rally. JH-A

**Challenge in the Sun** mp EPISCOPAL 30min sd col. The story of the first three years of missionary work by a young couple in Panama. JH-A

**The Children's Widening World** rec AL-PARK for the Connecticut Council of Churches. \$7 inc. guide. Recorded "Thinking Session" conducted by Helen Parkhurst with a group of 11-12-year-olds discussion how to make friends with children of other races, colors, creeds. Spontaneous conversation, timely, challenging, of interest to all ages.

**The Christian and his Home** 2 sfs CHURCHCRAFT sd col \$15 for 2 fs and 10" LP. **Christian Marriage; The Christian Family.** SH A

**Christian Home and Family** (series) 4sfs FAMILY sd col 33.3 rpm 4 fs and 2

rec \$25.50. Indiv fs @ \$6.50; rec (2 narrations) @ \$3.50. Titles: **Family Worship** (54fr); **Family Recreation** (44fr); **Family Give-and-Take** (40fr); **Family Togetherness** (44fr).

**The Christmas Deer** mp GJP 14min sd col. An old woodcutter sees the Christmas Deer and for a time loses his skill. He learns, through a boy he has befriended, that gifts to poor children are in truth gifts to the Christ Child. He distributes his carvings on Christmas eve, and on returning home finds his skills returned and enriched. Pri-A

**Christmas Joys** fs CONCORDIA si col \$5. Artwork explains the meaning of the Christmas tree, its lights and decorations, and why we give gifts at Christmas. Includes Birth of Jesus, Shepherds, Wise Men. Selected hymn frames. Worship service programs.

# Summertime... when your films are out of circulation

... is the best time for you to have us remove scratches, correct brittleness, repair sprocket holes, remake dried-out splices.

Then, thoroughly reconditioned, your prints will be ready for hard use again in the fall.

*Of course, before proceeding we tell you the cost... SEND US YOUR PRINTS NOW.*

**DEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

**The Christmas Story** sl MODERN ENTERPRISES 2x2 sl col 34 slides from paintings in the National Gallery of Art, script-commentary by Elisabeth Puckett Martin. Pri-A

**Christmas With Carol and Peter** sfs SVE 33fr col LP \$8.50 without record \$5.50. Mother explains that yuletide gifts help us to remember the Greatest Gift of long ago, so that we celebrate Christmas in its true spiritual meaning. Pri 5-7.

**Christopher Mouse** sfs CATHEDRAL 75fr col LP \$12.50 sl \$10. How a little field mouse learned the story of the Nativity from his wise grandfather. 6 up.

**Congo Awakening** mp FILM EFFECTS 30min sd col. Construction of 46 buildings in Congo jungles by missionaries Chester and Dolores Scott. JH-A

**The Crescent and the Cross** mp WORLDWIDE 31min sd col r\$15. Children recall their impressions of experiences in Islamic countries, particularly the Bedouin family unit, and the Mohammedan faith. JH SH A

**Cry of the China Seas** mp CATHEDRAL 28min sd col r\$12. Missionary activity contrasted with Communist propaganda effect in Formosa, Korea, Hong Kong and the Philippines. Reviewed ESAVG 1/59 p44. SH A

**Daily Christian Living for Boys and Girls** 8 sfs FAMILY sd col. Two series, ea 4fs and 2 LP; per series \$25.50; indiv fs \$6.50; rec \$3.50. **Learning to Help at Home; Learning to Forgive; Learning to Overcome Selfishness; Kit II: Learning to Get Along Together; Learning About Sharing; Getting Others to Like You; Learning About Friendship.** EI JH

**Daily Life in the Bible Lands** 2sfs FAMILY sd col Set (2fs and 7" LP) \$11; indiv fs ea \$5.25; rec ea \$2. **Titles: At Home and at Work in Bible Lands (30fr); Shepherds in the Bible Lands (30fr).** Pri.

**Damien** mp CHRISTOPHERS 30 min sd b&w \$30. Dramatization of the life of Father Damien among the lepers on Molokai. (Stephen McNally and Victor Jory). JH-A

**Dead Sea Scrolls** 2 Sawyer-type film discs, TRAFKO-CAL sl col \$2.65 (28 1/mm pictures) Discovery, deciphering. (Requires special low-cost projector). JH-A

**Does Christ Live in Your Home?** mp FAMILY 30min b&w sd r \$9. The importance of regular family worship is brought home to a young, striving family by the serene practices of two older and wiser men. Teen-agers, at first fearful of being considered religious fanatics, find Christian observance not at all outmoded. Int-A

**Donny Stories About Growing Up** 4sfs FAMILY col 7"LP (2) Set 4fs 2rec \$19.50 indiv fs @ \$5.25 rec @ \$2. Written and illustrated by Susan McCain, music familiar to kindergarten boys and girls. **Titles: Surprise (Growing); Something New (Sharing with baby sister); The Jolly-Bus (God's Order); The Star (God's Plan).** 4-5 year-olds.

**Easter in Jerusalem** sfs FAMILY sd col 40fr and 12" LP \$10; fs only \$6.50; rec \$3.50. Photographed by Rev. Donald Lantz, 1958.

**Eastward to Asia** mp WORLDWIDE 45 min sd b&w \$12. Documentary record of Billy Graham's 30,000 mile tour to India and seven other countries.

**Emanuel** fs CON sl col \$5. Nativity, ancient prophecies, Annunciation and Magnificat, Birth of Jesus, visit of the Shepherds. Live photography; selected hymn frames included.

**Evangelism** 3fs CHURCHCRAFT sl col \$19.50. Approach to friends, strangers, community. A.

**Exiles in the Holy Land** sfs CWS 79fr LP 16 1/2 min col \$3. Christian brotherhood and stewardship in relation to the plight of nearly a million Arab refugees, living nine years in mud huts and tent cities. HS A

**Faith for the Space Age**, 4-color film catalog including Sermons from Science, Bible Adventure, Science Adventure, Bible Story, Bible Background, and Teacher Training series. MOODY. Free.

**The Family Altar** mp CONCORDIA 30min sd b&w r\$9. Daily devotions in the home motivated by dramatized approach to family's spiritual needs. JH-A

**Frontiers of Faith** (kinescopes) BFC \$5 service charge. These NBC-TV programs may be used for educational and religious purposes but not for commercial or profit-making ventures, or on the air.

**Front Page Bible** mp FAMILY 30min sd b&w r \$9. A small town editor and his wife save a dying newspaper by imbuing it with a positive Christian spirit, despite initial opposition from local business interests. JH-A

**Gates of Glory** mp CONCORDIA 30min sd b&w \$12 rental during Lent. The story of Jesus' last days on earth, follows the Biblical account of His betrayal, trial, crucifixion, Resurrection and Ascension, ending with the Hallelujah Chorus. F

**God of Creation** sfs CEP 60fr LP col. Separate adult and children's commentary. The Japanese story of creation is compared with that given in Genesis. Int-A

**God's Best Gift** sfs CHURCHCRAFT 10" LP col \$8. Shepherds and the Wise Men come to worship the infant Jesus, "God's best gift" to mankind. Pri EI

**God's Wonders** (Additions to series) mp CHURCHCRAFT 10min sd col \$10 r \$5. **God's Wonders in a Children's Zoo**, children feed and caress small animals in the Brookfield Zoo; **God's Wonders in Mother's Garden**, boy and girl, helping mother tend a garden, learn many wonderful things about God's love and care. Pri EI

**God's Word in Man's Language** mp ABS 27min sd col r\$3. How the American Bible Society, as an agency of the churches, aids translators of the Bible, checks their manuscripts and publishes Scripture in new languages. JH SH A

**Gospel Singing in Washington Temple** rec WESTMINSTER LP \$5.98. Eleven hymns and spirituals sung by Mme. Ernestine Washington (Washington Temple Church of God in Christ).

**Grandfather's Boyhood Thanksgiving** sfs SVE col LP \$10. Grandfather recalls his boyhood joys, with emphasis on the spiritual side of Thanksgiving. EI JH

**The Growth in Our Idea of God** sl-fs ERCH 53fr sl col fs\$5.50. Ready-mount slides \$22.40. Summary presentation of the Bible story of man's learning about God. Art by Jacques Barosin. SH A

**The Harvest** mp BFC 30 min sd b&w r \$6. A young farm boy is helped to a decision between working the family acres or going to the city. Rural minister shows his choice is similar, and both find their answer in the stewardship to which they have been entrusted. National Film Board of Canada production. SH - A

**Heartbeat of Haiti** mp EPISCOPAL 28min sd col. Work of the church as carried on in Haiti by bishop, lay preacher, native priest and teaching sisters. Appreciative inclusion of native art. JH SH A

**The Heart of the Philippines** mp CONSERVATIVE sd col \$300; r free will offering \$10 min. Missionaries conduct schools and evangelistic services in Luzon village; Rogelio, young Filipino, is converted and prepares for life of Christian service.

**Here and Now** mp EPISCOPAL 30min sd b&w r\$6.50. Sunday School session (Fourth Grade level) is photographed by concealed cameras and microphones. Real children, an average volunteer teacher and her observer teammate. A companion film, **Going on from Here**, will show planning for future class sessions. TT A

**Hillel: Teacher of Love** fs UAHC 34fr sl col \$7.50. Life and work of the great contemporary of Jesus, one of the teachers of Saul of Tarsus. Reviewed ESAVG 12/58 p 631. JH-A

**The Holy Bible in Pictures (Catholic)** 23fs EBF sl col. 11 on Old Testament \$66. 12 on New Testament \$72. Indiv. \$6. Holland's famous "Fibo Color" productions, more than 500 fine paintings superbly reproduced in color photography. A Protestant edition is in preparation.

**The Holy Mass** 2fs EBF sl col \$12. The ritual is presented from the viewpoint of an acolyte serving at the altar; paintings are reproduced to relate it to its historical foundations and spiritual significance.

**The Homeland of Jesus** (Series) 4 sfs FAMILY sd col Set (4fs and two 12" LP) \$25.50; indiv fs ea \$6.50; rec ea \$3.00. **Titles: Land of Jesus' Birth; Land of Jesus' Boyhood; Land of Jesus' Early Ministry; Land of Jesus' Later Ministry.** Jun - A

**How Do You Love Your Neighbor?** fs CEP 79fr sl col \$5.50. The neighborhood discovers what it means to be truly neighborly when a Dalmatian family moves into the community. Int-A

**How Long the Night?** mp METHODIST 30min sd b&w r \$8. Sympathetic approach to the problems of alcoholism. Reviewed ESAVG 1/59 p 43. Adults.

**How Others Have Built** 3mp BROADMAN ea 15min. Consult local source. Three 15min films for church committee and others responsible for planning and erecting church buildings. **Auditorium Interiors and Furnishings. Educational Building Interiors and Furnishings. Church Buildings: Exterior Style, Design and Setting.** A

**How the Old Testament Came to Us.** fs CEP si col \$5.50. The religious experience of the Hebrew people as expressed in historical, prophetic, priestly and literary writings have been accepted as sacred literature because of their inherent spiritual significance as a record of man's growing understanding of God.

**How We Got Our Bible** 4sfs SVE col LP Set (4) with 2 LP \$27; without records \$21.60. Titles: **The Beginning of the Bible** (43fr); **Making the Old Testament** (49fr); **Making the New Testament** (41fr); **The Bible—A Book for Everyone** (49fr). Int—A.

**Hymns of the Nativity** 2fs SVE si col ea \$5. Eleven of the best known hymns, printed words against art backgrounds.

**The Hymns of Charles Wesley** rec PRTC LP 12" 2s \$3.95. Performed by the 100-voice chancel choir of the First Methodist Church of Dallas, Texas; directed by Dr. Glenn Johnson, minister of music. Honors the 250th anniversary of Wesley's birth.

**How Men in Middle Age** mp PESV mp sd col loan. How men in middle age leave successful careers in business and in the lay professions to study for the ministry. Adjustments not always easy, especially for their families, they nevertheless grow into dedicated, self-forgetting Christian ministry. SH C A.

**Jesus as a Boy** 4sfs SVE 19-23fr col set of 4 with LP \$21.50; without \$16.50, incl. reading script. **The Baby King. The Baby in the Temple. The Feast of Lights With Jesus. Thanksgiving With Jesus.** 6-11.

**Jesus' Formative Years** (Series) 3fs CON si col set \$14.25 ea \$5. Titles include **The Visit of the Wise Men; The Child Jesus in the Temple; Jesus' Baptism.** Photography co-ordinates with Family Films' **Living Bible** motion pictures.

**Jewish Holidays** (series) fs UAHC si col ea \$7.50 Titles: **Sukos and Simchas Torah**, how the primary grades study and celebrate the holidays (K-2); (Reviewed ESAVG 12/58 p 631); **Shovuos: Festival of Torah** (JH); **Chanukah: Festival of Lights** (K-2).

**Jewish Holidays and Prayers** flannel-graph UAHC each kit \$1.75. Sukos Unit; Purim Unit; Hebrew Unit for Pesach; En Kelohenu and Other Prayers Unit; Passover Unit (\$1.25). Also: **Sing For Fun** rec 33.3 songs for the holidays sung by and for children, with 2 books \$5.95.

**Jews in Distant Lands** 2fs UAHC si col @ \$7.50. I: Iran, Afghanistan, Thailand. II: Singapore, Hong Kong, Indonesia. Reading script by Chaim Teitler. JH-A Reviewed ESAVG 12/58 p631.

**Jews in Distant Lands** (additions) fs UAHC si col. The Netherlands \$7.50; India and Pakistan 2fs \$12; Announced for Fall 1959 release—The Soviet Union (2); Poland and Czechoslovakia. JH-A.

**A Job or a Calling** mp BROADMAN 28 min sd b&w \$9. Young couple is called upon to make a decision between two worthy vocations, one offering liberal material return, the other an opportunity to do the revealed will of God. HS A

**John Wesley** mp METHODIST 77min sd col \$700 b&w \$4.50. Early life and schooling, struggles with clergy, social action, impact on evangelical revival and growth of Methodism in England and America. JH-A

**Keep Them Faithful** 2sfs CHURCHCRAFT 10" LP col with resource guide \$15. Offers positive program to help pastors and church leaders to stop losses in church membership and Sunday School. A.

**The Land That Men Passed By** mp REFCHA 30min sd col r \$12. Missionary work in the Middle East, with accent on the environment, resurgent nationalism, struggle against ignorance, need for indigenous leadership. SH A

**Leisure for the Lord** mp BROADMAN 20min sd b&w r \$2. A local church surveys its community situation, responsibilities and resources in developing a local recreational program. SH A TT

**Let's Keep Christmas** sfs SVE col LP 43fr \$10. Visualization of the late Dr. Peter Marshall's moving sermon of that title, emphasizes restoring "Christ in Christmas."

**Lifeline** sfs CWS 77fr LP. Spells out the Share Our Surplus program in terms of what a dollar will do to help the needy in Japan, Greece, West Germany, Hong Kong, Haiti. Reviewed in ESAVG 4/59 p206. JH up


**The Life of Christ in Filmstrips** 24fs CHURCHCRAFT si col Set (24) boxed \$87; 14 of the titles are 20 fr. @ \$3.50; the remainder 25-36 fr @ \$5. Captioned. Guides. Also available in **Pictochrome Slides**, 334 slides \$112; individual sets \$3.60-\$5.

**Life of Joseph—Life of Moses** fs CAETHEDRAL are now available with LP records. The records alone: \$3 ea.

**The Little Flowers of St. Francis** rec CAEDMON 12" 33.3 rpm. The career of St. Francis as read from his works by Cyril Cusack. A

**The Little Lie That Grew** mp CONCORDIA 30min sd b&w r \$9. Simple story that proves honesty is always the best policy. Pri-A

**Living in Bible Lands** 2sfs FAMILY sd col Set (3fs and 12" LP) \$16.50; indiv fs \$6.50 ea; rec \$3.50. Titles: **Everyday Life in Palestine** (53fr); **Shepherd Life in Palestine** (50fr). Jun. - A.



## FILMSTRIPS FOR CHRISTIAN NURTURE

For secular and religious classrooms the following 35 mm. filmstrips, produced by Christian educators, are suggested:

**HOW DO YOU LOVE YOUR NEIGHBOR?**  
79 frames ..... \$5.50

**MEMBERS ONE OF ANOTHER**  
59 frames ..... \$5.50

**PALESTINE IN JESUS' DAY**  
Part I — 64 frames ..... \$5.50  
Part II — 60 frames ..... \$5.50  
All full color

*Write for complete listing*

### CHRISTIAN EDUCATION PRESS

1505 Race St., Phila. 2, Pa.



**ATC 515V-R**

20-watt Hi Fidelity variable speed transcription player and Public Address system.

Another outstanding model in the NEW ATC LINE of radios, phonographs and transcription players for classroom use.

All ATC products are transformer powered for complete safety.

**Audio** / **tronics**  
CORPORATION

P.O. Box 505 North Hollywood 6, Calif.

### 2x2 ALUMINUM FRAME and MASK

**EMDE**

New double-fold aluminum mask and one-pc. 2x2 frame designed for ease of assembly and utmost protection.

**Box of 20 frames, 20 masks, and 40 glass. . . . \$2.00**

**Box of 100 frames, 100 masks, and 200 glass. . . . \$8.00**

Other Sizes Available · 2 1/4 x 2 1/4 · 2 x 2 Super Slide · Airequipt Masks & Glass · Stereo (2) · 3 1/4 x 4 Frames, Masks, & Glass.



**EMDE PRODUCTS** 2040 Stoner Avenue  
Los Angeles 25, Calif.

**The Living Word in Japan** mp ABS 19 min sd col sc \$3. How the Bible is printed and distributed in this highly literate nation. Indigenous musical background. JH-A

**London Crusade** mp WORLDWIDE 44 min sd b&w \$12. Documentary treatment of the Billy Graham crusade in Britain, including 3,000 voice choir.

**The Long Stride** mp CWS 28½min sd b&w \$8. How Protestant missionaries help alleviate the suffering of refugees in Korea, Hong Kong, the Near East and Austria.

**Look Up and Live** (kinescopes) BFC \$5 service charge. These CBS-TV programs may be used for educational and religious purposes but not for commercial or profit-making ventures or on the air.

**Lourdes** fs EBF si col \$6. A journey through the shrines, churches, grotto. Catholic. Pri-A.

**Lourdes** mp CATHFD 40min sd col lease (5 years) \$325. The town, shrines and ceremonies; the sick at the Grotto; new underground Basilica and Easter High Mass; pilgrims following the Way of the Cross; torchlight procession; communion of the sick at Bernadette's altar.

**The Magnificent Adventure of St. Paul** mp CATHEDRAL feature sd b&w r \$27.50. The conversion of Saul of Tarsus into the missionary St. Paul.

**The Meaning of Christmas** 4sfs SVE ea 40 fr. 4 fs & 2 rec LP \$27.50 fs without records ea \$6. **The World That Needed Jesus. The Enrollment at Bethlehem. Shepherds Out in the Field. Good News for All People.**

**Meditational Music** 3 rec MITCHEL LP each record \$5.35 postpaid. Recommended by BFC-NCCC for use in connection with its "So We Will Sing" records as church music library. 27 orchestral and 5 vocal selections, banded for separate use, cleared for radio-TV.

**Members One of Another** sfs CEP 59fr LP col. Importance of being honest with ourselves as well as with others, whom we should strive really to know and appreciate. (Romans 12:5). HS A

**Mid-Century Crusade** mp WORLDWIDE 43min sd col \$15. Billy Graham tells of his first years of city-wide crusades, a study in mass evangelism techniques.

**Mid-East Profile** mp BFC 28½min sd col r\$12 b&w r\$8. Protestantism's concern to bring better learning as well as Christianity to the Middle East. Charles Malik appraises prospects as difficult for next decade, bright for next century. SH A

**The Mighty Fortress** mp WORLDWIDE 37min sd b&w \$10. March of Time treatment of the Jewish, Catholic and Protestant contributions to the spiritual scene, culminating in the Billy Graham meetings in principal European cities.

**Molly Grows Up** 4sfs FAMILY 19-24fr sd col Set (4 fs with two 7" LP rec) \$19.50; indiv fs ea \$5.25; rec @ \$2.

Titles: **The House Next Door; Sandpile and Trike** (Sharing playthings); **Molly's Dollies** (Expanding Love); **Molly's Blocks** (The concept of ownership). Pri Jun

**Mr. Texas** mp WORLDWIDE 48min sd col \$25. Wealthy man, hospitalized, comes to realize that happiness is a goal unattainable except through God. Film includes noteworthy song, "Each Step of the Way."

**My Right and My Cause** mp ABS 21min sd col sc\$3. The story of the Korean Bible Society and the preservation of a rare Biblical manuscript. Indigenous musical background. JH-A

**The Nativity** mp UWF 19min sd col \$200. Paintings by Renaissance masters, including van der Weyden, van der Goes, van Eyck and Memling; text from the Gospels of St. Luke and St. Matthew; music consists of medieval religious themes.

**New Faces of Africa** mp BFC 28½min sd col r\$12 b&w r\$8. This 1959-1960 foreign mission study theme film emphasizes today's tempo of change and unrest. Included are film interviews with new leaders such as Tom M'boya and Dr. Julius Kiano. SH - A

**The Ninety and Nine** mp SCHNATZ 10 min sd col \$59.95. Based on Jesus' Parable of the shepherd and the lost sheep.

**None Goes His Way Alone** mp BFC 30 min sd col r\$9 b&w r\$6. Effect of modern roads, consolidated rural church. Actual case history in Johnson County, Mo. TRAFCO — The Methodist Church — production. JH - A

**O Holy Night** fs CON si col \$5. Events from decree of Caesar Augustus to the visit of the Wise Men. Live photography. Hymn frames. Worship service programs.

**Oiltown, U.S.A.** mp WORLDWIDE 72min sd col \$35. Wealthy oilman in frantic search for his daughter in the holocaust of the Texas City explosion and fire, finds also peace with God. Film includes television sequence featuring the Billy Graham team.

**Older Teens and Popularity Problems** (Series) 4sfs FAMILY sd col Set (4fs with two 12" LP) \$25.50; indiv fs ea \$6.50; rec (2 stories) \$3.50. Titles: **The Crowd** (48fr); **Smoking and Drinking** (48fr); **My Loyalty Test** (44fr); **Influencing Others For Good** (47fr).

**Older Teens and Their Families** (Series) 4sfs FAMILY sd col Set (4sfs with two 12" LP) \$25.50; indiv fs ea \$6.50; rec (2 stories) \$3.50. Titles: **I'm Not a Child Any Longer; You and the Car** (48fr); **Money Problems** (43fr); **Families Come In Handy** (48fr).

**One Love—Conflicting Faiths** mp TRAFCO 27min sd col \$195 b&w \$125. Roman Catholic boy and Protestant girl run away to be married. Problems, conflicts of interfaith marriage, created by Roman Catholic dogma. SH C A

**The Other Wise Man** sfs SVE 45fr col LP \$10.50 si with script \$7.50. Adaptation of the Henry Van Dyke story of the fourth Wise Man who spent his life searching for Jesus, and his fortune in helping others. 12 up.

**Palestine in Jesus' Day** 2fs CEP si col. Live photography and art work blend in recreating history, geography, and living customs in Biblical times. Part I (63fr), Part II (60fr) ea \$5.50.

**Peter's Resurrection Faith** 2fs FAMILY sd col \$16.50 (2). The Easter events through the eyes of Peter, and the effect on his life and faith. Live color photography; narration, music, dialog, plus complete Scripture reading. **Peter's Failure** (45fr). **Peter's Victory** (34fr). J-A

**Pilgrimage** mp NFBC 30min sd b&w \$120. The procession of the League of the Sacred Heart through the streets of Montreal to St. Joseph's Oratory.

**The Power of the Resurrection** mp FAMILY 60min sd col r\$30 b&w r \$17.50 (During Feb, Mar, Apr \$37.50 —25) The aged Peter comforts a younger fellow-prisoner by telling of his own trials of faith, even to his denial of his Savior, but of the effect on him of the Resurrection and the promised power of the Holy Spirit. Elem-A

**Praise to the Lord—Hymns of the Church Year.** rec COLREC 12" LP \$4.98. A collection of 24 hymns ranging from IX century plainsong to XX century American and Canadian hymns. Sung by the choirs of the Church of the Ascension and of the General Theological Seminary, New York. Auspices of the Joint Commission on Church Music of the Protestant Episcopal Church in the U.S.A.

**Religious Film Disc Kits** TRFC 16mm color scenes mounted in Viewmaster type discs, 14fr \$1.65; 28fr \$2.65; 42fr \$3.65. Titles: **Seasons of Palestine** (14); **The Village** (28); **The Birth of the Savior** (14); **Teaching About God in the Home** (42); **Let's Visit Japan** (28); **Tent Life in Bible Lands** (14); **The Dead Sea Scrolls** (28). Projector \$10.20; Case, screen and storage box \$8.75.

**Rome—The Vatican** fs EBF si col \$6. Excellent color photography with Catholic emphasis. EI-A

**The Saga of the Bible** sfs ABS 60fr LP 14min col sd \$6.50 r\$2 si \$4.50 r\$1. Important events in the development of the Bible and its influence on the history of America. JH-A

**The Senior High Conference Story** fs AMBAPTIST 72fr b&w si (script) \$2. Planning and execution of a ten-day camping experience for older teenagers. TT SH A

**Sermons for Young People** (Series) EYE-GATE av 45fr, LP 8min Set (16) \$94.50 indiv 2 fs and 1 rec \$12.50; fs only ea with script \$5. Sixteen dramatized stories raising questions of Christian conduct for young teens and subteens.



**Serving Christ** mp FAMILY 30min b&w sd r\$9. A dedicated Christian strives to apply Christian principles even in his real estate business, and eventually brings around his sceptic partner and others. SH-A

**Seventeen Church Sonatas for Organ and Orchestra.** rec WESTMINSTER LP \$4.98. Mozart. Organ, two violins and cello. Instrumental Ensemble Sinfonia.

**The Silver Shield** mp WORLDWIDE 24 min sd b&w r\$8. A knighthood setting for a children's entertainment film; dueling swordsmen, a juggler, and the story of David and Goliath. Int.

**Soul Keeping** 2fs (series) CHURCH-CRAFT 10" LP guide sd col \$15 (2fs 1 record). **Keep Them Faithful—With the Church**, includes home visitation, parish work; **Keep Them Faithful—With the Sunday School** includes teacher training, visitation, record keeping, selection of teen-age and adult materials, active cradle roll, parental cooperation. A

**Souls in Conflict** mp WORLDWIDE 75 min sd col \$35. The Billy Graham Crusade in London is the setting for a dramatized story of an actress, a jet pilot and a factory worker who make their decision for Christ. JH-A

**So Will We Sing** 3 rec BFC 3 rec LP Set of 3 \$10; indiv. \$3.95. The Madrigal Singers of Chapman College, Orange, California: I: **Advent, Christmas, Epiphany, and New Year**; II: **Lent, Palm Sunday, Easter, Pentecost and the Ascension**. The Reformation Singers of the Lutheran Church of the Reformation, Washington, D.C.; III: **National Days, Thanksgiving, Home and Mission**.

**A Sketchbook on Greatness** fs CEP 70fr si col \$5.50. Qualities of true greatness are depicted through the lives of Johannes, Eckhardt, Savanarola, and Erasmus. JH-A

**Spokesman for God** fs CEP 73fr si col \$5.50. Elijah, Micah, Haggai. Scripts for children, adults. JH-A

**Stained Glass, Life of Jesus Christ as Portrayed In** fs WHITTEMORE si (script) col \$6.50 the story of stained glass as a means of religious visualization. SH A

**Stories About Joseph** (series) 4sfs FAMILY sd col (Set 4fs with two 12" LP) \$25.50; indiv fs @ \$6.50; rec (2 stories) @ \$3.50. Titles: **The Boy Joseph** (37fr); **A Slave Becomes Ruler** (32fr); **A Forgiving Brother** (39fr); **A Happy Family** (38fr). Scripts Robbie Trent; Pictures Harold Minton. Pri Jun.

**Stories of the Childhood of Jesus** 3fs SVE si col available @ 59fr including text frames, or 28fr with reading script, ea \$5, set of 3 \$14.25. Based on "Bible Books for Small People" (Thos. Nelson & Sons). Pri. 5-9.

**The Story of Pope Pius XII.** mp UWF b&w r IDEAL \$2. Highlights of the late Pontiff's life from pre-coronation days to his burial. JH SH A

**The Story of Thanksgiving** fs SVE si col captioned. \$5. The landing of the Pilgrims at Plymouth, their hardships,

and the celebration of the first Thanksgiving. El.

**The Story of the Pope** mp NTA 65min b&w apply. The pomp and pageantry of a Papal election and intimate views of the daily life of a Supreme Pontiff. Based on the life of the late Pope Pius XII, narrated by Bishop Fulton J. Sheen, with foreword by Francis Cardinal Spellman. JH SH C A

**Story of the Prophets** 10sfs CATHEDRAL col sd LP Ea \$6, record \$3. Sets—first six \$40.50; second four \$27. **Frontiersmen of Faith** (Intro. 54fr 17min); **Amos, God's Angry Man** (46 fr, 15min); **Micah, Prophet of the Common Man** (55fr 15 min); **The Vision of Isaiah** (49fr, 16min); **Hosea, Prophet of God's Love** (52fr, 17min); **Jeremiah, The Reluctant Rebel** (54 fr, 20min); **Ezekiel, Man of Visions** (60fr, 19min); **Isaiah, Statesman for God** (59fr, 18min); **Prophet-Poet of the Exile** (52 fr, 20min); **In the Fullness of Time** (44fr, 16min). JH, SH, A

**Strange Gift** sfs SVE 50fr sd col LP \$10. Light, song and love are distributed as gifts to be carried to the newborn Jesus—and a Little Angel is chosen to bring a last, strange present. Susan McCain-SVE production. JH SH A

**Sunday on the Range** mp WORLDWIDE 35min sd col r\$12. The story of Gideon is told in novel settings, with seven songs and a lesson from life taught with ropes. Int-A

**Sunday School Age Groups** 8fs BROADMAN si col \$35 indiv. \$5. Cradle Roll; Beginner; Primary; Junior; Intermediate; Young People; Adult; Extension Department Sunday School Work. TT

**Sunday School Class Officers** 5fs BROADMAN si col \$12.50 indiv. \$3. Role of Class President, Vice-President, Group Leaders, Secretary, and Class Officers at Work. SH A TT

**The Tabernacle (According to the Bible)** fs UAHC si col \$7.50 with script. Clarifies many customs of Jewish life in Biblical times. JH-P

**Teacher Improvement** 5fs BROADMAN si col \$22.50 indiv. \$5. **The Christian Teacher; Selecting Aims; Choosing Methods; Planning a Lesson; Testing Results.** Useful as core for a leadership course in local church. TT

**Teenage Topics for Christian Youth** (12-14 age group) 4sfs FAMILY sd col series 4 fs 2 LP \$22.50; fs ea \$6.50; rec ea \$3.50. **First Dates; Whom Do I Date?; How to Act on a Date; Is it Love?** Initiatory teacher guide frames, and follow-up discussion bands after close of narration. JH

**Teenage Topics for Christian Youth** (15-17 age group) 4sfs FAMILY sd col series (4fs 2 LP) \$22.50; fs ea \$6.50; rec ea \$3.50. **Going Steady** (54fr); **Falling in Love** (51fr); **Conduct on a Date** (49fr); **When Should I Marry?** (45fr). Introductory guide frames and follow-up narrative discussion bands. SH A

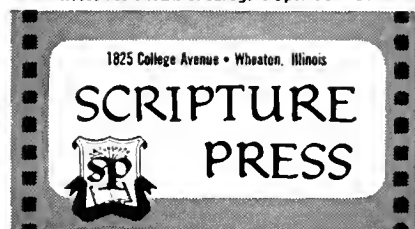
**Thanksgiving With Carol and Peter** sfs SVE 33fr sd col LP \$8.59 with record \$5.50. Why we give thanks to



for better teaching

Let your pupils see what you say. They'll learn faster—remember longer. Scripture Press offers a complete selection of tested visual aids for more effective teaching.

- **FILMSTRIPS—35MM.** Professionally done. Story guide with each film, authentic, captivating.
- **FLANNELGRAPHS.** Colorful, die-cut suede-backed figures. Easy to use. Complete story furnished.
- **TABLE-TOP PROJECTS.** Brightly colored, stand-up figures moved around on map. Lesson book included.
- **FLASH CARDS.** Hold in hands as story is told. Complete story furnished with each set. Order from your Christian bookstore or write for FREE catalog. Dept. ESV-89



## FIRST PRIZE

### 1959 American Film Festival Religion and Ethics Category

## CALL FOR THE QUESTION

Color filmstrip on the synagogue and social action  
With 33 1/3 LP record..... \$10.00

"Comes as close to being a film [motion picture] as is possible. The use of dramatic voices in the recorded script makes the viewing a tense and exciting experience. Also useful for . . . churches and church related agencies." — National Community Advisory Council.

For complete list of UAHC color filmstrips write to

## UNION OF AMERICAN HEBREW CONGREGATIONS

838 Fifth Avenue  
New York 21, New York

## TEACHING AIDS

FILMS, FILMSTRIPS,  
SLIDES, POSTERS, ETC.

Write for Free Catalog

## AMERICAN BIBLE SOCIETY

Audio-Visual Department  
440 Fourth Avenue, New York 16

God; the meaning of giving thanks. Pri 5-7.

**Thanksgiving With Jesus** sfs SVE 23fr sd col LP \$7 without record \$4. How the boy Jesus might have celebrated the Feast of Succoth, at harvest (Thanksgiving) time. EI JH

**This is Palmyra** fs CONGR 63fr si col script. Daily life of little Mexican girl in Guadalajara, at play, home, school and Sunday School at the Protestant Center. Pri-JH.

**This Way to Heaven** mp CORONET 30min sd b&w r\$9. The importance of the Sunday School to the church and the community. Pri-A

**Thus Saith The Lord** sfs USCJE 35fr 12" LP. col. FS \$8.50, rec \$1.50. Lives and teachings of the prophets, Elijah, Amos, Isaiah and Jeremiah. Planned as aid to Pessin; "When the Prophets Spoke." Production: Allan Shilin; Art: Jacque Barosin. JH-A.

**Thy Word Giveth Light** mp ABS 21min sd col sc\$3. Story of blinded serviceman who found his way back to a useful life through reading the Bible in Braille. JH-A

**A Tip or a Talent** sfs PRESBYTERIAN 64 fr sd col. Scrutinizes giving by young people in the nature of a "tip" rather than as Christian stewardship. JH SH Reviewed ESAVG 1/59 p41.

**Tongues of Fire** mp CATHEDRAL 30min sd col r\$12. Hawaiian Christian woman defies pagan superstition to very brink of volcano in asserting her faith. Reviewed ESAVG 1/59 p44. SH A

**Training Kit for Using Audio-Visuals in a Church.** 4fs FAMILY col LP set of 4—\$16.50. **Why Use Audio-Visuals in Your Church?** 46 fr plus 4-minute motion picture sequence to dramatize impact of A-V. **How to use Filmstrips** 68fr., covers selection, building a film-strip library, utilization. **How to Use Motion Pictures** 64fr what to do before, during, after showing. **How to Organize for Audio-Visuals in Your Church** 77 fr. HS A TT

**The Two Worlds of Ann Foster** mp CHRISTOPHERS 30 min sd b&w \$30. Successful young designer finds that "everything that money can buy" still leaves her short of happiness. SH-A

**Understanding the Bible Lands** (Series) 2sfs FAMILY sd col Set (2 fs with one 7" LP) \$11; indiv fs ea \$5.25; rec (2 scripts) \$2. Photographed in the Holy Land 1958 by Rev. Donald Lantz. Titles: **Where Jesus Was Born** (25fr); **Where Jesus Worked** (18fr). Pri.

**Village Reborn** fs FRIENDSHIP si col \$5. Transformation of village life through advent of literacy; importance of supplying Christian literature. SH A

**Wait a Minute** sfs CWS 73fr LP 15min col \$3. Cartoon treatment shows children, about to spend money on themselves, how much this little sum might do for a refugee child in Hong Kong, Germany or the Near East. Pri-JH.

**The Washington Mosque** mp UWF 16min sd col \$88.59. Religious and cultural activities in this newly built Islamic center in our nation's capital. SH C A

**The Way** mp METHODIST series of films originally shown on TV, 27min sd b&w r\$8. **An Eye For an Eye; The Better Lot; Ceiling 5,000; Give Us Tomorrow; Homecoming; Immortal Love; Labor of Love; The Tourist.** EI-A.

**Westminster Abbey** (slide-book) EPCB 8 color slides in 31p book. The great shrine is described in a superbly printed guide book; the 2x2 color slides are ingeniously pocketed in the front cover. SH C A

**What the Bible Says.** 10fs CHURCH-CRAFT si col. Kit, 10fs, Leaders' Guide, Home Study Book \$45. Indiv. fs \$5 (no book); extra books \$1.25. Titles: God and His Word; Origin of Man; Sin and Its Consequences; Redemption of Man; Becoming a Christian; The Christian Church; Growing as a Christian; Our Christian Privileges; Our Christian Responsibilities; Death and Eternity.

**When the Littlest Camel Kneled** sfs CATHEDRAL 45fr LP \$15 si \$10 with script. The real significance of Christmas Eve as seen through the eyes of the littlest camel. Pri. 6 up.

**Where Jesus Lived** 2sfs FAMILY sd col set (2fs one 2-sided 7" LP) \$11 indiv fs \$5.25 rec \$2. Titles: **Where Jesus Was Born** (25fr); **Where Jesus Worked** (18fr). Pri

**Where Your Heart Is** mp BROADMAN 28min sd b&w \$9. Active tithers, confronted with need for more liberal contribution to insure vital expansion of their church's ministry. Stewardship not only of money but of life is involved. HS A

**The World I Live In** rec WESTMINSTER Album (4) 7" rec 78rpm. Scripture, commentary and songs suitable to 6-8-year-olds. Companion album **Through the Year.** Similar albums for 3-5-year-olds: **Holidays** and **My Family.** Reviewed ESAVG 2/58 p94.

**The World of Man** rec FOLKWAYS 10" LP \$4.25 Eleven religious songs from as many faiths and lands. JH-A

**Young Teens and Popularity Problems** (Series) 4sfs FAMILY sd col Set (4sfs with two 12" LP) \$25.50; indiv fs ea \$6.50; rec (2 stories) \$3.50. Titles **Overcoming Awkwardness and Shyness** (43fr); **Making and Keeping Friends** (46fr); **Trying To Be Popular** (43fr); **What About Smoking?** (45fr).

**Young Teens and Their Families** (Series) 4sfs FAMILY sd col Set (4fs with two 12" LP) \$25.50; indiv fs ea \$6.50; rec (2 stories) ea \$3.50. Titles: **Learning to Live with Parents** (50fr); **Getting Along with Brothers and Sisters** (47fr); **Allowances** (47fr); **Sharing Responsibilities at Home** (41fr). A continuation of the breezy artwork treatment begun in the "Dating" series.

**You Shall Receive Power** fs FAMILY 30fr sd col \$10. Devotional dramatization of situation in Palestine; how the power of Christ's resurrection and presence can transform human life. Scripture reading, narration, dialog, music, live color photography. J—A.

## SCIENCE Biology & Physiology

**Aquarium Wonderland** mp DOWLING 10min sd col \$100. Elem.

**As Boys Grow** mp MEDARTS 15min sd b&w \$115, r \$15. Athletic coach discusses with high school boys the physical changes they are experiencing. SH TT A

**Baby Elephant** mp EBF 11 min sd col \$120 b&w \$60. The training of a young elephant to work in a teakwood lumber camp. EI JH

**Bacteria: Laboratory Study** mp INDIANA 15min sd col \$150; b&w \$75. Preparation of a wet mount, microscopic examination of living bacteria, staining and examining a smear with the oil immersion objective. Characteristics of bacteria and methods of control. SH C

**A Badger's Bad Day** mp GJP 11½min sd col \$115 (including color film-strip and 10 b&w 8x10" study prints. A badger encounters a skunk family—and learns the importance of the sense of smell. Other forest animals are encountered, also. Pri.

**Bear Country** mp DISNEY 31min sd col. The first two years of the black bear's life, from birth until the time the young bear is left on his own. Part of the "True Life Adventure" series. Pri-A

**Biology** trans BRADY \$350. Series of 60 transparencies and 75 overlays with Instructor's Guide.

**Birds in Winter** mp EBF 11min sd col 120 b&w \$60. Feeding and watching. Int.

**Christmas for the Birds** mp ROTHCHILD 14min sd col \$150 b&w \$60. Children study bird life in winter by providing shelter and food, some of it attached to a discarded Christmas tree. Pri Int.

**Circulation of the Blood** mp AHA 8½min sd col \$45. Many diagrams in color help tell the story. SH C A

**Conifer Trees of the Pacific Northwest** mp MOYER 16min sd col \$150. Nine different evergreens native to the region are shown as a boy and girl learn to identify their characteristic bark, foliage, shape. EI JH SH

**Course in General Biology** sl SCISUP 170 slides \$85. Including Manual for the Biological Sciences \$1; free with order for 50 or more slides. Selected from collection of more than 50,000 Kodachromes. Free catalog.

**The Dinosaur Age** mp FA 13min sd col \$140; b&w \$70. Museum paleontologists unearth the fossil remains of the giant reptile and reconstruct its skeleton. JH SH C A

**Exploring the Farmland** mp WILCOX 13min col \$120. Three youngsters visit a farm; they see the domesticated animals, and then the wildlife—birds, squirrels, possum, skunk, fox. Editorial direction by John A. Haessler. EI JH.

**Exploring Your Growth** mp C-W 11min sd col \$100 b&w \$50. Animation and photomicrography shows how food is digested and carried by the blood to the cells which grow and divide. Int. JH

**Fire Ant on Trial** mp USDA 28min sd col apply. Life process and menace to farm machinery operations, construction crews and children at play. SH C A

**A Fish Family** mp MOODY 11min sd col \$90 b&w \$45. Family life cycle of the Blue Acara. Pri

**Forest Babies** mp GJP 11½min sd col \$115 (including a color filmstrip and 10 b&w 8x10" study prints). Emphasizes how quickly young wildlife must learn and grow. Fawn, bear cubs, raccoon, rabbits, mink, coyote pups, porcupine, skunk, opossum, woodchuck, pheasant chicks. Filmstrip shows growth 10 weeks later. Pri. Elem.

**Growth of Flowers** mp CORONET 11min sd col \$110 b&w \$60. Time lapse shows accelerated growth of jonquil, jack-in-the-pulpit, phlox, lily, rose, zinnia, gladiola and water lily—sprouting, struggle for sunlight and air, and finally bursting into bloom. Pri Int JH SH

**Gypsy in the Trees** mp GYPSY 22min sd col apply Life cycle of the Gypsy Moth and large scale methods of eradication or control. SH C A

**How Does a Garden Grow?** fs MOODY 39 fr si col \$6 Seeds sprout, throw out primary and secondary roots, depend on light and water. JH

**How Nature Protects Animals** (Second Edition) mp EBF 11 min sd col \$120 b&w \$60. Remake of this widely used film, special prices apply when first edition prints are turned in. Int JH

**The Human Body: Nervous System** mp CORONET 13½min sd col \$137.50 b&w \$75. Basic functions, main organs and their neurons, principal areas of the brain. Microscopic views, animation and anatomical charts help visualize this complex system. JH SH A

**The Human Body: Reproductive System** mp CORONET 13½min sd col \$137.50 b&w \$75. Part of series for teaching physiology, this film describes male and female organs and functions. Live action photography of sperm and egg cells uniting. Ovum, uterus, zygote. SH C

**Insect Foods** mp DOWLING 14min sd col \$135. How and what insects eat shown in closeup detail. Many common and some strange insects are included. How this affects human life. Pri El JH

**Insects Astray** mp GEICY 13min or 26 min sd b&w loan. Once Nature's scavengers, cloth-eating insects have invaded man's home; chemical warfare where cloth is made. SH C A

**Life in a Cubic Foot of Air** mp CORONET 11min sd col \$110 b&w \$60. Yeast plants, molds, bacteria, amoeba, pollen grains. Composition of air and nonliving matter also examined. JH SH

**Life of the Molds** mp MH 21min sd col \$165 b&w \$85. Molds both destructive and beneficial. 100,000 varieties. Reviewed in ESAVG 4/59 p200. JH SH C

**Life Story of a Butterfly** fs MOODY si col \$6. The Anise Swallowtail from egg to maturity. Reviewed ESAVG 5/59 p261. JH SH C

**Little Animals** mp DOWLING 11min sd col \$110. Children discover that tiny insects are animals that feel, move about, get food very much as do the larger animals like their dog or cat. Pri. El.

**Living and Growing** mp C-W 11min sd col \$100 b&w \$50. A litter of young rabbits serves as object lesson for children learning the importance of food, shelter and rest. Pri.

**Microorganisms: Beneficial Activities** mp INDIANA 15 min sd col \$150; b&w \$75. Complete nitrogen cycle, antibiotic products, production of carbon dioxide by yeast. SH C

**Microorganisms: Harmful Activities** mp INDIANA 15min sd col \$150, b&w \$75. How bacteria produce enzymes and toxic waste products which may spoil food and cause disease. HS C

**Microscopic Wonders in Water** mp DOWLING 11min sd col \$100. JH HS

**Miniature Plants of the Desert** fs MOODY si col \$6. Companion fs: **Our Desert Treasure**, same. Pictorial story of the plant life of our southwestern deserts. Effects of irrigation. EL JH SH A Reviewed EDAVG 4/28 p192.

**Mosquito Larval Habitats** fs UWF si col. Classification of larval habitats as related to mosquito surveys. For sanitarians, public health personnel. C.

**Mother Deer and Her Twins** mp EBF 11min sd col \$120 b&w \$60. Twin fawns from the time they are two days old until they shift for themselves. Pri El.

**Orders of Insects** mp THORNE 30min sd col \$275 r \$7.50. General characteristics, then specific characteristics of each of the nine most common orders in live photography in natural habitat, color, closeup detail. SH C A

**Osmosis** mp EBF 16min sd col \$150 b&w \$75. Osmotic versus turgor pressures; diffusion, transpiration. Laboratory experiments and graphic techniques are used to explain this complex phenomenon. SH C

**The Ovulation of the Egg** mp KAN-STATE 13min sd col apply. Three ovulations, followed by the various steps of egg's passage through the oviduct, showing condition of the forming egg at each stage, in living, anesthetized hen. SH C A. USDA production.

**Partnerships Between Plants and Animals** mp CORONET 11min sd col \$110; b&w \$60. The "partnerships" considered include those between animal and animal, between plant and animal, and between plant and plant. Examples: ant and aphid, hermit crab and bryozoans, algae and fungi in



**NOW!**  
science  
guidance  
film...

## I Choose Chemistry!

Designed to interest young people in science, particularly chemistry and mathematics. Tam, a ninth grade student, receives a chemistry set for his birthday and takes it to school. His interest in it leads to a career in chemistry. Produced by Ruth O. Bradley, San Jose State College.  
15 MINUTES. COLOR \$150, RENT \$7.50;  
B & W \$75, RENT \$5.

AND ON THE PRIMARY LEVEL...

## Kittens: Birth and Growth

Two children are present when their cat gives birth to kittens. They learn to care for the pets during an eight-week span. This simple science lesson prepares children for later pictures on human growth and assists teachers in discussions about motherhood. A Lawbetts production.  
11 MINUTES. COLOR \$110, RENT \$5;  
B & W \$60, RENT \$3.



Order your prints today!  
Write for free catalog.

**BAILEY FILMS, INC.**  
6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

lichen, red clover and nitrogen-producing bacteria, and red clover and the bumble bee. Int. JH

**Perri** rec DISNEYLAND 12" 33.3 rpm Story of two woodland squirrels, narrated by James Dodd, Pri El

**Plants Make Food** mp C-W 11min sd col \$100 b&w \$50. Two children learn something of the functioning of roots, stems and leaves; the transforming of water, minerals and carbon dioxide into food; role of chlorophyll and sunlight; importance of plants as our ultimate source of food. Int JH

**Reptiles and Their Characteristics** mp CORONET 11min sd col \$110, b&w \$60. The five orders that make up the reptile group, their common characteristics and some of their differences. Snakes, lizards, turtles, crocodilians and the rare tuatara in natural habitat and some of the ways in which they benefit mankind. Int JH SH.

**Rhythmic Motions in Growing Plants** mp HARLOW 11min sd col \$90. Time lapse photography of circumnutation, photo-reaction; climbing; tropistic reactions. Reviewed ESAVG 6/59 p299. SH C

**The Salmon's Struggle for Survival** mp NFBC 27 min sd col \$200; b&w \$120. Technological measures attempting to reconcile the use of fast moving rivers for industrial power with the annual upstream surge of the salmon at spawning time. Conservation measures to help the young fry in their downstream run to the sea. JH SH C A

**Sea Otters of Amchitka** mp THORNE 45 min sd col \$450 r\$20. Life history, ecology and behavior of this species, once almost extinct, now again abundant over most of its former range. Interrelationship with other wildlife in the western Aleutians, food habits, mother-pup relationship, group social behavior. SH C A

**The Scientists Speak: Biology** rec HARCOURT LP. Lectures on disk by George Gaylord Simpson, Rene J. Dubois, Herman J. Muller, Julian Huxley. Reviewed ESAVG 6/59 p303. SH C

**Seed Plants** 6fs CREATIVE 25-26fr. si col Set \$28 (6) ea \$5. Collaborator: Muriel Beuschlein, Chicago Teachers College. Titles: **Green Plants; Seeds; Roots; Stems; Leaves; Flowers and Fruits.** Int. JH.

**The Sunken Forest** mp THORNE 10min sd col \$100 r\$2.50. Holly forest at Fire Island Beach, 50 miles from New York City, preserved by efforts of conservationists for its natural wonders and ecological phenomena. JH-A

**Varicose Veins** mp AHA 7min sd col \$45. One of a series of American Heart Association films on basic cardiovascular subjects. Many colored diagrams help tell the story. SH C A

**Waterfowl in Action** mp UMINN 10min sd col. Franklin gull, gadwill, spoon-bill, teal, diving ducks, blue and lesser snow geese, whistling swans in water and in flight. Feeding habits and identifying field marks. Pri-A.

**The Woodpecker Gets Ready for Winter** mp MOODY 9min sd col \$75. Shows bird's efficient use of head, beak, claws and tail in providing for winter. EI JH

## SCIENCE General

**Adventures in Sound and Space** rec RCA LP \$1.98. Fiction titles: Blastoff; Free Fall; Space Station; Moon Crash; Space Storm; Mars and Secrets of the Canals. Narration and sound effects. EI JH

**Airplanes—How They Fly** mp EBF 11min sd col \$120 bGw \$60. Two sixth graders learn from model enthusiast how wings and power keep plane in the air. On actual airplane ride the pilot demonstrates the various controls. EI JH

**Animal Life** 4fs FH si col \$20, ea \$6. Four principles of animal life considered by teachers to be the most important for elementary study: **Where Animals Come From; Why Animals Need Food, Heat and Air; How Animals are Protected; Classification—Different Kinds of Animals.** Art, by Edwin Cram, based on consultation with American Museum of Natural History for authenticity. Int.

**Atomic Energy as a Force for Good** mp CHRISTOPHERS 30min sd bGw \$30. Texas rancher becomes convinced the atom can be made a power for peace and gives up his opposition to loca-

tion of an atomic plant in his area. (Paul Kelly) JH-A

**Basic Science Textfilms** 33fs RP 40-50 fr some col @ \$6 others bGw @ \$3. Arranged in nine subject categories: **Life Long Age** (6 col \$32.40); **Bird Study** (5 col \$27); **Astronomy** (4 col \$21.60); **Elementary Chemistry** (3 col \$16.20) **Dependent Plants** (2 col \$10.80) **Plant Study Group** (4 col \$21.60); **Weather Study** (1 col 2 bGw \$10.80); **Electricity and Magnetism** (3 bGw \$8.10); **General Science Group** (2 col 1 bGw \$13.50). Correlated with the Row-Peterson **Basic Science Education Series**; Teacher's Manual with each strip. JH SH

**Beyond Our Solar System** mp CORONET 11min sd bGw \$60. Telescopic photography and artwork explain basic concepts about stars, nebulas, major constellations, and galaxies beyond our Milky Way. Physical characteristics of these bodies; their great distances from earth and from each other. Int. JH

**Boats: Buoyancy, Stability, Propulsion** mp CORONET 13½min sd col \$137.50 bGw \$75. Archimedean principle explained; factors in design that make for stability; various propulsion methods; how a submarine submerges and rises. Int JH

**Boy Scientist** (series) 5fs LONG si col. Titles: **Bob Builds a Telescope; Bob's Rocket; Bob Visits the Moon; Bob's Microscope; Bob Visits an Atom.** EI

**The Calendar: Story of its Development** mp CORONET 11min sd col \$110, bGw \$60. Primitive concepts of time based on earth's relationship to heavenly bodies. Egyptian, Babylonian and Roman culture. Some consideration of the Mayan calendar. Int SH

**Clothes and Seasons** fs MOREHOUSE 5sfr si col \$4.80. How bodies lose heat. Little girl in bed with a cold, is amused by a puppet show which illustrates the good results of wearing a coat, over-shoes, etc. and eating the right food, all in proper season. Pri.-Int.

**Conquest of Space** (series) 2fs BASIC si col \$6.50 ea. **ICY** deals with the significance of the International Geophysical year; **Earth Satellite** treats of centrifugal force, gravity, and their relation to weather and radio communication. Strips include teacher guide, vocabulary drill, review. JH SH

**The Earth and its Moons.** 6fs FILMSED si captioned col 55-65 fr. Set (6) \$36; indiv. \$7.50. **How We Know the Earth's Shape and Size; Motions of the Earth in Space; The Earth as a Planet; Exploring the Space Around the Earth; Information from Satellites; The Moon.** Three further series, of 6 strips each, will complete this "Story of the Universe" coverage: **The Solar System; The Stars; The Universe.** Int TT A.

**Electronic Dynamic Demonstrator** TRANSLATION. Breadboard (3' x 4') mobile mounted with components and circuits to teach electronics from basic circuits through to radio and TV. The parts are joined with solderless connectors and can be dismantled at will. Circuit after circuit is added as the course

proceeds, culminating in completely assembled operating TV receiver superimposed on a large circuit diagram.

**Elementary Chemistry** (series) 3fs SVE si col \$6 ea. **Atoms and Molecules; Chemical Changes; What Things Are Made Of.** Int JH

**Engines and How They Work** mp CORONET 11min sd col \$110 bGw \$60. Operating principles of steam, gasoline, diesel, turbine, jet and rocket engines, and developments likely to come. Importance of the engine in our society. Int JH

**Exploring by Satellite** mp DELTAFILM 28min sd col \$240 bGw \$120. The U. S. satellite program documented by graphic animation to illustrate the physical laws of orbit, and actual photography of construction, testing, launching and tracking. How science gains from space exploration. JH SH C A

**Explorer in Space** mp UWF 10min bGw apply. U. S. Information Service release shows assembly of Jupiter-C rocket, instrumentation and launching. SH C A

**Gateways to the Mind—The Story of the Human Senses** mp TELEPHONE 60min sd col loan. Fifth in the series originally telecast, combines cartoon with live action to tell the story of the senses and their interaction. Reviewed ESAVG 1/58 p32. EI-A

**Geology** fs OSU 52fr si col \$4. Color photos illustrate basic geologic facts affecting the earth. EL

**How We See and Hear** fs MOODY si col \$6. Stresses use of our senses for awareness of sights and sounds of the world about us. EI-SH.

**In Which We Live** mp UWF 23min sd bGw \$69.45. USIA production describing the cooperative effort of 64 nations participating in the International Geophysical Year. SH C A

**Life Long Ago** 6fs SVE si col set \$32.40 ea \$6. Recreation of past ages with aid of Chicago Museum of Natural History exhibits. Coal age; reptile rule, the revelations of fossils. Reviewed ESAVG 4/59 p194. JH SH

**Man and the Moon** mp DISNEY 20min as col guide. Imaginary construction of a wheel-shaped satellite and an exploratory trip via rocket ship. JS SH

**Man in the Doorway** mp CYNAMID 25 min col loan. How the advances of chemistry contribute to conservation of natural (and human) resources. Finding new uses for heretofore waste products. JH SH A

**Mars and Beyond** mp DISNEY 30min sd col guide apply. An imaginary flight to the planet via space ship. JH SH A

**The Moon** map RAND McNALLY 46½x 26" folds to 6½x10½" \$1. New map of the moon shows 59 per cent of moon's surface in two quarter-views; color chart showing planets' size, position; data on tides, seasons. SH C A

**Moving Things on Land** mp CHURCHILL 11min sd col \$100 b&w \$50. Two children learn about friction. Importance of overcoming it to make movement easier and faster; what world would be like without it. Correlated with Health: Elementary Science texts. EL JH.

**Our Sky** 4fs FH 4fs si col ea \$6 set (4) \$20. Part of series **Why's of Elementary Science**. Individual titles: **What We See In the Sky; Our Solar System; The Earth in Motion; and Our Moon**. EL JH

**Pipes in the House** mp C-W 11min sd col \$100 b&w \$50. The contrast between a family camp-out supplying its own water, heat, etc., with the socially provided utilities at home give meaning to primary-elementary social studies. Pri El

**The Race for Space** fs NYTIMES si b&w \$2.50. 'Reviews centuries of past research, current moon "shots," inter-continental missile rivalry U.S.A. vs U.S.S.R. Discussion manual. JH SH

**Research in Steel** mp STEEL 26min sd col free. The role of research in the development of new steel products, as well as basic research carried on at the USS laboratories. Narrated by John Daly. SH C A

**Rockets: Principles and Safety** mp FA 11min sd col \$110 b&w \$55. Physics principles underlying rocketry. Why they can travel in outer space. Why they are dangerous and should not be built or fired by amateurs. EL JH

**Rocks for Beginners** mp J-H 16min sd col \$165. Fundamentals of rock classification; origin, characteristics. Meaningful identification of sample with formation. Elem.

**Satellite Globe** 12"; three-way mounting for convenient rotation; includes orbit ring for tracing the path of an earth satellite. Based on the launching angle, present and future satellite path can be traced. Miles-degrees-hours calibration. \$14.95. RAND-McNALLY.

**Satellites: Stepping Stones to Space** mp FA 17 1/2 min sd col \$170 b&w \$90. Explorer I illustrates principles of launching and orbiting. Why satellites are important to us. EL JH

**Science for Progress** 12 fs PRENTICE-HALL si col \$38. Guides, experiments, demonstrations. Each filmstrip starts with a key problem, illustrates each scientific idea or principle, and ends with a frame of review questions. 1) **Atomic Energy**, 2) **Securing Your Food**, 3-4) **Securing Good Health**, 5) **Light and Heat**, 6) **Astronomy**, 7) **Electricity**, 8) **Communication**, 9) **Water and Water Power**, 10) **Transportation**, 11) **Securing Continued Existence**, 12) **Air and Weather**. JH SH

**Science Teaching Kits** PRODESIGN. Actually working models enable students to operate and experiment in learning the science and technology involved in basic parts of the science curriculum. **Hydro Electric Dam and Generator** kit \$59.95; two sets of supplementary equipment for additional experiments each \$19.95. **Conservation Project** kit

\$16.95. **Water Project Pump** kit \$19.95, heavy duty battery \$2.45. **Water Treatment Plant** kit \$79.95, carrying case \$14.95, battery \$2.45. **Centrifugal Pump**, transparent to show workings, \$9.95. **Generator** kit \$19.95. **Water Treatment** chemical kit \$9.95. JH SH

**Science Wall Charts** DENOYER 50x38". Five units covering respectively The Science of Living Things, the Earth, the Universe, Matter and Energy, and Mankind. Unit 11 (ready Spring 1959) will include 12 charts on the Earth. Designed to be pictorially self-sufficient to permit use equally in lower and in the higher grades where text gives added necessary data.

**Snow, Servant of Man** study prints MOODY 11x14" on heavy stock, captioned and pre-punched for hanging. Set (16) \$10. Beauty and value as a natural resource; art forms in crystal patterns. Pri-SH

**Space Pioneer** mp UWF 10min sd b&w \$27.86. Flight of the U. S. Air Force rocket "Pioneer" from the base at Cape Canaveral, Oct. 11, 1958. Communication of data to ground stations, contribution to International Geophysical Year. Extra-military purposes. JH-A.

**Time** mp INDIANA-EFLA 15min sd b&w \$75. The sun as time-keeper; zone boundaries; International Date Line; the why and how of Daylight Saving Time; time from the stars; specialized uses of timing devices. JH SH

**We Use Power** mp C-W 11min sd col \$100 b&w \$50. Two children learn about harnessing of wind, water, steam, electricity, gasoline largely through their own experiments. Int JH

**What Are Stars?** rec DECCA 12" 78 rpm. A turtle builds an atomic scooter to explore space and on his return checks up his findings at the observatory. K-4

**What Makes Rain?** rec DECCA 12" 78 rpm. The adventures of three drops of water which become first vapor and their rain. K-4

**What Makes the Wind?** fs YLPF 51fr si col \$4.80. Movement of warm and cold air, effect of topography. Last 16 frames constitute test. Int. JH.

**The Wonders of Nature** 10fs EYEGATE av 38fr si col \$25; indiv \$4. Titles: **Trees: Man's Best Known Plants; The Story of Seeds; Wildflowers; Homes; Interesting Animals; Around the Water; Sky-Wise; It's All Weather; Look About You; Review and Test**. EL JH

**Wonder World** (Series) 4mp MOODY ea 12min sd col ea \$105. Using the format (subtitle) **Motivation by Identification**, the series has "Uncle Bob" influence neighborhood children to appreciate the **Wonder of Our Body; Wonder of Water; Wonder of Reproduction; Wonder of Grasshoppers**. JH

**Wonders of Snow** fs MOODY si col \$6. Design patterns found in snow crystals offer suggestions for creative art work. EL-SH.

**PAT DOWLING PICTURES**



QUALITY RATED

COLOR FILMS

**12 FOR SCIENCE**



**MICROSCOPIC WONDERS IN WATER**  
Up.-Elm.-HS, 11 Min. .... \$100

**AQUARIUM WONDERLAND**  
EI-JH, 10 min. .... \$100

**ANIMAL LIFE AT LOW TIDE**  
3-6 Gr., 11 Min. .... \$100

**LITTLE ANIMALS**  
Pri-El., 11 Min. .... \$110

**INSECT FOODS**  
Int-HS, 14 Min. .... \$135

**THE LADYBIRD STORY**  
Up.-El-HS, 11 Min. .... \$100

**EARTHWORMS**  
EI-JH, 11 Min. .... \$100

**TOADS**  
EI-JH, 10 Min. .... \$100

**HAWAIIAN ISLANDS, THEIR ORIGIN AND NATURE TODAY**  
All grades, 10 min. .... \$100

**DRILLING FOR OIL**  
Up.-El-HS, 22 Min. .... \$200

**DAMS**  
Up.-El-HS, 14 Min. .... \$125

**WORKING WATER**  
Up.-El-HS, 14 Min. .... \$125

SALE ONLY — Write for Study Guides and Previews.

(Rentals Available from Many State, Regional and University Libraries)

**Pat Dowling Pictures**

1056 So. Robertson Blvd.  
Los Angeles 35, Calif.

NOW IN COLOR AND BLACK AND WHITE

## SPACE SCIENTIST

FOR SCIENCE AND SOCIAL STUDIES  
UPPER ELEM. - JR. HIGH GRADES  
11 MIN... Color \$110.00 — B&W \$55.00

Write for Preview Print or Study Guide

NEUBACHER PRODUCTIONS

10609 Bradbury Road Los Angeles 64, Calif.



New Science Filmstrips!  
Elementary

### BOY SCIENTIST SERIES

A unique set of colored filmstrips in cartoon style, using child characters to illustrate fundamental scientific principles of space and matter, with just enough humor to make them very interesting to children. Vocabulary frames are added.

BOB BUILDS A TELESCOPE  
BOB'S ROCKET  
BOB VISITS THE MOON  
BOB'S MICROSCOPE  
BOB VISITS AN ATOM

Write for descriptive literature

**Long FILMSLIDE SERVICE**  
7505 Fairmount Ave. El Cerrito 8, Calif

### SCIENCE FILMSTRIPS

SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
BIOLOGY HEALTH & SAFETY  
PHYSICS GENERAL SCIENCE  
CHEMISTRY MICROBIOLOGY  
BIKE SAFETY BUS SAFETY

NEW—Elementary Science Series in  
Brilliant Spectracolor

### VISUAL SCIENCES

Box 599E Suffern, New York

### "CLP"-FILM

CLEANER → LUBRICANT AND PRESERVER  
NON TOXIC

ADDS YEARS TO FILM LIFE  
WRITE FOR FREE SAMPLE

K. C. D. PRODUCTS CO.

1701 PEARL BOULDER, COLO.

## SCIENCE

### Physics & Chemistry

**Acids, Bases and Salts** mp CORONET 21min sd col \$220; b&w \$120. The Arrhenius classical definitions are used to explore the properties and uses of chemical compounds whose water solutions contain ions. Household and industrial uses, and methods of preparation commercially and in the laboratory are shown. The theories of Bronster and Lowry, and Lewis are considered. SH C

**Chemistry by Record** rec AUDIO AID 12" LP \$3.65. Name, spelling, definition and pronunciation of 42 elements, 86 chemistry and 98 atomic science technical terms. SH C.

**The Colloidal State** mp CORONET 16min sd col \$165 b&w \$90. Colloids defined and distinguished from solutions and suspensions; how they may be prepared and destroyed; their uses in chemistry of everyday life. SH C

**Destinations of Tomorrow** mp AUTONETICS 12min sd col free. The development of inertial navigation systems such as made possible the voyage of the Nautilus under the North Pole, and the prospect of space travel. A landing on the moon is visualized. SH C A

**Electricity and Magnets** fs FH si captioned col Set (4) \$20; indiv \$6. Titles: **How Electricity Helps Us; Magnets; Static Electricity; Current Electricity.** Pri

**Heat, Light and Sound** 7fs JAM si col ea \$5.75 series (7) \$31.50. Titles: **Cause and Nature of Heat; How Heat Causes Expansion; How Heat Travels; Light and How It Travels; Light and Color; Cause and Nature of Sound; How Sound Travels.** JH SH

**Hydrogen** mp CORONET 13½min sd col \$137.50 b&w \$75. Historical background of its discovery, how it is produced in laboratory and commercial, properties—including the electron theory of covalence. Uses in field of nuclear energy. SH C

**Inside the Atom** mp NFBC 11min sd b&w \$40. A trip behind the lead-sheathed walls of Canada's Chalk River atomic plant. Animation explains chain reaction. Experiments in medicine and agriculture. JH SH C A

**Ionization** mp CORONET 18½min sd col \$192.50 b&w \$105. Theory of ionization defined; electrolytes, dissociation, solvents, electrovalent and covalent compounds; applications of ionization in industrial chemistry. SH C

**Laws of Conservation of Energy and Matter** mp CORONET 8min sd col \$82.50 b&w \$45. Importance of the laws as basic principles of science is emphasized by means of animation and other demonstration techniques. Matter and energy, while indestructible, are shown under Einstein's theory to be interconvertible. SH JH

**The Laws of Gases** mp CORONET 13½ min sd col \$110 b&w \$60. The gas laws of Boyle, Charles, Dalton, and Avogadro are explained and their importance in physical science is emphasized. Relationship of pressure, volume and temperature of confined gas, determination of molecular weights, law of partial pressures. SH JH

**Light and Eyes** fs FH si captioned col set (4) \$20, indiv ea \$6. Titles: **How Light Helps Us; Bouncing and Bending Light; How Our Eyes See; Some Strange Eyes of Animals.** Pri

**Man in the Doorway** mp CYNAMID 25 min col loan. How the advances of chemistry contribute to conservation of natural (and human) resources. Finding new uses for heretofore waste products. JH SH A

**Minerals on Parade** 3fs SWEETMAN si col set (3) \$24 with text booklet. Story and examples of common minerals that can be found and identified in most locations. Reviewed ESAVG 12/58 p635. JH-A

**Nitric Acid Compounds and the Nitrogen Cycle** mp CORONET 18½min sd col \$192.50 b&w \$105. Laboratory and industrial production of nitric acid; its properties and important uses in explosives, paints, photo chemicals, fertilizers. The overall concept of nitrogen fixation. SH C

**Nitrogen and Ammonia** mp CORONET 16min sd col \$165 b&w \$90. Laboratory demonstration of properties of molecular nitrogen and some of the simpler compounds. Properties, uses and production of ammonia. SH C

**Rockets, Satellites.** Plastic scale models, free "rocket encyclopedia." Most kits include human figures in action poses, to give size ratio. Assembly by students. Line also includes boats, automobiles, armaments. REVELL.

**Solar Energy Converter (kit)** HOFFMAN \$14. Solar energy experimental kit includes a half-dollar-sized silicon junction energy converter. Light from a 150-watt lamp is converted into sufficient electrical energy to operate a tiny electric motor.

**Solutions** mp CORONET 16min sd col \$165 b&w \$90. Ionic and nonionic solutions defined and common types visualized. Factors which influence solubility such as temperature, pressure and composition. Practical applications. SH C

**Wave Propagation and Antenna Theory** 2fs UWF sale. Part I: 72 fr b&w two 16" LP 42min; efficient antenna radiation, feeder, power line. Part II: 39fr b&w two 16" LP 30min. How antennas receive electro-magnetic waves and the effect of polarization on reception; mobile unit antennas in tactical and fixed station antennas in strategic operations. C

**The World of Molecules** mp C-W 11min sd col \$100 b&w \$50. Animation helps to visualize the size and behavior of molecules in a solid, a liquid and a gas. Two children enliven the presentation by their experiments. Correlated with Heath Elementary Science Texts. Int. JH.

## SOCIAL STUDIES

### Economics

**The American Economy** fs NYTIMES 58fr si b&w \$2.50. Why U. S. is richest, changes in industry, slumps, government. Soviet challenge. SH C A

**American Look** mp JAM 20min sd col loan. Chevrolet's medal-winning story of what's on the drawing boards for tomorrow's American way of life. JH A

**Automation** mp MH 84min sd b&w \$275. More than mechanization, the new trend in industry and other fields of American life is discussed by people of varying viewpoint on this Edward R. Murrow "See It Now" program. SH C A

**Behind the Ticker Tape** mp UWF 21min sd col free. A complete Stock Exchange transaction is shown from the customer's order to consumation on the Exchange floor, and its record on the "tape." SH C A

**The Bright Promise of the American Farm Market** mp FORTUNE 12min sd col \$275 or free loan. Outlines factors at work that strengthen the farm market. Used for sales training by firms selling this field. C A

**The Changing American Market** mp FORTUNE 20min sd col \$300 also loan. Visualizes series of magazine articles and the book (Hanover House) with same title. Revolution in incomes, trek to Suburbia, major goods and service markets. C A

**Date With Liberty** 5mp CASSYD ea 5min sd b&w set of five \$125. Short discussion films based on **Almanac of Liberty**, recent book by U. S. Supreme Court Justice Wm. O. Douglas. These discussion shorts, presenting the Bill of Rights as a living testament of our freedom, have been chosen for inclusion in the Defense Department Information and Education Screen Magazine. SH C A

**The Eagle's Strength** mp UWF 30min sd col \$157.62. U. S. Air Force Materiel Command employs automation in processing requisitions from any Air Force base anywhere in the world in a matter of minutes. A picture of the nation's "biggest business" that surpasses in size any private enterprise operation. SH C A

**1104 Sutton Road** mp CHAMPAPE 30 min sd col free. Documentary news-reel treatment of a panel discussion of various viewpoints on productivity. Does not plug sponsor or his product. Panel discussion trailer included on request. SH A C

**Everybody Knows** my CCUSA 15min sd col apply. Shutdown of factory throws workers out of job. Different viewpoints result in different explanations as to profits, wages, prices, cost of living, etc. This Chamber of Commerce film's viewpoint is that higher wages are good only if matched by higher productivity. SH C A

**Expanding World Relationships** mp UWF 11min sd col \$64.39 (USIA). Animated cartoon contrasts isolation of Jefferson's day with present close interrelationship of nations. SH C A

**The Fair — Community Work and Fun** mp FRITH 14min sd col \$110. Composite of the highlights of seven different fairs, preparations, stock events, races, school drum corps. Many people doing many things in common community effort. EI JH.

**The Future is Now** mp FON 20min sd b&w \$85. Preview of technological advances — atoms-for-peace; color TV tape, tomorrow's kitchen, automation. EI-A

**Industry's Decisive Decade** mp FORTUNE 15min sd col \$275 also free loan. Economic changes as they affect the industrial marketplace. Analysis of 1-year outlook. C A

**A Matter of Choice** mp MODERN 26min sd b&w loan. Chamber of Commerce opposition to extension of Social Security and proposal of investments, etc. as a substitute. Contrasts European social legislation with freedom of choice in America. SH C A

**Opportunities Unlimited** mp FORTUNE 18min sd col \$300 also loan. The effect of an increase in advertising in counteracting a business slump, especially when directed at new and tangential markets. Alternate scripts: consumer goods or industrial, same. visuals; specify which. SH C A

**Our Productive Industry** mp DOWLING 11min sd col \$100. The history of mass production. JH SH

**Progress in Southeast Asia** fs UN si b&w \$3. The work of the Economic Commission for Asia and the Far East (ECAFE) as related to a well-run modernized rice farm in Burma. JH SH

**The World Is Yours** mp MODERN 27min sd col loan. Contrasts U.S. and foreign country systems of distribution; traces founding and growth of the Montgomery Ward stores and evolution of the mail order business. SH C A

## SOCIAL STUDIES

### Geography & Travel

**Africa, Giant With a Future** mp EDSERV 30min sd col \$195 r\$10. Documentary coverage of 16 African countries as visited by Congressman Frances P. Bolton. Script gives her narration. SH C A

**Alaska: Newest of the United States of America** mp UWF 18min sd b&w \$49.62. Government film shows climate, industries, people. JH-A

**Alaska Today** mp ROTHCHILD 27min sd col \$250 b&w \$100. Modern Fairbanks and Anchorage contrasted with Eskimo hunt for the white whale. Gold mining. Outdoor "daylight" scenes photographed after midnight. EI-A



## "FIBERBILT" CASES

### "THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this

Trade Mark

Your Assurance of Finest Quality"



For 16mm Film — 400' to 2000' Reels

Sold by All Leading Dealers

## THE FILM DOCTORS®

SPECIALISTS in the science of FILM REJUVENATION



RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid** FILM TECHNIQUE INC

Founded 1940 37-02C 27th St., Long Island City 1, N.Y.

**RADIO-MAT**

TAKE FROM YOUR SCREEN with your quickly TYPEWRITTEN MESSAGES OR RADIO-MAT SLIDES WHITE-LETTER GREEN ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES** on your own TYPEWRITER by using RADIO-MATS

Regular size 3 1/4 x 4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write — **RADIO-MAT SLIDE CO., Dept. V, 222 Oakridge Blvd., Daytona Beach, Fla.**

TEACHER INSPIRED FILMS — "Group Method In Science" illustrates complete laboratory program for 36 pupils using only two microscopes, for example. One reel, B & W, \$60 with 10 page teachers guide. Write for previews or catalog. PETITE FILM CO., 4135 39th Ave. So., Seattle 18, Wash.

- The Amazon Awakens** mp UWF 33min sd col \$177.73. Social studies documentary treatment of the great river basin, its history, resources, and potential development. USIA release. JH SH C
- American Indians of Today** mp EBF 16 min sd col \$150 b&w \$75. Life of American Indians as it is in the U. S. today, both on and off the reservation. Shows life on the Apache Reservation and problems of adjustment. Int.
- Animal Raising, Hunting and Fishing** mp UWF 20min sd b&w \$110. Influence of geography on basic pursuits ranging from Arctic tundra to Sahara's sands. Pri El Int
- Around Manhattan in 40 Slides** sl WALTSTERL col set \$12.75. New York's Manhattan photographed from boat circling the island. Includes a color map. JH-A
- Around the World in Stereo** sl REALIST col ea 50 cents, 5 for \$1. Free catalog. 3-D slides in color, by leading stereo photographers, each slide individually processed and mounted.
- Asia Study Kit** photographs, maps, etc. ASIA \$1. An experimental packet of materials designed to supplement textbooks, etc. on Ceylon, India, Nepal and Pakistan, includes 17 photos of art and architecture and 10 larger people-and-places pictures, plus pamphlets, maps, bibliography.
- The Atlantic Community (Series)** 15mp UWF sd b&w "Introducing" respectively: **Belgium** 22min \$43.38; **Canada** (22min \$43.38); **Denmark** 20 min \$39.68; **France** (20min \$39.68); **Germany** (22min \$45.08); **Greece** (16min \$33.49); **Iceland** (18 min \$35.97); **Italy** (21min \$37.19); **The Netherlands** (22min \$43.38); **Norway** (19min \$37.19); **Portugal** (18min \$37.19); **Turkey** (21min \$42.14); **The United Kingdom** (22 min \$42.14); **The United States** (21 min \$40.92). (USIA)
- Australia, Indonesia and the Philippines** 7fs JAM si col series (7) \$36.50 indiv. \$5.75. **Australia—City Life** (37 fr); **Australia—Ranching**; **Australia Farming and Mining**; **Indonesia—Village and City Life**; **Indonesia—Products, Customs and Arts**; **The Philippines—Village and City Life**; **The Philippines—Farming and Natural Resources**. El. JH.
- Berlin** fs VEC si b&w \$3.50. Geographical location, war effect, division. JH SH.
- Boys and Girls of Many Lands I** 4fs SVE ea 45-51fr; col set \$21.60 ea \$6. Color photographs and maps tell of: **Henk and Henny of the Netherlands**; **Steiner and Karen Marie of Norway**; **Anthony and Maria of Switzerland**; **Simon and Lucy of Alaska**. El.
- Canada and the Pacific Coast** 9fs CM si col ea \$3.95. Emphasis is on aluminum, oil, furs, forests, grain farming and fishing in the western provinces. Reviewed ESAVG 6/59 p300. JH
- Canada: Lowlands** 3fs STANBOW si b&w at \$3. Titles: **Introducing the Lowlands**; **Farming in the Lowlands**; **Ships and Power**. Reviewed ESAVG 2/59 p92.
- Canada: People at Work** 6fs EBF si col set \$36, indiv fs at \$6. Captioned. Titles: **Fishermen of Nova Scotia**; **Villages in French Canada**; **Farm and City in Ontario**; **Wheat Farmers of Western Canada**; **Vancouver and the Western Mountains**; **Logging in the Canadian Forests**. Int JH SH
- Canada—The Prairie Provinces (Second Edition)** mp EBF 15min sd col \$180 b&w \$90. Great recent changes in Manitoba, Saskatchewan and Alberta. Oil and industry now vie with wheat in economic importance. Educational facilities. Tourist attractions. Int JH HS A
- Canadian Geography (Series)** 7mp NFBC 18-25min b&w ea \$80. **Physical Regions of Canada**; **Mountains of the West**; **The Great Plains** (also in color @ \$160); **The PreCambrian Shield**; **The Great Lakes-St. Lawrence Lowlands**; **The Atlantic Region**; **Winter in Canada**. Choice of narration in English or French. JH SH
- Caribbean Area** map DENOYER 64x44" Visual relief, sinusoidal projection, dual text (Spanish-English) gives additional use for language classes. Conventional spring roller mount \$19, others available.
- Children of Scotland** mp EBF 15min. sd col \$150. The children of a Scottish fishing village. One of "Children of Many Lands" series. Pri. Int.
- Cities of Europe** 7fs EBF si col set \$42; indiv. \$6, ea approx 50 fr. Cultural, economic and social aspects of each of the cities are discussed, significant sculpture, monuments, buildings and points of interest are shown. Titles: **Rome, The City**; **Paris, Vienna, London, Madrid, Toledo, Fortress City of Spain**; **Granada and the Alhambra**. Int. JH A
- Durban Diary** mp MODERN 23min sd col Free. South African coastal resort. Drakensburg Mountains. Zulu Festival. Hluhluwe Game Preserve. SH A
- Earth-Curved Relief Maps** DENOYER. Like slices off a 30" globe, these curved, high relief, washable styrene plastic maps may be marked and colored in activity projects and then washed and re-used. Europe; Asia; Africa; North America; South America; Australia; North Polar. Set (7) \$63; ea \$9.95.
- The Face of Red China** mp MH 54min sd b&w \$225. CBS-TV presentation by West German cameraman and Canadian narrator. Village Communes; urban progress; relations with Russia, Formosa, the U.N. Reviewed ESAVG 6/59 p297. SH C A
- A Family of Amsterdam** mp FRITH 16 min sd col \$130. The city, an apartment home, family holiday in the country, fishing, trip through the canals of Volendam. JH SH.
- Family of Ghana** mp MH 27min sd b&w \$125. Seaside village of Etsa; changing tribal relationships as economic changes proceed. National Film Board of Canada production. JH SH C
- A Family of Lisbon, Portugal** mp FRITH 16min sd col \$130. The city, its harbor, fish docks and canning, tree-lined business district, home on hilltop, farmers' market, local dances and music at party. JH SH.
- Five Additional Slidebooks** EPGC illustrated travel books (24-36pp) carrying 8 color slides in slotted front hard cover ea \$3.50. **Blenheim Palace**; **Edinburgh**; **Ceremonial London**; **Cambridge**; **The Trassachs**.
- Foothold in Antarctica** mp CONTEMPORARY 21min sd col \$150 r\$10. The Commonwealth Antarctic Expedition, led by Dr. Vivian Fuchs, from the Weddell to the Ross Sea. Made during the summers of 1956-8 with the support of a New Zealand team under Sir Edmund Hillary. JH-C
- Geographical Diamaps** sl IVAC 2x2 in color, aluminum mounts @ 50c, cardboard slightly less. Sets of maps in color; **Europe** (26), **North America** (24), **The World—Economic** (30) etc. 12 sets all told, lettering English language.
- Geography Filmstrips** UWF si 2 b&w at \$3.50; 9col at \$5; series (11) \$45. Titles: **Geography of France** (I & II, b&w); the rest in color: **Norway, Sweden**; **Portugal**; **Denmark**; **Spain** (I & II); **Corsica**; **Aden and the Suez Canal**; **The Sahara Desert**.
- Geography of the Holy Land** sfs FAMILY sd col 40fr and 12" LP \$9; fs only \$6.50; rec \$3.50. Photographed by Rev. Donald Lantz, 1958. Int - A
- Geography of South America: Five Northern Countries** mp CORONET 11min sd col \$110; b&w \$60. Land, climate and resources of Colombia, Venezuela and the three Guianas, their people, government, ways of life, modern industrialization. Int JH
- Geography of the United States—An Introduction** mp CORONET 13½min sd col \$137.50 b&w \$75. "Unity from variety" is the theme of comprehensive overview film. Land, resources, climate, crops, peoples. Int. JH
- Germany: A Family in the Industrial Ruhr** mp MH 16min sd b&w \$90. Typical workingman's family life in Essen. School of rather formal nature. Some German words are introduced and translated. JH SH
- Greece: The Land and the People** mp CORONET 11 min sd col \$110 b&w \$60. Photographed in Greece. Geographical features related to social and economic development. Historic problems resulting from poor land. Conservation, agriculture, transportation, industry. Int. JH.
- Greenland** mp USASIPRE 25min sd col free. Engineering and scientific research in snow and ice conditions on



# HISTORY COMES TO LIFE THROUGH OUR DYNAMIC FOUR-POINT PROGRAM!



The completion of the new series, *The Chronicles of America Filmstrips*, rounds out our four-point program to enrich and vitalize the study of American history as never before possible. Through these rare teaching tools our precious democratic ideals are projected into their true, dramatic dimensions — to inspire our youth to their devotion and preservation.

Prepared by eminent specialists in history and education, these authoritative, vividly-presented books and filmstrips bring to the student a feeling of personal identification

with the struggles and accomplishments of the great leaders who have influenced and shaped our civilization.

Each of the four key points in our program is a flexible and versatile instrument, offering almost limitless creative teaching opportunities. Together, they form an unprecedented, comprehensive apparatus for learning through participation in "living" American history. We urge you to order them *today* to assist you in your vital task of guiding our citizens of tomorrow.

**NEW**

## THE CHRONICLES OF AMERICA FILMSTRIPS

15 UNITS

15 Dramatic Milestones

Already, the excellence of this latest visual creation has proved its value to the high purposes of our program. Our young citizens will see our glorious past come to life — Columbus' great voyage, the early settlers, the War of Independence, the opening of the West, Washington, Lincoln, the War Between the States.

**Now Ready for Immediate Delivery**

Largely based on the documentary photoplays of the same name, the filmstrips were prepared with painstaking care to make available this unique source of *original* material in modern, greatly improved form at a fraction of the original cost. The fifteen filmstrips and the valuable Teacher's Guide have now been completed. Orders are being filled without delay.

**\$97.50 FOR THE COMPLETE SERIES  
OR \$7.00 EACH  
Comprehensive TEACHER'S GUIDE Free**

## THE PAGEANT OF AMERICA FILMSTRIPS

30 UNITS

An Award-Winning Series

These famous filmstrips established the high criteria for visual productions. From the American Indian to the Atomic Age, the story of America's growth to world leadership, its moral and material strength, is re-created in a manner which *must be seen to be believed!*

Already approved, adopted or listed by important Boards of Education, the scope of the material in this series is so wide that utility extends beyond history to many other subjects.

**\$195.00 FOR THE COMPLETE SERIES  
OR \$7.00 EACH  
TEACHER'S GUIDE FREE FOR EACH UNIT**

*The two series of filmstrips were created  
under the editorial direction of  
RALPH H. GABRIEL  
Sterling Professor of History, Emeritus,  
Yale University*



## THE CHRONICLES OF AMERICA 56 VOLUMES

ALLEN JOHNSON - ALLAN NEVINS, Editors

History at Its Readable Best. Each volume tells an exciting story of men and women or forces in action, expertly written by a distinguished author who presents his theme vividly with all the appeal of good fiction. The 56 volumes fall into nine topical groups, from the early days of the Red Man to the momentous end of World War II. These remarkable books, long noted for their accuracy and literary quality, are an important "must" for every school.

**\$199.00 complete, or \$3.95 per volume**

## THE PAGEANT OF AMERICA 15 VOLUMES

RALPH H. GABRIEL, Editor

Magnificent Picture Stories. The adventures and statesmanship of our people are revealed in a panorama of 11,500 rare pictures and maps, spun together by scholarly, colorful text in a succinct format. The topical treatment covers, in addition to the more orthodox aspects of history, such subjects as religion, art, sports, etc. Replete with accurate detail and professionally indexed, these books have become standard for use at all levels.

**\$147.75 Complete, or \$10.75 per volume**

# YALE UNIVERSITY PRESS FILM SERVICE

386 Fourth Avenue, New York 16, N. Y.

- the Greenland ice cap. Field survey crews search for possible year-round overland route from southern Greenland ports. Glaciers, birth of icebergs, blizzards, sun dogs, principles of radiometer, electric field detector, housing under snow and ice. SH C A
- The Growth of a Harbor** fs VEC 37fr si captioned \$3.50 guide. Histo-economic story of Milwaukee harbor. Int.
- Haiti** mp NFBC 30min sd b&w \$120. Daily life and occupations; accent on trade and cultural relations with Canada; French as a common language. SH C A
- Hawaiian Islands** mp DOWLING 11min sd col ea \$100. Two new classroom films: I: Origin and Nature Today. II: Their Chief Industries. El.
- Hawaii—U.S.A.** 5fs FH av 40fr col si but one 12" LP available. Set (5fs plus rec) \$29.95; with script \$25; indiv fs \$5. Titles: **From Monarchy to U.S. Territory; Honolulu; How Hawaii Earns Its Living; People and Customs.** J.H SH C A
- Hi, Neighbor** 2rec UNICEF 10" LP \$3 ea; books I and II \$1 ea. Each record has songs of five countries on one side, dance of same on the other. The corresponding books carry maps, games, projects for individuals and groups of all ages. I: Indonesia, Italy, Lebanon, Paraguay and Uganda. II: Brazil, Ghana, Israel, Japan, Turkey.
- Homes Around the World** fs VEC 36fr si b&w \$3.50. Shelter as a basic human need; influence of climate and available building materials. Reviewed ESAVG 9/58 p480. Int JH SH
- Impressions of Holland** 5fs EBF si col set \$30; indiv \$6. Titles include: **Glimpses of Holland; Amsterdam, Holland, Flower Center of Europe; Holland, Land of Tulips; Costumes and Customs of Old Holland.** Fibo Color. Int. JH
- India—The Land and the People** mp DEUSING 11min sd b&w. Hindus, Moslems, Sikhs and other peoples are shown; faiths; castes; economy; recent history (Gandhi). SH C A
- Indonesia—New Nation of Asia** mp EBF 16min sd col \$180; b&w \$90. An Indonesian teacher narrates the story of his nation, comprising over 3,000 islands, the sixth largest nation in the world. The winning of freedom from Dutch rule, cities, villages, natural resources, religion, art. JH SH C A
- Industrial Canada** mp CORONET 16min sd col \$165 b&w \$90. Emergence within half century into first rank industrial power. Cities, factories, mechanization, transportation, foreign trade. Int JH.
- Iron Curtain Lands** mp GJP 20min sd col b&w. Up-to-date survey of the Soviet Union and its European empire in the post-Stalin period. SH C A
- Israel—An Adventure** mp TRIBUNE 28 min sd col loan. "Cultural character sketch rich in historical overtones" (Review ESAVG 1/59 p32). Acre, Haifa, Jerusalem, Tel-Aviv. SH-A
- Italian Interludes** mp PIZZO 11min sd col \$100. Venice and Rome presented in imaginative photography and sound. SH C A
- Japan** mp UWF 18min sd b&w \$35.97 (USDD). Country, climate, natural resources, agriculture and people. JH SH
- Jordan Valley** mp IFB 19min sd b&w History and geography overview of area, not dated by current political situation. SH
- Journey Down the Great Volga** fs LIFE si col. Excursion boat trip from Moscow to Astrakhan (1958). Kaleidoscopic view of Russia and its peoples. Reviewed ESAVG 5/59 p260. JH SH A
- Korea Today** fs OSU 57fr si col \$4. Terrain, farming, home construction, river and city life, people. EL
- Lands of the Far East** 5fs EBF si col set \$30 indiv \$6. Titles: **Hong Kong, Crossroads of the Far East; Rivers and Rice in Thailand; Farm Village in Japan; Japanese Fishermen; Japanese Workshops and Factories.** Int.
- Let's Visit (Series)** film-disc TRAF-CAL each subject 28 scenes in 2 discs for showing in Trafco-Viewmaster type projectors, 16mm frames, col \$2.65. **Japan; Alaska; Mexico.** Pri.-A.
- Life in the Alps (Austria)** mp CORONET 11min sd col \$100 b&w \$55. The seasonal movement of stock from lower to higher grazing areas shows how farmers work out a successful pattern for dairying in a difficult terrain. Haying, gardening, lumbering also shown. Int. JH.
- Life in Norway** my DOWLING 11min sd col \$110. Designed for elementary social studies, guide. El JH
- Living in the Soviet Union Today** 7fs SVE col si captioned set (7) \$39.75 ea. \$6.50. Twelve American educators touring the Soviet Union in 1958 pool their photography in these strips coordinated by Murray Lincoln Miller, Illinois State Normal University. Titles: **Housing and Home Life; Schools and Pioneer Activities; Agriculture; Foods, Markets, Stores; Transportation and Communication; Four Cities—Moscow, Leningrad, Kiev, Tashkent; Natural Resources.** JH SH C
- Making a Living Around the World (Series)** mp UWF 20min b&w sd \$110. **Trade and Transportation, Farming in North and South America, Farming in Europe and Asia, Animal Raising, Hunting and Fishing, Forestry, Mining, Louis de Rochemont photography.** Pri. El.
- Maps and Globes—What Are They?** 10fs series MES si col set with manual \$35, each \$6. The Museum Extension Service, in cooperation with the American Geographical Society, offers these as basic material for a course in map reading. **What a Map Is. Elements of a Map. Common Maps. Maps of Physical Features. Maps for Special Purposes. The Globe. Using the**
- Globe. Flat Map of a Round Globe. Maps for the Air Age. Maps Through the Ages.** Int. JH SH
- Men Who Fish** mp UWF 30min sd b&w \$57.43 (USIA). How a post-war fishing cooperative is gradually improving the living conditions of Japanese fishermen. SH C A
- Mexican Olla Makers** mp BAILEY 9min sd col \$100 r\$5. Large clay jars, called ollas, find many uses in Mexican life. At the Maya village of Ubalama their production is the chief industry which, though primitive, retains valid economic status in modern life. JH SH C
- Mexico—Pattern for Progress** mp HOEFLER 17min sd col. Life in modern Mexico City; upper middle class families. SH
- The Middle East** mp IFF 25min sd col \$250 r\$10. Third in Julien Bryan's series of adult level films on world affairs. Sequence of civilizations is shown by animation, then the schools, homes, farms, occupations and beginnings of progress in the several lands. SH A
- Minnesota—Star of the North** mp FIRST 24min sd col loan. Rich heritage of the state, its natural resources, scenic beauty, its climate for growing business and good living. JH-A.
- Mooti—Child of New India** mp ATLANTIS 15min sd col \$135 b&w \$75. The vision and hopes of a little village boy as he marvels over the changes taking place in agricultural tools and human relationships. El. JH.
- The Mystic Alhambra** mp SIMMEL 12 min sd col \$135 b&w \$75. Old and new Granada, lasting influence of Arabic culture. Washington Irving's prose fits into the narration as the interior and exterior of the Spanish Alhambra is toured by the camera. SH C A
- New Jersey** 6fs ASSOED si col set (6) \$37.50. Landforms, agriculture, recreation, manufacturing, general geography. JH
- New Nation in West Indies** 4mp MH 30min sd b&w. NFBC productions dealing with the Federation of the West Indies. Titles: **Background to the Federation; Weakness Into Strength; Riches of the Indies; Responsibilities of Freedom.** SH C
- One Road** mp FORD 25min sd col loan. Two test drivers take an automobile around the world, including seldom traveled routes in Turkey, Iran and Afghanistan. El-A
- Our Caribbean Neighbors** fs NYTIMES si b&w \$2.50. The island nations in a process of change; need for reassessment of their status as strategic outposts. Reviewed ESAVG 5/59 p261. JH SH
- Our Colorful Capital** sl KODAK 150 color slides, with two taped sound tracks and projectionist instructions. Free loan to camera clubs and other organizations.

The **KEYSTONE** Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3 1/4" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the **Science Category** with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the **Mathematics Category** in teaching Number Combinations tachistoscopically; Solid Geometry with Stereograms.

In the **Modern Languages Category** in teaching French and Spanish with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative.  
**KEYSTONE VIEW CO.**, Meadville, Pa. *Since 1892, Producers of Superior Visual Aids.*

**Sicily, Island of Memory** mp PIZZO 18 min sd col \$135. Arresting color photography on an area not too often presented. SH C A

**Simon and Lucy of Alaska** fs SVE 51fr captioned col \$6. How environment influences the modern Eskimo family. Hunting, fishing, dog-sled trips, school and home life. Questions are sprinkled into the filmstrip to encourage discussion. Int.

**South Africa—A Preview** mp MODERN 34min sd col Free. Cape Town, Johannesburg gold mines. Rhodesia. Sponsored by South Africa Tourist Corporation. SH A

**South Africa's Game Parks** mp MODERN 15min sd col free. Kruger National Park and Hluhluwe Game Reserve. JH SH A

**The Story of Bellingrath Gardens** mp BELLINGRATH 22min sd col loan. Beautiful 800-acre flowerland, with 60 acres of azaleas, camellias and other southern blooms. Mecca for Gulf Coast tourists.

**Taiwan** fs VEC 34fr si captioned b&w \$3.50 guide. Geography, people, religions, occupations. JH SH

**Tent Life in Bible Lands** filmdisc TRAF-CO-CAL 14 pictures in Viewmaster-type cardboard disc, with guide. \$1.65. What nomadic life may have been like in Bible times. Pri-A

**Texas Geography (Series)** 8fs PHOLAB si col set (8) \$48. Titles: **Introduction; The Gulf Coast; The South Plains; East Texas; North Central Plains; High Plains; West Texas—Trans Pecos; Edwards Plateau.** Elem.

**This is Central America** ROSENE Kit (\$55.00) includes 8 color filmstrips @ \$6; 1 LP 10" record \$2.75; banknote and 7 postage stamps laminated in plastic \$2.25; Guatemalan weaving sample \$1.50; produce samples (cacao beans, coffee berries, abaca rope fibre)

\$2.25; 6 booklets, one to each C.A. republic and road map \$1.25. Items may be bought separately. The filmstrip titles include each of six countries, the Panama Canal and the Inter-American Highway; the record narrates the story of the auto trip and includes singing by children, volcano and other sound. A multi-sensory teaching kit. Available slides, too.

**This is France** mp UWF 27min sd b&w \$52.49 (USDD). History, ethnology, government, politics, industry, agriculture, social customs, religious beliefs. SH C A

**Thorncliffe** mp CFI 25min sd b&w \$65 r\$2.50. Heavy industry valley in England; chemical plants, foundries, and road machinery. U. K. Central Office of Information. SH C A

**Tibetan Traders** mp ATLANTIS 22min sd col \$200 b&w \$120. Intimate daily life of a tribal family woven into the fabric of a journey by semi-nomadic Tibetans searching for trade in the heartland of Asia. JH SH A

**Trick or Treat** mp ASSOCIATION 13min b&w sd \$22 r\$4. How American children share their Halloween with children all over the world through UNICEF. Pri-JH

**Turkey: A Strategic Land and Its People** mp CORONET 11min sd col \$110, b&w \$60. Climatic and geographic features, natural resources and industries. Westernization and continuing modernization. Geo-political situation. Int JH SH

**Vintage Holiday** mp MODERN 17min sd col Free. Cape Town, South Africa. Modern buildings, flower market, fishing village, and wine industry. SH A

**A Visit to West Germany** fs VEC 35fr si captioned with guide b&w \$3.50. Land with its people, scenic attractions, castles, cathedrals, farms, schools, sports, costumes. Int JH

Dramatic demonstration of story-telling via slides and tape, one track appeals to travel and other general groups, the other to the more photographically sophisticated.

**Our Natural Resources** mp DOWLING 10min sd col \$100. Water, timber and minerals are presented for upper elementary social studies use. JH

**Our Texas Heritage** mp DAVIS 15min sd col \$150; b&w \$75. Historical events and sites from Franciscan Missions to present. The University of Texas chorus sings the state song as a finale. JH

**Our World** mp IFB 18min sd.col \$175. Children make a globe and learn about the world. El

**Outline Maps for History and Social Studies.** McKINLEY. Large selection of desk and wall types. Also map notebooks, geographic games and tests, historical pictures for notebook and bulletin board use. el-HS

**Paraguay: A New Frontier** mp HOEFLER 17min sd col \$150. People of many nationalities help bring modern civilization to the Chaco district. Reviewed ESAVG 1/59 p34. JH-A

**A Pilgrimage of Liberty** mp UWF 31min sd col \$127.96. A government film showing some of our principal shrines of democracy: Mount Vernon, Monticello, Hermitage and Abraham Lincoln's birthplace; also a cross section of highlight interest points in other sections, including Yosemite and Yellowstone National Parks. JH SH A

**Plastic Relief Contour Map of U.S.A.** PANORAMIC. 18 1/4 x 28 3/4". Washable. \$13.75.

**Problems of the Middle East** mp ATLANTIS sd 20min sd col \$200 b&w \$120. Oil, refugees, boundaries, religion, history, economics raise disputes and problems in strategically vital area. JH SH C A

**Report on Africa** 3mp EDSERV ea 25min sd col all three parts \$550; r\$25. Titles I: **West Africa**; II: **The Belgian Congo and South Africa**; III: **East Africa and Ethiopia**. Full film report of visit by Congresswoman Frances P. Bolton. For condensation (30min) see **Africa, Giant With a Future**. SH C A

**Rice in Today's World** mp CORONET 11 min sd col \$110 b&w \$60. The major rice producing areas in Asia, America and Europe; the importance of rice in the diet of half the world's people. JH

**Roy, Sheep Dog of the Scottish Highlands** mp EBF 16min sd col \$220 b&w \$110. A boy trains his dog for the big Sheep Dog Trials, and eventually wins third place on his first time out. Int. JH

**Rural Life in South India** fs OSU 60fr col \$4. Colorful review of characteristic activities. JH

**Scandinavia: A Regional Study** 9fs EYE-GATE si col set \$25; ea \$4. Similarities and differences shown as between Norway, Sweden, Denmark and Finland. JH.

**Washington State** fs VEC 36fr si captioned \$3.50 guide. Geography, natural resources, income sources, education, cities, tourist attractions, historical landmarks. JH

**The Water People (Hong Kong)** mp UWF 10min sd b&w \$55. Supplementing the "Earth and Its People" series. Typical family living its entire life on a tiny sampan in Hong Kong harbor. EI JH

**Wealth in the Ocean** fs MOODY 39fr si col \$6. Many products in daily use are shown to come from the ocean, which covers 71 per cent of our globe. EI-JH

**What is the Jungle?** fe VEC 44fr si captioned b&w \$3.50 with guide. Climate, plant and animal life, location, resources and products of each of three types of jungle. JH

**What Transportation Means to Us** fs YLPF 46fr si col \$4.80. Annoyed by traffic delays on way to circus, boy imagines himself empowered to abolish all forms of transportation—and quickly realizes it's not so good. Filmstrip includes preparation, lesson test. Int.

## SOCIAL STUDIES Government

**Around This Table** mp UWF 17min sd b&w \$67.12 (USIA). How civilian experts on the NATO staff function in carrying out joint decisions. SH C A

**The Children's Fountain** mp ASSOCIATION 13½min sd col \$55 r\$4.50. A young nurse shows orphanage program of Turkish government, in cooperation with UNICEF and other UN agencies. The nurse takes special training to qualify for pilot project in rural nursing. SH A

**Congress and its Members** fs NYTIMES 55 fr si b&w \$2.50. Congressional responsibility, the law-making process, characteristic daily activity of a congressman, issues that will face the new Congress. JH SH

**The Congress of the United States** fs VEC 30fr captioned guide si b&w \$3.50. Constitutional authority, functions and structure. JH

**Department of State** fs VEC 30fr si b&w \$3.75. History and functions of the department since the time of Thomas Jefferson, the first Secretary. JH SH

**Garden of Gujerat** mp ASSOCIATION 15min b&w sd \$40 r \$3.50. A modern milk plant established in Kaira District of India under auspices UNICEF, FOA, and the governments of India and New Zealand. SH A

**Government & National Understanding Stars and Stripes on Display** mp INDIANA 14min sd col. Proper method of displaying and paying respect to the flag. Pri-A

**The Greatest Treasure** mp UWF 20min sd b&w \$72.16. Not the mint nor the

strongbox at Fort Knox—this government film presents The Library of Congress as our nation's greatest treasure. Film describes the more important activities, services and collections. JH SH A C

**Human Rights** rec FOLKWAYS 12" 33.3 rpm interview with Mrs. Eleanor Roosevelt. JH SH C

**Interview with Margaret Chase Smith** rec FOLKWAYS 10" LP. Journalism interview technique applied to woman senator, her work, unique problems. SH C

**Interview With William O. Douglas** rec FOLKWAYS 10" 33.3 rpm with script and study guide. The Federal courts and civil liberties; overseas reactions to American events. SH C A

**Knock on Every Door** mp CHRISTOPHERS 30min sd b&w \$30. Lonely widow stirs up interest in local government on the precinct level. SH-A

**Our American Government** 10fs LIPPINCOTT 10fs si captioned col. Set (10) \$36. Titles: **The Blessings of Liberty; The Federal System of Checks and Balances; A Day in the Life of the President; A Day . . . Congressman; The States as Laboratories; Trial by Jury; The New England Town Meeting Today; Federal Finance; The State Department and Foreign Relations; Careers in Government Service.** Correlated Dimond-Pflieder but usable with standard texts. Manual. JH SH

**Policeman Walt Learns His Job** mp FA 10min sd col \$110; b&w \$55. Rookie policeman goes to school, learns to protect himself and others, what a detective does to solve crime; on patrol his first day he applies what he has learned in handling an accident case. Pri Elem.

**Sam'l and Social Security** mp SSA 14min col sd free. Colorful little cartoon character finds solution to many of his troubles in the Federal old-age and survivors insurance. How it works, what it means to every American family, how it is administered.

**San Francisco, 1945** mp UWF 17min b&w \$34.73. USIA film record of the conference at which the United Nations was formed and its charter adopted. JH SH C A

**Sentence Deferred** mp CHRISTOPHERS 30min sd b&w \$30. John Augustus, the bootmaker who founded our court probation system. (Edgar Buchanan).

**Silent Killer** mp UWF 12min sd col \$59.83. Federal and state agencies cooperate in saving spruce and fir forests from depredation of the spruce budworm. SH C A

**Social Security and You** series 8mp UMICH ea 15min b&w \$50 r \$4 ea. **Your Social Security; Your Unemployment Insurance; Expanding Unemployment Insurance; Your Old Age Insurance; The Big Questions; Your Health Insurance; Public Welfare Programs; The Future of Social Security.** SH C A

**Town Meeting of the World** mp UWF 30min b&w \$57.43. USIA film presents the U.N. General Assembly in terms of a typical American town meeting to explain the U.N. organization, functions and operations. HS C A

**UNESCO and Japan** mp UWF 10min b&w \$20.95. The functions and operations of the United Nations Educational, Scientific and Cultural Organization with special reference to its meaning for the Japanese people. JH SH C A

**The Un-typical Politician** rec FOLKWAYS 12" 33.3 rpm. Recordings of voices of long list of top level American political figures indicates that there is no "typical" politician. SH C A

**Veep** rec FOLKWAYS 12" 33.3 rpm with script. Vice-President Albin W. Barkley interviewed on his long political career and particularly on his relationship with presidents Roosevelt and Truman. SH C A

**Water, Lifeblood of the West** mp DAGGETT 12min sd col \$110 b&w \$55. The many ways that western rivers serve man when harnessed by government reclamation projects. Specialized functions of the Hoover, Davis, Parker, Palos Verde and other dams, each with its own job. Conservation, flood control, power, irrigation. JH-C.

**Will for Peace** mp UWF 33min b&w \$71.88. Post-war activities of U.S. and Russia re U.N., UNRA, Marshall Plan, war preparations. USIA film. SH C A

**Your Meat Inspection Service** mp UWF 28min sd col \$131.50. U. S. Dept. of Agriculture film on the work of the Federal Meat Inspection Service. Examination of both live animals and carcasses. Laboratory techniques. Importance to health of the government stamp. JH SH

## SOCIAL STUDIES History, Anthropology

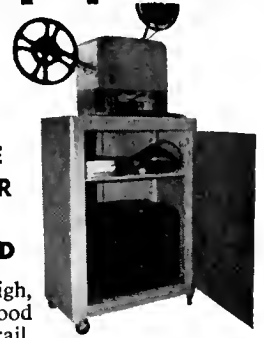
**American Indians Before European Settlement** mp CORONET 11min sd col \$110 b&w \$60. Origins and cultures in five basic regions—Eastern Woodlands, Great Plains, Southwest, Far West, and Northwest Coast. Int JH SH

**The American Jew: A Tribute to Freedom** mp ADL 45min sd b&w Service Charge. People of Jewish origin in many walks of life—farmer, fireman, rabbi, airline hostess, violinist, writer, actress, statesman, cartoonist, and many more. Immigration and pluralistic culture. Guide. SH A

**The American Revolution: A Picture History** 6fs EBF si col 50fr ea. Set of 6 \$36. Indiv. \$6. Drawing on the pictorial resources of the magazine **American Heritage**, this new series, captioned, includes the following titles: **Causes of the Revolution; The War from Lexington to Princeton; The Declaration of Independence; The War from Saratoga to Valley Forge; The War at Sea; The War in the South.** JH SH C A

# USEFUL!

## products for your A-V equipment



### PORTABLE PROJECTOR CABINET AND STAND

All steel, 42" high, 29" x 17" plywood top with safety rail. Gives over 11 cu. ft. for storage of projector, speaker, etc. Adjustable shelf. Safe-locking panel door. Four 3" casters, two with brakes. Baked enamel finish in tan or gray.

Model No. 42

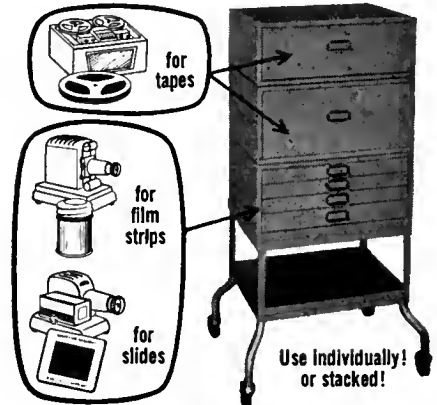


### PORTABLE STEEL PROJECTION STAND

Four 3" casters, two with brakes. Height: 41". Stable, tapering design (19" x 31 1/2"

at bottom) 18" x 26" at top. Rail on 3 sides. With non-skid rubber shock-proof mat. All steel, with 1" tubular steel frame. Baked enamel in tan or gray.

Model No. 41



### TAPE AND FILM CABINETS

For every need... 5" or 7" tapes, film strips, slides. Cabinets are all steel, with full suspension drawers. Photo shows each type of cabinet stacked on handy Mobile Cart.

**YOUR INQUIRY promptly answered on above items; also, Film Storage Racks, Record Storage Cabinets, Phono Carts, Lecterns.**

**Smith System**

SINCE 1905

**MFG. CO.**

Dept. ES 212 Ontario St. S.E., Minneapolis 14, Minn.

**America's Williamsburg**, mp COLWIL sd col 20min bGw 13 1/2 min. Free. Whimsical discussion between 18th century wooden figures of boy and girl and a modern motion picture camera frames presentation of Williamsburg as it was and as it is today. el-A

**Ancient Paestum: City of the Greeks and Romans** mp CORONET 21min sd col \$220, bGw \$120. Archeologists discover ancient south Italian city founded by the Greeks in the 6th Century, B.C. A Roman culture was later superimposed. SH C A

**Berlin** fs VEC 34fr si captioned bGw \$3.50 guide. Hitler and post-war Germany; Allied Occupation; Airlift; housing, unemployment. Int SH

**Christmas on Grandfather's Farm (1890)** mp CORONET 22min sd col \$200 bGw \$110. Pleasant holiday story carries picture of rural living conditions before the turn of the century, when farming was still the foundation of our economy. All ages.

**City of Gold** mp MH 23min sd bGw \$130. Interest is enhanced by photographs taken in Dawson City at the time of the Klondike Gold Rush. JH-A

**The Civil War** 8fs EBF si col set \$48. Indiv. \$6 ea. Prepared in collaboration with Bruce Catton, editor of *American Heritage*; the set includes: **Causes of the Civil War; From Bull Run to Antietam; From Shiloh to Vicksburg; The Civil War at Sea; Gettysburg; Sherman's March to the Sea; The Road to Appomattox; The Reconstruction Period.** Captioned; review questions and suggested activity included at end of each strip. JH SH C A

**Colonial Plantation Living With George Washington** prints AVE col set (10) \$15. Silk screen reproduction in color of ten scenes of colonial life at Mount Vernon. Reverse side carries 10 additional pictures in monochrome. Included also are 10 text plates giving additional information. EI - HS

**Colonial Shipping and Sea Trade** mp CORONET 11min sd col \$110 bGw \$60. How Colonial trade routes were established and the effect of Britain's restrictive legislation. Int JH

**Communications in the Modern World** mp CORONET 11min sd col \$110; bGw \$60. The importance of communication, by printing, broadcast, motion and other pictures, shown within framework of their historical development. Recent technological improvements. Int JH

**Commonwealth of Nations Series 13** mp NFBC-MH 30min bGw \$100, series (13) \$1000. Historical development of the British Commonwealth: **Ten Days That Shook the Commonwealth (Suez Crisis); Portrait of the Family (Inner Commonwealth); Four Centuries of Growing Pains; Can It Hold Together?; The Invisible Keystone; Poverty and Plenty (Columbo Plan); Colonialism—Ogre or Angel; They Called It White Man's Burden; Black and White in South Africa; The Colonies Look Ahead; Road to Independence.** SH C A

**The Confederacy** rec COLREC 12" LP. Favorite Southern songs 1861-1865. Lee's farewell address. JH SH

**The Declaration of Independence By The Colonies** mp EBF 19min sd col \$200; bGw \$100. Film traces growth of the idea of independence in struggles for self-government. Impact of Thomas Paine's *Common Sense*. The Jefferson-Dickinson discussion. JH SH

**Decline of the Roman Empire** mp CORONET 13 1/2min sd col \$137.50; bGw \$75. Political, economic and social forces which weakened the Empire from within, and the pressures from without, are depicted in actual settings in France, England, the Near East and Rome. Int JH SH

**Development of the American Republic** 6fs SVE sd col set (6) \$32.40; indiv. \$6. Titles: **The Beginning of Political Parties (1780-1801); New Frontiers, New Democracy, New Industry (1801-1828); Expansion and Disunity (1828-1854); One Nation or Two (1854-1865); Reconstruction and Economic Development (1865-1876); The Road to World Power and Responsibility (1876-1900).** JH SH

**Development of the Ship** 3fs UWF si bGw set (3) \$9; indiv at \$3.50. I: **Ancient and Medieval, Egypt, Greece, Vikings, Columbus.** II: **From 1485 to 1805.** III: **The 19th and 20th Centuries.** JH SH

**Devil's Island, U.S.A.** mp SIMMEL 15 min sd col \$135 bGw \$75. Fort Jefferson, off the coast of Florida, used as prison, now a national historic monument. JH SH.

**Documents of America (series) rec ENRICHMENT 12" LP ea \$5.29.** A: **The Declaration of Independence** fs B: **Lincoln's Gettysburg Address.** A: **The Bill of Rights** fs Patrick Henry's Famous Speech.

**Epic of Man (additions) 6fs LIFE si col ea \$6 (4 or more @ \$5 ea).** **The Oldest Nation: Egypt. Egypt's Eras of Splendor. Crete: The Minoan Age. Crete: Palace of Minos. Great Age of Warriors: Homeric Greece. Forebears of the West: The Celts.** SH C

**The Erie Canal** rec ENRICHMENT 10" LP. Follows the book of same title by Samuel Hopkins Adams (Landmark book—Random House). JH. Reverse side: **First Overland Mail.**

**The First Thanksgiving** fs CMF 35fr si col \$6.50 guide. Voyage of the Pilgrims, hardships, the first thanksgiving feast. Pri-A

**Flags of the World** sl COLSI col 38c-50c depending on quantity. Historic US (12); Flag of each State and Territory (51); Flag of each of the UN members. JH-A

**Footnotes of History** rec SPOKEN WORD LP. Addresses by Presidents Roosevelt and Truman. Reviewed ESAVG 2/59 ■ p96. SH C

**French and Indian War** mp CORONET 11min sd col \$110, bGw \$60. Causes and results of conflict, the Albany Conference, Braddock's defeat, Wolfe's victory at Quebec. JH SH

**Germany: Feudal States to Unification** mp CORONET 13½min sd col \$137.50; b&w \$75. Prussia's 19th century rise to hegemony over the other German states. Bismarck's "blood and iron" policy leads to wars with Denmark, Austria and France. JH SH

**The Glory of Ancient Egypt** 16 study prints MOODY 11x14 on heavy stock with captions. \$10. Temples, statues and relief carvings recall the high civilization of the Nile. EI-SH

**Great American Speeches** rec CAEDMON LP. First Inaugurals by Washington and Jefferson; Patrick Henry; Lincoln; Lee; Clay, Sumner, Bryan. Reviewed ■ ESAVG 9/58 p483. SH C

**Heritage Month** (series) 4 tapes SHS-WIS 14½min 7½ ips Loan. **Treasure at Stonefield:** Thanksgiving and harvest festival of yesterday, at Mississippi River plantation of Wisconsin's first governor. **Treasure at Belmont:** Dramatized visit to first home of Wisconsin territorial government. **Treasure in a Scrap of Paper:** manuscripts as source of historical data. **Christmas Treasure:** Contribution of the many nationality groups to form an American way of life that unites all at Christmas. JH SH A

**Historically Speaking** (series) 2 tapes SHS-WIS ea 15min 7½ ips Loan. **Dewey House:** How Nelson Dewey sought to make his mansion the cultural focal point of the frontier. **Villa Louis:** Lavish frontier mansion at Prairie du Chien, built by early fur trader, Col. Hercules Dousman. JH SH A

**History—Ancient and Medieval** 5fs UWF si col ea \$5 set (5) \$21. Cartoon strip technique. Titles: **People in Ancient Egypt; People in Ancient Greece; People in Roman Times; Pompeii; Life in the Middle Ages.** JH SH

**The Jeffersonian Heritage** rec INDIANA 13 radio transcription dramatizations on the life and ideas of Thomas Jefferson, featuring Claude Raines. LP \$25 set. JH SH C A

**John Paul Jones** rec ENRICHMENT 10" 33.3 rpm. Dramatization of beginnings of the U. S. Navy, JH

**The Korea Story** mp UWF 30 min b&w \$57.37. USIA film depicts the developments prior to the outbreak of the Korean War, outbreak of hostilities, UN Security Council Action, and final truce talks. SH C A

**The Labor Movement: Beginnings and Growth in America** mp CORONET 13½ min sd col \$137.50 b&w \$75. Development traced from post Civil War period to World War I. How the working man sought to achieve his goals within the changing relations of capital, labor and government. JH SH C

**Landmarks of America** 6fs ENRICHMENT si col \$35; ea \$6.50. Each filmstrip covers ground similar to that of a "Landmark" book and of a recording, which, however, is used separately. Titles: **George Washington; John Paul Jones; The Vikings; The Santa Fe Trail; Mr. Bell Invents the Telephone; The Story of D-Day.** Int. JH

**Landmarks of America** (additions) rec ENRICHMENT 2 LP 12". School price \$5.29, retail \$5.96. (The first 14 in this series were 10", priced \$1 less.) 115: **Thomas Jefferson, Father of Democracy; The Vikings.** 116: **George Washington, Frontier Colonel; Santa Fe Trail.** Int.

**Launchings at Cape Canaveral** 40 slides MESTON 35mm col. Official U. S. Air Force photos of launchings and pre-launchings of Convair, Thor, Explorer, Jupiter, Atlas, Vanguard, Redstone, Navajo, Juno, Bomarc, Snark and Matador rockets. EL-A

**Life in Ancient Greece—Home and Education** mp CORONET 13½min sd col \$137.50 b&w \$75. Typical Athenian family of potters reveal mode of life in 440 B.C. Education of the boy—and, in the household, the girl. Int JH

**Life in Ancient Greece—Role of the Citizen** mp CORONET 11min sd col \$110 b&w \$60. Political and economic life in a city-state 440 B.C. Privileges and responsibilities of citizenship in this early democracy. We watch boys take the momentous Ephebic Oath, prerequisite to full citizenship. Int JH

**Lincoln Speaks for Himself** mp CHRISTOPHERS 30min sd b&w \$30. Extracts from letters and speeches picture Lincoln as a man with deep spiritual convictions and high principles. JH-A

**Lovejoy** rec COLUDISCS 12" 33.3 rpm. Elijah Parish Lovejoy, editor of the Alton (Illinois) Observer, martyr in struggle against slavery. Reverse side: **Gandhi**, his passive resistance tactics in seeking to end the "untochables" ban. SH C A

**Magna Carta** mp EBF Two parts ea 17 min sd col \$180 (each); b&w ea \$90. Part I: **Rise of the English Monarchy;** Part II: **Revolt of the Nobles and the Signing of the Charter.** SH C

**Medieval History** 3fs UWF si col series (3) \$13; ea \$5. **Charlemagne** (17 fr); **Joan of Arc** (21 fr); **The Hundred Years War** (28 fr).

**Naval Wars with France and Tripoli** mp UWF 26min sd col \$157.62 (USN). Filmographic presentation of naval conflict with France (1798-1800) and Tripoli (1801-1805). JH SH C

**Navy Decline, the New Navy, The War, With Spain** mp UWF 21min sd col Sale. Decline of the wooden warship following the Civil War, Adm. Mahan's dynamic philosophy of sea power, role of Navy in war with Spain. C

**Pageant of America** 30 fs YALE. 30 units now completed, each with a comprehensive, illustrated Teachers Guide. JH-A

**Paradise Ditch** mp ROTHCHILD 12min sd b&w \$40. Canal barge life as told by an old "captain" and as shown in film footage collected over many years. JH SH A

**Patrick Henry's Famous Speech** rec ENRICHMENT 12" 33.3 rpm. Folk songs

set the mood of the period and the chief events are told leading up to the famous "liberty or death" speech. Reverse: **The Bill of Rights**, explanation of the first ten amendments to the U. S. Constitution and a review of the conditions that led to their adoption. JH A

**The Patriot Plan** rec FOLKWAYS 2-12" LP \$11.90, with 72-page text by Charles Edward Smith. The growth of civil and human rights concepts traced through writings and speeches of Jefferson, Franklin, Patrick Henry, Roger Williams, the Trial of John Peter Zenger, etc. JH SH C A

**A Penny Saved** mp CREDIT 14min sd col \$125 b&w \$50 also loan. Three couples, three finance policies. One uses installment credit, one always pays cash, one belongs to a credit union. SH-A

**People Under Communism** 7rec INDIANA LP \$25 set. Seven hour-long documentary recordings by NAEB. SH C A

**The Pioneer Burro** mp DOWLING 14min sd col \$135. The role and life of the lonely prospector and his faithful burro in seeking gold in the vast desert and mountain country of our West. Magnificent colorful settings. (A full color scene from this film was on the cover of **Educational Screen & AV Guide** for March, 1959.)

**The Presence of Our Past** mp SHS-WIS 27min sd col Loan. State Historical Society dramatizes the traditions and character of Wisconsin's past, historic caves, mansions, museums, libraries, and the work of the Society in stimulating consciousness of the State's history. JH SH A

**Project 20** mp MH three 54min b&w films as shown on NBC-TV ea \$195. Titles: **Three, Two, One—Zero** (Countdown preceding nuclear test blast); **Nightmare in Red** (Russian Communism); **The Twisted Cross** (Hitler). SH C A

**The Raftsmen** sfs STANBOW LP col \$11. Original art work by Canadian school children on a history project is enlivened by sound track rich in folk lore and folk music. Companion sfs: **Cadet Rouselle.** Reviewed ESAVG 4/49 p192. EI JH SH A

**Red China and the United Nations** mp 30min b&w \$57.43. Henry Cabot Lodge, Jr., U. S. ambassador to the U.N., appears before an officers' conference to discuss the policy of this country towards admission of Red China to the U.N. USIA film. SH C A

**Revolt of a Generation** mp UWF 20min sd b&w \$74.76 (USIA). Hungarian uprising of 1956; exodus of refugees over Austrian border. SH C A

**Rise of the Roman Empire** mp CORONET 13½min sd col \$137.50; b&w \$75. Traces development of Rome from a group of early tribes to a mighty empire. Re-enactments were filmed abroad. Rome's military strength, legal

and administrative system, concepts of democracy and citizenship. Int JH SH

**Roots of Religious Freedom** fs JAM si col \$5.75. The struggle for religious toleration and freedom of worship in the Colonies leading to our Bill of Rights; contributions to nation's history by various religious groups. JH SH

**Alam Witch Trials** mp MH 27min sd b&w. Dramatizes bigotry and superstition of early Colonial days. Follows story line of Arthur Miller's "Crucible." Three defendants are put on trial. SH C A

**See It Now** (Additions) 4mp MH 54min sd b&w \$225. **Watch on the Ruhr**, Ed Murrow asks "Can We Trust the Germans?" **Statehood for Alaska and Hawaii?**—political conditions and considerations, as well as military significance. **Atomic Timetable, Part I**, 55 min. \$225. **Part II**, 83min, \$300. As telecast over CBS. SH C A

**Settling the Great Plains** mp MH 12min sd col \$150 b&w \$75. Westward expansion 1850-85. JH.

**The Significant Years** mp ASSOCIATION 28min b&w free. A quarter-century of history, from the Depression to the Space Age, is shown in this documentary film. Produced for Newsweek Magazine, from newsreel and library footage, it shows the Dust Bowl, TVA, industrial strife, Spain, Ethiopia, Hitler's rise, Pearl Harbor, World War II, Russia, Korea, the age of the satellites. SH A C

**Socrates** rec COLUDISCS 12" 33.3 rpm. Dramatization of final episode of Socrates' life, and expostulation of his ideas of freedom of thought. Reverse side: **Galileo**, his trial by the Inquisition.

**Spanish Colonial Family of the Southwest** mp CORONET 13½min sd col \$137.50 b&w \$75. A self-sufficient hacienda in the early 19th century. Role of the Indians and of the Catholic mission. Int. JH.

**The Spanish Conquest** 4fs UWF si b&w series (4) \$12; ea \$3.50. Titles: **Off To America** (Cortez); **Mutiny on the Santa Maria** (Pizarro); **In the Kingdom of the Incas**; **Discovery of the Amazon**. JH SH

**The Story of D-Day** sfs ENRICHMENT si-sd col. Major events leading up to launching of assault on the German forces. Correlates with Random House Book. Record available. Reviewed 10/58 p533. JH SH C

**The Story of the Pilgrims** 2mp MH 14 min ea col ea \$140; b&w ea \$75. Marionettes are used to portray **The Pilgrims' Travels** and **The Pilgrims in America**, winding up with the first Thanksgiving. Grades 1-6. Adult recreation programs.

### STUDY PRINTS IN COLOR

"Wild Animals of Pioneer America" and other subjects.

### AUDIO VISUAL ENTERPRISES

P. O. Box 8686 Los Angeles 8, Calif.

**Turmoil in the Arab World** fs NYTIMES 57fr si b&w \$2.50. Eighth in the annual series (\$15). Manual supplies supplementary information for each frame. SH

**The United Nations and World Disputes** mp UWF 21min b&w \$40.92. USIA film pictures the UN's part in settlement of crises that have threatened world peace in Indonesia, Palestine, India and Korea. JH SH C A

**United States Expansion Overseas** (1893-1917) mp CORONET 13½min sd col \$137.50 b&w \$75. Review of American expansion into the Hawaiian Islands, Cuba, the Philippines and Central America. Policy changes from Cleveland's anti-imperialism to Theodore Roosevelt's "Big Stick." Problems of expansion and long-range results. SH JH C

**U.S.A.** mp PANAMAIR 45min sd col loan to adult audiences. History and geography mingle in this presentation of the development of our country. Some 15 per cent of the film is done in filmograph, the rest in motion. Made primarily for overseas showing, only a limited number of prints are available. C A

**The Union** rec COLREC 12" LP. Favorite Northern songs of 1861-1865. Illustrated book gives record script and several worthwhile essays. JH SH A

**Visit Illinois** mp ILLSTATE 15min sd col loan. Highlights of Lincoln's life at New Salem and Springfield, brief coverage of Civil War years and assassination. Official sesqui-centennial film. JH SH A

**War of Independence 1775-1783** mp UWF 22min sd col \$130.34 (USN). Filmographic treatment of still pictures shows activity of army and navy. JH SH

**The Ways of Mankind** rec INDIANA 13 LP recordings by NAEB, on origin and development of diverse cultures, customs and folkways in various parts of the world. SH C A

**Westward Growth of Our Nation** (1803-1853) mp CORONET 11min sd col \$110; b&w \$60. How the Louisiana Territory, Texas, and the great Southwest, and the Oregon country became part of the United States.

**Wild Animals of Pioneer America** prints AVE col set (8) \$9.75. Bison, Sea Otter, Beaver, Deer, Grizzly Bear, Gray Wolf, Moose, and Wild Horse. Full color paintings; reverse carries drawings and text. Pri-A

**William Penn and the Quakers** mp CORONET 11min sd col \$110 b&w \$60. The Quakers' struggle for freedom of



The opinion's been expressed  
And it makes us very glad  
That for pictures on the WEST  
You will get the best from AD

*Catalog upon request  
See new films you haven't had.*

## Avalon Daggett Productions

441 No. Orange Dr., Los Angeles 36, Calif.

For Teachers of  
SCIENCES  
GEOGRAPHY  
SOCIAL STUDIES  
HISTORY  
and others



## FILMS FROM AUSTRALIA

For Rental or Purchase

A wide selection of sound films about the fascinating land of Australia. Send for free illustrated catalog

Australian News & Information Bureau  
630 Fifth Ave., Suite 414 New York 20, N. Y.  
*Illustrated pamphlets and brochures also available.*

DON'T WAIT - - - VACUUMATE!

TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM

All give . . . at no extra cost to you  
The Famous

# VACUUMATE

## FILM PROTECTIVE PROCESS

The SUPER VAP O RATE  
PROTECTS AGAINST Scratches, Fingermarks, Oil, Water and Climatic Changes  
ONE TREATMENT LASTS  
THE LIFE OF THE FILM  
Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process is Available to You in Key Cities Throughout the U.S.  
Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

# HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition. By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations, 14 Color Plates. Harper & Brothers, 49 E. 33rd St., New York 16, N.Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Harkheimer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Harkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language — not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation, Including a Photoplay Approach to Shakespeare. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$4.75.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Alpark Educational Records, Inc., 40 East 88th Street, New York 28, N. Y.

worship in 17th century England; emigration to a free colony under Penn's leadership. Int JH

**World History—The Middle Ages** 4fs SVE col si set \$21.60 ea \$6. **The Migration of Medieval Peoples; Feudalism; The Medieval Church; Medieval Towns and Cities.** JH SH

**World History Maps** (series) DENOYER ea 64x44" full color prices vary with mounting; e.g. spring roller and steel board \$19. Major historical periods from dawn of history to present, relating time and space geographical setting of major historical epochs.

**World History—Year 1958** 2fs EYEGATE si col (captioned). I: U. S., Latin America, France. II: The Communist World, Middle East, Africa, advances in science. SH

**Your Miniature World** mp DAVIS sd col \$140 b&w \$70. The culture of old civilizations as reflected in miniatures found by anthropologists and other research workers. Role of modern plastics in producing replicas. JH

## SOCIAL STUDIES Social Problems

**All The Years** sfs SELTZER 15min b&w 72fr with LP and script \$9. The place of the older person in a pattern of productive and creative living. Narrated by Alice McMahon. A New York City community center which has been serving senior citizens for over 15 years is the location. SH C A

**Assignment: India** mp EBF 56min sd b&w. Part I \$150; Part II \$150. Problems faced by this vibrant young nation; changing mores, hopes for future. Chester Bowles tells of progress and problems. SH A

**Burden of Truth** mp USTEEL 76min sd b&w apply. Anti-Negro discrimination and segregation in American life is personalized in a young Negro, first in the deep South, then in college and in his upward struggle for a job upon graduation, and finally in facing mob action against his effort to acquire housing commensurate with his means. Reviewed ESAVG 5/59 p250-2. SH C A

**Citizen Chang** mp STUR 25min sd b&w \$150. A study in human behavior. SH A

**The Cry of Jazz** mp KHTB 34min sd b&w \$175 r\$20. Documentary on relationship and identity of structure between jazz music and Negro life in the United States. Raises discussion provoking questions as to the role and status of the Negro and his music. SH C A

**Diary of An American Girl** mp DYNAM-IC 28½min sd b&w apply. Happy teen-ager insists on wearing gift bracelet with attached charms which turn out to represent Jewish rather than "Arab" symbolisms. Rejection, insult,

prejudice follow until finally her school principal has her read parts of her diary to a community meeting.

**Farewell to Birdie McKeever** mp STU 25min sd b&w \$150. An episode in employer-employee relations. C A

**How Do You Love Your Neighbor?** CEP 80fr si col. Neighborhood reactions when the refugee Radich family moves in. Reviewed ESAVG 5/59 p254. JH-A

**Island Exiles** mp UNFD 10min sd b&w Plight of war refugees living in an old hotel on the Greek island of Timor. United Nations representatives strive to resettle them. JH SH C A

**Listening Library** rec LIBRAPHON 16⅔ rpm 12" play nearly an hour per side. Individual "books" \$11.95. (discs) to \$15.95 (6 discs). Series include: **Classical-Inspirational** (Shie Peale, Graham, etc.); **Juvenile** (Robi Hood, Tom Sawyer and 10 more); **Popular Stories** (Conrad, Conan-Doyle, Maugham, etc.).

**The Longer Trail** mp NFBC 30min sd b&w \$120. A young Indian leaves his reservation near Calgary for treatment in TB hospital. He learns the carpenter trade but finds race prejudice isolate him from most of his fellow workers in the white world. SH C A

**Moses Mendelssohn** sfs UAHC 43fr col LP \$10. The elders of the city of Dessau, Germany, commemorate the 100th anniversary of the birth of the great composer. "He loved all men—the Jew . . . and the Christian . . ." —reviewed ESAVG 5/59 p254. JH SH A

**The Protest** mp USC 25min sd b&w. The problem of juvenile delinquency as seen primarily from the side of the young. Discussion film. SH C A

**Rudi Comes to Canada** fs FRIENDSHIP si. A refugee boy tells his new classmates how he was assimilated into school, church and community. Script, utilization notes. Int.

**Segregation and the South** mp CONTEMPORARY 60min sd b&w r\$15. Documentary film study of progress and reaction since Supreme Court outlawing of segregation in 1954. Success in fringe areas, rebirth of Klan, Montgomery bus boycott, martial law in Clinton, Tenn. Produced for the Future for the Republic. SH C A

**Toll TV—What It Means To You** mp TOA 16½min sd b&w free. Edward O'Neill, political columnist on the N. Y. Daily News discusses with Abe Stark, President of the Council of the City of New York the public interest aspects of toll television. SH C A

**The "Y" That Wouldn't Die** mp YMCA 10min sd col \$28. Thousands of young Koreans find life and hope even in the ruins of the burned out YMCA in Seoul. A phase of the "Buildings for Brotherhood" program. SH A



# ALPHABETICAL TITLE INDEX

This is a listing by title, of all the materials appearing in this edition of the BLUE BOOK

## A

Abacus ..... 415  
 Abraham and Isaac ..... 421  
 Abraham Lincoln in Poetry and Prose ..... 412  
 Abraham, Man of Faith ..... 421  
 Acids, Bases and Salts ..... 430  
 Action In Asia ..... 420  
 Adventure in Words ..... 412  
 Adventures in Communicat- ing ..... 412  
 Adventures in Numbers and Space ..... 415  
 Adventures in Sound and Space ..... 428  
 Africa, Giant With a Future ..... 431  
 The African Jungle (A Pri- mary Reading Lesson) ..... 419  
 Ages of Man ..... 412  
 Aida ..... 416  
 Airplanes—How They Fly ..... 428  
 Alaska: Newest of the United States of America ..... 431  
 Alaskan Discovery ..... 420  
 Alaska Today ..... 431  
 Alice in Wonderland ..... 412  
 Allen is my Brother ..... 406  
 All the Years ..... 440  
 Aluminum ..... 410  
 The Amazon Awakens ..... 432  
 Ambassadors to the Hungry ..... 420  
 Ambassadors with Wings ..... 403  
 American Achievement ..... 410  
 The American Economy ..... 431  
 American Folk Songs for Children ..... 418  
 American Indians Before Eu- ropean Settlement ..... 436  
 American Indians of Today ..... 432  
 The American Jew: A Tribute to Freedom ..... 436  
 American Outlook ..... 431  
 American Poetry Pre-1900 ..... 412  
 The American Revolution: A Picture History ..... 436  
 America's Williamsburg ..... 437  
 Ancient Paestrum: City of the Greeks and Romans ..... 437  
 " . . . And Gladly Teach" ..... 403  
 "And God Said . . ." ..... 420  
 "And the Child Grew" ..... 420  
 Anger at Work ..... 416  
 Animal Life ..... 428  
 Animal Raising, Hunting and Fishing ..... 432  
 Anthology of American Poetry ..... 412  
 Aqua Babes ..... 418  
 Aquarium Wonderland ..... 426  
 Areas of Solids ..... 415  
 Are You Popular? ..... 406  
 Arithmetic Records ..... 415  
 Around the World in 80 Days ..... 412  
 Around the World in Stereo ..... 452  
 Around Manhattan in 40 Sildes ..... 432  
 Around This Table ..... 436  
 The Art of Matisse—Par I ..... 403  
 Artists of Holland ..... 402  
 As Boys Grow ..... 426  
 As One Family ..... 420  
 As You Like It ..... 414  
 As You Make It ..... 420  
 Asia Study Kit ..... 432

Assignment: Children ..... 408  
 Assignment: India ..... 440  
 Assignment: Mankind ..... 420  
 The Atlantic Community ..... 432  
 At the Carnival ..... 412  
 Atomic Energy as a Force for Good ..... 428  
 Atomic Timetable I & II ..... 439  
 Audio-Visuals in Your Church ..... 420  
 Australia, Indonesia and the Philippines ..... 432  
 Australian Olympic Swim- mers ..... 418  
 Automation ..... 431

## B

Baby Elephant ..... 426  
 Bach: Mass in B Minor ..... 416  
 Back on the Job ..... 406  
 Bacteria: Laboratory Study ..... 426  
 A Badger's Bad Day ..... 426  
 Ballad for Americans ..... 418  
 The Ballad of Baby Doe ..... 416  
 The Barber of Seville ..... 416  
 Bar Mitzvah ..... 420  
 Baseball Catching ..... 418  
 Baseball Pitching ..... 418  
 Basic Science Textfilms ..... 428  
 Basic Snare Drum Tech- niques ..... 417  
 Basic Technique for Home Landscaping ..... 409  
 Basketball for Millions ..... 418  
 Battle Hymn ..... 405  
 The Battle of Leyte ..... 402  
 Battleground Europe ..... 420  
 Bear Country ..... 426  
 Bearer of the Book ..... 420  
 Beethoven: Symphony No. 5 in C Minor, Op. 67 ..... 417  
 Beginning Grammar ..... 412  
 Beginning Responsibility: Books and Their Care ..... 406  
 Behind the Scenes at the Supermarket ..... 419  
 Behind the Ticker Tape ..... 431  
 Behind the Type ..... 406  
 The Belgian Congo and South Afrlca ..... 435  
 Belgium ..... 432  
 The Beloved Chorus ..... 420  
 Beowulf—Chaucer Excerpts ..... 414  
 Berlin ..... 432  
 Beside the Manger ..... 420  
 A Better Beginning ..... 415  
 The Better Lot ..... 420  
 Beyond Brick and Mortar ..... 420  
 Beyond Our Solar System ..... 428  
 The Bible and the Presidents ..... 420  
 Bible-Land Film Discs ..... 420  
 Bible on Film ..... 421  
 The Bible on the Island ..... 421  
 Bible Stories for Little Boys and Girls ..... 421  
 The Bible Story of Easter ..... 421  
 The Bible Through the Cen- turies ..... 421  
 The Big Picture ..... 402  
 The Big Train ..... 410  
 Binat Hakodesh ..... 421  
 Biology ..... 426  
 Birds in Winter ..... 426  
 A Birthday Cake for Rima ..... 421  
 Bitter Welcome ..... 416

Black Beauty and Other Great Stories ..... 419  
 Blue Jeans ..... 409  
 Boats: Buoyancy, Stability, Propulsion ..... 428  
 The Book of Ecclesiastes ..... 421  
 Boys and Girls of Many Lands—I ..... 432  
 Boys and Girls of the Bible ..... 428  
 Boy Scientist ..... 428  
 Brahms, Quintets I & II ..... 417  
 Breaking the Language Bar- rier ..... 403  
 The Bridge of Sighs ..... 414  
 The Bright Promise of the American Farm Market ..... 431  
 Brussels World's Fair Salutes Big Bands ..... 417  
 Bryant-Emerson-Whittier- Longfellow, etc. .... 414  
 Building a Highway ..... 410  
 Building Children's Personali- ties with Creative Dancing ..... 402  
 Bullfight ..... 405  
 Burden of Truth ..... 440  
 Buried Treasures in Bible Lands ..... 421

## C

Ca CO<sub>3</sub> ..... 410  
 The Calendar: Story of Its Development ..... 428  
 Call for the Question ..... 421  
 Canada ..... 432  
 Canada and the Pacific Coast ..... 432  
 Canada: Lowlands ..... 432  
 Canadian Geography ..... 432  
 Canada: People at Work ..... 432  
 Canada: The Prairie Prov- inces ..... 432  
 Careers in Mathematics ..... 415  
 Caribbean Area ..... 432  
 Carpet Under Every Class- room ..... 403  
 Cendrillon ..... 411  
 Centerville Awakening ..... 421  
 Cento Soli Orchestra, Paris ..... 417  
 The Challenge ..... 404  
 Challenge in the Sun ..... 421  
 The Changing American Mar- ket ..... 431  
 Chansons de France ..... 411  
 Chemistry by Record ..... 430  
 Child Care Problems of Phys- ically Handicapped Moth- ers ..... 409  
 A Child is Born ..... 418  
 The Children Are Watching Us ..... 405  
 Children at Work and Play ..... 402  
 Children of Scotland ..... 432  
 Children Who Draw ..... 403  
 The Children's Fountain ..... 436  
 The Children's Widening World ..... 421  
 The Christian and His Home ..... 421  
 Christian Home and Family ..... 421  
 The Christmas Deer ..... 421  
 Christmas for the Birds ..... 426  
 Christmas Joys ..... 421  
 Christmas on Grandfather's Farm ..... 437  
 The Christmas Story ..... 422  
 Christmas with Carol and Peter ..... 422  
 Christopher Mouse ..... 422  
 Circle of Confidence ..... 418

Circling the Globe with Speech ..... 411  
 Circulation of the Blood ..... 426  
 Circus Day in Rexville ..... 419  
 Cities of Europe ..... 432  
 Citizen Chang ..... 440  
 Citizenship in Action ..... 404  
 The City Is a Playground ..... 408  
 City of Gold ..... 437  
 The Civil War ..... 437  
 Clothes and Seasons ..... 428  
 The Clothes We Wear ..... 408  
 Club Officers in Action ..... 404  
 The Colloidal State ..... 430  
 Colonial Plantation Living With George Washington ..... 437  
 Colonial Shipping and Sea Trade ..... 437  
 Combination for Communi- cations ..... 404  
 Comenius, J. S. .... 404  
 Commonwealth of Nations ..... 437  
 Communications in the Mod- ern World ..... 437  
 A Community Keeps House ..... 408  
 Community Vector Control Demonstration Program ..... 415  
 The Complete Orchestra ..... 416  
 The Confederacy ..... 437  
 Congenital Heart Defects ..... 415  
 Congo Awakening ..... 422  
 Congress and Its Members ..... 436  
 The Congress of the United States ..... 436  
 Conifer Trees of the Pacific Northwest ..... 426  
 Conquest of Disease ..... 408  
 Conquest of Space ..... 428  
 Coppelia ..... 416  
 Cotton—Nature's Wonder Fibre ..... 410  
 Course in General Biology ..... 426  
 The Cranford Story ..... 404  
 Creativity ..... 402  
 The Crescent and the Cross ..... 422  
 Crisis ..... 408  
 Crowded Out ..... 404  
 The Cry of Jazz ..... 440  
 Cry of the China Seas ..... 427  
 The Cuckoo Clock That Wouldn't Cuckoo ..... 412  
 A Cup for Adam's Ale ..... 410

## D

Daily Christian Living for Boys and Girls, I & II ..... 422  
 Daily Life in the Bible Lands ..... 422  
 Damien ..... 422  
 Dance Your Own Way ..... 402  
 A Dancer's World ..... 402  
 Danger: Roofers at Work ..... 408  
 Date With Liberty ..... 431  
 Davy Crockett ..... 405  
 A Day in the Life of Fireman Bill ..... 419  
 Dead Sea Scrolls ..... 422  
 Decision for Life ..... 406  
 Decision for Research ..... 406  
 The Declaration of Inde- pendence by the Colonies ..... 437  
 Decline of the Roman Em- pire ..... 437  
 Denmark ..... 432  
 Department of State ..... 436  
 Depth Tape Course in Span- ish ..... 411

# Alphabetical Title Index

**A**

A Design for Physical Education in the Elementary School ..... 404

A Desk for Billie ..... 404

Destinations of Tomorrow ..... 430

Development of the American Republic ..... 437

Development of the Ship ..... 437

Devil's Island, U.S.A. .... 437

Diary of an American Girl ..... 440

The Dinosaur Age ..... 426

Discovering Solids ..... 415

Disney Safety Tales ..... 408

Do You Dig Friendship? ..... 406

Documents of America ..... 437

Does Christ Live in Your Home? ..... 422

Domestic Vector Control by Basic Sanitation ..... 408

Donny Stories About Growing Up ..... 422

Don Quixote ..... 414

Down in the Forest ..... 419

Dr. Carter Takes a Drive ..... 408

Driving the Superhighways ..... 408

D-51x Kits for Fashioning Geometric Figures ..... 415

Durban Diary ..... 432

Duties of a Secretary ..... 403

## E

The Eagle's Strength ..... 431

Early English Poetry ..... 414

Early Medieval Music ..... 416

The Earth and Its Moons ..... 428

Earth-Curved Relief Maps ..... 432

East Africa and Ethiopia ..... 435

Easter in Jerusalem ..... 422

Eastward to Asia ..... 422

Edgar Allen Poe: Background for His Works ..... 414

Effective Salesmanship ..... 403

Electricity and Magnets ..... 430

Electronic Dynamic Demonstrator ..... 428

Elementary Chemistry ..... 428

The Elements of Composition ..... 416

1104 Sutton Road ..... 431

Emanuel ..... 422

The Engineering of Agreement ..... 403

Engines and How They Work ..... 428

English Literature ..... 414

Epic of Man ..... 437

Epidemiology of Staphylococcal Infection ..... 415

The Erie Canal ..... 437

Eroica ..... 417

Evangeline ..... 414

Evangelism ..... 422

Everybody Knows ..... 431

Exiles in the Holy Land ..... 422

Expanding World Relationships ..... 431

Exploring by Satellite ..... 428

Explorer in Space ..... 428

Exploring the Farmland ..... 426

Exploring Your Growth ..... 427

## F

Fabulous Fashions ..... 409

The Face of Red China ..... 432

Facing Reality ..... 406

A Fair Chance for Tommy ..... 408

The Fair—Community Work and Fun ..... 431

Faith for the Space Age ..... 422

Fall ..... 402

The Family Altar ..... 422

Family Living Around the World ..... 419

A Family of Amsterdam ..... 432

Family of Ghana ..... 432

A Family of Lisbon, Portugal ..... 432

Family Outings ..... 419

Family Shelter ..... 419

Famous French Fanfares and Marches ..... 417

Famous Poems that Tell Great Stories ..... 414

Farewell to Birdie McKeever ..... 440

Farming in Europe and Asia ..... 402

Farming in North and South America ..... 402

Fast is Not a Ladybug ..... 419

Fathers Go Away to Work ..... 419

Favorite Tales of Sherlock Holmes ..... 414

Fernandel the Dressmaker ..... 405

Ferryboat ..... 410

Fibers and Civilization ..... 410

Fifty Years of Modern Art ..... 402

Fifty Years of Modern Sculpture ..... 402

Fire Ant on Trial ..... 427

Fire Training ..... 408

Firehouse Dog ..... 412

First Aid for Aircrew ..... 408

The First Thanksgiving ..... 437

A Fish Family ..... 427

Five Additional Slidebooks (British Isles) ..... 432

Flags of the World ..... 437

Flower Drum Song ..... 416

Folk Songs from Erin ..... 418

Folksongs of Canada ..... 418

Folk Songs of Maine ..... 418

Foothold in Antarctica ..... 432

Footnotes of History ..... 437

For All the Children ..... 408

For God and My Country ..... 418

For Whither Thou Goest ..... 408

Forest Bables ..... 427

Forestry ..... 410

France ..... 432

The Fraternity Idea ..... 404

French and Indian War ..... 437

French for Children ..... 411

Frog Prince ..... 403

From This Land ..... 402

Front Page Bible ..... 422

Frontiers of Faith ..... 422

Full Speed Ahead ..... 410

The Fun Makers—An Evening with the Humorists ..... 414

Fun with Speech ..... 412

Functional Arithmetic ..... 415

Fundamentals of Diving ..... 418

The Future is Now ..... 431

## G

Galileo ..... 439

Garden of Gujerat ..... 436

Gates of Glory ..... 422

Gateways to the Mind—The Story of the Human Senses ..... 428

Genie, The Magic Record ..... 412

The Gentle Warrior ..... 416

Gentleman Jekyll and Driver Hyde ..... 408

Geographical Diamaps ..... 432

Geography Filmstrips ..... 432

Geography of South America: Five Northern Countries ..... 432

Geography of the Holy Land ..... 432

Geography of the United States—An Introduction ..... 432

Geology ..... 428

Georgia Lee Sings ..... 416

German Students' Songs ..... 418

Germany ..... 432

Germany: A Family in the Industrial Ruhr ..... 432

Germany: Feudal States to Unification ..... 438

Getting Ready for College ..... 406

Gift for Music ..... 405

The Glory of Ancient Egypt ..... 438

God of Creation ..... 422

God's Best Gift ..... 422

God's Wonders in a Children's Zoo ..... 422

God's Wonders in Mother's Garden ..... 422

God's Word in Man's Language ..... 422

Government and National Understanding: Stars and Stripes on Display ..... 436

Gospel Singing in Washington Temple ..... 422

Grandfather's Boyhood ..... 422

Thanksgiving ..... 422

Grandmother Makes Bread ..... 419

Grasshopper and Ant ..... 403

Great American Speeches ..... 438

Great Day in the Morning ..... 405

Great Lakes Shipping ..... 410

The Greatest Treasure ..... 436

Greece ..... 432

Greece: The Land and the People ..... 432

Greenland ..... 432

Gregory Learns to Read ..... 404

Grinding Wheels and Their Application ..... 409

Growing Up Day by Day ..... 406

Growth in Our Idea of God ..... 422

The Growth of a Harbor ..... 434

Growth of Flowers ..... 427

Gulliver's Travels ..... 414

Gypsy in the Trees ..... 427

## H

Habit Patterns ..... 406

Haiti ..... 434

Hamlet ..... 414

Happy Days With Carol and Peter ..... 419

Happy Folk Dances ..... 416

The Harbor ..... 410

The Harvest ..... 422

Hawaiian Islands ..... 434

Hawaii—U.S.A. .... 434

Health for Effective Living ..... 408

Health Heroes: The Battle Against Disease ..... 408

Healthy Families ..... 408

Heartbeat of Haiti ..... 422

The Heart Is a Rebel ..... 416

Heart of a Whale ..... 416

The Heart of the Philippines ..... 422

Heat, Light and Sound ..... 430

Hebraica ..... 418

Help for Young Hearts ..... 408

Helpers in our Community ..... 419

Helping Hands for Julie ..... 406

Here and Now ..... 422

Heredity and Family Environment ..... 416

Heritage Month ..... 438

The Heroic Soul—Poems of Patriotism ..... 414

Hi, Neighbor ..... 434

Highway Hearing ..... 410

The Highwayman ..... 414

Hillel: Teacher of Love ..... 422

Historically Speaking ..... 438

History—Ancient & Medieval ..... 438

The History of America's Cup ..... 418

The Holy Bible in Pictures (Catholic) ..... 422

The Holy Mass ..... 422

The Homeland of Jesus ..... 422

Homemaking Degrees of Achievement ..... 409

Homes Around the World ..... 434

How Do You Love Your Neighbor? ..... 440

How Does a Garden Grow? ..... 427

How Long the Night? ..... 423

How Much Affection? ..... 406

How Nature Protects Animals ..... 427

How Others Have Built ..... 423

How the Old Testament Came to Us ..... 422

How to Multiply Yourself ..... 403

How to Take the Guesswork Out of Your Hiring ..... 403

How to Use Tools ..... 419

How We Get Our Clothing ..... 419

How We Got Our Bible ..... 423

How We See and Hear ..... 428

How's Your Hearing? ..... 408

The Human Body: Nervous System ..... 427

The Human Body: Reproductive System ..... 427

Human Rights ..... 436

The Hunters ..... 402

Hydrogen ..... 430

The Hymns of Charles Wesley ..... 423

Hymns of the Nativity ..... 423

## I

I Wandered Lonely as a Cloud ..... 414

Imagination at Work ..... 403

Impressions of Holland ..... 434

In Such a Time ..... 423

In Which We Live ..... 428

India—The Land and the People ..... 434

Indonesia—New Nation of Asia ..... 434

Industrial Arts ..... 410

Industrial Canada ..... 434

Industry's Decisive Decade ..... 431

Ink and Rice Paper ..... 403

Insects Astray ..... 427

Insect Foods ..... 427

Inside the Atom ..... 430

Instruments of the Orchestra ..... 417

Instruments of the Symphony Orchestra ..... 416

Introducing the Woodwinds ..... 416

Interview with Margaret Chase Smith ..... 436

Interview with Robert M. Hutchins ..... 404

Interview with William O. Douglas ..... 436

Ionization ..... 430

Ireland ..... 432

Iron Curtain Lands ..... 434

Island Exiles ..... 440

Israel—An Adventure ..... 434

Israeli Children's Songs ..... 418

Italian Interludes ..... 434

Italy ..... 432

## J

Japan ..... 434

The Jeffersonian Heritage ..... 438

Jesus as a Boy ..... 423

Jesus' Formative Years ..... 423

Jewish Holidays ..... 423

Jewish Holidays and Prayers ..... 423

Jews in Distant Lands ..... 423

A Job or a Calling ..... 423

Joey and the Ranger ..... 419

John Paul Jones ..... 438

John Wesley ..... 423

Johnny's New World ..... 408

Jordan Valley ..... 434

Israeli Children's Songs ..... 418

Journey Down the Great Volga ..... 434

# Alphabetical Title Index

Judas Maccabaeus ..... 416  
Julius Caesar ..... 414

## K

Keats-Shelley ..... 414  
Keep Them Faithful ..... 423  
Kelly and Me ..... 405  
Knock on Every Door ..... 436  
The Korea Story ..... 438  
Korea Today ..... 434

## L

La Boheme ..... 416  
Labor and Childbirth ..... 415  
The Labor Movement: Beginnings and Growth in America ..... 438  
The Land That Men Passed By ..... 423  
Landmarks of America Series ..... 438  
Lands of the Far East ..... 434  
Launchings at Cape Canaveral ..... 438  
Laws of Conservation of Energy and Matter ..... 430  
The Laws of Gases ..... 430  
Learn Fluent Spanish ..... 411  
Learn Italian in Record Time ..... 411  
Learning as We Play ..... 404  
Leisure for the Lord ..... 423  
Let's Dance ..... 418  
Let's Keep Christmas ..... 423  
Let's Visit—Japan; Alaska; Mexico ..... 434  
Life and Times of the Iron Horse ..... 410  
Life in a Cubic Foot of Air ..... 427  
Life in Ancient Greece—Home and Education ..... 438  
Life in Ancient Greece—Role of the Citizen ..... 438  
Life in Norway ..... 434  
Life in the Alps (Austria) ..... 434  
Life Long Ago ..... 428  
The Life of Christ in Filmstrips ..... 423  
Life of Joseph—Life of Moses ..... 423  
Life of the Molds ..... 427  
Life Story of a Butterfly ..... 427  
Lifeline ..... 423  
Lift Thine Eyes ..... 406  
Light and Eyes ..... 430  
A Lincoln Portrait ..... 416  
Lincoln Speaks for Himself ..... 438  
Listen . . . and Sing ..... 418  
Listening Library ..... 440  
Little Animals ..... 427  
The Little Flowers of St. Francis ..... 423  
The Little Lie That Grew ..... 423  
Living and Growing ..... 427  
Living in Bible Lands ..... 423  
Living in the Soviet Union Today ..... 434  
Living Language Courses ..... 411  
The Living Word in Japan ..... 424  
Lohengrin and Meistersinger ..... 416  
London Crusade ..... 424  
The Longer Trail ..... 440  
The Long Stride ..... 424  
A Longer Shadow ..... 404  
Look Alert: Stay Unhurt ..... 408  
Look Up and Live ..... 424  
The Lord is My Shepherd ..... 418  
Lost Horizon ..... 414  
Lourdes (fs) ..... 424  
Lourdes (mp) ..... 424  
Lourdes and Its Miracles ..... 405  
Lovejoy ..... 438  
The Low Board ..... 418  
Lucky You ..... 408

## M

Macbeth ..... 414  
Madrigals ..... 418  
Magazine to Transparencies ..... 404  
The Magic Flute ..... 416  
Magic Highway U.S.A. ..... 410  
The Magic of Music ..... 417  
Magna Carta ..... 438  
The Magnificent Adventures of St. Paul ..... 424  
Mainline U.S.A. ..... 410  
Making a Living Around the World ..... 434  
Making Teaching Effective ..... 404  
Making the Most of Your Face ..... 408  
Making Wood Sculpture With Files ..... 403  
Man and the Moon ..... 428  
Man in the Doorway ..... 430  
Man in the Shadow ..... 405  
Manners in Public ..... 406  
Manners in School ..... 406  
Man's Early Musical Instruments ..... 416  
The Man Without a Country ..... 414  
Many Voices ..... 412  
Maps and Globes—What Are They? ..... 434  
Mars and Beyond ..... 428  
Mary ..... 414  
Masters of Modern Art ..... 403  
Material Handling Education ..... 410  
Materials for Teaching of Arithmetic ..... 415  
A Matter of Choice ..... 431  
The Meaning of Christmas ..... 424  
Mechanical Drawing ..... 410  
Medea ..... 414  
Medieval History ..... 438  
Meditation Music ..... 424  
Member of the Team ..... 406  
Members One of Another ..... 424  
Men Against Rock ..... 410  
Men Who Fish ..... 434  
The Metric System ..... 415  
Mexican Olla Makers ..... 434  
Mexico—Pattern for Progress ..... 434  
Microorganisms: Beneficial Activities ..... 427  
Microorganisms: Harmful Activities ..... 427  
Mid-Century Crusade ..... 424  
Mid-East Profile ..... 424  
The Middle East ..... 434  
The Mighty Fortress ..... 424  
A Mile to El Dorado ..... 410  
Milestones in Writing ..... 414  
The Miller Grinds Wheat ..... 419  
Minerals on Parade ..... 430  
Miniature Plants of the Desert ..... 427  
Mining ..... 410  
Minnesota—Star of the North ..... 434  
Modern French by Sound ..... 411  
Molly Grows Up ..... 424  
Money—Forms and Functions ..... 403  
The Moon ..... 428  
Mooli—Child of New India ..... 434  
Moses Mendelssohn ..... 440  
Mosquito Larval Habits ..... 427  
Mosquito Survey Techniques ..... 408  
Mother Deer and Her Twins ..... 427  
Moving Things on Land ..... 429  
Mr. Hare and Mr. Hedgehog ..... 419  
Mr. Texas ..... 424  
Murder on the Screen ..... 403  
Museum of Art ..... 403  
Music and Song of Italy ..... 416  
Music for Children ..... 416  
Music for Young Americans—Kindergarten ..... 416

My Right and My Cause ..... 424  
The Mystic Alhambra ..... 434

## N

The Nativity ..... 424  
The Nature of Glass ..... 410  
Nature Rhythms ..... 419  
Naval Wars with France and Tripoli ..... 438  
Navy Decline, The New Navy, The War with Spain ..... 438  
The Netherlands ..... 432  
The New Age of Architecture ..... 403  
New Faces of Africa ..... 424  
New Jersey ..... 434  
New Nation in West Indies ..... 434  
The New Role of Decision Making ..... 403  
New York International Airport ..... 410  
News Writing ..... 412  
Newsweek Talking Magazine ..... 412  
The Ninety and Nine ..... 424  
Nitric Acid Compounds & the Nitrogen Cycle ..... 430  
Nitrogen and Ammonia ..... 430  
Norway ..... 432  
None Goes His Way Alone ..... 424  
A Normal Birth ..... 415  
No Single Thing Abides ..... 414  
No Teacher Alone ..... 404  
Nursing in Communicable Disease Control ..... 408

## O

O Holy Night ..... 424  
Office Supervisors' Problems: The Grapevine ..... 403  
Off-Site Monitoring of Fallout from Nuclear Tests ..... 408  
Oiltown, U.S.A. ..... 424  
Old Yeller ..... 412  
Older Teens and Popularity Problems ..... 424  
Older Teens and Their Families ..... 424  
On the Death of Socrates ..... 411  
On Your Feet ..... 409  
One Little Indian ..... 408  
One Love—Conflicting Faiths ..... 424  
One Road ..... 434  
Once Upon a Time: Fairy Tales for Dramatization ..... 412  
Opera and Ballet Stories ..... 416  
Opportunities Unlimited ..... 431  
Orders of Insects ..... 427  
Original Children's Activity Songs ..... 416  
Osmosis ..... 427  
The Other Wise Man ..... 424  
Our American Government ..... 436  
Our Caribbean Neighbors ..... 434  
Our Colorful Capital ..... 434  
Our Family Works Together ..... 419  
Our Natural Resources ..... 435  
Our Productive Industry ..... 431  
Our School Life (Japan) ..... 404  
Our Sky ..... 429  
Our Texas Heritage ..... 435  
Our World ..... 435  
Outboard Outings ..... 409  
Outline Maps for History and Social Studies ..... 435  
Over the Backyard Grill ..... 409  
Over-the-Counter Selling ..... 403  
Overland . . . Underground! ..... 410  
The Ovulation of the Egg ..... 427

## P

Pablo Casals ..... 416  
Pageant of America ..... 438  
Palestine in Jesus' Day ..... 424  
Palgrave's Golden Treasury ..... 414  
Paradise Ditch ..... 438  
Paradise Lost ..... 414  
Paraguay: A New Frontier ..... 435  
Parliamentary Procedure for 4th-7th Grades ..... 404  
Parliamentary Procedure in Action ..... 404  
Partnerships Between Plants and Animals ..... 427  
Pathscope-Berlitz French Course ..... 411  
Patrick Henry's Famous Speech ..... 438  
The Patriot Plan ..... 438  
Pay Dirt ..... 410  
Pediatrics ..... 415  
A Penny Saved ..... 438  
People and Pets ..... 409  
People with a Purpose ..... 408  
Percussion, Pulse of Music ..... 416  
Perri ..... 427  
Peter's Resurrection Faith ..... 421  
Piccolo, Saxie, & Co. ..... 416  
Picture Book Parade, Series II ..... 419  
Pictures Teach at Penfield ..... 404  
Pilgrimage ..... 424  
A Pilgrimage for Liberty ..... 435  
Pinocchio ..... 414  
The Pioneer Burro ..... 438  
Pipes in the House ..... 429  
Plan for Learning ..... 404  
Plane Geometry by Record ..... 415  
Plants Make Food ..... 427  
Plastic Relief Contour Maps of U.S.A. ..... 435  
Poetry of the Negro ..... 414  
The Poetry of William Beake ..... 414  
Point of Decision ..... 404  
Policeman Walt Learns His Job ..... 436  
Port 'Round the Clock ..... 409  
Portugal ..... 432  
Post-Natal Care ..... 416  
The Power of the Resurrection ..... 424  
Praise to the Lord—Hymns of the Church Year ..... 424  
Pre-Natal Care ..... 416  
Prescription for Better Drilling ..... 410  
The Presence of Our Past ..... 438  
Prevention and Control of Staphylococcal Infections ..... 416  
Princess Cinderella ..... 405  
Print with a Brayer ..... 403  
The Prisoner of Chillon ..... 414  
Problems of the Middle East ..... 435  
Problems of Modern Dating ..... 406  
Progress in Southeast Asia ..... 431  
Project 20 ..... 438  
The Protest ..... 440  
PTA at Work ..... 404  
Public Health Aspects of Poultry Processing ..... 409  
A Puppy for Christmas ..... 420  
Pursuit of the Graf Spee ..... 405

## Q

The Quill ..... 412

## R

The Race for Space ..... 429  
The Raftsmen ..... 438  
Railroad Builders of the North ..... 410

# Alphabetical Title Index

Reach for Tomorrow ..... 409  
 Reading Films ..... 404  
 Reading Records ..... 412  
 Record Time Language Series ..... 411  
 Red China and the United Nations ..... 438  
 Regina ..... 416  
 The Relaxed Wife ..... 416  
 Religious Film Disc Kits ..... 424  
 The Reluctant Dragon ..... 414  
 Rembrandt: Painter of Man ..... 403  
 Report Card on Vision ..... 404  
 Report on Opica ..... 435  
 Reptiles and Their Characteristics ..... 427  
 Rescue Breathing ..... 409  
 Rescue Party ..... 409  
 Research in Steel ..... 429  
 The Return ..... 416  
 Revolt of a Generation ..... 438  
 Revolt of the Nobles and the Signing of the Charter ..... 438  
 Rhythm in Nature ..... 412  
 Rhythmic Motions in Growing Plants ..... 427  
 Rice in Today's World ..... 435  
 Richard Strauss ..... 417  
 Richard III ..... 414  
 Rip Van Winkle ..... 414  
 Rise of the English Monarchy ..... 438  
 Rise of the Roman Empire ..... 438  
 Rob Roy ..... 405  
 Rockets: Principles and Safety ..... 429  
 Rockets, Satellites ..... 430  
 Rockne of Notre Dame ..... 418  
 Rocks for Beginners ..... 429  
 Rome—the Vatican ..... 424  
 Roots of Religious Freedom ..... 439  
 Roy, Sheep Dog of the Scottish Highlands ..... 435  
 Rubber from Oil ..... 410  
 Rudi Comes to Canada ..... 440  
 Rural Life in South India ..... 435  
 Russian Poetry ..... 411  
 Russian Pronunciation ..... 411  
 Rutgers University Music Dictation ..... 416  
 RX Understanding ..... 416

## S

Safe Milk Saves Lives ..... 409  
 The Saga of the Bible ..... 424  
 Salem Witch Trials ..... 439  
 Sales Report—Zero ..... 403  
 The Salmon's Struggle for Survival ..... 427  
 Sam'l and Social Security ..... 436  
 San Francisco, 1945 ..... 436  
 Satellite Globe ..... 429  
 Satellites: Stepping Stones to Space ..... 429  
 Scandinavia: A Regional Study ..... 435  
 School Progress 1800-1958 ..... 404  
 Science Fights Tooth Decay ..... 409  
 Science for Progress ..... 429  
 Science Teaching Kits ..... 429  
 Science Wall Charts ..... 429  
 The Scientists Speak: Biology ..... 428  
 Scott-Byron-Keats-Shelley, etc. .... 414  
 A Sculptor Carves a Giant ..... 403  
 Sea Otters of Amchitka ..... 428  
 Section Sixteen ..... 404  
 See It Now ..... 439  
 Seed Plants ..... 428  
 Segregation and the South ..... 440  
 The Senior High Conference Story ..... 424  
 Sentence Deferred ..... 436  
 Sermons for Young People ..... 424

Serving Christ ..... 425  
 Settling the Great Plains ..... 439  
 Seventeen Church Sonatas for Organ and Orchestra ..... 425  
 Share a Proud Tradition ..... 402  
 Sharing Sex Education ..... 404  
 Short Stores by Somerset Maugham ..... 414  
 Silent Killer ..... 436  
 Silhouette Fairy Tales ..... 403  
 Sicily—Island of Memory ..... 435  
 The Significant Years ..... 439  
 The Silver Shield ..... 425  
 Simon and Lucy of Alaska ..... 435  
 Simple Machines Help Us Work ..... 420  
 Singers in the Dark ..... 414  
 Singing Games ..... 417  
 Singing Square Dances ..... 417  
 Sit In and Solo ..... 417  
 A Sketchbook on Greatness ..... 425  
 Ski Flight to Austria ..... 418  
 Ski Movies ..... 418  
 The "Smith" System of Safe Driving ..... 409  
 The Snob ..... 406  
 Snow, Servant of Man ..... 429  
 Snow White and Rose Red ..... 409  
 Snuffy—Smokey Bear's Pal ..... 409  
 Social Dancing Made Easy ..... 417  
 Social Security and You ..... 436  
 Socrates ..... 439  
 Solar Energy Converter Solutions ..... 430  
 Some Neighborhood Helpers ..... 408  
 Soul Keeping ..... 425  
 Souls in Conflict ..... 425  
 Sound Effects ..... 412  
 Sound Effects for Drama Groups ..... 414  
 South Africa—A Preview ..... 435  
 South Africa's Game Parks ..... 435  
 So Will We Sing ..... 425  
 Space Pioneer ..... 429  
 Spanish Colonial Family of the Southwest ..... 439  
 The Spanish Conquest ..... 439  
 Spanish Instructo-Films ..... 412  
 Spanish: Introducing the Language ..... 412  
 Speech Preparation ..... 412  
 Spoken and Written French ..... 412  
 Spokesman for God ..... 425  
 The Sport of Diving ..... 418  
 Spotty the Fawn in Winter ..... 420  
 Square Dance Fair ..... 417  
 Stained Glass, Life of Jesus Christ Portrayed in ..... 425  
 Steamboat 'Round the Bend ..... 414  
 The Story of Anyburg, U.S.A. .... 409  
 The Story of Bellingrath Gardens ..... 435  
 The Story of D-Day ..... 439  
 The Story of the Goose and the Gander ..... 412  
 The Story of Pope Pius XII ..... 425  
 The Story of the Pilgrims ..... 439  
 The Story of Thanksgiving ..... 425  
 The Story of the Pope ..... 425  
 The Story of the Prophets ..... 425  
 A Story of Two Men ..... 404  
 Stories About Joseph ..... 425  
 Stories of the Childhood of Jesus ..... 425  
 Storybook Friends ..... 420  
 Strange Gift ..... 425  
 Strangers ..... 406  
 Stravinsky: Le Sacre du Printemps ..... 417  
 The Student Council in Action ..... 404  
 Successful Scholarship ..... 406  
 Sunday on the Range ..... 425  
 Sunday School Age Groups ..... 425  
 Sunday School Class Officers ..... 425  
 The Sunken Forest ..... 428

Swan Dive and Front Jackknife ..... 419

## T

The Tabernacle (According to the Bible) ..... 425  
 Taiwan ..... 435  
 Take Three Hearts ..... 409  
 A Tale of Two Cities ..... 414  
 Tales of Hans Christian Andersen ..... 414  
 Teacher Improvement ..... 425  
 Teaching Games ..... 420  
 Teaching Today ..... 404  
 Teaching Tools ..... 404  
 Teenage Topics for Christian Youth (12-14 yrs.) ..... 425  
 Teenage Topics for Christian Youth (15-17 yrs.) ..... 425  
 Technology and You ..... 408  
 Tent Life in Bible Lands ..... 435  
 Texas Folksongs ..... 418  
 Texas Geography ..... 435  
 Texas Lady ..... 405  
 Thanks to Beef ..... 409  
 Thanksgiving with Carol and Peter ..... 425  
 Thanksgiving with Jesus ..... 426  
 They Voted Yes ..... 405  
 Third Avenue L ..... 410  
 This is Central America ..... 435  
 This is Exploring ..... 405  
 This is France ..... 435  
 This is Nursing ..... 408  
 This is Palmyra ..... 426  
 This is Russia ..... 406  
 This is Synchronized Swimming ..... 419  
 This is You ..... 409  
 This Way to Heaven ..... 426  
 Thorncliffe ..... 435  
 3 Feet in a Bed ..... 406  
 Three Stories for Children ..... 412  
 Threni: Lamentations of the Prophet Jeremiah ..... 417  
 Thus Saith the Lord ..... 426  
 Thy Word Giveth Light ..... 426  
 Tibetan Traders ..... 435  
 Time ..... 429  
 The Time of Desire ..... 406  
 A Tip or a Talent ..... 426  
 Toll TV—What It Means to You ..... 440  
 Tommy's Healthy Teeth ..... 409  
 Tongues of Fire ..... 426  
 Toot, Whistle, Plunk and Boom ..... 417  
 Toward Emotional Maturity ..... 416  
 Town Meeting of the World ..... 436  
 Trade and Transportation ..... 410  
 Training Kit for Using Audio-Visuals in a Church ..... 426  
 Transportation by Air ..... 410  
 Transportation by Water ..... 410  
 Transportation Facilities of the World ..... 410  
 A Treasure in Books ..... 412  
 Treasures of the Forest ..... 411  
 Trick or Treat ..... 435  
 The Troublemaker ..... 406  
 Trucks Work for Us ..... 411  
 True Books ..... 420  
 The True Story of the Civil War ..... 439  
 Turkey ..... 432  
 Turkey: A Strategic Land and Its People ..... 435  
 Turmoil in the Arab World ..... 439  
 Twelfth Night ..... 415  
 20th Century Bookkeeping and Accounting ..... 403  
 Twilight for the Gods ..... 406  
 Two Sea Stories by Joseph Conrad ..... 415  
 The Two Worlds of Ann Foster ..... 426

## U

Un Pueblo de Espana ..... 412  
 Understanding the Bible Lands ..... 426  
 Understanding Others ..... 406  
 Understanding Parents, Education and Self ..... 406  
 UNESCO and Japan ..... 436  
 The Union ..... 439  
 The Unique Contribution ..... 405  
 The United Kingdom ..... 432  
 The United Nations and World Disputes ..... 439  
 The United States ..... 432  
 United States Expansion Overseas ..... 439  
 The Un-Typical Politician ..... 436  
 U.P.A. Cartoons ..... 403  
 U.S.A. ..... 439  
 Using Part of a Dollar ..... 415

## V

Vamos a Columba ..... 412  
 Varicose Veins ..... 428  
 Veep ..... 436  
 Victory at Sea ..... 417  
 Village Reborn ..... 426  
 Vintage Holiday ..... 435  
 Vision Tests ..... 409  
 Visit Illinois ..... 439  
 A Visit to West Germany ..... 435  
 Vitelloni ..... 406  
 Vocational Education ..... 410  
 Voice in the Mirror ..... 406  
 Volumes of Cubes, Prisms and Cylinders ..... 415  
 Volumes of Pyramids, Cones and Spheres ..... 415

## W

Wait a Minute ..... 426  
 War and Peace ..... 417  
 War Ballads U.S.A. .... 418  
 War of Independence ..... 439  
 The Washington Mosque ..... 426  
 Washington State ..... 436  
 Watch on the Ruhr ..... 439  
 Water for the Community ..... 409  
 Waterfowl in Action ..... 428  
 Water, Lifeblood of the West ..... 436  
 The Water People ..... 436  
 Wave Propagation and Antenna Theory ..... 430  
 The Way ..... 426  
 The Ways of Mankind ..... 439  
 Ways to find Out ..... 412  
 We All Take Turns ..... 420  
 The Weary Blues, and other poems ..... 415  
 Wealth in the Ocean ..... 436  
 West Africa ..... 435  
 The West Colesville Story ..... 409  
 Westminster Abbey ..... 426  
 Westward Growth of Our Nation (1803-1853) ..... 439  
 We Use Power ..... 429  
 What About Prejudice? ..... 406  
 What About School Spirit? ..... 405  
 What Are Stars? ..... 429  
 What Can I Find in an Encyclopedia? ..... 412  
 What is the Judge? ..... 436  
 What Makes Rain? ..... 429  
 What Makes the Wind? ..... 429  
 What the Bible Says ..... 426  
 What Transportation Means to Us ..... 436  
 "What's in a Name?" ..... 411  
 The Wheel on the School ..... 412

# Alphabetical Title Index

Wheel and Rails..... 411  
 When the Littlest Camel  
 Knelt..... 426  
 Where Jesus Lived..... 426  
 "Where There's a Will"..... 409  
 Where Your Heart Is..... 426  
 The Whiffenpoofs of Yale..... 418  
 The White Sheik..... 406  
 Who Should Decide?..... 406  
 Why the Kremlin Hates  
 Bananas..... 405  
 Wichita..... 406  
 Wild Animals of Pioneer  
 America..... 439  
 Wild Heritage..... 406  
 Wilderness Day..... 419  
 Will for Peace..... 436  
 William Penn and the  
 Quakers..... 439  
 Wonder of Grasshoppers..... 429  
 Wonder of Our Body..... 429  
 Wonder of Reproduction..... 429  
 Wonder of Water..... 429  
 The Wonders of Nature..... 429  
 Wonders of Snow..... 429  
 Wonder World..... 429  
 The Woodpecker Gets  
 Ready for Winter.....  
 Word Building in Our  
 Language..... 412

World History—The Middle  
 Ages..... 440  
 World History Maps..... 440  
 World History—Year 1958..... 440  
 The World I Live In..... 426  
 The World Is Yours..... 431  
 The World of Man..... 418  
 The World of Man..... 426  
 The World of Molecules..... 430  
 The World's a Stage..... 415  
 The World Starts with  
 Jimmy..... 406

## Y

The "Y" that Wouldn't Die..... 440  
 Yankee Legend..... 418  
 You and Your Driving..... 409  
 You Shall Receive Power..... 426  
 Your Attitude Is Showing..... 403  
 Your Meat Inspection  
 Service..... 436  
 Your Miniature World..... 440  
 Young Teens and Their  
 Problems..... 426  
 Young Teens and Popularity  
 Families..... 426

## USE THESE COUPONS TO GET FREE A-V INFORMATION

Fill out these coupons if you want more information about materials you read about this issue. Clip the coupons and send them **EDSCREEN & AVGUIDE**, Readers' Serv Dept., 2000 Lincoln Park West, Chicago Illinois.

Please send me more information about.....

which is announced or advertised on page.....  
of this issue of **EDSCREEN & AVGUIDE**.

My Name.....

Address.....

Please send me more information about.....

which is announced or advertised on page.....  
of this issue of **EDSCREEN & AVGUIDE**.

My Name.....

Address.....

Please send me more information about.....

which is announced or advertised on page.....  
of this issue of **EDSCREEN & AVGUIDE**.

My Name.....

Address.....

Please send me more information about.....

which is announced or advertised on page.....  
of this issue of **EDSCREEN & AVGUIDE**.

My Name.....

Address.....

Please send me more information about.....

which is announced or advertised on page.....  
of this issue of **EDSCREEN & AVGUIDE**.

My Name.....

Address.....

## MAKE SURE YOU GET EVERY MONTHLY ISSUE

Not a subscriber — yet? Subscription running out? Just as this August issue is a surprise bonus for all our subscribers, we've got lots of pleasant A-V "firsts" up our sleeves. **SCREEN & GUIDE** is on the move — to bring you a **complete** audio-visual magazine . . . one you can't afford to be without.

So — if your subscription has expired, if it's going to expire, or if you're a new subscriber, clip and return this coupon **today**. You'll be glad you did.



MAIL TODAY

**Educational Screen & A-V Guide**  
2000 Lincoln Park W., Chicago 14, Ill.

ENTER MY  ONE YEAR, \$4.00  
 SUBSCRIPTION  TWO YEARS, \$6.50  
 FOR  THREE YEARS, \$8.00

Add \$.50 per yr. for Canada — \$1.00 per yr. for foreign

NAME.....

ADDRESS.....

CITY..... ZONE.....

STATE.....

TITLE OR POSITION.....

NEW SUBSCRIBER  RENEWAL  
 PAYMENT ENCLOSED  SEND BILL

# TRADE NEWS

## Record Sales Boom

The tenth anniversary of the introduction of the long-play record finds this type of platter with 68 percent of all record sales, according to Columbia Records. Its own 1958 output was 25 percent above 1957; total volume up 12 percent; biggest sales year in the company's history. Both record and phonograph sales reflected growing consumer interest in stereo, according to the report, "despite certain confusion that inevitably accompanies introduction of any new product such as stereo, the public apparently understands that all records will sound better on stereo equipment and that no past or present purchases are obsolete."

## TV Needs Film

Crawley Films of Canada call attention to the fact that of the top ten (Nielsen rating) TV programs at year's end, every one was a filmed show, not a single one was live. A Crawley crew is to spend a full year on location, producing a series of 13 half-hour films in both French and English, on the lives of the people who live along the 700 miles of the north shore of the St. Lawrence River, all the way from Quebec to Strait of Belle Isle.

## Beseler Handling "Topcon"

The "Topcon" single-lens reflex camera and associated photographic accessories will be sold in this country by the Charles Beseler Company. Tokyo-trained repair specialists will service the line at the Beseler plant.

## A Convention Gimmick, Too

"Planotype" alphabets in ten type sizes are now available transparent as well as opaque. A recent Ozalid convention exhibit showed how to use both types in making overhead transparencies — and did a land office "business" besides in decorating conventioners' badges with the proper (?) "Bill" or "Chuck" or what-have-you nicknames. Distribution of "Planotype" is pushed by Camera Equipment Company.

## People in the News

James E. LeMay takes over Alan Finstad's post as Manager of Visual Aids at Ozalid; Alan moves over to Dage to head up their burgeoning educational TV promotion. Jim has a strong AV background, before serving as Ozalid's mid-west manager he was assistant chief of the AV Center at The Air University, Maxwell Field, Alabama.

Carl L. Bausch has retired as board chairman of the Bausch and Lomb Company, his place being taken by former president Carl S. Hallauer. Executive vice-president William W. McQuilkin becomes president and chief executive officer.

John R. Price, Advertising Director at Gates Radio Co., now carries the broader title of Director of Advertising and Public Relations.

Wally Moen, well known photo industry executive, has been appointed Sales Director for Geiss-America, distributor of recording, dictating and optical instruments. Featured is a pocket-sized wire recorder as well as a new drop-in magazine tape dictation machine. Distribution will be through audiovisual dealers.

Chester G. Cooley, president of Da-Lite Screen Company, announces the appointment of Murray Merson as retail division sales manager, operating out of Da-Lite's New York office. Da-Lite currently is celebrating its 50th Anniversary.

Forrest O. Calvin, founder (1931) of the 16mm film production laboratory that bears his name, becomes Board Chairman as Leonard W. Keck (37) takes over the presidency. Vice-pres Neal Keehn is now general sales manager but retains charge of company's well-known workshops. Comptroller James Y. Hash now secretary-treasurer. Old timers Lloyd Thompson, Larry Sherwood and Betty Calvin are board members.

F. Alton Everest switches from the production staff of the Moody Institute of Science to director of distribution, replacing G. Keith Hargett who resigned to join Westminster Films, Pasadena.

Irving Browning, president of Camera Mart, Inc., is offering for sale his museum collection of still and motion picture cameras dating back to the days of Daguerre and Brady. Mr. Browning is a member of the Association of American Museums and founder of the Society of Cinema Collectors and Historians.

Joseph E. Frederick, research chemist, has been named to the newly created post of manager of Ozalid's Customer Technical Service Department. Prior to joining Ozalid in 1957 Mr. Frederick was a high school chemistry teacher and Army research chemical engineer.

Don Parson, formerly with Moody Institute of Science, is the new West Coast representative for SVE. He will maintain a complete inventory to serve the Pacific Coast States.

Avalon Daggett announces the termination of her distribution agreement with Educational Film Distributors, Inc., and Morehouse Associates, Inc. Communications concerning her films are henceforth to be addressed to Avalon Daggett Productions, 441 No. Orange Drive, Los Angeles 36, Calif.

Adolph Wertheimer, featured speaker at a two-day sales training meeting arranged by the National School and Industrial Corp., at Raleigh, N.C., pointed out a tremendous A-V market in the equipping of 300,000 new classrooms and in the obsolescences of the many thousands of screens and other equipment installed prior to 1950.

## A SERVICE TO SUBSCRIBERS

RETURN this coupon to EdSCREEN & AVGUIDE,  
2000 Lincoln Park West Bldg., Chicago 14, Ill.

MARK items on which you want latest information.

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> arithmetic av aids</li> <li><input type="checkbox"/> art av materials</li> <li><input type="checkbox"/> audio components</li> <li><input type="checkbox"/> books on av subjects</li> <li><input type="checkbox"/> CABINETS</li> <li><input type="checkbox"/> film <input type="checkbox"/> slide <input type="checkbox"/> tape</li> <li><input type="checkbox"/> cameras &amp; photo equip.</li> <li><input type="checkbox"/> chalkboards</li> <li><input type="checkbox"/> charts, maps, models</li> <li><input type="checkbox"/> cinemascope lenses</li> <li><input type="checkbox"/> closed-circuit TV</li> <li><input type="checkbox"/> darkening equipment</li> <li><input type="checkbox"/> film cement</li> <li><input type="checkbox"/> film-editing equipment</li> <li><input type="checkbox"/> film laboratory service</li> <li><input type="checkbox"/> film shipping cases</li> <li><input type="checkbox"/> film titling</li> <li><input type="checkbox"/> film treatment service</li> <li><input type="checkbox"/> FILMS <input type="checkbox"/> Instructional</li> <li><input type="checkbox"/> foreign</li> <li><input type="checkbox"/> entertainment</li> <li><input type="checkbox"/> filmstrips</li> <li><input type="checkbox"/> filmstrip viewers</li> <li><input type="checkbox"/> flannelboards</li> <li><input type="checkbox"/> foreign language av</li> <li><input type="checkbox"/> guidance av materials</li> <li><input type="checkbox"/> LAMPS for             <ul style="list-style-type: none"> <li><input type="checkbox"/> projection</li> <li><input type="checkbox"/> flash <input type="checkbox"/> spot</li> </ul> </li> <li><input type="checkbox"/> language arts av</li> <li><input type="checkbox"/> music av materials</li> <li><input type="checkbox"/> phonographs and accessories</li> <li><input type="checkbox"/> phonograph records</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> physical ed. av materials</li> <li><input type="checkbox"/> picture sets</li> <li><input type="checkbox"/> prerecorded tapes</li> <li><input type="checkbox"/> primary materials</li> <li><input type="checkbox"/> projection pointers</li> <li><input type="checkbox"/> projector tables</li> <li><input type="checkbox"/> PROJECTORS <input type="checkbox"/> automatic             <ul style="list-style-type: none"> <li><input type="checkbox"/> auditorium film</li> <li><input type="checkbox"/> classroom film</li> <li><input type="checkbox"/> filmstrip <input type="checkbox"/> slide</li> <li><input type="checkbox"/> opaque <input type="checkbox"/> overhead</li> <li><input type="checkbox"/> stereo <input type="checkbox"/> micro</li> <li><input type="checkbox"/> soundslide</li> </ul> </li> <li><input type="checkbox"/> public-address systems</li> <li><input type="checkbox"/> reading accelerators</li> <li><input type="checkbox"/> recording equipment</li> <li><input type="checkbox"/> recording lab service</li> <li><input type="checkbox"/> recording tape</li> <li><input type="checkbox"/> reels and cons</li> <li><input type="checkbox"/> religious av materials</li> <li><input type="checkbox"/> science av materials</li> <li><input type="checkbox"/> screens</li> <li><input type="checkbox"/> slides</li> <li><input type="checkbox"/> slide-making accessories</li> <li><input type="checkbox"/> social studies av</li> <li><input type="checkbox"/> sound movie cameras</li> <li><input type="checkbox"/> soundslides</li> <li><input type="checkbox"/> splicers             <ul style="list-style-type: none"> <li><input type="checkbox"/> film <input type="checkbox"/> tape</li> </ul> </li> <li><input type="checkbox"/> tape recorders</li> <li><input type="checkbox"/> tape recorders &amp; playbacks</li> <li><input type="checkbox"/> transparencies</li> <li><input type="checkbox"/> travel &amp; geography</li> </ul> |
|---|--|

Name (print) .....

Position .....

Address .....

# Index to Producers and Primary Distributors

- ABP** — Associated Business Publications, 205 E. 42nd St., New York 17, N. Y.
- ABS** — American Bible Society, Audio Visual Dept., 440 Fourth Ave., New York 16, N. Y.
- ACE, INC.** — American Cinema Editors, Inc., 6772 Hollywood Blvd., Hollywood 28, Calif.
- ADL** — Anti-Defamation League of B'nai B'rith, 515 Madison Ave., New York 22.
- AEC** — Atomic Energy Commission, Box 30, Ansonia Station, New York 23.
- AETNA** Casualty and Surety, Hartford 15, Conn.
- AHA:** American Heart Association, 13 E. 37 St., New York.
- ALMANAC** Films, 516 Fifth Ave., New York 36.
- ALPARK** Educational Records, Inc., 40 E. 88th St., New York 28.
- ALTEC**-Lansing Corp., Anaheim, Calif.
- ALTS** — Audivision Language Teaching Service, 100 Church St., Suite 1852, New York 7, N. Y.
- AMBAPTIST** — American Baptist Convention, Department of Baptist Films, 152 Madison Ave., New York 16, N. Y.
- AMERFP** — American Film Producers, 1600 Broadway, New York 19, N. Y.
- AMEXPRESS** — American Express Co., 65 Broadway, New York, N. Y.
- ANEQUIP** — Animation Equipment Corp., 38 Hudson St., New Rochelle, N. Y.
- ANGEL** Records, 38 W. 48 St., New York 36.
- APTA** — American Physical Therapy Association, 1790 Broadway, New York 19, N. Y.
- ARCHITECTS** — American Institute of Architects, 1735 New York Ave., NW, Washington 6, D. C.
- ARDELLE** Manning Productions, P.O. Box 1250, Palo Alto, Calif.
- ARIZLANG** — Arizona Language School, 908 N. Third St., Phoenix, Ariz.
- ASIA** — The Asia Society, Inc., 18 E. 50th St., New York 22, N. Y.
- ASSOCIATION** Films Inc., 347 Madison Ave., New York 17.
- ASSOED** — Associated Educators, P.O. Box 470, State Teachers College, West Chester, Pa.
- ATLANTIS** Productions, Inc., 7967 Sunset Blvd., Hollywood 46, Calif.
- ATLAS** Film Corporation, 1111 South Blvd., Oak Park, Ill.
- AUDED** — Audio Education, Inc., 55 Fifth Ave., New York 3, N. Y.
- AUDIO AID** — Audio Educational Aids, Dept. 54, Box 250, Butler, Mo.
- AUTOMA** — Automobile Manufacturers Association, 320 New Center Bldg., Detroit 2, Mich.
- AUTONETICS** Div., North American Aviation, Inc., 9150 E. Imperial Highway, Downey, Calif.
- AVE:** Audio-Visual Enterprises, Box 8686, Los Angeles 8.
- AVIS** Films, Box 643, Burbank, Calif.
- BAILEY** Films Inc., 6509 DeLongpre Ave., Hollywood 28.
- BASIC** Skill Films, 1355 Inverness Drive, Pasadena 3, Calif.
- BEKARD** — Beckley-Cardy Co., 1900 N. Naragansett Ave., Chicago 39, Ill.
- BELLINGRATH** Gardens, Theodore, Ala.
- BFC:** Broadcasting and Film Commission, National Council of Churches of Christ in the U.S.A., 220 Fifth Avenue, New York 1.
- BGL** — Bausch & Lomb, Rochester, N. Y.
- BRADY** — Robert J. Brady Co., 3227 M Street, N.W., Washington 7, D. C.
- BRANDON** Films Inc., 200 W. 57 St., New York 19.
- BRETHREN** — Church of the Brethren, Audio-Visual Education Dept., General Offices, Eldon, Ill.
- BROADMAN** Press, 127 Ninth Ave., N., Nashville 3.
- BSA** — Boy Scouts of America, New Brunswick, New Jersey.
- BURMINES** — Bureau of Mines, Graphic Services, U. S. Dept. of the Interior, 4800 Forbes Ave., Pittsburgh 13, Pa.
- CABOT** Records, 4805 Nelson Ave., Baltimore 15, Md.
- CAEDMON** Sales Corp., 277 Fifth Ave., New York 16.
- CAMDEN** Records, 155 E. 24th St., New York 10, N. Y.
- CANHAM** — Don Canham, Champions on Film, 303½ S. Main St., Ann Arbor, Mich.
- CANYON** Films of Arizona, 384 N. 7th Ave., Phoenix, Ariz.
- CASSYD** — Syd Cassyd, 917 S. Tremaine, Los Angeles 19, Calif.
- CATHEDRAL** Films, Inc., 140 N. Hollywood Way, Burbank, Calif.
- C&B** Enterprises, 6314 La Mirada, Hollywood 38, Calif.
- C-BEF:** C-B Educational Films, Inc., 703 Market St., San Francisco 4, Calif.
- CCUSA** — Chamber of Commerce of the United States, Audio-Visual Service Dept., 1615 H St., N.W., Washington 6.
- CEP:** Christian Education Press, 1505 Race St., Philadelphia 7.
- CFD** — Classroom Film Distributors, Inc., 201 N. Occidental Blvd., Los Angeles 26, Calif.
- CFI** — Canadian Film Institute, 142 Sparks St., Ottawa, Ont., Canada.
- CHAMPAPE** — Champion Paper and Fibre Co., Dept. of Public Relations, Hamilton, Ohio.
- CHANCEL** Co., 1637 Spruce St., Philadelphia 3, Pa.
- CHILDRESS** — Children's Press, Inc., Jackson Blvd. & Racine, Chicago 7, Ill.
- CHITTICK** — Walter S. Chittick Company, 1212 Chestnut St., Philadelphia 7, Pa.
- The CHRISTOPHERS**, 18 E. 48th St., New York 17, N. Y.
- CHURCH-CRAFT** Pictures, 3312 Lindell Blvd., St. Louis 3.
- CHURCHILL-Wexler**, 801 N. Seward St., Los Angeles 38.
- CM** — Curriculum Materials Corp., 14 Glenwood Ave., Raleigh, N. Car.
- CMF** — Christian Mission Films, P.O. Box 27833, Hollywood 27, Calif.
- CNR:** Canadian National Railways, Windsor Station, Montreal, Quebec, Canada.
- COCA COLA** Co., 515 Madison Ave., New York 22, N. Y.
- COLREC:** Columbia Records, 799 Seventh Ave., New York 19.
- COLSI** — Color Slide Encyclopedia, P.O.B. 123, Cincinnati 31, Ohio.
- COLUDISCS** — Columbia University Educational Discs, 1125 Amsterdam Ave., New York 25, N. Y.
- COLWIL** — Colonial Williamsburg, Film Distribution Office, Williamsburg, Va.
- CONCORDIA** Films, 3558 S. Jefferson Ave., St. Louis 18.
- CONGR** — Congregational Christian Missions Council, 287 Fourth Ave., New York 10.
- CONSERVATIVE** Baptist Foreign Mission Society, 353 Wellington Ave., Chicago 14, Ill.
- CONTEMPORARY** Films, Inc., 13 E. 37 St., New York 16.
- CORAL** Records, 50 W. 57th St., New York 19, N. Y.
- CORONET** Films, 65 E. South Water St., Chicago 1.
- COTTON** — National Cotton Council, POB 9905, Memphis 12, Tenn.
- COX** — Paul Cox, Educational Film Distributors, Inc., Hollywood 28, Calif.
- CREATIVE** Education, Inc., 340 N. Milwaukee Ave., Libertyville, Ill.
- CREDIT** Union National Association, Public Relations Dept., Madison 1, Wisc.
- CROP** — Christian Rural Diverseas Program, Elkhart, Ind.
- C-W** — Churchill-Wexler Film Productions, 801 North Seward St., Los Angeles 38, Calif.
- CWS** — Church World Service, National Council of Churches of Christ, 215 Fourth Ave., New York 3, N. Y.
- CYANAMID** — American Cyanamid Co., Lederle Laboratories Div., Pearl River, N. Y.
- DAGGETT**, Avalon, Productions, 441 N. Orange Drive, Los Angeles 36.
- DAVIS**, Robert, Box 512, Cary, Ill.
- DECCA** Records, 50 W. 57 St., New York 19.
- DELTA** Air Lines, Atlanta Airport, Atlanta, Ga.
- DELTA**FILM — Delta Film Productions, Inc., 7238 W. Touhy Ave., Chicago 31, Ill.
- DENIM** — The Denim Council, Public Relations Director, 375 Fifth Ave., New York 17, N. Y.
- DENOYER-Geppert** Co., 5235 Ravenswood Ave., Chicago 40.
- DEUSING:** Murl Deusing Productions, 5325 W. Van Beck Ave., Milwaukee 19, Wisc.
- DINER** — Leo Diner Films, 332 Golden Gate Ave., San Francisco 2, Calif.
- DISCIPLES** of Christ (United Christian Missionary Society), 222 S. Downey, Indianapolis 7, Ind.
- DISNEY**, Walt, Productions, 16mm Division, 2400 W. Alameda Ave., Burbank, Calif.
- DISNEYLAND** Records, 2400 W. Alameda Ave., Burbank, Calif.
- DOT** Records, 1507 N. Vine St., Hollywood, Calif.
- DOWLING**, Pat, Pictures, 1056 S. Robertson Blvd., Los Angeles 35.
- DRAMATIC** Publishing Co., 179 N. Michigan Ave., Chicago 1, Ill.
- DYNAMIC** Films, Inc., 112 W. 89th St., New York 24, N. Y.
- EAVI** — Educational Audio Visual, Inc., 57 Wheeler Ave., Pleasantville, N. Y.
- EBF:** Encyclopaedia Britannica Films Inc., 1150 Wilmette Ave., Wilmette, Ill.
- EDREC** — Educational Dance Recordings, Inc., POB 6062, Bridgeport, Conn.
- EDUFS** — Educational Filmstrips, Box 289, Huntsville, Texas.
- EFLA** — Educational Film Library Association, 250 W. 57th St., New York 19.
- EK:** Eastman Kodak Co., Audio-Visual Service, Rochester 4, N. Y.
- EMC** Recordings Corp., St. Paul 6.
- ENRICHMENT** Teaching Materials, 246 Fifth Ave., New York 1.
- EPGB** — Educational Productions, Ltd., London, SW1-East Ardsley, Wakefield, England.
- EPIC** Records, 799 Seventh Ave., New York 19.
- EPISCOPAL** — Audio-Visual Department, The Episcopal Church, 281 Fourth Ave., New York 10, N. Y.
- ERCH** — Evangelical & Reformed Church, 1505 Race St., Philadelphia 2, Pa.
- ERSERVE** — Educational Recording Service, 5922 Abernathy Drive, Los Angeles 45, Calif.
- ESSO** Standard Oil Co., Public Relations Dept., 15 W. 51st St., New York 19, N. Y.
- EXCELLO** — Ex-Cell-O Corp., Pure-Pak Division, 1200 Oakman Blvd., Detroit 32, Mich.
- EYE GATE** House Inc., 145-01 Archer Ave., Jamaica 35, N. Y.
- FA:** Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25.
- FAMILY** Films Inc., 5823 Santa Monica Blvd., Hollywood 38.
- FN:** Filmstrip House, 347 Madison Ave., New York 17.
- FILM EFFECTS** of Hollywood, Inc., 1153 Highland Ave., Hollywood 38, Calif.
- FILMSED** — Films for Education, 1066 Chapel St., New Haven, Conn.
- FIRST** National Bank, Minneapolis 2, Minn.
- FLASTATE** — Florida State University, Radio & Communications Dept., Tallahassee, Fla.
- FOLKWAYS** Records and Service Corp., 117 W. 46 St., New York 36.
- FON** — Films of the Nations, 62 W. 45th St., New York 19, N. Y.
- FORD** Motor Company, Motion Picture Dept., Dearborn, Mich.
- FORTUNE** — Fortune Films, 9 Rockefeller Plaza, New York 20, N. Y.
- FOTOTYPE**, Inc., 1414 Roscoe St., Chicago 13, Ill.
- FRENDAI** Productions, Inc., 435 S. El Molino, Pasadena 5, Calif.
- FRIENDSHIP** Press, 257 Fourth Ave., New York 10.
- FRITH** Films, 1816 N. Highland Ave., Hollywood 28.
- GEIGY** Chemical Corporation, Dyestuffs Div., Home Service Bureau, P.O. Box 430, Yonkers, N. Y.
- G-D** — Gardner-Denver Co., Film Library, Quincy, Ill.
- GENERAL FILMS** Inc., Box 601, Princeton, N.J.
- GJP** — Grover-Jennings Productions, P.O. Box 303, Monterey, Calif.
- GLORY** Records, 157 W. 57th St., New York 19, N. Y.
- GOSFILMS** — Gospel Films, Inc., Box 455, Muskegon, Mich.

- GREYSTONE** Corporation, 100 Sixth Ave., New York 13, N. Y.
- GYSY** Enterprises, Fort Washington, Pa.
- HALLMARK** Recordings, 81 Grenville St., Toronto 5, Ont., CANADA.
- HARCOURT** Brace & Co., 750 Third Ave., New York 17.
- HARLOW** — William M. Harlow, 115 Terrace Road, Syracuse 10, N. Y.
- HARVEST** Films, 90 Riverside Drive, New York 24, N. Y.
- HEIRLOOM** Records, Brookhaven, N. Y.
- HOCH** — Marion Hoch, 30 Grace Ave., Great Neck, N. Y.
- HOEFLER**, Paul, 7934 Santa Monica Blvd., Los Angeles 46.
- HOFFMAN** — Hoffman Electronics Corp., 3761 S. Hill St., Los Angeles 7, Calif.
- HOOK** — Thom Hook Films, 667 Madison Ave., New York 21.
- HUSIES** — The Humane Society of the United States, 1111 E. St., NW, Washington 4, D.C.
- ICR** Corporation, 281 State St., New London, Conn.
- IDEAL** Pictures, 58 E. South Water St., Chicago 1.
- IFB**: International Film Bureau Inc., 57 E. Jackson Blvd., Chicago 4.
- IFF**: International Film Foundation, 1 E. 42nd St., New York 17.
- ILLSTATE** — Illinois Departmental Information Service, State Capitol, Room 406, Springfield, Ill.
- INDIANA** University, Audio-Visual Center, Bloomington.
- IVAC** — International Visual Aids Center, 37 rue de Linthout, Brussels 4, Belgium.
- JAM** Handy Organization, 2821 E. Grand Blvd., Detroit 11.
- J-H** — Johnson Hunt Productions, Film Center, La Canada, Calif.
- JOLE** — Jole Company, 1027 Camino Ricardo, San Jose 25, Calif.
- KANSTATE** — Kansas State College, Dept. of Poultry Husbandry, Manhattan, Kans.
- KEYSTONE VIEW** Company, Meadville, Pa.
- KHTB** Productions, Inc., P.O. Box 5363, Chicago 80, Ill.
- KODAK** — Eastman Kodak Co., Nontheatrical Motion Picture Div., Rochester, N. Y.
- LESSER** — Irving M. Lesser, 1270 Sixth Ave., Rockefeller Center, New York 20, N. Y.
- LEXINGTON** Records, Pleasantville, N. Y.
- LIBRAPHONE** Inc., Box 215, Long Branch, N. J.
- LIFE** Filmstrips, 9 Rockefeller Plaza, New York 20.
- LIPPINCOTT** — J. B. Lippincott Co., 333 W. Lake St., Chicago 6, Ill.
- LIVLANG** — Living Language Courses, 100 Avenue of the Americas, New York 13, N.Y.
- LONG** Filmstrip Service, El Cerrito, Calif.
- M-C** Productions, 8764 Hollway Drive, Los Angeles 46, Calif.
- McKINLEY** Publishing Co., 809 N. 19th St., Philadelphia 30, Pa.
- MEA** — Michigan Education Association, Box 5007, Lansing 5, Mich.
- MEDARTS** — Medical Arts Productions, 821 Market St., San Francisco 3, Calif.
- MENORAH** Records, Inc., 257 E. Broadway, New York 2, N. Y.
- MENTOR** Records, 501 Madison Ave., New York 22, N. Y.
- MES** — Museum Extension Service, Mr. Henry Clay Gipson, 10 E. 43rd St., New York 17, N. Y.
- MESTON'S** Travels Inc., 3801 N. Piedras, El Paso, Texas.
- METHODIST** Publishing House, 201 Eight Ave. So., Nashville 2, Tenn.
- M-G-M** Records, 1540 Broadway, New York.
- MH** — McGraw-Hill Book Co., 330 W. 42 St., New York 36.
- MHFB** — Mental Health Film Board, Film Service Department, 166 E. 38 St., New York 16.
- M H I** — Materials Handling Institute, Inc., Irving M. Footlik, Sec'y College-Industry Com., 9116 Four Winds Way, Skokie, Ill.
- MITCHEL** — Hobart Mitchel, Wagner Square, Rye, N. Y.
- MODERN** Talking Picture Service Inc., 3 E. 54 St., New York 22.
- MODERN ENTERPRISES**, Box 455, Van Nuys, Calif.
- MOODY** Institute of Science 11428 Santa Monica Blvd., Los Angeles 25, Calif.
- MOYER** — Martin Moyer Productions, 900 Federal Ave., Seattle 2, Wash.
- MRI** — Magnetic Recording Industries, 126 Fifth Ave., New York 11, N. Y.
- MRP**: Mooney-Rowan Publications, Severna Park, Md.
- MUSED** — Music Education Record Corp., P.O. Box 445, Englewood, N. J.
- NASW** — National Association of Social Workers, 95 Madison Ave., New York 16, N. Y.
- NCTE** — National Council of Teachers of English, 704 S. 6th St., Champaign, Ill.
- NEA**: National Education Association, National Commission on Safety Education, 1201 16th St., N.W., Washington 6.
- NEUBACHER** Productions, 10609 Bradbury Road, Los Angeles 64.
- NEWBERY** Award Records, 221 Fourth Ave., New York 3, N. Y.
- NFCB** — National Film Board of Canada, Canada House — Suite 819, 680 Fifth Ave., New York 19, N. Y.
- NILES** — Fred A. Niles Productions, Inc., 22 W. Hubbard St., Chicago 10, Ill.
- NSCCA** — National Society for Crippled Children and Adults, 11 S. LaSalle St., Chicago 3, Ill.
- NTA** — National Telefilm Associates, Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.
- NWU** — Northwestern University, Film Library, Speech Annex 1, Evanston, Ill.
- NYC** — New York Central Railroad, Community Relations Dept., 466 Lexington Ave., New York 17, N. Y.
- NYSDH** — New York State Dept. of Health, 84 Holland Ave., Albany, N. Y.
- NYTIMES**. Office of Educational Activities, 229 West 43rd St., New York 36.
- OMEGA** Records, 854 N. Vine St., Hollywood 38, Calif.
- OMEGATAPE**, 854 N. Vine St., Hollywood 38.
- OSU** — Ohio State University, Department of Photography, Columbus 10.
- OPPENHEIMER** Publishers, 4805 Nelson Ave., Baltimore 15, Md.
- PANAMAIR** — Pan American World Airways, Supervisor — Films, 28-19 Bridge Plaza North, Long Island City 1, N. Y.
- PANORAMIC** Studios, 6122 N. 21st St., Philadelphia 38.
- PATHESCO** Educational Films, Inc., Coliseum Towers, 10 Columbus Circle, New York 19, N. Y.
- PESV** — Protestant Episcopal Seminary in Virginia, Arlington, Va.
- PHOLAB** — Photographic Laboratories, 3101 San Jacinto, Houston 4, Texas.
- PIZZO** Films, 80 Fairway Drive, Daly City, Calif.
- POETRY** Records, 475 Fifth Ave., New York 17.
- PORTAFILMS** Orchard Lake, Mich.
- PRENTICE-HALL**, Inc., Educational Book Div., Englewood Cliffs, N. J.
- PRESBYTERIAN** Distribution Service, 156 Fifth Ave., New York 10.
- PRODESIGN** — Product Design Company, 2796 Middlefield Road, Redwood City, Calif.
- PRTC** — Protestant Radio and Television Center, 2727 Clifton Road, N.E., Atlanta 6, Ga.
- PRUDENTIAL** Insurance Co. of America, Prudential Bldg., Newark 1, N. J.
- PURDUE** — The Audio-Visual Center, Purdue University, Lafayette, Ind.
- RAND McNALLY & Co.**, Box 7600, Chicago 80.
- RCA** Educational Services, Camden, N. J.
- REALIST**, Inc., 2051 N. 19th St., Milwaukee 5, Wisc.
- REFCHA** — Reformed Church in America, Visual Aids Service, 156 Fifth Ave., New York 10, N. Y.
- REMBRANDT** Film Library, 13 E. 37 St., New York 16.
- REVELL**, Inc., 4223 Glencoe Ave., Venice, Calif.
- ROSENE** — Nick and Rita Rosene, Filmstrip Distributors, Sierra Madre, Calif.
- ROTHCHILD** Film Corporation, 1012 E. 17th St., Brooklyn 30, N. Y.
- ROUNDTABLE** Productions, 139 S. Beverly Drive, Room 133, Beverly Hills, Calif.
- RP** — Row-Peterson & Co., Evanston, Ill.
- RUSTEN** Film Associates, 5910 Wayzata Blvd., Minneapolis 16, Minn.
- RUTGERS** — Rutgers University, New Brunswick, New Jersey.
- SCHNATZ** — Edwin Schnatz, 1716 Young St., Cincinnati 10, Ohio.
- SCISUP** — Scientific Supplies Co., Mr. J. W. Thompson, 600 Spokane St., Seattle 4, Wash.
- SELTZER** — Leo Seltzer Associates, Inc., 368 E. 69th St., New York 21, N. Y.
- SHS-WIS** — State Historical Society, 816 State St., Madison, Wisc.
- SIMMEL-Meservv**, Inc., 9113 W. Pico Blvd., Los Angeles 33, Calif.
- SIMONDS** Abrasive Co., Tacony & Fraley Streets, Philadelphia 37, Pa.
- SPOKEN** Word, The, 10 E. 39th St., New York 16, N. Y.
- SREB** — Southern Regional Education Board, 130 Sixth St. NW, Atlanta 13, Ga.
- SSA** — Social Security Administration, Equitable Bldg., Baltimore 2, Md. (And from SSA district offices)
- STANBOW** Productions, Inc., Valhalla, N. Y.
- STAPLES-Hoffman**, Inc., 500 E. Monroe Ave., Alexandria, Va.
- STEEL** — United States Steel Corp., Film Distribution Center, Advertising Division, 525 Wm. Penn Place, Pittsburgh 30, Penn.
- STRATCO** Audiovisuals, Ltd., POB 1883, Grand Central Station, New York 17, N. Y.
- STUR** — Stuart Reynolds Productions, 195 S. Beverly Drive, Beverly Hills, Calif.
- SVE**: Society for Visual Education Inc., 1344 W. Diversey Pkwy., Chicago 14.
- SWEETMAN** Productions, Walnut Hill Road, Bethel, Conn.
- SWFI** — Southwest Film Industries, 806 Roosevelt St., Tempe, Ariz.
- TAPEBOOKS**.
- TECHNICOLOR**, 533 W. 57th St., New York 19, N. Y. Mr. Fenne Jacobs.
- TELEPHONE** Engineering Co., Simpson, Pa.
- TETON** Films, 8120 Tunney Ave., Reseda, Calif.
- THORNE** Films, Inc., 1707 Hillside Road, Boulder, Colo.
- TOA**: Theatre Owners of America, Inc., 1501 Broadway, New York 36, N. Y.
- TRACHTENBERG** — Lee Trachtenberg Films, 90 Riverside Drive, New York 24, N. Y.
- TRAF-CO-CAL**, The Methodist Church, TRAF-CO, So. Calif.-Ariz. Conference, 655 W. 35 St., Los Angeles 7.
- TRANSFILM**, Incorporated, 35 W. 45th St., New York 36, N. Y.
- TRANSVISION** Inc., New Rochelle, N. Y.
- TRIBUNE** Films, Inc., 141 E. 44th St., New York 17, N. Y.
- TRADITION** Records, Box 72, Village Station, New York 14.
- TRFC** — Television, Radio and Film Commission, 655 W. 35th St. (University Park) Los Angeles 7, Calif.
- UAHC** — Union of American Hebrew Congregations, 838 Fifth Ave., New York City.
- UCLA** — University of California, Educational Film Sales Dept., Los Angeles 24.
- UCONN** — University of Connecticut, Home Economics Research Center, Storrs, Conn.
- UMICH** — University of Michigan, A-V Education Center, 4028 Administration Bldg., Ann Arbor, Mich.
- UMINN** — University of Minnesota, Audio-Visual Education Service, Westbrook Hall, Minneapolis 14, Minn.
- UN** — United Nations, U. S. Committee, New York City.
- UNDERWOOD** Corporation, Business Education Div., 1 Park Ave., New York 16, N. Y.
- UNFD** — United Nations, Film and Visual Division, Room 845, United Nations, New York, N. Y.
- UNICEF** — U. S. Committee for UNICEF, POB 1618, Church Street Station, New York 8, N. Y.
- UNUSUAL** Films, Bob Jones University, Greenville, S. C.
- USASIPRE** — United States Army Snow Ice and Permafrost Establishment, Wilmette, Ill.
- USC** — University of Southern California, Dept. of Cinema, University Park, Los Angeles 7.
- USCJE** — United Synagogue Commission on Jewish Education, 3080 Broadway, New York 3, N. Y.
- USDA**: U. S. Dept. of Agriculture, Motion Picture Section, Washington 25.
- USPHS** — U. S. Public Health Service, Box 185, Chamblee, Ga.
- USTEEL** — United Steel Workers of America, 1500 Commonwealth bldg., Pittsburgh 22, Pa.
- UWF**: United World Films, 1445 Park Ave., New York 29.
- VEC**: Visual Education Consultants Inc., 2066 Helena St., Madison 4, Wis.
- VISAD** — Visual Aid Materials Co., 3212 Butler Ave., Los Angeles 66, Calif.
- WALTSTERL** — Walt Sterling, 224 Haddon Road, Woodmere, L. I., N. Y.
- WARMIL** — Warren Miller Productions, 113 N. Vermont Ave., Los Angeles, Calif.
- WAYNE** State University, Audio-Visual Materials Consultation Bureau, Detroit 2.
- WESTMINSTER** Recording Sales Corp., 275 Seventh Ave., New York 1.
- WESTON** Woods Studios Inc., Westport, Conn.
- WHIT** — Whitney's, 150 Powell St., San Francisco 2, Calif.
- WHITEMORE** Associates, 16 Ashburton Place, Boston 8, Mass.
- WILCOX** — Roy Wilcox Productions, Inc., Allen Hill, Meriden, Conn.
- WILMAC** Recorders, 921 E. Green St., Pasadena, Calif.
- WORLD WIDE** Pictures, Box 1055, Sherman Oaks, Calif.
- YAF** — Young America Films, 18 E. 41st St., New York 17, N. Y.
- YALE** Records, Yale University S-V Center, 53 Sterling Memorial Library, New Haven, Conn.
- YALE** University Press, 386 4th Ave., New York 16.
- YESHIVA** University A-V Center, Film Sales Div., 526 W. 187th St., New York 33, N.Y.
- YLPF** — Your Lesson Plan Filmstrips, 516 Fifth Ave., New York 18, N. Y.
- YMCA World Service**, 291 Broadway, New York 7, N. Y.



## USE THESE COUPONS TO GET FREE A-V INFORMATION

Fill out these coupons if you want more information about equipment and materials you read about in this issue. Clip the coupons and send them to EDSCREEN & AVGUIDE, Readers' Service Dept., 2000 Lincoln Park West, Chicago 14, Illinois.

Please send me more information about \_\_\_\_\_

which is announced or advertised on page \_\_\_\_\_ of this issue of EDSCREEN & AVGUIDE.

My Name \_\_\_\_\_

Address \_\_\_\_\_

Please send me more information about \_\_\_\_\_

which is announced or advertised on page \_\_\_\_\_ of this issue of EDSCREEN & AVGUIDE.

My Name \_\_\_\_\_

Address \_\_\_\_\_

Please send me more information about \_\_\_\_\_

which is announced or advertised on page \_\_\_\_\_ of this issue of EDSCREEN & AVGUIDE.

My Name \_\_\_\_\_

Address \_\_\_\_\_

Please send me more information about \_\_\_\_\_

which is announced or advertised on page \_\_\_\_\_ of this issue of EDSCREEN & AVGUIDE.

My Name \_\_\_\_\_

Address \_\_\_\_\_

Please send me more information about \_\_\_\_\_

which is announced or advertised on page \_\_\_\_\_ of this issue of EDSCREEN & AVGUIDE.

My Name \_\_\_\_\_

Address \_\_\_\_\_

## BOOKLET REQUEST COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.  
Send me booklets offered by the following advertisers in this August issue.  
The numbers of the advertisers are listed as follows:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

NAME (print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

## ADVERTISED IN THIS ISSUE

- (1) Allied Radio—everything in electronics, page 417
- (2) American Bible Society—films, filmstrips, slides, posters, page 425
- (3) Audio-Master Corp.—record and transcription players, page 418
- (4) Audio Cardalog—record reviews on cards, page 420
- (5) AudioTronics—ATC300VR record player, page 423
- (6) Audio Visual Enterprises—study prints in color, page 439
- (7) Audio Visual Research—AVR Rateometer reading learning aid, page 411
- (8) Australian News and Information Bureau educational films, page 439
- (9) Bailey Films, Inc.—"I Choose Chemistry," "Kittens, Birth and Growth," films, page 427
- (10) Beseler, Charles, Co.—Slide-O-Film award page 389
- (11) Burke & James—photo equipment reference book, page 409
- (12) Camera Equipment Co., Inc.—Weinberg Watson projector, page 417
- (13) Camera Mart, The—Dual Sound Reader, page 415
- (14) Christian Education Press—religious filmstrips, page 423
- (15) Contemporary Films—"Between the Tides," film, page 417
- (16) Daggett, Avalon, Productions—film catalog, page 415
- (17) Davis, Robert, Productions—educational films, page 415
- (18) Dowling, Pat, Pictures—12 science films in color, page 429
- (19) DuKane Corp.—sound slidefilm projector, page 419
- (20) Eastman Kodak Co.—Pageant projectors, page 399
- (21) Educational and Recreational Guides, Inc.—photoplay filmstrips and study guides, page 407
- (22) Emde Products—slide frames and masks, page 423
- (23) Encyclopaedia Britannica Films—"Gloria and (y) David" Spanish language course, page 413; EBF Short Strips, inside back cover
- (24) Fiberbilt Case Co.—film shipping cases, page 431
- (25) General Film Laboratories Corp.—film processing front cover
- (26) Harwald Co., The—16mm sound projector, page 390
- (27) Indiana University—3 biology films, page 430
- (28) International Film Bureau—language teaching films, page 411; Foster Rewind, page 418
- (29) K.C.D. Products Co.—CLP film cleaner, page 430
- (30) Keystone View Co.—Keystone Standard projector, page 435
- (31) Levolor Lorentzen—AV venetian blind, page 387
- (32) Long FilmSlide Service—"Boy Scientist," filmstrip series, page 430
- (33) Miller, Warren, Production—ski film, page 418
- (34) Neubacher Productions—"Technology and You," film, page 408; "Library Adventure," film, page 411; "Space Scientist," film, page 430
- (35) Peerless Film Processing Co.—film conditioning, page 421
- (36) Petite Film Co.—science film, page 431
- (37) Plastic Products, Inc.—LuXout light control draperies, page 405
- (38) Radio-Mat Slide Co.—slide mats, page 431
- (39) Rapid Film Technique—film rejuvenation, page 431
- (40) Scribners', Charles, Sons—science filmstrips in color, page 393
- (41) Scripture Press—visual aids, page 431
- (42) Smith System Mfg. Co.—projector cabinets and stands, tape and film cabinet, page 437
- (43) Thorne Films, Inc.—educational film catalog, page 417
- (44) Union of American Hebrew Congregations—"Call for the Question," filmstrip, page 425
- (45) Vacuumate Corp.—film protective press, page 439
- (46) Victor Animatograph Corp.—Victor Soundview slidefilm equipment, back cover
- (47) Viewlex, Inc.—V-500 combination filmstrip and slide projector, page 391
- (48) Visual Sciences—science filmstrips, page 430
- (49) Yale University Press Film Service—social studies filmstrips and other materials, page 433

# TRADE DIRECTORY FOR THE AUDIO-VISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.  
Where a primary source also offers direct rental services, the double symbol (PD) appears.

FILMS	
<b>Association Films, Inc.</b> (PD)	Headquarters: 347 Madison Ave., N. Y. 17, N. Y.
	Regional Libraries: Broad at Elm, Ridgefield, N. J. 561 Hillgrove Ave., La Grange, Ill. 799 Stevenson St., San Francisco, Cal. 1108 Jackson St., Dallas 2, Tex.
<b>Australian News and Information Bureau</b> (PD)	636 Fifth Ave., New York 20, N. Y.
<b>Bailey Films, Inc.</b> (PD)	6509 De Longpre Ave., Hollywood 28, Cal.
<b>Bray Studios, Inc.</b> (PD)	729 Seventh Ave., New York 19, N. Y.
<b>Broadman Films</b> (PD)	127 Ninth Ave., North, Nashville 3, Tenn.
<b>Coronet Instructional Films</b> (P)	Coronet Bldg., Chicago 1, Ill.
<b>Dowling—Pat Dowling Pictures</b> (PD)	1056 S. Robertson Blvd., Los Angeles 35, Cal.
<b>Family Films, Inc.</b> (PD)	5823 Santa Monica Blvd., Hollywood 38, Calif.
<b>Hollywood Film Enterprises Inc.</b>	6060 Sunset Blvd., Hollywood 28, Calif.
<b>Ideal Pictures, Inc.</b> (D)	Home Office: 58 E. South Water St., Chicago 1, Ill.
	Branch Exchanges: 1840 Alcatraz Ave., Berkeley 3, Cal. 2408 W. Seventh St., Los Angeles 57, Cal. 714 - 18th Street, Denver 2, Colo. 1331 N. Miami, Miami 32, Fla. 52 Auburn Ave., N.E., Atlanta 3, Ga. 58 E. South Water St., Chicago 1, Ill. 2204 Ingersoll, Des Moines 12, Ia. 614 - 616 So. 5th St., Louisville 2, Ky. 1303 Prytania Street, New Orleans 13, La. 102 W. 25th St., Baltimore 18, Md. 40 Melrose St., Boston 16, Mass. 15924 Grand River Ave., Detroit 27, Mich. 1915 Chicago Ave., Minneapolis 4, Minn. 1402 Locust St., Kansas City 6, Mo. 3743 Gravois, St. Louis 16, Mo. 1558 Main St., Buffalo 9, N. Y. 233-9 W. 42nd St., New York 36, N. Y. 1810 E. 12th St., Cleveland 14, Ohio West Penn Bldg., Suite No. 204, 14 Wood St., Pittsburgh 22, Pa. 1201 S.W. Morrison, Portland 5, Ore. 18 Sa. Third St., Memphis 3, Tenn. 1205 Commerce St., Dallas, Tex. 54 Orpheum Ave., Salt Lake City, Utah 219 E. Main St., Richmond 19, Va. 1370 S. Beretania St., Honolulu, T.H.
<b>International Film Bureau</b> (PD)	57 E. Jackson Blvd, Chicago 4, Ill.
<b>Knowledge Builders (Classroom Films)</b> (PD)	Visual Education Center Bldg., Floral Park, N. Y.
<b>United World Films, Inc.</b> (PD)	1445 Park Ave., New York 29, N. Y. 542 S. Dearborn St., Chicago 5, Ill. 6610 Melrose Ave., Los Angeles 38, Cal. 287 Techwood Dr., NW, Atlanta, Ga. 2227 Bryan St., Dallas, Tex. 5023 N. E. Sandy Blvd., Portland 13, Ore. 1311 N. E. Bayshare Dr., Miami, Fla.

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.**

FILMSTRIPS	
<b>Broadman Filmstrips</b> (PD)	127 Ninth Ave., North, Nashville 3, Tenn.
<b>Children's Reading Service</b>	1078 St. John's Place, Brooklyn 13, N. Y.
<b>Curriculum Materials Corporation</b> (PD)	Headquarters Office 119 S. Raach St., Jackson, Miss.
	Regional Offices 1319 Vine St., Philadelphia, Pa. 10031 Commerce Ave., Tujunga, Calif. 14-20 Glenwood Ave., Raleigh, N. C.
<b>Family Filmstrips, Inc.</b> (PD)	5823 Santa Monica Blvd., Hollywood 38, Calif.
<b>Enrichment Materials Inc.</b> (PD)	246 Fifth Ave., New York 1, N. Y.
<b>Society for Visual Education</b> (PD)	1345 Diversey Parkway, Chicago 14
<b>Teaching Aids Service, Inc.</b> (PD)	Lowell Ave. & Cherry Lane, Floral Park, N.Y. 31 Union Square West, New York 3
<b>Visual Education Consultants, Inc.</b> (PD)	VEC Weekly News Filmstrips, 2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

<b>Broadman Films</b> (PD)	127 Ninth Ave., North, Nashville 3, Tenn.
<b>DuKane Corporation</b> (M)	St. Charles, Illinois
<b>Graflex, Inc.</b> (M)	(SVE Equipment) Rochester 3, New York
<b>Viewlex, Incorporated</b> (M)	35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

<b>Allied Radio Corporation</b> (MD)	100 N. Western Ave., Chicago 80, Ill.
--------------------------------------	---------------------------------------

## FLAGS, BANNERS, BUTTONS, AWARDS

<b>Ace Banner &amp; Flag Company</b> (M)	224 (FS) Haddon Rd., Woodmere, L.I., N.Y. All sizes—immediate delivery
--	---

## GLOBES — Geographical

<b>Denoyer-Geppert Company</b> (PD)	5235 Ravenswood Ave., Chicago 40, Ill.
-------------------------------------	--

## BIOLOGICAL MODELS & CHARTS

<b>Denoyer-Geppert Company</b>	5235 Ravenswood Ave., Chicago 40, Ill.
--------------------------------	--

## LABORATORY SERVICES

<b>Byron, Inc.</b>	1226 Wisconsin Ave., Washington, D. C. Complete 16mm & 35mm laboratory services.
<b>Geo. W. Colburn, Inc.</b>	164 N. Wacker Drive, Chicago 6, Ill.
<b>Hollywood Film Enterprises Inc.</b>	6060 Sunset Blvd., Hollywood 28, Calif.

## MOTION PICTURE PROJECTORS & SUPPLIES

<b>Graflex, Inc.</b> (M)	(Ampra Equipment) Rochester 3, N. Y.
<b>Bell &amp; Howell Co.</b> (M)	7117 McCormick Road, Chicago 45, Ill.
<b>Eastman Kodak Company</b> (M)	Rochester 4, New York
<b>Victor Division, Kalart Co.</b> (M)	Plainville, Conn.

## MAPS — Geographical, Historical

<b>Denoyer-Geppert Company</b>	5235 Ravenswood Ave., Chicago 40, Ill.
--------------------------------	--

## MICROSCOPES & SLIDES

<b>Denoyer-Geppert Company</b>	5235 Ravenswood Ave., Chicago 40, Ill.
--------------------------------	--

## PRODUCTION EQUIPMENT

<b>Camera Equipment Co.</b> (MD)	315 W. 43rd St., New York 36, N. Y.
<b>Florman &amp; Babb</b> (MD)	68 W. 45th St., New York 36, N. Y.
<b>S.O.S. Cinema Supply Corp.</b> (MD)	602 W 52nd St., New York 19, N. Y. 6331 Hollywood Blvd., Hollywood 28, Cal.

## RECORDS

<b>Children's Reading Service</b>	1078 St. John's Place, Brooklyn 13, N. Y.
<b>Enrichment Materials Inc.</b> (PD)	246 Fifth Ave., New York 1, N. Y.
<b>Folkways Records &amp; Service Corp.</b>	117 W. 46th St., New York, N. Y.
<b>Music Education Record Corp.</b> (P)	P.O. Box 445, Englewood, N. J. (The Complete Orchestra)

## RECORDERS — PLAYERS

<b>Allied Radio Corporation</b> (MD)	100 N. Western Ave., Chicago 80, Ill.
<b>Graflex, Inc.</b> (M)	Rochester 3, N. Y.

## SCREENS

<b>Radiant Manufacturing Co.</b>	8220 Na. Austin Ave., Martan Grave, Ill.
----------------------------------	--

## SLIDES

Key: Kodachrome 2 x 2. 3/4 x 4/4 or large

<b>Keystone View Co.</b> (PD-4)	Meadville, Pa.
<b>Meston's Travels, Inc.</b> (PD-2)	3801 North Piedras, El Paso, Texas
<b>Walt Sterling Color Slides</b> (PD-2)	224 (ES) Haddon Rd., Woodmere, L.I., N.Y. 4,000 slides of teacher world travels

## SOUND SYSTEMS

<b>Allied Radio Corporation</b> (MD)	100 N. Western Ave., Chicago 80, Ill.
--------------------------------------	---------------------------------------

## Local AV Dealers

### Illinois

**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

### New Jersey

**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark, N. J.

### Ohio

**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Massillon, Ohio

# AUDIOVISUAL

GUIDE

September, 1959



...ica: The Seventeenth and Eighteenth Centuries," Coronet Films

PUBLIC LIBRARY  
 ORDER DIVISION  
 325 SUPERIOR AV.  
 CLEVELAND, OHIO  
 RC-9979-12-59

-NO. 1

HOW TO CHOOSE EQUIPMENT - - page 476

# Teaching is easier, learning more fun with a **GRAFLEX-SVE SCHOOL MASTER** Filmstrip and Slide Projector

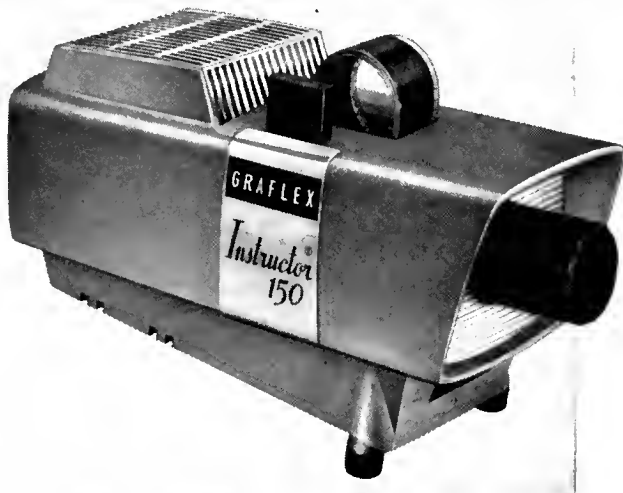


SCHOOL MASTER 750 SHOWN WITH ACCESSORY REWIND TAKE-UP  
AND SEMI-AUTOMATIC SLIDE CHANGER

Because the School Master gives you such brilliant projection (even in a partially lighted room), your class can see vividly what you are talking about. Your teaching materials are presented with maximum effectiveness and impact. Makes it easier for you to teach . . . more fun for your classes to learn.

The School Master converts from filmstrip to 2" x 2" slide projection in seconds, without tools or removal of parts. Threading and framing are simple and fast. Entire optical system removes as a unit for cleaning or replacing of lamp. Exclusive built-in carrying handle provides easy portability.

School Master Projectors are priced from \$84.50 and are available in 500 watt and 750 watt models, manual or remote control. Exclusive accessory Rewind Take-Up allows filmstrip to be rewound automatically into storage container; only \$7.50. Fits all School Master models.



## **NEW!** A **GRAFLEX** FILMSTRIP PROJECTOR

**TO MEET THE MODEST BUDGET**

*Instructor 150* only **\$39.95**

Exclusive Push-Button film advance mechanism is so simple any pupil can operate it. Just insert filmstrip into the projector, frame, focus, and push down film advance lever.

Permanently mounted 3" f/3.5 lens focuses from 19 inches. New 150 watt lamp with proximity reflector for brilliant projection. Exclusive lamp ejector for easy lamp replacement. Rear elevation adjustment. Complete operating instructions on rear plate of projector. At \$39.95, the lowest-priced filmstrip projector on the market!

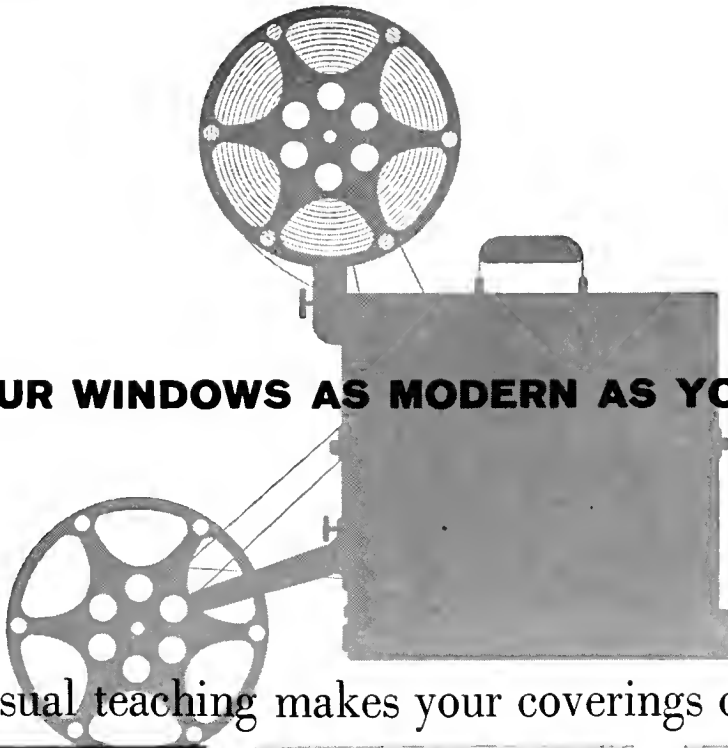
\*Trade Mark.

For additional information, write Dept. ES-99, Graflex, Inc., Rochester 3, N. Y. A subsidiary of General Precision Equipment Corporation. Prices are subject to change without notice.

**GRAFLEX®**

A  
**GENERAL  
PRECISION  
COMPANY**

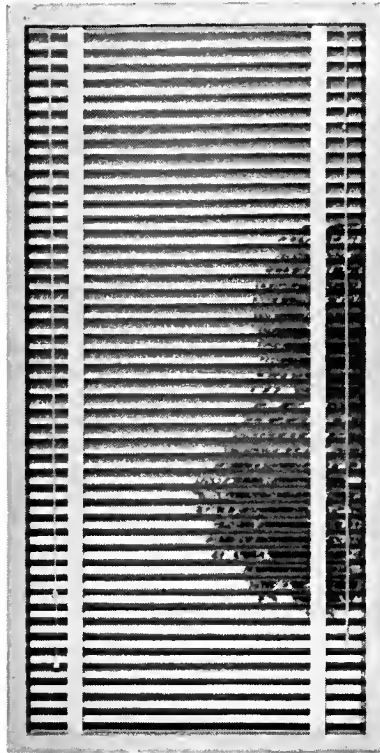
**ARE YOUR WINDOWS AS MODERN AS YOUR METHODS?**



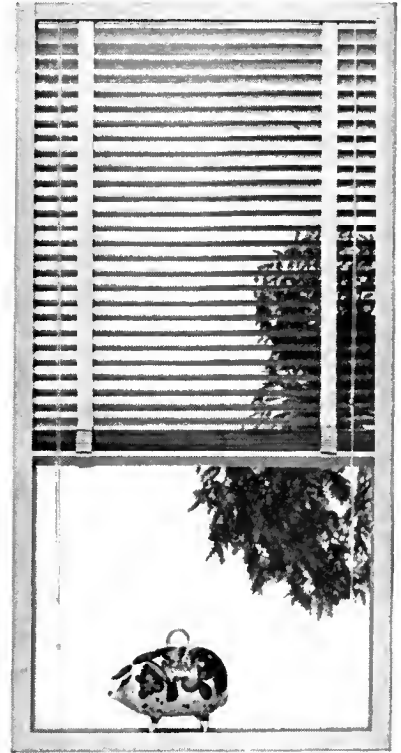
Audio-Visual teaching makes your coverings out of date unless...



**THEY MAKE ANY ROOM BLACK-OUT DARK IN SECONDS... EVEN AT NOON!**



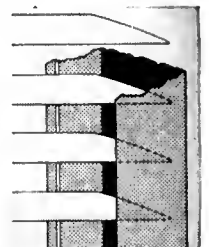
**YET GIVE AN INFINITE RANGE OF LIGHT CONTROL!**



**AND COST LITTLE TO START WITH... LESS TO MAINTAIN!**

*Sure*, black-out coverings get the room dark. But they don't cut down on glare. *Sure*, conventional coverings control daylight. But they don't achieve an effective black-out. That's why both are out of date as a one-room school! Only Flexalum Audio-Visual blinds can give you the precise light control you need for everyday class activities... and *also* plunge the room into absolute darkness for Audio-Visual teaching. Reasons: Flexalum is made with more slats, which means greater overlap—plus special light channels which keep light out around the sides. All this and you *save*, too. Because Flexalum also gives more years of service than any other type of window covering... *a promise we back with a five-year written guarantee*. Look into Flexalum for your school.

**AUDIO-VISUAL BLINDS**  
*Flexalum*®



Newest Flexalum exclusive: plastic-lined side-channels eliminate noisy "flutter"

Write for test results and specification data to: Bridgeport Brass Co.—Hunter Douglas Division, 405 Lexington Ave., New York 17, N. Y.

# AUDIOVISUAL

GUIDE

September, 1959 Volume 38, Number 9, Whole Number 379

## EDITORIAL

466 The Dismaying Lag

## ARTICLES

- 468 The Resourceful Teacher and AV *John L. Fea*  
 470 A Materials Center for Easy Access *F. Edgar Lane*  
 472 Vitalizing Geography Studies *Daniel Jacobson*  
 474 One Remedy for Reading Problems *J. Ralph Kemp*  
 476 Criteria for AV Equipment *Philip Fayen*

## DEPARTMENTS AND FEATURES

- 458 On the Screen  
 460 Have You Heard? News About People, Organizations, Events  
 462 Calendar of Coming Events  
 465 With the Authors  
 483 Audio *Max U. Bildersee*  
 486 Film Evaluations *L. C. Larson, Carolyn Guss*  
 490 AV in the Church Field *William S. Hockman*  
 491 Quo Vadis — Church Audiovisuals? *William F. Kruse*  
 493 Filmstrips *Irene F. Cypher*  
 495 New Equipment and Materials  
 503 Trade News  
 504 Helpful Books  
 506 Index to Advertisers  
 Inside Back Cover — Trade Directory for the AV Field

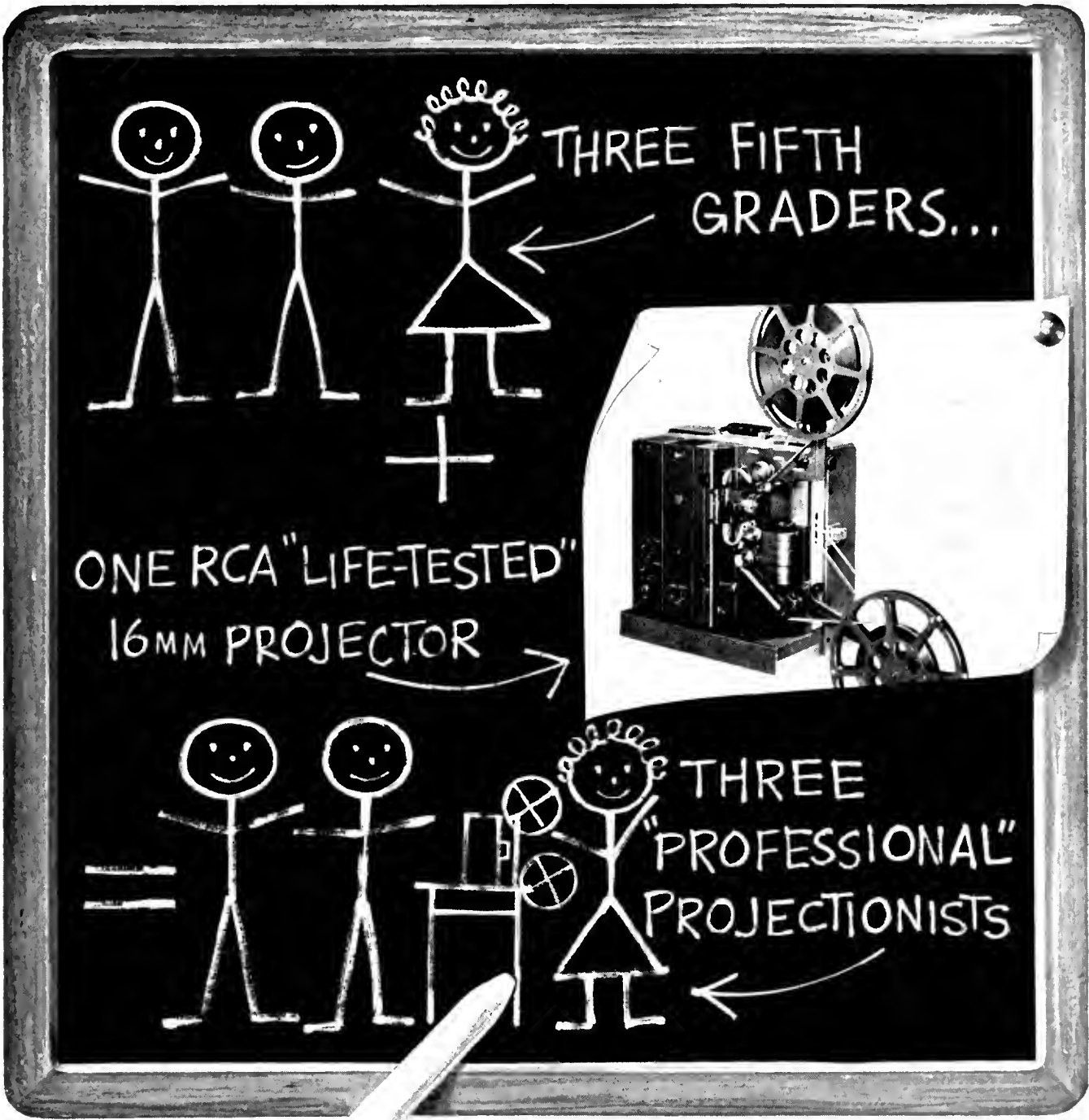


Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.  
 SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.  
 CHANGE OF ADDRESS should be sent immediately to

insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.  
 EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Barrington, Illinois; Business and Editorial Office, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Printed in the U.S.A. Re-entered as second-class matter October, 1953 at the post office at Barrington, Illinois, under the Act of March 3, 1879.

ENTIRE ISSUE COPYRIGHT 1959 BY THE EDUCATIONAL SCREEN, INC.



RCA "Life-Tested"\* 16mm Projectors are the only projectors with features engineered for one single purpose . . . operation so easy that the greenest amateur can roll a show with sight and sound as perfect as you'd expect from a professional projectionist.

**"Life-Tested" 16mm Senior Projector**  
Easiest film threading of any 16mm machine, designed for 1200-watt lamp to throw maximum light on screen, lubrication built in, powerful two-case model for big-area duty.

**"Life-Tested" 16mm Junior Projector**  
New pressure guides hold film with feather touch, easiest film threading ever designed, 1200-watt lamp throws most light on screen, compact one case model.

Look, listen and operate one at your RCA Audio-Visual dealer's or have him come and demonstrate. He's listed in your Classified

Directory under "Motion Picture Equipment and Supplies."

Ask him too, about new RCA "Scholastic" record players and tape recorders designed especially for rugged school use.

*\*Rigid endurance standards have been set for RCA "LIFE-TESTED" Projectors. Individual components as well as finished projectors are subjected to continuous testing to evaluate the durability and efficiency of all operating parts. "LIFE-TESTED" at RCA means better, more reliable performance from RCA projectors.*



**RADIO CORPORATION of AMERICA**  
AUDIO-VISUAL PRODUCTS • CAMDEN 2, N. J.

## Josephine Hoffman Knight Dies

Josephine Hoffman Knight, business manager and secretary-treasurer of EDUCATIONAL SCREEN & AUDIOVISUAL GUIDE, died in Chicago on August 7. Born in Spring Valley, Illinois, she was a graduate of the University of Illinois and a member of Phi Beta Kappa. Her personal life was closely bound with that of her sister, Mrs. Mary H. Hill, and her nephew, both of whom survive her. Her husband died in 1950.

Jo Hoffman Knight joined the staff of EDUCATIONAL SCREEN in its infancy, working under its founder, Nelson L. Greene, at all of the jobs necessary to turn out a monthly audiovisual magazine. She reported, she wrote, she edited, she reviewed, she sold ads, she kept books, she kept faith. It is possible the magazine could not have survived its lean years without the economies she devised and firmly enforced. She worked persistently, devotedly, in an unassuming way to develop EdSCREEN and the audiovisual idea. She seemed little concerned about who got the credit and praise. She worked hard and long—and obviously loved her work.

She had many friends in the field, especially within the audiovisual industry. She valued highly the contributions of the makers of equipment and materials. She knew many of the audiovisual pioneers. I can recall her smile when someone referred to her as a pioneer. What woman young, active and attractive as Jo was up to her untimely end wants to be so called? Yet indeed she was an AV pioneer, an AV great.

It might rightly be said that she gave her life to EDUCATIONAL SCREEN and the audiovisual field. Her devotion, her work month after month, year after year have left their mark permanently.

This is enough to say about her. She would prefer, I know, that space be used instead for ads and articles and editorials. The magazine is her most fitting memorial. She lives on in it and through it.

— June Sark Heinrich

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. ENID STEARN, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Assistant.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF Educational Screen & Audio-Visual Guide, published monthly at Barrington, Illinois, for September, 1959.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, H. S. Gillette, 2000 N. Lincoln Park West, Chicago 14; Associate Publisher, Marie C. Greene, 5836 Stony Island Ave., Chicago, Ill.; Editor, Paul C. Reed, 116 Grosman Terrace, Rochester, N. Y.; Managing Editor, Enid Stearn, 2000 N. Lincoln Park West, Chicago 14, Business Manager, Thea H. Bowden, 2000 N. Lincoln Park West, Chicago 14.

2. The owner is: The Educational Screen, Inc., 2000 Lincoln Park West Bldg., Chicago 14, Ill. H. S. Gillette, 255 Foster Pl., Lake Forest, Ill.; Marie C. Greene, 5836 Stony Island Ave., Chicago, Ill.; Paul C. Reed, 116 Grosman Terrace, Rochester, N. Y.; Estate of Josephine H. Knight, 162 Forest, Oak Park, Ill.; M. F. Sturdy, Swift &

AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools

MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California

W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia

CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia

EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City

F. EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida

F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles

SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington

CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan

ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin

DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia.

Co., Chicago, Ill.

3. The 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.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

H. S. GILLETTE  
Publisher

Sworn to and subscribed before me this 24th day of August, 1959.

J. A. Martin  
Cook County, Illinois  
Notary Public

My commission expires April 9, 1962

**Draper "V"**  
**PROJECTION SCREEN**  
*Gives You*  
**MORE for your MONEY**

- Aluminum "V" Bar  
Lightweight  
Durably designed
- Rolls up and down  
Neat and attractive
- Hangs on Map Rails,  
hooks, or clips
- Washable  
Non Beaded Surface  
Easy to clean
- Wide  
Angle  
Viewing
- Classroom proven  
Easy to Use
- Priced to allow one  
for every classroom

## 7 POPULAR SIZES

40" x 40".....	\$10.95
40" x 52".....	12.90
52" x 52".....	14.40
52" x 70".....	22.70
60" x 60".....	19.25
70" x 70".....	26.70
84" x 84".....	45.00

Write for Complete Information

L. O. PO Box 304  
**DRAPER SHADE CO.**  
SPICELAND, INDIANA





# A wide range of Coronet teaching films is available under National Defense Education Act



Each Coronet film is individually planned and produced to help classroom teachers, supervisors and counselors increase the effectiveness of their respective programs. All but a few of these films are available in full, natural color and in black-and-white.

**Special catalogues available free . . .**  
To simplify the selection of the most useful films in each area, Coronet has prepared condensed and special listings for Titles III, V, VI, and VIII. These catalogues not only list and describe the individual films, but also include suggestions on selection and purchase, as well as price quotations. They have been assembled into a convenient National Defense Education Kit, or may be requested individually as required. There are also new catalogues in other areas to assist in developing

a balanced program of instructional materials. Simply use the coupon below or write your special requirements to: **Coronet Films, Coronet Building, Chicago 1, Illinois.**

- . . . . .
- **THE CORONET** •
- **Chemistry FilmSet** •
- Of special interest to those making •
- film selections under Title III is the •
- Coronet Chemistry FilmSet—18 •
- outstanding films, ranging from 8 •
- to 22 minutes in length, to help •
- teach the major units of instruction •
- in high school chemistry. Including •
- a fine steel cabinet to house the •
- films and useful printed materials, •
- the FilmSet may be purchased •
- for as little as \$280 per year for •
- four years. •
- . . . . .



More than 500 Coronet instructional films may be purchased under the various provisions of the National Defense Education Act, including—

- Science (Titles III and VIII)**
- Mathematics (Title III)**
- Guidance (Title V)**
- Modern Foreign Languages (Titles III and VI)**
- Vocational Education (Titles V and VIII)**

**CORONET FILMS**  
Dept. ES-959, Coronet Building, Chicago 1, Ill.

Please send me, without charge, \_\_\_\_\_ sets of the Coronet National Defense Education Act Kit—materials describing Coronet films for purchase under selected Titles of the National Defense Education Act:

- Title III (Science, Chemistry FilmSet, Mathematics, Modern Foreign Languages)
- Title V (Guidance)
- Title VI (Instruction related to Modern Foreign Languages)
- Title VIII (Area Vocational Education)

Please send new catalogues on Coronet films in other specific areas:

- American History     Language Arts
- Music

Name \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

State \_\_\_\_\_

# CORONET FILMS

# HAVE YOU HEARD?

News About People, Organizations, Events

## NAVA Convention Great Success

With an appropriate send-off by a telegraphed message from President Eisenhower, the 19th Annual Convention and Exhibit proceeded to hold the largest and most successful meeting in its history. Attendance was up eleven percent over any former year, in excess of 2,500.

Keynote speaker Charles H. Percy, president of Bell & Howell, warned the audiovisual industry of our country's extreme educational crisis. He placed much responsibility on the industry's shoulders for overcoming this cultural and technical lag. National survival, said Percy, is dependent upon re-evaluating our educational aims, making the necessary sacrifices to attain them, and finding faster, more thorough means of communication.

The annual Audio-Visual Worship Service was conducted by Dr. James K. Friedrich, president of Cathedral Films. The hymn singing, readings



NAVA President P. H. Taffarian and Executive Vice-President Don White read telegram from President Eisenhower extending best wishes for a successful convention.

## FOR YOUR CLASSROOM

THE EASY  
TO USE

SENSATIONAL NEW  
**Movie-Mite**  
*Supreme*

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
**1/3**



### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

ES

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

and music were visualized in a demonstration of religious applications of audiovisual materials.

Exhibitors reported exceptionally fine results from their showings, revealing greater interest and enthusiasm than ever. Language laboratory equipment received considerable emphasis, as did rear and overhead projection equipment.

Newly elected NAVA president for the coming year is William G. Kirtley, president of D. T. Davis Company, Louisville, Kentucky. Serving as officers are First Vice-President Harvey W. Marks, Visual Aid Center, Denver; Second Vice-President Mahlon H. Martin, Jr., M. H. Martin Company, Massillon, Ohio; Secretary Harold A. Fischer, Photosound of Orlando, Orlando, Florida; and Treasurer Robert P. Abrams, Williams, Brown & Earle, Inc., Philadelphia. Immediate Past President P. H. Jaffarian is now serving as chairman of the Board of Directors.

## Industrial Film and A-V Exhibition

This year's Industrial Film and A-V Exhibition will be held from Sept. 28

to Oct. 1 at the Trade Show Building, 500 Eighth Ave., New York City. Many exhibits and demonstrations will be given of the varied uses of AV materials, as well as an extensive lecture program, headlined by Fred A. Niles and Ott Coelln.

The Metropolitan New York A-V Association will construct a model classroom and present lectures and demonstrations on the uses of instructional materials and closed-circuit TV. Dr. Irene F. Cypher will preside over the Association's business meeting.

The Industrial Audio-Visual Association, The National Visual Presentation Association and the National Association of Educational Broadcasters will hold regional meetings.

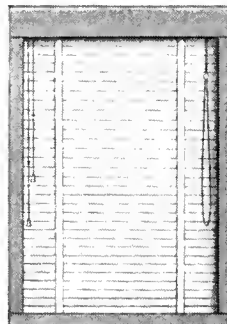
Additional attractions at the Show will be exhibits displayed by the U. S. Army and the U. S. Naval Training Center, showing the place of audiovisuals in their operations. Continuous screenings will be held of recent international prize-winning films, and the winners of the First Annual Industrial Film Awards, sponsored by Industrial Photography, will be shown.

where you need it! when you need it!



There's no need for a special room assignment, no delay, when the classroom has LEVOLOR A.V. (Audio-Visual) VENETIAN BLINDS. These blinds give complete control of ambient light to suit the subject, projector and student activity.

Today, any classroom can be converted for Audio-Visual instruction inexpensively by the installation of LEVOLOR A.V. BLINDS.



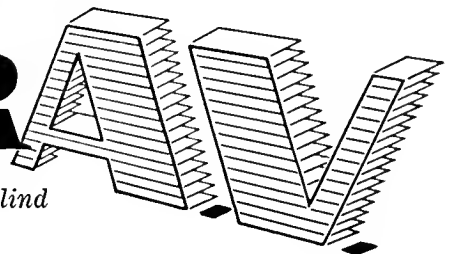
Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

 HOW DARK SHOULD CLASSROOMS BE FOR AUDIO-VISUAL INSTRUCTION?

Be sure to specify

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN

*The Scientifically Developed Audio-Visual Blind*



COPYRIGHT: LEVOLOR LORENTZEN, INC.



Michigan's English Language Institute using TV

## Teacher Training Via Closed-Circuit TV

A closed circuit television system is being used by the English Language Institute, University of Michigan, to supplement and improve the training of teachers. The system is financed by the Ford Foundation and employs RCA equipment. Since 1941, the Institute has trained more than 2,000 U. S. and foreign teachers, who have in turn taught English to some 1,500,000 persons around the world.

The TV system, located in the North University Building, permits an Institute instructor to teach a class of foreign students while teacher trainees watch and discuss the classroom per-

formance next door.

The foreign students in one classroom receive such phases of English language instruction as pronunciation, sentence patterns and vocabulary while a second instructor, doubling as a cameraman, focusses on them. In an adjoining classroom, as many as 100 teacher trainees can view the TV picture on a large projection screen, discussing the "show" without disturbing the televised class.

The Institute TV system is the fourth on the University of Michigan campus. The new system was planned and supervised by Professor Garnet R. Garrison, Director of Broadcasting, and Frederiek M. Remley, Jr., Technical Director of Radio and Television.

## Calendar

Sept. 2-13—North American International Photographic Exhibit, nineteenth annual; closing dates for prints July 24 and slides, August 7. California State Fair and Exposition, Sacramento, Calif.

Sept. 6-11—International Conference on Audio-Visuals in the Church, 16th annual, Green Lake, Wis. Dept. of AV and Broadcast Education, National Council of Churches, 257 Fourth Ave., New York 10, N. Y.

Sept. 28-Oct. 1—Industrial Film and AV Exhibition, New York City.

Oct. 5-9—Society of Motion Picture and Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York City.

Oct. 26-30—Society of Photographic Scientists and Engineers, annual national conference, Edgewater Beach Hotel, Chicago, Ill.

Oct. 26-30—National Association of Educational Broadcasters, Sheraton Cadillac Hotel, Detroit, Mich.

Nov. 20-21—Michigan Audio Visual Association, fall meeting, Western Michigan University, Kalamazoo, Mich.

## 86th SMPTE Convention

"Motion Pictures and Television in the Space Age," will be the theme of the 86th Semi-Annual Convention of the Society of Motion Picture and Television Engineers, to be held October 5-9 at the Statler-Hilton Hotel in New York.

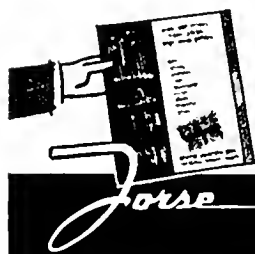
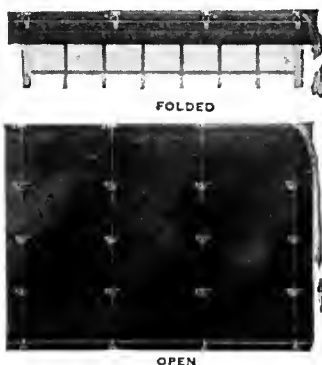
The program for the 86th Convention will include a week of sessions devoted to: a symposium on film steadiness; cinematography; space technology and image sensing; photography—laboratory practices; photography—sound recording and reproduction; photography—instrumentation and high-speed; international television; television—equipment and practices; television—scientific and military uses; television—recording, including video tape. Authorities in the field will deliver technical papers at each of the sessions.

Five annual SMPTE awards and fifteen Fellow memberships in the Society will be presented to outstanding individuals in the motion picture and television industries during ceremonies on the second night of the convention week. A special feature of the convention will be an exhibit of the latest motion picture and television equipment.

for perfect darkening of any size window!

## FORSE DARKENING SHADES & DRAPERIES

- Made of finest fabrics
- Custom-made, any size
- Complete, ready for installation
- Guaranteed for ten years
- Used by schools everywhere
- Draperies in decorative colors



FREE

Fabric Samples; Complete Information; Price Schedules . . . Write for "Shade" or "Drapery" Literature OR BOTH.

**Forse** MANUFACTURING COMPANY  
2349 SULLIVAN AVE. • ST. LOUIS 7, MISSOURI

At the new AASA award-winning Centralia Junior High School, Centralia, Washington, E. James Livingston, District Audio-Visual Coordinator, Centralia School District No. 401, says:



**“Each of our 32 teachers can operate our Pageant Projectors like a veteran projectionist.”**

“We’re delighted with the machine’s simplicity. “But nevertheless, these projectors got the same careful dollar-for-dollar scrutiny we give to everything we buy. We must be stringent, because with us these machines are slaves. They run constantly—90% of the time at least. “In analyzing projector value, we looked long and hard at picture and sound quality, too. We found that the Pageant projects a sharp and brilliant screen

image and literally fills the room with clear sound. “Another thing we like about these machines is the lifetime lubrication. Not having to keep bothersome lubrication records is a real pleasure.” (Pageants don’t require any oiling by the user.) *If you would like a Pageant demonstration in your school, your nearby Kodak Audio-Visual Dealer will gladly serve you. Or, for detailed literature, write for Bulletin V3-22.*

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**



*Even in classrooms sunshine bright*

## **AO's NEW OVERHEAD DELINEASCOPE**

*gives the clearest image you've ever seen!*

This revolutionary new overhead projector, by American Optical Company, was developed around a powerful 1000 watt light source to give you the brightest...biggest projected screen image you've ever seen. Even the extreme corners are sharp and clear because a specially designed Fresnel lens affords perfectly balanced illumination to every square inch of screen area.

This precision teaching instrument will project all the line, form and color of a 10" x 10" transparency up to a huge 177 sq. ft. screen image... in crisp, accurate detail.

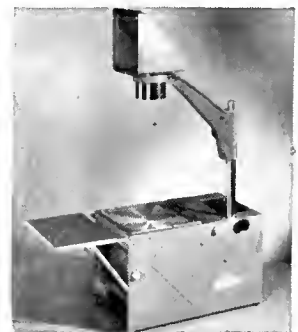
You can face your class at all times... see faces instead of shadows... observe every movement and expression of subject reception and understanding... maintain maximum control through an entire presentation.

AO's Overhead Delineascope helps give your pro-

gram an unlimited flexibility that is not possible with any other AV medium. You can emphasize or dramatize by adding to your prepared teaching material on-the-spot.

You will surely want to see all the new, exclusive features that make this exceptional instrument a practical investment in creative teaching. Talk to your AO Salesman or Audio-Visual Dealer. He will be happy to arrange a convincing demonstration at your convenience.

For further information mail the coupon below.



**American Optical  
Company**

INSTRUMENT DIVISION, BUFFALO 15, NEW YORK

Dept. 000

Please send complete information on AO's New Overhead Delineascope

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## With the Authors

PHILIP FAYEN is a sixth grade teacher in the National City public schools, San Diego County, California. Audio-visual education was his minor during graduate work at Florida State University, and he has been responsible for the AV program in the various schools in which he has taught.

★

JOHN L. FEA has been State Supervisor of Instructional Materials for the Office of the State Superintendent of Public Instruction, Washington. His background includes administrative, teaching and journalistic experience as well as his present work in the field of library and audiovisual programs.

★

DANIEL JACOBSON is Associate Professor of Geography, State Teachers College, Montclair, New Jersey. He has previously published in the areas of historical and cultural geography.

★

J. RALPH KEMP, special counselor at the Hinman School, Atlanta, Georgia, has had twenty years experience teaching and counseling in various subjects. He is also connected with the Northside High School, Atlanta, in the counseling and guidance field. For some time, he has been experimenting with methods to improve speed and comprehension in reading.

★

F. EDGAR LANE is presently Supervisor of Instructional Materials for the Dade County Schools, Florida. Prior to becoming Supervisor, he was a teacher and principal, constantly striving to promote the concept of Instructional Materials Services at the local, state and national levels.

★

DEPARTMENT EDITORS are: AUDIO—Max U. Bildersee, audio education consultant, state department of instruction; AV IN THE CHURCH FIELD—William S. Hockman, Director of Christian Education, First Presbyterian Church, Glens Falls, N. Y.; FILM EVALUATIONS—L. C. Larson and Carolyn Guss, both of the Audio-visual Center, Indiana University, Bloomington; FILMSTRIPS—Irene F. Cypher, Associate Professor of Education, New York University.

*“La plume de ma tante est sur la table”*



## Ekotape<sup>®</sup> RECORDERS

### SPEED FOREIGN LANGUAGE STUDY

*“---Their  
language  
is alive  
immediately”*

Teachers speak enthusiastically about the new tape method of teaching foreign languages. And, note a big difference in achievement — in pronunciation and comprehension. Results of this tape teaching system indicate a significant “break through” in language training and point to a growing acceptance.

Ekotape recorders are an accepted standard in many of these modern language training centers — because they’re so dependable, so easy to operate. Controls have been simplified, all are on top in full view. Handy knob gives instant start/stop action. Fidelity, of course, is unexcelled. What’s more, the price is completely compatible with school budgets.

Accelerating your language training program? Your Ekotape dealer has full particulars on this new tape teaching method.

ELECTRONICS DIVISION  
WEBSTER  ELECTRIC  
RACINE · WIS

our  50<sup>th</sup> year

Franklin adv. 8-139

# The Dismaying Lag

A principal speaker at the National Audiovisual Convention in Chicago made a point that sound motion picture projectors hadn't changed much in the past many years. He said you could compare projectors with vacuum cleaners to see what he meant. Current projectors are practically the same as the first ones; but look at the change in vacuum cleaners over the same twenty-five years!

Now we're not denying that sound projectors could be improved and that they could be made simpler to thread and operate. But we think there's another point, and a far more important one, to be made. We maintain that the audiovisual industry continuously demonstrates its readiness, ingenuity, and skill for blending electronics and gears and ideas into amazing audiovisual tools. But the inventors and designers and manufacturers of these technological tools for learning are so far out in front of educators' readiness to use them that the situation is appalling.

It's more than just a trite expression that it takes education fifty years to accept a new idea. It's been a fact. It's more than fifty years now since motion pictures became a reality; and it's more than fifty years since pioneering educators saw the vision and the promise of motion pictures for communicating information and ideas. Of course motion pictures are used in schools today. But to what extent? How many teachers are using one ten minute motion picture once a week? Once a month? Or even once a year? No matter what the answers are, this use is far too little compared to the teaching potential of the medium. You know this. You understand the power of pictures for learning.

The same can be said for other audiovisual tools. Take records and recording for another instance. Here, too, it's *not* the lack of the right equipment. It's the lack of readiness on the part of educators to make use of materials and methods that are available. Language laboratory methods for learning a foreign language are not new. The recording of foreign words and sentences on discs is as old as the recording industry itself. We've had the machines and we've had the records. These have been continually improved. We've had good magnetic recording equipment now for almost fifteen years. Yet even today, and even with the stimulus of the National Defense Education Act, it is still a rare high school that has incorporated the use of records and recording into accepted basic methods for language instruction.

If you respond to this criticism of American education, don't tell us it's lack of money that holds education back from using newer and better tools for communicating ideas. There's money enough in this country to buy anything the people want. Look at the statistics for tobacco or beer or tv or any luxury you can name for proof of this fact.

Another speaker at the National Audiovisual meeting made the point better and maybe gave us a clue for action. Here's the way he said it: "*In a free society a free people does whatever it feels is urgent and needed, whatever it is enthusiastic about doing. No one is ever enthusiastic about anything until he understands it.*"

Now, then. Here is a task and a challenge for everyone with understanding of the power of audiovisual tools for communication. We must redouble our efforts to overcome the *dismaying lag* in our use of the electronic communications tools we have. We must renew our efforts to convince the people of this free society that they and their children can learn more and better through the use of these tools. We must make the free people of this free society enthusiastic about using audiovisual methods in their schools. First, however, we must make sure that education's decision makers — the school board members and the superintendents — are enthusiastic about them too.

*Paul C. Reed*



# HISTORY COMES TO LIFE THROUGH OUR DYNAMIC FOUR-POINT PROGRAM!



The completion of the new series, *The Chronicles of America Filmstrips*, rounds out our four-point program to enrich and vitalize the study of American history as never before possible. Through these rare teaching tools our precious democratic ideals are projected into their true, dramatic dimensions — to inspire our youth to their devotion and preservation.

Prepared by eminent specialists in history and education, these authoritative, vividly-presented books and filmstrips bring to the student a feeling of personal identification

with the struggles and accomplishments of the great leaders who have influenced and shaped our civilization.

Each of the four key points in our program is a flexible and versatile instrument, offering almost limitless creative teaching opportunities. Together, they form an unprecedented, comprehensive apparatus for learning through participation in "living" American history. We urge you to order them *today* to assist you in your vital task of guiding our citizens of tomorrow.

**NEW**

## THE CHRONICLES OF AMERICA FILMSTRIPS

15 UNITS

15 Dramatic Milestones

Already, the excellence of this latest visual creation has proved its value to the high purposes of our program. Our young citizens will see our glorious past come to life — Columbus' great voyage, the early settlers, the War of Independence, the opening of the West, Washington, Lincoln, the War Between the States.

**Now Ready for Immediate Delivery**

Largely based on the documentary photoplays of the same name, the filmstrips were prepared with painstaking care to make available this unique source of original material in modern, greatly improved form at a fraction of the original cost. The fifteen filmstrips and the valuable Teacher's Guide have now been completed. Orders are being filled without delay.

**\$97.50 FOR THE COMPLETE SERIES  
OR \$7.00 EACH**  
Comprehensive **TEACHER'S GUIDE** Free

## THE PAGEANT OF AMERICA FILMSTRIPS

30 UNITS

An Award-Winning Series

These famous filmstrips established the high criteria for visual productions. From the American Indian to the Atomic Age, the story of America's growth to world leadership, its moral and material strength, is re-created in a manner which *must be seen to be believed!*

Already approved, adopted or listed by important Boards of Education, the scope of the material in this series is so wide that utility extends beyond history to many other subjects.

**\$195.00 FOR THE COMPLETE SERIES  
OR \$7.00 EACH**  
**TEACHER'S GUIDE FREE FOR EACH UNIT**

*The two series of filmstrips were created  
under the editorial direction of  
RALPH H. GABRIEL  
Sterling Professor of History, Emeritus,  
Yale University*



## THE CHRONICLES OF AMERICA 56 VOLUMES

ALLEN JOHNSON - ALLAN NEVINS, Editors

History at Its Readable Best. Each volume tells an exciting story of men and women or forces in action, expertly written by a distinguished author who presents his theme vividly with all the appeal of good fiction. The 56 volumes fall into nine topical groups, from the early days of the Red Man to the momentous end of World War II. These remarkable books, long noted for their accuracy and literary quality, are an important "must" for every school.

**\$199.00 complete, or \$3.95 per volume**

## THE PAGEANT OF AMERICA 15 VOLUMES

RALPH H. GABRIEL, Editor

Magnificent Picture Stories. The adventures and statesmanship of our people are revealed in a panorama of 11,500 rare pictures and maps, spun together by scholarly, colorful text in a succinct format. The topical treatment covers, in addition to the more orthodox aspects of history, such subjects as religion, art, sports, etc. Replete with accurate detail and professionally indexed, these books have become standard for use at all levels.

**\$147.75 Complete, or \$10.75 per volume**

**YALE UNIVERSITY PRESS FILM SERVICE**

386 Fourth Avenue, New York 16, N. Y.

by John L. Fea

# The Resourceful Teacher and AV

**A** superintendent friend of mine once remarked, "if I can show a prospective classroom teacher a bare classroom, one stripped of all the necessary tools of instruction, and that applicant still desires employment in my district, I know then that I have found a resourceful person."

Evidently his formula works with some degree of success as he always has an excellent staff.

Although his district makes available necessary audiovisual materials within the limits of a moderate budget, resourcefulness on the part of the classroom teachers, supervisors, and administrators swells this collection and continuously revises and adapts "in-use" selections for more effective presentation—always seemingly individualized to the particular teacher and learning experience. This individualization and adaptation applies to equipment as well as to materials.

Equally interesting was a comment from the audiovisual director of this same school district. "Do you know," he related, "I have observed public information personnel representing industries and business in our community using audiovisual media in presenting their stories. We in education have had access to these media for many years and we are in the business of instruction, yet these public relations people are outdoing us two to one. It is unbelievable. If only our classroom teachers can develop a like proficiency, we will make a greater contribution to the education of children."

What better situation can exist in any school district than does in this one? Here we have a superintendent who believes in resourceful people and also we have the kind of audiovisual director who believes in promoting better instruction through better utilization of our media. He will initiate the in-service program and ensure its realistic activities, evaluation and continual improvement.

This audiovisual director is working with a staff capable and eager to devise ways and means and with the power of meeting all situations. The superintendent has a philosophy on which to establish his purpose. The audiovisual director has a purpose on which to direct his actions.

The responsibility for in-service training in the use of audiovisual instructional aids involving local production, individualization, and adaptation of them is shared by these three groups in these ways.

1. The administration must provide the necessary budget, space, and time required.

2. The audiovisual director must combine leadership, technical knowledge and teaching skills into a program to do the job.

3. The classroom teachers must be resourceful and accept the responsibility to become proficient in proved methods of instruction.

No items are so often overlooked in school districts as budgets for local production, and provisions for space and time for this process. With the wealth of materials and equipment today coupled with the growing interest and development of educational television, the conventional duplicating machine cannot function as the sole tool of production for the classroom teacher.

However, such a budget provision can be severely jeopardized if demanded and acquired by an overly ambitious audiovisual director seeking funds in one grand bundle for every conceivable activity. Each phase of this production process must be planned and developed to a point of merit before considering additional money for expanded activities.

The school administration should require and receive a well-planned program from the audiovisual director before allowing any budget request. Projections into future years should accompany the request to acquaint the administration with the over-all purpose of this service.

In designing the audiovisual center, permanent space must be provided for these production processes. All potential activities should be reckoned with in this planning. Preparing and editing recordings, mounting all types of pictures, art work, design, lettering, making displays, projection materials, and storage for sup-



plies, tools and equipment are but a few.

Time for utilization of this space must be allowed all staff members. This requires co-operative scheduling of the school program by the administration, audiovisual director and classroom teachers.

This in-service program carried on for the purpose of developing skills in producing, adapting and individualizing audiovisual media will require additional funds, temporary space, and provisions for staff time either on a release or volunteer basis, all of which will be in excess of the regular budget-space-time considerations.

The audiovisual director must assume the leadership role and also select leadership from the professional, commercial, and community pools. His job is to organize the chosen activities and personnel into proper sequence which will build complete and lasting skills. He is the master teacher.

Good planning is an "about face" away from the usual confusion-packed workshop style which exhibits everything but allows proficiency in nothing. One and possibly two skills should be taught at a time. Thoroughness in learning will replace the limited acquaintance-with-all-media type of philosophy if this is done.

Classroom teachers and other staff members can be provided with introductory learnings in a general assembly and then allowed, with proper instruction and practice, to become proficient in a special phase of production by scheduled use of the regular facilities. These skills should be applied to the daily instructional program at once. This builds the ability of the teacher to adapt and individualize audiovisual media.

Thus, the skill of selecting the proper media for the particular teacher and the particular lesson must follow closely behind the skill of production to be effective. Eventually these should complement one another; however, this is very improbable as some people will be more imaginative and possess more organizational than technical ability and some will develop much technical skill and retain their limited imagination.

The classroom teachers and other staff members are the students. Their part is to become intensely interested in preparing themselves to be better teachers. There is no substitute for this desire and no excuse for an absence of it, all

other factors being conducive. Professionalism connotes an excellence of preparation, of skill and knowledge, of desire for improvement.

Local production is in itself a technical process. However, better equipment, materials and tools of today make it possible to enjoy the benefits of this activity by simply focusing attention on the "how" with only a little knowledge of the "why" being necessary.

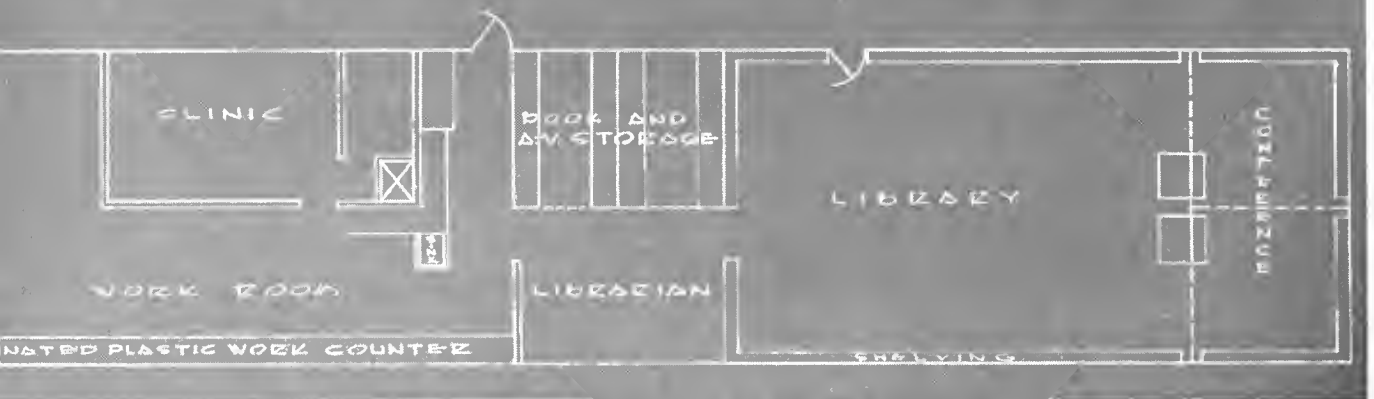
Adaptation of audiovisual media is based on a complete knowledge of the school curricula including the objectives and standards adopted. This, coupled with an understanding of the attitudes, interests, abilities, and capabilities of the pupils being taught, the physical plant facilities, and the available materials and equipment, helps govern the extent and manner with which the media are modified for use.

Individualization applies to each person's presentation with the use of specific media. Although the effectiveness of classroom teaching is known to be dependent upon the classroom teacher's presentation of any given concept, good opportunities have been overlooked in developing this factor and especially in the audiovisual field. Possibly this is what the audiovisual director implied when he spoke of the effectiveness of the public relations people.

To achieve any measurable success in this skill of individualizing audiovisual media, both objective and subjective examination of the classroom teacher's possibilities must be made. A determination of effective presentation would be made by the classroom teacher, results indicated by pupil response, and by the judgment of the audiovisual director and supervisors based on a consultation with the teacher, and examination of pupil response, and an observation of the teacher at work.

A greater contribution can be made to the education of children. The administration, audiovisual director, and classroom teachers have this responsibility. Through in-service activities providing skills in production, adaptation, and individualization of audiovisual media, this contribution will become a reality. It begins with a resourceful teacher, an administration that can recognize this quality, and an audiovisual director who knows the advantages of the media with which he works.

ELEMENTARY SCHOOL MATERIAL CENTER  
Dade County, Miami, Florida



Floor plan of materials center.

# A Materials Center for Easy Access

*by F. Edgar Lane*



Teachers and pupil assistants produce instructional materials for the next day's classwork. (Emerson Elementary School)

A teacher checks out record player from AV storage. Self-operated system is simple and easy to control. (Westview Elementary School)



**I**N the Dade County (Miami, Florida) School System the Instructional Materials Department includes audiovisual services, school library services, textbook services, the professional library and the distribution services! The philosophy is that the classroom teacher needs to be able to get all the instructional materials she needs at one location in the building. This should be as nearly central as possible. For that reason, in elementary buildings, the Administrative Area and the Instructional Materials Area are continuing parts of the same building wing. This article describes a representative elementary school materials center.

A straight line flows from the principal's office through the secretarial and administrative work area to the teacher's work room, the materials work area and on through the library and conference areas. Referring to the drawing, we consider everything (except the clinic) beginning at the teachers' work space and extending through the library workroom, the library and conference rooms, as the Instructional Materials Area of the building. There is a similar area in every elementary school, old and new. A laminated plastic work surface extends through the teachers' work area and on through the library, all along one wall. Underneath this work surface are storage cabinets with at least two knee spaces having the work surface at table height. On the wall opposite this work surface (which is against the window wall), there is narrower work surface, again with cabinets underneath it, and again extending on into the library workroom.

The teachers' work room is designed to enable teachers to construct materials of their own without the difficulty that would be entailed in locating raw materials, bringing them together, finding the tools, doing the work in their own room and dispersing tools and unused materials.

We also envisage the time when our materials personnel will have the "know-how" to give direct help in more extensive materials construction.

Note that the sink is in a projecting construction between the teachers' work area and the library work area, thus serving both. The traditional library area has been planned with carefully allocated space for functional shelving designed for the material to be stored. Thus we have shelving especially for accommodating children's picture books with their odd outsizes, for reference works, for magazines, for atlases, and of course, standard book shelves.

When new schools are planned and construction begins, a whole series of related activities begins also. For each level—elementary, junior high and senior high—there is the purchasing of a definite list of equipment that is enumerated in the Board of Public Instruction Bulletin 31A<sup>1</sup>. There is also the purchasing of expendable instructional materials and equipment. This last includes audiovisual equipment and library books that are centrally processed. When school opens, all equipment is in place, the processed library books are on the shelves and the catalog

cards are in the catalog. The school is ready for business.

We start from the first grade<sup>2</sup> to indoctrinate children in seeking authoritative sources for answers to their questions, believing that the safety of our social order resides in all citizens so indoctrinated. The aim is to present balanced viewpoints through careful selection of materials. Responsibility for the selection of materials appropriate to the course and the grade level (aside from texts which are State-adopted) resides in each principal and his faculty. Selection is generally a "team-work" situation which avails itself of expert consultants in the various fields.

Also we start from the first grade to expose children to functional training in the use of the materials centers in all elementary schools. By the time children finish the elementary school they are at ease in these centers. They know the organizational plan from long practice in finding their own materials by means of the card catalog, Readers' Guide, a wide range of reference materials (not just encyclopedias), World Almanac, books of quotations, various catalogs, etc. They know the type of information offered by each encyclopedia. They know that filmstrips can be viewed individually or by committees using table top viewers; that "earphone" record players provide a multiplicity of experiences.

To us, there is a quiet satisfaction in having public library people call us for help in regulating public school child demand for their materials. They are most cooperative, even placing book collections in our schools to augment our own. To say we appreciate this cooperation is to put it very mildly.

In the Administration Building there are other materials on which teachers can draw. There are some 4000 titles in educational motion pictures, 4500 titles in filmstrips, art reproductions in glare proof, laminated plastic, "satchel museums," models of many kinds, a professional library of over 10,000 volumes. Any of these items can be requisitioned and are then delivered or picked up on twice weekly deliveries. Teachers may also borrow 35mm still cameras, 16mm motion picture cameras, public speaker systems for outdoor events, dry mounting presses, grommeting machines, etc. Demand for all these items grows continuously.

Liaison with teachers is through the materials personnel in each school. These are the librarian and an audiovisual representative. Every school has the services of a trained librarian, most of them full-time. We are moving toward having a record of all instructional materials in a school in its materials center card catalog.

We credit our Administration for having done a wonderful job of getting our public and our Board of Public Instruction to support this program. We think it is wonderful.

<sup>1</sup>Bulletin 31A—Initial Equipment and Supply List for Dade County Public Elementary Schools. Keeping this bulletin current is the responsibility of the Supervisor of Instructional Materials.

<sup>2</sup>This is true of all our elementary schools—new or old.

# Vitalizing Geography Studies

(Reprinted from *The Journal of Geography*, December, 1958)

**G**EORGE T. RENNER pointed out that geography “. . . is one of the most difficult things in the educative process to teach.”<sup>1</sup> He would agree that for pupils it is one of the most difficult of the disciplines to learn. One facet of the difficulty, for teacher and pupil alike, involves the problem of transcending limited experiences with the earth. How many of us, for example, have scaled the high Andean peaks, have waded knee-deep in water in the rice paddies of Thailand, have slept in the tent of the Bedouin of the desert? How many of us have seen the wheat fields of Kansas, the ore boats of Duluth, the Statue of Liberty? How many children are encompassed by a world whose frame extends less than 50 miles in any given direction from the school's doors?

Educational psychologists have pointed out, that to do our job and do it well, we must learn to cultivate the child's imagination, we must teach the correct interpretation of pictures, maps and presumably of globes.<sup>2</sup> These are all aids in transcending the student's limited earth experiences.

How well this can be done at an early age was recently demonstrated by the teachers and pupils of Sen. Robert F. Wagner Junior High School, New York City, in their fine exhibit, “Georama — Geography in the Global Age.” The exhibit took ten weeks to produce; it was on display for a month.

A visit to the exhibition was one to delight the teacher. Student guides were eager to explain the dioramas, the models, and the work that went into the exhibit. Youngsters gazed in awe at the giant six-foot relief globe in the center of the room<sup>3</sup> and the full-scale model of the earth satellite.<sup>4</sup> Interested children, having already learned to use new terms — seismology, oceanography, International Geophysical Year — in class, were applying them in the Georama. One lad was fascinated by the diorama entitled “How the Mongolians Made Camp,” another by “the Face of the Earth as Seen from the Air,” and a young lady was admiring “Architecture Around the World.” Maps were everywhere. Among these was one showing the contour and its significance. Others showed the importance of location to Manhattan Island, the distribution of natural rubber around the earth, and trouble spots in the Caribbean. Also included in the exhibit were at least 30 small globes, each used to depict a significant geographic distribution or concept — such as the distribution of the world's glacier fields, earthquake areas, member stations of the I.G.Y., the winds and currents, the routes followed by the great explorers, and the world's major religions.

Nothing was done haphazardly. All displays

were arranged in orderly sequence. Observers were taken first through “The World We Know” where emphasis was placed on maps, map reading, globes and the study of the natural environment, next through “The World We Don't Know” which stressed glaciology, oceanography, the upper atmosphere, the significance of the I.G.Y. and the polar regions, and finally through the “Special Exhibits” featuring the giant globe, the model of the earth satellite, cosmic rays, the operation of rocket fuels and the problems of outer space.

Mr. Charles M. Shapp, Principal at Wagner, pointed out that Georama was not a motivating force for the study of world geography alone. “It started,” he said, “as a 9th grade social study activity within the curriculum framework and mushroomed by student enthusiasm to encompass virtually all classes including science, literature and art.”

When asked which of the tools was most useful to them during the course of the exhibit students invariably replied, “The small globe.” Its possibilities for the educative process intrigued me from the start.

We are all aware of the place that the globe holds in geographic education. We all know, too, that the ordinary multiprinted globe suffers from one serious limitation. It does not convey to the child the true picture of the earth's land surface. Mountains, river valleys, spacious canyons and other topographical forms have been reduced to a single dimension — to the smooth surface. And from this smooth representation of the earth the student has been expected to grasp what the earth's surface is really like — to discover the fundamental relationships between topography and weather and climate, the influence of terrain on historic migration routes, on land utilization, on trade. All too often these are mental leaps too difficult for the youngster in the grades to bridge. It is asking the smooth surface globe to perform a task which it is incapable of performing.

The 12 inch relief globe, which really sparked the Georama, has bridged that gap.<sup>5</sup> It is a white unmarked project globe that portrays the world land surface in three-dimensional relief.<sup>6</sup> Made of plastic in two hemispheres to permit “team” work, it is designed for the student to paint his study on the surface with poster colors, and because it is washable, they paint without fear of making irreparable errors. The excitement of the children as they become aware of the significance of the earth's relief features in their study is a rewarding one to observe. This is true experiential learning.

Student reactions to Georama were recorded in essays written soon after the exhibit closed. Mason Bernard, 8th grader, states, “Georama is



The Georama means increased student participation.

a wonderful example of what we (junior high school students) can do." Mason helped to prepare the diorama "The Earth as Seen from the Air." "It was made of cardboard, rags, and plaster of paris. I also helped by painting some of the globes. Most of the kids in my class helped with something." Richard Weisberg, 9th grader, states, the Georama ". . . has helped many parents, teachers, students and guests to learn about how man lives all over the earth. The colorful way in which it was done added to its effectiveness and its beauty. The task of making the exhibits, the excitement of the display, the publicity, and the originality of the georama made it a huge and wonderful success." Sofa Khalidi, 8th grader, was impressed with the fact that ". . . it helps the teachers too, it helps to get them more involved with their pupils and to know them better. Perhaps the most profound statement comes from Dennis Miller, 9th grader, "This Georama has made a deep impression on me. I am taking a more serious interest in geography and science."

Mr. Shapp is convinced as a result of Georama that there is a latent, unsatisfied interest among students in the world in which they live, that given the proper tools students can be urged to probe much deeper into the subject of geography than had previously been suspected. The Principal was assured by participating teachers that all courses of study had been immeasurably enriched.

Mr. Shapp added that three things had been learned as a result of Georama: 1) that students are tremendously excited with the study of ge-

ography when it is made visually concrete, 2) a clearer understanding of the geographic base enriches the history, current events and science courses, 3) that such an undertaking stimulates teachers to experiment with and perfect interesting new techniques in teaching.

For my own part, I am convinced that Georama at the Robert Wagner Junior High School pointed to a new means of orientation for educators in supplying what may well be an answer to the search for concrete methods to introduce world understanding in the curriculum. I am convinced that similar studies at the elementary level would demonstrate even more dramatically the readiness level of the "television age" child. At the high school level I am sure it would facilitate in much greater depth the study of world geography and its allied disciplines so urgently demanded of our students today.

<sup>1</sup> George T. Renner, "Education in a Geographic World," *Better Understanding and Use of Maps Globes Charts*, Denoyer-Geppert Co., Chicago, p. 2.

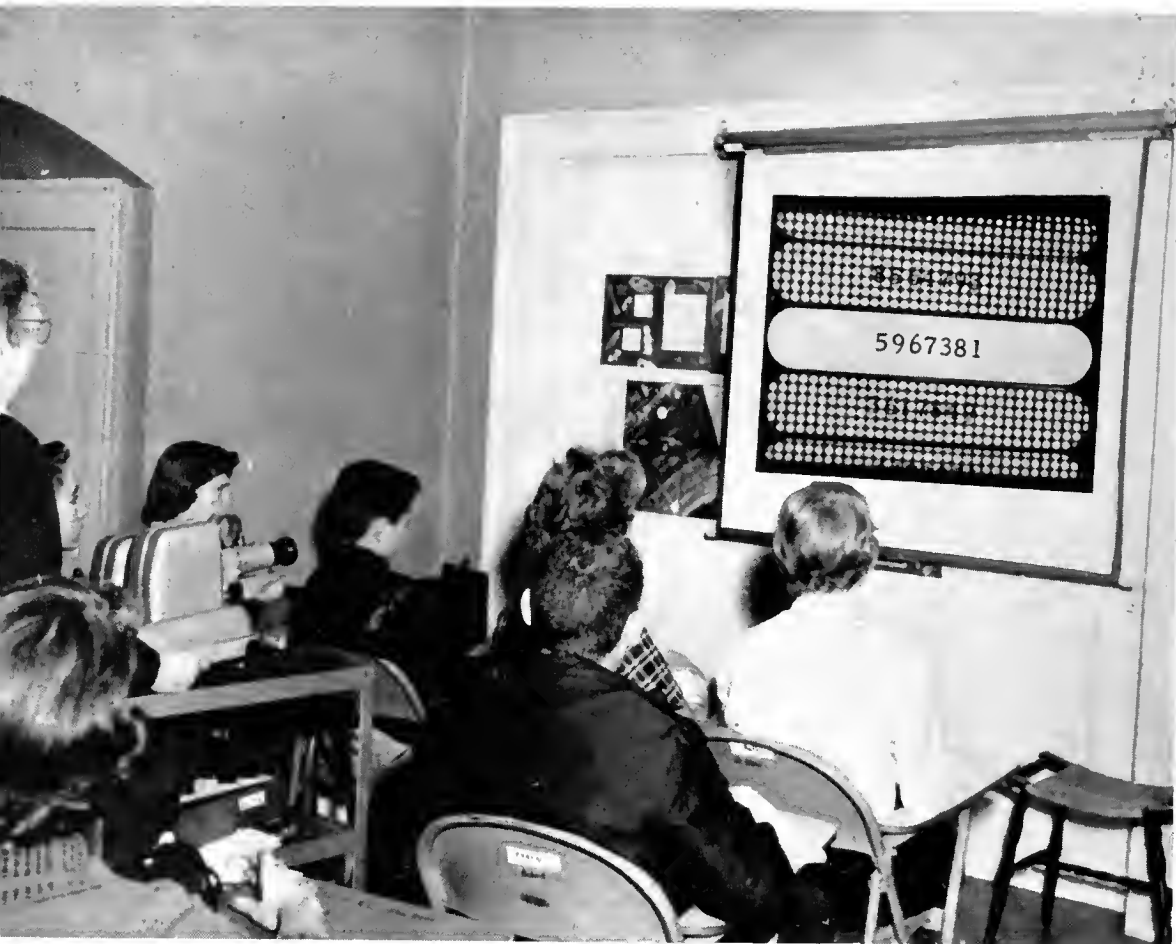
<sup>2</sup> Charles H. Judd, *Educational Psychology*, Houghton Mifflin Co., Boston, 1939, p. 335.

<sup>3</sup> Loaned to "Georama" by Geo-Physical Maps, Inc.

<sup>4</sup> Loaned to "Georama" by the National Science Foundation.

<sup>5</sup> The Geo-Physical Relief Work Globe.

<sup>6</sup> William A. Briesemeister, "Some Three-Dimensional Relief Globes, Past and Present," *Geographical Review*, Vol. XLVII, No. 2, April, 1957, p. 260.



Students undergoing reading training, Hinman School.

# One Remedy for Reading Problems

by J. Ralph Kemp

*Private School experiment shows benefits of systematic, scientific reading training*

With the national concern over reading difficulties frequently approaching hysteria, it is important to note that experimental work is being done in the field of reading improvement and that it is being done carefully, scientifically and is showing results.

One such project was carried out during the summer of 1958 at The Hinman School in Atlanta, Georgia. The study-experiment was undertaken to determine the effects — and the indications for future instruction — of Controlled Read-



## Experimental Results

(Scores on Iowa Silent Reading Test)

ing Training when used as an integral part of a remedial and a speed improvement program.

The Hinman School is uniquely suited by its program and facilities to carry out such an experiment successfully. It is a private school offering elementary and high school instruction with emphasis on reading. In addition, special services are available for psychological testing, counseling, speed reading and an enriched program for students of above average ability. After regular school hours 50 or more students, enrolled in the public schools, report for special reading instruction.

The 24 students who participated in the experiment were selected through interview techniques. They ranged in age from 13 to 17 years. For purposes of the experiment, they were divided into two groups—Group A, made up of students deficient in both rate and comprehension, and Group B, made up of students who definitely needed to increase their reading speed, but showed little or no deficiency in comprehension.

Before the work began, Group A was tested with the Iowa Silent Reading test, Elementary Battery, Form AM, and Group B with the Advanced Battery, Form AM. Thus, the experimenters had a reliable base from which they could measure improvement.

The instruction for both groups was conducted during 32 hours over a period of six weeks; 20% of the time was used in controlled reading training, the remainder in practical reading, study skills and different phases of word study suitable to the particular group. The training was carried out somewhat differently for the two groups since for Group A it was essentially remedial, whereas for Group B it was essentially rate oriented.

Group A was given 15 minutes of Tach-X tachistoscopic training every other session, aimed primarily at vocabulary developments. It was combined with exercises in a 7th grade spelling text. Controlled Reader training was given for 20 minutes every other session with the rate of presentation strictly adjusted to the average comprehension of this group. Small increases in rate were made only when comprehension was considerably above average.

For Group B this was combined with 8th grade exercises. Controlled Reading training, also 20 minutes every other session, was essentially

Remedial Group (A)		Speed Reading Group (B)	
Beginning*	End°	Beginning*	End°
5.3	7.1	7.3	12.4
5.5	7.5	9.0	13 plus
5.8	8.3	9.2	13 plus
5.8	9.8	9.2	10.9
6.0	9.6	9.4	13 plus
6.2	9.4	10.0	10
6.5	9.0	13.0	13 plus
6.8	10.8	13.0	13
7.6	8.7	11.3	13
8.3	9.6	10.0	13 plus
8.6	10.9	13.	13 plus
9.2	11.1	10.5	12.1

\*June 9th

°July 16th

Note:—

Speed Reading Group B contained students who obtained the maximum score on the Iowa on the second test. Therefore, gains beyond the limits of the test could not be demonstrated.

	Group A Remedial (Months)	Group B Speed Reading (Months)
Mean Reading Rate Increase	9.42	45.5
Mean Reading Comprehension Increase	21.5	31.4
Mean Median Grade Placement Increase	19.0	19.75
Median Score Increase	14.67	16.33
<u>Otis Test of Mental Maturity</u>		
Mean of Otis (Beta Form)	95.9*	109.4°
Mean of Otis (Gamma Form)	95.8	116.3

\*June 25th

°July 2nd

different from the method used for Group A. The rate of presentation on the Controlled Reader was increased regularly, as rapidly as the level of comprehension permitted. During the last few sessions the rate was adjusted to exceed the capabilities of the group.

As an intermediate check on progress, the Beta Form (approximately 8th grade reading level) of the Otis Quick Scoring Test of Mental Maturity was administered to both groups. During the fourth week the Gamma Form (approximately 10th grade reading level) of the Otis was administered. Finally

both groups took the Otis test again at the end of the experiment.

Marked increases in both rate and comprehension were achieved in both groups.

Proportionately, the remedial group made a greater increase in comprehension than in rate.

Although it would be expected that scores on the Otis would drop when the more difficult Gamma Form was administered within a week of testing on the Beta Form, scores for the remedial group remained essentially the same, while the speed reading group actually improved 6.9 points.

# CRITERIA

## FOR AV EQUIPMENT

THE audiovisual instructional field is growing so rapidly that nearly everyone connected with it is immersed in problems of expansion, expenses and, especially, explanation to the public. One is struck by the several hundred articles published and indexed for the past few years extolling the virtues of audiovisual. Most are quite interesting in a general sort of way, but there seems to be a decided scarcity of articles written on practical matters and on solving problems encountered in setting up an AV program.

It is no secret that the AV Commission on Public Information, which is composed of the representatives of major national AV groups, has recently recommended that a minimum of one percent of each county's school budget be used for audiovisual purposes and that the equipment allotment should consist of at least 16mm sound projectors, filmstrip and 2 x 2" slide projectors (combination), opaque projectors, and tape recorders in amounts of at least one per school building or per 300 students (approximately). They also suggested one record player for each kindergarten and elementary school class or at least two per building, and at least one overhead projector for every two classrooms.

The position of the person or persons whose responsibility it is to have equipment available for classroom use may vary somewhat from county to county, but what really varies are the styles and workings of equipment and the problems concerned with choosing from what is manufactured.

Accordingly, many of these persons, rather than feel bewildered or possibly just to benefit from a discount offer, are inclined to "identify" the county with or standardize it on a particular brand or trademark. They do not first investigate the advantages and disadvantages of comparable makes to avoid sorrow afterward.

In 1954, Schuller<sup>1</sup> noted that there were 43 models of 16mm sound projectors, 77 tape recorders, 48 opaque and overhead projectors, 44 filmstrip projectors and 77 tape recorder models. A check five years later reveals that there are now at least 47 16mm sound projectors, fewer but more involved opaque and overhead projectors, 105 filmstrip and slide silent or sound projector models, 170 record and transcription

players and tape recorders, 22 special purpose projectors, 42 styles of projector stands and carts, 59 styles of projector screens and several other kinds of equipment. Considering the substantial funds which must be spent to purchase this equipment, the responsible officials should have a ready means of determining the really worthwhile from the mediocre to get the best for their expense.

There has been an attempt in the following pages to draw together information from various AV specialists and from sources listed below, adding what was thought helpful and logical, and sum it up for the purpose of presenting to those persons charged with buying AV equipment certain pertinent and non-technical criteria of choice and acceptance for their consideration and assistance. Most of the criteria apply to all types of equipment, while those which pertain to only one kind are so worded and designated. It was decided not to include those criteria which were obvious or meant little, such as "Does it suit the purpose for which it will be used" or "Is there a supply of material to be used with the projector."

### DEMONSTRATION CRITERIA

1. Is the room being used for demonstrating typical of most classrooms in which equipment will be used?
2. Is the room used the same one each time? (This is to check over-all comparative features such as sound reproduction, projector noise, etc.)
3. Are the same screen and same materials (e.g. film, record) being used for all comparative demonstrations?
4. Is each demonstrated piece of equipment or each salesman given equal time for presentation and consideration?
5. Are the persons who are evaluating the demonstration given an individual opportunity to examine, set up, operate, pack up, and lift or move about the piece of equipment under consideration?
6. Are you aware, when planning a demonstration session, that the only true evaluation is made by simultaneously comparing makes of the same type of equipment on separate but similar screens?
7. Are each of the evaluators provided with an appraisal sheet which lists the criteria on the next pages?

<sup>1</sup>Schuller, Charles R. (ed.) *The School Administrator and His Audio-Visual Program*. Washington, D. C., 1954, pp. 73-76.

*The first part of a set of appraisal standards for judging equipment. More detailed criteria will follow.*

GENERAL SELECTION CRITERIA

I. Prior Investigation

a. Have you visited other schools or otherwise investigated the performance of their equipment and their experiences with several different kinds so you may be especially watchful for the inherent problems?

b. Have you compared reports from the people you have visited and other reports that you have heard?

c. Are you keeping an open mind on makes of equipment until after your evaluation has been made?

d. Have you investigated the dealer's reliability through the Better Business Bureau, or similar organization?

II. Construction of Equipment

a. Does the equipment appear rugged and durable and does it rest solidly on its feet, or is there some wobbling?

b. Is the case, including hinge system, sturdy and well-fitted, or can the sides be pressed in and are some difficulties encountered when putting the cover back on with all parts inside which should be there?

c. Have you investigated the advantages of the company's premium, or high quality, equipment? (A little extra spent now may save more dollars and much heartache later on.)

d. Does the equipment have an Underwriters Laboratory label?

e. Is this a new, untried variety of equipment which has not been thoroughly tested by other persons through long use?

f. Are you concentrating on one type of equipment to the blind exclusion of others? (It is easy to

examine and use only one kind of equipment, but this is passing up a great field of other worthwhile audio and visual aids.)

g. Do you have a long-range acquisition plan in mind, such as starting with what your school needs most, or a certain number of "these" units and then "those" units to balance the needs, or possibly some other plan? (The type of plan is not as important as is having one.)

III. Threading

a. Is there easy, uncomplicated threading?

b. Is there a threading diagram or chart permanently fixed in an obvious place?

c. If the projector is not properly threaded, will the sprockets tear or break the film? (Some makes will not function if improperly threaded, thereby reducing film damage.)

d. Are the sprocket points in perfect shape, or are one or more points slightly damaged, bent or missing? (Even on a new projector, this is conceivable. Examine the sprocket holes on the film which was used for the demonstration. This will tell the tale for everything but missing points which can be found by touching or looking at the sprockets.)

e. Is the film path, especially in the gate, of sufficient quality that it will allow splices to pass through satisfactorily without loss of loop or damage to film or film surfaces?

IV. Controls

a. Generally speaking, are all controls simple, properly labeled (preferably stamped on a separate plate), conveniently located and easy to reach from operator's seat even with projector operating?

b. Does it have an easily accessi-

ble and adjustable framing device?

c. Is there an uncomplicated, power-driven rewind workable without changing the belts or reels?

d. Is the elevation control easy to locate and does it work smoothly, or are the crank and/or lock and release buttons widely separated which allows the support bar to shoot out when adjusted like a knuckle duster?

V. Illumination, Lens and Projection Lamp

a. Was the projector operated without film or projection material to test for sharpness of focus and lack of fuzzing at the edge of the lighted screen area, and for evenness of illumination over its entire surface?

b. Was the projector at right angles horizontally to the screen and perpendicular to its center for the illumination testing to be valid?

c. Are the projection bulbs used in each demonstration of the same rated voltage and wattage and completely new for fairest evaluation? (New lamps should be used for testing since the older ones have less illumination.)

d. Is the same focal length lens being used in each demonstration? (This can mean everything in comparing brightness on the screen.)

e. Is the quality or color of the light on the screen whitish or bluish, or does it show poor lens qualities with rainbow effects or yellowish light, which is caused by chromatic aberration in the lens?

f. Do ripples or stationary waves of light show on the screen? (This is due again to chromatic aberration, denoting poor lens grinding or quality.)

g. Have you taken a light meter reading at the center and at least four corners, and perhaps other

equi-distant points, of the screen to see if they read the same? (Sometimes one whole side will test undesirably weaker.)

h. Did you use the light meter to test also for general minimum intensity of illumination at the screen? (The foot candles are the important determining factors and mean more than the rated wattage of the set. The reflector polish, condenser system, efficiency and newness of the bulb, quality of the lens and size of the aperture in a low wattage set may be better than that in a higher wattage, more expensively priced and operated set; higher wattage *may* mean just higher electric bills. Check the standards and ratings listed below for each machine.)

i. If no light meter is available, to check overall power, have you consulted the suggested power ratings in watts listed below for each machine?

j. When using film or projection material, is the image as clear and sharply focused at the edges as at the center? (If not, then this is the astigmatic fault of the lens.)

k. Is there provision or a method for cleaning the gate, the aperture plate, and the lens on both

ends or sides?

l. Can the projection bulb be changed easily?

#### VI. Cooling and Overheating

a. Does the cooling fan turn on automatically with the projection switch, or at least with the lamp switch?

b. After having operated the machine without projection material for at least 30 minutes, does any exterior part of the projector housing (except the top of the lamp house) show an increase in operating temperature of over 50° above the ambient (room air) temperature? (This can be determined by thermometer readings from contacting various parts of the case and the aperture plate.)

#### VII. Sound

a. Do the materials used in the equipment being tested have a wide range of sound, voice and music by which to judge the quality of the apparatus?

b. Are there two tone controls (treble and bass)?

c. Is there an objectionable hum when operating with the amplifier turned on only half way to full volume? (This hum should be no more than 2 decibels.)

d. Does the amplifier have a power rating of 12 watts, and certainly not lower than 7 watts, with low impedance input for microphone? (The latter refers to low resistance in the microphone cord, or use of a shorter cord.)

e. Do the speakers have more than 2 decibels of sound distortion?

f. If a high fidelity arrangement is being tested, are there three sizes of speakers to handle the ranges of tones? (To be true high-fidelity, there must be a 4-8" speaker, the "mid-range," for medium ranges, a 2-4" speaker called a tweeter, for the high tones, and a 10-15" speaker, called a woofer, to handle low tones. Also to be true high-fidelity, each speaker must be physically separated from the sound source to avoid vibrations.)

#### VIII. Projector Noise

a. When the projector is running without the amplifier, is a person near the projector easily able to hear another person standing or sitting close to the screen while in a typical classroom?

b. Is the projector noise disturbing or does it drown out conversation in any part of the room?

#### IX. Oiling, Maintenance, Cleaning and Storage

a. Are the oiling holes centrally

located or at least easily accessible? (If the machine has nylon gears, do not oil them because you will ruin them; they are also practically noiseless.)

b. Are commonly consumable parts such as projection bulbs and amplifier tubes housed in such a way as to enable an unskilled person to replace them with ease and without use of tools? (The cover over the amplifier tubes should be easily removable.)

c. Do the areas where there is the most vital need for cleanliness, such as lens and film channel, have provision for removal of debris? (A lint brush should be able to be pushed through for cleaning.)

d. Do the various components of the equipment fit together with ease, and does the case provide complete physical coverage so that dust and grime deposits are kept to a minimum?

#### X. Portability

a. If carrying the set will be a permanent practice, is the weight low enough so carrying is not difficult, and does the handle appear and feel strong enough to hold up over the years? (The better plan is, of course, to provide a metal cart on which the projector can be rolled around even by elementary pupils.)

b. Does the general shape of the equipment make it possible or nearly impossible to move it through classroom doors with complete ease?

c. Have you calculated the difficulty or lack of it that students may have setting up and putting away the particular equipment? (More and more today, students, even in the sixth grade, are learning to operate equipment unaided in the classroom while on free time.)

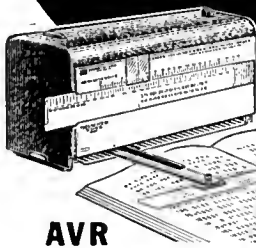
#### XI. Available Service

a. Is factory service available within a reasonable vicinity or is the vendor able to furnish authorized factory repair service for the equipment within the state or closely adjoining state in which it is for sale?

b. Does he maintain a stock of consumable items such as lamps, tubes, belts, switches, line plugs and electrical cords which may be of special make and not otherwise obtainable?

c. Is the vendor able and willing to furnish loan equipment upon reasonable notice of need while school equipment undergoes repairs?

**NOW IN THOUSANDS OF CLASSROOMS!**



**BEST . . . because it has passed the classroom test**

AT A COST AS LOW AS **37c** PER PUPIL\*

**AVR RATEOMETER**

**Tops the list of America's Reading Learning Aids because of its proven performance**

**IT'S VERSATILE . . .** fits into any reading improvement program.

**IT'S ACCURATE . . .** Lifetime electric motor provides clock accuracy, trouble-free service.

**STUDENT CENTERED . . .** requires minimum assistance. Students master its use in minutes.

**EASY ON BUDGET\* . . .** Actual classroom experience over a 5-year period shows that costs run as low as 37c per pupil.

**Teachers say:** "Pupils love working with them" . . . "best of its type" . . . "more convenient" . . . "so quiet" . . . "flexible and adaptable" . . . "rate increase 70 to 300%."

Complete with manual, carry-case, \$35  
5 to 9 units, ea. \$31.50 • 10 or more, ea. \$29.75

**Satisfaction guaranteed or money refunded**  
Send orders to

**AUDIO VISUAL RESEARCH**  
Dept. U99 523 S. Plymouth Ct., Chicago 35  
FACTORY: Box 71, Waseca, Minnesota

**SIMPLE! EFFECTIVE! DURABLE!**

“Look at what’s  
**NEW**  
in sound projectors!”



*IT'S SAPPHIRE JEWELLED  
—BUT THAT'S ONLY THE BEGINNING...*

# Introducing the new Bell & Howell Filmosound Specialist 399AV

(America's most versatile 16 mm sound projector)



## Look what it lets you do...

### ZOOM!

Bell & Howell's *FILMOVARIABLE* lens lets you zoom the picture to fit the screen. Don't move the projector. Just twist the lens! The only *optional* feature shown on these pages. All others are standard equipment, built into the *Specialist* 399AV projector.





Look at a frame as long as you like. Bell & Howell's exclusive "cold glass" heat filter gives you *brighter* still pictures than you've ever seen in a sound projector. The "cold glass" safeguards your film and lets you stay on frame *indefinitely*.

**LOOP!**



No fluttering or flickering. The automatic loop restorer brings back a lost loop in the wink of an eye! No interruptions. Your audience stays *attentive*.

**RELAX!**



It's the easiest of all projectors to use. You can thread it in seconds and control your showing with a single dial. You never have to oil it because it lubricates *itself*. And you know the *Specialist* won't break down in the middle of a showing. Every single part is engineered to last. This is the projector that never quits running!

**LISTEN!**



It's a new 2-speaker sound system! Bell & Howell has added a *second* speaker for greater clarity and richness. Both are permanently mounted. You get better communication and clearer understanding.



**REVERSE!**

Did somebody miss something? Flick the reverse switch, run it back and show the scene again. Just as an instructor can stop and go back over a point for clarification, so can the *Specialist*.

★ *and it's sapphire jeweled*  
All critical film handling parts are surfaced with sapphires for 400% longer life.



## FREE BOOKLET!

Send for "Teaching and Training with Motion Pictures."  
Valuable tips for schools, churches and industry.  
Bell & Howell, 7100 McCormick Rd., Chicago 45, Illinois  
Gentlemen: Please send me a copy of "Teaching and Training  
with Motion Pictures."

NAME

ADDRESS

CITY

ORGANIZATION

STATE

*FINER PRODUCTS THROUGH IMAGINATION*



**Bell & Howell**



# AUDIO

by Max U. Bildersee

## With an "Ear to the Ground" at NAVA

We went to hear the AUDIO part of the National AUDIO-Visual Association Convention and exhibit. Traditionally, the NAVA show is designed to introduce new materials and new equipment to the dealers. It is the trade-show wherein the manufacturers and the dealers seek each other out to explore new avenues of association.

We were disappointed but not surprised to find that the emphasis in audio is still on things—machines—equipment, and not on materials. There were many interesting exhibits featuring record players, tape recorder/reproducers, language laboratories—the gamut of audio equipment. There were but two exhibits stressing the audio materials of instruction.

We were delighted that these booths were continually crowded—solid evidence that there is great dealer and school interest in appropriate materials—and we hope that this interest will be translated into introducing the instructional materials demonstrated to those who were unable to be at the NAVA show to hear for themselves.

The importance of materials is mirrored in the comment of one audiovisual dealer from the south who told me, "I'm sure interested in records. That represented my biggest single line of sales last year."

The recordings demonstrators were Folkways (117 West 46th Street, New York 36) who are both producers and distributors; and the Wible Language Institute (Hamilton Law Building, Allentown, Pennsylvania).

Mr. Moses Asch brought with him samples from his tremendously broad and useful collection of recordings. The FOLKWAYS library is without doubt the largest library of its type in America, and schools and school personnel, as well as libraries and their personnel, should be intimately acquainted with the depth and breadth of this unusual catalog.

We noted many new titles displayed here for the first time for educators, and dealers alike. Among them were such intriguing titles as "Picasso," "O, Canada," "The Glory of Negro History," "Robin Hood Ballads," "The Changing English Language," "Early

English Poetry" and "Learning as We Play."

The Folkways catalog is divided into such sub-headings as "Americana," "Songs of the States," "American Historical," "Music, U.S.A.," "World Historical," "Ethnic Library," "American Documentary," "Science" and many other areas including language recordings (Spanish, French, Mandarin and English), folk tales and music for children, religious recordings, music instruction and literature. Somewhere in this collection there is a variety of material suitable for instruction at every grade level and in every school.

If you do not know the Folkways collection, we urge that you become acquainted with it.

Mr. Asch produces recordings and distributes them. Mr. Wible, on the other hand, is a recordings distributor through his Wible Language Institute. Although his catalog indicates a specialization in recordings, tapes, filmstrips and slides as well as other devices and materials in the foreign language area we foresee expansion because the catalog offers recordings in music and literature as well. And the latter were prominently displayed in the booth at Chicago.

There were other exhibits specializing in audiovisual material. Jam Handy (2821 East Grand Boulevard, Detroit 11, Michigan) was there with their catalog of filmstrips and filmstrip recording sets. These deal, as all instructional materials people know, in the variety of areas of teaching in our

schools. In this year of the NDEA Science and Mathematics are not overstressed to the detriment of other aspects of the course of study.

McGraw-Hill (330 West 42 Street, New York 36) was there, too. They announced as of July seventeenth that two new sets of sound filmstrips will be ready in September, 1959. These are titled "Spanish for Elementary Schools" and "French for Elementary Schools" and are designed, "to meet the specific needs of the rapidly growing number of elementary schools with foreign language instruction programs."

Each filmstrip tells a simple story of the activities of American children. The action unfolds on the screen while the accompanying recording tells the story in simple alien vocabulary. The story is repeated with simple alien captions superimposed on the pictures so that students may hear and then see the language. It is essential, we believe, that a third step be introduced by the teacher—that of speaking. Hearing—Seeing—Speaking are all desirable in this level of learning.

It is to be hoped that this initial, and perhaps tentative, step in the direction of supplying foreign language teaching materials for elementary schools will be followed by new and additional materials as time progresses. Indeed, foreign language instruction for a short period time in the elementary school may be wasted. It is essential that a continuum of learning experiences based on sound instructional materials be offered to elementary schools if the present trend towards beginning foreign language instruction early in the school career is not to become one of the great failures of modern education.

Another leading materials exhibitor was Eye Gate House, Inc. (146-01 Archer Avenue, Jamaica 35, N.Y.),

## Audio CARDALOG Record Reviews on Cards

☆ on 3x5 punched, cross-indexed cards

☆ for accessible filing and finger tip reference

☆ published monthly, September through June

☆ at least 400 cards per year

☆ efficient, constantly expanding reference center

☆ supplying synopses and appraisals

☆ your buying guide

☆ suggesting audience and instructional use

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —



**LANGUAGE LABORATORIES**  
**Go To School!**

Califone's complete line of Language Laboratory components has been developed after extensive research into the requirements of Schools and Universities at all grade levels.

Recorders, playbacks, phonographs, consoles, booths, etc. — all manufactured by Califone — offer to the field of language education integrated equipment that is the most reliable, easiest to service and simplest to operate.

Contact your Califone Language Laboratory Dealer. He will help you determine your exact requirements.

Write for complete descriptive literature. Dept. ES-4



**califone CORPORATION**  
1020 NORTH LA BREA AVENUE  
HOLLYWOOD 38, CALIFORNIA

showing a variety of educational filmstrips and associated phonograph records. Linguaphone (30 Rockefeller Plaza, New York 20) was represented and was showing their particular line of recordings designed for language instruction.

There was a variety of audio equipment on display. Record players, tape recorder/reproducers and radios were to be seen. Among the exhibitors showing this type of equipment were such well known names as Ampex Audio (1020 Kifer Road, Sunnyvale, California) showing tape recorders and the Ampex Corporation (934 Charter Street, Redwood City, Cal.) showing tape recording equipment. Others showing specialized audio recording equipment included the Antrex Corporation (856 N. Rockwell Street, Chicago 22) exhibiting battery operated

tape recorders; Audio-Master Corp. (17 East 45th Street, New York 17), Bell and Howell (7100 McCormick Road, Chicago 45), Califone Corporation (1041 N. Sycamore Avenue, Hollywood, 38), Newcomb Audio Products Co. (6824 Lexington Avenue, Hollywood 38), North American Philips Co. (230 Duffy Avenue, Hicksville, L.I., N.Y.) and many others including RCA Victor (Camden, N.J.) and Webcor, Inc. (5610 W. Bloomingdale, Chicago 39) showed tape recorders, phonographs, radios and the other audio instructional devices.

There was surprising lack of emphasis on television. There was information available on some cameras and associated equipment, one or two classroom TV receivers and antennae systems. But it seemed that after a comparatively few years television

equipment had reached a position of somewhat less importance.

The equipment stress at the NAVA exhibit was on language laboratories. There were no less than a dozen exhibitors showing and stressing their language laboratory equipment. This ranged from the comparatively simple to the utterly complex. The simplest involved opportunity for the student to hear from a central source (teacher tape or disc) and to repeat aloud hearing himself by mechanical rather than electronic means. The most complex involved all manner of audio activity, including hearing from the central source — or choice of central sources in multi-channel installation — and recording student reaction for either teacher or student criticism. In the latter each listening position is equipped with a selector switch, headphones, microphone and tape recorder.

Reactions varied. Some dealers viewing the most complex installations wondered first, who would make the installation and second, who would undertake maintenance. Others questioned the ability of schools and colleges to purchase such expensive equipment. Others asked about the use of space for such a set-up which may reduce available instructional space in already over-crowded schools.

Conversely, some dealers saw in the language laboratory as it was shown and demonstrated the ideal solution to many instructional problems, including student advancement at an individual pace, ample opportunity for self appraisal, extension of the effectiveness of the teacher through the use of recorded material and the introduction of variety in both method and material to make learning both more rapid and more interesting.

Teacher reactions varied, too. Some were aghast at the prospect of responsibility for such complex equipment. Those who had had experience using this specialized audio equipment in language instruction were sometimes enthusiastic but more frequently counseled caution and slow growth. There were those who seriously questioned the advisability of supplying each listening location with response-recording equipment. Would it be used frequently and effectively enough to justify the investment — and the more complex maintenance?

It was interesting to note that no one questioned the value of the intensive listening situation in learning. Some language specialists suggested that the language laboratory was a partial misnomer because the same techniques — precisely — could be just as effective in other areas of instruction including grammar, literature, history, music — in fact throughout the curriculum.

**Audio CARDALOG Record Reviews on Cards**

**SUBSCRIPTION FORM**

Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00

Name .....

Organization or School .....

Address .....

City and State .....

It occurs to us that if the crash program in the training of scientists is essential perhaps the listening laboratory should be more widely employed in teaching physics, chemistry and biology. It is not inconceivable that every classroom should be equipped immediately for some form of independent, individual listening—and that a crash program to supply appropriate audio materials is the essential key.

In this regard there was one new development which fascinated us by concept. Some years ago Paul Reed, in an EDUCATIONAL SCREEN AND AUDIOVISUAL GUIDE editorial, suggested a portable audiovisual laboratory. This was to be mounted on wheels for easy transport, and was to contain a single audio amplifier and such essential equipment as a motion picture projector, a record player, a tape recorder and a radio (AM/FM) tuner. The amplifier is common to all these machines and one amplifier could do the job for all. THIS MACHINE WAS ON VIEW AT CHICAGO—in an experimental model developed for the exhibition by the Kalart—Victor people. We don't know that this will ever be more than an experiment—but we hope sincerely that these folk from Plainville, Connecticut will develop this concept of audiovisual equipment more fully.

In this regard, is it not practical to supply each classroom with an audio amplifier as standard? Then the activating components (projector, recorder, tuner and record player) could be portable. Loudspeakers in this situation could easily and naturally, then, be standard classroom equipment and could be so located to give the best listening opportunities. Add to this a simple jack arrangement so that a single headphone set—or a multiplicity of headphones can be used for individual or group listening. We approach then the fundamental of the listening laboratory—and make the equipment immediately available to every classroom.

Such an arrangement, let us hasten to say, does NOT erase the need for other audio equipment. The situation may well arise—and probably will arise—in which a majority of the students will be viewing a film or auditing a recording—while one or a few may be using independent audio equipment, also with headphones, for entirely different purposes.

This, then, is the beginning. Certainly this NAVA demonstration is not the 'end' and we have not reached the audio millenium. Indeed, we are just beginning to use the audio devices to their greatest advantage in instruction—and we are yet to supply the essential

instructional materials. Perhaps next year they'll be shown in greater number and variety.

In any case, we'll continue to "keep an ear to the ground" for you.



Do you have a student in Plane Geometry who needs help? Does that student need a "quick review" or a bit of pre-examination "cramming"? The outright reading of the axioms and postulates offered on the recording "Plane Geometry" (Audio Educational Aids, Box 250, Butler, Missouri) may be useful. This record reviews, in

something less than an hour, practically an entire high school course in Plane Geometry. Following the reading of the axioms and postulates the student is introduced to the theorems. These are read as statements, suggestions are offered for their proof, and then they are reread. Geometric terms are stated and defined and suggestions are offered for solving a variety of problems.

This is a good presentation of fundamental data. To understand the recording, the student will have to have had considerable previous training in the area. No visual material accompanies the disc, and it is hardly intended as a "do-it-yourself" course—nor should it be used that way.



*Audiotape "speaks for itself" in a spectacular recording  
—available in a money-saving offer you can't afford to miss!*

**DETAILS OF THE PROGRAM**

The program includes these colorful selections:

- Tschaikowsky .. Russian Dance
- Sibelius.....from Finlandia
- de Falla..... Dance of Terror, Ritual Fire Dance (El Amor Brujo)
- Brahms.....from Symphony No. 4 in E Minor
- Khatchaturian.. Saber Dance
- Stravinsky .....Infernal Dance, Finale (Firebird Suite)
- Beethoven..... Ode to Joy (Symphony No. 9 in D Minor)

**DETAILS OF THE OFFER**

This exciting recording is available in a special bonus package at all Audiotape dealers. The package contains a 1200-foot reel of standard Audiotape (on 1½-mil plastic base) and the valuable "Blood and Thunder Classics" program (professionally recorded on standard Audiotape). For the entire package, you pay only the price of two boxes of standard Audiotape, plus \$1.

HERE's a reel of musical excitement that belongs on every tape recorder. "Blood and Thunder Classics" is a program of great passages of fine music, specially selected to show you how vibrant and colorful music can be when it is recorded on Audiotape.

"Blood and Thunder Classics" is available RIGHT NOW from Audiotape dealers everywhere. (And only from Audiotape dealers.) Ask to hear a portion of the program. Then, take your choice of a half-hour of rich stereo or a full hour of monaural sound—both at 7½ ips. Don't pass up this unusual opportunity.

**audiotape** TRADE MARK

AUDIO DEVICES, INC., 444 Madison Ave., N. Y. 22, N. Y.  
In Hollywood: 840 N. Fairfax Ave. • In Chicago: 5428 N. Milwaukee Ave.

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss



"Health in Our Community," Encyclopaedia Britannica Films

## Health In Our Community

(Encyclopaedia Britannica Films, 1150 Wilmette Avenue, Wilmette, Illinois) 13 minutes, 16mm, sound, black and white, 1959. \$75.

### Description

*Health in Our Community* gives insight into the relationships among the functionaries in the community health program as they cooperate to detect communicable diseases in the early stages, isolate and treat sickness, administer preventive medicine, enforce sanitary conditions in public places, and prevent the spread of contagious diseases throughout a community by quarantine. This presentation introduces an intermediate grade girl in a familiar situation with which the audience can identify, and portrays sequences to organize and explain the diverse but related duties of community health fighters.

The camera pans the classroom of busy pupils and comes to rest on Betty, who is ill. The teacher takes Betty to the school nurse. Seeing some unusual red spots, the nurse sends Betty home, having diagnosed her illness as measles. At home the doctor visits Betty, confirms the nurse's diagnosis, and tells her to stay in bed while she recovers. Meanwhile the doctor writes

a report to the department of health telling of Betty's contagious disease and her isolation for treatment.

Dr. McNally, the head of the department of health, reads the report of Betty's illness and has it filed in a drawer labeled "Contagious Diseases." The narrator explains that these kinds of diseases should be isolated for treatment, and the following scene of a conference comes on the screen while the narrator continues to explain the cooperation among family doctors and the health committee to find and isolate contagious diseases to keep them from spreading.

The next sequence deals with prevention of diseases by vaccination and enforcement of sanitation. This is illustrated by the vaccination of a small boy. The narrator explains that and the working of the laboratory where tests for dangerous germs are made and studied. Following scenes deal with the inspection and testing of milk and water samples in a laboratory.

The ominous tones of the music rise and a shot of a kitten scrounging in a filthy alley that is littered with waste and garbage is shown. The dangers of spreading disease germs here are obvious and the work of the health departments in controlling them is pictured.

Following a transition from a

crowded city street to scenes of the community — children and their mothers at a meeting with the town's doctors for examination of children, a special class for handicapped children, a man getting a chest x-ray, and a nurse visiting a home-bound patient — represent the civic cooperation of the health fighters to detect diseases and point up some of the health services of the community.

Reports of a case of typhoid fever set off a rapid inspection. The typhoid carrier is located and treated. The narrator explains how a man innocently infected the patients, even though he, himself, was not ill. The carrier having been found, the points on the city map which located the danger spots are removed to signify the end of a crisis and the tempo of the film returns to normal. Betty recovers from her measles and the doctor certifies that she is well. Next is shown as she reports to school and is enthusiastically welcomed by her friends. The pupils in the audience are challenged in the next sequence to do their parts in guarding community health. They are advised to keep a clean house and town, and stay in bed when they have a contagious illness.

The ending sequence relates the familiar policeman and fireman, who fight to protect citizen's rights, to the laboratory technician, the doctor, the nurse, and the whole staff of a health department that fight germs and diseases. The closing shot pictures a smiling, healthy girl walking down a city street as the narrator tells that all are fighters to make your town and Betty's a happy and healthful place to live.

### Appraisal

*Health in Our Community* serves to focus the activities of the workers in the departments of health, the community volunteers, and the medical profession around a systematized effort to protect the health of the community. Elementary children should understand the presentation and get some insight into the relations among various occupations that comprise the public health program of a community. The film also indicates that each person has a responsibility to cooperate in keeping the community free of contagious diseases.

The integration of activities at a relatively simple level of explanation, the use of pertinent visuals and ap-

appropriate music effects, and the changes of pace for dramatic effect are strong points of the film. Although the vehicle of the film story was not followed through and its transitions sometimes lacked smoothness, the total effect of the film is pleasing and its message is clear.

— William A. Wheeler

## Insect Foods

(Pat Dowling Pictures, 1056 South Robertson Boulevard, Los Angeles 35, California) 14 minutes, 16mm, sound, color, 1959. \$135.

### Description.

*Insect Foods*—through use of close-ups of insects, descriptions of their life cycles, and their characteristic feeding habits—presents an opportunity to observe a number of insects found commonly throughout America and points up the fact that insect feeding habits are of great economic importance to man.

A katydid, for example, is shown feeding on a leaf, but the film indicates that even though katydids have a tremendous appetite they are not an economic problem because birds and other small animals eat them, thus

controlling their numbers.

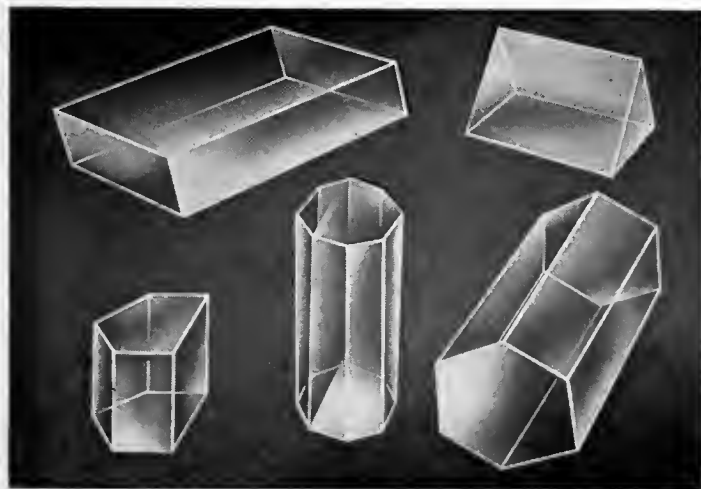
Next, the larvae of a beetle are pictured feeding on stored grain. The film then pictures the dormant, pupal stage. It shows adult beetles in the grain and describes them feeding and reproducing to start again the life cycle of this insect pest. The larvae of the Polyphemus moth are shown devouring leaves; then close-up views feature, its suction-like feet. The narrator points out that the larval stage is well camouflaged. It shows the caterpillar of this moth spinning its cocoon. Through a window cut in the cocoon the caterpillar can be seen undergoing metamorphosis. The exterior of the finished hard, leathery cocoon is also depicted. The sequence is completed by showing a mounted, adult Polyphemus moth.

The film continues picturing a wasp moth as it lays its eggs. The hatched larvae are shown feeding by boring in a living tree; the life cycle is completed by the adult which emerges from the pupa. Termites are shown as they tunnel through a dead log on the forest floor thus helping to speed its decomposition. So, these insects, which are thought of as being harmful, assist in the vital process of soil formation. Larvae of the carpet beetle are household pests but they also have useful

activities. The film pictures a number of these larvae feeding on a dead butterfly, eventually reducing it to dust. This enriches the soil which helps to support the plant and animal life that is yet to come. The adult of the clothes moth is shown as the narrator indicates that this insect has a well earned bad reputation; however, not the adults but the larvae do the damage. Larvae are shown as they feed on woolen material. Following is a close-up of adult fleas and then a cat being annoyed by them. The film shows the larvae on the dead hair of a rug and the pupal stage of the flea.

A praying mantis is shown in its characteristic pose as it captures a fly. The mantis is useful because it preys upon harmful or annoying insects; however, occasionally, it will feed upon beneficial ones, such as bees. The last insect shown is the interesting ant lion. A microscopic view of its powerful jaws is shown; then it is pictured digging its conical pit in the sand. An ant falls into the pit and is immediately caught in the ant lion's waiting jaws.

The film concludes by telling that every plant and animal in the entire world provides food for some kind of insect.



"A prism derives its name from the shape of its base."

Junior High — High School

18 minutes

Color — \$150.00 each  
B & W — \$75.00 each



## FILM PRODUCTIONS, INC.

1821 University Ave.

(Distribution Office)

St. Paul 4, Minn.

Preview Prints Available

## DISCOVERING SOLIDS

A series of three films applying mathematics principles to space perception.

- I VOLUMES OF CUBES, PRISMS, AND CYLINDERS
- II VOLUMES OF PYRAMIDS, CONES, AND SPHERES
- III SURFACE AREAS OF SOLIDS

Art, animation, and model demonstrations help develop formulas for finding volumes and areas of solids. Live footage shows the use of these formulas in practical situations.

Carefully produced under the supervision of Dr. E. H. C. Hildebrandt of Northwestern University's Department of Mathematics, these films meet the demands of the revitalized mathematics curriculum.

**THREE MAGNIFICENT, HISTORICAL DOCUMENTARIES, PRODUCED BY WPIX-TV, NEW YORK CITY**



**THE SECRET LIFE OF ADOLF HITLER**

16mm, b/w, sound — 50 minutes  
Rental: \$25.00 — NO SALES



16mm, b/w, sound — 50 minutes  
Rental: \$25.00 — Sale: \$200.00



16mm, b/w, sound — 50 minutes  
Rental: \$30.00 — NO SALES

"... so impressive, so exciting, so thrilling that it must be seen."—WORLD TELEGRAM

"... irresistible... history in the making."—HERALD TRIBUNE

"... tremendously exciting, vivid, dramatic..."—N. Y. TIMES

"... profoundly thrilling... brilliant and impressive..."—POST

Available exclusively and for a limited time only, from

**FILMS OF THE NATIONS**

62 W. 45 St., New York 36, N. Y.  
Telephone MUrray Hill 2-0040

A 4 page descriptive folder with full information will be sent upon request, free of charge.

**Appraisal**

*Insect Foods* does an admirable job of presenting familiar insects and their less familiar feeding habits. Its absorbing content coupled with its technical excellence will hold the attention of an audience range from primary children through adults. In the schools, it will probably be most useful on the intermediate and junior high level with some use in senior high; however, in addition, farm groups will be interested in its economic implications and householders in its presentation of the habits of fleas, clothes moths, carpet beetles and termites. Since several examples of complete metamorphosis are given, a secondary purpose of the film could be to present the life of certain insects. Also, it shows that some insects, such as, termites, commonly thought of as being only destructive, have very useful functions in their natural habitats. This may help to quell the desire of many people to spray, squash, or "skedaddle from" all insects, whether primarily beneficial or harmful.

— George Vuke

**Explaining Matter: Molecules In Motion**

(Encyclopaedia Britannica Films, Inc., 1150 Wilmette Avenue, Wilmette, Illinois) 11 minutes, 16mm, sound, color or black & white, 1958. \$120 or \$60.

**Description**

The film demonstrates evidences of the existence of molecules and relates the characteristics of solids, liquids, and gases to molecular motion. Using time lapse photography, the film shows the loss of water from a glass during a week. Animation is used to explain the abstract process of evaporation.

Water is used to illustrate the characteristics of a liquid as the film shows water assuming the shapes of various containers. Ice demonstrates the characteristics of a solid, and the relationship of the solid and liquid states to molecular motion is shown as the ice is melted. The film uses boiling water to show the transformation of a liquid to a gas. These changes of state are defined as physical changes resulting from the increase or decrease of molecular motion.

Pressure is demonstrated as heated air blows the cap off a glass jar. This leads to the definition of pressure as the force of molecules against a surface. Increasing pressure by adding more molecules is portrayed as a balloon is blown up. The relationship between molecular motion, physical state, and heat is further emphasized through the use of dry ice, solid carbon dioxide, and liquid air.

The film ends with the generaliza-

tion that molecules are known to exist from their motion, and that molecular motion explains the solid, liquid, and gaseous states as well as pressure.

**Appraisal**

*Explaining Matter: Molecules in Motion* provides a simple introduction to the concepts of the status of matter and the results of molecular activity. The use of simple animation makes it possible to better understand the actions of molecules and to infer their presence from the evidences of their actions. The film is strengthened through its use of materials common to the everyday experiences of its audience. It will be useful in the intermediate grades as an introduction to the study of molecules, as an aid to the growth of understandings in the unit, and as a summary. *Molecules in Motion* is the first of four films in the series *Explaining Matter*.

— Merlyn Herrick

**Rescue Breathing**

(American Film Producers, 1600 Broadway, New York 19, New York) 22 minutes, 16mm, sound, black and white, color, 1958. \$110, \$200.

**Description**

*Rescue Breathing* provides a series of dramatic demonstrations of accidents in which a person's natural breathing is unable to function, and uses laboratory experiments and animation to explain the theory of mouth-to-mouth breathing.

As an ambulance hurries through the city and arrives at a home only in time to remove the body of a suffocated woman, the narrator poses the opening question — "what would you do if found near a person needing help to restore his breathing?" To demonstrate this method, which is a more efficient means of resuscitation than the older arm-lift method, a re-enactment of the laboratory research on rescue breathing is shown. In this portrayal a volunteer doctor has received a dose of curare, paralyzing him to the extent that he can no longer breathe. A nurse tilts back his head, pulls his lower jaw out to remove the tongue from its blocking position over the air passage at the back of the throat, pinches his nostrils closed with her other hand, and places her mouth over his to blow in rhythmically the air needed to keep him supplied with sufficient oxygen. A large scale oxygen meter shows the content of oxygen in the blood during a no-breathing spell when the arm-lift method is applied, when using an oxygen mask, and when the mouth-to-mouth rescue

breathing is used. In the first two instances the oxygen count drops fairly rapidly, while during using either the oxygen mask or rescue breathing the oxygen content of the blood is maintained at a near-normal level. Animation is used to point out more clearly what takes place when using the rescue breathing method.

Typical situations in which rescue breathing can be utilized are enacted. A scoutmaster rescues one of his boys from drowning, a doctor revives a victim of automobile exhaust, a wife saves her unconscious husband who received a severe electrical shock while using an electric drill, and a school girl rescues her little sister who is choking on a part of a burst balloon. Similar action restores a wounded soldier in battle and a woman suffering from an overdose of drugs.

Specific points are stressed throughout the description of rescue breathing. No more than twelve to fifteen breaths per minute need to be given to revive an adult, and twenty breaths per minute to an infant. Air breathed into the stomach can be removed by applying a slight pressure to the stomach. The rise and fall of the chest should be watched for signs that the individual is receiving air. Return of skin and finger nail coloring are signs of revival.

In the closing scenes of the film the basic steps in rescue breathing and important points that must be kept in mind are reviewed.


**Appraisal**

*Rescue Breathing* makes available a much desired film for teaching this technique to persons from the junior high level to adults. The previewing committee feels that this production will be of special interest to teachers of first aid classes, safety classes, boy or girl scout groups, industrial training classes, swimming classes, and parent groups. Of particular interest are the re-enactments of actual situations in which the mouth-to-mouth rescue breathing was used to revive the victims in various near-fatal circumstances; since live demonstrations of this method are not practical the film answers a definite need in classes concerned with first aid techniques. The clearly demonstrated steps prepare any group for immediate action in this life-saving procedure.


— J. Robert McAdam

*Films for review should be sent to Dr. Carolyn Guss, Audiovisual Center, Indiana University, Bloomington, Indiana.*

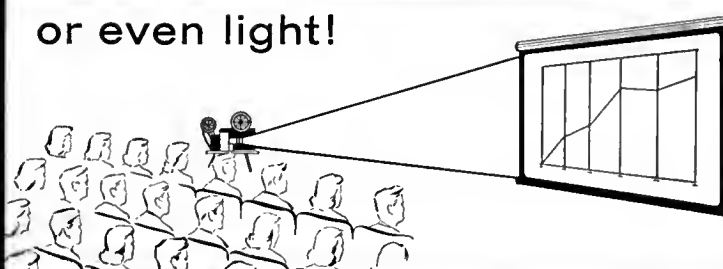
**in a darkened room**



**partially darkened**




**or even light!**



*you get excellent picture projection with Da-Lite's Wonder-lite® LENTICULAR!*

Daytime slide and movie showings can be hampered by inability to darken a room—but not with the new Da-Lite Lenticular projection screen surface. You get bright pictures—outstanding color reproduction—under all conditions. Ideal for wider viewing angles, too, without eye fatigue. Non-scratching, washable vinyl surface assures years of service. Available in portable tripod and wall models.



Write for literature and name of Da-Lite Franchised AV dealer in your area for a demonstration ... and details on full line of Da-Lite Vidiomaster Screens.

*"The Standard By Which All Others Are Judged"*

**Da-Lite®**  
SCREEN COMPANY, INC.  
Warsaw, Indiana

*"Serving Industry and Education for half a Century!"*

**A NEW ART FILM SERIES . . .**

*child art and nature*  
*birds and etching • insects and painting*  
*weeds and mosaics*

Teaching students to observe, understand, and appreciate nature and its relationship to art expression is the primary objective of these three films.

Children in the films interpret their own experiences by using inexpensive and easily obtained art materials. Produced and directed by Frank Bach and James Schinneller, Education and Art Education Departments, University of Wisconsin.

Each film 6 minutes color and sound; Rent \$3.00, Sale \$60.00

**ORDER YOUR PRINTS • WRITE FOR FREE CATALOG • TODAY!**

**BAILEY FILMS, INC. • 6509 DE LONGPRE • HOLLYWOOD 28**



# AV IN THE CHURCH FIELD

by William S. Hockman



"The Harvest," National Film Board of Canada

## A Producer Explains

Since January 1st, 1959, Miss Ardis Kresensky has been Director of Religious Productions for Eye Gate House, Inc., Jamaica 35, N.Y., and occupied in part with the development of a series of four filmstrips for Primary and Junior children entitled, "The Story The Bible Tells." I would like to share, with her permission, several short paragraphs from our correspondence. First on the function and character of the artwork:

"I had quite a time figuring out whether the artwork was too representational. It is representational, of course, and it doesn't always communicate theological meaning. But, it always helps tell the story. The pictures communicate a good deal of emotion through facial expression, gestures and settings. They won't obscure the meaning unless the story obscures the meaning by too much entertainment, or, by losing itself in individual incidents and details. It is the *story* we are trying to tell."

A grand sweep is undertaken in these filmstrips—*In The Beginning, God's People, The Christ Child, and Jesus Our Savior*—and such a statement of what the Bible tells in this broad-brush way is needed. When the question of 'interpretation' was

brought up, Miss Kresensky had this to say—and I liked it very much:

"We want to tell it with 'no comment' as much as possible. Of course, all interpretation is 'comment', and we can't avoid interpretation as long as we are trying to bring the stories within the understanding of the Primary child (by using 'shame' and 'God couldn't trust them any more', and 'It's all right now' instead of 'Go in Peace'.")

It seems acceptable interpretation. Unless such a procedure is permissible and possible, what chance have we of communicating this body of information to the younger children? She continues:

"But as long as the central theological truth is left intact, even though it isn't fully expressed, I think the best thing we can do is to tell the story as clearly and as simply as possible. If the only questions that arise are the important questions that arise from the Bible itself, then I think we've done the job. Where did the tempter come from? Does anybody know? But there he is."

On the question of halos in the artwork, we have this reply:

"We are going to take a chance on halos. Although almost all of our teaching pictures these days do without them, there are still halos on the Old

Masters, and even on something as relatively modern as Vichon's 'Christ and The Children'."

And we hope that she is right in this. We shall look forward to seeing and reviewing this new series, obviously being made with intelligence and great care. — WSH

## Rural Erosion

*The Harvest* is a 30-minute B&W dramatic motion picture about a minister in a rural community, and the social erosion he faces in his people and in himself. Keyed to this year's study of Town and Country by the churches of America, this film has much to say both to city and rural congregations. It holds the mirror up to both: to the first to ask if they are helping; solve the problem of an adequate ministry for the rural areas; and, to the latter to ask if they are doing enough to help themselves. Produced by the National Film Board of Canada, it is available from the BFC of the NCC and from local rental libraries. Excellent treatment of subject; dramatic; realistic; and with good general qualities. Highly recommended. Rental \$6.00.

## Emerging Africa

With the press headlines as they are it is fitting and timely for the churches of the U.S. to be studying Africa and her peoples this fall and winter. It is good to have a fine film to aid in this study, and in *New Faces Of Africa* the National Council of Churches, through its Broadcasting and Film Commission, has produced an outstanding film. The content is excellent, the photography fine, and the whole production has a nice professional gloss.

Its excellence begins with the general continuity narration. It is done by an African, a handsome man and a very ingratiating personality, Dr. Mungai Njoroge (Moon-guy Jo-ro-ge). Born in Kenya, inspired to work for his people by a missionary, Mr. Njoroge arrived in the U.S. in 1951 with a bachelor's degree in hygiene and little else. In 1959 he returned to his home, a graduate in medicine of Stanford University, an excellent command of English, and with two years internship in two outstanding medical centers.

What does he say of emerging Africa? "Poverty, ignorance and disease



are the great problems in Africa. But there is another—finding a faith to live by. Without it, even independence will not be true freedom." So, he will give his life to faith and medicine!

In this 29-minute color and or B&W film Africans speak. A pastor tells of his strong and self-reliant church; a nurse tells of her upbringing, training, present work and hopes for Africa; a chieftain tells us of changing old economic patterns into new ones; an office worker in Leopoldville tells us why he can never again be content to be ruled from a European capital. An African editor speaks; brilliant, young and mission trained Tom Mboya tells us of self-government and independence. This is good. So often have others spoken for Africans. Now we hear their story while seeing them, their people, their cities, their way of life via fine photography. What if their English is not as clear as your ear is used to. This only adds an authentic note. Here is a superior film. Let's use it to the full: with youth, adults and if care is taken, with Juniors as well. From your AV dealer. (See cover of June issue.)

## Rembrandt Film

If you are looking for a program for mature adults of your church, club, or community why not try giving an hour to the artist Rembrandt, whose 350th birth anniversary has brought forth new books and new films? Why not a 15-minute review of the book "Rembrandt and The Gospel," by

W. A. Visser 't Hooft (Westminster Press), plus the 14-minute color film *Rembrandt: Poet of Light* (from International Film Bureau, 57 E. Jackson Blvd., Chicago 4; \$4.50 rental), plus a 15-minute forum on his life, religion and art? The film can be counted on to do its part well.

## Filmstrip Notes

It is one thing to show children about growing plants, about growing animal babies, about things around you, even about the land, the sky and the heavens, and then quite another thing to stimulate them to find out about these things for themselves. We suppose when science is presented to grades One and Two that the accent will need to be on showing and telling rather than upon investigation and finding out. It was, perhaps, this "finding out about" in the first half of every title in SVE's *Basic Primary Science—Group One* that bothered us. Again, we thought that here would be the place for some fine color photography, and instead we are given full-color original art. I have no objection to the captions. They get the job done, better than the art. On the look-out for nature materials useful in the lower grades of the church school, in vacation church schools, and in week-day schools, I wish that I could be more enthusiastic about this series of six. I find it only acceptable for use in the church school. From SVE; \$4.50 each; \$24.50 complete and boxed; write for descriptive materials.

## QuoVadis — Church Audiovisuals?

by William F. Kruse

Whither goeth — church AV production — distribution — evaluation — utilization — communication? Some thirteen years ago Rogers and Veith<sup>1</sup> raised the same questions concerning the status and development of the motion picture in the service of the church. They suggested that this development had moved in what they called three "waves" — 1895-1919; 1920-1930; and 1931-1946, their time of writing. Disregarding some room for question as to the exact dates chosen as division points there was logic in these time zones. From the invention of the motion picture until the early '20s churches had practically no films other than those from the theatrical field; the '20s and early '30s

saw a start made in production directly for church use; and by the mid-'40s the interdenominational Religious Film Association was distributing some 250 films, most of them technically acceptable by the non-theatrical standards then prevailing.

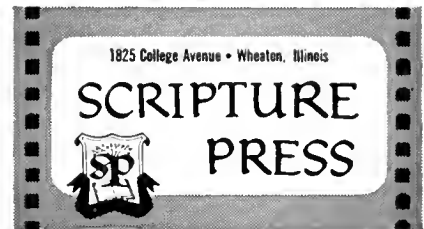
Today, these materials have increased more than ten-fold, and the number of producers has more than trebled. The religious film field represents an annual budget of \$13,900,000<sup>2</sup> for production, distribution and equipment. A single denomination reports expenditures of over \$6,000,000 on its television film program during eight years of telecasting.

Virtually universal recognition prevails of the importance of audiovisuals

tested  
**VISUAL AIDS**  
for better teaching

Let your pupils see what you say. They'll learn faster—remember longer. Scripture Press offers a complete selection of tested visual aids for more effective teaching.

- **FILMSTRIPS—35MM.** Professionally done. Story guide with each film, authentic, captivating.
- **FLANNELGRAPHS.** Colorful, die-cut suede-backed figures. Easy to use. Complete story furnished.
- **TABLE-TOP PROJECTS.** Brightly colored, stand-up figures moved around on map. Lesson book included.
- **FLASH CARDS.** Hold in hands as story is told. Complete story furnished with each set. Order from your Christian bookstore or write for **FREE** catalog. Dept. **ESV-99**



**TEACHING AIDS**  
FILMS, FILMSTRIPS,  
SLIDES, POSTERS, ETC.  
Write for Free Catalog  
**AMERICAN BIBLE SOCIETY**  
Audio-Visual Department  
440 Fourth Avenue, New York 16

**THE FILM DOCTORS®**  
SPECIALISTS  
in the science of  
**FILM**  
REJUVENATION



RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid** **FILM TECHNIQUE INC.**  
Founded 1940  
37-02C 27th St., Long Island City 1, N.Y.

**RADIO-MAT**  
TALK from your SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES  
on  
**RADIO-MAT SLIDES**  
WHITE AMBER-GREEN  
ACCEPTS NO SUBSTITUTE

**MAKE YOUR OWN SLIDES**  
on your own  
**TYPEWRITER**  
by using  
**RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2 x 2.  
Sold by Audio-Visual, Photo & Theatre Supply Dealers. For **FREE** SAMPLE write —  
**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd Daytona Beach, Fla.

but some questioning also as to whether the right materials are being produced for the right purposes, and, even if so, whether they are used to proper advantage. The time has come once more to take stock of where we stand, whence we have come, and whither we are going.

### Wanted — Facts

This stock taking must be more than a pleasant meeting of minds or subjective exchange of generalities. Fifteen years of "Green Lake" and innumerable seminars on denominational and/or regional scale have helped us clear our thinking, appraise our needs, develop our skills. The areas in which a dearth of films was noted by the workshops of a decade or so ago are now for the most part supplied. The Methodist seminars (1916-7) which brought together each year some two score invited AV leaders and resource experts for a three-week period of study and discussion listed among these areas — Bible, Jesus, Paul, Christian family, evangelism, stewardship, witness, missions, church vocations, skills, arts, and the special interests of children, youth, teens, and parents. In the opinion of producers and denominational leaders alike there are more materials today in each of these areas than are being put to effective use.

### Who Uses What — and Why — and How?

Just how much are they being used? How effectively? For what purpose? By whom? The time has come for basic factual research into the patterns of producer-distributor-user relationships. Research — not opinions, not guesses, however qualified or self-assured may be the guesser. So many of us are there who "know" so much that may not really be so at all.

The basic data are readily available in the records kept by the producers and by wholesale and retail distributors. It will cost money to gather, collate, analyze and interpret them. But valid policy and program can be built only on a solid factual base. A statistically valid data format, once the questions and issues are clearly defined the material on which answers are to be based may come at relatively low cost from the sources themselves. The costs of collating and analyzing would not be too heavy if shared by the chief likely beneficiaries.

### Wanted — Research . . .

A consideration of the extent and methodology of research in audiovisual education in school and government service, and recently in mass com-

munication and educational television, would reveal how far the religious AV field lags in this respect. Less than one percent of the degree dissertations on AV topics deal with church applications and even most of these theses are very narrowly conceived. It is time to remedy this.

### . . . on the Local Church Level

There is need for a thorough motivational research program on the local church level to find out why certain materials were selected and by whom. Why not others? Was it because of some published evaluation, such as the Audio Visual Resource Guide or Educational Screen's Church Department? Did the user's experience bear out that evaluation? Always? When not, why not? Where was the material used? How? When? For what type audience? With what effect — in the opinion of the leader? User group reaction? Comments? Would it be used again? For the same purpose? Same audience? Different purpose and audience? When? Why?

Does the local church feel it knows how to use AV material effectively? If not, what kind of know-how is lacking? How could it be supplied? By whom? How? In the opinion of William S. Hockman there is less grass roots know-how than ever before, partly because of excessive turnover in church workers, including the audiovisual chairman.

### Who Is the Church Audiovisualist?

How many churches have one? Who is he? What does he do? How was he selected? What are his status symbols? What is his background in church work? What is his relationship to the DRE — how often is he the same person? Relationship to the minister? To other church leaders? What does the AV chairman think of his own function — and functioning?

### And What of "Curriculum"?

To what extent is curriculum integration of AV materials actually practiced? Under what guidance? How strictly? Has, perhaps, the heavy unqualified emphasis on curriculum produced a side-effect of deriding and eliminating *all* use of motion pictures, etc., for fund raising, recreation, attendance boosting, "baby sitting" or other secondary applications of certain types of film? Does the primary curricular use of AV ban completely such periphery uses?

### Are Audiovisuals Today Technically Good?

Clergymen are known still to argue that if there were "good" films and

filmstrips they would be more likely to use them. What is a "good" film? Good for what? For whom? Says who? Why? If, by "good," *content* is meant, what are today's faults and what the sources of improvement? If *technical* quality is meant the same questions apply. Hockman states that "clergy say 'get quality up,' not knowing that it is way above where they think it is."

What of the alleged "Hollywood influence"? Is it good or bad? Or partly both? In what way? The pros and cons were discussed at least as far back as 1946, at Emory, when Dr. Frank M. McKibben put it thus:

"We may do many things in this field of our own. But it is altogether likely that we will be compelled to draw upon the technical skill and superb artistry of Hollywood to accomplish the ends we seek. *We shall need to learn the method of indirection in securing certain ends.* (Original emphasis). We are apt to try to do in this field what we have unwisely done in story telling. Not content to tell a story and let it do its own teaching, we moralize before and after we have told the story. Children quickly build up a defense against such procedure."

Any number of the films and other audiovisuals produced for church use now draw on this "Hollywood" skill and artistry. Is this "good"? Bad? How? Why? Again — who says so — and why? Does this apply more particularly to films custom-made for a specific denomination? Or to materials produced for broad interdenominational use? There is now enough "Hollywood" as well as non-Hollywood product for comparison, and broad enough audiences for research.

Much of current production is aimed at television, a field untouched in 1948. Many television productions subsequently go into group audience circulation. Are the two media wholly compatible? What do church audiences think about this? What do religious film library booking records show?

Producer, distributor, dealer, user — all have a vital interest in getting dependable significant facts. Only on the basis of well-founded factual data can we know even *what questions* to ask. Once we have the questions we will be able to get and to think about the answers. And — perhaps even act on them.

<sup>1</sup>Rogers, Wm. L. and Veith, Paul H.: *Visual Aids in the Church*, Philadelphia, Christian Education Press, 1946, 214pp.

<sup>2</sup>Flory, John: *The Economic Impact of the Audio Visual Field*, Journal SMPTE, August 1957, supplemented in June 1959 issue.

# FILMSTRIPS

by Irene F. Cypher

## Living in the Soviet Union Today

(7 strips, color; produced by the Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$39.75 per set, \$6.50 single strips.) Although it is much easier to arrange to travel in Russia today, relatively few Americans have as yet made extensive trips to this country we need to know more about. The producers of this series have drawn upon the photographs taken by twelve who did visit Russia in 1957 and 1958, and the result is a rather comprehensive pictorial account of home and school life and activities, agriculture and farming, shopping facilities, resources and transportation in modern Russia. Attention is focused on the cities of Moscow, Kiev, Leningrad and Tashkent. We see famous buildings, typical street scenes, recreational facilities and general activities. We become aware of the many contrasts among the people; the scenes and activities are those which appeal both to a photographer and to a student of social conditions. There is a friendly feeling to the series, and it seems less stilted than some regional geography materials. Perhaps this is because the pictures have human interest and show plenty of people going about their daily tasks, rather than merely presenting a series of buildings. It is material to be recommended for use with any class or group wishing to know more about what life in Russia is like today.

## The St. Lawrence Seaway

(Parts I and II) (single strips, black and white; produced by Visual Education Consultants, 2066 Helena St., Madison 1, Wisc.; \$3.75 each.) The current year has seen the opening of a great new sea lane which makes it possible for boats of all kinds to come directly from the Atlantic ports to Montreal and on to great inland ports such as Duluth. Part I of this set, "Natural Obstacles," shows us the work which had to be done to overcome natural geographical obstacles to this project. Part II, "Building the Seaway," outlines the steps taken in carrying out the actual construction work. The information is timely and the details included important for understanding the full value of this great

waterway to both Canada and the United States and also to world shipping interests.

## Understanding Poetry Series

(6 strips, color; produced by Popular Science Release, presented by McGraw-Hill Book Co., 330 West 42 St., New York 36, N.Y.; \$32.50 per set.) Really to appreciate poetry and the part it plays in our lives demands some understanding of the elements that enter into the writing of a poem. This series analyzes the part played by figures of speech, sound effects, rhythm, stanza and verse forms, and how to set about writing poetry. Diagrams and drawings direct our attention to the importance of similes, metaphors and metonymy; metrical foot, iambus, trochee and dactyl are all illustrated for us, and stanza, octave and sonnet are explained. We could wish that a record had been made to give greater effectiveness to the units on sound effects and rhythm; so much of the enjoyment of poetry is enhanced if it is expressed properly when read aloud. The series is well adapted to work in high school and college literature and writing courses.

## Picture Book Parade Filmstrip, Series II

(8 strips, color; produced by Weston Woods Studios, Inc., Weston, Conn.; \$42 per set, \$6.50 single strips). It is always refreshing to find some new story material available in visualized form. In this instance the stories are "Little Toot," "Caps for Sale," "Andy and the Lion," "The Circus Baby," "The Biggest Bear," "The Camel Who Took A Walk," "Lentil," "The Little Red Lighthouse." Booklets provide the complete story texts, and this material can be used many, many times. Children enjoy hearing stories read over and over, and this fact should be remembered when using story filmstrips. They should be encouraged to provide the story narration on repeated showings, and each viewing of a filmstrip can be made an occasion for very pleasant language work. In the original storybooks the illustrations were attractive, and this same quality has been retained in the filmstrips.



**NEW!**

### A Major Advance in Film Reel Construction

PRECISION DIE-CAST ALUMINUM HUB COMBINED WITH SPECIAL TEMPERED STEEL REELSIDES MAKES A TRULY PROFESSIONAL REEL.

MUCH MORE STURDY — TRUER RUNNING

COMPCO reels and cans are finished in scratch-resistant baked-on enamel. Be assured a lifetime of film protection with these extra quality products.

Write for complete information.

REELS AND CANS • 16 mm 400 ft. through 2000 ft.

**COMPCO** corporation

1800 NO. SPAULDING AVENUE  
CHICAGO 47, ILLINOIS

Manufacturers of Photographic  
Equipment for Over A QUARTER of a CENTURY



Filmstrips Produced by:

**Stanbow Productions, Inc.**

**The United Nations**

**National Film Board of Canada**

Over 100 titles in 8 major Curriculum areas — AND a Brand NEW set for DRIVER EDUCATION classes:

## YOU—AND YOUR DRIVING

Driver Fitness  
Walk Left — Bike Right  
Rules of the Road  
Signs

Your Responsibility  
What Would You Do?  
6 Strips in COLOR \$28.50

## EVERYTHING IN ELECTRONICS FREE ALLIED 1960 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

**ALLIED RADIO**  
100 N. Western Ave., Chicago 80, Ill.

# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.



In spite of pleadings, Columbus refused to turn back.

28

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$3.50.

**The Vikings** — In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**Hansel and Gretel** — In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kinemins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth** — In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Ulysses** — In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

**Knights of the Round Table** — A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**A Lesson in Mythology** — Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50

**Alexander the Great** — Biography of the first man to conquer the civilized

world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe** — In full color, 50 frames, a clear pictorial guide to the Defae classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Richard III** — Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

Prepared by William Lewin, Ph.D.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**  
10 Brainerd Road, Summit, New Jersey

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to **Directory of Listed Sources**, page 505. For more information about any of the equipment announced here, use the enclosed reader service postcards.

## NEW EQUIPMENT

### CAMERAS, Movie, TV

**All-Transistor TV Camera**, specifically designed for school, industry and government use, is described in detail in *Philco TV Planning Book* (free). \$1445. PHILCO.  
For more information circle 101 on coupon

**Closed-circuit vidicon-type Camera** transmits image to any standard home-type receiver on any selected channel from 2 to 6. Simplified controls can reportedly be operated by a layman from printed instructions. Wt. 15 lbs. 3-lens turret, price (with one lens) \$545. Matching 17" monitor available \$175. SYLVANIA.  
For more information circle 102 on coupon



Dage ETV System

**Mobile ETV System** includes camera and a roller-mounted mobile console with three monitor screens. Provision for addition of extra cameras, film projector control, audio switching and mixing, video fading and spare sync generator. Goes through 30" door. DAGE.  
For more information circle 103 on coupon

### CAMERAS, Still

**Super Silette LK 35mm Camera**, close coupled exposure meter with warning signal when light is insufficient; single window view and range finder. \$89.95; case \$10. AGFA.  
For more information circle 104 on coupon

### CAMERA ACCESSORIES

**CECO Blimp** is now reduced in size and incorporates a follow focus system using an external Mitchell viewfinder. Blimp \$1,500; viewfinder \$450. CECO.  
For more information circle 105 on coupon

**Elwood Foto-Meter**, new lower priced unit (Model 92) makes pin-point light readings of very small areas, direct from camera position. Electronic; computes relationship of light, shutter speed, opening and emulsion factor. \$47.50. FOTOMATIC.  
For more information circle 106 on coupon

**Pro Junior Fluid Tripod Head** carries silicone fluid unaffected by temperature changes, adjustable tension smoothes pan and tilt (90 degree); Head \$300; various bases and accessories. CECO.  
For more information circle 107 on coupon

**Vidicon Camera Mount** consists of 3-wheel collapsible dolly, professional type tripod and CECO large balanced Vidicon TV head. CECO.  
For more information circle 108 on coupon

### PROJECTORS, Movie, TV

**B&H "Specialist" Model 399AV**, available only from B&H franchised AV dealers, features a self-contained two-speaker improved sound system, a "cold glass" filter that permits showing any frame as a bright still without danger of film damage, and an automatic loop restorer that resets even damaged film without attention from the operator. 2" f1/6 is standard lens; also available are f1/6 zoom lens (variable 1 3/4" to 2 1/4") and auxiliary lenses from 5/8" to 4". This new model was demonstrated for the first time at the recent NAVA show. B&H.  
For more information circle 109 on coupon



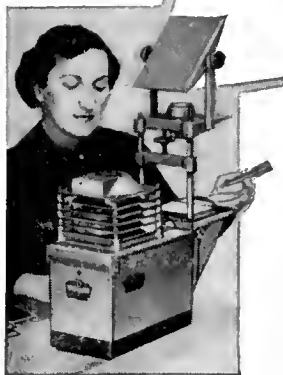
B&H Filmosound Specialist

**MM Supreme** — redesigned Moviemite projector now features safety trips that stop the projector in case of improperly serviced film or wrong threading. 2000' capacity. Enclosed speaker. Wt. 28 lb. \$349.50. HARWALD.  
For more information circle 110 on coupon

**Motion Analysis Projector**. Weinber-Watson modification of the Eastman Analyst II offers controlled speed 2 to 20 frames per second; single frame advance or back-up via remote control box. \$795. CEC.  
For more information circle 111 on coupon

The **KEYSTONE** Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3 1/4" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the **Science Category** with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the **Mathematics Category** in teaching Number Combinations tachistoscopically; Solid Geometry with Stereograms.

In the **Modern Languages Category** in teaching French and Spanish with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. **KEYSTONE VIEW CO.**, Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

# PAT DOWLING PICTURES



## LITTLE ANIMALS

Disclosing the Fascinating World of Insects — For Primary Grades.

11 Min. Color — \$110.00

Previews Now Available

1056 S. Robertson Blvd.,  
Los Angeles 35, Calif.

## ETHNIC FILM LIBRARY

**Fingergames No. 1** Instructional film on games loved by small children; invaluable aid for nursery schools, parents, baby sitters.

10min sd b&w \$65 Rental \$5

**FREE:** Pamphlet "Collecting Folkmusic With a Movie Camera"

## FOLKWAYS RECORDS

117 W. 46th St., New York, N. Y.



## 4 SPEED RECORD & TRANSCRIPTION PLAYERS

Write for illustrated catalog

**AUDIO-MASTER**  
17 E. 45th St., New York

## PROJECTORS, Still

**Auditorium-Sized Soundslide Projector** is part of extensive line of soundslide projectors of recorded-impulse automatic as well as remote control and manual film advance. **DUKANE.**

For more information circle 112 on coupon

**"Instructor" Filmstrip Projector** uses newly developed 150-watt Sylvania proximity-reflector type lamp with ejector feature to facilitate lamp change. Push-button film advance; enclosed internal film take-up chamber. Full operating instruction mounted permanently on rear housing. Power cord permanently attached. Model 150. **GRAFLEX.**

For more information circle 113 on coupon

**Magnifier Pointer** built into the Model V-500 enlarges any desired part of the projected image for enhanced attention to detail. Light-tight lamp-house; single and double-frame filmstrips or 2x2 slides. 5" f/3.5 lens standard equipment; also available 5" f/2.8; as well as 3", 4", 7", 9" and 11" **VIEWLEX.**

For more information circle 114 on coupon

**Micro-Beam Projector.** Attachment replaces slide projector lens (Series "O" or "S"—Graflex-SVE) for projecting microscope slide at a magnification of 12x per foot of projection distance. A concentric dial with openings of varying size permits concentration on any portion of slide. **GRAFLEX.**

For more information circle 115 on coupon

**Overhead Projectors** in 8 different models and numerous variants in each, \$265 to \$480. Accessories include tachistoscope, package courses in sev-

eral subjects, roller mounted and "traveler" carrying cases. **VICTOR-LITE.**

For more information circle 116 on coupon

## PROJECTION ACCESSORIES

**Pixmobile** in several models and sizes, offers a projector stand on 4" wheels, braked, with sponge rubber top large enough for motion picture and filmstrip projector at same time; middle shelf suitable for tape recorder or player, lower for speaker. 42" table \$32.95. **ADVANCE.**

For more information circle 117 on coupon

**Tape-Slide Synchronizer.** Slides or filmstrip frames electronically advanced; motivation is a slit positioned in narrative tape by simple device attached to side of tape recorder. It really works. Complete kit and installation instruction \$59.95. **AUDIOSLIDE.**

For more information circle 118 on coupon

**24" Picture at 32" Throw** is offered by new 1" f/2.8 projector lens for single frame 35mm and slide projectors. Rear element is positioned where normally located on 2" lens. Model S441 \$65. **BUHL.**

For more information circle 119 on coupon

## SOUND, Equipment & Accessories

**Classroom Radio.** 5-tube superheterodyne, transformer powered, 6" dual-cone speaker protected by "pencil-proof" metal grille, ferrule rod antenna. 6-watt output. Completely enclosed against tampering. Model 222. **AUDIOTRONICS.**

For more information circle 120 on coupon

**Correction**—the Audiotape Splicer listed in our June issue is distributed by Hudson Photographic Materials Corp., and not by Emde Products as announced.

For more information circle 121 on coupon

**Editor-Recorder** features three separate heads, solenoid brake control, 3-motor direct drive, released brake cueing, push-button controls, throw-over switch for continuous recordings with two mechanisms, half-track if specified at same cost as standard full track. Model P75AC "Editor" in carrying case \$880. **MAGNECORD.**

For more information circle 122 on coupon

**Four Record Players.** 4-speed, play all records up to 12", priced \$26 to \$57.50. Top model offers 4-watt output, dual speakers (8" and 4"), special jack for earphones. **AUDIO-MASTER.**

For more information circle 123 on coupon

**Four-track monaural tape recorder,** each track completely independent of the others on 1/4" tape; more than 60 db channel separation at 1000 cps. Speeds: 1 3/4", 3 3/4" and 7 1/2". Selective erase switch operates on any one channel without affecting the others. \$349.50 with luggage case and microphone; with remote control foot pedal \$399.50. **TANDBERG.**

For more information circle 124 on coupon

**Hand-Held Microphone** "approaching professional performance" for public

address, paging, etc., features thumb switch and tilted mike element for hand held comfort. 50—11,000 cps, high impedance (may be changed to low by changing connector pin). \$39.50. **AMMIKE.**

For more information circle 125 on coupon

**Language Lab Console** master control station is designed to enable teacher to listen in on and talk to any individual student, record his activities and supply any desired master program. **CALIFONE.**

For more information circle 126 on coupon

**Listening Corner** comprises 12-watt transcription player with 8 headphone outlets distributed around the base for comfortable grouping. 4-speed (variable) mixer control for phono and mike, 12" speaker; stereo equipped. **CALIFONE.** 8pp brochure describes 12 models of player-PA's and numerous accessories.

For more information circle 127 on coupon

**Mag-Matic Dual Channel Recorder** plays the automatic self-threading Cousino tape magazine. **"Voice-Flector,"** attached, permits individual student practice in lieu of conventional earphones, microphone and isolation booth. **COUSINO.**

For more information circle 128 on coupon

**Matched Microphones for Stereo Recording,** matched within 2 db across, 50 to 15,000 cps range. Unidirectional, dynamic, super-cardioid pickup pattern; multi-impedance switch permits matching low, medium or high impedance inputs. **SHURE.**

For more information circle 129 on coupon

**Mobile Sound System** operates on 117 volt AC or 6-12 volt automobile batteries. Model AMS-27 "Audiosphere" has 2 microphone and 1 phono input; 40 watts peak power; two 12" speakers in carrying case and 25' speaker cables, microphone; \$324. Add-A-Unit 3 speed player mountable on cover, \$55. **MASCO.**

For more information circle 130 on coupon

**Off-Beat Sounds** rec FOLKWAYS 12" LP ea \$4.25. Frequency; Sea; New Music; Steam Locomotives; Science-Fiction; Satellites; Picasso; South American Rain Forest.

For more information circle 131 on coupon

**Self-contained Sound System.** "Audiotone," dual speakers (8" and 3") with crossover network, 5-watt amplifier, 50-foot shielded extension cord. \$79.50 **AUDIOMASTER.**

For more information circle 132 on coupon

**Sound-on-sound 2-channel 4-head recorder.** Two speed (7 1/2 - 15 or 3 3/4 - 7 1/2 ips) direct drive hysteresis sync motor. Separate record and playback amplifiers. Many special "pro" features. Stereo-stereo Model 728 "Professional" less case \$759; with 4th head \$800; in case (wt. 50 lb.) add \$50. **MAGNECORD.**

For more information circle 133 on coupon

**Stereo Record Player.** Includes two 8" and two 3 1/2" speakers, 8-tube push-pull dual channel 48-watt peak amplifier. \$179.50. **KOSS.**

For more information circle 134 on coupon



**Magnecord 2-Channel Recorder**

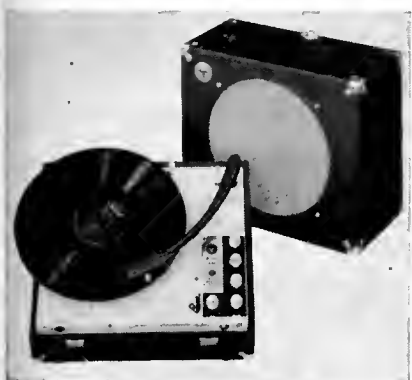
**Stereo Transcription Player and P.A.** features two separate 10-watt channels, each with its own mike and speaker, for live production of stereophonic sound as well as playing stereo records at any of 4 (variable) speeds. Can be used as 20-watt monaural player-PA. Illuminated stroboscope. Transformer powered. Two 12" speakers, dual cone, metal protected. Model 600V. \$299.25. AUDIOTRONICS. For more information circle 135 on coupon

**Stereophonic Headsets.** Separation of the two channels, one to each ear, reportedly provides maximum enjoyment from stereo sound without disturbance to others in room. 4-ohm impedance; 30-15,000 cps; 8-foot cord and stereo jack. \$24.95. KOSS. For more information circle 136 on coupon

**"Tailor-Made" Sound Systems,** designed to meet the public address and intercom needs of schools small or large, draw upon four cabinet types and a wide selection of standard assemblies; they are custom assembled at the factory and shipped ready to install, with plug-in connections for convenient hook-up at the job site. RCA. For more information circle 137 on coupon

**Tamper-Proof Tape Dec.** Tape cannot be removed from simplified deck at which instructor's voice is recorded, and repeated (and recorded) by student. Warning flashes as tape comes to end and stops the recorder without coming off reel. CALIFONE. For more information circle 138 on coupon

**Tape Duplicating System** includes amplifier, 4 recorders, dubbing amplifier, and spooling mechanism. Less rack \$2330. The units may be purchased separately. MAGNECORD. For more information circle 139 on coupon



**Audiotronics 400 VR Player**

**Transcription Player and P.A.** Model 400 VR, replacing Model 400 V, 12 watt, 4-speed; inputs for mike, radio,

## WHERE THERE'S A FINE TAPE RECORDER...



there's  
**irish**  
GRAND  
ferro-sheen  
tape

note to  
**NORELCO**  
owners

To insure optimum recording quality with your excellent machine, the recommended tape is **irish** #211... and for uninterrupted recording, **irish** #724 with its 6 lb. tensile strength gives you one full hour at 7½ i.p.s. Send for technical bulletin.

**ORR INDUSTRIES INC.**  
Opelika, Alabama

external phonograph or stereo conversion kit. 12" speaker, 4" tweeter cone. Wt. 22 lb. With 20% variable speed control and illuminated stroboscope \$149.50; fixed speed, no strobe, \$129.50. AUDIOTRONICS. For more information circle 140 on coupon

### MISCELLANEOUS EQUIPMENT

**Abacus.** Ancient reckoning device currently favored for visualizing number skills. Six rows of ten counter beads. 9¾" x 7¾". Walnut. \$4.95 postpaid. EDMUND. For more information circle 141 on coupon

**"Ad-A-Lab" Language Laboratory Furniture** provides for instantaneous shift from isolation booth to conventional classroom desk; integral wiring permits installation and expansion without change in floor conduiting and outlets. COUSINO. For more information circle 142 on coupon

**Circuit Board for Electronic Training.** 12½" x 9½" board contains 108 contact cells by which an electrical connection is established between any two wires simply by inserting a common cell. Greatly facilitates "breadboarding" and circuit demonstration and analysis. \$21.50. Circuit pads (50 sheets) for paper work \$1.25; Standard type socket mounts \$1.50. PLA. For more information circle 143 on coupon

**Combination Movie and Slide**—in mobile, rear-projection cabinet, with outside push-button controls, microphone, storage space. 72" high, 60" long, 33" deep. 33x24" screen. STAPLES. For more information circle 144 on coupon

**Custom Console Automatic Film Inspection Machine.** New Model U, available on rental or purchase or lease-to-

## Overture

(Academy Award Nominee)

"a moving and impressive film which shows effective glimpses of the many peoples whose well-being is the concern of the United Nations... of interest to the film critic and those who take an active role in the study and discussion of foreign affairs."

Emily S. Jones

EDUCATIONAL FILM LIBRARY ASSOC. INC.  
16mm Black & White • Running Time: 9 min.

Rental: \$4.00 Sale: \$45.00

Send for Our Latest Catalog of Outstanding Films.

**CONTEMPORARY FILMS INC.**

267 W. 25 St., New York 1, N. Y.

OR 5-7220

midwest office: 614 Davis St., Evanston, Ill.  
DAvic 8-2411



### DON'T WAIT - - - VACUUMATE!

TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM

Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

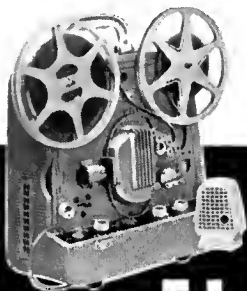
All give - - - at no extra cost to you  
The Famous

## VACUUMATE

### FILM PROTECTIVE PROCESS

The SUPER VAP O RATE  
PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes  
ONE TREATMENT LASTS  
THE LIFE OF THE FILM  
Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process Is Available to  
You in Key Cities Throughout the U.S.  
Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

# SIGHT PLUS SOUND PLUS THE ECONOMY OF 8mm FILM...

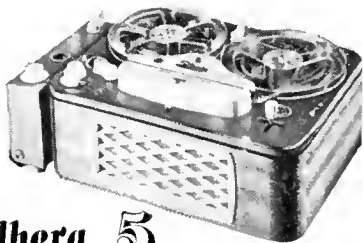


Complete with microphone, in handsome fabric-finished case, **\$399.50**

## with the **ELITE** 8mm SOUND-ON-FILM PROJECTOR

With the Elite, your students learn more, learn faster, learn more thoroughly. That's because the Elite enables you to add any pertinent sound track—voice, music, or both—to economical 8mm film. Student interest and retention are tremendously heightened; costs are kept to a minimum.

**Think of the convenience!** You can show the same film to junior grades in the morning that you show to more advanced grades in the afternoon, keying the sound track to the level of understanding of each grade. You can erase and re-make the sound track as often as you wish, with full brilliance and fidelity. And, the Elite is so rugged, so fool-proof and simple to operate that you need no specially trained personnel.



## Tandberg **5** 3-SPEED, 4-TRACK STEREO RECORDER — PLAYBACK

Because of its unmatched precision of manufacture and record/playback fidelity, the Tandberg 5 is the ideal instrument for the educational field. It offers monaural and stereo recording and playback for use in the teaching of speech, music, dramatics, languages. It will record seminars and conferences up to 17 hours on a standard 7" reel.

Illustrated is the Tandberg Model 5-2. Complete with two TM-2 microphones, input and output cards, supply and take-up reels and transport luggage case, **\$513.95**.

A postal card will bring you full information. Address inquiries to Dept. V9

**Tandberg** of America, Inc.  
8 Third Avenue • Pelham, New York

own. Splice detector adjustable to pass diagonal splices. Magnetic disc brakes. Film cleaning attachment available. One year's free service. \$2,550. Rental on 3 months trial \$75 per month. HARWALD.

For more information circle 145 on coupon

**Dictation-Transcription Unit.** 4" x 10" x 5 1/2", wt. 6 1/2 lb.; 1 7/8 ips single speed tape recorder; 2-hr. take. \$179.95; typist's headset and controls \$44.90. Italian made. AMERICAN GELOSO.

For more information circle 146 on coupon

**Dual Lamp Fixture for Demonstration Easel.** Mounts a 20-watt cool white and a 20-watt black light fluorescent bulb for either top or bottom illumination of display easel. \$36.95. ADVANCE.

For more information circle 147 on coupon

**Editor-Viewer.** The Kalart EV-8 offers a table-top action viewer and editing outfit, including dual-purpose splicer for either cement or tape splices. 12x magnification, hooded screen, 30-watt lamp, single rewind handle controls forward and reverse motion, slow speed projection, fast action rewind, price reduced by \$10 to \$29.95, including book "Editing for Better Movies" (separately 50 cents). KALART.

For more information circle 148 on coupon

**Film Inspection Machine,** runs at 650 feet per minute, detects breaks, bad splices, broken frames. \$2,250. Also Model 60 hot splicer \$229.50. PAULMAR.

For more information circle 149 on coupon

**Four-way Chalk-Tackboard.** One side is a writing surface of Slatco-Steel, magnetized for "see and move" learning demonstrations; the other is flannel over Homosote for both flannelgraph and tackboard use. BEKARD.

For more information circle 150 on coupon

**Genco Challenger,** reportedly lowest priced copying machine, \$85; copies up to 9 1/2 x 15" including bound books; no shielding needed in ordinary lighted room; 110 volt AC or DC; wt. 14 lb. Electrically driven \$105. GENCO.

For more information circle 151 on coupon

**Magnetic Chalk-Flannel Board.** Aluminum steel with green porcelain finish on one side, flannel on the other. 20 magnets supplied with 24 x 36" size @ \$25.95; 10 with 18x24" size @ \$14.95. VISAID.

For more information circle 152 on coupon

**Mobile A-V Center** combines mobile locked storage space for 16mm and slide-strip projectors, record player, tape recorder, screen, films, records, tapes, etc. 36"x18"x43 1/2" high. 4" swivel casters, 2 with brakes. Grey or green finish. \$105. Fitted with disc, tape and filmstrip cabinets \$147. WALLACH.

For more information circle 153 on coupon

**Mylar Splicing Tape** for 16mm single perforation and 35mm film \$5 for 250 splices. For 8mm, 16mm double perforation and magnetic tape 36 splices 79c. HPI.

For more information circle 154 on coupon

**Nord Wizard** office copying machine makes offset-plate film negatives or positives, reverse print duplicates, layouts or letters, without extra lights, cameras, darkroom equipment. \$179. FOTOTYPE.

For more information circle 155 on coupon

**Perceptoscope** combines the projection of still, tachistoscopic and motion pictures for reading acceleration and other reaction skill enhancement. Unique dual film projection superimposes one film image upon another, automatically regulating its advance. PDL.

For more information circle 156 on coupon

**Program Timing Device** utilized punched program or time-lapse timing disks, operates up to eight pieces of electrical equipment having individual capacity of up to 30 amps. Complete with one 30-amp load circuit and one camera pulse circuit \$450. Additional load relays \$30 each. CECO.

For more information circle 157 on coupon

**Stacked Storage on Wheels.** All metal units that may be used separately or stacked on table or mobile cart. Specific designs for filmstrip, slide, record, film or tape storage. SMITH.

For more information circle 158 on coupon

**Stenomaster** dictation and transcribing unit carries push button controls in hand-held microphone. 3-hr tape capacity. Metered indexing. Visual volume control. Built-in speaker. \$159.50. Numerous dictation, etc. accessories. GBICA.

For more information circle 159 on coupon

**Stereo-Microscope** offers 3-D vision for depth perception, right-left image correction; 23- and 40-power objectives in rotating turret; interpupillary adjustment; helical rack and pinion focusing (3" travel). \$99.50. Low power supplementary lens attachment add \$7.50. Lenses available 15x to 6x for low-power work. EDMUND.

For more information circle 160 on coupon

**"Unistand,"** a single-column-supported animation stand usable either vertically or horizontally; available wall, horizontal or pedestal mounting; counterweights for camera concealed within tube; latest in the "Oxberry" line. ANEQUIP.

For more information circle 161 on coupon



Verifax Copying Unit

**Verifax Book Copying Unit** will copy any page in any book (up to 8 1/2 x 11" page size) clear to the binding without damage. The exposed matrix is activated in the regular Verifax Copier. Wt. 13 lb. 105-125 volts AC. \$185; canvas carrying case \$7.50. KODAK.

For more information circle 162 on coupon

## NEW MATERIALS

### KEY TO ABBREVIATIONS

mp—motion picture  
fs—filmstrip  
sl—slide  
rec—recording  
LP—33-1/3 r.p.m. microgroove record



min—minutes (running time)  
 fr—frames (filmstrip pictures)  
 sl—silent  
 sd—sound  
 r—rent  
 b&w—black & white  
 col—color  
 Pri—Primary  
 Int—Intermediate  
 JH—Junior High  
 SH—Senior High  
 C—College  
 A—Adult

## AGRICULTURE

**Cattle Warble Flies** mp NFBC 18min sd col \$160 b&w \$80. Life cycle of this parasite, damage to dairy and meat production, methods used in fighting the pest. SH C A  
 For more information circle 163 on coupon

**Cotton — Fibre With a Future** mp USDA 14¼min sd col apply. Modern cotton growing, harvesting, ginning and processing. Research. Versatility and adaptability of natural fibre. HS C A  
 For more information circle 164 on coupon

**Design for Abundance** mp ATLAS 23min sd col \$145. Many plants are shown to be subject to diseases very similar to those that trouble humans and animals. Produced for the American Phytopathological Society. SH C A  
 For more information circle 165 on coupon

**Farmers of Japan** mp UWF 29min sd b&w \$45.22 (USDA). One farmer, his tools, methods, work and postwar way of life. JH A  
 For more information circle 166 on coupon

**The Federal Veterinarian in Agriculture** mp USDA 14min sd col apply. The role of the USDA vet in animal disease eradication campaigns, his research work and guard at U. S. borders, sea and airports. SH C A  
 For more information circle 167 on coupon

**Machines for a Land of Plenty** fs VEC si b&w \$3.50. Development and effect of machinery primarily on agriculture. JH-SH  
 For more information circle 168 on coupon

**Marketing Research Pays Off** mp UWF 12½min sd col \$62.85. USDA scientific work to improve marketing methods, reducing processing and handling costs, expanding markets for farm products. SH C A  
 For more information circle 169 on coupon

**Wasted Soil and Water** fs VEC 32fr si captioned b&w \$3.50 guide. Effects of man-caused erosion and conservation practices to combat with. Int.  
 For more information circle 170 on coupon

**Winning the Livestock Shows** 3fs EDUFS si b&w set (3) \$9. I: The Beef Show. II: Hog Show. III: Dairy Show. HS C A  
 For more information circle 171 on coupon

## ARMED FORCES—CIVIL DEFENSE

**Fallout — When and How to Protect Yourself Against It** mp USDA 14½min sd col \$57.50 b&w \$22.25. No preview prints. Office of Civil and Defense Mobilization film; replaces earlier **Facts About Fallout**. JH - A  
 For more information circle 172 on coupon

**Helicopter Orientation: Basic Anatomy of the Helicopter** mp UWF 18min sd b&w \$31.03 USN. Main component parts of the HTL-5; animated diagrams show fuel, electrical and basic flight controls system. SH C A  
 For more information circle 173 on coupon

**Helicopter Orientation: Introduction to Rotary Wing Flight** mp UWF 30min sd b&w \$58.67 USN. History of helicopter development, basic aerodynamic principles, uses and versatility. SH C A  
 For more information circle 174 on coupon

**Helicopter Orientation: Operation of the Single Main Rotor Helicopter** mp UWF 20min sd b&w \$38.43 USN. Pre-flight training; effect of controls; starting and engine check before take-off; the instruments; securing after flight. SH C A  
 For more information circle 175 on coupon

**School of the Sky** mp UWF 14min col \$93.27. Tour of the USAF Academy near Colorado Springs. Life and training of the cadets. JH SH A  
 For more information circle 176 on coupon

## ARTS & CRAFTS

**The Appreciation of Pictures** (series) 12fs STANBOW si col set (12) \$55; indiv @ \$6. General principles of the appreciation of pictorial art, illustrated by paintings by the leading artists of Western Europe. "Equivalent of a field tour through many of the most famous . . . museums." Reviewed ESAVG 11/58 p574. JH-A  
 For more information circle 177 on coupon

**Art and You** mp FA 10min sd col \$100 b&w \$50. Small children find self-expression in various media; more advanced concepts and interpretations are studied from examples representing the differing schools. Reviewed ESAVG 2/59 p88. SH C TT A  
 For more information circle 178 on coupon

**The Art of Van Gogh** fs LIFE captioned col \$6. Color reproductions of more than 30 of the artist's masterpieces. SH C  
 For more information circle 179 on coupon

**Autumn Color** mp THORNE 7min sd col \$70 r\$3. Vivid autumn color scenery with improvised piano background. JH-A  
 For more information circle 180 on coupon

**Craftsmen of Canada** mp NFBC 27min sd col loan. Traditional handicraft encouraged as offset to mechanization of modern life. Sponsored by British American Oil Co., Ltd., JH-A  
 For more information circle 181 on coupon

**The Many-Colored Paper** mp FOLKWAYS 13min col \$175 r\$15. Also b&w. Family artwork transmutes newsprint into fantastic Christmas wrappings. Pri A TT  
 For more information circle 182 on coupon

**Modern Art — Henri Matisse, Part II.** fs LIFE si col. Numerous paintings, designs for the Vence Chapel, and murals painted on tile. Reviewed ESAVG 6/59. SH C A  
 For more information circle 183 on coupon

**Modern Dance Composition** mp THORNE 12min sd b&w \$60 r\$2.50. Analyzes the elements of dance composition, shows students how they can develop their own ideas into dance forms. Techniques for preparing the body for dance movement. SH C A  
 For more information circle 184 on coupon



**JOHN BROWNLEE teaching with NORELCO Tape Recorder:** The world-famous Australian baritone, beloved "Don Giovanni" of the 1930's and 40's and now Director of the MANHATTAN SCHOOL OF MUSIC, tape records with his NORELCO 'Continental' a difficult passage sung by pretty student JUDITH INGRAM. Afterwards MR. BROWNLEE played back this section of the tape to show his pupil precisely what needed further vocal polishing. "A high-quality tape recorder enables the teacher to let his pupils hear themselves as others hear them," says MR. BROWNLEE. "I find my NORELCO 'Continental' three-speed tape recorder an extremely versatile teaching tool, especially as it is capable of outstanding faithful, undistorted reproduction of vocal and instrumental timbres." The NORELCO 'Continental' is a product of North American Philips Co., Inc., High Fidelity Products Division, Dept. 1S9, 230 Duffy Avenue, Hicksville, Long Island, N. Y.

## CINEMA ARTS

**Have I Told You Lately That I Love You?** mp USC 16min sd b&w \$60. Somewhat satirical treatment of modern family life which seems virtually to eliminate personal contact. Produced by graduate students. C A  
For more information circle 185 on coupon

**Producing Educational Television Programs** 4mp INDIANA 30min sd b&w apply. Titles: **Staging for Television; Television Lighting; Television Directing I & II.** C TT A  
For more information circle 186 on coupon

**The Story of Communications** mp DELTA 8min sd col \$120. From man's discovery of fire signals to his conquest of space; animated in modern art and with original music and poetic style narration. JH SH C A  
For more information circle 187 on coupon

**Wirritt-Wirritt** mp ROTHCHILD 7½min sd col \$90; b&w \$40. A film director, a painter and a poet combine their talents in this Australian-made aboriginal legend of the Rainbow Bird that brought the secret of fire. SH C A  
For more information circle 188 on coupon

## BUSINESS EDUCATION

**Letter Writing** kit EDSS 80 letter parts on flocked paper for flannel board.

Used by students and teacher to "build" any type of letter; punctuation, openings, closings, etc. \$2.50 plus 15c postage. Companion kit on **Typewriting**, \$2 plus postage. TT SH  
For more information circle 189 on coupon

**The Story of the Slidestrip Projecturus** sfs ADMASTER 62fr LP col \$20. Outlines steps for translating a message into film or filmstrip, covering mental imagery, type sizes and faces, layout and balance, color, statistical data and charts, etc. C A TT  
For more information circle 190 on coupon

## EDUCATION

**Book Making Town in Liberia** fs LITERACY col \$5 r\$2.50. How a jungle in West Africa became a literate community. SH C A  
For more information circle 191 on coupon

**How Good Are Our Schools? Dr. Conant Reports . . .** mp NEAPR 28½min col \$170 b&w \$75. Visualization of Conant's report on status of secondary education in the U. S. Narrated by Ralph Bellamy. Shot at Oakland, Cal. and Labette County, Kansas, high schools. Shows how the school program of today must fit the varying needs of the individuals and communities it serves. HS C A  
For more information circle 192 on coupon

## FEATURE FILMS

**The Charge of the Light Brigade** mp UAA 115min. Apply. Tennyson's poem comes to life in dramatization of siege of Sebastopol. Errol Flynn, Olivia de Havilland.  
For more information circle 193 on coupon

**My Wild Irish Rose** mp UAA 101min. Apply. Film biography of famed Irish tenor Chauncey Olcott. Dennis Morgan, Andrea King.  
For more information circle 194 on coupon

## GUIDANCE, Vocational

**Safety for Sure** mp USDA 10¾min col apply. In-service training film in safety procedures by means of a chalk talk by Forest Service artist Harry Rossoll. A TT  
For more information circle 195 on coupon

**Technology and You** mp NEUBACHER 13min col \$130. Role of technology in transportation, architecture, automation, motive power and research. Student motivation to acquire salable skills in technological age. Reviewed ESAVG July 1959. JH SH  
For more information circle 196 on coupon

## HEALTH, SAFETY

**Dogs, Cats and Your Community** sfs HSUS 57fr col LP \$5 r\$1. Uncontrolled breeding of owned animals as the cause of a 40 million surplus of unwanted dogs and cats. A  
For more information circle 197 on coupon

## HOME ECONOMICS

**The Great White Way—To Good Laundering** mp MODERN 13½min col loan. The role of bleaches in laundering. Sponsored by Purex. SH  
For more information circle 198 on coupon

## LANGUAGES

**Gloria and David** (series) 14sfs EBF col LP \$175. Introductory Spanish language course for primary grades. Over 500 sentences on 14 records, supported by captioned filmstrips. Tested K

## SCIENCE CONCEPTS in MIS motion pictures

**CONCEPT: Systems of Human Body**



## The Human Machine

The following systems of the human body are illustrated and their functions are discussed by comparing them with their counterparts in man-made machines: skeletal system, coordination of muscular and skeletal systems, digestive and assimilation systems, nervous system (brain, eye, ear) and the heart and circulatory system.

*Upper Elementary, Junior High, Senior High*

*16mm sound, color, 15 minutes*

Write for preview and catalog

*MIS material qualifies for purchase under provisions of the National Defense Education Act of 1958.*

MOODY INSTITUTE OF SCIENCE  
Box 25575 E  
Los Angeles 25, California

to 8th grade. (25% discount on purchases during 1959).  
For more information circle 199 on coupon

**Spanish Instructo-Films** (Series) 7mp ALTS average 16min sd b&w @ \$55 per 400. Helpful drawings, lively music and oral commentary. Each film may be used as separate unit and has its own printed guide. Titles: **Pro-nunciation and Accent; Gender and Number I and II; Ser y Estar, verbs, adverbs; Pronombres Personales; Verbos Regulares I and II.**  
For more information circle 200 on coupon

## LANGUAGE ARTS

**Alphabet Conspiracy** mp TELEPHONE: 60min col loan. Original TV spectacular now available for school use. The importance of language is dramatized in a whimsical **Alice in Wonderland** treatment. See feature article in ESAVG Jan. 1959, and extensive evaluation ESAVG June 1959. JH SH A  
For more information circle 201 on coupon

## MATHEMATICS

**Trigonometry** overhead transparencies BRADY 52 transparencies, 69 overlays in three coded colors for use on overhead projectors. 7x7" mounts. Color \$240, b&w \$195. 7½x9½" opening, col \$280, b&w \$240. SH C  
For more information circle 202 on coupon

## MEDICAL & ALLIED SCIENCES

**Introduction to the Fluorescent Treponal Antibody Test** mp UWF 9min col apply. Filmograph. C Lab personnel TV  
For more information circle 203 on coupon

**Monganga** mp UNCHC 56min b&w loan. Work of medical missionary, Dr. John

# reflex!

New  
16mm  
CINE



Direct  
From Paris!

# Pathé

Webó "M" Camera

- Continuous Reflex Viewing—Directly Through Shooting Lens!
- Variable Speeds—8 to 80 Frames Per Second!
- Variable Shutter—from Closed to 180! No Parallax Worries!
- Motorization Provision: Accessories.
- Time Exposures—Frame at a Time!

FREE CATALOG — 132  
Pages of Photo Equipment  
62nd ANNIVERSARY

Greatest Lens Offerings!  
Cameras — Regular, Industrial and Scientific! Enlargers — Solar etc.! Lighting, etc.! Accessories — Write to:



**BURKE & JAMES, INC.**  
321 S. Wabash Chicago 4, Illinois

E. Ross, deep in the Belgian Congo. Originally presented on TV "March of Medicine." Narration by John Gunther. SH C A  
For more information circle 204 on coupon

**VDRL Test for Syphilis** mp UWF 23min b&w apply. Filmograph. Lab technicians, C  
For more information circle 205 on coupon

**MUSIC, Instrumental**

**The Five-String Banjo** mp FOLKWAYS 40min b&w \$200; r\$18.50. Instructional film and manual demonstrates and teaches basic strum, fifth string, hammering and pulling, double thumbing, frailing, 3-finger picking, blues, jazz, adaptation of guitar techniques. Slow motion and normal speed.  
For more information circle 206 on coupon

**PHYSICAL ED, SPORTS**

**Girls, Let's Learn Softball** mp UWF 22 min b&w \$110. Teachers and students encouraged to apply mimetic principles in learning and teaching the game. TT JH SH  
For more information circle 207 on coupon

**PRIMARY GRADE MATERIALS**

**Finger Games No. 1** mp FOLKWAYS 10min b&w \$65; r\$5. Instructional film of ways to teach and play numerous finger games popular with small children. Pri A TT  
For more information circle 208 on coupon

**Story Cartoons** 6mp FLEETWOOD 1 reel col \$75 b&w \$35; 1½ reel col \$112.50, b&w \$52.50; 2 reel col \$150, b&w \$70. **Ugly Duckling** (2 reel) the Hans Christian Anderson tale; **The Four Friends** (1½ reel) who went to sea; **Scuffy**, the little kitten who ran away (1 reel); **Spunky, the Snow Man**, visits Santa Claus (1 reel); **Rufus and the Rabbit** (2 reels); **Lost in the Woods**, Bill Badger (2 reels). Pri.  
For more information circle 209 on coupon

**Winnie the Witch** fs SVE 36fr si captioned col \$6. Halloween tale of witch who couldn't scare anybody. Pri Elem  
For more information circle 210 on coupon

**RELIGION, ETHICS**

**Barbara's Happy Christmas** sfs SVE 40fr LP col \$8.50. Kindly family takes in seven-year-old from Children's Home.  
For more information circle 211 on coupon

**Digging Deep** sfs UNCHC 64fr col LP \$10 r\$2.50. Rural community youth project discloses need to dig deeper into the meaning and mission of the church. JH SH  
For more information circle 212 on coupon

**How We Got Our Christmas Customs** sfs SVE 40fr LP col \$10. Primarily for elementary classroom use, and for church Christmas programs.  
For more information circle 213 on coupon

**'ll Sing, Not Cry** mp UNCHC 28min col r\$12. Emotional expression among the Umbundu people of Angola, West Africa, is in song, not tears. No white man appears in this film showing pagan life gradually yielding to Christian missionary influence. Script by Monroe Scott, author of "African Manhunt." SH A  
For more information circle 214 on coupon

**Let's Sing** (series) 4rec BROADMAN 78 rpm 10" ea \$1.25. To help 5-8-year-olds learn about God as they enjoy themselves with music. Titles: **Let's Sing About Creation; . . . Easter; . . . Christmas; . . . Seasons.** Pri  
For more information circle 215 on coupon

**We See His Light** fs CONCORDIA col si \$5. Visualized worship service brings promise of hope, peace and joy. Selected hymn frames included.  
For more information circle 216 on coupon

**Where Trails Meet** (10min) and **A Life for Gueve** (12min) mp UNCHC col r\$2 (both). In the first film an African mother hesitantly follows her friends into a mission clinic. The second shows the plight of a mission-educated African girl who is not accepted by the women of her village. JH SH A  
For more information circle 217 on coupon

**Youth Audio-Visual Kit** sfs UNCHC LP r\$2.50 ea. Titles: **We Have This Fellowship; The Faith of a Guy; Gallery of Witnesses; I Found a New World; The Measure of a Man; How Wide Is Our Circle; and Big Enough to Tackle.** SH A  
For more information circle 218 on coupon

**SCIENCE, Biology**

**Between the Tides** mp CONTEMPORARY 20min col \$175 r\$7.50. Aquatic and beach life in tidewater area. JH SH  
For more information circle 219 on coupon



With The New

**VU-GRAPH**

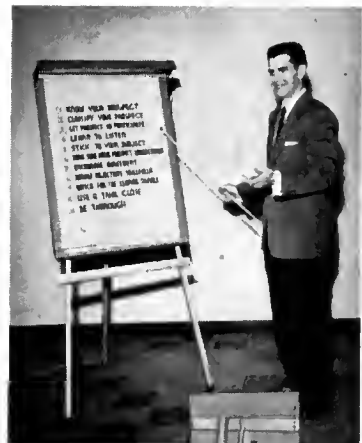
Overhead Projector.

It's unique! Beseler's new VU-GRAPH is the projector you use in a fully lighted room. The picture flashes OVER your head—onto the screen—while YOU face the class to see who understands, who needs help. Use prepared transparencies or quickly make your own. VU-GRAPH projects in black and white or full color: slides, stencils, models, even your own writing—as you write! 4 models including new portable. Teacher operated—no assistant needed. Free Demonstration at your convenience. Free Brochure: "Get Your Point Across—Fast!"

CHARLES *Beseler* COMPANY  
EAST ORANGE, NEW JERSEY



The newest thing for visual aid is this lightweight, portable **Optivox** easel. 29" x 39½" steel board finished in "rite-on" green, adaptable for chalk, charts, or magnets. Aluminum legs fold to convert from 70" floor easel to table model. Net weight, 17 lbs. Comes with eraser, crayons, chalk, pointer, and removable chalk tray. **Only \$44.95** Carrying case and lamp fixture are extra equipment.



**PIXMOBILE PROJECTION TABLE**

Save time...save storage space. Prepare your visual presentation in advance on the portable **Pixmobile**, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. **42" table only \$32.95.**



**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS



**"FIBERBILT" CASES**  
"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of Finest Quality"



For 16mm Film —  
400' to 2000' Reels

Sold by All Leading Dealers



**A NEW SCIENCE FILM**

about scientific time determination, timekeeping, time zones, Daylight Saving Time, Greenwich Time and the International Date Line

PRODUCED BY



INDIANA UNIVERSITY  
audio-visual center  
BLOOMINGTON IND

**SCIENCE FILMSTRIPS**

SINCE 1931	SINCE 1931
MADE BY TEACHERS FOR TEACHERS	MADE BY TEACHERS FOR TEACHERS
BIOLOGY	HEALTH & SAFETY
PHYSICS	GENERAL SCIENCE
CHEMISTRY	MICROBIOLOGY
BIKE SAFETY	BUS SAFETY

NEW—Elementary Science Series in Brilliant Spectracoior

**VISUAL SCIENCES**  
Box 599E Suffern, New York

**The House Fly** mp EBF 17min col \$180.  
Second edition of well known subject.  
JH SH  
For more information circle 220 on coupon

**Microscopic Wonders in Water** mp  
DOWLING 11min sd col \$100. JH SH  
For more information circle 221 on coupon

**Our Outdoor Friends** 6fs CURRICULUM  
si col \$3.95 ea. Birds and animals in their natural habitat. Evaluated ESAVG 6/59. JH  
For more information circle 222 on coupon

**A Tree is Born** mp UWF 29min col \$137.28. USDA production showing techniques used by research scientists to produce hybrid pines through controlled pollination. HS C TV  
For more information circle 223 on coupon

**SCIENCE, Physics, Chemistry**

**I Choose Chemistry!** mp BAILEY 15min col \$150 r\$7.50; b&w \$75 r\$5. A ninth-grader gets a chemistry set for his birthday and takes it to school. His interest in the subject leads to a career. JH SH  
For more information circle 224 on coupon

**SOCIAL STUDIES, Geography, Travel**

**After the Harvest** mp IDEAL 28min col loan. The function of the Chicago Board of Trade, world's largest commodity exchange, in marketing the country's agricultural production. SH C A TV  
For more information circle 225 on coupon

**Our School Life (Japan)** fs OSU 45fr si col \$4. Typical day in life of a modern Japanese school. EI  
For more information circle 226 on coupon

**St. Lawrence Seaway** 104 sl MESTON col. Canals, locks, river, ships in transit. 26 packets of 4 slides each. EI-A  
For more information circle 227 on coupon

**Thornclyffe** mp CFI 25min sd b&w \$65 r\$2.50. Heavy industry valley in England; chemical plants, foundries, and road machinery. U.K. Central office of Information. SH C A  
For more information circle 228 on coupon

**SOCIAL STUDIES, Government**

**A Compass for Agriculture** mp USDA 21 1/2min col apply. How the information gathered (since 1839) by the government on agricultural crops benefits the farmer (Revision of 1952 film of same title). SH C TV  
For more information circle 229 on coupon

**Stars and Stripes on Display** mp INDIANA 14min sd col.  
For more information circle 230 on coupon

**SOCIAL STUDIES, History, Anthropology**

**Chronicles of America** (series) 15fs YALE si b&w Set 15 with guide \$97.50; indiv \$7. Dramatic milestones in our country's history. Based largely on the documentary photoplays and the 56 volume history set of the same name. JH SH C  
For more information circle 231 on coupon

**NEW PUBLICATIONS**

**Actions for Science Under NDEA** explains Public Law 864 to individual science teachers. Free. National Science Teachers Association, 1201 16th St., NW, Washington 6, D. C.

**Air/Space Age Education.** Catalog of more than 300 free and inexpensive teaching aids, none costing over \$1. 24pp free National Aviation Education Council, 1025 Connecticut Ave., NW, Washington 6, D. C.

**Castle Films Catalog** of 8mm and 16mm movies, 270 titles, 24pp, free from local dealers.

**Catalog of Health Education Materials.** 8pp free. Health Education Service, P.O.B. 7283, Albany 1, N. Y.

**Commercial and Business Films.** Another of the sectionalized catalogs of film rental resources of University of Illinois.

**Costs and Efficiency of the Language Laboratory:** R. F. Mallina, Sixth in series of highly informative booklets. 12pp 25c. MRI.  
For more information circle 232 on coupon

**"Exploring by Satellite"** film guide, includes background of U. S. satellite program in relation to I.G.Y. Suggests related student activities. 4pp free. DELTA.  
For more information circle 233 on coupon

**Free and Inexpensive Learning Materials:** Revised edition lists over 4,000 pamphlets, posters, pictures, charts and maps; none over 50 cents, most of them free. No mention is made of projected visuals except where a film or filmstrip happens to be part of a kit or bibliography. 256pp. \$1.50. George Peabody College for Teachers, Nashville 5, Tenn.

**GE Photographic Lamp Guide.** 42pp illustrated free. Detailed lists of projectors and photo applications, by makes and models. GELAMP.  
For more information circle 234 on coupon

**Health Education Materials 1959 catalog.** National Dairy Council, 111 N. Canal St., Chicago 4, Ill.

**Kodak Books and Guides 1959** lists and gives brief descriptions of current publications on photographic subjects. Free. EK  
For more information circle 235 on coupon

**Magnetic Film Recording and Reproducing Devices.** Technical catalog of professional type recorders and sound systems. Free. MAGNASYNC.  
For more information circle 236 on coupon

**The Soundtrack in Nontheatrical Motion Pictures:** Frank Lewin. Reprint of four-part article in SMPTE Journal. 20pp \$1. SMPTE.  
For more information circle 237 on coupon

**Teaching by Television** 87pp. Free. Fund for the Advancement of Education, 477 Madison Ave., New York 22 N. Y.

# Trade News

## Dowling Shoots Ektachrome

Current Pat Dowling educational films are all being shot on the new Eastern Ektachrome film; release prints are on Eastman color positive. The increased speed makes for more pleasing scale of light and shade in exteriors, and for greater latitude in lighting interiors.

## Admaster Expands

The entire building at 1168 Sixth Avenue, New York, has been taken over by Admaster Prints, Inc., producers since the middle '40s of slides for overhead projectors and other visual presentation services. Same day service and volume mailing facilities are offered.

## Three New Veeps at B-B-C

The growing interest at Brunswick-Balke-Collender in the school equipment market is reflected in the appointment of three vice-presidents to direct the School Equipment Division. One promotion goes to D. E. Warner, heretofore general sales manager; W. M. Miller takes charge of marketing; and J. W. Scalise, heretofore works manager, becomes vp in charge of manufacture.

## Print Damage Policy

McGraw-Hill announces a 25 per cent allowance on replacement orders for replacement of damaged or worn print of the same title. Replacement footage for do-it-yourself insertion, minimum order 10 feet, color 35 cents per foot, monochrome 15 cents. All measurements are from leader start mark, or first frame of main title, or last frame of "The End."

## Animation via Rotary Polarization

American Optical Co., by arrangement with Technical Animations, Inc., has adapted the principles of rotary polarization to the "animation" projection of transparencies in overhead, stereopticon or trans-illuminated display devices. It is claimed that this makes it possible to add any flow motion, in any direction and at almost any relative speed, any rotational or radiating action or other spectacular pre-designed effects, by adding the proper strip to the area desired to be animated.

## Film Factor in National Survival

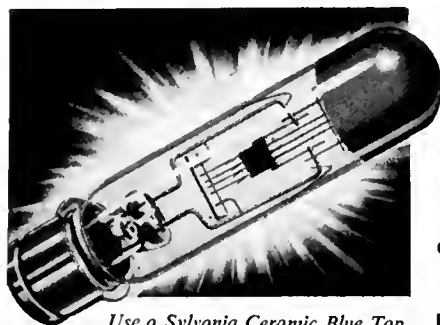
So says Maurice B. Mitchell, president of Encyclopaedia Britannica Films, in narrating new service-instructional film, "The Unique Contribution," 35 minutes, sound, color, available on free loan. The film goes over much of the material presented by Mr. Mitchell at two Congressional hearings prior to the adoption of H.R. 864, and contains numerous excerpts from EBF films.

## Ups Leslie

Orr Industries, Inc. (note new corporate name) has named John M. Leslie, Jr., executive vice president in addition to his duties, continuing, as general manager. Prior to August 1958 he was with Ampex.

# SYLVANIA CERAMIC BLUE TOP

PROJECTION LAMPS... for all makes... all types... in all sizes



Use a Sylvania Ceramic Blue Top in your projector... your slides and movies deserve the best!

New Sylvania Ceramic Blue Tops are available in all standard sizes for any projector... to fill your exact requirements for clear, brilliant projection.

**Blue Tops offer these superior qualities:**

**Brighter**... Ceramic Blue Tops won't scratch, chip or peel like ordinary painted tops... machine-made filaments assure pictures bright as life.

**Cooler**... Ceramic Blue Top is bonded to the glass for improved heat dissipation... cooler operation assures longer lamp life.

**Longer Lasting**... Exclusive Sylvania shock-absorber construction protects filaments from vibration damage.

SYLVANIA LIGHTING PRODUCTS  
Division of Sylvania Electric Products Inc.  
1740 Broadway, New York 19, N. Y.

## SYLVANIA

Subsidiary of  
GENERAL TELEPHONE & ELECTRONICS



world leader in photographic lighting

# CHART-PAK Transparent Tapes made this projectable chart in 12 minutes 15 seconds

**HOW LONG  
WOULD IT TAKE  
YOU TO  
DRAW IT?**

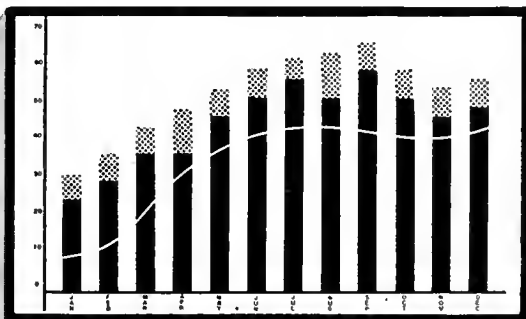
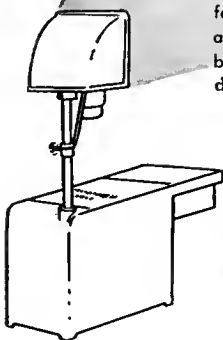


CHART-PAK printed and solid color transparent tapes are specifically designed for audio-visual presentations on overhead projectors. They're ideal for maps, charts, plant layouts, transparencies and slides, as well as for identification. Will not obscure material underneath. In red, blue, green and yellow, precision slit 1/32" to 1" wide, with pressure-sensitive adhesive backing guaranteed not to melt. Write for full details or see your Chart-Pak dealer. He's in the Yellow Pages under "Charts-Business."

**CHART-PAK saves time... saves money!**



## CHART-PAK, INC.

ORIGINATOR OF THE TAPE METHOD OF DRAFTING

129 River Road, Leeds, Mass.

## Blueprint "Oscar"

The International Association of Blueprint and Allied Industries has started an annual achievement award in the form of a gold statuette, created by the designer of Hollywood's famed "Oscar." First winner—Joe W. Coffman, president of Technifax Corporation. As in the case of NAVA, manufacturers such as Technifax are non-voting members of the Association.

## Triple-Screen Travel Show

A 3-projector, 3-screen show (total screen area 36 x 12 feet) will be a highlight at the national convention of the Photographic Society of America, October 9th, at Louisville, Ky. So sure is photographer Don Nibelink, of the pictures he is going to get on each day of his pre-planned schedule that he has made up all his titles in advance.

## HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition. By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 Illustrations, 14 Color Plates. Horner & Brothers, 49 E. 33rd St., New York 16, N.Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgor Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language — not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 an approval.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Alpark Educational Records, Inc., 40 East 88th Street, New York 28, N. Y.

## TRADE NEWS



William C. Stuber

### In Memoriam — William C. Stuber

William C. Stuber, the man who succeeded George Eastman as president of the Eastman Kodak Company (in 1925) died on June 17, at the age of 95. One of the foremost pioneers of the photographic industry, Stuber was noted for his unmatched knowledge of photographic emulsions and other basic technological aspects of the photo industry and the fields it served. He joined Eastman in 1894, retired as chairman of the board in 1941, after 47 years of active executive service. On his retirement in 1941 he was elected honorary chairman of the board.

### Holiday Abroad for Best New Use

An all-expense holiday trip for two to Brussels and Paris is the prize for finding the best new use in industry of Beseler's "Slide-O-Film" transparency film, now available in width up to 18". Entry blanks at photo stores, or from the Charles Beseler Co., 218 S. 18th St., East Orange, N. J.

### British TV Camera Here

The Marconi Mark IV camera and the tubes made by English Electric Valve Company, Ltd., are to be distributed in the United States by Ampex. The 4½" image-orthicon tube in the British-made camera reportedly makes for better videotaping than the 3" tube of the American made cameras. It is reported that all controls affecting picture quality of the Marconi Mark IV camera can be located in the control room, leaving the cameraman free to concentrate on photography.

### Enter the "Shortstrip"

Audiovisualists have a new word to learn — "shortstrip." It was introduced last month in our Encyclopaedia Britannica advertisement of two series of short (14 frame) filmstrips in color that are designed specifically for individual viewing by students, just as a book from the classroom library would be read individually. The strip may be projected also for class discussion but emphasis in both the strip and in its accompanying lesson

material is on individual use in hand desk viewers. The first two series, each containing 12 titles, are "Exploring Wisconsin Science" and "Learning About People." Complete with plastic hand viewer the sets sell for \$19.90 each, extra strips \$1.66 each, extra viewers \$1 each.

### Sterling Offers Technicolor Catalog

A free color-processing catalog is offered by Walt Sterling Color Slide Woodmere, L.I., N.Y., via a stamped self-addressed envelope. Sterling, source of over 4,000 world travel color slide announcements appointment as a franchisee TECHNICAL dealer.

### 43 Videotapers

Forty-three educational television stations affiliated with the National Educational Television and Radio Center are being equipped with Ampex Videotape recorders paid for by a \$2,706,000 grant from the Ford Foundation. A similar installation at the NET center at Ann Arbor will select and speedily reproduce programs for its member stations.

### "Audio Record" Discontinued

After more than 13 years of publication, Audio Record is being "put out to pasture," according to an announcement by Audio Devices, Inc. Although, it is stated, other publications now deal adequately with "every aspect of high fidelity," this highly professional and most interesting house organ will surely be missed. The annual "Tape Recording Directory" will be continued.

### Johnson Hunt Moves

Johnson Hunt Productions have moved from their former South Pasadena address and are now located at Film Center, La Canada, Calif. (Lah KahnYadd please).

### B-B-C Furniture Tours Museum

The school equipment line, including units housing audiovisual equipment, will be part of the national "20th Century Design: USA" touring collection to be shown at museums in eight major American cities, starting with the Albright Art Gallery, Buffalo, and including Cleveland, St. Louis, Minneapolis, San Francisco, Dallas, Portland and Dayton.

### Daylight Projection by Genarc

Pennsylvania Railroad's 125th Anniversary was commemorated in part by continuous daylight projection of slides showing some of the road's earliest pictures. The Genarc 3,000-watt projector, with its 4,000 lumen delivery to the screen, outshone even the most brilliant advertising displays in the bus station.

### Margery Weiss in Toronto

Margery Weiss announces incorporation of Educational Film Distributors Ltd., and moving of head office from Ottawa to 47 Dundonald St., Toronto.



Disney Art Exhibits

## Museums Show Disney Art

The "Art of Animation" a la Disney is being shown in art museum exhibits across the land by means of 33 silent 8mm projectors coupled with Cousino endless-loop sound tape cartridge players, plus one 16mm sound projector. Three such displays are presently touring the museums, which contract for the shows with the American Federation of Artists, with Disney footing the bill.

## People in the News

George L. Carrington, Sr., Chairman of the Board of Altec Companies, Inc., died June 19, age 57. He was a pioneer in the design of early radio and sound motion picture equipment. The construction of the first radio station in New Orleans was supervised by him, as were the first sound motion picture installations by Electrical Research Products, Inc., beginning in 1928. In 1935 he became ERPI's Assistant General Operating Manager, and in 1937, with L. W. Conrow, organized the Altec Service Corporation of New York. He was a member of SMPTE, Motion Picture Pioneers of America and Acoustical Society of America.

Philip (Bob) Kranz has been appointed Director of Educational Film Sales, Inc., in the Pathe News, Inc. program of developing and distributing a comprehensive library of educational subjects, according to an announcement by Barnett Glassman, president. Kranz has been with National Telefilm Associates and with Cornell Films, and is a former associate editor of Young America Magazine.

Walt Renner, EBF representative in downstate Illinois, has been appointed district manager for Florida.

Carl Schreyer, Bell & Howell vice-president of marketing, announces the appointment of John Trux as sales promotion manager, in charge also of product packaging and coordinating of dealer cooperative advertising programs. Trux has been assistant national advertising manager for RCA-Whirlpool Sales.

Robert T. (Bob) Kreiman has joined Argus Cameras, as sales manager — national accounts. He was with Bell & Howell for nearly 10 years, serving as audio-visual sales manager between 1955 and 1958.

Clinton H. Harris has been appointed president of Argus Cameras, a division of Sylvania Electric Products, Inc., according to an announcement by Robert E. Lewis who moved up from that post to the presidency of the parent company.

Veteran of 25 years experience in electronic service, William H. Moenter has rejoined S.O.S. Cinema Supply Corporation, in charge of the servicing of all types of theatre, kinescope and other electronic equipment.

Robert L. Withers, Sr., sales manager of Plastic Products, Inc., takes on the added title of vice-president. The firm's Luxout and Dim-out draperies are noted classroom light control media.

Paul Cox (Coast Visual Education Co.) in conjunction with John Sutherland Productions Inc., heads the new Classroom Film Distributors, Inc., with expanded resources that will continue in distribution through the Hall-Hoynes-Pacey-Morehouse sales group. Mr. John Sutherland has established a subsidiary, Sutherland Educational Films, Inc., with Mr. Raymond Denno as executive vice-president, to extend his industrial facilities into the educational production field, with two classroom films completed—**Combustion and Chlorine—A Representative Halogen.**

H. Williams Hammer has been elected president of Wilding Picture Productions, Inc., succeeding C. H. Bradfield, Jr., who becomes chairman of the board. Hammer joined the Wilding company in 1934 and served as general counsel and vice-president. Bradford became president in 1947, on the death of the founder, Norm Wilding.

Elmer B. Winter, Agricultural Extension Editor at the University of Missouri, has taken the place of Les Schlup, retired, as Director of the Information Programs Division of the U. S. Department of Agriculture's Federal Extension Service.

## 48-Lessons on Genetics

Beginning next January, McGraw Hill will place in distribution a 48-lesson series of instructional films on "Principles of Genetics." Heading the list of 15 leading authorities in the field who will present the branch of the science in which they specialize are three Nobel prize winners: Dr. Hermann J. Muller (Indiana University), Dr. George W. Beadle (California Institute of Technology), and Dr. Joshua Lederberg (Stanford). The films are being produced in the Calvin Studios, under a grant from the Ford Foundation for the Advancement of Science, made to St. Louis University and educational station KETC-TV.

# Directory of Sources for Materials Listed on Pages 493-502

**ADMASTER** Prints, Inc., 116B Sixth Ave., New York 36, N. Y.

**ADVANCE** Furnace Co., 2300 E. Douglas Ave., Wichita, Kans.

**AGFA**, AGFA, Inc., 516 W. 34th St., New York 1, N. Y.

**ALTS**—Audivision Language Teaching Service, 100 Church St., Suite 1852, New York 7, N. Y.

**AMERICAN GELOSO** Electronics Inc., 312 Seventh Ave., New York.

**AMMIKE**—American Microphone Mfg Co., Division of GC — Textron, 412 S. Wyman St., Rockford, Ill.

**ANEQUIP**—Animation Equipment Corp., 38 Hudson St., New Rochelle, N. Y.

**ATLAS** Film Corporation, 1111 South Blvd., Oak Park, Ill.

**AUDIO-MASTER** Corp., 17 E. 45th St., New York.

**AUDIOSLIDE** Corporation, 314 W. Dominick St., Rome, N. Y.

**AUDIOTRONICS** Corporation, 11057 Weddington St., North Hollywood, Calif.

**BAILEY** Films Inc., 6509 DeLongpre Ave., Hollywood 28.

**BEKARD**—Beckley-Cardy Co., 1900 N. Naragansett Ave., Chicago 39, Ill.

**B&H** Bell & Howell Co., 7100 McCormick Rd., Chicago 45.

**BRADY**—Robert J. Brady Co., 3227 M Street, N.W., Washington 7, D.C.

**BROADMAN** Press, 127 Ninth Ave., N., Nashville 3.

**BUHL** Optical Co., 1009 Beech Ave., Pittsburgh 33, Pa.

**CALIFONE** Corp., 1041 N. Sycamore Ave., Hollywood 38.

**CECO**—Camera Equipment Co., Inc., 315 W. 43rd St., New York 36, N. Y.

**CFI**—Canadian Film Institute, 142 Sparks St., Ottawa, Ont., Canada.

**CONCORDIA** Films, 3558 S. Jefferson Ave., St. Louis 18.

**CONTEMPORARY** Films Inc., 267 W. 25th St., New York.

**COUSINO**, Inc., 2107 Ashland Ave., Toledo 2, Ohio.

**CURRICULUM** Materials Corp., 119 S. Roach St., Jackson, Miss.

**DAGE** Television, Div. Thompson Products, Inc., West 10th St., Michigan City, Ind.

**DELTA**—Delta Film Productions, Inc., 7238 W. Touhy Ave., Chicago 31, Ill.

**DOWLING**, Pat, Pictures, 1056 S. Robertson Blvd., Los Angeles 35.

**DUKANE** Corp., St. Charles, Ill.

**EBF**—Encyclopaedia Britannica Films Inc., 1150 Wilmette Ave., Wilmette, Ill.

**EDMUND** Scientific Co., Barrington, N. J.

**EDSS**—Educational Supplies and Services, East Carolina College, P. O. Box 110, Greenville, N. Car.

**EDUFS** — Educational Filmstrips, Box 289, Huntsville, Texas.

**EK**: Eastman Kodak Co., Audio-Visual Service, Rochester 4, N. Y.

**FA**: Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25.

**FLEETWOOD** Films, Inc., 10 Fiske Place, Mt. Vernon, N. Y.

**FOLKWAYS** Records and Service Corp., 117 W. 46th St., New York 36.

**FOTOMATIC** Corporation, 2603 Kessler Blvd., N. Dr., Indianapolis 22, Ind.

**FOTOTYPE**, Inc., 1414 Roscoe St., Chicago 13, Ill.

**GBCA**—G B C America Corp., New York 13, N. Y.

**GELAMP** General Electric Co., Photo Lamp Dept., Nela Park, Cleveland 12, Ohio.

**GENCO**—General Photo Products Co., 15 Summit Ave., Chatam, N. J.

**GRAFLEX** Inc., 154 Clarissa St., Rochester, N. Y.

**HARWALD** Company, 1245 Chicago Ave., Evanston, Ill.

**HPI**: Hudson Photographic Industries, Inc., Croton-On-Hudson, New York.

**HSUS**—The Humane Society of the United States, 1111 E. St., NW, Washington 4, D.C.

**IDEAL** Pictures, 58 E. South Water St., Chicago 1.

**INDIANA** University, Audio-Visual Center, Bloomington.

**KALART**—The Kalart Co., Inc., Plainville, Conn.

**KODAK**—See local dealer.

**LIFE** Filmstrips, 9 Rockefeller Plaza, New York 20.

**LITERACY**—Committee on World Literacy and Christian Literature, 156 Fifth Ave., New York 10, N. Y.

**MAGNASYNC** Manufacturing Co., Ltd., 5546 Satsuma Ave., North Hollywood, Calif.

**MAGNECORD**, Div. of Midwestern Instruments, Tulsa, Okla.

**MASCO**—Mark Simpson Manufacturing Co., 32-28 Forty-ninth St., Long Island City 3, N. Y.

**MESTON'S** Travels Inc., 3801 N. Piedras, El Paso, Texas.

**MODERN** Talking Picture Service Inc., 3 E. 54 St., New York 22.

**MRI** — Magnetic Recording Industries, 126 Fifth Ave., New York 11, N. Y.

**NEUBACHER** Productions, 10609 Bradbury Road, Los Angeles 64.

**NFBC**—National Film Board of Canada, Canada House — Suite 819, 680 Fifth Ave., New York 19, N. Y.

**OSU**—Ohio State University. Department of Photography, Columbus 10.

**PAULMAR**, Inc., 1449 Church St., Northbrook, Ill.

**PDL**—Perceptual Development Laboratories, 6767 Southwest Ave., St. Louis 17, Mo.

**PHILCO**—Philco Government and Industrial Div., 4702 Wissahickon Ave., Philadelphia 44, Pa.

**PLA**—Plastic Associates, 185 Mountain Road, Laguna Beach, Calif.

**RCA** Audio-Visual and Theatre Equipment Sales, Camden, N. J.

**ROTHCHILD** Film Corporation, 1012 E. 17th St., Brooklyn 30, N. Y.

**SHURE** Brothers Inc., 222 Hartrey Ave., Evanston, Ill.

**SMITH** System Mfg. Co., 212 Ontario St., Minneapolis 14, Minn.

**SMPTÉ**—Society of Motion Picture and Television Engineers, 55 W. 42 St., New York 36.

**STAN BOW**—Stanley Bowmar Co., Inc., 12 Cleveland St., Valhalla, N. Y.

**STAPLES-Hoffman**, Inc., 500 E. Monroe Ave., Alexandria, Va.

**SVE**: Society for Visual Education, Inc., 1345 W. Diversey Pkwy., Chicago 14.

**SYLVANIA** Electric Products Inc., 1740 Broadway, New York 19.

**TANDBERG** of America, Inc., 8 Third Ave., Pelham, N. Y.

**TELEPHONE**—Bell System, Contact local phone company.

**THORNE** Films, Inc., 1707 Hillside Road, Boulder, Colo.

**UNCHC**—United Church of Christ, Bureau of Audio Visuals, 1720 Choteau Ave., St. Louis 3, Mo.

**USC**—University of Southern California, Dept. of Cinema, University Park, Los Angeles 7.

**USDA**: U. S. Dept. of Agriculture, Motion Picture Section, Washington 25.

**UWF**: United World Films, 1445 Park Ave., New York 29.

**VEC**: Visual Education Consultants Inc., 2066 Helena St., Madison 4, Wis.

**VICTORLITE** Industries, Inc., 4117 W. Jefferson Blvd., Los Angeles 18, Calif.

**VIEWLEX**, Inc.—35-01 Queens Blvd., Long Island City 1, N. Y.

**VISAID**—Visual Aid Materials Co., 3212 Butler Ave., Los Angeles 66, Calif.

**WALLACH** & Associates, Inc., 1589 Addison Road, Cleveland 13, Ohio.

**YALE** University Press, 386 4th Ave., New York 16.

## BOOKLET REQUEST COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.

Send me booklets offered by the following advertisers in this September issue.

The numbers of the advertisers are listed as follows:

NAME (print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

## ADVERTISED IN THIS ISSUE

- (1) Advance Furnace Co.—Pixmobile projection table, Optivox portable easel, page 501
- (2) Allied Radio—everything in electronics, page 493
- (3) American Bible Society—films, filmstrips, slides, posters, page 491
- (4) American Optical Co.—AO overhead delineascope, page 464
- (5) Audio Cardalog — record reviews on cards, page 483
- (6) Audio Devices, Inc.—"Blood & Thunder Classics," sample tape, page 485
- (7) Audio-Master Corp.—record and transcription players, page 496
- (8) Audio Visual Research—AVR Rateometer reading learning aid, page 478
- (9) Bailey Films, Inc.—"Child, Art and Nature," art films series, page 489
- (10) Bell & Howell—Filmosound Specialist 399AV 16mm sound projector, pages 479-482
- (11) Beseler, Charles, Co.—Vu-Graph overhead projector, page 501
- (12) Burke & James—Pathe-Webb camera, page 500
- (13) Califone Corp.—Califone language labs, page 484
- (14) Chart-Pak, Inc.—Transparent tapes, page 503
- (15) Compco Corp.—professional reels and cans, page 493
- (16) Contemporary Films—"Overture," film, page 497
- (17) Coronet Films—educational films, page 459
- (18) Da-Lite Screen Co.—projection screens, page 489
- (19) Delta Films, Inc.—"Discovering Solids," films, page 487
- (20) Dowling, Pat, Productions—"Little Animals," film, page 496
- (21) Draper, L. O., Shade Co.—Draper "V" projection screen, page 458
- (22) Eastman Kodak Co.—Pageant projectors, page 463
- (23) Educational & Recreational Guides, Inc.—photoplay filmstrips and study guides, page 494
- (24) Fiberbilt Case Co.—film shipping cases, page 502
- (25) Films of the Nations—"The Secret Life of Adolf Hitler," "Cold War: Berlin Crisis," "The Russian Revolution," films, page 488
- (26) Folkways Records — "Finger Games," film, page 496
- (27) Forse Manufacturing Co. — darken shades and draperies, page 462
- (28) Graflex, Inc.—Graflex-SVE School Master filmstrip and slide projector, Instructur 150 filmstrip projector, inside front cover
- (29) Hunter Douglas Corp.—Flexalum AV blinds, page 455
- (30) Indiana University—"Time," film, page 502
- (31) Keystone View Co.—Keystone Standard overhead projector, page 495
- (32) Levolor Lorentzen Co.—Levolor AV blinds, page 461
- (33) Moody Institute of Science — "The Human Machine," film, page 500
- (34) North American Philips Co.—Norelec tape recorders, page 499
- (35) Orr Industries, Inc.—Irish Ferro-Sheer recording tape, page 497
- (36) Radio Corporation of America—"Life Tested" 16mm projectors, page 457
- (37) Radio-Mat Slide Co.—slide mats, page 491
- (38) Rapid Film Technique—film rejuvenation, page 491
- (39) Scripture Press—visual aids, page 491
- (40) Stanbow Productions, Inc.—"You and Your Driving," filmstrip series, page 493
- (41) Sylvania Electric Products—Blue Top projection lamps, page 503
- (42) Tandberg of America—Elite 8mm sound projector, stereo record playback, page 498
- (43) Vacuumate Corp.—film protective process, page 497
- (44) Victor Animatograph Corp.—Victor 1600 Arc projector, back cover
- (45) Visual Sciences—educational filmstrips, page 502
- (46) Webster Electric Co.—Ekotape recorders, page 465
- (47) Yale University Press Film Service—social studies filmstrips and other materials, page 467
- (48) Harwald Co., The—Movie Mite 16mm sound projector, page 460



EDUCATIONAL SCREEN AND

# AUDIOVISUAL

IDE

October, 1959



"Puppet," a Frendal Production. for Television

The Future Of Videotape - - page 526

Disaster Hits AV Center - - page 533

**JUST OFF THE PRESS . . .**

# Comprehensive new book on overhead projection . . .

## “They See What You Mean”

- Advantages of overhead projection • Principles of transparency design
- Invaluable to teachers, executives, salesmen

Here, in 88 fact-packed pages, is a complete treatise on overhead projection . . . its advantages . . . and how to use it effectively. Prepared by Ozalid's Audio Visual Department experts, it contains hundreds of tips on preparing transparencies by every known method, simply and inexpensively. Reveals secrets of successful presentation techniques. Tells how to create visual ideas. Profusely illustrated. “Must reading” for anyone who is using, or intends to use, overhead projection.



Only \$3.75 at your nearest Ozalid Audio Visual dealer (listed). If he cannot supply you, write to: Ozalid, Dept. 1-10, Johnson City, N.Y.

Division of General Aniline & Film Corporation

**AKRON, OHIO**  
AKRON CAMERA COMPANY, INC.  
1667 W. MARKET STREET (13)

**ALBANY, N. Y.**  
HALLENBECK & RILEY  
562 BROADWAY

**ATHENS, OHIO**  
VERE SMITH'S AUDIO-VISUAL SERVICE  
42 NO. COURT STREET

**ATLANTA, GA.**  
COLONIAL FILM & EQUIPMENT CO.  
71 WALTON STREET, N. W.

**BINGHAMTON, N. Y.**  
WILBUR VISUAL SERVICE, INC.  
28 COLLIER STREET

**BIRMINGHAM, ALA.**  
AUDIO-VISUAL FILM SERVICE, INC.  
2114 EIGHTH AVENUE, NORTH

**BOSTON, MASS.**  
SMITH'S PHOTOGRAPHIC STORE  
219 MASSACHUSETTS AVENUE (15)

**BUFFALO, N. Y.**  
PHILIP L. BURGER  
212 SUMMIT AVENUE (14)

**CHARLESTON, W. VA.**  
S. SPENCER MOORE COMPANY  
118 CAPITOL STREET

**CHARLOTTE, N. C.**  
CHRISTIAN FILM SERVICE  
1302 E. FOURTH STREET

**CHICAGO, ILL.**  
THOMAS J. HARTY  
SUITE 1618, FIELD BLDG.  
135 SOUTH LA SALLE ST. (3)

**MIDWEST VISUAL EQUIP. CO., INC.**  
3518 W. DEVON AVENUE (45)

**WATLAND, ILL.**  
7724 S. CLAREMONT AVENUE (20)

**CLEVELAND, OHIO**  
HARPSTER AUDIO-VISUAL EQUIP., INC.  
13902 EUCLID AVENUE (12)

**TONKIN VISUAL METHODS, INC.**  
3910 CARNEGIE AVENUE (15)

**COLUMBUS, OHIO**  
ARLINGTON CAMERA CENTER  
2118 TREMONT CENTER (21)

**DALLAS, TEX.**  
TEXAS EDUCATIONAL AIDS  
4006 LIVE OAK STREET (4)

**DAYTON, OHIO**  
TWYMAN FILMS  
400 WEST FIRST STREET

**DENVER, COLO.**  
DAVIS AUDIO-VISUAL COMPANY  
2023 EAST COLFAX (6)

**DES MOINES, IOWA**  
MIDWEST VISUAL EDUCATION SERVICE  
2204 INGERSOLL STREET

**DETROIT, MICH.**  
ENGLEMAN VISUAL EDUCATION SERVICE  
4754-58 WOODWARD AVENUE

**EAST ORANGE, N. J.**  
OSCAR H. HIRT  
191-193 CENTRAL AVENUE

**EAU CLAIRE, WIS.**  
CENTRAL AUDIO-VISUAL SUPPLY  
308 E. GRANT AVENUE

**FORT LAUDERDALE, FLA.**  
GORDON S. COOK COMPANY  
BOX 2306

**FORT WAYNE, IND.**  
WAYNE CAMERA & VISUAL EQUIP. CO.  
1231 E. STATE STREET (3)

**FRESNO, CAL.**  
TINGEY COMPANY  
847 DIVISADERO STREET

**HARRISBURG, PA.**  
J. P. LILLEY & SON  
938 N. THIRD STREET  
(P. O. BOX 787)

**HELENA, MONT.**  
CRESCENT MOVIE SUPPLY SERVICE  
1031 N. LOGAN STREET

**HOUSTON, TEX.**  
TEXAS EDUCATIONAL AIDS  
4614 SO. MAIN STREET

**HURON, S. D.**  
TAYLOR FILMS  
79 THIRD STREET, S. E.

**INDIANAPOLIS, IND.**  
INDIANA VISUAL AIDS COMPANY  
726 NO. ILLINOIS STREET (4)

**JACKSON, MISS.**  
JASPER EWING & SONS, INC.  
227 EAST PEARL STREET

**KALAMAZOO, MICH.**  
LOCKE FILMS, INC.  
124 W. SOUTH STREET

**NEWMAN VISUAL EDUCATION CO.**  
783 W. MAIN STREET

**KNOXVILLE, TENN.**  
FRANK L. ROUSER COMPANY, INC.  
315 W. CUMBERLAND AVENUE

**LANSING, MICH.**  
VAN'S CAMERA SHOP, INC.  
1615 E. MICHIGAN AVENUE (12)

**LINCOLN, NEBR.**  
STEPHENSON SCHOOL SUPPLY CO.  
935 "O" STREET (1)

**LITTLE ROCK, ARK.**  
GENE SWEPSON COMPANY  
P. O. BOX 3376

**LOS ANGELES, CAL.**  
RALKE CO.  
849 N. HIGHLAND AVENUE (28)

**VICTORLITE INDUSTRIES, INC.**  
4117 WEST JEFFERSON BLVD. (16)

# AUDIOVISUAL

GUIDE

October, 1959 Volume 38, Number 10, Whole Number 380

## EDITORIAL

- 524 An Editorial Memorandum to Fifty Chief State School Officers

## ARTICLES

- 526 Videotape — Its Promise for Education  
 533 Get AV Out of the Cellar! *John Borza*  
 536 Students Bring History to Light *Gilbert Hagerty*  
 543 Criteria for AV Equipment *Philip Fayen*

## DEPARTMENTS AND FEATURES

- 514 On the Screen  
 518 Have You Heard? News About People, Organizations, Events  
 522 Calendar of Coming Events  
 The Art of Listening *Olwyn O'Connor*  
 523 With the Authors  
 546 Audio *Max U. Bildersee*  
 550 Filmstrips *Irene F. Cypher*  
 552 AV in the Church Field *William S. Hockman*  
 554 Film Evaluations *L. C. Larson, Carolyn Guss*  
 560 New Equipment and Materials  
 562 Trade Directory for the AV Field  
 568 Helpful Books  
 568 Trade News  
 570 Index to Advertisers

LOUISVILLE, KY.  
 HADEN FILMS, INC.  
 614-616 SO. FIFTH STREET (2)

LUBBOCK, TEX.  
 SOUND-PHOTO SALES COMPANY  
 2107-A BROADWAY

MEMPHIS, TENN.  
 IDEAL PICTURES COMPANY  
 18 SOUTH THIRD STREET

MIAMI, FLA.  
 IDEAL PICTURES COMPANY  
 55 N. E. 13TH STREET (32)

MILWAUKEE, WIS.  
 PHOTOART VISUAL SERVICE  
 840 N. PLANKINTON AVENUE (3)

MINNEAPOLIS, MINN.  
 MIDWEST AUDIO-VISUAL COMPANY  
 10 WEST 23TH STREET (4)

NASHVILLE, TENN.  
 GRAPHIC REPRODUCTIONS, INC.  
 716 EIGHTH AVENUE, SO.

NEW HAVEN, CONN.  
 H. B. MOTION PICTURE SERVICE  
 AUDIO LANE

NEW ORLEANS, LA.  
 JASPER EWING & SONS, INC.  
 725 POYDRAS STREET (12)

NORFOLK, VA.  
 TIDEWATER AUDIO-VISUAL CENTER  
 29 SOUTHERN SHOPPING CENTER (5)

OAK PARK, ILL.  
 AUSTIN CAMERA COMPANY  
 6021 W. NORTH AVENUE

OKLAHOMA CITY, OKLA.  
 TRIANGLE BLUE PRINT & SUPPLY CO.  
 525 NORTH ROBINSON STREET

PHILADELPHIA, PA.  
 OSCAR H. HIRT  
 41 NORTH 11TH STREET (7)

WILLIAMS, BROWN & EARLE  
 904-06 CHESTNUT STREET (7)

PHOENIX, ARIZ.  
 KELTON AUDIO EQUIPMENT CO.  
 808 NORTH FIRST STREET

PITTSBURGH, PA.  
 APPEL VISUAL SERVICE  
 927 PENN AVENUE (22)

PORTLAND, ORE.  
 MOORE'S MOTION PICTURE SERVICE  
 1201 S. W. MORRISON

PROVIDENCE, R. I.  
 UNITED CAMERA, INC.  
 9 PLEASANT STREET (6)

RICHMOND, VA.  
 W. A. YODER COMPANY  
 714 N. CLEVELAND STREET (21)

ROCHESTER, N. Y.  
 KRAEMER WHITE, INC.  
 46 ST. PAUL STREET (4)

SACRAMENTO, CAL.  
 McCURRY-SIDENER COMPANY  
 2114 KAY STREET (P.O. 80X 838)

SALT LAKE CITY, UTAH  
 DESERET BOOK COMPANY  
 44 E. SOUTH TEMPLE STREET  
 (P.O. BOX 958) (10)

SAN DIEGO, CAL.  
 KNIGHT'S LIBRARY  
 527 UNIVERSITY AVENUE (3)

SAN FRANCISCO, CAL.  
 PHOTO AND SOUND COMPANY  
 116 NATOMA STREET (5)

SEATTLE, WASH.  
 AUDIO-VISUAL CENTER, INC.  
 1205-07 NO. 45TH STREET (3)

SOUTH BEND, IND.  
 BURKE'S MOTION PICTURE COMPANY  
 434 LINCOLN WAY WEST (1)

SPOKANE, WASH.  
 INLAND AUDIO-VISUAL COMPANY  
 N. 2325 MONROE STREET (17)

ST. LOUIS, MO.  
 W. SCHILLER COMPANY, INC.  
 1101 CLARK STREET (2)

SYRACUSE, N. Y.  
 RUD CLARKE COMPANY  
 JAMESVILLE & RANDALL ROADS  
 DEWITT (14)

TOLEDO, OHIO  
 COUSINO VISUAL EDUCATION SERV., INC.  
 2107 ASHLAND AVENUE (2)

TUCSON, ARIZ.  
 KELTON AUDIO EQUIPMENT CO.  
 1103 EAST BROADWAY

TULSA, OKLA.  
 TRIANGLE BLUE PRINT & SUPPLY CO.  
 314 SOUTH CINCINNATI

WASHINGTON, D. C.  
 OZALID  
 1107 19TH STREET, N. W. (6)

WESTBURY, N. Y.  
 A-V COMMUNICATIONS, INC.  
 723 PROSPECT AVENUE

WICHITA, KAN.  
 ROBERTS AUDIO-VISUAL SUPPLY  
 1330 FAIRMOUNT (14)

YONKERS, N. Y.  
 IDEAL MOTION PICTURE SERVICE  
 371 ST. JOHNS AVENUE (4)

CANADA  
 HUGHES-OWENS COMPANY, LTD.  
 1440 MCGILL COLLEGE AVENUE  
 MONTREAL 2, QUEBEC, CANADA

HAWAII  
 HONOLULU PAPER COMPANY, LTD.  
 ALA MOANA AT SOUTH STREET  
 HONOLULU 1, HAWAII



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.

CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of

your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Barrington, Illinois; Business and Editorial Office, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Printed in the U.S.A. Re-entered as second-class matter October, 1953 at the post office at Barrington, Illinois, under the Act of March 3, 1879.

ENTIRE ISSUE COPYRIGHT 1959  
 BY THE EDUCATIONAL SCREEN,  
 INC.



# PHOTOPLAY FILMSTRIPS

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. **\$7.50**

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. **\$7.50**. With guide, **\$7.80**.

**Richard III** — Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. **\$7.50**. With guide, **\$7.80**.

**Alexander the Great** — Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. **\$7.50**. With guide, **\$7.80**.

**The Vikings** — In full color, 47 frames, based on the Kirk Douglas production. **\$7.50**. With guide, **\$7.80**.

**A Lesson in Mythology** — Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. **\$7.50**.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. **\$7.00**. With guide, **\$7.30**.

**Knights of the Round Table** — A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. **\$7.50**.

**Adventures of Robinson Crusoe** — In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. **\$7.50**. With guide, **\$7.80**.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. **\$3.50**.

**Hansel and Gretel** — In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kinemins of Michael Myerberg's screen version, released by RKO Radio Pictures. **\$7.50**. With guide, **\$7.80**.

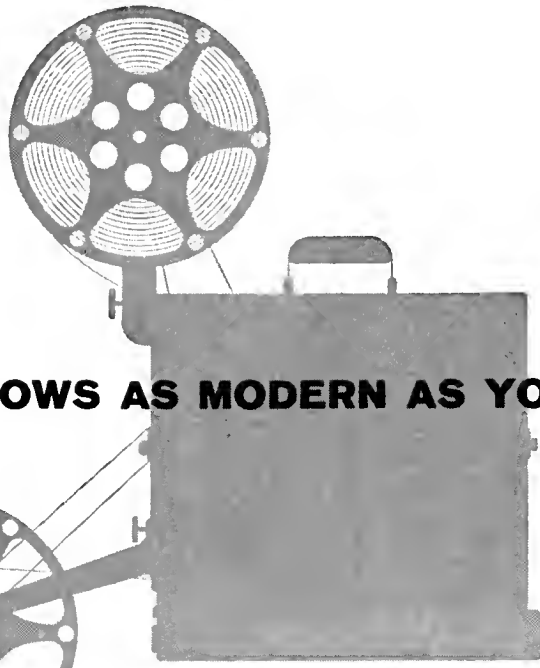
**Greatest Show on Earth** — In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. **\$7.50**. With guide, **\$7.80**.

**Ulysses** — In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. **\$7.50**. With guide, **\$7.80**.

Prepared by William Lewin, Ph.D.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**

10 Brainerd Road, Summit, New Jersey

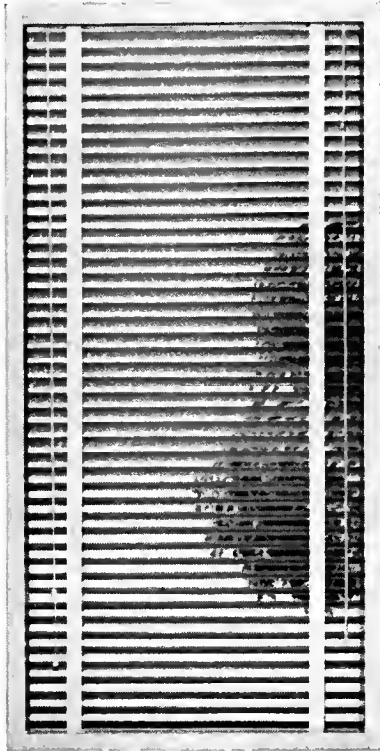


**ARE YOUR WINDOWS AS MODERN AS YOUR METHODS?**

Audio-Visual teaching makes your coverings out of date unless...



**THEY MAKE ANY ROOM BLACK-OUT DARK IN SECONDS... EVEN AT NOON!**



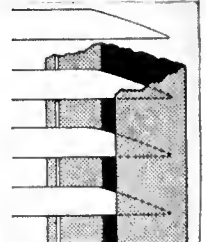
**YET GIVE AN INFINITE RANGE OF LIGHT CONTROL!**



**AND COST LITTLE TO START WITH... LESS TO MAINTAIN!**

...ure, black-out coverings get the room dark. But they don't cut down on glare. Sure, conventional coverings control daylight. But they don't achieve an effective black-out. That's why both are as out of date as a one-room school! Only Flexalum Audio-Visual blinds can give you the precise light control you need for everyday class activities... and also plunge the room into absolute darkness for Audio-Visual teaching. Reasons: Flexalum is made with more slats, which means greater overlap—plus special light channels which keep light out around the sides. All this and you save, too. Because Flexalum also gives more years of service than any other type of window covering... a promise we back with a five-year written guarantee. Look into Flexalum for your school.

**AUDIO-VISUAL BLINDS**  
*Flexalum*®

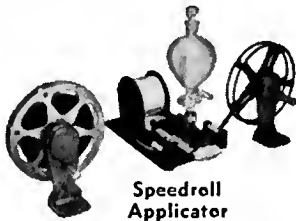


Newest Flexalum exclusive: plastic-lined side-channels eliminate noisy "flutter"

Write for test results and specification data to: Bridgeport Brass Co.—Hunter Douglas Division, 405 Lexington Ave., New York 17, N. Y.

# ECCO # 1500 FILM CLEANER

Cleans — Lubricates —  
Prevents Dust Static



Speedroll  
Applicator

Clean and inspect your film in one easy operation. Operates effectively at several hundred feet per minute. Save time, fluid, labor, and money. Lifetime bakelite construction. Eliminates waxing. Absolutely safe and NON-TOXIC. . . . NON-INFLAMMABLE. Widely used by schools, colleges and film libraries.

Ecco No. 1500 Applicator..... **\$40.50**  
Ecco No. 1500 cleaning fluid, quart, **\$2.50**  
Gallon, **\$9.00**  
Ecco No. 2000 cleaning fluid for  
NEGATIVES ..... quart, **\$1.95**  
Gallon, **\$6.50**

### ALL FILM HANDLING SUPPLIES IN STOCK

Acetone, per quart..... **\$1.40**  
Per gallon, **\$4.50**  
Ethyloid Film Cement, pint..... **\$1.80**  
Film Handling gloves, per dozen..... **\$1.95**  
Galco Filmeter stop watch, Swiss jewelled  
movement. Measures equivalent footage for  
16mm and 35mm film..... **\$29.50**

### THE CAMERA MART

1845 Broadway (at 60th St.) N. Y. 23  
PLaza 7-6977



## "FIBERBILT" CASES "THEY LAST INDEFINITELY"

Equipped with steel corners, steel card  
holder and heavy web straps.

Only original Fiberbilt Cases bear this

Trade Mark

Your Assurance  
of Finest Quality"



For 16mm Film —  
400' to 2000' Reels

Sold by All Leading Dealers

## On the Screen

### Cover Scene

Ted Knight, his puppet "Suzy," Lassie and Jon Provost are shown in a Lassie segment *The Puppet*, filmed by Frenal Productions, Inc., for television. Knight also appears in Frenal's first educational film, *Let's Build a Boat*. The 16mm color film was prepared under the supervision of the Los Angeles City Board of Education and is intended for the elementary grades.

### Can You Afford AV Disasters?

Reading John Borza's story (page 533) of the disastrous flood which destroyed so many dollars worth of audiovisual equipment and materials, makes us stop and think. Think of the numerous AV libraries and equipment pools housed in out-of-the-way places — abandoned cellars, rickety outbuildings, space judged "unfit" for any other purpose. In places like these equipment and materials fall easy prey to water, fire, and more insidious dangers such as abrasive dust and grime.

How do schools justify stashing away an AV center, a function valuable both in terms of financial investment and educational services provided? How can they afford to take the chance of seeing equipment, for which they have budgeted long and hard, and sometimes irreplaceable materials go

down the drain? It is definitely time to *Get AV Out of the Cellar!*

### Videotape for School Use?

After noting the predictions on the future of videotape in educational situations (page 526), some of our readers will, we hope, come up with ideas of their own to share with others. It is very possible that audiovisualists connected with smaller schools or school systems will approach the problem from viewpoints quite different from those of the leaders we solicited and equally interesting.

### Articles to Come

In the next issues we will present subjects ranging from complex language laboratory installations to simple scale models, used to bring elementary pupils in contact with the areas they are studying. Readers will learn of one university's use of AV in the teaching of extension courses — and the efforts that went into creating an AV center in an already established school. Also waiting are the details of a Texas project in more efficient staff utilization, involving teacher teams, clerical aides, and of course audiovisuals.

The December magazine will again contain summaries by leading authorities of 1959 activities in the AV world as well as their forecasts of the future.

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. ENID STEARN, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

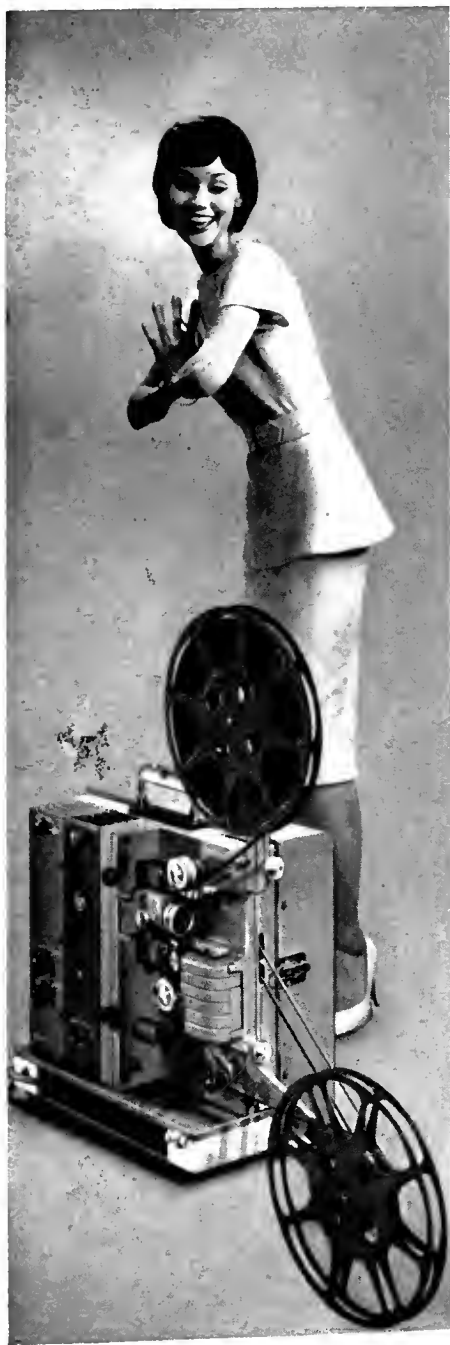
### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia.



and Senior models feature easiest, fastest threading in 16 mm, brighten films with 20% more light on screen, operate whisper-quietly. Porto-Arc delivers brilliant pictures, life-like sound in large areas.

Expert foreign language teachers have worked closely with RCA engineers who designed several RCA Language Laboratory Systems. Each of these language practice systems is low-cost, simple to operate, readily expandable, easily installed and maintained. Invaluable for learning to  *speak and understand any language.*

*\*Rigid endurance standards have been set for RCA "LIFE-TESTED" Projectors. Individual components as well as finished projectors are subjected to continuous testing to evaluate the durability and efficiency of all operating parts. "LIFE-TESTED" at RCA means better, more reliable performance from RCA Projectors.*

(left to right) RCA "Scholastic" High Fidelity record player; RCA Victor Educational Records and Prerecorded Tapes; RCA Victor AM-FM Radios; RCA "Life-Tested"\* 16 mm Projector; RCA Language Laboratories; RCA Victor Cartridge Tape Recorder.

Get your copy... a complete catalog with full details on all these and other RCA Electronic Aids! Write Mr. L. V. Hollweck, Educational Services, Radio Corporation of America, Camden 2, New Jersey.



**RADIO CORPORATION of AMERICA**

Educational Services  
Camden 2, New Jersey

# HAVE YOU HEARD?

## News About People, Organizations, Events



Attending Texas Cooperative Conference were (left to right): O. L. Davis, Jr., associate secretary, Association for Supervision and Curriculum Development; Mrs. Gladys Polk, president, TASCD; Jack McKay, president, TEXAVED; Dr. Harold Wigren, etv consultant, National Education Agency; Mrs. Irene Davis, chairman, School Libraries Division, TSTA and TLA.

### Texas Instructional Materials Conference

"Secondary in importance only to the teacher in our educational process is the material she makes available to her children," Dr. Chandos Reid, assistant to the superintendent in charge of curriculum, Waterford Township Schools, Pontiac, Michigan, told curriculum supervisors, teachers, librarians and audiovisual consultants attending The University of Texas' first Cooperative Conference on Instructional Materials.

Taking as its theme, "Extending Educational Horizons Through Effective Use of Instructional Materials," the conference was an unusual one from the standpoint of involvement. In addition to the Texas Association of Supervision and Curriculum Development; the School Library Division of the Texas Library Association and the Texas State Teachers Association; and the Texas Audio-Visual Education Association, sponsoring organizations, many members of the academic faculty of the University participated in its various activities.

Classroom teachers attending the three-day meeting were assured by Dr. Harold Wigren, educational television consultant for the National Education Association that television was a "neutral medium": only the teacher could make it what it was.

Unique feature of his discussion was

a "feed-back" session in which informal groups were confronted with two questions: "What can television teaching do that no other medium can do?" and "What can television not do that a teacher or other learning tool can do?" and the results reported back to the group.

In connection with local implementation of the National Defense Education Act, Ralph P. Frazier, specialist in science equipment and materials for the U.S. Office of Education, emphasized two ideas: one, that care and planning must go into the selection of equipment and materials; and another, that teachers must be trained in the use of these things.

Utilizing an overhead projector to outline new developments in the area of science teaching, Dr. Addison Lee, director of the Science Education Center in the University's College of Education, explained that science teachers must find ways to enable individual students achieve educational goals on their own initiative without undue reliance on the teacher.

Dr. Lee also conducted a science teaching demonstration in which he employed such instructional materials as magnetic board models and time-lapse photography to illustrate a biology lecture on the chemical composition of chromosomes.

Various instructional materials, organized around an eighth grade science unit, "Properties of Air," were

used by Mrs. Nettie Shaw of Carthage to demonstrate the "cross-media" approach.

Special contribution of the Summer Institute was four group sessions on use of the language laboratory. Supervised by staff members, these groups learned how drill tapes were prepared for practice and repetition and how tape recorders and earphones were replacing the lecture method in the classroom.

The conference provided facilities for preview and evaluation of teaching materials in the areas of science, math and foreign language. Teaching displays and commercial exhibits also were featured.

In a summarizing session, the group agreed to report conference proceedings to local groups; permeate the thinking of co-workers for better utilization of materials through pre-service education; maintain contact with other professional groups; and work with community groups in utilizing materials used in the schools.

Planning the conference were members of participating organizations: Mrs. Irene Davis, Mrs. Edith Cosgrove and Mrs. Louise Van Meter, Texas Library Association; Dr. Gladys Polk, Mrs. Bertha Brandon and Miss Gladys Henninger, Texas Association of Supervision and Curriculum Development; Jack McKay and Dr. Ernest Tiemann, TEXAVED.

### People in the News

JAMES W. HULFISH, JR., is the new Director of Information for the National Audio-Visual Association. He previously served as Administrative Assistant to the Executive Vice President of the United States Wholesale Grocers' Association.



HAL F. RIEHLE has been appointed Assistant Chief, Audio-Visual Center, at the United States Air Force Air University, Maxwell Air Force Base, Alabama. He will coordinate production of instructional materials and develop and improve teaching methods involving these materials. Previously, Mr. Riehle was coordinator of audio-visual services at Northern Illinois University and assistant professor in the AV departments of the University of Florida and Florida State University.

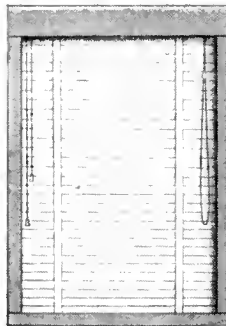


where you need it! when you need it!



There's no need for a special room assignment, no delay, when the classroom has LEVOLOR A.V. (Audio-Visual) VENETIAN BLINDS. These blinds give complete control of ambient light to suit the subject, projector and student activity.

Today, any classroom can be converted for Audio-Visual instruction inexpensively by the installation of LEVOLOR A.V. BLINDS.



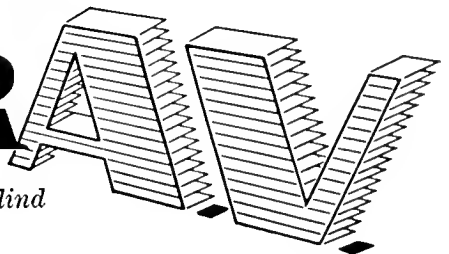
Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

**How Dark Should Classrooms Be For Audio-Visual Instruction?**

Be sure to specify

**LEVOLOR**

TRADE MARK OF LEVOLOR LORENTZEN



*The Scientifically Developed Audio-Visual Blind*

COPYRIGHT: LEVOLOR LORENTZEN, INC.

STEPHEN F. KEEGAN, former editor and publisher of *Film A-V News*, has been named special assistant to Barnett Glassman, president of Pathe News and head of the press department.



ALBERTA L. MEYER has been appointed executive secretary of the Association for Childhood Education International. She formerly served for nine years as consultant in the Division of Audio-Visual Education for the St. Louis (Missouri) public schools.



BRICE HOWARD, formerly an NBC television producer, is now manager of Michigan State University's educational TV station WMSB. The position was formerly held by Dr. Armand L. Hunter, director of broadcasting, who coordinated all university activity in television, radio and closed circuit TV broadcasting. Dr. Hunter will continue as director.



MRS. BEATRICE S. SIMMONS, Secretary of the Illinois Audio-Visual Association, is now Film Consultant in the Illinois State Library. Her previous post was with the State Superintendent of Instruction.



CURT LEHMAN, AV director of the South St. Paul schools, is the new president of the Audiovisual Coordinators Association of Minnesota.

DR. DON G. WILLIAMS, director of the Syracuse University Audio-Visual Center, was elected president of the International Liaison Center of Motion Picture and Television Schools. The Liaison Center, an associate member of the UNESCO Communications Media Center, has as its purpose the stimulation of information exchange on film production methods and film and television production training techniques.



LORAN C. TWYFORD has been appointed to the New York Division of Educational Communications as a consultant in audiovisual methods and materials and educational communications in general. Formerly he was director of the Instructional Film Research Program at Pennsylvania State University and Associate Professor of Audiovisual Education at Michigan State University.



a graduate program in 1960 for master of arts degrees; and renewal of the Briggs Family Foundation scholarship grant of \$5,000.

Other progress cited was: installation of kinescope facilities operated cooperatively with WTHS-TV, and construction of custom-designed, high-speed, motion-picture negative processing machine.

Twenty radio, television, and film courses were taught in the first semester, and 17 in the second. Students majoring in the department numbered 156.

Three Miami radio stations, WGBS, WCKR, and WQAM, broadcast 119 programs produced by the department.

Three Miami television stations, WTVJ, WCKT, and WTHS-TV, broadcast 134 programs produced by the department.

The motion picture section photographed 56,000 feet of 16 mm. film; kinescoped 13,000 feet; processed 445,000 feet of negative, printed 402,000 feet and recorded 40,000 feet of magnetic sound film and 319,000 feet of tape.

## Vancouver Festival

Twenty-five countries participated in the second annual Vancouver Festival, from August 3-15. From the 250 entries, 114 films were chosen as worthy of presentation.

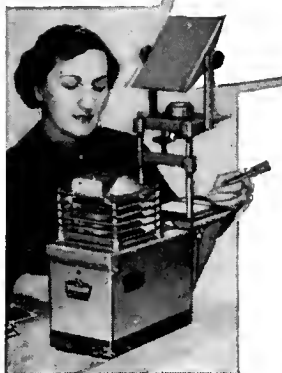
An international panel of judges, comprised of James Card, film curator of Eastman House, Rochester, N. Y., George Tabori, Hungarian-born screen writer and playwright, and Osmond Borradaile, Canadian motion picture photographer and director, chose award winners on the closing night. Winners were: *Documentary* — "A Soho Story," Great Britain; *experimental* — "Two Men and a Wardrobe," Poland; *children's* — "The Story of Small and Big Kids," Japan.

## University of Miami Progress Report

High points in the year ending May 31, 1959, were: graduation of 29 students majoring in the department's subjects; completion of a \$60,000 color film series, "Survival in the Sea," for WTHS-TV and the National Educational Television and Radio Center; a contract with the U. S. Office of Education for a two-year, \$60,000 research experiment in summer TV teaching; academic approval to start

The **KEYSTONE** Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3 1/4" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful —

**In the Science Category** with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

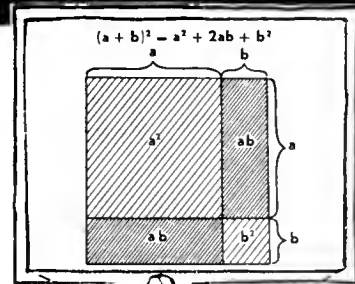
**In the Mathematics Category** in teaching Number Combinations tachistoscopically; Solid Geometry with Stereograms.

**In the Modern Languages Category** in teaching French and Spanish with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.



# At the head of the class!



Using the projector as a blackboard.



Building up a composite image with several sheets of film.

**THE OVERHEAD PROJECTOR** keeps the teacher in front of the class, projecting his own slides, facing his class at all times, observing reactions, and adjusting his presentation to the response of his pupils.

There is no need for a separate operator, with an accompanying system of signals. The projector complements the teacher rather than replaces him. The teacher selects his own pace, extemporizing as he wishes; commenting before, during, and after projection.

He uses the screen as a blackboard, writing or drawing at will on slides or sheets of transparent plastic, without turning away from his class. Single or multiple sheets of film are easily superimposable on the slides, allowing the teacher to unmask transparencies in progressive disclosures, or to build up several components into a composite image.

Slides are large (8" x 10"), and easy to make. Rudimentary art skills produce dramatic, colorful transparencies.

If you wish to learn more about the Overhead Projector, please write to Section OP, Visucom Laboratories, Technifax Corporation, Holyoke, Massachusetts. Please indicate in the letter the nature of your interest.

# TECNIFAX

C O R P O R A T I O N

Manufacturers of  
Visual Communication  
Material  
and  
Equipment

HOLYOKE, MASSACHUSETTS

## Calendar

- Sept. 28-Oct. 1 — Industrial Film and AV Exhibition, New York City.
- Oct. 5-9—Society of Motion Picture and Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York City.
- Oct. 13-15—Industrial AV Association, fall meeting, Princeton Inn, Princeton, N. J.
- Oct. 20-22—Technifax 16th Seminar—Workshop in Visual Communication, Holyoke, Mass.
- Oct. 23-24—Illinois Audio-Visual Association, fall meeting, Moline, Ill.
- Oct. 26-30—Society of Photographic Scientists and Engineers, annual national conference, Edgewater Beach Hotel, Chicago, Ill.
- Oct. 27-30 — National Association of Educational Broadcasters, Sheraton Cadillac Hotel, Detroit, Mich.
- Nov. 8-14 — AMERICAN EDUCATION WEEK.
- Nov. 20-21—Michigan Audio Visual Association, fall meeting, Western Michigan University, Kalamazoo, Mich.

## AV Courses to be Televised

A course in audiovisual education will be televised in test areas of the United States. The lessons, 42 in number, include audiovisual equipment, its classroom usage, and techniques of teaching with audiovisual materials. This project will be executed by Professor Wesley Meierhenry, University of Nebraska; Professor C. F. Schuller, Michigan State University; V. B. Rasmussen, Wisconsin State College, La Crosse; Lee Campion, St. Louis County Schools; Philip Lewis, Chicago Board of Education; F. A. White and W. A. Wittich, University of Wisconsin; Robert Suchy, Milwaukee Public Schools. The lessons will be kinescoped this fall and broadcast at the beginning of next year.

## American Science Film Association

The formation of an *ad hoc* committee to organize an American Science Film Association was announced today by Dr. Randall M. Whaley, Associate Dean of the School of Science, Education and the Humanities at Purdue University. The Com-

mittee, consisting of a group of scientists and film specialists, was formed in Washington early in July, in response to recommendations made at an "Interdisciplinary Meeting on Films and Television in Science Education," called by the Advisory Board on Education, National Academy of Sciences — National Research Council.

Organizing committee members are: Chairman: R. M. Whaley, Purdue University; Vice Chairman: A. B. Garrett, The Ohio State University; Vice Chairman: Carl Allendoerfer, University of Washington; Treasurer: Donald G. Williams, Syracuse University; Secretary: Robert E. Green, National Academy of Sciences — National Research Council. Other committee members are: John Flory, O. S. Knudsen, Richard H. Orr, Daniel Rochford, Edwin W. Roedder, H. Burr Roney, Robert Wagner, Willard Webb.

It is expected that formal organization of the Association will be completed in 1960.

## East Carolina College Holds AV Workshop

Sixty-six students from six states attended the second annual summer Workshop in Audiovisual Aids held recently at East Carolina College, Greenville, N. C. The Workshop was directed by Professor Marguerite Vanderclark Crenshaw of the College's Department of Library Science. Guest consultants included: Cora Paul Bomar, state supervisor of libraries; Wendell W. Smiley, librarian and technical director, Department of Radio and Television; Jane F. White, Department of Business Education; Anne Dunn Ross, AV supervisor of Durham County public schools; and W. Gordon Gibbs, business machines representatives.

Current projects in which producers of visual aids and textbook publishers are co-operating were studied extensively, and the making of a wide variety of visual materials for demonstration lessons by project committees, and a tour of the East Carolina College television and radio station added to the workshop program.

## International AV List

The World Confederation of Organizations of the Teaching Profession recently published a catalogue entitled *Audio-Visual Aids for International Understanding*. The catalogue converts into a card file system, and contain over 1200 AV materials.

Copies are available from WCOTP, 1227 6th St., N.W., Washington 6, D. C. Price, \$2.50.

**PROJECT  
YOUR  
SLIDES**

**UP TO  
30 FEET WIDE**

**WITHOUT  
DARKENING  
ROOM**

*Old-fashioned, incandescent projectors limit you to small screens and small audiences —*

For that convention, sales conference, technical meeting, or training school present really big, brilliant, full-of-detail pictures. Project 3 1/4" x 4" and 2" x 2" slides with a

## STRONG UNIVERSAL ARC SLIDE PROJECTOR

even where darkening the room is impractical, or where it is desirable to maintain illumination for taking notes. Plugs into any 110-volt A. C. outlet. Easy to operate. Complete with blower, power transformer, arc lamphouse with motor-fed carbons, and choice of objective lens in the range of 6 1/2 to 20 inches inclusive. Available with Electric Changer which holds 70 3 1/4" x 4" slides which can be changed by remote push button control.

Used by Ford, National Cash Register, General Motors, S. S. Kresge, General Electric, Eastman Kodak, Hamm's Brewery, United Air Lines, Westinghouse Electric, Lockheed Aircraft Corp., Detroit Edison Co., Massachusetts Institute of Technology, Purdue University, advertising agencies, television stations, and many government agencies.

*Write for literature and prices. Suitable trial period can be arranged.*

**THE STRONG ELECTRIC CORPORATION**  
8 City Park Avenue • Toledo 1, Ohio  
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



JOHN BORZA has been Chief of the Bureau of Visual Education for the Cleveland Board of Education for almost four years. Formerly, he did audio-visual work in the evening adult education division of the Cleveland Public Schools, produced training visuals for the Ford-Ferguson Tractor Company, and rejoined the Cleveland Schools as head of the production department. Mr. Borza has produced several educational sound films, and is in charge of filming the Cleveland Browns football games. He also teaches courses in audio-visual practices and film production at Western Reserve University.

★

PHILIP FAYEN is Audiovisual Director and a sixth grade teacher at Kimball School, National City, San Diego County, California. Audiovisual education was his minor during graduate work at Florida State University, and he has been responsible for the AV program in the various schools in which he has taught.

★

GILBERT HAGERTY, whose archaeological findings make up the story on page 536, is coordinator of visual aids and speech arts at Rome Free Academy, Rome, N.Y. His varied activities have included publications of articles, stories, verse and plays, radio announcing, historical research and little theater work, as well as three years with the U.S. Navy Visual Aids Department. He is also newly-appointed Director of the Ft. Stanwix museum.

★

ROBERT A. MINER is Manager, Market Planning Department, Ampex Corporation, Redwood City, Calif.

★

OLWYN O'CONNOR is an assistant in the Audio-Visual Department, Schenectady (N. Y.) public schools.

★

DEPARTMENT EDITORS are: AUDIO—Max U. Bilderssee, audio education consultant, state department of instruction; AV IN THE CHURCH FIELD—William S. Hockman, Director of Christian Education, First Presbyterian Church, Glens Falls, N. Y.; FILM EVALUATIONS—L. C. Larson and Carolyn Guss, both of the Audio-Visual Center, Indiana University, Bloomington; FILMSTRIPS—Irene F. Cypher, Associate Professor of Education, New York University.

# The Art of Listening

by Olwyn O'Connor

THE inability of our people to listen is a direct result of the electronic age we live in. Adjustment to the ever-increasing sounds about us frequently takes the form of unconsciously "tuning-out" everything that does not *immediately* grasp and hold our attention. Since listening is one of the four basic components of communication, we can ill afford to ignore the significant noises and become a nation of poor listeners.

Business and industry recognize that listening deficiencies prove costly in dollars and time and are currently including listening comprehension in their training courses. Colleges and universities are beginning to offer courses in listening.

Reading, writing and speaking have long been basic educational curriculum, but listening has, until recently, been largely ignored. Educators must recognize the potential danger and work toward developing listening skills with the young child.

Good listening does not come about through mere practice *unless* we are practicing good listening habits. If we can teach the child listening habits that develop and refine with his maturation, a significant communication problem may well be solved. The "unlearning" of poor listening habits in adult life would then be unnecessary.

Audiovisual equipment and materials are "naturals" for teaching effective listening skills. The classroom orientation prior to listening to records, viewing films, filmstrips, etc., establishes a favorable frame of reference for listening and seeing. Such materials also illustrate the inter-relationships of visual stimuli in conjunction with audio. Listening is thus demonstrated as not just hearing but as a composite awareness and interpretation of all stimuli present.

Group listening to the spoken word or music provides motivation for the individual child's attention.

The young child, by his very nature, wants to conform and make the same overt responses as his classmates.

Program repetition is recommended in the initial experiments in order for the poor listener to practice attentiveness and "hear" what he missed. Introspection, if encouraged, will provide the average child with sufficient knowledge of his individual deficiencies to demonstrate more self discipline when the next program is presented.

The use of folk music, for example, may be successfully used to demonstrate listening skills on the elementary level. The sea chantys, war songs, work songs, etc. tell a story as well as give insight into the daily lives of the people depicted. How much can we learn from the word pictures of "The Eric Canal"?

At more advanced level, classroom discussion of radio and television programs are especially profitable. Emphasis and detail are noted as well as where specific intent of program was lost or came to fruition.

The tape recorder offers obvious and unlimited possibilities for demonstrating listening skills.

Person-to-Person communication may also be illustrated via audio-visual materials. A slide is placed on the screen with one-fourth of the class viewing it while the remainder are out of the room. Each of the viewers then communicates the details of the slide to one of the second fourth, etc. The last fourth repeat aloud what they have been told by the third fourth. The chain loss in oral communication is easily and enjoyably demonstrated by having the entire class view the slide together.

If statistical research surveys are correct, the average American spends 45 percent of his waking hours listening!!! We must close this instructional gap and teach our children to listen to learn if we are to fulfill our obligation to society.

to

Fifty  
Chief  
State  
School  
Officers

We have just seen your new book, and we are disappointed in it. In fact, we just can't figure out, considering all the care and attention you gave to the preparation of this book, why you treated audiovisual materials and equipment the way you did.

We fear that local and state school authorities may be misguided about audiovisual materials and equipment in relation to the National Defense Education Act, if they follow too closely your "Purchase Guide for Programs in Science, Mathematics, Modern Foreign Languages." The trouble is that for the most part your Guide deals with AV materials and equipment quite indifferently and there are some serious omissions. Although audio equipment is an integral part of the language laboratory recommendation when it comes to the science and mathematics part of the Guide audiovisual materials are regarded as relatively unimportant and not essential.

Your Guide purports to tell school authorities "what to purchase and how to get full value for school funds expended." But let us cite just three unfortunate examples with reference to audiovisual equipment: (1) You state that it's more important to have four different kinds of globes in a general science classroom, namely Blank, Celestial, Hall Tellurian, and Terrestrial, than it is to have a still or motion picture projector! (2) You have completely ignored the existence of such an important and valuable tool as the opaque projector! Its value in science classrooms has been proved over and over again in the past fifty years. (3) You recommend standardizing on projector stands "sturdily constructed of wood" when no reputable audiovisual dealer has sold such a piece of equipment in the past decade!

As further evidence of the disappointing treatment you give to audiovisual materials, you list seventy-four columns of books that would be helpful to schools, and you don't name a single motion picture, filmstrip, lantern slide, tape recording, or phonograph record. You list nearly two hundred publishers and book dealers and you don't name a single producer of audiovisual materials or a single audiovisual dealer.

Such oversights raise a lot of questions:

What happened? Why have you treated audiovisual matters in this way?

Why did you work so closely with The Scientific Apparatus Makers Association who "supplied substantial funds to provide for the necessary special staff in the National Bureau of Standards" and not at all with the National Audio-Visual Association?

Why did you have a subcommittee of "officials and technical personnel from companies manufacturing scientific instruments and apparatus," and not consult at all with manufacturers of audiovisual equipment?

Why is it that among the one hundred thirty-three educators to whom you acknowledge "with appreciation their generous contributions" only two have any distinction or connection with the professional audiovisual field?

Why did you have the assistance of the American Association of School Librarians and the American Library Association and not that of the N.E.A. Department of Audiovisual Instruction and the Educational Film Library Association?

You can see, Sirs, that not only are we disappointed in the Purchase Guide, we are disturbed. Not only have pertinent and important groups of professional educators and educational suppliers been overlooked, but you may misguide some local and state school authorities whom you are trying to help. We hope that you will be concerned about this, and that steps can be taken immediately looking toward the publication of a supplement to or a revision of the Guide.

*Paul C. Reed*

At the new Cardinal Mooney High School, Youngstown, Ohio, selected by A.A.S.A. for its exhibit of outstanding school designs, Sister Marijane, O. P., says:



**“Modern facilities and up-to-date equipment give these boys a better picture of the tomorrow they’ll live in.”**

“In our Air-Science course, for instance, we ride with jet planes, track rockets into space, follow missiles to a target, explore the surface of the moon, look into the heart of a wind tunnel. This course is filled with similar interesting and important modern-age experiences. Yet, without the contemporary facilities this new school offers, such a course would be impractical. Without up-to-date audio-visual equipment like this Kodak Pageant movie projector, such a course would be next to impossible.”

Concern for the future of today’s youngsters must

entail similar concern for adequate teaching facilities and reliable equipment. The Kodak Pageant 16mm Sound Projector more than satisfies school standards for projectors. You’ll see its above-normal picture brilliance in only half-darkened rooms.

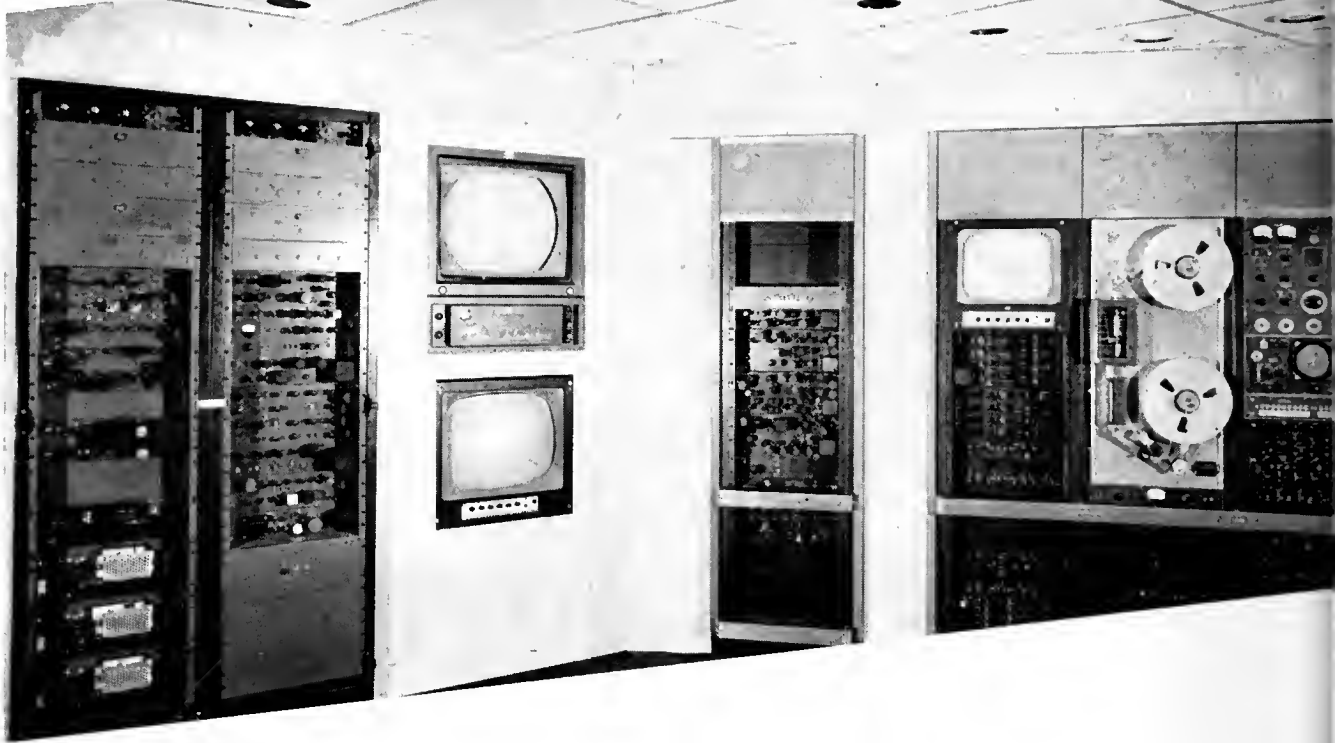
You never need to oil it, never need to keep oiling records. Students and teachers can operate it easily after one try.

*Your Kodak AV dealer will demonstrate anywhere and any time you say. Or write for Bulletin V3-22; no obligation, of course.*

Kodak Pageant Projector >

**EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

# VIDEOTAPE



Videotape installation (RCA)

*Videotape recording is one of the challenging new electronic materials for communication. Up until now, its use has been pretty well confined to the recording of material to be transmitted by television. Does it hold other promises for education? Is it a challenge to film?*

*The predictions, often frankly dreams, of many of the foremost leaders in the audiovisual field are here presented in symposium.*

THE Industrial Revolution occurred when it became possible to reproduce endlessly the work of a master craftsman. Moveable type, film and tape recordings have revolutionized the making of duplicate records of information. A revolution in communication has occurred when we can bring a rich, full-bodied event to the individual instead of taking him to the event. Videotape provides a unique, revolutionary, new instrument for this purpose.

Edgar Dale  
Professor of Education  
Ohio State University

I really do not see the challenge, from an educational point of view, of "videotape recording."

What does videotape offer, other than immediate playback, that is not now provided through motion picture film? I can appreciate the value of immediacy in programming news and other public information TV programs. But so far as instructional materials for school use are concerned, immediacy of playback is of secondary or even tertiary importance.

We certainly do not select textbooks solely on the basis of the recency of their printing. Neither, I believe, should we select other instructional materials on the basis of such a criterion. Whether an AV instructional presentation is on videotape or motion picture film is immaterial—just as it is immaterial whether an audio presentation is on disc or tape. We should be concerned with *what* is presented rather than



# Its Promise for Education

whether the presentation be done electronically, mechanically, or optically. Let's leave the methodology of presentation to the scientists and engineers. We have our own problems in improving educational materials.

**Seerley Reid**

Chief, Visual Education Service,  
U. S. Office of Education

**V**IDEOTAPING promises in the near future to make educational TV programs generally available at a choice of broadcast times, reducing class-scheduling difficulties in schools. This off-the-air videotaping is still beyond our grasp with regard to design and cost but is coming closer, with enormous potential impact on AV resource programs. Now, looming in the distance, we see the even more fascinating possibility of electronic photography ultimately replacing the chemical processes on which existing cameras and projectors are based. Resultant technical efficiency gains, and reductions in duplicating costs are hard to estimate potentially but too important to neglect in the very long view.

**Edward G. Bernard**

Director, Bureau of AV Instruction,  
City of New York

**M**AGNETIC tape recordings are presently serving as "memory aids" for complex electronic brains and are also being used as the control elements in the guidance of missiles and rockets. Video magnetic tape is becoming more and more in use for recording television programs for future telecasting. These, and many other interesting developments in the magnetic tape recording field, have tremendous implications for education.

Sometime in the foreseeable future there will be one basic audiovisual machine in every classroom. This one machine will replace motion picture, filmstrip, slide, opaque, overhead, and micro-projectors. It will also replace record players, tape recorders, radio and television receivers, and small public address units. This machine will be capable of doing everything all the above named devices can do including presenting materials in color.

What will it be like? I predict it will look somewhat like a combination of a television receiver and a tape recorder. The screen will be much larger than present television screens and will be flat similar to a framed picture instead of elongated like the TV picture tubes of today. Also, scanning lines will not be as apparent as they are in today's receivers. The picture qual-

ity will be far superior to either the projected or television pictures of today. There will be improved tonal and color quality.

What will these audiovisual machines do? I predict that pre-recorded video tapes, similar to present day educational films, will be available in ample quantity to meet the needs of a space age educational system and these tapes will be retained in each individual school for immediate use when needed. Filmstrips, slides, opaque pictures, and transparencies will also be available on pre-recorded tapes by use of the film-o-graph technique. Of course, these machines will receive and reproduce television and radio programs, and its tape mechanism will do everything present date tape recorders will do.

While it is predicted there will be such a machine as described above in every classroom, there will be a second machine but probably only one per school. This second machine will have the capability for recording on magnetic tape all kinds of pictures and sounds. It will be capable of recording on tape television and radio programs, motion pictures from film, filmstrip, flat pictures, transparencies, objects and models, even live action. This recorder will permit the teacher to prepare almost any type of visual and/or auditory materials for presentation to classes.

A revolution in education is overdue. In my opinion education has made possible the tremendous technological advances of today; now it is time for these technological advances to make possible an education suitable for the space age. If we do not have this educational revolution we will have the tragic consequences of education's child (our modern culture) looking after an old out-dated and senile educational system, which will not be able to produce an educated people capable of coping with the requirements of a space age. If this educational revolution does materialize, it will result in achievements far beyond our greatest dreams.

**Walter S. Bell**

Director, Audiovisual Education,  
City of Atlanta, Georgia

**C**RYSTAL-gazing in videotape in education is a precarious business, since the educational utility of this new device depends on: (1) engineering ingenuity, (2) educational changeover to electronics, and (3) educational acceptance of the electronic age.

To any one familiar with inventiveness in the exploding field of electronics, the foreseeable achievements seem almost without limits. It is easy to foresee the direct feed-in of videotape to the TV classroom receiver. This will require (a) modification of the receiver to accept signals from the tape and (b) reduction in tape cost by

several orders of magnitude. Once this is achieved, tape rather than film can become the commodity of motion pictures in education.

Picture quality on a 21" receiver will certainly not be reduced by videotape. For large screen projection, e.g., for large classroom or auditorium use, the problem of picture quality is more complicated. Available big-screen TV projectors are far from satisfactory. The problem of the large TV screen is that of the separation of the horizontal scan lines of the present TV system. TV involves optical scanning, photography does not. However, since the theory of electronics is very well developed (in contrast with that of photography), the scanning problem is easily reducible to engineering technology and the technologists are very clever fellows.

Given the technological developments, the production of tape libraries for school use, and the phased changeover from film to tape, the limits of videotape in education are largely those of limitations of the imagination, creativeness, and downright professional competence of school administrators and teachers. The handwriting on the wall is: "Get ready for the electronic age in education tool!"

**Charles F. Hoban**  
Research Professor of Education,  
Institute for Cooperative Research,  
University of Pennsylvania

**V**IDEOTAPE recording (1) makes possible rapid exchange of whole courses or special sections of courses.

(2) Makes possible more economical revision of courses.

(3) Home recorders will make possible great personal libraries of academic-cultural information. A flexible library.

(4) Special international events will be re-recorded (a la Geneva) and shown throughout the world in a matter of hours—or minutes.

(5) All uses of VTR mean easier and more rapid accessibility of information—both trivial and important—a kind of literal omnipresence of impressions generated by others than the consumer, truly a flow in which the future will swim.

**David C. Stewart**  
Assistant Director, Joint Council  
on Educational Television

**T**HE more I look at the development in the area of instructional tools, the more I am convinced that we are going to need better teachers to use these aids efficiently. It seems to me that the more choices the teacher has to make as to materials and devices, the better educated the teacher will need to be in order to make the proper choice to fit the needs of the class. With the wonderful new electronic aids being developed, we some times fail to recognize this fact.

Although the videotape recorder is still too costly and complicated to consider for immediate use in the classroom, I feel it has great potential. Think of what the creative teacher could

do with this device in the way of local production. TV programs can be easily taken off the air and used at a time when they will fit the classroom instruction. Due to its flexibility, the material not needed can be quickly edited out. Questions, visuals, comments could be inserted to make the audiovisual material fit the specific class situation. Teachers could photograph demonstrations, field trips, outstanding events, for use in the classroom. The videotape recording in the hands of a creative teacher has unlimited possibilities. In the hands of the non-imaginative teacher, it is but another tool to complicate the teaching situation.

**Arno de Bernardis**  
Assistant Superintendent,  
Portland (Ore.) Public Schools

**W**E all know how much today's tape recorder has contributed to our capacity as teachers to provide a variety of essential audio learning experiences. To any number of teachers, the tape recorder is *the* teaching tool, *par excellence*: To me it seems only logical to suppose that the videotape recorder, combining in effect the advantages of the present tape recorder with those of the motion picture camera, will similarly influence teaching. If the spread of use of the videotape recorder were also to be accompanied by a corresponding increase in the number of trained audiovisual materials specialists to work directly with teachers to adapt this and other media to educational purposes, results could be revolutionary.

**James W. Brown**  
Professor of Education  
San Jose State College

**E**LECTRONIC canning of television images and sounds on videotape presents an even greater challenge to educators than the advent of television. For the present, videotape cost is prohibitive for extensive educational use. However with experience and improvement of the art as it is applied to business, industry and professional needs its cost will be reduced to a fraction of its present level. When this occurs, educators will have an instrument which will provide the flexibility needed to apply the medium of television to the whole gamut of education. Perhaps videotape will simply be another item in the kit of tools we already have. However, since it is apparent that most schools are going to be equipped with television receivers, I wonder whether the TV screen via videotape may not become most often used device for presenting visual images in the classrooms. As such we may find the celluloid film and the motion picture as we know them today obsolete. Film libraries will then become tape libraries and other revolutionary changes in audiovisual education will follow.

**Francis W. Noel**  
Int'l Cooperation Administration,  
AV Education Advisor to Gov. of India,  
National Institute of AV Education,  
New Delhi, India

**T**HE forward march of progress in communication media is increasingly becoming a race with our ability to make intelligent use of them in education. Videotape is one example of this. At a period when educators, generally, are still a bit hesitant about employing motion pictures and TV as integral rather than peripheral tools of instruction, we have the prospect of an instrument which can readily and accurately record any audiovisual impression from anywhere and play it back, when desired, at the push of a button.

But one thing seems certain—that teacher education and teaching methods must adjust much more rapidly in the future than they have in the past or the primary responsibility for educating our society will pass from the schools and colleges as we know them into the hands of other, and probably less desirable, agencies.

**Charles F. Schuller**  
Professor of Education and  
Director, AV Center, Michigan  
State University

**I**N the future videotape recording will be an everyday tool, indispensable in many teaching situations. For example, teacher trainees and students of public speaking can see and hear themselves immediately. Surgical operations, videotaped in color, can be re-run to emphasize techniques for students and practicing surgeons. Closed-circuit and broadcast ETV instruction can be taped for later use to avoid schedule conflicts. Busy administrators can record instructions with visual demonstrations for viewing by teachers and staff at times convenient to all. In other words, VTR will be taken for granted and used as much as imagination will permit.

**C. M. Braum**  
Engineer, Joint Council on  
Educational Television

**I**T seems reasonable to predict that videotape will ultimately replace film for use in what we now know as 16mm motion picture projectors. Of course this change will require a radical redesign of equipment, but the outcomes will be dramatic and the advantages considerable. The electronic approach provides a virtually unlimited source of illumination for actual daylight projection in any classroom situation. Central tape depositories will replace film libraries for school systems and districts, and will receive newly released productions via special channel radio broadcasts or transmissions on coaxial cable to enable such subscribers to quickly record the latest items. Once the master tape is made any number of high-speed "dups" can be produced as needed to fill all requests from schools on the exact date desired. In this way, storage of multiple prints and their attendant obsolescence are eliminated. Splicing-in repair footage also becomes a thing of the past, and inspection is necessary only to remove worn pieces of tape since a new recording is made for each order. In this way, almost the original quality

of the production is maintained, since progressive deterioration peculiar to film is substantially reduced with tape.

Limitations of space do not permit really delving into this fascinating subject. The following items still should be covered:

- (1) Centralize records on videotape.
- (2) Magnetic tape materials for use in still cameras with electronic translators for immediate reproductions.
- (3) Maps, charts and graphs recorded on 3x5 sheets of mounted magnetic tape. In use these would be inserted in a slot-like device for reproductions in full color and 3D on the flat classroom viewing screen.

**Philip Lewis**  
Director, Bureau of Instruction  
Materials, Chicago Board of Education

**T**HE introduction of videotape recording in the field of communication parallels the coming of the jet engine into the field of transportation. Just as the jet engine has introduced a new concept in transportation, so videotape recording will challenge each of us to study and analyze the impact which it will bring in the field of communication. Within the next decade or two, we can anticipate many modifications which will make it possible for videotape to replace film in the transmission of ideas. Only as we grasp the significance and importance of this technological development will we be able to modify our attitudes to accept this medium of communication in our educational activities. Videotape will find its proper place in the constellation of communication's media and will partially or entirely replace our traditional method of communicating by motion picture film.

**Ernest Tiemann**  
Director, Visual Instruction Bureau,  
The University of Texas

**T**HE videotape recorder is potentially the most promising educational tool for the analysis and improvement of tasks heretofore considered "hopelessly" complex. By this means the learner can perform his task and can, immediately *afterwards*, see and gauge the direction and magnitude of his errors. In other words, the recorder provides the most necessary ingredient in motivated learning—"immediate feedback."

**Henry A. Bern**  
Head, Research Dept., AV Center,  
Indiana University

**T**HE future of videotape in non-TV applications lends itself very well to "dreaming," as long as one is in a position to ignore two rather important aspects: cost, both initial and upkeep; and the technical skills needed to operate and maintain the equipment.

Any dreams relating videotape recording to

wide usage in any but the wealthiest schools must be predicated upon an impending breakthrough in technical developments which will remove videotape recording from its present costly shackles. Unless videotape is something other than a plastic strip with a magnetic coating, it seems unlikely that costs will be reduced appreciably.

But the new techniques will come; we only lack foresight as to the date. Our dreams should include a challenge to the inventors and designers to hasten the technological progress which will lead to a new, less costly method of ultra-wide-range recording. I believe that the inclusion of this reservation will lend credence to these forecasts and will lead the uniformed not to expect too much from the industry.

**Merlyn C. Herrick**  
Lecturer in Education and  
Production Supervisor, Indiana University

**I.** Videotape will bring picture language much closer to the written word in terms of immediacy and availability. One of the impediments to picture communication is the great time and effort it takes. In the future—letters may be interpersonal face-to-face exchanges, minutes of meetings may be re-enactments of all the subtleties of human interplay, hearing a language will involve much seeing as well as hearing of the learner's performance.

**II.** Feedback will be greatly enriched by pictures, with perhaps some startling effects. (a) Many of the human inconsistencies and much of the ignorance due to mismatches between verbal labels and the real world will be removed. The correcting and compensating effects of pictorial feedback would be much more readily available and would occur much more frequently if videotape were widely used. (b) What will happen when the human image becomes as familiar to its owner as his handwriting? Will the sight of his own behavior in many situations make him introvert or extrovert, conformer or reformer, follower or leader, well adjusted or maladjusted? Can the student in screening the tape for the previous day take a more detached and dispassionate view of a school situation that was highly charged at the time?

**III.** In the school situation many uses could be made of videotape. The following presuppose two things: that classroom activities would be fully documented at frequent intervals each year, and these records be so catalogued as to make any unit readily available. (a) Pictorial report cards would provide parents with unique insights into Johnny's behavior. These should probably be screened by parents and teachers together—and perhaps in part with Johnny. (b) Teachers could much more rationally evaluate pupil growth by comparing earlier with later taped performances. (c) Thorough case studies of problem children could be made by retracing the sequence of events through their years in school. Equally important studies could be made of successful children. (d) Teacher training could come out of the ethereal world of books about children and curriculum and learning. Student teachers would already have "been in" many classroom situations, "experienced" in-

dividual differences among students, "participated" in discipline problems, etc., via tape before doing it themselves.

If all this should come true, two dramatically opposite outcomes are possible. Tapes could become a benevolent instrument conducive to fuller understanding, respect and support for the teacher. Or they could become a vicious instrument of partisan control of the teacher.

**Malcolm Lee Fleming**  
Instructor in Education and Supervisor  
of Motion Pictures, Indiana University

**O**n an evening early in May, Ralph E. Lovell, a member of my seminar at UCLA, was describing for us a new system of editing videotape, developed by himself and others at the NBC studios in Burbank.

A few short months ago videotape was still in the experimental stage. Today it is much in use in television, because it reproduces visual and auditory images with high fidelity and can be edited with precision.

Will videotape and education join hands? Of course they will. But when, where, and under what circumstances none of us can predict. In our feeling of high esteem for the handiwork of the electronics engineers, we must not forget that to a child perceiving an image on the screen, the technique of putting the image before him is not as important as is the image itself. We still need to know much more about how children learn.

**F. Dean McClusky**  
Professor of Education,  
University of California, Los Angeles

***Some responding experts predicted no real educational future for videotape. Here are their comments***

**I**N view of my complete ignorance in regard to videotape recordings, I am afraid that what I might have to say would perhaps be as enlightening as what glass makers have to say about "Visual Aids." In view of this, for me to attempt to jot down any thoughts that I might have on this subject would be at a disservice to the readers of our magazine.

---

I really don't know enough about videotape to make any pronouncement. I am hoping to learn more about it and will look forward to seeing what other people have to say in your symposium.

---

I'm sorry, but I don't think I should participate in your symposium on videotape recording. The reason is that I don't like to take a negative viewpoint, but I have very little faith in the future of videotape recording for educational purposes. I know it will find some sort of a place, but I can't feel that it will be really used, as our present audiovisual media are.

# The Videotape Recorder

by Robert A. Miner

Reprinted with permission from the *Journal of the National Association of Educational Broadcasters*, May, 1959.

**I**N April, 1956, a new and unexpected invention called a videotape recorder suddenly captured headlines on newspaper front pages, throughout the nation. The influential New York Times, in its front-page article, forecast that "electronic photography" would have implications far beyond the television service for which it had been invented. The excitement in the broadcast industry trade press was nothing less than tumultuous. What, exactly, then, was this new invention — the videotape recorder — which had created such a stir?

In its simplest terms, the videotape recorder is a device which records on a strip of magnetic tape the electrical signals which emerge from a television camera system, very much as the familiar audio tape recorder records on a narrow strip of magnetic tape the electrical signal which emerges from a microphone system. All the things which audio tape recording did for sound, the videotape recorder is capable of doing for television; the machine will record both picture and sound, as it is being picked up in the studio, and immediately replay both picture and sound, without a trace of visible deterioration. Like an audio tape, a television tape recording can be erased, and a new recording placed on the same tape, over and over, as desired. Like an audio recorder, the videotape recorder is push-button operated, and capable of full picture and sound fidelity in the hands of a relatively inexperienced operator. (Maintenance on the videotape recorder, like maintenance on all television equipment, naturally requires the services of a trained expert.) Like an audio tape, a television tape recording can be recorded on one machine and played back on another, or copies of the original tape can be made and played back on many other machines.

Physically, the videotape recorder, as it is manufactured today, consists of a handsome console, a little bigger than a kitchen range, on which the tape is loaded and threaded, and on which are located the meters, dials, and push-buttons with which it is operated, and two cabinets of a size and type found throughout radio and television broadcasting, which contain the electronics chassis that are used to amplify, modulate, and otherwise process the television signals.

In use, the videotape recorder is a convenient high fidelity recorder and reproducer of television sound and pictures, and may accurately be regarded as the television counterpart of the professional high-fidelity sound tape recorder. It is not, of course, a sort of electrical counterpart of a moving-picture camera. Just as the recording of sound requires one or more micro-

phones, artistically placed for best pick-up, videotape recording requires one or more television cameras, artistically placed for best picture pick-up, and, of course, one or more microphones to pick up the sound which accompanies the picture. Just as good sound recordings are "monitored" by experts during the recording session, television tape recordings are monitored by skilled television directors and technicians, to insure good picture recording. The physical equipment required to make a television tape recording is exactly the same as that required to produce a good television broadcast — television camera, television cameraman, studio monitor, and skilled studio monitoring technicians — the difference being that the electrical signal which contains the picture information is fed through cables to the videotape recorder, instead of being fed to a television transmitter. The videotape recorder "remembers" every detail which is fed to it, and will replay, in electrical form, the information it has received through cables, over and over, as desired.

Videotape recording, thus, is a wholly new way of storing moving pictorial information, a memory for the television camera, which does not depend upon chemicals, which is capable of immediate replay, and whose medium can be erased and re-used many times over. In many ways, it is a supplement to motion picture photography, and in other ways, most of them in television, it is a replacement for photography. New functions, which never before could be performed, are now within reach through videotape recording; some functions which photography has handled in the past can now be handled more conveniently and efficiently through videotape recording; and, of course, just as television has not replaced motion pictures, many services, such as theater motion pictures, are unaffected by videotape recording.

The principal application of videotape recording to date has been in the field of commercial television. Most of the performance abilities of this recorder which led to its acceptance by commercial television also lead to applications in the educational television field. Some of these applications have been grouped together and outlined below.

I. Many applications are related to the pre-recording of TV lessons. Such pre-recording applications include the following:

(a) A pre-recorded backlog of TV lessons in each course can be developed for use when the TV teacher is unable to be present for reasons such as schedule conflicts, etc.

(b) The schedules of outside talent will not necessarily coincide with the most desirable time for TV presentation to students. Such schedule

conflicts can be eliminated through pre-recording of programs.

(c) TV lessons will frequently benefit students in another TV area outside of that covered by the originating TV system. Pre-recording of lessons will enable such programs to be viewed outside of the range of a specific TV system without incurring microwave interconnection costs. This is made possible through interchange of tapes from one TV system with a videotape recorder to another.

(d) Pre-recording of TV lessons reduces the inherent pressure of live presentations without losing the impact of live quality.

(e) Pre-recorded TV lessons can be potentially better teaching tools than live presentations inasmuch as they allow a teacher to review her presentation and set the pace of her lesson to meet the requirements of her students. Those portions of a lesson that either drag or move too rapidly can be corrected in advance of playback to the student viewing audience so that the TV instruction can be as nearly perfect as possible.

II. Under different circumstances, it is more advisable to record a lesson simultaneously with its presentation to the student viewing audience. Such applications are as follows:

(a) A series of lesson sequences recorded on the videotape recorder can be built up for loan to other educational institutions.

(b) Many times the scheduled presentation of a TV lesson will not coincide with the most desirable viewing time for all classrooms within a particular TV system. Under these circumstances, it is much easier to record the initial presentation and repeat the lesson at a later time through playback of the recording, rather than a repeat live performance.

III. Recorded lessons, whether they are acquired through pre-recording or simultaneous recording, can either be stored for future use or the tape can be erased and be used for another lesson. In those instances where lessons are stored for future use, additional recorder applications become feasible. The TV lesson series stored on tape can be repeated the next semester or the next year, as the case may be, through playback of recorded tapes, rather than repeating the live TV instruction.

(a) The required up-dating of material in stored TV lessons from one use to another can be accomplished very easily with magnetic tape. This is done either by erasing and re-recording those segments of the total year's teaching that are to be up-dated, or by splicing in new tape sections to replace that portion being up-dated.

(b) The up-dating of subjects from one year to another will not require as much time as the preparation and presentation of the original lesson required. Teaching time of the instructor making the original presentation has therefore been made available for other assignments, such as the teaching of another level of the same subject or a related subject, yet the impact on students viewing the tape playback is identical to the original live presentation.

(c) Area repositories can be established for TV lesson recordings, enabling an evolution to start by using the best teachers in an area to teach a particular subject. Such recordings can

then be used by schools in the area according to their own schedule requirements.

IV. A permanent school documentary materials library of recorded tapes can be established for inserting into live lesson presentations to enhance the educational value of the program.

(a) Significant public events can be recorded on the videotape recorder for retention in this library. Visiting specialists can be recorded. Rare physical, social, economic and similar phenomena and events can also be recorded. Field background information for history, science, industry, etc., can conveniently be recorded for this library on tape.

(b) Laboratory experiments can be recorded under the best possible conditions and at considerable expense when necessary, by large sponsoring organizations. Time, effort and money involved will be justified by the great numbers of students who will be able to view the experiment through many subsequent playbacks of this lesson.

V. The videotape recorder also is a valuable tool for scholastic training and self-improvement of TV teachers. Applications in this category are:

(a) TV lessons can be recorded for post evaluation and study by groups of TV teachers and their classroom counterparts.

(b) TV lessons can be recorded in advance and used as a basis for self-correction, both for the teacher and other members of the production staff, through observing a playback of their lesson in the classroom and noting the effect on students and classroom teachers.

(c) Recorded lessons can be played back for analysis by the teacher and director to eliminate those portions that drag or require strengthening from an educational point of view.

(d) Experimental lessons can be recorded on tape in selected subjects at various grade levels for exchange with other TV teaching projects for purposes of evaluating the content, lesson structure, teaching techniques, etc.

(e) The videotape recorder will also serve as a valuable rehearsal tool to assist TV teachers and the production staff to acquire confidence and the best possible lesson presentation.

VI. There are other applications of the videotape recorder aside from the direct lesson applications outlined above. These include the development of a library containing typical video teaching tapes in a variety of subject areas and grade levels for demonstration uses with:

- (a) Parent groups.
- (b) Visiting educators.
- (c) Service clubs.
- (d) Sessions at professional educational meetings.
- (e) Teacher-trainees (in-service, teacher colleges, new teachers in county).
- (f) Boards of education.
- (g) Pre-recording of PTA programs.
- (h) Evening adult education subjects.

The foregoing certainly does not represent the total list of applications for videotape recording in the field of educational television. It is meant only as a stimulus to examining the possibilities of this new electronic tool to determine its correct role in assisting educationally or economically any particular teaching endeavor.

flooded area as seen from the Bureau of Visual Education looking across East Blvd.



by John Borza

## Get AV Out of the Cellar!

**F**OUR months ago, a disastrous flood invaded the Bureau of Visual Education of the Cleveland Public Schools. A three-hour rain ruined approximately half a million dollars worth of audiovisual equipment and supplies, to say nothing of the damage done to the building, furniture, supplies and other installations.

The building housing the Bureau, formerly the School of Education of Western Reserve University, was more than adequate to carry on the following operations:

(1) On the second floor was the sound motion picture production studio and complete photographic processing, graphic arts and special audiovisual equipment maintenance;

(2) On the first floor were two screening rooms, conference rooms and general and administrative offices;

(3) In the basement major operations were carried on. Here were facilities for housing and storing all equipment and materials used for circulation in our schools: 5,756 motion picture prints; 14,852 filmstrips; over 300,000  $3\frac{1}{4} \times 4$  slides; 5,069 2x2 slides; 1,580 study prints; 575 exhibits; 247 pieces of sheet music; 66 sound motion picture projectors; 37 silent motion picture projectors; 109 combination 2x2 and filmstrip projectors; 13 opaque projectors; 15 tape recorders; 8 sound filmstrip projectors; 11 various types of automatic audiovisual equipment; 73 screens in sizes from 50x50 to 8x10 ft.; 61 various pieces of audiovisual and photographic equipment.

Doan Creek, which runs through the University Circle park system, was at one time open. While the creek was still open, the undeveloped acres of the highlands absorbed most of the rain water. Even after the creek went underground the culvert was large enough to carry away the excess rainfall. However, within the last five years the suburbs in the highlands have expanded at a tremendous rate. Insufficient sewage development was first felt three summers ago when, after a heavy rain, the culvert

could hold no more water and the storm sewers backed up.

At that time, the gymnasium at the Bureau held about 1500 pieces of audiovisual equipment recently serviced and ready for the September opening of schools. The five summer servicemen had their job to do over, but they were able to salvage all this equipment because it was not completely submerged.

Preventive measures were taken by installing sewer back-up traps and a sump pump. These preventive installations were effective and apparently took care of ordinary conditions.

However, on June 1 of this year for a period of three hours, four inches of rain fell on the higher grounds over an area of 8.6 square miles. Because the ground could not absorb this unusually heavy rainfall and because of inadequate sewage facilities, the water followed the only course left—down the roads and hillsides and into the University Circle area at the rate of 2,860 cu.ft. per second.

The back-up sewer traps held the water from coming into the building, but the water rose above the basement window sills. The pressure became so great that it burst the windows and doors and demolished two interior walls.

During the height of the flood, the water in the Bureau of Visual Education building measured 17 feet. The waters receded during the night and the next morning we were greeted by a sea of mud surrounding the building. Slides, exhibits and filmstrips were picked up for blocks in the surrounding neighborhood.

Realizing that the water-soaked equipment was a total loss, our immediate problem was to salvage as much material as possible. Fortunately there is a 16mm film processing plant in Cleveland. All the motion picture films were rushed to Labcraft for cleaning. With the purchase of an outdoor swimming pool it was possible to keep the films under water until they could be put through the continuous-processing machine. By keeping the films wet the silt from



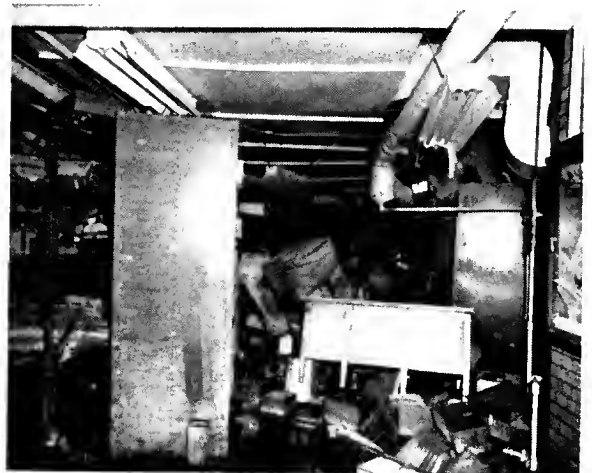
Water rising above basement window sills.



Pressure bursts windows and doors: demolishes two interior walls.



Equipment loan pool — before.



Equipment loan pool — after.



Slide and exhibit room — before.



Slide and exhibit room — after.

Equipment maintenance shop — before.



Equipment maintenance shop — after.







Film inspection room — before.



Film inspection room — after.



Materials were often found blocks away.



Swimming pool preserved wet films until they could be processed.

the flood waters could not dry and impregnate the emulsion.

Temporary quarters for film inspection were immediately set up at the Bureau of Visual Education, where film inspectors checked all salvaged films and spooled them onto new reels and placed them in new cans. This measure was necessary because rust had already set in on the old ones. Salvaging of colored film continued for eight days before the emulsion deteriorated. Black and white film lasted for ten days. A total of 3,674 prints were caught in the flood and our loss was 1,314 prints. We salvaged a total of 1,097,162 feet of film at a cost of one cent per foot.

The filmstrip salvage operation was similar. Many hands were needed to do the work as soon as possible. Sixteen students were hired from a nearby high school. They worked four hours every day after school. Photo-developing trays were filled with water and a wetting agent. The filmstrips were swished through the trays and then squeegeed and hung up to dry. The next job was to identify and label the salvaged filmstrips and put them into new plastic containers. The students handled 10,830 filmstrips, and of this number 90 percent were recovered. However, 2,754 filmstrips were never found again after the waters receded.

The loss of the models and exhibits, made by the W.P.A., cannot be measured in money. The real value was in the popularity of this material with elementary children.

Nor can a dollar and cents value be placed on the  $3\frac{1}{4} \times 4$  and  $2 \times 2$  slides. If it were possible

to replace all the lost slides, the raw materials needed would cost more than \$306,000. The replacement cost of the filmstrips is about \$19,500. The replacement cost of motion picture films is about \$78,000. The replacement cost of the audiovisual equipment is about \$59,000. Maintenance parts and equipment have been replaced at a cost of about \$15,000.

Just before the disastrous flood struck we were preparing for our summer equipment maintenance work. Repair parts for this job had already been received and they were completely inundated. Thousands of dollars worth of equipment parts were saved by soaking them in penetrating oil. The audiovisual equipment that was caught in the flood waters was a total loss and is now waiting to be cannibalized for usable parts. In the meantime, temporary quarters were set up in order to carry on maintenance work.

Plans are now being made to house all of the Bureau of Visual Education operations above the basement level. The Cleveland Board of Education does not carry insurance so that the replacement of all lost materials and equipment is being made from the Replacement Fund.

We in Cleveland hope that other school systems will benefit from our sad experience. There is no time like the present to take a second look at the housing of your audiovisual equipment and teaching materials. If they are stored in a basement, as it seems in too many cases, what are the probabilities that they too could be caught by the waters from a flash flood?

# Students Bring History to Light

by Gilbert Hagerty

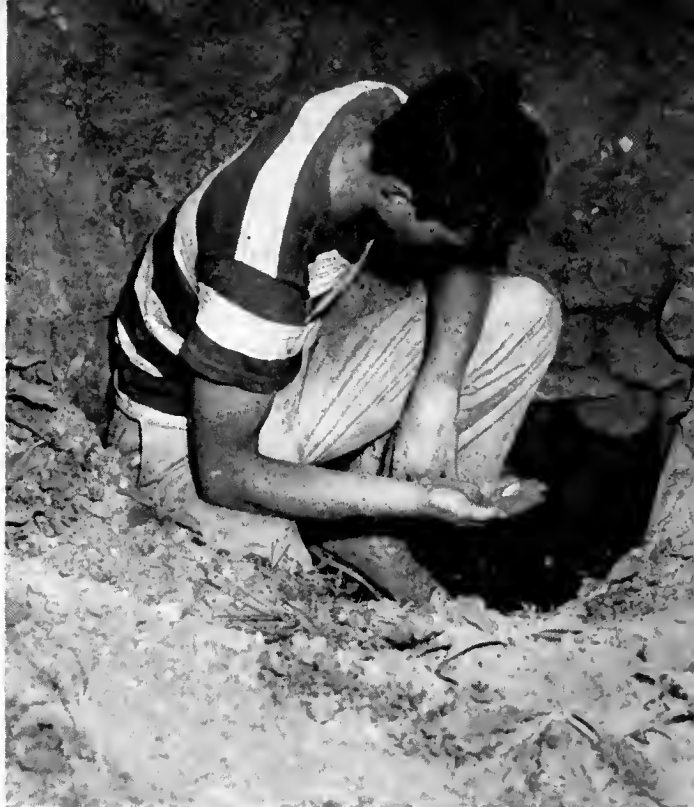
**G**ILBERT Hagerty started this work because he is deeply interested in archeology. By a combination of historical and geographical reasoning he believed that there had to be an overnight stopping place for travelers along the natural waterways connecting the developing West with the established Hudson Valley. Where else but along the Great Oneida Carry, where water travel was interrupted for a portage? In this area Mr. Hagerty dug.

Soon his students joined him at the digging. In the recently completed state-wide Essay Contest for students and teachers, conducted by the New York State Commission on Historic Observances in connection with the 350th anniversary of the explorations of Hudson and Champlain, Mr. Hagerty submitted the following summary of his class activity.

Because this is exceptional, inspired teaching, the editors of *EDUCATIONAL SCREEN AND AUDIO-VISUAL GUIDE* bring this story to you as a superb example of the use of the field trip in instruction—a field trip which resulted in discovering the site of a colonial pioneer's home.

By virtue of the location of the digging it can be assumed that the colonial owner was directly connected with water transportation in the days of the bateaux—preceding the construction of the Erie Canal. By virtue of the artifacts already unearthed—clay pipes, a wide variety of pottery, glassware and the stems of glasses, as well as pewter, iron and silverware, it can be assumed that this indeed was the site of an Inn of the earliest days of the American Republic . . . probably the Inn at which DeWitt Clinton stayed when he first dreamed of a continuous waterway connecting east and west.

Mr. Hagerty was a winner in the contest—and spent two weeks in The Netherlands as a representative of the New York State Commission on Historic Observances investigating and verifying his discoveries. But this is not all—the new Fort Stanwix Museum in Rome, New York, was opened on August first of



this year. It is an immediate and direct outgrowth of Mr. Hagerty's work—and he has been named Director. Sic Semper audiovisualists!

—Max U. Bildersee

**F**or 170 years a fascinating story has been hidden in our community—hidden so well that no hint of its presence was discovered until the fall of 1958. Then it was by sheer chance that we, with the help of student groups, were able to save it from complete oblivion.

This story was written in hallowed ground which was literally being carried away for fill because the owner did not know what he was destroying, and no one had hitherto recognized its importance. But because of our action this destruction has been stopped, and cooperation of the owner has made careful archaeological investigation possible. We now have most of this story, complicated as it is, as it was recorded in the earth between the years of 1789 and 1805.

Because of its geographic location on the Great Oneida Carry, with its associations of colonial troop movements, fur trade and Indians, this site is of tremendous significance not only locally, but in the development of the waterway system from the western frontier to the sea. It was the focal point for the thousands who crossed from the Mohawk to Wood Creek and the West.

Because nothing in addition to the standard county histories has been recorded about this area for many years and scarcely any new information gained from primary research, we intuitively felt that this location should reveal something of importance. We were not wrong.

Briefly, our project is an archaeological one involving discovery and original research in



Students George Gibson and Lynn Hagerty studying a piece of crockery found in a well and a stratification shown indicating occupation levels.

Oneida County history. Preliminary investigations on a strategic plot of ground, ripped and torn by a bulldozer, showed evidences of an 18th century pioneer dwelling. This evidence places the occupation at a time when there were but seven or eight dwellings of whites between Whitestown and Oswego, and most of them were primitive huts. This we have from the report of a reliable eyewitness who was through the territory at that time. This spot we are investigating was the site of one of these dwellings, erected soon after the Revolution.

When the site was first discovered, we gathered every bit of material from the exposed surface. Since the ground was disturbed generally about a foot down from the surface and since there were three components in this general area, we were faced with the problem of classification. We filled wax milk cartons with this material and labeled them "general surface finds." We soon learned to distinguish the difference between the type of artifact we found on one end of the site from those found on the other end where there were two other occupations. In the fringe areas the materials, of course, were mixed. Fortunately there were still about fourteen inches of undisturbed soil to be examined in many areas where the bulldozer had just scuffed off the surface.

These areas of undisturbed soil were carefully examined, stratigraphy plotted, photographed, and the artifacts kept separate. Each area was coded and the artifacts labeled with the code mark. This gave us a core of information that we felt was valid in forming preliminary conclusions. The stratigraphy clearly showed that this ground had never been plowed or in any way disturbed before the bulldozing began.

Among the more interesting items found in the undisturbed stratification were many brass

and pewter buttons of varying sizes, both plain and with ornamentation; quantities of koalin pipe bowls and stems with a profusion of identifications as makers' marks and bowl designs; shards of household dishes with the characteristic 18th century blue figures on cream background, some of which we were able to reconstruct in part; several silver and brass coins ranging from the reign of George II through 1796, of British, Spanish, and American origin; iron axes, one a British military broad axe; ironware as crane hooks, hinges, hand forged nails, ox shoes, horse shoes, fragments of iron kettles, knives, bone handled forks with two tines; pewter spoons; glassware with pontil marks; personal ornaments; lead musket balls, gun flints; even a brass bung from a barrel, an exact duplicate of one found at Crown Point; and parts of many other items common to a pioneer household.

Of a more general nature we were able to determine the location of the building, once the long concealed well was found. There was no foundation to the house, only a dirt floor. A concentration of brick rubble and charred boards gave us the location of the hearth. Associated with charred boards were many short pointed sticks, the remains of burned saplings, aligned in a row, a foot under the ground and over the rotted and charred boards—dramatic evidence of the conflagration that brought them crashing in flames to the ground to be covered by smouldering debris. Here we have a suggestion of how the dwelling was constructed. Fragments of broken window glass and hand forged nails added to our information.

Animal bones scattered through the general debris gave an indication of the diet. Deer bones were prominent as were bones and teeth of other large wild and domestic animals. Salt water clam and oyster shells were abundant



Sifting previously disturbed areas for artifacts—left to right, Jim Butler, Bob Osgood, Ronnie Hart.

and in direct association with known 18th century materials. One wonders how these shellfish could be fit to eat after arriving here in the wilderness after the long trek from their nearest point of origin, New York City. One of our students found a reference showing that the Dutch as early as 1690 were pickling oysters in New York and sending them in casks to the Barbados in a thriving trade.

By correlating our information through scientific methods, we were stimulated to do further research in documentary sources. Gradually scraps of documentary evidence grew until we had a body of information to check with our archaeological findings. The documentary evidence and the archaeological evidence fitted beyond the point of coincidence. The cold statistical facts and the book passages lived.

The two remaining occupations suggesting the 19th century were identified by examining old maps. The maps told us that there were two inns at these points—one prior to 1850 and the other prior to 1876. One of our group found a reference in a letter by Dewitt Clinton stating that he had a fine dinner at an inn in this immediate area in 1810. The description of its location fits our site. The whole area has now been mapped and each component identified.

When enough samples of all this material had been gathered, some students who had taken part in the various expeditions were given a choice of the areas they wished to investigate further. For instance, one chose to make a study of the coins which had been found; another sorted out all the various samples of dish fragments to determine the variety of dishes, the number of kinds of dishes, and to make a frequency distribution of the occurrence of design types in order to determine the most common type of dish used. Comparisons were then made with dishes of known dates. The crinkle edge type with blue or green slip on cream seemed to predominate. We found that this type of dish appeared frequently on British camp sites of the Revolutionary period in the New York City area; and while not abundant, they also appear at Crown Point on Lake Champlain. Crown Point was not occupied after the Revolution. Further study showed us that a goodly proportion of other dish types that were found also fall into the Revolutionary period.

We have first hand information from two other local sites with Indian associations that yield these same types of wares. This information

will help us to place a time span on these sites in future investigations.

Another student chose to make a study of the glassware fragments, which appeared in a wide variety and most of which show the pontil-mark which is characteristic of 18th century hand blown glass. Another chose to study the buttons on the basis of type, design, construction, and time span. It is interesting to note here that we have one cast pewter military button of a Revolutionary soldier, with U S A on its face; the S intertwines with the U and A. By and large they all fall into the 18th century period.

The iron work interested another student, the kaolin pipes, another. Comparison of the knives and two-tined forks and the pewter ware with known 18th century types that have been found in debris of Revolutionary sites and which are to be found in museums offered a challenge. For our information on the kaolin pipes we are indebted to Mr. H. G. Omwake, an authority on the subject. The range of bowl ornamentation, stem bore, and makers' marks are all significant in determining their age span. Of 31 more or less complete bowls we have 21 with a 5/64" stem bore. The 5/64" stem bore was popular in English pipes from 1750 to 1800. The 4/64" bore was popular from 1800 on. We have 10 of these bowls. Again this strong statistical evidence points to the 18th century. One curious bowl has many Masonic emblems on it.

A student who was involved in nearly every group field trip and who had taken many of her own, set out to make some interpretations of her own. They were checked against the documentary evidence.

Not only have the scientific aspects of this project been intriguing, but the creative aspect of the work is shown by a short story by one of our group, based on the suggestions stimulated by our finds.

The archaeological evidence tells only part of the story. Many blank spots are filled in with documentary facts, but we examined details closely and consulted many sources. Our first clue came from a reference that stated very briefly that a Mr. X came to this area in 1789 and was one of the very first after the Revolution to take up residence at a point we can easily recognize today by the topographical features given. They match our site. This same Mr. X was listed as the head of a family in 1790 in this area when the first U. S. census was taken.

*(Continued on page 559)*

# A Report to Educators...



...concerning one of  
the most significant  
new answers to the  
great challenge of...

## SPACE AGE EDUCATION



### The Complete Course-on-Film in **INTRODUCTORY PHYSICS**

taught by: Dr. Harvey E. White

Vice-chairman of the Department  
of Physics, University of California

**12,000** high school students in **500**  
classrooms where teachers use  
this complete course on film have  
received their physics instruction  
via films during the last two years...

\* The following pages document this unprecedented  
teaching film distribution record with far greater  
conviction than any further words we could offer...



**\*The following schools, systems and film libraries have purchased and/or are now using**

**ALABAMA**

Board of Education  
Ensley High School  
Birmingham, Alabama

**ARKANSAS**

State Department of Education  
Little Rock, Arkansas  
Arkansas Agricultural and Mechanical  
Library Building  
Monticello, Arkansas  
A&M College  
Monticello, Arkansas  
Crosset Public Schools  
Crosset, Arkansas  
Hamburg Public Schools  
Hamburg, Arkansas  
Lake Village Public Schools  
Lake Village, Arkansas  
McGehee Public Schools  
McGehee, Arkansas  
Star City Public Schools  
Star City, Arkansas  
Dermott Public Schools  
Dermott, Arkansas

**CALIFORNIA**

Grant Union High School District  
Del Paso Heights, California  
El Dorado, Amador & Calaveras  
County Schools  
El Dorado, California  
Tahoe High School  
Placerville High School  
Sutter Creek High School  
Calaveras High School  
Ione High School  
Solano County Schools  
Audio-Visual Department  
Fairfield, California  
Dixon High School  
Rio Vista High School  
Vacaville High School  
Fairfield High School  
Alameda County Schools  
Oakland, California  
Emeryville High School  
Amador High School  
Hayward High School District  
(2 schools)  
Los Angeles County Schools  
Audio-Visual Department  
Los Angeles, California  
East Side Union High School District  
San Jose, California  
Santa Clara County Schools  
San Jose, California  
Drange County Schools  
Santa Ana, California  
Plumas Unified Schools  
Quincy, California

Glen County Schools  
Willows, California  
Willows High School  
Orland High School  
Hamilton City High School

**COLORADO**

University of Colorado  
Bureau of Audio-Visual Instruction  
Boulder, Colorado  
Mapleton High School  
Denver, Colorado  
Academy High School  
Colorado Springs, Colorado  
Cripple Creek High School  
Monte Vista High School  
Delta High School  
DeBegt High School  
Akron High School  
State Department of Education  
Frank E. Heckey  
Deputy Attorney General  
Denver, Colorado  
Gramby High School  
Kremmeling High School  
Mosta High School  
San Luis High School  
Cheyenne Wells High School  
Arriva High School  
Colorado State College  
Instructional Materials Center  
Greeley, Colorado  
Greeley High School  
Eaton High School  
Fort Collins High School  
Laboratory High School  
(College of Education)

**FLORIDA**

Duval County Board of Instruction  
Jacksonville, Florida  
Baldwin High, Jacksonville  
Alfred I. DuPont, Jacksonville  
Englewood High, Jacksonville  
Duncan Fletcher High,  
Jacksonville Beach  
Andrew Jackson High  
Jacksonville  
Julia Landon High, Jacksonville  
Robert E. Lee High, Jacksonville  
Terry Parker High, Jacksonville  
Paxon Senior High, Jacksonville  
Technical High, Jacksonville  
New Stanton High, Jacksonville  
New School #15S, Jacksonville  
State Department of Education  
Tallahassee, Florida  
Hillsborough County Board  
of Public Instruction,  
School Materials Center, Tampa, Fla.

**GEORGIA**

Atlanta City Schools  
Atlanta, Georgia  
State Department of Education  
Atlanta Film Library  
Atlanta, Georgia  
Marietta High School  
Marietta, Georgia  
Thompson High School  
Thompson, Georgia  
Rome High School  
Rome, Georgia  
Cartersville High School  
Cartersville, Georgia  
Jonesboro High School  
Jonesboro, Georgia  
Athens High School  
Athens, Georgia  
State Department of Education  
Collegeboro Film Library  
Collegeboro, Georgia  
Glennville High School  
Glennville, Georgia  
Portal High School  
Portal, Georgia  
Nahunta High School  
Nahunta, Georgia  
Jeff Davis High School  
Hazlehurst, Georgia  
Trautlen High School  
Saperton, Georgia  
Folkston High School  
Folkston, Georgia  
State Department of Education  
Macon Film Library  
Macon, Georgia  
Wrightsville High School  
Wrightsville, Georgia  
Warner Robins Senior  
High School  
Warner Robins, Georgia  
Janes County High School  
Gray, Georgia  
Sandersville High School  
Sandersville, Georgia  
Lanier Senior High School  
Macon, Georgia  
Crawford County High School  
Roberta, Georgia  
State Department of Education  
Tifton Film Library  
Tifton, Georgia  
Turner County High School  
Ashburn, Georgia  
Climax High School  
Climax, Georgia  
Lee County High School  
Leesburg, Georgia  
Broxton High School  
Broxton, Georgia  
Pavo High School  
Pavo, Georgia  
Shellman High School  
Shellman, Georgia

Mattoon High School  
Mattoon, Illinois  
Cumberland High School  
Toledo, Illinois  
Urbana High School  
Urbana, Illinois  
Altamont High School  
Altamont, Illinois  
Northern Illinois University  
DeKalb, Illinois  
Liberty High School  
Liberty, Illinois  
Seneca High School  
Seneca, Illinois  
DeKalb High School  
DeKalb, Illinois  
Cornell High School  
Cornell, Illinois  
Macomb High School  
Macomb, Illinois  
Marseilles High School  
Marseilles, Illinois  
Toluca High School  
Toluca, Illinois  
Sangamon County Film Library  
Springfield, Illinois

**KANSAS**

Kansas State Teachers College  
Emporia, Kansas  
Peabody Public Schools  
Peabody, Kansas  
Ottawa University  
Ottawa, Kansas  
Garnett Public Schools  
Garnett, Kansas  
Roosevelt High School  
Emporia, Kansas  
College of Emporia  
Emporia, Kansas  
Burlington Public Schools  
Burlington, Kansas  
University of Kansas  
Lawrence, Kansas  
Shawnee Mission High School  
Mission, Kansas  
Arkansas City High School  
Arkansas City, Kansas  
Anthony High School  
Anthony, Kansas  
Kansas State Teachers College  
Pittsburg, Kansas  
Altamont Schools  
Pittsburg Schools  
Fort Scott Schools  
Parsons Public Schools  
Cherokee Consolidated Schools  
St. Mary's Catholic High School  
Kansas State Teachers  
Laboratory School

**LOUISIANA**

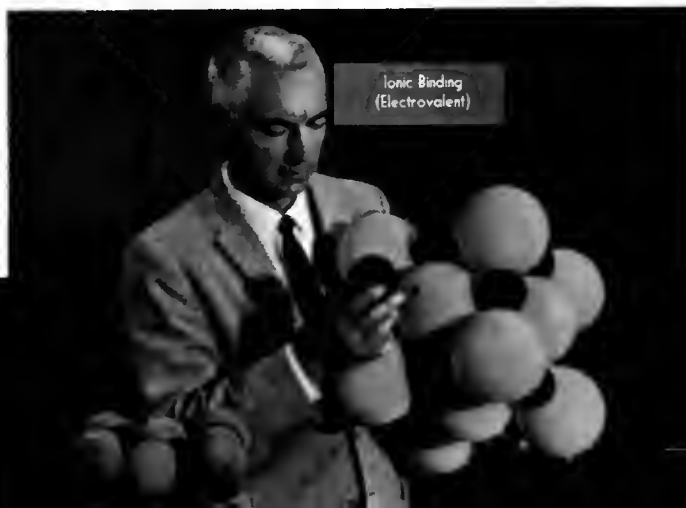
State Department of Education  
Baton Rouge, Louisiana

**ILLINOIS**

Eastern Illinois University  
Charleston, Illinois  
Beardstown High School  
Beardstown, Illinois  
Champaign High School  
Champaign, Illinois

**MARYLAND**

Board of Education of  
Washington County  
Hagerstown, Maryland



**CHEMISTRY**  
an introductory course  
SETTING A SIMILAR PATTERN

# INTRODUCTORY PHYSICS:

**MICHIGAN**

Northern Michigan College  
Public Service Center  
Marquette, Michigan

Escanaba Senior High School  
Escanaba, Michigan

Gladstone Public Schools  
Gladstone, Michigan

Ishpeming High School  
Ishpeming, Michigan

Crystal Falls Public Schools  
Crystal Falls, Michigan

Graveraet High School  
Marquette, Michigan

Stephenson Public Schools  
Stephenson, Michigan

Iron River High School  
Iron River, Michigan

Warren Public Schools  
Warren, Michigan

Stzgerald Public Schools  
Stzgerald, Michigan

Van Dyke Public Schools  
Van Dyke, Michigan

**MINNESOTA**

Detroit Lakes Public Schools  
Detroit Lakes, Minnesota

Moorhead Public Schools  
Wadena Public Schools  
New York Mills  
Public Schools

Louis County Schools  
Luluth, Minnesota

Clover Valley High School  
Two Harbors, Minnesota

Alborn High School  
Cotton High School  
Embarrass High School  
Brookston High School  
Meadowlands High School  
Alango High School

Montevideo Public Schools  
Independent School District #129  
Montevideo, Minnesota

Independent School District #373  
Dawson, Minnesota

Independent School District #376  
Marietta, Minnesota

Independent School District #129  
Montevideo, Minnesota

Independent School District #894  
Granite Falls, Minnesota

Independent School District #375  
Madison, Minnesota

Independent School District #776  
Appleton, Minnesota

**MISSISSIPPI**

North Mississippi Physics Course Film  
Cooperative #1  
University of Mississippi  
University, Mississippi

Corinth High School  
Corinth, Mississippi

Tupelo High School  
Tupelo, Mississippi

Columbus High School  
Columbus, Mississippi

Amory High School  
Amory, Mississippi

West Tallahatchie School  
Webb, Mississippi

Quitman County Schools  
Marks, Mississippi

North Mississippi Physics Course Film  
Cooperative #2  
University of Mississippi  
Houston, Mississippi

Holly Springs Public Schools  
Holly Springs, Mississippi

(Bolivar County) Dist. IV Schools  
Cleveland, Mississippi

Greenville Public Schools  
Greenville, Mississippi

Western Line Consolidated  
School District  
Glen Allan, Mississippi

University of Mississippi  
Oxford, Mississippi

**MISSOURI**

Southeast Missouri State College  
Audio-Visual Center  
Cape Girardeau, Missouri

University of Missouri Extension  
Division  
Columbia, Missouri

**NEBRASKA**

University of Nebraska  
Bureau of Audio-Visual Instruction  
Extension Division  
Lincoln, Nebraska

**NEW YORK**

Catskill Area Project in Small  
School Design  
State University Teachers College  
Oneonta, New York

Andes  
Andrew S. Draper (Schenevus)  
Cherry Valley  
Delhi  
Downsville  
Edmeston  
Franklin  
Gilbertsville  
Grand Gorge  
Hancock  
Margaretville  
Milford  
Morris  
New Berlin  
Otego  
Richfield Springs  
Roxbury  
South Kortright  
South Otselic  
Springfield  
Stamford  
Unadilla

**NORTH CAROLINA**

Charlotte City Schools  
Mecklenburg County Schools  
Charlotte, North Carolina

Fayetteville City Schools  
Fayetteville, North Carolina

Gulfford County Schools  
Greensboro, North Carolina

Duplin County Board of Education  
Kennansville, North Carolina

Craven County Board of Education  
New Bern, North Carolina

Dover High School  
Dover, North Carolina

Farm Life High School  
Advanceboro, North Carolina

Havelock High School  
Havelock, North Carolina

Jasper High School  
New Bern, North Carolina

Newbold Training School  
New Bern, North Carolina

**OKLAHOMA**

Oklahoma City Public Schools  
Oklahoma City, Oklahoma

Conowa Public Schools  
Conowa, Oklahoma

Pocasset Public Schools  
Pocasset, Oklahoma

Minco Public Schools  
Minco, Oklahoma

Union City Public Schools  
Union City, Oklahoma

Marshall Public Schools  
Marshall, Oklahoma

Elmore City Public Schools  
Elmore City, Oklahoma

Crescent Public Schools  
Crescent, Oklahoma

Moore Public Schools  
Moore, Oklahoma

Garber Public Schools  
Garber, Oklahoma

Covington Public Schools  
Covington, Oklahoma

Velma-Alma Consolidated  
Schools  
Velma, Oklahoma

Washington Public Schools  
Washington, Oklahoma

**OREGON**

Oregon State System of Higher  
Education  
Department of Visual Instruction  
Oregon State College Campus  
Corvallis, Oregon

Philomath High School  
Philomath, Oregon

Bethel High School  
Eugene, Oregon

Eugene South High School  
Eugene, Oregon

Independence High School  
Independence, Oregon

Stayton High School  
Stayton, Oregon

Silverton High School  
Silverton, Oregon

Milwaukie High School  
Milwaukie, Oregon

Reynolds High School  
Troutdale, Oregon

David Douglas High School  
Portland, Oregon

**PENNSYLVANIA**

Pennsbury Schools  
Fallsington, Pennsylvania

Central Dauphin Joint Schools  
Harrisburg, Pennsylvania

Pennsylvania State University  
Extension Services  
University Park, Pennsylvania

**SOUTH CAROLINA**

Beaufort School District #1  
Beaufort, South Carolina

Cooper River School District #4  
Charleston, South Carolina

Horry County Board of Education  
Conway, South Carolina

Spartanburg City Schools  
Spartanburg, South Carolina

**TENNESSEE**

George Peabody College for Teachers  
Nashville, Tennessee

Robertson County Schools  
Davidson County Schools

Tennessee State Dept. of Education  
Nashville, Tennessee

**UTAH**

Brigham Young University  
Provo, Utah

**VERMONT**

Goddard College  
Plainsfield, Vermont

Greensboro High School  
Greensboro, Vermont

Plainfield High School  
Plainfield, Vermont

Marshfield High School  
Marshfield, Vermont

Cabot High School  
Cabot, Vermont

Braintree-Randolph Union  
High School  
Randolph, Vermont

Waterbury High School  
Waterbury, Vermont

Waitsfield High School  
Waitsfield, Vermont

Northfield High School  
Northfield, Vermont

Bradford Academy  
Bradford, Vermont

Newbury High School  
Newbury, Vermont

Johnson High School  
Johnson, Vermont

Hardwick Academy  
Hardwick, Vermont

Craftsbury Academy  
Craftsbury, Vermont

**WASHINGTON**

Pierce County Schools  
Tacoma, Washington

**WISCONSIN**

University of Wisconsin  
Madison, Wisconsin

**EVALUATION STUDIES  
ON NEXT PAGE** ▶

available for only one year, the Chemistry course on Film with John F. Baxter, has already met with enthusiastic teacher response in classrooms throughout the United States. Teachers say that it is more than meeting the expectations of Dr. John C. Bailar, Jr.,

President, The American Chemical Society: "...it is our hope that this course on film will make it possible for the high school instructor to offer a kind of instruction in chemistry which can dramatically improve the teaching of this increasingly important subject!"



# "THE GREATER GAIN!"

## Major Evaluation Studies Show Tangible Benefits of Complete Courses on Film...

The objective findings of the major studies are proving the merits of the Complete Courses on Film. In approaching the studies, it is important to keep these basic facts (researched by National Academy of Sciences) in mind: 50 per cent of what we know in chemistry has been discovered or developed in the past 30 years. And . . . 90 per cent of what we know in physical science has been learned since 1940. How much modern physics and chemistry teaching essential to *Space-Age Education* is reaching the classroom? The bearing of this information is further amplified by a committee member for the *Fund for the Advancement of Education*, in writing about the results of the Chicago Study in Physics: "While these standard achievement tests (used in determining results) are based on typical high school courses in physics, the content taught in the film course is considerably greater, the inference being that students taught with film learn more physics though this is not always reflected in standard achievement tests."

The full-year courses on film are, therefore, answering the vital need for concentrated learning of greater amounts of scientific information . . . in a shorter time . . . by more students.

### The Major Studies and Projects:

#### Pilot Study—Science Research Associates— Introductory Physics on Film

Evaluation study—July, 1958—in 49 high schools—1,161 students. Films were projected in the classroom.

*"The results of the overall analysis showed a statistically significant difference between the gain-scores of those taught by the film method and those taught by the traditional method. Those taught by the film method had the greater gain."*

#### The Chicago Study—Introductory Physics on Film

Group tested: 117 Chicago Public High School students completing two full semesters of Physics on film. Films were shown via TV. Test instrument: Dunning Physics Test (Form BM). National percentile norms established by tests in 19 states, 77 high schools, 2,181 students.

Average scale score: Chicago group, 124. National percentile rank: 78.

*Comment by Chicago Committee: "The average IQ of our group was 116, while that of the whole group participating (national norm group) was 114. Hardly a sufficient difference to explain the very gratifying achievement of our group of 117 students . . ."*

#### American Institute of Physics—

#### A Study of the Teaching of Physics by Film and Television

Evaluation program carried out during 1957-58. Conclusions are based upon personal observation by advisory committee members, by interview, by teacher-administered standardized achievement tests, and by teacher and student questionnaires.

*While no statistically significant difference has been found . . . in the acquisition of facts of physics, there is a statistically significant difference in the ability to apply scientific principles to new situations in favor of the film group.*

#### The Wisconsin Physics Film Evaluation Project

Conducted at University of Wisconsin, 1957-58, under grant from the Fund for the Advancement of Education. Participating: Sixty non-metropolitan high schools in Wisconsin—1,332 students. The Films were projected in the classroom.

*Film-taught students were compared with control students on special tests containing the additional material found in the films. Results: significantly in favor of film-taught groups.*

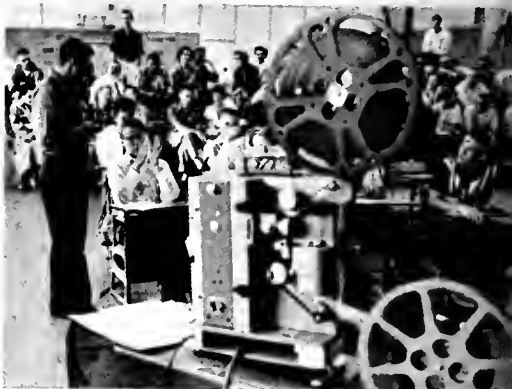
#### Fund for the Advancement of Education— Rocky Mountain Project—Aspen, Colorado

June, 1959—Although directed toward exploring the benefits to small schools with special regard to adequate curriculum coverage, the project findings are applicable in principle to schools and systems of any size.

*Report from Colorado Teacher-of-the-Year: At close of year, achievement testing (in Chemistry) revealed that classes using films placed eleven percentile points higher than classes taught the previous year without the films . . . further, that the classes of the previous year had a higher average IQ.*



**Brain-storming Session**—Science teachers discuss aspects of filmed courses. Some questions: How much math needed? Teacher preparation before showing? Concepts? This and other illustrations here taken at Rocky Mountain Project—June, 1959.



**Teaching demonstrations**—Teacher demonstrates how film can be stopped to make comments, answer questions, then continued. Classroom teacher is free to handle special learning situations, check understanding.



**Ervin L. Cline, Arriba (Colorado) High School,** makes evaluation of effectiveness of Student's and Instructor's Manuals.



**Teacher Committee** examines suggested test questions furnished in Teacher's Manuals.

For addresses of where to write for copies of the published studies or complete summaries of them, contact . . .



## ENCYCLOPAEDIA BRITANNICA FILMS

1150 Wilmette Avenue • Wilmette, Illinois



# Criteria For

## AV Equipment

*The second and concluding article by Mr. Fayen, intended to provide those in charge of buying school audiovisual equipment with a detailed, down-to-earth set of selection standards. (See page 476 of the September issue)*

*by Philip Fayen*

### 16MM PROJECTORS

- a. Are the arms sufficiently long to accommodate a 1600-foot reel?
- b. Does it have a reverse switch?
- c. Does it have a sound-silent switch so both silent and sound films, which run at different speeds, can be used?
- d. Have you decided whether special features are needed or desirable, such as variable speed or permanent lubrication?
- e. Does it have a clutch? (A clutch on an ordinary projector is not needed in most cases. It will give a dull picture if completely stopped on a single frame and will burn the film if only slowed down because the fire wall has not been entirely lowered. If stopping or slow motion is needed, for football or baseball training films for instance, there are special purpose projectors which fit the bill perfectly and whose prices are fairly reasonable. Anyway, you can request the factory to remove the clutch control.)
- f. Does the intensity of illumination, as determined by a light meter reading, show it meets the minimum recommended? (If the projector has a 2" focal length lens which is focused on a 45 x 60"

beaded screen 27 feet away, then there should be a screen brightness of 10 foot-lamberts, or reflected light. This is measured by holding the light meter close to the screen to catch only reflected light—not in the projector's path—in a darkened auditorium having one-tenth foot candle reading before testing projector, as recommended by the Society of Motion Picture and Television Engineers.)

g. If you have no light meter, does the projector have a rating of 750-1000 watts? (If the screen brightness is insufficient, the tonal quality of the picture is reduced; if the picture is too bright, it causes optical fatigue and a seemingly washed-out picture.)

### SLIDE AND FILMSTRIP PROJECTORS

- a. Are the two functions of the projector easily interchangeable, with no tools needed?
- b. When set up as a slide projector, will it accept an automatic slide changer?
- c. When testing filmstrip function, does there appear to be any damage, such as film streaks, scratches, or torn perforations, after having turned a full filmstrip

through?

d. Are there 10 foot-lamberts registered on the light meter using a 3" focal length lens focused on a 60" x 45" beaded screen which is 17 feet away?

e. If you have no light meter, does the projector have a power rating of 350-500 watts?

### OPAQUE PROJECTORS

- a. Will it accommodate material up to 10" square?
- b. Does the temperature of the projected material desirably cease to rise in from two to five minutes? (Tape a mercury thermometer to heavy black paper the size of the projected area and have its mercury reading upward so it can be read on the screen. Another and less severe test is to use gray paper using the thermometer for the same reason; gray paper will absorb less heat than black paper so the reading should be lower and less harsh.)
- c. Is the fan of the down-draft type and not updraft so that light pieces of material will not be blown away?
- d. Does the projector have a power rating of approximately 1000 watts?

e. Is there a control, easily accessible, for an arrow indicator which should project on to the screen?

## OVERHEAD PROJECTORS

a. Does it have a power rating of 500-1000 watts?

b. Is there a small head on the projector so as not to block the view?

c. Is a minimum of keystone present?

## RECORD PLAYERS

a. Does the machine for classroom use have speeds of 78 and 45 r.p.m. (not as satisfactory as other speeds), 16-2/3 r.p.m. (for small records containing children's stories), and 33-1/3 r.p.m.?

b. Is it equipped with at least the ceramic type of cartridge, the costly but preferable variable reluctance type, or is it the crystal cartridge which is especially bad in regions of high humidity? (The variable reluctance costs about three times that of the ceramic but gives more than that in length of life and quality of performance.)

c. Does the tone arm (or needle arm) weight not exceed 6-8 grams for best reproduction and to avoid record wear?

d. If it is desired that the record player be equipped with a record changer, does the changer preferably feed by gripping the side or edges of the record? (Avoid those types which have the steadying arm overhead and the catch grabbing part of the center hole with the entire weight of the records on top. These catches will wear out and in short order wear away the record hole.)

e. Is the motor a "four-pole" motor for much smoother operation, or is it the less expensive but not as smooth "two-pole" type?

f. Do you find the speaker in a separate enclosure for best reproduction and can the speaker be shut off and earphones be plugged in for individual listening and so as not to disturb others?

g. Does the amplifier have a 10 to 15 watt power rating? (This will give fine performance at moderate cost.)

## TAPE RECORDERS

a. Are there at least the two speed operations of 3 3/4" (for making longer classroom recordings) and 7 1/2" per second? (The latter

speed is also for playing commercially recorded tapes in addition to classroom recording.)

b. Will the recorder accommodate 7" reels?

c. Does it have a tape footage counting device?

d. Will it transcribe from another recorder or record player with good fidelity?

e. Does the amplifier have a power rating of 10 watts, or at least 7 watts as absolute minimum for good performance?

f. With no tape inserted, does the amplifier have not more than 2 decibels of sound distortion when volume is turned up half-way?

g. Is this a four-track tape recorder, or is it two-track. (The latter costs less but allows only half as much recording.)

h. Do you have negligible "wows" and "flutters"? (These are variations in the regular speed of the tape and in the smoothness of the reproduced sound which can be readily heard with the ear if they are great. They are more common with the "two-pole" than with "four-pole" motors.)

i. Are you aware that carbon microphones are unsatisfactory for quality reproduction?

j. Is the microphone of the dynamic type if the climate is humid, or are you able to protect a crystal microphone from dampness when it is not in use?

k. Is the microphone's reception characteristic of the desired type? (Unidirectional, one direction for interviews, selected speaking; Bidirectional, two directions for limited conversations; Non-directional for all directions.)

## CRITERIA FOR PROJECTION STANDS AND CARTS

1. Is the stand 27" high and has it a top surface of at least 18" x 24" and light in weight for portability?

2. Are the uprights or legs straight and flush with the top or are they bent outwardly? (The latter style is supposedly shaped for greater stability, but creates a tripping obstacle which cancels out the stability advantage.)

3. Does it have four casters with two having locking brakes, or does it have only two wheels and two legs which necessitates lifting the cart whenever moving it is desired?

4. Are the casters equipped with rubber, or plastic, wheels of 3" or larger diameter, or are they metal and small? (Rubber and plastic will roll quietly in contrast to a

metal wheel which creates artificial thunder, and a generous-size wheel will pass over thresholds and small obstacles more easily?)

5. Does it have a metal shelf which is about mid-way down for storing or holding needed items?

6. Does the stand or cart have provision or facility for carrying a projection screen?

7. Is there a cart for each projector?

## OUTLINE OF SCREEN TYPES AND CRITERIA FOR SELECTION

There are two practical manufactured types: the wall-mounted models and the tripod-mounted projection screens, the latter being more commonly used. Also, there are four basic types of screen surfaces: 1) glass beaded, 2) matte, 3) metallic or aluminized, and 4) lenticular.

Glass beaded screens appear to have great brightness or reflection qualities within a narrow viewing angle, but the beaded surface introduces some roughness or graininess, and the brightness decreases rapidly as the viewer leaves the center line of projection.

Matte screens appear to have overall low brightness, but have uniform reflection over their entire surface and brightness does not depend upon the viewing angle. (Brightness may be increased with a brighter projector.)

Metallic or aluminized screens provide greater brightness than the first two if the viewer is sitting on or very close to the line of projection. The brightness falls off quickly when leaving this line and moving to the side and the picture has a slight graininess. It is especially suitable for use with stereo slide projectors and for color. (Neither the beaded nor matte screens are suitable for stereo projection.)

Lenticular type surface is the latest innovation on the market and appears to live up to claiming all the advantages and none of the disadvantages of the others. This screen has fine horizontal ribs to diffuse the light to a 100 degree viewing angle and to intensify the reflection. One manufacturer now has on market a screen with vertical as well as horizontal ribs which further increase reflection, even at greater vertical angles of projection (i.e., Radian Optiglow). This type would appear to have the greatest potential.

## CRITERIA FOR SCREENS

1. If it will be used for showing motion pictures, are you looking at 4 x 5" and 5 x 7" sizes which are the minimum areas you should consider?

2. If it will be used for opaque, filmstrip and slide projectors, are you considering square screens with 40 x 40" as the minimum size?

3. Does the screen suit the shape of the average room in which it will be used? (Long, narrow rooms usually need the beaded type; short, wide rooms can use the matte type to advantage; long rooms where color will be used or stereo use will be common should try to purchase an aluminized screen; soon for all room shapes, the lenticular type will probably be used.)

4. Can the screen surface be cleaned and is it mildew resistant?

## PURCHASING CRITERIA

1. Have you "shopped around" for the most reasonable price in this particular model? (Vendors will usually be more patronizing if you let them know that you are looking for the "best" price.)

2. Is the vendor willing to deliver the equipment and test its full performance and operations with all of the foregoing criteria in mind with you present to see him to it?

3. Has he checked to make sure that all accessories, such as spare projector and pilot lamps, spare reels, line cords, lens lint brush, etc., are present and in functioning order?

4. Has the vendor signed a guarantee which provides at least for a 90 day period during which servicing will be free for at least those defects which were not present at time of delivery testing?

5. Is the vendor willing to sign a written agreement that there will be no charge for furnishing loan equipment while school equipment undergoes repairs, if the equipment develops malfunctions within the guarantee period and the repairs needed fall under the printed terms of the guarantee?

Without enumerating them, it would be a truly great and wonderful thing if the best features of each type of equipment were to be combined into one or more makes. The increasing competition of educational television may force the manufacturers to redesign some of their products to make their use as pleasant and uncomplicated an experience as one would expect when

one considers their costs.

As it is, certain undesirable features in certain equipment or special features for special uses found only in certain apparatus must often be the deciding factor, and not quality of construction with economy of cost as it should be.

- (1) Lane, Edgar. *Proposed 16 mm Motion Picture Projector Specifications*. Dade County Board of Public Instruction, Miami, Florida, 1957.
- (2) Mathewson, Franklin T. "Checking Optical Performance of Projectors," *Audiovisual Instruction*, IV (April, 1959), 109-111.
- (3) McClusky, F. Dean. "Criteria for Selecting A-V Equipment," *Instructor*, LXIII (January, 1954), 31-32.

- (4) "Planning Schools for Use of Audio-Visual Materials," No. 2, Auditoriums, Dept. of A-V Instruction, National Education Association, Washington, D. C., 1953, pp. 24-25.
- (5) Schuller, Charles R. (ed.) *The School Administrator and His Audio-Visual Program*. Washington, D. C.: Dept. of A-V Instruction, National Education Association, 1954, pp. 73-76.
- (6) "Specification for Purchasing Audio-Visual Equipment," *Nation's Schools*, LIV (December, 1954), 70.
- (7) "Standards for Equipment and Materials for the Improvement of Instruction in Science, Mathematics, and Modern Foreign Languages," *Florida State Plan for Title III*, National Defense Act of 1958, State Dept. of Education Tallahassee, Florida, January, 1959, pp. 5-7. (Presently under revision.)

## First from PHILCO®...



## New All-Transistor TV Camera for Schools at only \$1445

Here's the camera that makes educational TV practical—dependable and trouble free . . . at a saving of hundreds of dollars.

A lightweight, maintenance-free, foolproof camera that anyone can operate. No matter how large the audience . . . now, everyone can participate in lectures, demonstrations, classroom sessions. Compare the quality of this newest Philco

TV camera with any other. To improve the quality of your audio-visual program . . . at dramatic savings . . . insist upon Philco TV.

Place your order now to assure early delivery. Write for Philco TV Planning Book, *Government & Industrial Division, 4702 Wissabickon Ave., Philadelphia 44, Pennsylvania. In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario.*

# PHILCO

QUALITY FIRST!

# AUDIO

by Max U. Bildersee

We've been asked a great many questions about audio materials this summer—but the most frequent inquiry has been "Where can I buy this record?" And the "this" record can be any particular recording because at AUDIO FAIRS in Illinois and Indiana we had the pleasure of giving a great many interested listeners a chance to hear a variety of recordings.

The answer is not simple. To begin with, certain records, particularly those published by book publishers and designed to accompany particular texts, usually are available only through those companies, or their recording affiliates. Thus for records published by D. C. Heath, Ginn and Company, Appleton-Century-Crofts, Harcourt Brace and the Oxford Press, look to their salesman for their recordings.

Sales representatives from the American Book Company carry exclusively and sell discs produced under the AUDIO EDUCATION label.

Then there are the specialty records which are available only from the publisher. These include Encyclopaedia Britannica, McGraw-Hill (Popular Science label), Lexington, Columbia University, Newberry Award and Music Education Record Corporation. These must be secured from the publisher or, in the case of some you recognize, from their staff representatives.

Finally, the largest producers (the most important sources for such materials including Columbia, Decca, Folkways, RCA Victor and a host of others) present the simplest solution, for their product is available through local record dealers. For particular titles you may have to wait on a "special order" from the publisher but the records should be available to you through local sources.

Price? The record market is flexible. We cannot suggest that you "haggle" over price, but schools, libraries and other such institutional purchasers

should be able to secure a sizable discount from local dealers. Then, too, by submitting a tax exemption voucher to any source, schools should be able to secure a still lower price.

Finally—if the record you seek seems irrevocably lost or impossible to obtain through any channels—let us know and we will try to help you. We cannot always promise success—but we will try. Not too many weeks ago a college in Chicago sought information about recordings which were published in 1939 and which were last listed in a catalog about three years ago. We don't know that we found the particular discs sought, but we could recommend another title (and to our mind, superior) of very similar material. We may be able to do this much for you, too, and we shall be happy to try.

## Audio Fairs

With the coming of October and fair time in many parts of the country, it is appropriate to describe, at least in part, an "any time of the year" fair which you can undertake and sponsor yourself. And the AUDIO FAIR can add to the prestige of your audio-visual program, contribute markedly to your in-service training activities and serve as both springboard and announcement for expanded availability and use of audio materials.

All you need is some imagination to promote the fair—and a considerable stack of a variety of recordings.

We experimented with this device in a number of nearby school communities and teacher-training institutions before we reached the conclusion that the AUDIO FAIR required the participation—and the listening activity—of the individuals attending the showing.

The past summer at several mid-western teacher training institutions we tried it this way with some success we think. To begin with, we secured a great variety of printed materials . . . leaflets, flyers, catalogs, still pictures, indexes and so forth which we could give away. These were shipped to the point of the showing and placed on tables for anyone to pick up.

Then from our own collection of recordings we shipped a great variety of materials, representative of the work of a variety of producers. These too went to the point of the demonstration—and these too were placed on the table where they could be seen, handled and studied.

The selection of recordings sent was as broad as we could make it; broad in grade range, for it included records for pre-school children and readings



**NORMAN SINGER**, *Dean of the ASPEN SCHOOL OF MUSIC and Director of the ASPEN MUSIC FESTIVAL in Colorado*, uses his NORELCO 'Continental' to play a tape by a young pianist who has applied for admission to the celebrated summer school. "The NORELCO 'Continental' is our choice because the prime requisites for a tape recorder at Aspen are ruggedness, versatility and high fidelity," states MR. SINGER. "A first-rate tape recorder like the 'Continental' is an essential item for an active music school. By studying the tapes, students learn to criticize constructively their own compositions as well as their own instrumental and vocal performances." The NORELCO 'Continental' is a product of North American Philips Co., Inc., High Fidelity Products Division, Dept. 1S10, 230 Duffey Ave., Hicksville, L. I., New York.

in Greek for the college student; broad in subject matter, dealing with practically every area of the curriculum including music appreciation, the sciences, the arts and languages. Finally, the collection was broad in quality, for we included many of the fine recordings available, and a few somewhat less valuable from an instructional standpoint.

Finally, a catalog of the collection was available for study by those who attended the Fair.

The AUDIO FAIR started formally, with a short presentation describing the materials at hand, discussing the importance of teaching students to listen intelligently—stressing the constant application of audio comprehension in everyman's everyday training and living. Next there was a short description of the multitude of materials available to the audience to see, hear and appraise. And finally, the members of the audience were invited to try them out for themselves.

In each case, the host institution provided a variety of sound reproducers for the use that the groups might give them. We did *not* try to guide the listening to any particular group of records or producers, but rather urged that our guests browse.

It was simple for many to study the catalog, select a recording which seemed to fit a particular need or interest, find it on the tables of recordings and then sit and listen to all or a portion of the record.

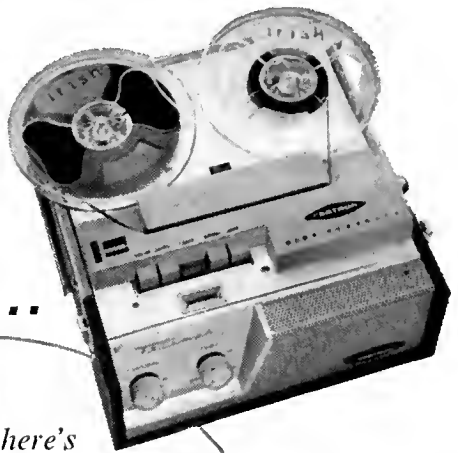
We estimate that, in a few days of intensive showing of recordings, we saw and spoke with approximately a thousand people, and to many we introduced a new line of thought concerning specific types of materials and their applications to instruction and learning.

You can do the same thing for your teachers and for students in the teacher training instructions you serve. We will be happy to help you organize a local AUDIO FAIR for your own people by mail, and help you too to secure printed materials. What you must supply are the imagination, the promotion and the variety of materials for your participants to see, to handle and to hear.



**MANY VOICES**—A notable contribution to the audiovisual instructional field is a series of six separate recordings under this generic title. The recordings are intended, progressively, for use from the seventh to the twelfth grades in the study of English and are designed particularly to accompany the text series, "Adventures for Readers I and II," "Adventures in Reading," "Adventures in Appreciation," "Ad-

**WHERE  
THERE'S  
A FINE  
TAPE  
RECORDER...**



there's  
**irish**  
ferro-sheen tape  
note to  
**PENTRON** owners  
To insure optimum recording quality with your machine, the recommended tape is **irish Long** Play #602. Send for technical bulletin.

**ORR INDUSTRIES  
Opelika, Alabama INC**

EXP: 458 B'way, N. Y. C. CAN: 50 Wingold Ave., Tor.

ventures in American Literature" and "Adventures in English Literature." The books and the records are published by Harcourt, Brace and Company (750 Third Avenue, New York) and are meant to be used on a parallel basis to excite both the visual and the auditory senses. A list of the titles in the six recordings would be too space consuming, so suffice it to say that the range of literary presentation covers all forms—poetry, drama, essay and

short story. Similarly, a complete list of authors would read as a "Who's Who" in literature but the range is from Chaucer to Churchill, from Shakespeare to Shaw and from the simplest presentation to the most complex.

The artists who perform are worthy, too, of mention. Actors and authors combine to give breadth, depth and life to the lines that are read. The entire series, without exception, is wor-

**Audio CARDALOG Record Reviews on Cards**

**536**

**INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!**

**SUBSCRIBE NOW — \$25.00 a year**

**Audio CARDALOG — Box 1771, Albany 1, New York**

**— A WORLD OF SOUND ON FILE —**

thy of the consideration of every library and of every audiovisual director whose services involve the variety of tastes represented.



The recording "CHEMISTRY" (Audio Educational Aids, Box 250, Butler, Missouri) is designed for the student who has had considerable experience in the study of this science, and is seeking a quick, "overnight," review of the more common chemical elements including the name, spelling, symbol, atomic number, atomic weight and chemical valence; a list of the more important terms used in chemistry including the word, spelling and definition; and, a compilation of some atomic terms with the definition and, a compilation of some atomic terms with the definition of each. This reading or recital of information is unin-

terrupted from beginning to end.

The data presented is fundamental, and should be found in any modern secondary school chemistry textbook. Because, as already stated, the recording is meaningless to the student with no previous knowledge, the utilization is limited to refresher purposes.



Some junior high school students will profit from "THE PATRIOT PLAN" (Folkways Records FH 5710; 117 West 46th Street, New York 36) but senior high school students will find this a good background and documentary source for classes in American History. This recording, in addition to being used in direct classroom instruction, will be a worthy addition to a variety of libraries for both reserved listening and loan purposes.

"The Patriot Plan" involves the documents of the struggle for democracy in the western hemisphere. Included in the recordings and the accompanying seventy-two page book are "The Mayflower Compact," excerpts from "A Body of Liberties," "Roger Williams' Letter to the People of Providence" "Maryland Toleration Act (excerpts)," "James Otis on The Rights of British Colonists Asserted and Proved (excerpts)," "Sons of Liberty Speech" of Colonel Isaac Barre, "The Virginia Resolves," dramatized excerpts from "Patrick Henry's Testimony Before the House of Commons" and a variety of other materials involving such well known names as Samuel Adams, John Winthrop, John Locke, Andrew Hamilton; involving such milestones as the Zenger Trial, Witchcraft Trials and Town Meetings, and such issues as slavery, freedom of conscience, and of course, taxation.

This is more than a recording—it is a student's document which is at

once a reference source, a document information source and a useful instructional material. Junior and senior high school students are probably the youngest who can profit greatly from hearing these recordings, but surely teachers and college students can use the material in a variety of ways.



Have you heard "PERRI," which is one of the better Disneyland (2400 W. Alameda Avenue, Burbank, California) productions insofar as school applications are concerned? Second and third grade youngsters can enjoy this simple, yet effective story of the adventures and misadventures of two squirrels, Perri and Porro. They are beset by a variety of difficulties, including attacks from their natural enemies in the woodlands, the cold of winter and the frightening dangers of a forest fire. Jimmie Dodd narrates this delightful recording which, besides being used obviously for pleasure listening, can contribute to some aspects of the nature study program.



Mature students can profit from hearing the reading of five short stories by W. Somerset Maugham (Libraphone; P O Box 215, Long Branch, New Jersey). The stories included are "Red," "The Ant and the Grasshopper," "Footprints in the Jungle," "The Letter," and "Episode." These examples of the story-telling art of one of the leading short story writers of this generation can be used effectively for a variety of purposes in upper high school and college classes in literature, the short story and writing.

Similarly interesting, and designed to appeal to a similar group of students, is Columbia ML 4754 titled "JOHN COLLIER" in which the noted author reads his own "Mary," "De Mortuis," and "Back for Christmas." Although this is fundamentally a library recording it may be used effectively in high school and college English classes to demonstrate writing techniques, diction and the art of reader (and listener) involvement. This recording from The Columbia Literary Series indicates that the author can give both life and meaning to the reading aloud of his own works, and thereby lend a personal touch to the listener's enjoyment.



Finally, teachers of Greek can now find an unusual and useful example recorded of Greek speech. Moses Hadas, noted scholar of languages, reads portions of the "Apology" in both Greek and English in the recording "ON THE DEATH OF SOCRATES" (Folkways FL 9979; 117 West 46th Street, New York 36.)



**ATC 300VR**

6 watt High Fidelity  
4 speed record player. Plus  
variable speed (or fixed speed  
if desired).

From the NEW ATC LINE of  
Monaural and Stereophonic  
classroom record players,  
radios and transcription  
players.

All ATC products are transformer  
powered for complete safety.

**Audio/ronics**  
CORPORATION

P.O. Box 505 North Hollywood 6, Calif.

## Audio CARDALOG Record Reviews on Cards

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

According to Dr. Hadas, it is in the "Apology" that Socrates delineates his own concept of his own function on earth, his mission to sting men to think, to examine their ideas and concepts, to question the finality of their conclusions. Portions of the "Phaedo" are included in the recording including Socrates' conversations with his friends on the last day of his life.

The recording, which is accompanied by a complete Greek and English script, can be useful to mature high school students studying Greek, to college students and to adults working in the language areas involved as well as in philosophy and Greek history.



**ENRICHMENT MATERIALS** (246 Fifth Avenue, New York 1, N. Y.) has released several new titles, including **THE MONROE DOCTRINE**, which is backed up by **F. D. ROOSEVELT'S FOUR FREEDOMS SPEECH**.

The former is actually a summary of the events, conferences and decisions which led to the pronouncement by President James Monroe of the simple, yet decisive foreign policy statement which bears his name. The recording reports, accurately, that the statement is far better known today than it was when it was spoken. In fact, according to most historians, the far-reaching, vital policy statement was largely ignored in its original presentation as merely another facet of an annual "State of the Union" message to the Congress.

The recording includes an important teaching device — a point-by-point summary of the Monroe Doctrine. This very good delineation and presentation of this keystone statement of our foreign policy can be used in classes — sixth grade or junior high school preferably, not only to point up a particular period in history but also to encourage discussion of our current policies and the relations existing throughout the Western world today. The Monroe Doctrine is a "live issue" in world affairs and this recording can be used to emphasize this.

**F. D. ROOSEVELT'S FOUR FREEDOMS SPEECH** is a quick, perhaps too quick, summary of the events of the two decades between the first and second World Wars. Although we, as teachers, knew much of this period, the students we reach in the upper elementary grades and the junior high school — and thereby the students for whom this recording is intended — know of this period only through hearsay, reading and reports. They can have no memory of it.

# “Книга лежит на столе.”



**LANGUAGES BECOME ALIVE IMMEDIATELY!**

WITH **Ekotape**<sup>®</sup>

**RECORDERS**

Automation in foreign language study! New tape teaching method stimulates enthusiasm and response in students, makes teachers' efforts more rewarding. In modern language training centers, students take individual lessons from master tapes, record their own "lessons." Personal attention isn't lost — teachers are in voice contact with *all* students.

Ekotape recorders are specified for many new language training centers for these important reasons . . . exceptional dependability with no "down time," simple controls for easier operation, instant stop-start action, and unexcelled fidelity. In addition, Ekotape recorders and amplifiers are priced well within the reach of most school budgets.

Accelerating your language training program? Your Ekotape dealer can help you develop your own tape teaching center. Call him today or write direct.

Franklin adv. B-141

**ELECTRONICS DIVISION**

**WEBSTER ELECTRIC**



**RACINE · WIS**

## EXCELLENT TEACHING AIDS!

Thought provoking filmstrips, carefully prepared in collaboration with classroom teachers, with provision for student participation.

BOY SCIENTIST SERIES  
PICTORIAL CHEMISTRY  
ELECTRICITY & PHYSICS  
OUTLINES NATURAL SCIENCE  
ANIMAL HOW SERIES  
SOCIAL STUDIES, ETC.

Write now for illustrated catalog!

**Long** FILMSLIDE SERVICE  
7505 Fairmount Ave., El Cerrito 8, Calif.

## SCIENCE FILMSTRIPS

SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
BIOLOGY HEALTH & SAFETY  
PHYSICS GENERAL SCIENCE  
CHEMISTRY MICROBIOLOGY  
BIKE SAFETY BUS SAFETY

NEW—Elementary Science Series in Brilliant Spectrator

## VISUAL SCIENCES

Box 599E Suffern, New York

## THE FILM DOCTORS® SPECIALISTS in the science of FILM REJUVENATION

RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"



Send for Free Brochure

**rapid**

Founded 1940

FILM TECHNIQUE INC.

37-02C 27th St., Long Island City 1, N.Y.

## TEACHING AIDS

FILMS, FILMSTRIPS,  
SLIDES, POSTERS, ETC.

Write for Free Catalog

AMERICAN BIBLE SOCIETY

Audio-Visual Department  
440 Fourth Avenue, New York 16

## RADIO-MAT

TALK from your SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES

RADIO-MAT SLIDES  
WHITE AMBER GREEN  
ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

MAKE YOUR  
OWN SLIDES  
on your own  
TYPEWRITER  
by using  
RADIO-MATS

Regular size 3 1/2 x 4 or the New Duplex 2x2.  
Sold by Audio-Visual, Photo & Theatre  
Supply Dealers. For FREE SAMPLE write —

RADIO-MAT SLIDE CO., Dept. V,  
222 Oakridge Blvd., Daytona Beach, Fla.

# FILMSTRIPS

by Irene F. Cypher

We saw a good many people, young and old, this past summer, and one thing impressed us about all of them. Whenever anyone had a good story to tell or an interesting anecdote to relate, they could be assured of an audience and willing eyes and ears. Now, should you not get the point of our statement immediately, this is exactly how we feel about filmstrip productions. It does not worry us in the least that there may be several sets dealing with the same subject matter — for each producer has probably put in something to make his particular set a bit different from another. We are not worried about saying this either, for if teachers are wise in making selections of materials, they will realize this and begin to use several sets in order to bring these different aspects of the story to the attention of their pupils. Once again we risk the dangers of repetition to remind you that library shelves are filled with books dealing with the same subject (and no one condemns this fact); in fact people rejoice over the fact that there are differing viewpoints put into print for us all to read, compare and discuss. So start the new term with a look at the filmstrip catalogs, and don't be afraid to mark down for preview and consideration for use all the material you can secure on a subject. Your pupils might like to hear two sides of a story — and remember it better because of having seen two presentations.

## Television Series

(color, 3 strips; Vis-ta Films, P.O. Box 2406, Sepulveda, Cal.; \$10.50 per set, \$1 single strip). A new producer and a new set, which is good to include here. Television is probably the most discussed and least understood medium of modern communication. Inasmuch as it is here to stay and is certainly a part of everyday life on this sphere, it would seem wise to make some attempt to learn to appreciate what it is, what it brings into our lives and how it operates. In this series the producers give us an excellent idea of what constitutes *THE TELEVISION STATION AND ITS SERVICES, EQUIPMENT AND SETS FOR LIVE TELEVISION AND PREPARATION OF THE LIVE TELEVISION SHOW*. The whole aim

of the series is to help us understand just what it takes to produce a live television show and how this show "gets on the air." We can imagine any modern child being intrigued by this series and we can also see the value of this material for students in production courses. The story is plainly outlined, the various devices such as transmitters, sets and props are described and the planning process involved is well outlined. Material such as this is timely, interesting and related to modern life. We personally found the series both appealing and practical. It is good to see such material made available and to recommend it for use wherever television is considered and discussed.

## Atlantic Region Series

(3 strips, color; produced by National Film Board of Canada and available from Stanley Bowmar Co., Valhalla, N.Y.; \$5 per strip). Much of Canada's agricultural and shipping wealth is concentrated in the provinces of the Atlantic Region. This series introduces us to the general history, terrain and resources of that area and then gives a very complete pictorial description of the shipping industry and of forest and farm life. It is interesting to note the combination of activities and the extent to which the work of the area contributes to life in the Western hemisphere. The factual information is well presented and the pictorial story is good. Many important geographical facts are included and the series is excellent for any study or consideration of Canada. Manuals supply additional data and are excellent resource material.

## Heat, Light and Sound

(color, 7 strips; produced by Handy Org., 2821 E. Grand Blvd., Detroit 11, Michigan; \$31.50 per set, \$5.75 single strip). To understand the world in which we live it is essential to know something of the nature of heat, light and sound. They are part of everything and affect everyone. In this series we consider *Cause and Nature of Heat; How Heat Causes Expansion; How Heat Travels, Light and How It Travels; Light and Color; Cause and Nature of Sound; How Sound Travels*. The subject matter of



the series is directly related to things we see and hear all around us, and it will be very interesting to carry out the simple experiments suggested. The presentation is practical, directly correlated to the needs and interests of young scientists in the upper elementary and junior high school science classes. Probably the practicality of the series is what will appeal to both teachers and pupils and which makes it a good set to recommend.

## Life in Elizabethan Times

(4 strips, color, produced by Popular Science and available from McGraw-Hill Films, 330 West 42 St., New York 36, N.Y.; \$22.50 per set, \$6 single strip). The Elizabethan period and the people who lived and worked then are of ever continuing interest, particularly to students of literature and the theatre. Here the producers highlight the life of William Shakespeare and the theatre during the reign of Queen Elizabeth. We see the London of Shakespeare, and the people who were instrumental in making this a period to be remembered. Both theatre and players are presented for our study; leading characters are shown, and the nature of the plays described. This is an excellent series for literature classes and social studies.

## Pennsylvania Geography Filmstrips

(7 strips, color; available from Visual Aids Service, P. O. Box 470, S.T.C., Westchester, Penn.; \$27.50 per set, quantity discount on orders of 10 or more). It is important that the geography and history of each of our states be visualized for study. This producer has undertaken to make available such local sets, and the Pennsylvania set certainly provides a wealth of information about that state. He gives us facts about buried treasure (sub-soil resources), forests, lowlands, farmlands and manufacturing cities. There is local value in the material and it will also be of equal value whenever individual state resources are considered. Other state sets are in process of preparation.

## The Story of the Panama Canal

(color, single strip and record; produced by HR Productions, 17 East 45 St., New York 17, N.Y.; \$11 per unit of filmstrip and record). It seems to us that almost anyone would enjoy this story of the Panama Canal, because it is so well presented. Of course if you are a stamp collector you will get extra enjoyment, for the story is presented through the medium of postage

stamps (in each instance the stamp is one produced to commemorate persons and events connected with the building of the canal). The voice of the narrator is good, and the record actually adds to the value of the filmstrip, making a unit which is both pleasing to see and hear and valuable for informational purposes. Material of this type can be used in a variety of situations, and has a rich potential for classroom work. It is not stereotyped, and should appeal to pupils. We can see it as useful for social studies, for literature and art, for world geography and for stamp collectors. It can be used with many ages.

## You and Your Driving

(color, 6 strips; produced by Stanbow Productions, Inc., Vallhalla, New York; \$28.50 per set). To the teacher and pupils of a driver education course this series will be of great help. Visualizations are planned to illustrate what to look for in learning to drive; rules of the road to be observed; how to interpret signs; driver responsibility. There are directed questions designed to make the driver-learner think about what he is doing at the wheel. Cartoon technique has been employed and there is simple directness to the visuals. This is another practical, useful set.

# Exciting "TRUE BOOK" FILM STRIPS NATURAL and PHYSICAL SCIENCES

- Here's the exciting new curricular tool adapted from Childrens Press' famous TRUE BOOKS (more than 2,000,000 copies now in print).
- Eligible for use under Title III, National Defense Act.
- Spark group discussion, curiosity and enjoyment!
- Develop new interest in your science and reading program!
- Promote quicker understanding of Study Units!

These 12 film strips — 35 mm., with 30-35 frames each — all in full color, with brilliant illustrations, big type, and few words, are adapted from Childrens Press' TRUE BOOKS.

Set #1 — True Book Film Strips of Natural Sciences  
**Animal Babies**  
**Animals of Sea and Shore**  
**Birds We Know**  
**Insects**  
**Plants We Know**  
**Trees**

Set #2 — True Book Film Strips of Physical Sciences  
**Air Around Us**  
**Deserts**  
**Moons, Sun and Stars**  
**Oceans**  
**Rocks and Minerals**  
**Seasons**

FREE TEACHERS' GUIDE included with complete set of 6 films (either Natural, or Physical Sciences).

## Childrens Press

Jackson & Racine, Chicago 7, Ill.



## MAIL TODAY

### CHILDRENS PRESS

Jackson & Racine • Chicago 7, Illinois

Please send following at postpaid prices listed below. Check or money order will be sent within 30 days, or if not completely satisfied, I will send back materials within 30 days, paying return postage only.

- Sets #1 and #2, 12 films...\$57.00  
 Set #1, 6 films.....\$28.50  
 Set #2, 6 films.....\$28.50

Check if 30-day "Prevue" privilege is desired.

Ship to: School \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Bill to \_\_\_\_\_  
 Ordered by \_\_\_\_\_  
 Position \_\_\_\_\_



# AV IN THE CHURCH FIELD

by William S. Hockman

## Important Experiment

(One of the most important A-V books we have seen recently is Rae Bragman's "A Year's Program of Audio-Visual Units and Projects." In its 226 pages some 23 AV projects are described as they were carried through in a religious school. Many audio and visual media were utilized, and the grade gamut was from Kindergarten through Ninth.

When Dr. Samuel Grand, Director of the Department of Experimental Education and Audio Visual Aids of the Union of American Hebrew Congregations (UAHC), 838 Fifth Ave., New York 21, came to write the Introduction for this significant volume he

set forth a philosophy and a point of view which is needed desperately in the church field today. For this reason we are pleased to be able to present it to our readers herewith, with his permission. Let it encourage you to secure from UAHC this important report. The price is \$3.00.)

Audiovisual instruction in the Jewish religious school began in earnest in 1949 with the production of the first series of holiday filmstrips. Since then a host of filmstrips, records, flannelgraph materials and motion pictures have appeared to assist the teacher in all subjects of the curriculum of the religious school. Fortunately, the wide acceptance of these instructional tools has insured a continuous program of production by several public Jewish organizations and by a few private companies.

As important, perhaps more important, than the production of top-flight audiovisual materials, is the high-grade utilization of these teaching tools in the classroom of our religious schools. Actually, it is this phase of the audiovisual program that requires the attention of our educational leadership as well as of the rank and file of our teaching personnel.

With this consideration in mind we selected one school for experimentation in the utilization of the various audiovisual media and techniques. It was to be an experiment in depth, for we wished to have teachers in classes all the way from the kindergarten through the 12th grade develop units and projects of an audiovisual character. We proceeded on the premise that it was an educational fallacy to designate one or two teachers as the audiovisual experts in a school, just as it is unsound to establish one classroom as the audiovisual room. All teachers, we felt, should be adept at audiovisual techniques, and every classroom should be used for their presentations.

For such a pilot experiment we chose the religious school of Temple Israel in New Rochelle, New York, whose principal, Rae Bragman, has pioneered in audiovisual instruction for many years. In carrying through the experiment Mrs. Bragman has received the encouragement of Rabbi Jacob K. Shankman and the cooperation of the teachers in the religious school.

The experiment has succeeded beyond all expectations. This manual

represents its results in a most graphic manner. Appropriately the projects are represented by pictures (at the end of each chapter), which show the pupils in the audiovisual activity which was best suited to the subject under consideration. Each teacher describes his or her class unit from its inception to the culminating activity which was presented in the "Festival of Projects."

What emerges in these descriptions is infinitely more than an accumulation of audiovisual know-how. It is rather a compendium of excellent pedagogic suggestions for all subjects of the curriculum and for all age levels in the religious school. This is convincing proof that audiovisual techniques are not "a thing apart" but are closely intertwined in the fabric of good educational methodology.

We present this collection of audiovisual projects to the public in the hope that its suggestions will be helpful to teachers in all parts of the country. We are interested, to be sure, in the production of audiovisual aids of superior educational and technical excellence; we are far more concerned with the teacher in the classroom and his effective use of these and other pedagogic aids. In the last analysis, the teacher is the foundation of our entire educational structure.

## Padre On Horseback

When the Colonies were but insecure bridgeheads of Europe's civilization on the East Coast, Father Eusebio Kino came up from Mexico City into the wilds of (now) Arizona and New Mexico to plant both Christian missions and civilization. Avalon Daggett Productions (441 N. Orange Drive, Los Angeles 36, Calif.) in a 12-minute color film summarizes Padre Kino's labors in fine narration and excellent photography. In this film we see the fruits of this wise and dedicated man's life. The work of this pioneer has become one of the foundations of the culture and life of the Great Southwest. Instructive and attractive, this film is recommended for use with the fourth grade and up in church, school, synagogue, and parish hall.

## Mixed Marriages

The leaders of Junior and Senior High young people in club and church activities need not look any longer for a fine and realistic film on the problems


tested  
**VISUAL AIDs**  
for better teaching

Let your pupils see what you say. They'll learn faster—remember longer. Scripture Press offers a complete selection of tested visual aids for more effective teaching.

- **FILMSTRIPS—35MM.** Professionally done. Story guide with each film, authentic, captivating.
- **FLANNELGRAPHS.** Colorful, die-cut suede-backed figures. Easy to use. Complete story furnished.
- **TABLE-TOP PROJECTS.** Brightly colored, stand-up figures moved around on map. Lesson book included.
- **FLASH CARDS.** Hold in hands as story is told. Complete story furnished with each set. Order from your Christian bookstore or write for **FREE** catalog. Dept. **ESV-109**

1825 College Avenue • Wheaton, Illinois

**SCRIPTURE PRESS**



**Donald Duck in Sunday School?**

6 COLOR FILMSTRIPS  
3 RECORDS

Stimulating new Church series with Walt Disney's Characters. - Send for **FREE** TEACHER'S MANUAL

**TALES OF JIMINY CRICKET**

WALT DISNEY PRODUCTIONS

Now in **Cathedral Filmstrips**  
2921 West Alameda Ave., Burbank, Calif.

which mixed (faith) marriages set before couples. *One Love—Conflicting Faith* documents the love and first year of marriage of a fine young couple, one a Protestant and the other a Roman Catholic. The subject is treated with fairness and objectivity. The acting is excellent, and the emotional impact is powerful. Highly recommended. Available from TRAF-CO 1523 McGavock St., Nashville 3, Tenn., and from local film rental libraries. Color, \$8.00; B&W, \$5.00.

## Film Notes

*I'll Sing, Not Cry*, is a beautiful film which documents the spirit and soul of the African. It was a hard film to make, and Berkeley Studios, of the United Church of Canada, and Anson Moorhouse, old-hand at documentaries, the genius behind this film, deserve great credit for a superb job. This film makes you say: such fine people need a religion finer than fear and superstition, and, by the grace of God, we will do our part to get it to them! Highly useful in church; in family nights; in Sunday evening services; in colleges; and in the service clubs of the community. In 28 minutes it speaks volumes on the African as a human being. Available (in U. S.) through United Church of Christ, 287 Fourth Ave., N. Y., and 1501 Race St., Philadelphia 2, Pa.; write to former to see if there's a print near you.

*None Goes His Way Alone*—30 minutes; color and B&W; the Methodist and other local rental libraries—should be seen by rural folks for the inspiration it can give; by city people for the information it can impart. It shows a rural church getting over dry-rot; it can warn city churches about the wet-rot that can overtake them; it can tell all churches that churches don't stay alive when people die in their spirits. Color rents for \$9.00; B&W for \$6.00. This is a good and useful film.

Two titles for children on Africa: *African Cousins*—a typical day in the life of a 9-year-old African boy; and *Bantu Girl*—what she does and thinks one day of her life. Both 13 minutes; and from BFC (220 Fifth Ave., N. Y. 1) and from many rental libraries. Both are good films, and useful. Rental \$6.00.

## Filmstrip Notes

*Sketchbook On Greatness* is a 64-frame color filmstrip for Junior and Senior Hi young people (and adults) which presents the life and work of three great Christian leaders—Eckhart, Savonarola, and Erasmus. The excel-

lent user's guide sets the purposes and possibilities when used in several ways, and with different age levels. The script is by H. C. Ahrens, Jr. and the art by Oliver Grimley. Good and useful, and available from Christian Education Press (CEP), 1505 Race St., Philadelphia 2, Pa.

When the Radich family moved into the neighborhood their coming put a lot of people to the test: *How Do You Love Your Neighbor?* asks just this question, and goes on to give some of the cliché answers. All the while, boys and girls and young people in church school classes and departments will find themselves thinking and acting like the neighbors of the Radich family—and repenting for their clumsy version of Christian living. The guide gives helpful suggestions as to how to get educational power out of this package. A very good job. Script by Eleanor Hull; photography by J. Nettis. From CEP.

There is a difference between the Protestant and Roman Catholic view of just about every item in religious faith, and some of these differences constitute the subject matter of *Sons and Heirs*, and, *Nancy Has A Catholic Friend*. Based on the concept that we should know something of the faith of our neighbors, these two color (art) filmstrips hit some of the main points. The first is for youth and adults; the second for Primary and Junior children. Recommended. Available from CEP.

*Book Making Town In Liberia*; from Lit Lit, 156 Fifth Ave., N. Y. 10; color; use-time 20 minutes; photography; rental \$2.50; sale \$5.00, and a bargain at this price. Excellent job in content, script, and pictures. Presents step by step what happened in Wozu when the Sadlers brought the town up to literacy. For use with Juniors and up to give information, inspire study, stimulate reading.

*A New Day For African Women*; from Lit Lit; color; use-time 20 minutes; color; photography, rental \$2.50; sale \$5.00. Shows what can happen when the African woman is freed by reading to make choices. Good script; fine pictures. Useful with young people and adults to give information and develop interest.

*A School Bell Rings In Angola*; from United Church of Christ, 287 Fourth Ave., N. Y. 10; and, 1501 Race St., Philadelphia 2, Pa.; price not known; color; excellent photographs and script; use-time about 12 minutes; Primary and up. Story of a little boy who wanted to go to school and who could not. Six or seven others in this same series by Dickie Sada. Ask for information.

# PROCLAIM THE CHRISTMAS MESSAGE

with  
*Family Films*

## GOD'S CHRISTMAS GIFT

The birth of Christ is God's gift of love.

## THE CHRISTMAS SPIRIT

Two boys and their wish for a pony for Christmas.

## THE GUIDING STAR

The true Christmas spirit in Christian family living.

## A BOY AND HIS BIBLE

A boy's Bible inspires a Christmas editorial.

## BIRTH OF THE SAVIOR

The humble birth of Christ in the manger.

## THAT THEY MAY HEAR

The warm friendship of the Christmas spirit melts prejudice.

## CHILDHOOD OF JESUS

Visit of the Wise Men and early boyhood of Jesus.

Emphasize the true Christmas spirit with these motion pictures available from your Family Films franchised library. Write for your FREE catalog of 16mm films for the church.

Family Films  
5823 Santa Monica Blvd.  
Hollywood 38, Calif.

Please send FREE catalog of MOTION PICTURES.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## The Pioneer Burro

(Pat Dowling Pictures, 1056 South Robertson Boulevard, Los Angeles 35, California) 14 minutes, 16mm, sound color, 1959. \$135.00

### Description

*The Pioneer Burro* portrays the role of the burro in the settlement of the West as it teaches interesting details of the life of the typical solitary pioneer prospector who opened these unknown regions to human habitation. In this film the role of the burro is entwined with the fate of the prospector in scenes which depict the conditions under which the gold seeker labored, and it illustrates the methods and processes used to claim the precious metal. The plot of *The Pioneer Burro* carries the prospector and the burro through the perils of the mountains and the desert and paints a picture which convincingly endears the memory of the burro in the romantic history of California and the West.

The opening scenes of the film survey the mountain range in California in 1849 and the narrator explains that gold had been in the mountain range unnoticed for thousands of years until water washed particles down the slopes into the river beds and left deposits. Pioneers came to claim this gold. A prospector is shown as he trudges along holding in his hand a lead rope which is attached to a heavily loaded burro that patiently follows the man across the arid land. The man and the burro are an inseparable team in the quest for gold.

During the search for a strike the prospector stops to take a dirt sample from a dry stream bed and loads it on his burro's back to be carried to a running stream where it can be panned for its gold content. The next scene shows the prospector washing the sample beside a stream. The lighter materials are washed and floated away to leave the heavier materials and the gold, if any, in the pan as sediment. After continued washing the bright and shiny bottom of the pan indicates that this sample contains no gold. The prospector and the burro move on, now doubting the exaggerated and false stories of great wealth just for the taking which had been told in the East.

"Gold is where you find it" is a saying which illustrates the lack of systematic knowledge of prospecting that existed among the uninitiated gold seekers as they pursued their dreams of great wealth. The prospector and his burro unwisely wander away from the stream beds and into the uncharted arid lands where they become lost. After the prospector drinks all of the water the heat begins to sap his strength and reason, but the burro steadfastly moves along under his heavy burden. Heat and frustration overcome the prospector and he turns the burro loose and begins to search frantically and at random for water. The burro, having been freed, discovers a water hole in the desert and stands nearby to notify his master of his life-saving find. The prospector stumbles and crawls to the water and drinks his fill while the burro just stands by as though "it is all in a day's work."

The next scenes show the prospector and the burro tortuously scrambling up a steep mountainside. The burro is surefooted under his burden as he ing the load of the prospector's food, cautiously picks his way upward carry-tools, and supplies. When they reach a stream the prospector labors in the shallow bottom with pick and pan while the burro rests and dines on "anything that grows and is not too bitter." The narrator explains that an average pan of gold may be worth fifty cents and the prospector may collect as much as twenty-five dollars, a day, depending upon the richness of the deposit he is working.

Following is a sequence which deals with gold mining processes. The cradle, a device which could handle five or six times more gold than hand-panning, was introduced in the West. This new equipment added to the burro's burden but he carried on in his usual dependable fashion. The prospector is shown in close-up views as he loads the cradle hopper with a sample, pours water over it, rocks the cradle, separates the worthless materials from the hopper, and retains the heavier material and gold as sediment in the cradle bottom.

When the pay dirt was found some long distance from water the burro had to transport load after load over the rough terrain in the heat and dust. Whenever the claim was rich

enough the prospector and the burro worked all day for months to claim enough gold for the prospector to return home. Sometimes this drudgery and boredom was relieved by rare finds of great value. This day the cradle hopper caught and held a nugget of pure gold worth a hundred dollars or more. The prospector picked it up, inspects it carefully, and leaps for joy. He runs to the burro to show his good fortune but the burro simply looks on uncomprehendingly, stolidly refusing to share the prospector's enthusiasm.

The closing sequence deals with the loneliness of the pioneer prospector who had only his burro for a companion for months at a time. At a camp fire in the wilderness at night he sits and longs for his loved one and gazes at a treasured portrait by the light of the fire. The narrator explains that many prospectors did not find riches in gold but they did, however, find treasure of more lasting value in the West and stayed on to settle the region.

*The Pioneer Burro*, in a summary recounts the qualities which nature gave the burro that admirably fitted the little animal for the role it played in the settlement of the West in scenes which recapitulate previous scattered views and comments. The burro was not severely affected by the heat, it could go long periods without water, it was surefooted and cautious in the mountains, it could easily find food in the mountains and on the desert, and it was a patient and uncomplaining beast of burden. At the end of the film the prospector and the burro are shown yet wandering across the arid land in a continuing search for gold.

### Appraisal

*The Pioneer Burro* should be especially interesting to pupils in the elementary and junior high school grades and will serve to give an emotional component to the learning of historical facts. The appeal of the burro as a focal point of the film continuity adds a charm to the presentation which should please general audiences as an entertainment feature. It points out the hardships which the pioneers endured during the gold rush and indicates that wealth was obtained by only a few persons, but

## PREVIEW 10 NEW CORONET FILMS FOR SOCIAL STUDIES

These new Coronet films for social studies in the secondary grades have been made with the same careful planning which characterizes all production at Coronet—months of doing topic research, correlating subject matter with the curriculum, insuring accurate content and seeking the active guidance of leading educational authorities. The result—films of the highest quality available anywhere!

Preview these new selections for purchase consideration—there is no obligation except for return postage. List your choices separately, or check them on this page! Final selections are obtainable either in full natural color or in black-and-white.

- American Indians Before European Settlement (11 min.) Sen. High.
- Ancient Paestum: City of the Greeks and Romans (22 m.) Sen. High.
- Decline of the Roman Empire (13½ min.) Junior, Senior High.
- Geography of South America: Five Northern Countries (11 min.) Intermediate, Junior High.
- Germany: Feudal States to Unification (13½ min.) Senior High.
- Greece: The Land and the People (11 min.) Intermediate.
- Rise of the Roman Empire (13½ min.) Senior High.
- Turkey: A Strategic Land and Its People (11 min.) Intermediate.
- Westward Growth of Our Nation (1803-1853) (11 min.) Intermediate, Junior High.
- William Penn and the Quakers (The Pennsylvania Colony) (11 min.) Intermediate.

More than 200 outstanding films are available for preview in such important curriculum areas as American Indians, Geography, United States History, and World History. Each may be previewed at no obligation other than return postage. Use the coupon to request full information on Coronet films in social studies.

### CORONET FILMS

Dept. ES-109

Coronet Building

Chicago 1, Illinois

Please send preview prints of films indicated either on this page or on the attached list.

Please furnish full information on more than 200 Coronet films in social studies at all grade levels.

Name \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

## CORONET FILMS



in the main the greatest values which came from the turbulent period in American history were not gold. The film has two main themes—that of the adaptation of the burro to the conditions of gold prospecting during the time and the typical fate of a pioneer prospector who came in search of gold. Within this development a close-up view of hand mining methods is presented. The implication of the conditions under which the prospector labored and the resulting settlement and development of the territory seems the more important theme in spite of the prominent place the burro holds in the film title. It teaches some facts about the location of gold, how it is mined by hand methods, and the manner in which it is distributed in the earth. It also shows how natural qualities of an animal peculiarly fit it for a particular task and the importance of such an animal in the development of an enterprise.

—William A. Wheeler

### Man of the Century: Churchill

(McGraw-Hill Book Company, Text-Film Department, 330 West 42nd Street, New York 36, New York) 56

minutes, 16mm, sound, black and white, 1959. \$250.

#### Description

As the title suggests, the eventful life and critical times of Winston Churchill are treated in a film that launched the Twentieth Century Series on October 20, 1957, over the CBS Television network. Walter Cronkite's narrative selects, interprets, and ties together incidents in Sir Winston's public career; Churchill himself plays the hero's role. Supporting roles in this epic-drama are played by Lenin, Stalin, Hitler, Chamberlain, Goering, Mussolini, Roosevelt, Atlee, Lady Churchill, and Queen Elizabeth. Thousands of people, both well-known and unknown, provide the settings.

The portrayal of Churchill's early life includes his childhood at Blenheim Palace and Harrow; his military career at Sandhurst, in Cuba and India; his experiences as a correspondent in the Boer War. He began his political career in 1900 as a Conservative member of the House of Commons. After joining the Liberal Party he was unseated because of his opposition to the Suffragettes. Then came the cabinet appointments of Home Secretary and First Lord of the Admiralty. His support of the ill-fated Gallipoli Campaign of World War I forced his

resignation. Believing that he was finished politically, he rejoined his old regiment fighting in France. But Lloyd George appointed him Minister for Munitions, in which position he promoted the use of the tank and the airplane.

With the Armistice, Churchill devoted his energies to an attempt to stop the communism that had so recently bloomed in Russia, but he failed in three successive attempts to gain a seat in Parliament. He became Chancellor of the Exchequer in Baldwin's Cabinet, but the 1929 victory of the Labor Party turned him out. In 1933 he began to warn an apathetic populace against Hitler. When Chamberlain signed the Munich Pact, Churchill called it "total and unmitigated defeat." When Britain entered World War II, Churchill returned as First Lord of the Admiralty. Then at the age of 65 he became Prime Minister.

Concurrent with events of the early war years—the evacuation at Dunkirk, the capitulation of France, and the air battle of Britain—Churchill's eloquent words and personal visits helped bolster the people's morale. When Hitler attacked Russia, Churchill threw his support to Stalin. Now that American support was needed, Churchill met Roosevelt off the coast of Newfound-

Two new  
primary films!



## Grandmother Makes Bread

Rabin and Billy visit their grandmother and help her make bread. The children learn good manners and health habits, and develop some beginning concepts of measurement, telling time, and temperature.

## The Miller Grinds Wheat

Grandmother takes Rabin and Billy to visit a small, modern flour mill. They see how the grain is stored, ground, sifted and sacked, and how the flour is shipped to markets and bakeries.

PRODUCED BY LAWBETTS. EACH 11 MINUTES.  
COLOR \$110, RENT \$5; B & W \$60, RENT \$3.

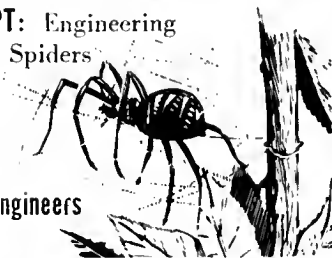


Order your prints today!  
Write for free catalog.

**BAILEY FILMS, INC.**  
6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

## SCIENCE CONCEPTS in MIS motion pictures

CONCEPT: Engineering  
Skill of Spiders



### Spider Engineers

The Orb-weaver with its variety of silk, the Bolas and its silken lariat, the Diving Spider in its diving bell and the Trapdoor Spider behind its camouflaged door demonstrate the skill and versatility of spiders.

Upper Elementary, Junior High,  
Senior High

16mm sound, color, 15 minutes

Write for preview and catalog

MIS material qualifies for purchase  
under provisions of the National  
Defense Education Act of 1958.

**MOODY INSTITUTE OF SCIENCE**  
Box 25575 E  
Los Angeles 25, California

land to agree upon a declaration of principles, the Atlantic Charter. Later that year, when the Japanese attack on Pearl Harbor solidified American opinion, Churchill addressed a joint session of Congress a few days after war was declared. Then he went on to Ottawa to address the Canadian Parliament. He visited British and American troops in North Africa; met with chiefs of states at Casablanca, Teheran, and Yalta. Although he was dissuaded by the King from watching from a cruiser the decisive Allied invasion of Europe, he was on French soil four days later. Then came victory, the Potsdam conference and his dismissal by the British in favor of Atlee and the Labor Party.

After a period of painting, writing, accepting honors and making speeches (at Fulton, Missouri, and Massachusetts Institute of Technology) to warn the free world of the danger of Russian communism, he returned once more to No. 10 Downing Street. Since then he has received outstanding honors from his own people and their queen.

### Appraisal

Winston Churchill, *Man of the Century* is a film that will grow in value with the years. Newsreel documents and recorded speeches—raw material for historical research—endow the film with archival and reference value.

There is, of course, the problem of the film's length fitting the usual class periods. Nevertheless, resourceful educators can find ways of making this important film available outside of class. If high schools and colleges are concerned with devices for individual learning, it would make sense for a student to be able to check out such a film as this and be assigned to a projection room, just as he might now use microfilm in reference work. Also, special interest groups, such as history club, as well as general adult audiences, will find the film interesting as program material. More mature adults will find a reminiscence and synthesis of events with which they are already familiar. They will hear again excerpts from Churchill's famous speeches and see him deliver some humorous quips. Those who are sensitive to the aesthetic qualities of film will find unforgettable the quiet suspense of the sequence of Britain waiting for Hitler's air attack to begin. In another lyrical sequence describing the evening before the invasion of Europe, the film borrows scenes from the documentary *Listen to Britain*. The mood of the whole film is strengthened by the musical score of George Antheil.

McGraw-Hill Book Company and

other organizations are performing an outstanding service to education by distributing this and similar films thus assuring that television programs of lasting value are not one-time presentations.

—Ledford Carter

## The Colloidal State

(Coronet Instructional Films, Coronet Building, Chicago 1, Illinois) 14 minutes, 16mm, sound, color or black and white, 1959. \$165 or \$90. Teacher's guide available.

### Description

*The Colloidal State* shows examples of common colloids such as clouds, plaster, and paint, and defines a colloid in relation to solutions and suspensions. Characteristics of a colloid are shown to be a function of particle size with colloidal particles being too small to filter but too large to pass through a membrane.

A demonstration of the Tyndall effect in a colloid and the Brownian movement caused by the motion of colloidal particles is shown. Animation is used to show that this movement of the visible particles is a result of their continuous bombardment by invisible molecules.

Eight possible combinations for the forming of a colloid between any two of the three states of matter are shown, but the combination of a gas dispersed in a gas is ruled out since this is demonstrated to be a dispersion of molecules rather than a dispersion of particles of colloidal size.

Examples of the manufacture of colloids include grinding pigments, emulsifying non-mixing liquids, and coagulating molecular particles to colloidal size. Another example of the dispersion of a colloid shows the effects of like electrical charges in holding the particles in a dispersed form. Cancellation of these charges through the addition of an electrolyte or through the use of a high voltage electrical charge demonstrates the destruction of a colloidal dispersion.

The film ends with a number of examples of the uses of colloids in the preparation of leather, casein, homogenized milk, and dyed fabrics.

### Appraisal

*The Colloidal State* provides an overview of the characteristics, properties, preparation, and uses of colloids. It progresses deliberately from concept to concept so that students at all levels in a chemistry class will gain from its use. This film will be valuable both as an introduction and as a sum-

mary for a unit on colloids in high school chemistry.

—Merlyn Herrick

## Twentieth Century: Gandhi

(McGraw-Hill Book Company, Inc., 330 West 42nd Street, New York 36, New York) 25 minutes, 16mm, sound, black and white, 1959. \$135.

### Description

*Gandhi*, in portraying significant events in the life and work of Mohandas K. Gandhi, whose name is synonymous with non-violent passive resistance to oppression and universal brotherhood and love, highlights the history of India's struggle for independence from British rule and the subsequent conflict with the Pakistani.

The film opens with a picture of Gandhi, the political moralist, dressed in a loin cloth, imposed over a map of India. The title pops on and the narration repeats some of the paradoxes of Gandhi's philosophy. Following is a visual study of contrasts as striking as the philosophical beliefs. The opposing forces—moral and material—are presented in scenes which emphasize Gandhi's frailness and British military power. Gandhi's humility and India's princely pomp and cere-

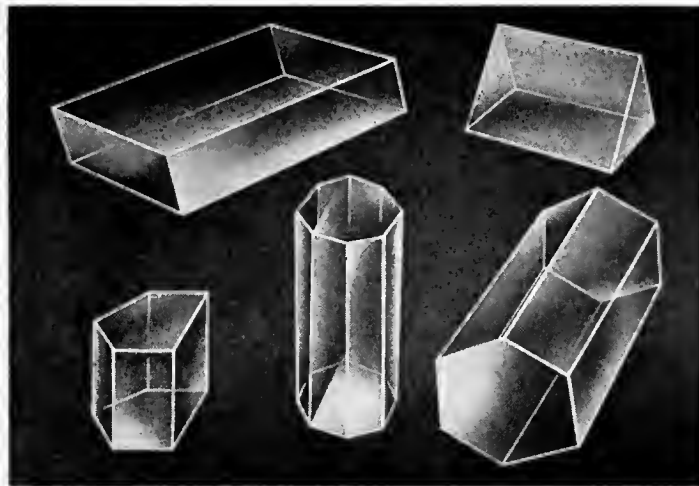
mony, imperial wealth and splendor and India's poverty and squalor. The narration explains the relationships and characteristics of the opposing powers and sets the roles that are to be depicted in a complex and difficult struggle for dominance as the "triumph and tragedy" of Mohandas Karamchand Gandhi.

The next sequence explains the beginning of open conflict as the boycott of British textile goods that established the spinning-wheel as the peaceable but relentless symbol of Indian resistance and portrays scenes of Gandhi's pilgrimage to the sea in the twenty-four day Salt March where the movement of civil disobedience was initiated by Gandhi when he willfully picked up free salt from the seashore in defiance of British law. Following the start of the conflict a series of views documents the attempts of the police to enforce obedience to the law through force of violence and brutal whippings of subjects who meet the challenge by submitting to the physical punishments of the authorities while returning only stubborn non-cooperation and love.

The developments in the negotiations with the British government are followed as Gandhi, the chosen representative of the Indian Nationalists

Congress, goes about his work with the people who rally around him. He is shown in views which give insight into his personality and his methods of carrying forth his movement. Gandhi is pictured during his activities on shipboard while traveling to England to confer with the British leaders, upon the arrival of his diplomatic party in England, during his stay in London, and in the town of Lancashire among the unemployed textile workers who were suffering because of India's boycott of their goods. The British government officials state their views of the Indian situation in a short report to the news cameras after the breakdown and failure of the negotiations and give some indication of the lack of English unity on Indian policy. Meanwhile Gandhi and his contingent depart and this sequence ends with a portrayal of the welcome Gandhi receives upon his return to India, in spite of his failure to gain relief from their pressing problems.

A fairly rapid succession of related scenes pulls together the events that highlight the solution of the problem of separation and independence. A change in the British government culminates in Gandhi's incarceration, during which he begins his protest

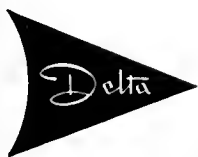


"A prism derives its name from the shape of its base."

Junior High — High School

18 minutes

Color — \$150.00 each  
B & W — \$75.00 each



## FILM PRODUCTIONS, INC.

1821 University Ave.

(Distribution Office)

St. Paul 4, Minn.

Preview Prints Available

## DISCOVERING SOLIDS

A series of three films applying mathematics principles to space perception.

I VOLUMES OF CUBES, PRISMS,  
AND CYLINDERS

II VOLUMES OF PYRAMIDS,  
CONES, AND SPHERES

III SURFACE AREAS OF SOLIDS

Art, animation, and model demonstrations help develop formulas for finding volumes and areas of solids. Live footage shows the use of these formulas in practical situations.

Carefully produced under the supervision of Dr. E. H. C. Hildebrandt of Northwestern University's Department of Mathematics, these films meet the demands of the revitalized mathematics curriculum.

fasts to effect improvements in social conditions at home. These fasts cause him criticism from within the Indian population. When the British government grants Gandhi his freedom he continues his work for the aims of Indian independence and national unity. During this period the action of the British government in forcing India into World War II without the consent of the Indian leaders brings about an intensification of the Indian policy of non-cooperation after which the British make some concessions to Indian demands and promise Dominion status to the colony at the successful completion of the war. The Moslem leaders demand a partition of the country when India is separated from Britain and remain adamant in their refusal to be reconciled with the Hindu majority in spite of Gandhi's pleading and negotiations with them. Partition having been effected the British troops withdraw and then the story of Gandhi's tragedy begins.

Scenes of brutality and violence committed by Hindu and Moslem, each against the other, follow as refugees move across the borders of India and Pakistan during the population shift which involves fifteen millions of people. At the age of seventy-eight

years Gandhi begins to work frantically for a cessation of the violence and peace and understanding between Hindus and Moslems, and he and his followers walk through the countries to administer wherever help is needed. In the period immediately after India's separation from foreign rule Gandhi emphasizes human brotherhood and begins another fast to protest the treatment of the Moslem minority by the Hindus who are now led by his former associates in the struggle for independence. As the Mahatma comes out to say his daily prayer in the garden in Delhi on January 30, 1948, he is met by the usual throng of worshippers, but on this day as a worshipper kneels before him three shots, deliberately dispersed, ring out. Gandhi falls dying, the victim of a fanatical Hindu brother.

The film ends at the funeral pyre with a eulogy by Nehru in reverence to the Mahatma, "The Great Soul." As the film ends the narration and captions present the essence of Gandhi's philosophy: "I believe in the supremacy of moral law—the law of truth and love."

#### Appraisal

This film is a study of contrasts—extreme against extreme in mortal

conflict and the material force against moral resistance. While presenting historical facts about an important movement in the history of Western culture, it portrays a dramatic theme which is ever-present in the culture of all peoples, the spiritual forces of the culture arrayed against the power of material wealth and comfort in the determination of the dominant values of the society. *Gandhi* is a valuable historical record in the decline of colonialism as a world movement. It also has significance for persons who are interested in a visualization of principles which are expounded in the dominant religion of the Western culture. This film contains footage from old filmic records having technical quality which is poor by comparison with the present standards of film production but which adds authenticity. Teachers of world history, political sciences, and religious classes should find this film useful in presenting information concerning the politics of the period and pointing up discussion problems. Leaders of adult discussion groups should also find this a rewarding film. In fact, this production should be enjoyed and understood by persons from high school through college and adult levels.

—William A. Wheeler

## The Christmas Deer

### A Legend Retold

- Winner of "Chris" Award, Greater Columbus Film Festival, 1959
- Widely used by Schools, Libraries, and Churches
- Something "different" in a Christmas film



Now is the time to preview . . .

#### THE CHRISTMAS DEER

If you PURCHASE Christmas films, let us send you a preview print immediately for your consideration. If you RENT Christmas films, write to us for a Directory of Rental Libraries throughout the country where you may rent this film.

WRITE TODAY TO:

**GROVER-JENNINGS PRODUCTIONS, INC., P. O. Box 303, Monterey, California**

Reprint of Film Review, *Educational Screen & AV Guide*, November, 1958.

#### THE CHRISTMAS DEER

(A Legend Retold)

(Grover-Jennings Productions, Inc., P. O. Box 303, Monterey, California) 14 minutes, 16mm, sound, color (\$145, discounts on quantity purchases). Teacher's guide available.

#### Appraisal

People of all ages should enjoy the quiet beauty, the allegorical charm, the quaint music, the touching drama and the superb camera work in this Christmas-time film. Combining the mystical with the real, *The Christmas Deer* has appeal for groups of all ages. Its underlying theme — the joy of giving — is beautifully and convincingly developed. The symbolical deer as the Christmas spirit captivately contributes to the feeling of unreal reality. As the introductory narration observes, "This is a film for those who can believe more than what they see."

—Carolyn Guss



## Students Bring History to Light

(Continued from page 538)

We had two children under 16. He may well have settled here to engage in expediting the traffic over the carry.

A small pewter spoon and two small two-tined iron forks, one very small brass button, a child's slate and a slate pencil would seem to show that there were children present. Then we have a couple of brass thimbles and one piece of jewelry that indicate the presence of a woman.

In 1792 a diary of a well known figure mentions taking refuge in a storm at this same spot and being given lodging and food by the good widow X." We know then that Mr. X died sometime between 1790 and 1792. There is also strong support to the supposition that he was a veteran who came through the Battle of Oriskany. There is a vague tradition that points to an unmarked burial area nearby, but no one knows just where.

Documents say further that widow X stayed on at this location until 1805, when she returned to her family further down the Mohawk Valley. Abundant signs point to the fact that she was burned out. The appearance of so many items in one general spot, as coins and buttons and so many fragments of exotic blue and white china which must have been close to her heart, indicate that there was no time to save anything.

The students taking part in this project were curious and eager to find new things about this site and to make their own interpretations. There were hundreds of questions, most of which we felt could be answered. They were willing to put long hours of hard physical labor on this problem. One boy who was so handicapped that he has to use two crutches to move found an activity in which he could participate. He now thinks he would like to be a history teacher.

Not only have the participants in this project helped to make a real contribution to their community, but they have learned some aspects of scientific method of research, archaeological techniques, documentary investigation, statistical concepts, and to clarify existing interrelationships in the area of logic.

Much of this material has been used in the teaching of logic in the

classroom, especially in the process of inductive reasoning. The actual artifacts were used.

Because of the magnitude of this project we have not only worked with school people, but have now extended it to include other interested groups and individuals. Both civilian and military personnel from Griffis Air Force Base have joined us in learning about our history through this project. A healthy spirit of cooperation has developed. Through history we have helped to open our doors to "strangers."

Through our historical society, plans are now being formulated to

bring more of these elements together for a more thorough study of the whole Oneida Carry complex.

This is not a "one shot" affair to be forgotten when the "Year of History" is a matter of record. It is a project of continuing interest for years to come. Our history is for everybody.

When all the evidence is in and our newly organized Fort Stanwix Museum is ready to receive the public, we plan to use our materials to show pioneer life at the Great Carry with a diorama of this site and appropriate background materials in relation to our finds.



**LUXOUT®**  
**DIM OUT or Black Out**  
**DRAPERIES**  
... offer a choice of effective light control

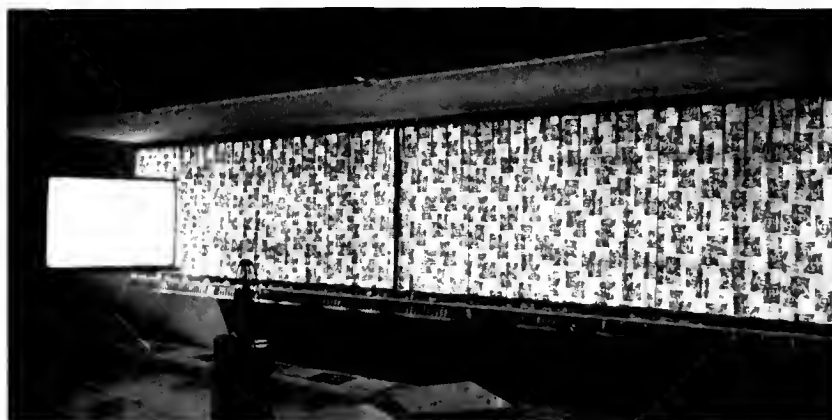


Photo above illustrates LuXout DIM OUT draperies softening outside light.

Classroom audio visual light control requirements differ according to circumstances. Many prefer total BLACK OUT light control; however, since LuXout led the way with DIM OUT light control draperies, many architects and engineers have indicated a preference for better student rapport through the use of LuXout DIM OUT draperies. LuXout offers both types to fulfill all light control classroom TV or audio visual projection needs.

For the answer to your light control problems,  
consult your LuXout Distributor or contact:

Free brochure,  
DIM OUT Folder  
and color samples  
available upon request.

**Plastic  
Products**  
INCORPORATED

Department AV  
1822 East Franklin St.  
Richmond 23, Virginia

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to **Directory of Listed Sources**, page 569. For more information about any of the equipment announced here, use the enclosed reader service postcards.

## NEW EQUIPMENT



Closed-circuit TV Camera

### CAMERAS — Movie & TV

**Five Closed-Circuit TV Cameras.** One is a 4-lens turret viewfinder model, the others are basically self-adjusting automatic models, two of them with but a single control, the on-off switch. The cameras weigh 12 lb, measure 5½x7x11 inches, put a 1-volt video signal into a 75 ohm coaxial cable. Standard 16mm C-mount lenses. Remote control features (pan, tilt, iris, focus and zoom) can be added. Two monitors complete the line, 21" and 14". Mounting, optical and distribution accessories available. MOTOROLA  
For more information circle 101 on coupon

### CAMERAS — Still

**Startech Closeup Camera** uses 127 film for closeup and extreme closeup work; has built-in, parallax-corrected direct viewfinder, integral flash gun; operates at f64 for depth. Camera, complete with 1 roll of Ektochrome 127; 12 M2 flashbulbs; 2 penlight batteries; 2 portrait lenses; and easel \$34.75; accessory lens to permit covering 36x36" field \$4. KODAK.  
For more information circle 102 on coupon

### PROJECTORS — Still

**Crestline 500 Slide Projector** emphasizes "edit-while-showing" technique, in that 36 slides may be shown in any sequence, pause, skip, repeat at will, in any mounting and in any of the standard or low-priced trays. 500 watt; 4" f3.5 lens, American made. \$69.95. BOHM.  
For more information circle 103 on coupon

**Keystone Tachette**, a near-point, hand-operated Tachistoscope that shows the same materials (shorthand, typing,

reading, number skills, and languages) used in the standard Keystone Tachistoscopic Services. Flash-speed is adjustable down to 1/100th second. KEYSTONE VIEW.  
For more information circle 104 on coupon

### SOUND EQUIPMENT — & Accessories

**Ediola Price Cuts.** Price reductions have been announced on the Ediola AO combination action viewer and optical sound reader; on the Model AM magnetic film and tape viewer combination, and on the AOM optical/magnetic-viewer combination. The prices of the double system Magnolias remain unchanged. S.O.S.  
For more information circle 105 on coupon

**Exclusively A-V Tape Recorder.** New model AV-5 reportedly designed exclusively for the A-V field, features extra rugged case, giant tape storage compartment, built-in tape splicer, dynamic microphone with stand, complete instructions on case, push-button operation, wt. 20 lb., \$229.95; stereo \$259.95. PENTRON.  
For more information circle 106 on coupon

**Lavalier Microphone** less than 4" in overall length. Plastic alloy diaphragm reportedly affords maximum protection against wind blast. Necktie clip and impedance. 70-12M cps. \$59.50. AMMIKE.  
For more information circle 107 on coupon



Four-track Stereo Recorder

**Norelco Continental "400."** Four-track stereo and playback tape recorder, records and plays back stereo and monaural through unit itself or through external hi-fi system. Inputs provided for recording from microphone, tuners and phonograph; mixing facilities for recording two signals simultaneously or in sequence; output monitoring jack; self-contained PA; 3-speed; stereo microphone; two 4-watt power amplifiers; 5 outputs; Model EL3536 \$399.50. NAPHILIPS.  
For more information circle 108 on coupon

**Portable Stereo Record Players** with companion remote speaker detachable from main unit for positioning up to 20 feet away. 4-speed. "Dante" model has

inter-mix automatic changer, four 4" speakers; \$99.50. "Stereo-teen manual, two 4" speakers, \$49.50. ZENITH.  
For more information circle 109 on coupon



Portable Stereo Record Player

**School Tape Recorder**, housed in portable booth-type case in which the front doors open out to provide side panels of a booth, lined with polyurethane foam for deadening sound. Provides an independent listening-responder-recording station at any location. Records simultaneously from student mike and remote line, or from master track to lower track; plays back upper master and lower student recording erases only lower. 3.75 or 7.5 ips. \$349.50. CALIFONE.  
For more information circle 110 on coupon

**Single Play Phonograph**, 4-speed, AC 4" speaker, volume and tone controls "Cheerleader" \$29.95. ZENITH.  
For more information circle 111 on coupon

**Transceiver Kit** for 2-way radio telephone communication on 11-meter "Citizen's Band" class D operation. No code or radio theory tests or radio operator's license required. Any U.S. citizen over 18, who is eligible for license, may build and operate under new FCC regulations. Kit includes: parts, cabinet, crystal for one of 23 available channels, \$42.95. Antennas: \$9.95; \$19.95. HEATHKIT.  
For more information circle 112 on coupon

**Transistor Pocket Radio.** Reportedly triples signal sensitivity, produces 100 milliwatts undistorted power output wt. 20½ oz., 3½x11½x5¾", \$75. ZENITH.  
For more information circle 113 on coupon

**"Tutorette" Record Player and P.A.** 12watt. Designed for language lab as well as regular player and public-address use. By means of plugged-in earphones student may hear himself repeat instructions on a record, or hear tape recorder or radio fed in through an auxiliary input. Four speeds, fixed, Model 300L \$104.25; variable 300VL (20%; stroboscope) \$126.75. AUDIOTRONICS.  
For more information circle 114 on coupon

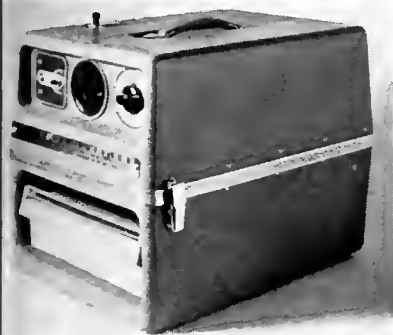
### MISCELLANEOUS ITEMS

**D-Stix.** Kits of sticks and connectors for constructing geometric figures e.g. do-

decahedrons. Visualizes molecular structure in physics and chemistry; principles of design and mock-ups in other areas. 230-piece set \$3. 350-piece set \$5. EDMUND.  
For more information circle 115 on coupon

Language Lab Tape File, 20 1/2 x 24 1/2 x 17 1/4", lock-stack design, heavy gauge steel, 5" and 7" reels accommodated, grey with Regency red doors (2), lock and key. COFFEY.  
For more information circle 116 on coupon

Professional tape duplicator makes three copies at a time, 150 in a day. Standard unit may be loaded with up to 3600 ft. of tape; occupies only 3 sq. ft. of installation space; operable by non-technical personnel. 50-10M cps with signal: noise ratio within 2db of a recording system's theoretical limit. Duplicates warranted to vary from master by not more than 1 inch in 1200 feet. \$4,950. Lease-purchase terms available. MRI.  
For more information circle 117 on coupon



Projecto Printer

Projecto Printer 30. Produces transparencies up to 9 1/2 x 12 1/2" from bound books, material printed on both sides or individual illustrations. Uses both dry development diazo and reflex photo copy methods. Chemicals contained in plastic bag. 32 lb. 110v A.C. OZALID.  
For more information circle 118 on coupon

Rule for Chalkboard. Drawings, ruled forms, graphs, geometrical drawings are readily made on the chalk board by means of T-square mounted on a track and adjustable to any desired angle. Designed by a Minnesota teacher, over 400 have been installed in schools in that state. LLTR.  
For more information circle 119 on coupon

## NEW MATERIALS

### KEY TO ABBREVIATIONS

- motion picture
- filmstrip
- slide
- recording
- 33-1/3 r.p.m. microgroove record
- minutes (running time)
- frames (filmstrip pictures)
- silent
- sound
- rent
- black & white
- color
- Primary
- Intermediate
- Junior High
- Senior High
- College
- Adult

— reviewed in AUDIO CARDALOG

## AGRICULTURE

**The Soil That Went to Town** fs VEC 24fr captioned b&w \$3.50. Poor farming practices result in erosion of valuable top soil and loss to both farmer and city dweller. JH-A

For more information circle 122 on coupon  
**Supervised Farming Records Made Easy** 3fs EDUFS si col set (3) \$16.50. Importance of farm records; entries useful in analyzing the farm enterprise; meaningful records of farm labor. SH A  
For more information circle 123 on coupon

**This Business of Turkeys** mp OSU 17min col sd. Life cycle of the turkey, history and practice of raising. SH C A  
For more information circle 124 on coupon

## ARMED FORCES: Civil Defense

**Mission Fallout** mp USDA 45min sd col \$175.35 no preview prints. Training

program for ground and aerial radiological defense monitors as conducted at the Nevada test site during the 1957 Operation Plumbob series. C A  
For more information circle 125 on coupon

**Mister! Meet the Future!** mp UWF 25 min b&w \$53.73. Pictorial review of U. S. Air Force R.O.T.C. summer training program addressed to young men entering college and their parents. C A  
For more information circle 126 on coupon

**No Time to Lose** mp USDA 28min sd b&w \$43. No preview prints. Witnesses to the Japanese attack on Pearl Harbor tell about it seven years later on NBC. JH-A  
For more information circle 127 on coupon

## ARTS & CRAFTS

**Eskimo Arts** 2fs STANBOW si b&w ea \$3. Carvings reveal great skill, fine

in a darkened room

partially darkened

or even light!

*you get excellent picture projection*  
with **Da-Lite's Wonder-lite® LENTICULAR!**

Daytime slide and movie showings can be hampered by inability to darken a room—but not with the new Da-Lite Lenticular projection screen surface. You get bright pictures—outstanding color reproduction—under all conditions. Ideal for wider viewing angles, too, without eye fatigue. Non-scratching, washable vinyl surface assures years of service. Available in portable tripod and wall models.

Write for literature and name of Da-Lite Franchised AV dealer in your area for a demonstration ... and details on full line of Da-Lite Vidiomaster Screens.

*"The Standard By Which All Others Are Judged"*

**Da-Lite®**  
SCREEN  
COMPANY, INC.  
Warsaw, Indiana

**DA-LITE®**

*"Serving Industry and Education for half a Century!"*

# TRADE DIRECTORY FOR THE AUDIO-VISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.  
Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

### FILMS

**Association Films, Inc.** (PD)  
Headquarters:  
347 Modison Ave., N. Y. 17, N. Y.  
Regional Libraries:  
Broad at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Bailey Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Dowling—Pat Dowling Pictures** (PD)  
1056 S. Robertson Blvd., Los Angeles 35, Cal.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Hollywood Film Enterprises Inc.**  
6060 Sunset Blvd., Hollywood 28, Calif.

**Ideal Pictures, Inc.** (D)  
Home Office:  
58 E. South Water St., Chicago 1, Ill.

Branch Exchanges:  
1840 Alcatraz Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 - 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
52 Auburn Ave., N.E., Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
2204 Ingersoll, Des Moines 12, Ia.  
614 - 616 So. 5th St., Louisville 2, Ky.  
1303 Prytania Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
40 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
1915 Chicago Ave., Minneapolis 4, Minn.  
1402 Locust St., Kansas City 6, Mo.  
3743 Gravois, St. Louis 16, Mo.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio  
West Penn Bldg., Suite No. 204, 14 Wood St., Pittsburgh 22, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 So. Third St., Memphis 3, Tenn.  
1205 Commerce St., Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Beretania St., Honolulu, T.H.

**International Film Bureau** (PD)  
57 E. Jackson Blvd, Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Bayshore Dr., Miami, Fla.

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE**, 2000 Lincoln Park West Bldg., Chicago 14, Ill.

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Curriculum Materials Corporation** (PD)  
Headquarters Office  
119 S. Roach St., Jackson, Miss.

Regional Offices  
1319 Vine St., Philadelphia, Pa.  
10031 Commerce Ave., Tujunga, Calif.  
14-20 Glenwood Ave., Raleigh, N. C.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 14

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N.Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips,  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**DuKane Corporation** (M)  
St. Charles, Illinois

**Groflex, Inc.** (M)  
(SVE Equipment)  
Rochester 3, New York

**Viewlex, Incorporated** (M)  
35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 (FS) Haddon Rd., Woodmere, L.I., N.Y.  
All sizes—immediate delivery

## GLOBES — Geographical

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byron, Inc.**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

**Geo. W. Colburn, Inc.**  
164 N. Wacker Drive, Chicago 6, Ill.

**Hollywood Film Enterprises Inc.**  
6060 Sunset Blvd., Hollywood 28, Calif.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Groflex, Inc.** (M)  
(Ampro Equipment)  
Rochester 3, N. Y.

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**Victor Division, Kalart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co.** (M)  
315 W. 43rd St., New York 36, N. Y.

**Florman & Babb** (M)  
68 W. 45th St., New York 36, N. Y.

**S.O.S. Cinema Supply Corp.** (M)  
602 W 52nd St., New York 19, N. Y.  
6331 Hollywood Blvd., Hollywood 28, Cal.

## RECORDS

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Enrichment Materials Inc.** (M)  
246 Fifth Ave., New York 1, N. Y.

**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Music Education Record Corp.**  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra)

## RECORDERS — PLAYERS

**Allied Radio Corporation** (M)  
100 N. Western Ave., Chicago 80, Ill.

**Groflex, Inc.** (M)  
Rochester 3, N. Y.

## SCREENS

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Morton Grove, Ill.

## SLIDES

Key: Kodachrome 2 x 2. 3/4 x 4/4 or larger

**Keystone View Co.** (PD)  
Meadville, Pa.

**Meston's Travels, Inc.** (PD)  
3801 North Piedras, El Paso, Texas

**Walt Sterling Color Slides** (PD)  
224 (ES) Haddon Rd., Woodmere, L.I., N. Y.  
4,000 slides of teacher world travels

## SOUND SYSTEMS

**Allied Radio Corporation** (M)  
100 N. Western Ave., Chicago 80, Ill.

## Local AV Dealers

### Illinois

**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

### New Jersey

**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark, N. J.

### Ohio

**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Mossillon, Ohio

craftsmanship and a highly developed sense of humor. Titles: **Eskimo Carving; Haida Argillite Carvings.** Reviewed ESAVG 4/58 p194. SH C  
For more information circle 128 on coupon

**Indian Artist of the Southwest** mp CONTEMPORARY 20min sd col \$200 r\$10. History of American Indian painting from stone painting to modern work of Joe Herrera. SH C A  
For more information circle 129 on coupon

**It's Draw (Series)** 3mp CORONET 8min sd b&w ea \$45. Cartoonist Frank Webb shows it's easy. Titles: **Let's Draw a Baseball Player; Let's Draw a Puppy; Let's Draw Uncle Sam.** Pri.  
For more information circle 130 on coupon

### CINEMA ARTS

**Adventures in Slidefilms** sfs DUKANE col LP (stereo or monaural). Loan. The sound slidefilm medium is used effectively to tell about itself. Many uses are illustrated, educational, religious, commercial, industrial training. SH A  
For more information circle 131 on coupon

**Person To Person Communication** mp McCOLD 14min col \$200; b&w \$100; rental (b&w only) \$25 per week. Analyzes major barriers to interpersonal understanding and shows methods for overcoming them. For training directors, supervisors. Guide. A C  
For more information circle 132 on coupon

**The Story of the Slidestrip Projecturus** sfs ADMASTER 63fr col LP 10" one side with audible signal, the other with Dukane inaudible automatic advance. \$25. Mythical Po U, charged by his ancient Asiatic tribe with responsibility for Teaching, Training, Telling and Selling, captures a wild Projecturus, learns how to feed and work it, and passes along his wisdom to today's creators of sound filmstrips. For more information circle 133 on coupon

### BUSINESS EDUCATION

**Aspects Set the Pace** mp WESTINGHOUSE 12min b&w loan. Key to successful salesmanship is shown to be selling people, rather than merchandise. Five basic steps dramatized. SH — A  
For more information circle 134 on coupon

### EDUCATION

**Audio-Visual Training Series** 3mp 1FB col. Titles: **Facts About Film** (2nd Ed) 12½min \$125; **Facts About Projection** (2nd Ed) 16½min \$165; **The Audio-Visual Supervisor** 18½min \$185. Last named is narrated by Walter A. Wittich, who also served as educational consultant. TT JH SH  
For more information circle 135 on coupon

**Boys' Life at School** sfs UNCHC 15min col 75 fr LP \$3; r\$2.50. Student at Currie Institute, in Angola, West Africa, learns carpentry, plays soccer and grows under missionary influence. SH  
For more information circle 136 on coupon

**Learning Theory and Classroom Practice in Adult Education** sfs UMICH 81fr with 3.75 ips tape, 28min, \$7.25.

An overview of several psychological theories on adult education as differentiated from child learning situations. Learning is shown to depend on motivation, capacity, previous experience, perception of relevant relationship, active search for meaning, feedback, and adjustment in the learning situation. By Jacob W. Getzels, University of Chicago. TT C  
For more information circle 137 on coupon

**New Dimensions in Language Teaching** mp MONITOR 11min col loan. Language lab usages and techniques; blackboard diagrams demonstrate machine as mechanical tutor; filmed at Whittier College, Calif. TT C  
For more information circle 138 on coupon

**A School Bell Rings in Angola** sfs UNCHC sd col LP 13½min r\$2.50. An African pagan farmer does not believe in education for his son who, however is helped by the village school and in turn aids his family. Elem.  
For more information circle 139 on coupon

**The Vision-Strip Audio-Visual Classroom** mp IFB 14min r\$7.50. New classroom layout economizes on corridor, roof and wall costs. Low vision-strip preserves students' sense of contact with the outdoors; permits maximum control of light and ventilation. Intended as demonstration to school authorities, architects, AV personnel. TT A  
For more information circle 140 on coupon

**Visual Timing Film** mp BIRDELL 20min sd b&w \$55. Sound projector shows elapsed time on screen in seconds up to 20 minutes. Eliminates

**DON'T WAIT - - - VACUUMATE!**



Coronet  
National Film Board of Canada  
S. V. E.  
McGraw-Hill  
Young America  
The Famous

## VACUUMATE

**FILM PROTECTIVE PROCESS**  
The SUPER VAP O RATE  
PROTECTS AGAINST Scratches, Fingermarks, Oil, Water and Climatic Changes  
ONE TREATMENT LASTS THE LIFE OF THE FILM  
Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process Is Available to You in Key Cities Throughout the U.S.  
Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

## ETHNIC FILM LIBRARY

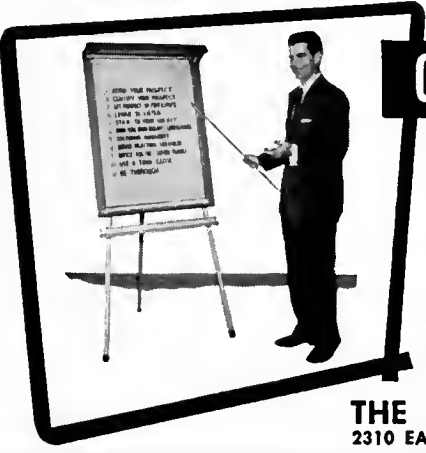
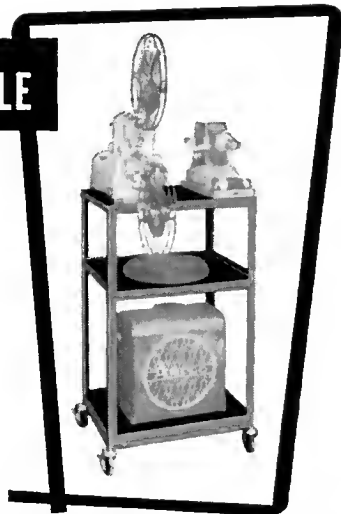
The Many-Colored Paper Brilliant dyes make fantastically beautiful Christmas wrappings out of ordinary newspaper. Fascinating family or classroom art project. Produced by Pete and Toshi Seeger. 13 min. color \$175; rental \$15. Brochure included.

## FOLKWAYS RECORDS

117 W. 46th St., New York, N. Y.

## PIXMOBILE PROJECTION TABLE KEEPS YOUR EQUIPMENT READY FOR USE

Save time... save storage space. Prepare your visual presentation in advance on the portable **Pixmobile**, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. 42" table only \$32.95.




## OPTIVOX PORTABLE EASEL

**FOR BETTER CHART TALKS**

Make a better showing with the versatile **OPTIVOX**, suitable for either floor or table. Steel working board, finished in "rite-on" green, is adaptable for chalk, charts, or magnets. Aluminum legs fold into compact unit. Only \$44.95 Carrying case, lamps optional.  
Write for Literature and Name of Dealer.  
Some Dealer Territories Open. Write...

**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS

16-35mm SUPER-SPEED  
CINEMATOGRAPHY  
**LENSES**



**From World's Largest  
LENS BANK**

Whatever your professional lens need . . . Whatever your camera . . . B & J can provide you with instant action from a vast selection of thousands of optics . . . Cinematography Lenses & Mounts of every speed & size.

All Lenses are sold on a 15-day Free Trial—Unconditionally Guaranteed!

An Experienced Research Optical Assembly Lab—expertly handles all custom Lens problems . . . Customers include Ford, R.C.A., G.E., A.E.C., etc.



Free New 132 pg. B & J Lens & Optics Catalog.

**BURKE & JAMES, INC**  
321 S. Wabash Chicago 4, Illinois

## Scratches

## on Film

## Irritate

## Audiences

Fortunately, scratches can almost always be removed — without loss of light, density, color quality, sound quality, or sharpness.

Write for brochure

**DEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

stop watch timing and permits student, if desired, to observe his own elapsed time. TT C A

For more information circle 141 on coupon

### FEATURES

**Task Force** mp UAA 116min. Apply. Struggle against tradition to establish naval aviation, from 1921 to Okinawa. Gary Cooper.

For more information circle 142 on coupon

**Treasure of Sierra Madre** UAA 126min. Apply. One of the all-time classics of cinema. Gold madness, greed, exposed as futility. Walter Huston, Humphrey Bogart.

For more information circle 143 on coupon

**Yankee Doodle Dandy** mp UAA 126min. Apply. James Cagney stars in Geo. M. Cohan biography. Family.

For more information circle 144 on coupon

### GUIDANCE — Personal

**Children's Story Filmstrips** (series) 12fs IFB si col approx 49 fr ea \$6. Personalized stories of life problems of children 10-14; one each on Friendliness, Cooperation, Cleanliness, Courtesy, Courage, Thrift, Reliability, Obedience, Helpfulness, Cheerfulness, Respect for Property, Loyalty. JH.

For more information circle 145 on coupon

### HEALTH — SAFETY

**Autopsy of an Auto Accident** sfs WESTINGHOUSE 10min b&w LP 33.3 rpm. How poor lighting increases traffic hazards; seven chief causes of motor accidents. On same strip and record: **There's Danger in Darkness** 6min. Public safety aspects of street and community lighting. JH-A

For more information circle 146 on coupon

**The Magic Camera** sfs WESTINGHOUSE b&w 33.3rpm 12 min. Structure of the eye compared to that of a camera; how the rods and cones in the retina send messages to the brain; proper placement of reading lamps. JH-A

**Two Precious Pilots** 12min covers same material on a slightly higher grade level. Supplementary material includes script and "Eyes Are Rationed" 16p five copies free to teacher. JH SH

For more information circle 147 on coupon

**Menacing Shadows** mp WESTINGHOUSE 20 min b&w loan. Importance of proper eating habits and diet including 7 basic food groups. Teacher's copy of

### EVERYTHING IN ELECTRONICS FREE ALLIED 1960 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

#### ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.



### 4 SPEED RECORD & TRANSCRIPTION PLAYERS

Write for illustrated catalog

**AUDIO-MASTER**  
17 E. 45th St., New York

book of menus, etc., free; extras 10c. JH-A

For more information circle 148 on coupon

**What's Your Driver Eye-Q?** mp AET 13 or 30 min versions b&w loan gu Provides for active individual view participation as 15 different traffic situations, photographed from front seat of moving car, call for individual decisions. In the "public" version correct answers are supplied by film; in the classroom version they confined to the 36p instructor's guide SH A

For more information circle 149 on coupon

### HOME ECONOMICS

**The Dawn of Better Living** mp WESTINGHOUSE 16min col loan. Walt Disney production showing evolution of the home from log cabin to present electrified existence. 40-page booklet contains full script and color picture Teacher's copy free, extra @ 1.00 EL-A

For more information circle 150 on coupon

**40 Billion Enemies** mp WESTINGHOUSE 26min col loan; free copies of 6p leaflet on household refrigeration. Role of refrigeration explained first by scientist teacher then by home-ec instructor JH-A

For more information circle 151 on coupon

**V-Men** mp WESTINGHOUSE 17min b&w loan. Importance of proper cooking methods in the preservation of essential vitamins is demonstrated in science lab tests. Folders (8p) "American Families Are Eating Their Way to Poor Health," free. SH-A

For more information circle 152 on coupon

**Your Ticket To Better Buying** mp WESTINGHOUSE 24min b&w loan. Consumer information on purchase and functioning of an electric range and quick trip through the factory where it is made. JH-A

For more information circle 153 on coupon

### INDUSTRIAL ARTS

**Communtation of D-C Machines** mp WESTINGHOUSE 24min b&w loan. Theory and maintenance of D-C motors and generators shown in live animation photography. SH A

For more information circle 154 on coupon

**Four Firsts of Motor Maintenance** mp WESTINGHOUSE b&w 33.3 rpm. The four chief causes of motor breakdown and prevention and repair. SH A

For more information circle 155 on coupon

**Four-in-One Guy** sfs WESTINGHOUSE b&w 33.3rpm 25min. Four functions of the successful serviceman, mechanic, actor, "doctor" and business man. JH-A

For more information circle 156 on coupon

**Proper Care Means Longer Wear** mp WESTINGHOUSE b&w 33.3rpm 1min. Care and home repair of electrical appliances, fuses, plugs, wiring. Correlates with "Electricity in the Home," 52pp, \$1. SH A TT

For more information circle 157 on coupon

**Ten Checks of Electrical Control Maintenance** sfs WESTINGHOUSE b&w 33.3rpm 14min. Proper care of control apparatus in industrial application

# AT DOWLING PICTURES



Audiences of any age will love this story of the Western gold rush.

## THE PIONEER BURRO

Color Film — Sale Only.  
14 Minutes. \$135.00

1056 S. Robertson Blvd.,  
Los Angeles 35, Calif.

rians. For advanced classes in electricity. SH C  
For more information circle 158 on coupon

### LANGUAGES

**Italian for Children** rec OTTENHEIMER. Two 10" LP 12-unit aural-oral informal course with simple manual. Similar courses covering largely the same material are available in Spanish, German, French, Russian. Elem  
For more information circle 160 on coupon

**Learn German in Record Time** rec COLREC 2—12" LP43 tourist and travel oriented lessons that parallel similar courses in Spanish, French. SH C A  
For more information circle 161 on coupon

**Spanish Instructo-Films** (Series) 7mp ALTS 12 to 21min ea sd b&w @ \$60 to \$105. Helpful drawings, lively music and oral commentary. Each film may be used as separate unit and has its own printed guide. Titles: **Pro-nunciation and Accent; Gender and Number I and II; Ser y Estar, verbs, adverbs; Pronombres Personales; Her-bos Regulares I and II.**  
For more information circle 159 on coupon

### LITERATURE & DRAMA

**Alice in Wonderland** rec COLREC 12" LP. The Lewis Carroll classic set to music. Jane Powell plays the title role. Flip side: **Many Moons and The Eager Piano.** Pri Elem  
For more information circle 162 on coupon

**The Ancient Mariner** rec CAEDMON 12" LP. Tale of the killing of the bird of good omen, and the punishment and penance of the offender. Read by Sir Ralph Richardson. Flip side: **The Po-etry of Coleridge.** JH SH  
For more information circle 163 on coupon

**The Canterbury Tales** 4rec SPOKEN WORD 12" LP. Chaucer translated into modern English by Nevell Coghill. Produced for BBC Third Program. SH C A  
For more information circle 164 on coupon

### MEDICAL & ALLIED SCIENCE

**Hands We Trust** mp ACS 30min loan. The education of a surgeon from his admission to medical school through postgraduate hospital training to final certification as a specialist and acceptance as a Fellow of the American College of Surgeons. SH C A  
For more information circle 165 on coupon

**Recognition of Leprosy** mp CDCPHS 13 min col apply. Clinical manifestations as studied at the leprosarium at Carville, La. Taking and staining of skin scrapings to demonstrate the micro-bacterium; pathology of peripheral nerves; diagnostic procedures. Practicing physicians and medical students.

Not for sale. Available on short term loan.

For more information circle 166 on coupon

### MUSIC, General

**Bulgaria**, rec COLREC 12" LP. \$4.98. Vol. 17 in the "World Library of Folk and Primitive Music" edited by Alan Lomax. 33 tunes collected by A. L. Lloyd, with detailed notes and bi-lingual text. C A  
For more information circle 167 on coupon

**The King and I** rec DECCA 12" LP or (3) 7" 45rpm. Musical version of Margaret Landon's "Anna and the King of Siam," lead roles by Gertrude Lawrence and Yul Brynner. JH-A  
For more information circle 168 on coupon

**My Fair Lady** rec COLREC 12" LP. Shaw's "Pygmalion" set to music. Sung by the original Broadway cast. SH C A  
For more information circle 169 on coupon

**Peter and the Wolf**, Opus 67 rec COLREC 12" LP. The Philadelphia Orchestra, conducted by Eugene Ormondy. Narration by Cyril Ritchard. EI  
For more information circle 170 on coupon

### MUSIC, Instrumental

**Listen and Play the Piano** 2rec CABOT (2) 10" LP. Introduction to elementary note reading and the immediate playing of several simple pieces. For individual instruction at home, and for discovering musical aptitude. Pupil must be able to read without difficulty. EI JH  
For more information circle 171 on coupon

### PRIMARY GRADE Material

**The Eager Piano** rec COLREC 12" LP The biography of a piano from its purchase as a practice piano for a little boy through many adventures until its final service for first owner's son to practice on. K-Pri ■  
For more information circle 172 on coupon

**Pinocchio** rec DISREC 12" LP. Carlo Collodi's classic tale of the puppet that came to life in a musical adaptation. Pri ■  
For more information circle 173 on coupon

### RELIGION & ETHICS

**And Ye Also Are Witnesses** sfs CONCORDIA 8min col 10" LP \$10. Responsibility of teen agers for personal evangelism among schoolmates and friends. JH SH  
For more information circle 174 on coupon

**The Book of Acts** 16sfs BROADMAN col 10" LP for each 2 fs. Four series, each of 4 fs and 2 rec @ \$22.50. Indiv. fs. @ \$5, with rec @ \$7; 2 manuals included for each fs. Titles: **Christian Service Series** (4fs.); **Personal Witness Series** (4) How To Be Saved Series (4); **Triumphant Faith Series** (4).  
For more information circle 175 on coupon

**The Catholic Way** 24sfs EYEGATE col LP. Per title (3fs and rec) \$19. Set (24 fs and 8 rec) \$130. Single records ea \$4; filmstrips less rec (3 and 88p manual) \$15. Titles: **Little St. Teresa; The Right Answer; A Story of the Boy Jesus; The Story of God's**

When the school board says:

"... but how about the cost?"



## TELECTRO

### TAPE RECORDERS

offer you  
a new high in quality  
a new ease-of-operation  
AT INCREDIBLY LOW COST

Where quality is demanded, where versatility for every application is needed, where ease of operation is a must . . . but where cost is an important factor

#### TELECTRO IS THE ANSWER

Educators will applaud Telectro tape recorders for their fidelity of recording and playback, for the lightness and ruggedness that makes them ideal for educational applications. And, their incredibly low prices . . . as low as 79.95 . . . makes them economical enough to fit into the most stringent budget.

There are six Telectro models to choose from, ranging from the compact Trendsetter 1985 through the magnificent Trophy 359

**TELECTRO**  
*Trendsetter*  
1985

Convenient one-knob control. Complete with microphone, tape and reel.

**99.95**



**TELECTRO**  
*Trophy*  
359

Includes complete public address facilities. Simplified pushbutton operation. Complete with microphone, tape and reels.

**164.95**



Investigate TELECTRO right away! A post card will bring you full information on all Telectro tape recorders. Write Dept. SC 10

# TELECTRO

A product of **TELECTROSONIC Corporation**  
35-18 - 37th Street, Long Island City 1, N. Y.

## FOR YOUR CLASSROOM

THE EASY  
TO USE

SENSATIONAL NEW  
**Movie-Mite**  
*Supreme*

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
**1/3**



### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

ES

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

4 NEW  
30  
MINUTE  
FILMS

PRODUCING  
EDUCATIONAL  
TELEVISION  
PROGRAMS

Staging for Television  
Television Lighting  
Television Directing, Part 1  
Television Directing, Part 2

Write To—

**NET** FILM SERVICE  
INDIANA  
UNIVERSITY

BLOOMINGTON, INDIANA

## INFORMATIC SLIDES

With Authentic Commentary  
Read — View — Learn

More about the colorful Southwest Indian country—ancient and modern. Sets of four 35mm color slides with clear documentary information explaining each slide subject.

Send for list to:

**WILLIAM IRELAND DUNCAN FILMS**  
Western College — Oxford, Ohio

Goodness; . . . God's Love; . . . God's Mercy; The Best Present for God; God With us. Pri.

For more information circle 176 on coupon

**Donald Duck in Sunday School** (series) 7fs si col CATHEDRAL. Tales of Jiminy Cricket fables featuring Disney characters are used as basis for Bible solutions in Sunday School. Pri Jun For more information circle 177 on coupon

**The Family Altar** mp CONCORDIA 30min b&w r \$9. A father living temporarily with neighbors during the illness of his small daughter, is impressed with the effectiveness of family worship and institutes it at home. SH A

For more information circle 178 on coupon

**Giving Thanks Always** mp CONCORDIA 30min b&w r \$9. Distracted by non-delivery of their Thanksgiving turkey, a family is brought back to the true significance of the day by a timely message from their pastor. EI-A For more information circle 179 on coupon

**Teenage Witness** mp FAMILY 30min b&w r \$9. Two Christian high school students help classmate beat temptation to follow a flashy tempter into delinquency. SH A

For more information circle 180 on coupon

**Town and Country Cousins** fs UNCHC si 60fr col reading script \$6 r\$1.50. As rural children prepare for their harvest festival they come to better understanding with visiting youngsters from town. Elem.

For more information circle 181 on coupon

**Tumba of Africa** fs UNCHC 62fr si col \$6 r \$1.50; guide. African boy moves with his family when his father is mission-trained for a kind of work available only in a larger center. Role of the church in village and town life. Elem.

For more information circle 182 on coupon

**The Unfinished Task** mp CONCORDIA 30min b&w r \$9. Wealthy father angered when son decides to become a missionary instead of entering family engineering firm. Designed to win support for stewardship and mission programs and to encourage young people to enter full-time Christian service. SH A

For more information circle 183 on coupon

**The World of Man: Religions** rec FOLKWAYS 10" LP. Second in series of recordings that aim at better understanding among the world's peoples. Similarities and differences in religions explored through the music of many faiths. SH C A ■

For more information circle 184 on coupon

## SCIENCE, Biology & Physiology

**Tide Pool Marine Life** 12 flat pictures 11x14" in color, captioned, text on back, rounded corners and pinhole punched, FILMSCOPE \$11.95 discounts to schools, etc. Titles: Shoreline, Sea Anemone, Brittle Star, Knobby Starfish, Sea Urchin, Hermit Crab, Shore Crab, Cancer Crab, Goose Barnacles and Mussels, Fixed Nail Tubes, Chitons, Sea Hare.

For more information circle 185 on coupon

## SCIENCE, General

**Basic Primary Science** 6fs SVE si col set (6 boxed) \$24.30 indiv \$4.50. **Finding Out How Plants Grow; . . . How Animal Babies Grow; . . . How You Grow; . . . About Things Around You; . . . About Land, Air and Water; . . . About the Sky.** Pri Gr 1&II For more information circle 186 on coupon

**Crystals — An Introduction** mp BELTEL 25min col load. Demonstrates the orderly arrangement of atoms in the crystalline state and relation of this arrangement to the physical properties of the substances. For students of electrical engineering and some courses in physics, chemistry and metallurgy. C

For more information circle 187 on coupon

**The Formation of Ferromagnetic Domains** sfs BELTEL 45min 132fr 2LP. Discusses the physical principles of domain formation with particular emphasis on the energies involved in the process. C

For more information circle 188 on coupon

## SCIENCE, Physics & Chemistry

**Brattain On Semiconductor Physics** mp BELTEL 30min b&w loan. Nobel Laureate Walter H. Brattain demonstrates thermal emf, photo emf, and rectification, and introduces a simple mathematical model which describes the observed properties of semiconductors. The history, impact and new semiconductor phenomena are also briefly treated. C

For more information circle 189 on coupon

**Electromagnetic Spectrum** chart WESTINGHOUSE 40x30 1/2", 8 color on vellum ready for hanging, \$2. Spectra shown: Photographic; X-ray; Radio; Induction Heating; Ultraviolet; Infrared. Their range, relationship, definitions, formulas. Glossary. SH C

For more information circle 190 on coupon

**The Electron Tube** chart WESTINGHOUSE 25x36" printed in 8 colors on heavy linen paper, reinforced for hanging. Basic information on operation, types and applications. SH C

For more information circle 191 on coupon

**The Naval Research Laboratory Reactor** mp UWF 21min col \$123.61. Construction, operation and use. SH C

For more information circle 192 on coupon

**The Science of Sound** rec BELTEL 90min 2 LP microgroove. Demonstrates 19 different acoustic phenomena with narration written by Bell Telephone Laboratory scientists. SH C

For more information circle 193 on coupon

**The Story of the Universe** (series) 6fs FILMSED si col set (6) \$36; indiv \$7.50. Unit 1: **Introduction to Modern Astronomy and the Age of Space.** Reviewed ESAVG 6/59. SH For more information circle 194 on coupon

## SOCIAL STUDIES History & Anthropology

**The Days of '49** rec FOLKWAYS 12" LP 16 songs of the Gold Rush days, sung by Logan English. Most are taken from the paper-bound songbooks published in California before 1860. Many are parodies sung to tunes then popular. SH C A ■

For more information circle 195 on coupon



**George Washington: Frontier Colonel** rec ENRICHMENT 12" LP. Summary of early life, emphasizing his 1753 journey to the Ohio Valley; service with Braddock. Flip side: **The Santa Fe Trail.** Elem JH ■  
For more information circle 196 on coupon

**Inauguration Addresses** rec SPOKEN WORD 12" LP Franklin D. Roosevelt, III and IV terms; Harry S. Truman beginning his first elected term. JH SH C A ■  
For more information circle 197 on coupon

**The Santa Fe Trail** rec ENRICHMENT 12" LP Dramatization of first wagon train (1822); emergency fording of flooded river, fighting off an Indian attack, exploration of the Cimarron River. Reverse: **George Washington: Frontier Colonel.** Elem JH ■  
For more information circle 198 on coupon

**Thomas Jefferson: Father of Democracy** rec ENRICHMENT 12" LP. As member of the Virginia House of Burgesses, writer of Declaration of Independence, services during Revolution, governor of Virginia, President. Reverse: **The Vikings.** JH ■  
For more information circle 199 on coupon

**The Vikings** rec ENRICHMENT 12" LP. Explorations of Eric the Red and Lief the Lucky westward from Iceland. Reverse: **Thomas Jefferson: Father of Democracy.** El JH ■  
For more information circle 200 on coupon

**Winston Churchill** rec COLREC 12" LP Selected portions of numerous notable speeches. From Edward R. Murrow's "I Can Hear It Now." SH C A ■  
For more information circle 201 on coupon

### SOCIAL PROBLEMS

**The Biggest Bridge in Action** mp MUTUAL 27½min col loan. The "bridge" is built over the chasm of misunderstanding and reluctance to employ the physically handicapped, in the mythical town of Action, Nebraska. A young engineer, crippled by polio, finds that while he has learned to face the world despite his handicap, his local world was not quite ready to face him. The "hero" does not have to act the part, it is his own life situation. JH-A  
For more information circle 202 on coupon

**A New Day for African Women** fs LITERACY col \$5 r\$2.50. How reading helps women select the best from the old and the new as they face radical changes in their lives in both village and town. SH C A  
For more information circle 203 on coupon

**Village Reborn** fs LITERACY col \$5 r\$2.50. All-village literacy campaign in Egypt. A supplementary book (25c) tells the effect of the campaign on the life of the same village. SH-A  
For more information circle 204 on coupon

### NEW PUBLICATIONS

**ABC's of Camera Repair.** Glossary of photo-technology covering more than 2,500 camera repair terms and their relation to electronic and other technical fields, wherever photography is applied. \$3.95 NCRS  
For more information circle 205 on coupon



## Instructional Motion Pictures of Importance of Interest of Purpose

- For Example • **LAND OF LIBERTY—Part 5** (1939-58)  
2 reels bw  
• **CHARLES DICKENS: CHARACTERS IN ACTION**  
2 reels bw  
• **THE DOCTOR'S DILEMMA** (George Bernard Shaw)  
1 reel color  
• **THE DEVIL'S DISCIPLE** (George Bernard Shaw)  
1 reel bw

New  
and  
Recent

Write:

### TEACHING FILM CUSTODIANS

25 West 43rd Street

New York City 36, N. Y.

**Audio-Visual Aids Service, 1959-60** catalog. 40pp. Free. GSA  
For more information circle 206 on coupon

**Developing a Club Educational Plan.** Guidance for camera clubs. No. 9 in series. PSA  
For more information circle 207 on coupon

**Electronic Parts Catalog for 1960.** Free. 232p; lists over 40,000 items. ALLIED  
For more information circle 208 on coupon

**Heathkit Catalog, 28pp,** describes a large number of do-it-yourself radio and other electric construction kits. Free. HEATHKIT  
For more information circle 209 on coupon

**History Films 1959-60.** Another in the series of specialized subject area catalogs. 71pp. Free. UNILL.  
For more information circle 210 on coupon

**Photocopy Halftone Paper and Process.** Free brochure describing new type paper for making inexpensive copies of photographs. NORD  
For more information circle 211 on coupon

**Religious Filmstrip Catalog.** Also Catholic supplement. Free. EYEGATE.  
For more information circle 212 on coupon

**Sound Motion Pictures and Slide Films for School Use.** Illustrated catalog. 21 pp. Free. Primarily science, safety, lighting. Also describes low-cost wall charts on electronics, nuclear physics, steam turbines. WESTINGHOUSE.  
For more information circle 213 on coupon

**A Treasure Chest of Audio-Visual Ideas,** free to teachers and administrators. Replaces the long popular "Blueprint for an Audio-Visual Program." VICTOR ANIMATOGRAPH  
For more information circle 214 on coupon

**TV and Film Production Data Book,** Ernest M. Pittaro. 448pp, 4½x7", 132 photos and drawings, 128 tables. \$6.95. MORGAN.  
For more information circle 215 on coupon

**Understanding Transistors,** Milton S. Kiver. From basic theory to late applications. 64pp 50 diagrams and illustrations. 50c. ALLIED  
For more information circle 216 on coupon



With  
The  
New

## VU-GRAPH

Overhead  
Projector.

It's unique! Beseler's new VU-GRAPH is the projector you use in a fully lighted room. The picture flashes OVER your head—onto the screen—while YOU face the class to see who understands, who needs help. Use prepared transparencies or quickly make your own. VU-GRAPH projects in black and white or full color; slides, stencils, models, even your own writing—as you write! 4 models including new portable. Teacher operated—no assistant needed. Free Demonstration at your convenience. Free Brochure: "Get Your Point Across—Fast!"



## MUSIC FOR CHILDREN



A film of great interest for all groups concerned with music training for children, particularly music schools, Teachers, Colleges, and Faculties of Education, and for in-service training of teachers.

16mm Sd. Black & White  
Running Time: 13 min.  
Rental: \$5.00 Sale: \$80.00

SEND FOR OUR LATEST CATALOG OF  
EDUCATIONAL FILMS

CONTEMPORARY FILMS, INC., Dept. E5  
267 W. 25th St., N.Y. 1, N.Y. Oregon 5-7220  
Midwest Office: 614 Davis St., Evanston, Ill.  
DAvis 8-2411

## HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgor Dole. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition. By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations, 14 Color Plates. Horper & Brothers, 49 E. 33rd St., New York 16, N.Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgor Dole. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language — not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOToplay APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Alpark Educational Records, Inc., 40 East 88th Street, New York 28, N. Y.

# TRADE NEWS



Transistor radio explains exhibit.

### Peripatetic Radio Lecture

As a visitor to an art gallery or other exhibit moves from place to place, a 4-ounce transistor radio hung around his neck explains what he sees. The message, either taped or oral, comes from a private transmitter using different channels for the various parts of the exhibit so the visitor's 1/2-ounce headphones carry only information that is pertinent to his location. This information comes from an Eastman affiliate that supplies the raw material for the radio's plastic housing. The system is produced by McIntosh Lectour, Inc., 1906 M. St., NW, Washington 6, D.C.

### Expanded Screen Market

A rear-projection screen makes up practically one whole wall in the Command Conference Room at Headquarters Eighth Air Force, Westover, Mass. Principal use is to permit simultaneous showing of two or more still or motion pictures to contrast old and new phases of subject under consideration. The 155 x 68 inch Polacoat conference screen is made of quarter-inch-thick plastic which effectively insulates the conference room against all sound from the projectors.

### NAVA Board Meets

The Board of Directors of the National Audiovisual Association is to be held October 16-17; the Executive Committee meeting the previous day. Board members J. W. Kintner and Earl Harpster were elected to serve with the officers on the Executive Committee.

The 1960 convention is to be held at the Morrison Hotel, Chicago, August 6 through 9, or earlier if possible. The annual Western Conference is to be held at Colorado Springs, January 14-17, 1960. The "southern" midwinter meeting is to be held in the vicinity of Washington, D. C.

One of the items on the agenda of the October board meeting will be a report of a committee now surveying possible convention sites, dates, prices, etc. for the 1961 and 1962 conventions.

Membership dues are to be raised by an approximate 40 per cent. The annual

meeting adopted congratulatory resolutions honoring Bruce Mahan, Prentice C. Ford and Alfred E. Devereaux, the latter on his completion of 45 years in the A-V field.

J. K. Lilley, Jack McCracken, Howard Kalbfus and Robert Maybrier were elected to a 3-year term on the Board of Governors of the National Institute of Audio-Visual Selling.

### Ralke Moves

After 23 years in a downtown Los Angeles location, "Bill" Ralke has moved to his own 3500 sq. ft. building, at 841 Highland Ave. Ralke helped engineer the many motion picture installations at Disneyland Park, and the Circarama 11 projector combination that served well at the U. S. exhibit at the Brussels World Fair and subsequently at the American Exhibit in Moscow.

### Trans-Lux Screens to Moscow

The American Exhibit in Moscow is showing its Russian visitors what make America "tick" on 21 large seamless rear-projection screens custom made on U. S. government contract by the Stewart-Trans-Lux Corp., Torrance, Calif. Seven of the screens, each measuring 30 feet wide and 20 feet high, are used in the huge geodesic dome building, where seven different pictures are projected simultaneously. Eleven screens are used to show the 360-degree Walt Disney "Circarama." Originally adapted for Hollywood studio background process photography, the seamless plastic screens can now be made in any size up to 86x46 feet.

### Quits Selling

The Mental Health Materials Center, 104 E. 25th St., New York 19, is discontinuing the sale of films in order according to its announcement, to concentrate on evaluation of films for subscribers. Its preview and new stock prints are available for purchase at reduced prices.

### Films at Nurses' Convention

A total of 21 motion pictures shown over a period of four days were a feature of the recent bi-ennial national meeting of the American Nurses Association and the National League for Nursing. Professionally qualified commentators were assigned in advance to each of the films, their names were listed in the official program. The daily themes in sequence, included: Social Psychology; Clinical Areas; Child, Patient and Nurse Relationships; Nursing in National Defense; and Hospital Nursing.

### Coronet's Chemistry "Filmset"

Coronet Films announces seven new films to complete an 18-subject series covering the basic units of this subject as taught in most high schools. Purchasers of this set of films receive as a free bonus a cabinet to house them, a manual to guide teachers in their use and extra copies of the teachers' guides.



Atomic sub is provided with Special Screens.

### Movies on New Atomic Sub

Movies and slides will be shown for both entertainment and instructional purposes on specially designed Radiant Wall screens installed in the new atomic submarine "George Washington," the first nuclear-powered craft designed to fire the Polaris missile from submerged positions at sea.

### Orr-Ampex Merger

Orr Industries, Inc., manufacturers of "Irish" tape, has become a division of the Ampex Corporation. It will continue to operate at Opelika, Alabama, with the same facilities, management and employees.

### People in the News

David Wisner, formerly manager of the Calvin Company training films division, has joined Delta Productions, Inc., as vice-president in charge of production. Wisner's background includes work for the Moody Institute of Science and Worldwide (Billy Graham) Pictures, California.

Eric H. Kiehl, director of research and production planning for Church-Craft Pictures, has been awarded the degree of Doctor of Theology at Concordia Theological Seminary, St. Louis.

Carl Cannon is the new director of program promotion and television station relations for the Broadcasting and Film Commission of the National Council of Churches. He will deal with 533 TV and radio stations carrying BFC programs.

Da-Lite Screen Company announces the appointment of Don Browne as Sales Promotion Manager. Don, 28, has recently been with Kaiser Aluminum in Chicago, and prior to that with D'Arcy Advertising.

Joseph Bower, formerly district manager for Encyclopaedia Britannica Films in Pennsylvania, replaces Walt Renner, in southern Illinois. The latter has been assigned to the Florida district.

A. Philip Sherburne is the new general sales manager of Chartpak, Inc., with Russell B. Pierce as assistant sales manager and in charge of sales promotion.

John Ercole, ace wartime cinematographer, has joined Transfilm, Inc., as director of photography.

Walter Lowendahl, a Transfilm Inc. executive for 17 years, has joined Wilding, Inc., as an executive producer and will head up the Wilding eastern division in New York.

### 4-Track Stereo

The Magnetic Recording Industry has adopted 4-track 7½ ips stereo tape as standard, according to Ampex Audio, and several hundred new pre-recorded releases are expected to be on the market this fall priced at an average of \$7.95. The Ampex 4-track conversion kit at \$50 includes installation at authorized service centers. The Model 900 Ampex already plays the new 4-track as well as 2-track recordings.

### Universities Combine Film Service

The University of Michigan and Michigan State University may be rivals on the football field, but their audiovisual centers work together. A joint film catalog makes some 4,500 motion pictures available to schools throughout the state, and films momentarily unavailable from one institution are to be furnished whenever possible by the other. A similar arrangement prevailed, if memory serves, some 35 years ago between the universities of Kansas and Colorado.

### Windowless Schools

The United States Air Force Academy at Colorado Springs is said to blaze a

trail to the windowless schools of the future, a concept touched on by editor Paul Reed in this magazine several years ago. Architects claim to have achieved a "balance in psychological effect" by lighting classrooms and study areas exclusively by artificial light, to achieve "cells of Concentration." Corridors and non-study areas are along the outer walls, expansively glassed to bring in the outdoors.

### Bell Labs Make College Films

On the advice of educators, the Bell Telephone Laboratories have set up a Science Film Production Unit for the primary purpose of making audiovisuals that college instructors can use to complement their regular lectures in science and engineering. Three motion pictures, two sound filmstrips and a 90-minute record album have already been completed. (See listings in New Materials)

### NAVA Exhibitors Committee

This committee, which acts as a liaison group with the NAVA Board of Directors, has elected V. C. Doehring, of the Jam Handy organization as its chairman. Newly elected members for a two-year term are Paul G. Kiehl, Churchcraft Pictures; Robert Maybreier, Da-Lite Screen Co. and Paul Ruedemann, Technical Service, Inc. Holdover members are Martin F. Myers, Charles Beseler Co., and Ben O'Dell, Cathedral Films.

## Directory of Sources for Materials Listed on Page 560-567

**ACS**—American College of Surgeons, 40 E. Erie St., Chicago 11, Ill.

**ADMASTER** Prints, Inc., 1168 Sixth Ave., New York 36, N.Y.

**AETNA** Life Affiliated Companies, Public Education Dept., 151 Farmington Ave., Hartford 15.

**ALLIED** Radio Corp., 100 N. Western Ave., Chicago 80, Ill.

**ALTS** — Audiovisual Language Teaching Service, 100 Church St., New York 7, N. Y.

**AMMIKE** — American Microphone Mfg. Co., Division of GC—Textron, 412 S. Wyman St., Rockford, Ill.

**AUDIOTRONICS** Corporation, 11057 Weddington St., North Hollywood, Calif.

**BELTEL**—Bell Telephone Laboratories, Consult local telephone company.

**BIRSELL** Electronics Co., 2901 Glendora Ave., Cincinnati 19, Ohio

**BOHM**—H. A. Bohm & Co., 4761 W. Touhy Ave., Chicago, Ill.

**BROADMAN** Press, 127 Ninth Ave., N., Nashville 3.

**CABOT** Records, 4805 Nelson Ave., Baltimore 15, Md.

**CAEDMON** Sales Corp., 277 Fifth Ave., New York 16.

**CALIFONE** Corp., 1041 N. Sycamore Ave., Hollywood 38.

**CATHEDRAL** Films Inc., 140 N. Hollywood Way, Burbank, Calif.

**CDCPHS**—Communicable Disease Center, Public Health Service, P.O. Box 185, Chamblee, Ga.

**COFFEY**, Jack C., Co., 710 17th St., North Chicago, Illinois.

**COLREC**: Columbia Records, 799 Seventh Ave., New York 19.

**CONCORDIA** Films, 3558 S. Jefferson Ave., St. Louis 18.

**CONTEMPORARY** Films Inc., 267 W. 25th St., New York 1.

**CORONET** Films, 65 E. South Water St., Chicago 1.

**DECCA** Records, 50 W. 57 St., New York 19.

**DISREC** Records, 2400 W. Alameda Ave., Burbank, Calif.

**DUKANE** Corp., St. Charles, Ill.

**EDMUND** Scientific Co., Barrington, N. J.

**EDUFS**—Education Filmstrips, Box 289, Huntsville, Texas.

**ENRICHMENT** Teaching Materials, 246 Fifth Ave., New York 1.

**EXCELLO**—Ex-Cell-O Corp., Pure-Pak Division, 1200 Oakman Blvd., Detroit 32, Mich.

**EYEGATE** House Inc., 146-01 Archer Ave., Jamaica 35, N. Y.

**FAMILY** Films Inc., 5823 Santa Monica Blvd., Hollywood 38.

**FILMSCOPE**, Inc., Box 397, Sierra Madre, Calif.

**FILMSED**—Films for Education, 1066 Chapel St., New Haven, Conn.

**FOLKWAYS** Records and Service Corp., 117 W. 46th St., New York 36.

**GSA**—Girl Scouts of the U.S.A., 155 E. 44th St., New York 17, N. Y.

**HEATHKIT**—Heath Company, Benton Harbor, Mich.

**IFB:** International Film Bureau Inc., 57 E. Jackson Blvd., Chicago 4.

**KEYSTONE VIEW** Company, Meadville, Pa.

**KODAK**—See local dealer.

**LITERACY**—Committee on World Literacy and Christian Literature, 156 Fifth Ave., New York 10, N. Y.

**LLTR**—L & L T-Rule Sales, Inc., 5518 Excelsior Blvd., Minneapolis 16, Minn.

**McGOLD**—McMurray Gold Productions, 139 S. Beverly Drive, Room 333, Beverly Hills, Calif.

**MONITOR** Language Laboratories, Inc., 1818 M. St., Washington 6, D. C.

**MORGAN** and Morgan, Publishers, 101 Park Ave., New York 17, N. Y.

**MOTOROLA**, Inc., 4501 W. Augusta Blvd., Chicago 51, Ill.

**MRI**—Magnetic Recording Industries, 126 Fifth Ave., New York 11, N. Y.

**MUTUAL** of Omaha, Director of Rehabilitation, 33rd and Farnam Streets, Omaha, Nebr.

**NAPHILIPS**—North American Philips Co., 230 Duffy Ave., Hicksville, Long Island, N. Y.

**NCRS**—National Camera Repair School, Box 174 HI, Englewood, Colo.

**NORD** Photocopy Business & Equipment Corp., 300 Denton Ave., New Hyde Park, L. I., N. Y.

**OSU**—Ohio State University, Department of Photography, Columbus 10.

**OTTENHEIMER** Publishers, Baltimore, Md., 4805 Nelson Ave., Baltimore 15, Md.

**OZALID** Division, General Aniline and Film Corporation, 17 Corliss Lane, Johnson City, N. Y.

**PENTRON**, Inc., 788 S. Tripp Ave., Chicago 24, Ill.

**PSA**—Photographic Society of America, 3946 N. Lowell Ave., Chicago 41, Ill.

**S.O.S.** Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

**SPOKEN WORD**, The, 10 E. 39th St., New York 16, N. Y.

**STANBOW** Productions, Inc., Valhalla, N. Y.

**SVE:** Society for Visual Education Inc., 1345 W. Diversey Pkwy., Chicago 14.

**UAA**—United Artists Associates, Inc., 247 Park Avenue, New York City.

**UMICH**—University of Michigan, A-V Education Center, 4028 Administration Bldg., Ann Arbor, Mich.

**UNCHC**—United Church of Christ, Bureau of Audio Visuals, 1720 Choteau Ave., St. Louis 3, Mo.

**UNILL**—University of Illinois, Audio-Visual Aids Service, Division of University Extension, Champaign, Ill.

**USDA:** U. S. Dept. of Agriculture, Motion Picture Section, Washington 25.

**UWF:** United World Films, 1445 Park Ave., New York 29.

**VEC:** Visual Education Consultants Inc., 2066 Helena St., Madison 4, Wis.

**VICTOR** Animatograph Corp., Division of The Kalart Co., Inc., Plainville, Conn.

**WESTINGHOUSE** Electric Corporation, School Service, 306 Fourth Ave., P. O. Box 1017, Pittsburgh 30, Pa.

**ZENITH** Radio Corporation, 6001 W. Dickens Ave., Chicago 39, Ill.

## BOOKLET REQUEST COUPON

To EdSCREEN & AVGUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.  
Send me booklets offered by the following advertisers in this October issue.  
The numbers of the advertisers are listed as follows:

NAME (print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

## ADVERTISED IN THIS ISSUE

- (1) Advance Furnace Co.—Pixmobile projection table, Optivox portable easel, page 563
- (2) Allied Radio—everything in electronics, page 564
- (3) American Bible Society—films, filmstrips, slides, posters, page 550
- (4) Audio Cardalog—record reviews on cards, page 547
- (5) Audio-Master Corp.—record and transcription players, page 564
- (6) Audiotronics Corp.—ATC300VR record player, page 548
- (7) Bailey Films, Inc.—“Grandmother Makes Bread,” “The Miller Grinds Wheat,” films, page 556
- (8) Beseler, Charles, Co.—Yu-Graph overhead projector, page 567
- (9) Burke & James, 16-35mm Super-Speed lenses, page 564
- (10) Camera Mart—Ecco No. 1500 film cleaner, page 514
- (11) Cathedral Filmstrips—“Tales of Jiminy Cricket,” filmstrip series, page 552
- (12) Children’s Press—science filmstrips, page 551
- (13) Contemporary Films, Inc.—“Music for Children,” film, page 567
- (14) Coronet Films—social studies films, page 555
- (15) Da-Lite Screen Co.—projection screens, page 561
- (16) Delta Film Productions, Inc.—“Discovering Solids,” film series, page 557
- (17) Dowling, Pat, Pictures—“The Pioneer Burro,” film, page 565
- (18) Duncan, William Ireland, Films—slides, page 566
- (19) Eastman Kodak Co.—Pageant 16mm sound projectors, page 525
- (20) Educational & Recreational Guides, Inc.—photoplay filmstrips and study guides, page 512
- (21) Encyclopaedia Britannica Films—educational films, pages 539-542
- (22) Family Films—Christmas films, page 553
- (23) Fiberbilt Case Co.—film shipping cases, page 514
- (24) Folkways Records—“The Many-Colored Paper,” film, page 563
- (25) Graflex, Inc.—audiovisual equipment, page 515
- (26) Grover-Jennings Productions—“The Christmas Deer,” film, page 558
- (27) Harwald Company, The—Movie-Mite 16mm sound projector, page 566

- (28) Hunter Douglas Co.—“Flexalum AV blinds, page 513
- (29) Indiana University—N.E.T. film service page 566
- (30) Keystone View Co.—Keystone Standard Overhead projector, page 520
- (31) Levolor Lorentzen Co.—Levolor AV blinds, page 519
- (32) Long FilmSlide Service—educational filmstrips, page 550
- (34) Moody Institute of Science—“Spider Engineers,” film, page 556
- (35) North American Philips Co., Inc.—Norelco Continental tape recorder, page 546
- (36) Orr Industries, Inc.—Irish Ferrosheen recording tape, page 547
- (37) Oxalid Division (general Aniline & Film Corp.)—“They See What You Mean,” book on overhead projectors, inside front cover
- (38) Peerless Film Processing Co.—film reconditioning, page 564
- (39) Philco Corp.—all-transistor TV camera, page 545
- (40) Plastic Products—LuXout light control draperies, page 559
- (41) Radio Corp. of America—RCA electronic aids, page 516-517
- (42) Radio-Mat Slide Co.—slide mats, page 550
- (43) Rapid Film Technique—film rejuvenation, page 550
- (44) Scripture Press—religious visual aids, page 552
- (45) Strong Electric Corp.—Strong Universal Arc slide projector, page 522
- (46) Teaching Film Custodians—educational films, page 567
- (47) Technical Services, Inc.—Duolite projectors, inside back cover.
- (48) Tecifax Corp.—overhead projector, page 521
- (49) Telectronic Corp.—tape recorders, page 565
- (50) Vacuumate Corp.—film protective process, page 563
- (51) Victor Animatograph Corp.—Victor-Soundview slidefilm equipment, back cover
- (52) Visual Sciences—educational filmstrips, page 550
- (53) Webster Electric Co.—Ekotape recorders, page 549

CLEVELAND PUBLIC LIBRARY  
PERIODICAL READING ROOM  
Received

NOV 27 1959

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

November, 1959



From "Rockets: How They Work"  
Encyclopaedia Britannica Films, Inc.

An Experiment In Pronunciation -- page 588

...ue Audio Reproduction -- page 592

ORDER DIVISION  
325 SUPERIOR AV.  
CLEVELAND 19, OHIO  
GNC-4329-2-60

**JUST OFF THE PRESS . . .**

# Comprehensive new book on overhead projection . . .

## “They See What You Mean”

- Advantages of overhead projection • Principles of transparency design
- Invaluable to teachers, executives, salesmen

Here, in 88 fact-packed pages, is a complete treatise on overhead projection . . . its advantages . . . and how to use it effectively. Prepared by Ozalid's Audio Visual Department experts, it contains hundreds of tips on preparing transparencies by every known method, simply and inexpensively. Reveals secrets of successful presentation techniques. Tells how to create visual ideas. Profusely illustrated. “Must reading” for anyone who is using, or intends to use, overhead projection.



Only \$3.75 at your nearest Ozalid Audio Visual dealer (listed). If he cannot supply you, write to: Ozalid, Dept. I-11, Johnson City, N.Y.

Division of General Aniline & Film Corporation

- AKRON, OHIO**  
AKRON CAMERA COMPANY, INC.  
1667 W. MARKET STREET (13)
- ALBANY, N. Y.**  
HALLENBECK & RILEY  
562 BROADWAY
- ATHENS, OHIO**  
VERE SMITH'S AUDIO-VISUAL SERVICE  
42 NO. COURT STREET
- ATLANTA, GA.**  
COLONIAL FILM & EQUIPMENT CO.  
71 WALTON STREET, N. W.
- BINGHAMTON, N. Y.**  
WILBUR VISUAL SERVICE, INC.  
28 COLLIER STREET
- BIRMINGHAM, ALA.**  
AUDIO-VISUAL FILM SERVICE, INC.  
2114 EIGHTH AVENUE, NORTH
- BOSTON, MASS.**  
SMITH'S PHOTOGRAPHIC STORE  
219 MASSACHUSETTS AVENUE (15)
- BUFFALO, N. Y.**  
PHILIP L. BURGER  
212 SUMMIT AVENUE (14)
- CHARLESTON, W. VA.**  
S. SPENCER MOORE COMPANY  
118 CAPITOL STREET
- CHARLOTTE, N. C.**  
CHRISTIAN FILM SERVICE  
1302 E. FOURTH STREET
- CHICAGO, ILL.**  
THOMAS J. HARTY  
SUITE 1618, FIELD BLDG.  
135 SOUTH LA SALLE ST. (3)
- MIDWEST VISUAL EQUIP. CO., INC.**  
3518 W. DEVON AVENUE (45)
- WATLAND, INC.**  
7724 S. CLAREMONT AVENUE (20)
- CLEVELAND, OHIO**  
HARPSTER AUDIO-VISUAL EQUIP., INC.  
139D2 EUCLID AVENUE (12)
- TONKIN VISUAL METHODS, INC.**  
3910 CARNEGIE AVENUE (15)
- COLUMBUS, OHIO**  
ARLINGTON CAMERA CENTER  
2118 TREMONT CENTER (21)
- DALLAS, TEX.**  
TEXAS EDUCATIONAL AIDS  
4006 LIVE OAK STREET (4)
- DAYTON, OHIO**  
Twyman Films  
400 WEST FIRST STREET
- DENVER, COLO.**  
DAVIS AUDIO-VISUAL COMPANY  
2023 EAST COLFAX (6)
- DES MOINES, IOWA**  
MIDWEST VISUAL EDUCATION SERVICE  
2204 INGERSOLL STREET
- DETROIT, MICH.**  
ENGLEMAN VISUAL EDUCATION SERVICE  
4754-58 WOODWARD AVENUE
- EAST ORANGE, N. J.**  
OSCAR H. HIRT  
191-193 CENTRAL AVENUE
- EAU CLAIRE, WIS.**  
CENTRAL AUDIO-VISUAL SUPPLY  
308 E. GRANT AVENUE
- FORT LAUDERDALE, FLA.**  
GORDON S. COOK COMPANY  
BOX 2306
- FORT WAYNE, IND.**  
WAYNE CAMERA & VISUAL EQUIP. CO.  
1231 E. STATE STREET (3)
- FRESNO, CAL.**  
TINGEY COMPANY  
847 DIVISADERO STREET
- HARRISBURG, PA.**  
J. P. LILLEY & SON  
938 N. THIRD STREET  
(P.O. BOX 787)
- HELENA, MONT.**  
CRESCENT MOVIE SUPPLY SERVICE  
1031 N. LOGAN STREET
- HOUSTON, TEX.**  
TEXAS EDUCATIONAL AIDS  
4614 SO. MAIN STREET
- HURON, S. D.**  
TAYLOR FILMS  
79 THIRD STREET, S. E.
- INDIANAPOLIS, IND.**  
INDIANA VISUAL AIDS COMPANY  
726 NO. ILLINOIS STREET (4)
- JACKSON, MISS.**  
JASPER EWING & SONS, INC.  
227 EAST PEARL STREET
- KALAMAZOO, MICH.**  
LOCKE FILMS, INC.  
124 W. SOUTH STREET  
NEWMAN VISUAL EDUCATION CO.  
783 W. MAIN STREET
- KNOXVILLE, TENN.**  
FRANK L. ROUSER COMPANY, INC.  
315 W. CUMBERLAND AVENUE
- LANSING, MICH.**  
VAN'S CAMERA SHOP, INC.  
1615 E. MICHIGAN AVENUE (12)
- LINCOLN, NEBR.**  
STEPHENSON SCHOOL SUPPLY CO.  
935 "O" STREET (1)
- LITTLE ROCK, ARK.**  
GENE SWEPSTON COMPANY  
P.O. BOX 3376
- LOS ANGELES, CAL.**  
RALKE CO., INC.  
849 N. HIGHLAND AVENUE (28)
- VICTORLITE INDUSTRIES, INC.**  
4117 WEST JEFFERSON BLVD. (16)

# AUDIOVISUAL

GUIDE

November, 1959 Volume 38, Number 11, Whole Number 381

## EDITORIAL

586 Humanity Halted

## ARTICLES

588 An Experiment in Pronunciation *William F. Roertgen*592 True Audio Reproduction *Yvon O. Johnson*594 Big Classes in Texas *William O. Nesbitt*597 Your Own A-V Center *Curtis F. Brown*

## DEPARTMENTS AND FEATURES

580 On The Screen

582 Have You Heard? News about People,  
Organizations, Events

584 With the Authors

600 Film Evaluations *L. C. Larson, Carolyn Guss*604 Filmstrips *Irene F. Cypher*606 Audio *Max U. Bildersee*610 A-V in the Church Field *William S. Hockman*

612 Trade Directory for the A-V Field

613 New Equipment and Materials

621 Trade News

621 Helpful Books

622 Index to Advertisers

LOUISVILLE, KY.  
HADEN FILMS, INC.  
614-616 SO. FIFTH STREET (2)

LUBBOCK, TEX.  
SOUND-PHOTO SALES COMPANY  
2107-A BROADWAY

MEMPHIS, TENN.  
IDEAL PICTURES COMPANY  
18 SOUTH THIRD STREET

MIAMI, FLA.  
IDEAL PICTURES COMPANY  
55 N. E. 13TH STREET (32)

MILWAUKEE, WIS.  
PHOTOART VISUAL SERVICE  
840 N. PLANKINTON AVENUE (3)

MINNEAPOLIS, MINN.  
MIDWEST AUDIO-VISUAL COMPANY  
10 WEST 25TH STREET (4)

NASHVILLE, TENN.  
GRAPHIC REPRODUCTIONS, INC.  
716 EIGHTH AVENUE, SO.

NEW HAVEN, CONN.  
H. B. MOTION PICTURE SERVICE  
AUDIO LANE

NEW ORLEANS, LA.  
JASPER EWING & SONS, INC.  
725 POYDRAS STREET (12)

NORFOLK, VA.  
TIDEWATER AUDIO-VISUAL CENTER  
29 SOUTHERN SHOPPING CENTER (5)

OAK PARK, ILL.  
AUSTIN CAMERA COMPANY  
6021 W. NORTH AVENUE

OKLAHOMA CITY, OKLA.  
TRIANGLE BLUE PRINT & SUPPLY CO.  
525 NORTH ROBINSON STREET

PHILADELPHIA, PA.  
OSCAR H. HIRT  
41 NORTH 11TH STREET (7)

WILLIAMS, BROWN & EARLE  
904-06 CHESTNUT STREET (7)

PHOENIX, ARIZ.  
KELTON AUDIO EQUIPMENT CO.  
808 NORTH FIRST STREET

PITTSBURGH, PA.  
APPEL VISUAL SERVICE  
927 PENN AVENUE (22)

PORTLAND, ORE.  
MOORE'S MOTION PICTURE SERVICE  
1201 S. W. MORRISON

PROVIDENCE, R. I.  
UNITED CAMERA, INC.  
9 PLEASANT STREET (6)

RICHMOND, VA.  
W. A. YODER COMPANY  
714 N. CLEVELAND STREET (21)

ROCHESTER, N. Y.  
KRAEMER WHITE, INC.  
46 ST. PAUL STREET (4)

SACRAMENTO, CAL.  
MCCURRY-SIOENER COMPANY  
2114 KAY STREET (P.O. BOX 838)

SALT LAKE CITY, UTAH  
DESERET BOOK COMPANY  
44 E. SOUTH TEMPLE STREET  
(P.O. BOX 958) (10)

SAN DIEGO, CAL.  
KNIGHT'S LIBRARY  
527 UNIVERSITY AVENUE (3)

SAN FRANCISCO, CAL.  
PHOTO AND SOUND COMPANY  
116 NATOMA STREET (5)

SEATTLE, WASH.  
AUDIO-VISUAL CENTER, INC.  
1205-07 NO. 45TH STREET (3)

SOUTH BEND, IND.  
BURKE'S MOTION PICTURE COMPANY  
434 LINCOLN WAY WEST (1)

SPOKANE, WASH.  
INLAND AUDIO-VISUAL COMPANY  
N. 2325 MONROE STREET (17)

ST. LOUIS, MO.  
W. SCHILLER COMPANY, INC.  
1101 CLARK STREET (2)

SYRACUSE, N. Y.  
RUD CLARKE COMPANY  
JAMESVILLE & RANOALL ROADS  
DEWITT (14)

TOLEDO, OHIO  
COUSING VISUAL EDUCATION SERV., INC.  
2107 ASHLAND AVENUE (2)

TUCSON, ARIZ.  
KELTON AUDIO EQUIPMENT CO.  
1103 EAST BROADWAY

TULSA, OKLA.  
TRIANGLE BLUE PRINT & SUPPLY CO.  
314 SOUTH CINCINNATI

WASHINGTON, D. C.  
OZALID  
1107 19TH STREET, N. W. (6)

WESTBURY, N. Y.  
A-V COMMUNICATIONS, INC.  
723 PROSPECT AVENUE

WICHITA, KAN.  
ROBERTS AUDIO-VISUAL SUPPLY  
1330 FAIRMOUNT (14)

YONKERS, N. Y.  
IDEAL MOTION PICTURE SERVICE  
371 ST. JOHNS AVENUE (4)

CANADA  
HUGHES-OWENS COMPANY, LTD.  
1440 MCGILL COLLEGE AVENUE  
MONTREAL 2, QUEBEC, CANADA

HAWAII  
HONOLULU PAPER COMPANY, LTD.  
ALA MOANA A. A. SOUTH STREET  
HONOLULU 1, HAWAII



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.

CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of

your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly at 817 West Market St., Louisville 2, Ky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. ADDRESS ALL MAIL (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-Class postage paid at Louisville, Kentucky.

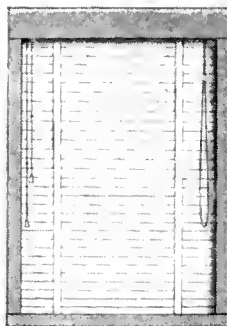
ENTIRE ISSUE COPYRIGHT 1959 BY  
THE EDUCATIONAL SCREEN, INC.

where you need it! when you need it!



There's no need for a special room assignment, no delay, when the classroom has LEVOLOR A.V. (Audio-Visual) VENETIAN BLINDS. These blinds give complete control of ambient light to suit the subject, projector and student activity.

Today, any classroom can be converted for Audio-Visual instruction inexpensively by the installation of LEVOLOR A.V. BLINDS.



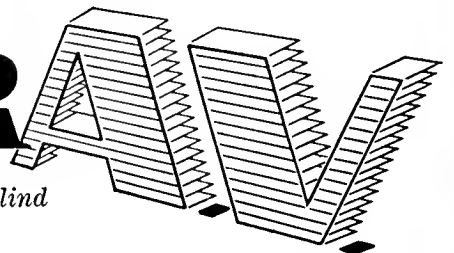
Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

HOW DARK SHOULD CLASSROOMS BE FOR AUDIO-VISUAL INSTRUCTION?

Be sure to specify

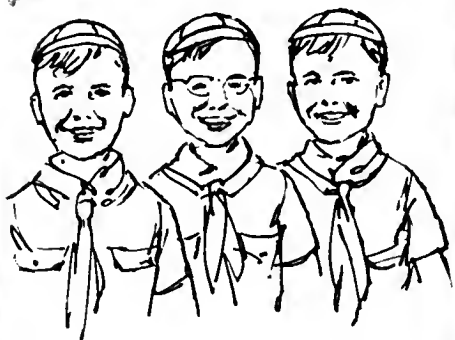
**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN

*The Scientifically Developed Audio-Visual Blind*

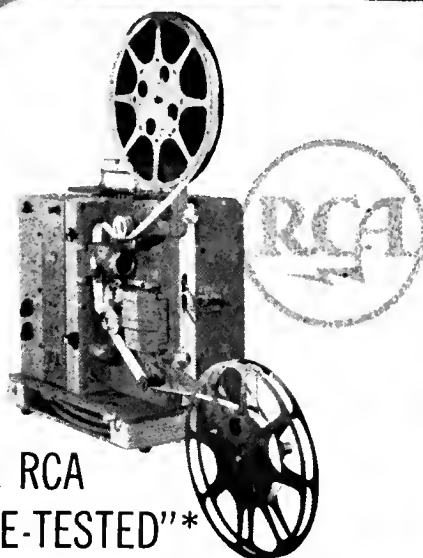


COPYRIGHT: LEVOLOR LORENTZEN, INC.

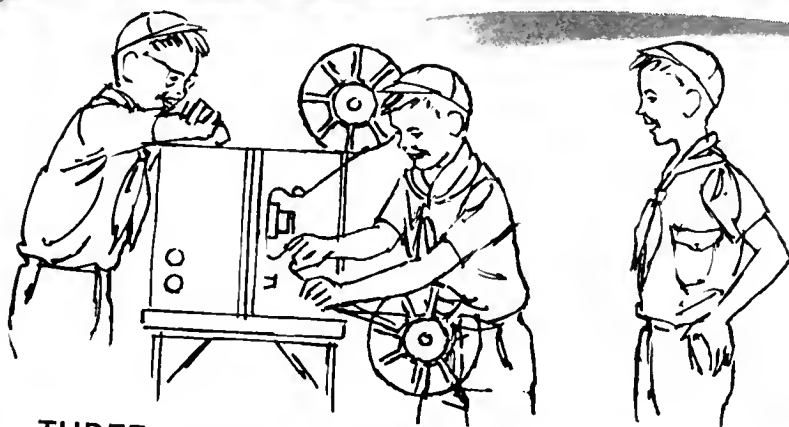




THREE CUB SCOUTS →



ONE RCA  
"LIFE-TESTED"\*  
16MM PROJECTOR . . .



THREE "PROFESSIONAL" PROJECTIONISTS!

Turn over an RCA "Life-Tested"\* 16mm Projector to amateurs of any age. Before you know it, they'll be rolling a show with the pictures and sound you'd expect from a veteran. That's the way RCA engineers planned the entire RCA "Life-Tested"\* line, which includes:

**"Life-Tested"\* 16mm Senior Projector**  
Easiest, fastest film threading in the 16mm field, operation quiet as a whisper, uses 1200-watt lamps to throw 20% more light on screen, separate loudspeaker for large areas.

**"Life-Tested"\* 16mm Junior Projector**  
Built-in lubrication, designed for 1200-watt lamps which give brightest pictures, pressure guides treat films with velvet touch, easy thread-

ing in less than 30 seconds, single compact case including loudspeaker.

**"Scholastic" Audio Aids**

New and ruggedly-engineered line with special classroom features: Record players have metal reinforced corners and speaker grilles; guarded tone arms. Push button Tape Recorder and High Fidelity Record Player are equipped with "Tri-Coustic" speaker system for high fidelity sound reproduction. At your RCA Audio-

Visual Dealer's.

See, hear, and *operate* them at your RCA Audio-Visual Dealer's . . . or have him come to your school and demonstrate. Look for his number under "Motion Picture Equipment and Supplies" in your Classified Directory.

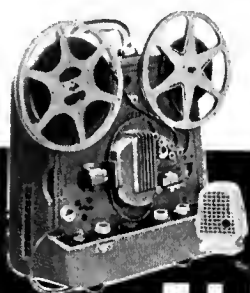
\*Rigid endurance standards have been set for RCA "LIFE-TESTED" Projectors. Individual components as well as finished projectors are subjected to continuous testing to evaluate the durability and efficiency of all operating parts. "LIFE-TESTED" at RCA means better, more reliable performance from RCA Projectors.



**RADIO CORPORATION of AMERICA**  
AUDIO-VISUAL PRODUCTS • CAMDEN 2, N.J.

Tmk (i) ©

# SIGHT PLUS SOUND PLUS THE ECONOMY OF 8mm FILM...

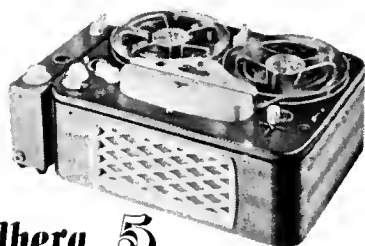


Complete with microphone, in handsome fabric-finished case, \$399.50

## with the ELITE 8mm SOUND-ON-FILM PROJECTOR

With the Elite, your students learn more, learn faster, learn more thoroughly. That's because the Elite enables you to add any pertinent sound track—voice, music, or both—to economical 8mm film. Student interest and retention are tremendously heightened; costs are kept to a minimum.

**Think of the convenience!** You can show the same film to junior grades in the morning that you show to more advanced grades in the afternoon, keying the sound track to the level of understanding of each grade. You can erase and re-make the sound track as often as you wish, with full brilliance and fidelity. And, the Elite is so rugged, so fool-proof and simple to operate that you need no specially trained personnel.



## Tandberg 5 3-SPEED, 4-TRACK STEREO RECORDER — PLAYBACK

Because of its unmatched precision of manufacture and record/playback fidelity, the Tandberg 5 is the ideal instrument for the educational field. It offers monaural and stereo recording and playback for use in the teaching of speech, music, dramatics, languages. It will record seminars and conferences up to 17 hours on a standard 7" reel.

Illustrated is the Tandberg Model 5-2. Complete with two TM-2 microphones, input and output cords, supply and take-up reels and transport luggage case, \$513.95.

A postcard will bring you full information. Address inquiries to Dept. V11

**Tandberg** of America, Inc.  
8 Third Avenue • Pelham, New York

## On the Screen

### Cover Scene

"Rockets: How They Work" takes the young student to some point in outer space to see how a rocket goes into orbit. The cover picture is taken from the production by Encyclopaedia Britannica Films, Inc., prepared in collaboration with Willy Ley, famous expert on rockets and space travel.

### The Passing Parade

10 years ago in Educational Screen:

The role of A-V in promoting better understanding was stressed—labor-management, inter-group, suburban film council. "Boundary Lines" was excitingly new. Extensive coverage of the 6th International Religious A-V Workshop at Green Lake. Paul Reed editorialized that "Principles are Principles" and that readers were reporting high interest in all phases of the medium and in all its diverse applications. The first full-page tape recorder ad appeared (Brush "Sound Mirror"), and EBF announced 11 new films, Coronet and Young America six each.

20 years ago in Educational Screen:

Two articles on handmade slides, a college field trip, adult preferences in film programs, an elementary school makes a movie. In his "Diversitorials," editor Nelson Greene bows to the popular demand that the 13-year-old monthly (theatrical) "Film Estimates" be continued. He had proposed their

demise in favor of a teacher-written mass evaluation project. RCA advertised make-your-own disc recordings; Bell & Howell offered for sound and two silent movie projectors; DeVry and Victor featured add-a-unit sound machines; Ideal Pictures offered its 20th Anniversary film catalog.

30 years ago in Educational Screen:

"Flagrant misrepresentation" of the Freeman-Wood findings on the nation-wide Eastern Teaching Films was charged by E. R. Enlow. Field trips, the Russian film, educational film production at Columbia University, demonstration of wireborne television, Fox 70-millimeter film, critical reviews of books, magazine articles and films, Knowlton report on classroom use of the Yale historical films. Acme and DeVry were advertising 35 mm portable motion picture projectors; Bell & Howell offered 16 mm.

### "Mickey" Leaves

Though leaving Educational Screen & A-V Guide to return to broader educational activities, I shall always treasure this audio-visual experience—and especially the opportunity it gave me to know many of the fine people who read and write for this magazine. My request that a successor be found was made when the August "Blue Book" was completed. The choice of Jim Cummings, an experienced editor on other trade magazines, is an excellent one and I know that all followers of EdScreen wish him well."

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. I. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet B-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California

EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMOS DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools

MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California

W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia

CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia

EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City

F. EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida

F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles

SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington

CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan

ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin

DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia

# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.



**The Vikings**—In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson in Mythology**—Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$7.00. With guide, \$7.30.

**Knights of the Round Table**—A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Richard III**—Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50.

**Alexander the Great**—Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe**—In full color, 50 frames, a clear pictorial guide to the Defae classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$3.50.

**Hansel and Gretel**—In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kine-mins of Michael Myerberg's screen version, released by RKO Radia Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth**—In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Ulysses**—In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**

10 Brainerd Road, Summit, New Jersey

# Have You Heard?

News About People, Organizations, Events

## New York Trade Show Covers Broad Field

"Sound and Vision as a Tool," the theme of the impressive trade show managed by Herbert Rosen in New York City Sept. 28-Oct. 1, was in fact applicable to a considerably broader field than just the "industrial film and audio-visual exhibition" to which it was applied. The Metropolitan New York Audio-Visual Association, regional branch of DAVI-NEA, arranged four afternoons of child-centered classroom A-V, daily demonstrations of closed-circuit TV, and a panel session chaired by Dr. Irene F. Cypher on "Improving the Quality of Teaching Through Materials."

Regional meetings were held also by the National Association of Educational Broadcasters, the National Visual Presentation Association, and the Industrial Audio-Visual Association. There were educational exhibits by the U. S. Naval Training Device Center, the U. S. Office of Education (with particular emphasis on the National Defense Education Act), the National Educational Television and Radio Center.

The more than 60 commercial exhibits from all over the country put chief emphasis on practical work-a-day applications of their equipment and materials. Victor Animatograph unveiled a new classroom 16mm sound



Mrs. Margaret Divizia, supervisor of the Audio-Visual Center of the Los Angeles school system, shows some of the materials contained in the audio-visual kits gaining popularity in schools. Mrs. Divizia appeared at a recent panel discussion on distribution held by Industry Film Producers Association. Other panel members include Dr. Martin L. Klein, at left, of television's "Adventure Tomorrow" show; William MacCallum, western manager of Modern Talking Picture Service; and Jay E. Gordon, chapter vice president of the association, who introduced the program.

projector; American Optical a revolving Pola-disc that adds "motion" to overhead transparency projection; Argus a TV camera that plugs into any light socket and connects to the antenna leads of any receiver; Da-Lite Screen a screen in a recessed housing for valance or ceiling concealment; Strong Electric its own newly designed 2x2 in. carrier for its big arc slide projector.

The noon-to-six hours (one day to 8 p.m.) encouraged attendance by many important A-V workers in the New York area.

## EFLA Re-elects Kone to Second 2-year Term

The board of directors of the Educational Film Library Association has announced the election of new officers at its October meeting in New York City. President Elliott H. Kone, Audio-Visual director of Yale University, was re-elected for a second two-year term.

Also re-elected as vice president and board member was Galon Miller, of the School City of South Bend. Frederic A. Krahn is the organization's new secretary. Newly elected EFLA board members are Iola B. Tryon of the Public Library of Middletown, Conn., and Dr. F. A. White of the University of Wisconsin. Together with administrative director Emily S. Jones, the EFLA officers will serve as the association's executive committee.

## 12th Canadian Film Awards

Judging from recent Canadian Film Awards, the twelfth annual competition will receive a record number of entries, according to Charles Topshee, chairman of the management committee of the awards. Closing date for entries is January 15. Films may be sent to 1762 Carling Avenue, Ottawa, Ontario, Canada.



Illustrated  
Califone 28-booth installation  
at Wilson Borough High School,  
Easton, Pennsylvania

## LANGUAGE LABORATORIES Go To School!

Califone's complete line of Language Laboratory components has been developed after extensive research into the requirements of Schools and Universities at all grade levels.

Recorders, playbacks, phonographs, consoles, booths, etc. — all manufactured by Califone — offer to the field of language education integrated equipment that is the most reliable, easiest to service and simplest to operate.

Contact your Califone Language Laboratory Dealer. He will help you determine your exact requirements.

Write for complete descriptive literature.

Dept. ES-4



califone CORPORATION  
1020 NORTH LA BREA AVENUE  
HOLLYWOOD 38, CALIFORNIA

# NEW HEADPHONE LISTENING CENTER



LANGUAGE STUDY

TRANSCRIPTION

PLAYER-

P.A. SYSTEM BY

# NEWCOMB

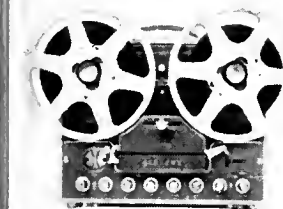
*... an economical unit of many uses*

The most versatile, most rugged equipment of its kind, the Newcomb AV-164V-LC8 is a complete combined portable transcription player and public address system. *In addition* eight pairs of pin jacks for headphones are built into the control panel for language study, library use, and group-within-a-group listening. Eight pairs of phones, brightly colored red and black to identify them as public property, are supplied in a compartmented case. Cost

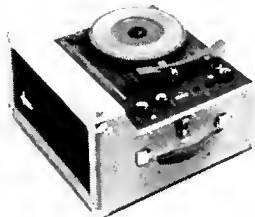
of the headphones is so low that replacement is usually less expensive than repair. A jack for microphone permits a

student to listen to his own pronunciation. There are separate volume controls for mike and phono. The transcription player features a new four speed, variable speed, American-made motor, heavy turntable, deep-ribbed rubber record mat, new plug-in ceramic pickup cartridge, and hideaway compartment for power cord. The new 12 watt Bi-Coupled® amplifier is carefully matched to a large 12" dual cone speaker for highly efficient coverage. System is transformer powered for maximum safety, best performance. Ruggedly built for years of service... Newcomb audio equipment is truly an astute investment in lasting quality. Write for free bulletin describing the AV-164V-LC8.

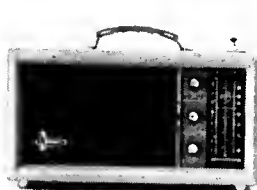
NEWCOMB AUDIO PRODUCTS COMPANY Department C-11 6824\*Lexington Avenue Hollywood 38, California



Newcomb Professional Model SM-110 Stereo Tape Recorder is cybernetically engineered for intuitive operation.



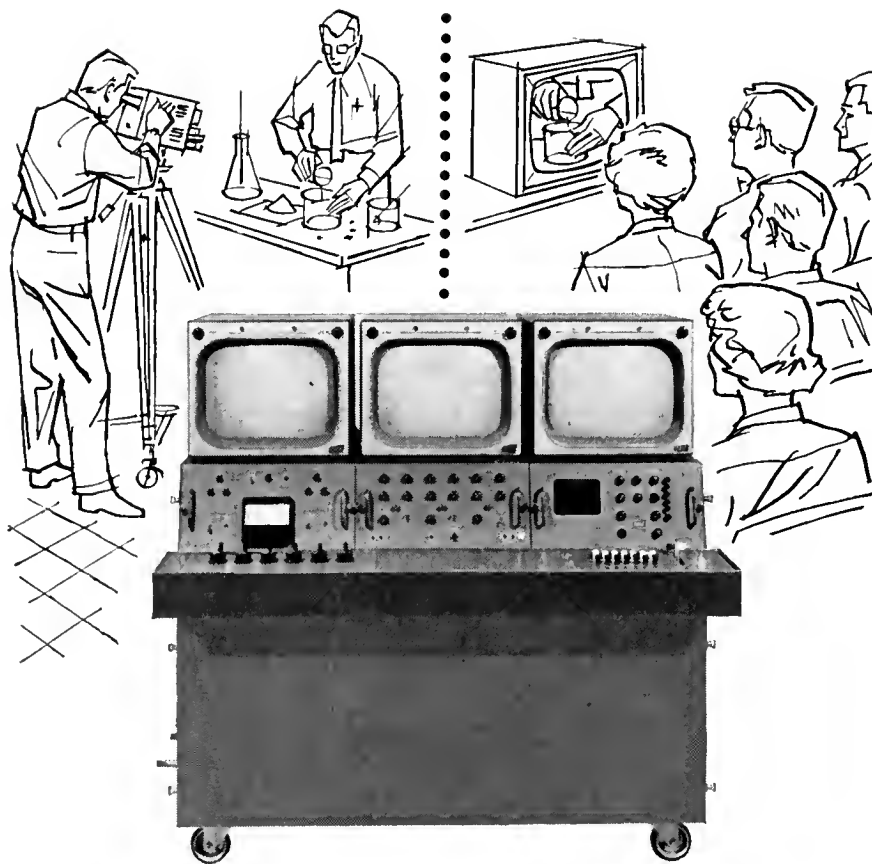
Newcomb High Fidelity Classroom Phonographs are efficient audio tools for more effective teaching.



Newcomb High Fidelity Classroom Radios, AM and FM, are built to the same high standards of rugged construction and reliable performance as Newcomb phonographs.

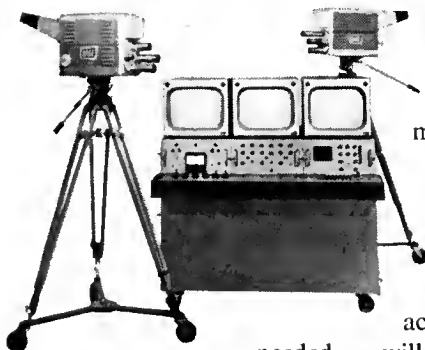


Newcomb Transcription Players are available in 20 models ranging in power from 10 to 56 watts, with 1, 2, or 4 speakers.



## DAGE MOBILE TV brings studio broadcast quality to any classroom

Broadcast quality equal to that of professional TV studios is achieved by the Dage Educational Television System (ETS-1) . . . and it is completely mobile! Moves on silent casters through classroom doorways. Included in the system is the Dage 320-B series vidicon TV camera and console control center. The versatile 700-line resolution camera is



equipped with electronic viewfinder, hood, four-lens turret and tripod. It gives excellent picture quality, even of microscopic materials. Attractive console contains video monitors, camera controls, sync generator power supply and wave form monitor. Modular construction of console makes it easy to maintain and operate . . . accommodates optional equipment as

needed . . . will broadcast on micro-wave for intra-school networks. For complete details about the Dage ETS-1 write for our free catalog, or request consultation with a Dage representative.



**DAGE TELEVISION DIVISION**  
Thompson Ramo Wooldridge Inc.

2611 West 10th Street, Michigan City, Indiana



### With the Authors

William F. Roertgen has been assistant professor in German and supervisor of the language laboratory, department of Germanic languages, at UCLA since 1952. He has done literary research in 18th century German literature; textbooks for correspondence study and traveler's German; plus articles on the language laboratory. He is 50 years old and a native of Bottrop, Germany. He has degrees from Drury College, University of Chicago and University of California.

Curtis F. Brown is a teacher and department head in Industrial Arts and also teaches photography and released time classes in A-V. He has appeared on one national DAVI program and two state programs with color slide presentations. He spent more than 1,000 hours of his free time in planning and equipping his instructional materials center.

William O. Nesbitt is supervisor of secondary education in Snyder, Texas and is director of a project designed to improve foreign language instruction in the Snyder schools. With use of the latest in audio equipment, the expanded instruction of the Spanish language in the local schools finds one teacher, for example, able to instruct a class of 42, three times the usual number found in a foreign language class.

Yvon O. Johnson has been audio visual building coordinator in the San Francisco Unified School District for several years. He has many years of experience in the electronics industry has taught at Lux Electronics' laboratory and has published in *Radio & TV News* and *Radio-Electronics*.

### MOUNTS FOR 2x2 READYMOUNT

EMDE

One-piece aluminum frame and ultra-thin micro glass for mounting transparencies in Eastman standard Readymounts.



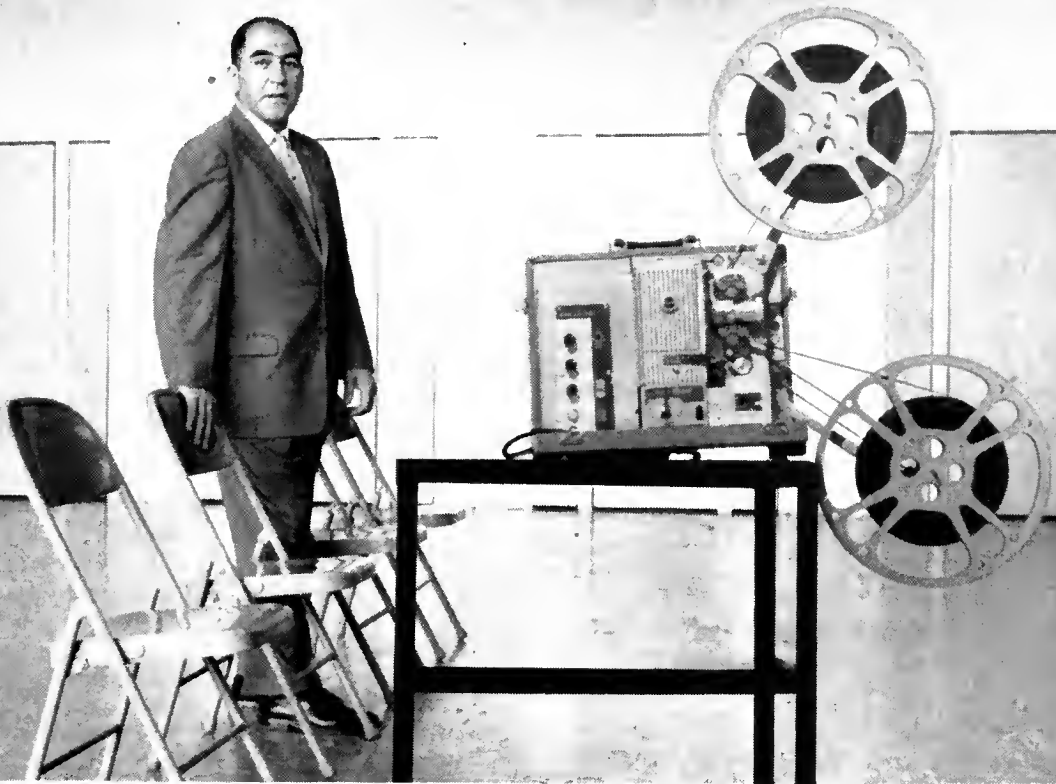
No. 20 - Box of 20 frames & 40 glass, \$2.00  
No. 202 - Box of 100 frames & 200 glass, \$8.00

Other Sizes Available - 2 1/4 x 2 1/4 -  
2 x 2 Super Slide - Airequipt Masks & Glass -  
Stereo (2) - 3 1/4 x 4 Frames, Masks, & Glass.

**EMDE PRODUCTS** 2040 Stoner Avenue  
Los Angeles 25, Calif.

**Kodak**  
TRADE MARK

At the new Orchard Hill Elementary School, Leetonia, Ohio, selected by A.A.S.A. for its exhibit of outstanding school designs, George Trombitas, Assistant Principol, soys:



**“We’re a country school with ambitious ideas involving A-V aids...  
We can’t tolerate A-V equipment that requires frequent servicing...  
Our Kodak Pageant Projectors give us no trouble at all...”**

“You don’t have to be a city school to exploit the advantages of audio-visual methods. In fact, we feel our expanding A-V program deserves some credit for our students taking two of the top 10 honor awards in the county—competing with city schools.

“But out here in the country we don’t have the quick repair service for A-V equipment that city schools have. This means we use only equipment we feel will withstand student operation without interrupting breakdowns.”

*One reason* Kodak Pageant 16mm Sound Projectors operate so dependably in city or country is that they are permanently lubricated at the factory. They never need oiling, eliminate problems of over-or-under oiling, *eliminate oil record-keeping, too.* And the Pageant Projector is easy to thread and operate... even for the inexperienced youngster.

Ask your Kodak A-V dealer for a complete Pageant demonstration. Or write for Bulletin V3-22, containing complete specifications. No obligation, of course.

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

"This act by the Ford Foundation turns a smile of withering irony on its own pretensions."

— Uncle Dudley in THE  
BOSTON DAILY GLOBE

# Humanity Halted

If you don't read the Boston newspapers, you may not yet know that one of the most significant film producing projects of our times came to an abrupt halt. Although the twelve pilot films produced by the Council have been praised in the most glowing and superlative terms by all who have seen them, and even though the sponsoring Fund for the Advancement of Education of the Ford Foundation acknowledged the productions as "superb," they withdrew their support from what was one of the most promising projects ever undertaken.

It was a sad story the Boston papers told shortly before school started. Though we've read nothing further about it since, we can't get it out of our minds. The project operated under the unlikely title of Council for a Television Course in the Humanities for Secondary Schools, Inc., but the finished pictures disclose in every frame the high standards and idealism of the Council's imaginative Executive Director, Floyd Rinker, and the thirteen distinguished and cultured members of its Board of Directors.

The twelve films represent the pilot unit, the one on the drama from "a full year course in the Humanities to replace the traditional course in 11th grade English." When the films were first used on educational television stations in St. Louis and Boston last Spring the experiment was lauded by pupils and teachers alike; plans were pushed forward eagerly and enthusiastically for finishing the series. Eighty-four additional films were on the schedule to complete the course. These would cover units on literature, fine arts, music, the dance, etc. Now what?

But first, what happened to halt this project? Obviously there were differences of opinion; obviously the sponsors changed their minds. Actually, one of the Foundation officers, an originator of the Humanities film project, was killed in a plane crash last year. Present officers have different ideas how to make a humanities film and for how much. Reports say that they think the humanities films should be like the science programs on "Continental Classroom," — one teacher talking. The Council believes we have enough teachers talking already. The Council believes that when, for instance, the film professor has a point to emphasize about Elizabethan drama, that he should be able to call upon the finest actors available to help him. That's why the Stratford Shakespearean Players of Canada are in these exceptional films. Eminent professors and professional dramatic artists collaborate to bring vivid and memorable audiovisual experience to the English classroom.

Floyd Rinker, in his "postscript" written as his dream collapsed (or was temporarily interrupted), epitomized the issue as the significance of quality: "Our survival as a nation may depend on the quality of our instruction in the sciences. Our survival and growth as individuals depends upon the excellence of our teaching in the humanities. For the moment, the Council lacks financial support for the quality of production in which it has operated and still believes. Surely the day will dawn when the men who wield the financial sceptre for every foundation which professes to support American education realize that in our schools as in our lives there are more pertinent criteria than quantity, economy, and speed."

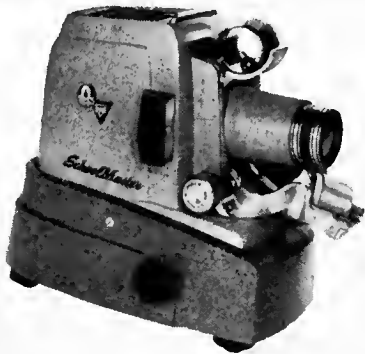
Surely those are brave words. We hope that in this great nation there are those with the means *and* the minds to respond.

*Paul C. Reed*



# PUT QUALITY *and* EFFECTIVENESS IN YOUR A-V PROGRAM — GRAFLEX — SVE EQUIPMENT

An investment in good teachers calls for an investment in good equipment for their programs. Don't handicap them—standardize on Graflex—SVE—the equipment chosen for the most effective A-V programs in the country.



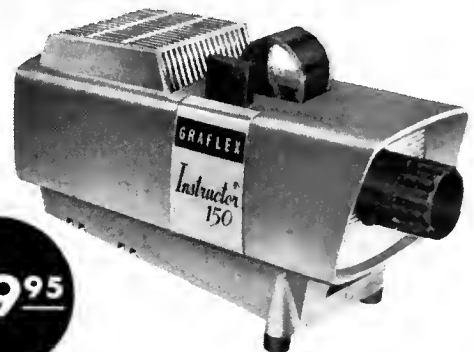
School Masters (Model 750 shown with accessory semi-automatic slide changer and rewind take-up) are priced from \$84.50.

## SCHOOL MASTER FILMSTRIP AND SLIDE PROJECTORS

Brilliant projected images make the School Master a real master of larger audiences. So uncomplicated, any pupil can project either filmstrips or 2" x 2" slides while you teach. So conveniently designed that all internal optical elements remove as a unit for cleaning. Exclusive built-in carrying handle permits easy portability. 500 watt and 750 watt manual or remote control models. Exclusive accessory rewind take-up allows filmstrips to be rewound into storage container automatically.

## NEW! INSTRUCTOR 150 FILMSTRIP PROJECTOR WITH EXCLUSIVE PUSH-BUTTON FILM ADVANCE

For smaller audiences, the Instructor 150 is the most compact and economical filmstrip projector on the market! Exclusive push-button film advance mechanism is the smallest, easiest ever devised—any pupil can operate it. Uses latest design 150-watt lamp that has a reflector built in to give high screen brilliance and assure permanent optical alignment. An exclusive lamp ejector makes lamp replacement quick and easy even though lamp is hot. Three inch f/3.5 lens focuses from 19 inches. Rear elevation adjustment centers image on screen. Lightweight, easy to carry.



**\$39.95**



"E-Z" Viewer,  
only \$14.95

## "E-Z" VIEWER

There's nothing as convenient as an "E-Z" Viewer for previewing single-frame filmstrips. It's self-contained, provides 3-times enlargement, is fitted with a folding stand to permit a 45° viewing angle, has positive sprocket advance and is easy to thread. Only 4½" wide, 2¼" high, 5¾" long.

Prices are subject to change without notice.

For additional information on the equipment shown, see your Graflex A-V dealer. Or, write Dept. "ES-119" Graflex, Inc., Rochester 3, N. Y. A subsidiary of General Precision Equipment Corporation.

**GRAFLEX**

A  
GENERAL  
PRECISION  
COMPANY



A

View toward the front of the room with baffles lowered for visual or regular classroom instruction.

**T**EACHING the pronunciation of unfamiliar sounds has been a major task in all language instruction. The most effective method, private instruction by a trained phonetician, with the use of recording and listening devices, is obviously impossible in most of our schools in view of the lack of equipment and the size of beginners classes. Unless the instructor can afford to pay the price of spending considerable time on the phonetics of the language with a great deal of individual attention to the student's personal phonetic problems, the teaching of pronunciation in class is usually limited to the concert or unison method: the instructor pronounces the foreign sounds, the class listens and imitates as a group. The teacher listens to the chorus, and the students in the front row, or those with louder than average voices are the fortunate ones who are heard individually and corrected. The result is the usual mediocre performance so familiar to all language teachers.

In the laboratory method the student listens to the foreign sounds over his earphones while seated in a semisoundproof booth, thus excluding most extraneous noises. He imitates and records the new sounds simultaneously, then replays to himself the master voice, followed by his own imitation. This practice gives the student an opportunity to compare his pronunciation of the new sounds with that of the master. Since his *recorded* voice sounds to the student the same as it does to others, which is not the case in unrecorded speech, he is expected to have a sounder basis for self-criticism and im-

provement when he repeats the sounds a second time.

Testing the laboratory method experimentally in the foreign language class is almost impossible. It would require of all participants an absolute unfamiliarity with the new sounds and it would require of at least half of the testees a thorough familiarity with language laboratory equipment and study methods. Unless the students were to be tested during their first period of language instruction, they would have heard some of the new sounds, and the test would thus not be valid. If on the other hand they were tested during the first contact hour, the lab group would as yet not have mastered the operation of the equipment and would be still unfamiliar with lab practices. Unless several hours of instruction at the beginning of the semester were to be sacrificed to the preliminaries, it would be impossible to carry out the experiment. Furthermore, the number of students participating should be large enough to furnish valid results, yet small enough to permit two voice recordings of each student in one hour *plus* the necessary time for the pronunciation practice. Many students have classes scheduled in the hour following their language instruction, which makes it imperative to limit the testing to the regular 50-minute class period.

To find a way out of this impasse, I chose a second semester German class, six sections in all, with an average lab attendance of only 15. Most of these students had used the lab for approximately 26 weeks, a few who had trans-

# Experiment in Pronunciation

by William F. Roertgen

ferred from other colleges for only 12. Thus all participants were thoroughly familiar with the lab equipment and practices. The comparatively small number in the sections made it possible to carry out the experiment in 50 minutes each. However, instead of testing with German sounds, which all the subjects had heard during their 26 weeks or more of study, the Dutch sound [ei] spelled ei or ij, was substituted. This sound is alien to English, German, French or Spanish, the languages most likely heard or studied by at least some of the students. The first voice recording proved that no subject had any knowledge of Dutch.

In order to avoid variations in the sound of the master voice, which might have resulted from fatigue over a six-hour period, hoarseness, position of the speaker in the room and other physical aspects, the practice material for the experiment was recorded on tape and a dubbing was made of the original. The practice tapes for the experimental and the control group were thus identical, except for the instructions on the critical feature of listening. While the lab method required the students to rewind, listen and compare the recording of the master tape with their own, the concert method group was instructed to listen silently to a replaying of the master voice. It would have been pointless to record and play back to this group the collective responses; furthermore, it would have violated the concert method. No description of the physiological basis of the sound was given to either group. The purpose of the experiment was merely to establish whether the self-evaluation possible in the lab method had a measurable advantage over the concert method in the learning of new sounds.

As each of the six classes appeared in the lab, they were tested at random by one method or the other. The only consideration was to keep the two groups as even in size as possible. Thus a total of 38 students were tested by the lab method, and 49 students were tested by the concert method. The tape for the latter group was played over a 15 inch high fidelity loudspeaker with the sides of the UCLA language booths in a lowered position for regular classroom in-

struction. The tape for the lab group was heard by each student over his earphones while he sat in his booth with sides raised. Thus the true conditions of the classroom and the language laboratory response were reproduced. Each student was given a mimeographed sheet containing the Dutch words:

Wij, wij; zijn, zijn; blij, blij;  
Blijf, blijf; bij, bij; mij, mij;  
Wij zijn blij; wij zijn blij;  
Blijf bij mij; blijf bij mij.

Before beginning the experiment the students received the following instructions by tape: "You will hear a number of short Dutch words containing one sound, [ei] which is alien to English. On the mimeographed sheet you will find six Dutch words containing this sound. I shall pronounce each word *twice*, then you repeat the word *once* in the pause." After the students had listened to one reading of these words over their earphones or the loudspeaker, as the respective method required, and had repeated each word once, they were asked *not* to practice but to come to the soundproof recording booth for a preliminary recording of the six words. To avoid any confusion in the sequence for the purpose of seeking a later comparison of the first and second pronunciation, each participant first identified himself by name before recording. After the preliminary recording enough vacant tape was advanced to provide for the second version before the machine was used by the next student. As the first test required approximately one half minute, or ca. five digits on the selection locator, the tape was advanced another five digits for the second pronunciation. Thus the preliminary tests all started at a decimal, the final recordings at a decimal plus five. The use of the soundproof recording booth prevented the students from hearing the pronunciation of their classmates, correct or incorrect. To prevent exchange of information an instructor supervised the group waiting outside the recording booth. No practicing was permitted.

For each group tested the method used and the initial and final readings on the selection locator were recorded on paper, but neither the method nor the transition from one group to an-



Close-up of student booth with its sides raised for listening and recording. Each booth contains one Ampro hi-fi tape recorder, one microphone, one set of earphones and a selector switch which offers a choice of five different programs.

other was identified in any manner on the tape. Thus when the results were checked two weeks after the experiment, the examiner did not know by which method a student had learned his pronunciation. His judgment therefore could not be influenced by preferences. The identification of the groups and the tabulation of the results were made only when all data had been gathered.

After the first repetition of the sound and the first recording the students returned to their seats or booths. The concert group practiced by listening to the loudspeaker and repeating in unison. The lab group put on their earphones and practiced as described at the outset of this article. Each of the six words was heard twice, then repeated once. This exercise was carried out twice. Then the first three words and the second three words were heard as a sentence, again twice, with a pause for repetition. This was repeated three times. Thereafter the students in the lab group listened to their recording while the concert group listened once again to the master pronunciation, without, however, repeating. The pauses after the master pronunciation were retained, however, so that any student could repeat silently to himself, if he so desired.

After the lab group had listened and compared, and their counterparts had listened silently, the listen-and-repeat practice was done once more, this time *without* another listen period, or listen-and-compare period. Each student then recorded his pronunciation of the sounds once more in the same sequence as before.

The preliminary recording indicated the different degrees of imitative phonetic ability of the subjects. As was expected, some were almost tongue-tied, other attempted to read the words like English syllables, sounding the final letter in *ij* like the English *j* in *journal*, still others substituted what they considered the closest Eng-

lish sounds, [ai] as in *fly* or [ei] as in *ale*. But in each group there were also some who obviously possessed good imitative ability and pronounced the sound correctly from 1 to 5 times. Of a possible total of 228 correct responses in the lab group (38x6), two standard pronunciations were heard during the preliminary recording, whereas the concert group, with a possible total of 294 points (49x6), recorded 32 accurate responses. In the latter group 14 students pronounced the sound [ei] correctly in from 1 to 5 words, in the former group only two testees in one word each. The first recording thus revealed that the chorus group in comparison to the lab group had seven times more students with apparent phonetic capacity of various degrees and 16 times more correct responses.

The next step was to determine by which method pronunciation could be taught more effectively. Knowing the number of students with *apparent* phonetic capacity in each group and the mean of their correct responses (2 and 1 for the lab group, 14 and 2.28 for the concert group), the experiment's portent was to establish the rate of improvement by comparing the final results with the preliminary tests. By subtracting the initial score of accurate responses from the final one, the percentage of improvement for each group could be ascertained.

The final score of the concert group was 49, or an improvement of 53.1%. The number of students with from 1 to 6 correct responses increased from 14 to 16, or 14.2%. This compared with 22 accurate responses for the lab group, or 1000% improvement, and an increase from 2 to 10 students, or 400%, with from 1 to 5 correct responses. The mean factor of learning for each student was 0.52 in the lab group and 0.34 in the concert sections. Five of the 14 students in the concert group had either completely or partially *unlearned* their initial correct responses compared to two in the lab group. Yet despite the obviously smaller linguistic capacity of the latter, their pronunciation revealed both in actual numbers of correct responses and percentage-wise a considerably greater gain than that of the concert group. Of the 17 additional points collected by the concert group, nine were added by those scoring in the first recording, while seven points were lost by 5 original scorers. The other 15 points were gained by six new members. In the lab group 22 points were added by 10 new scorers, but the two original scorers lost their two points. If we disregard those who scored both times, we find that in the concert group out of 39 students 6 persons learned to pronounce the Dutch sound with a total score of 15 points,

while in the lab group 10 out of a total of 38 students received a score of 22 points. Accordingly the pure mechanics of the lab method seem to be 50% more effective in teaching pronunciation than those of the concert method. The number of correct responses per learner was almost like, i.e., 2.2 for the former and 2.5 for the latter.

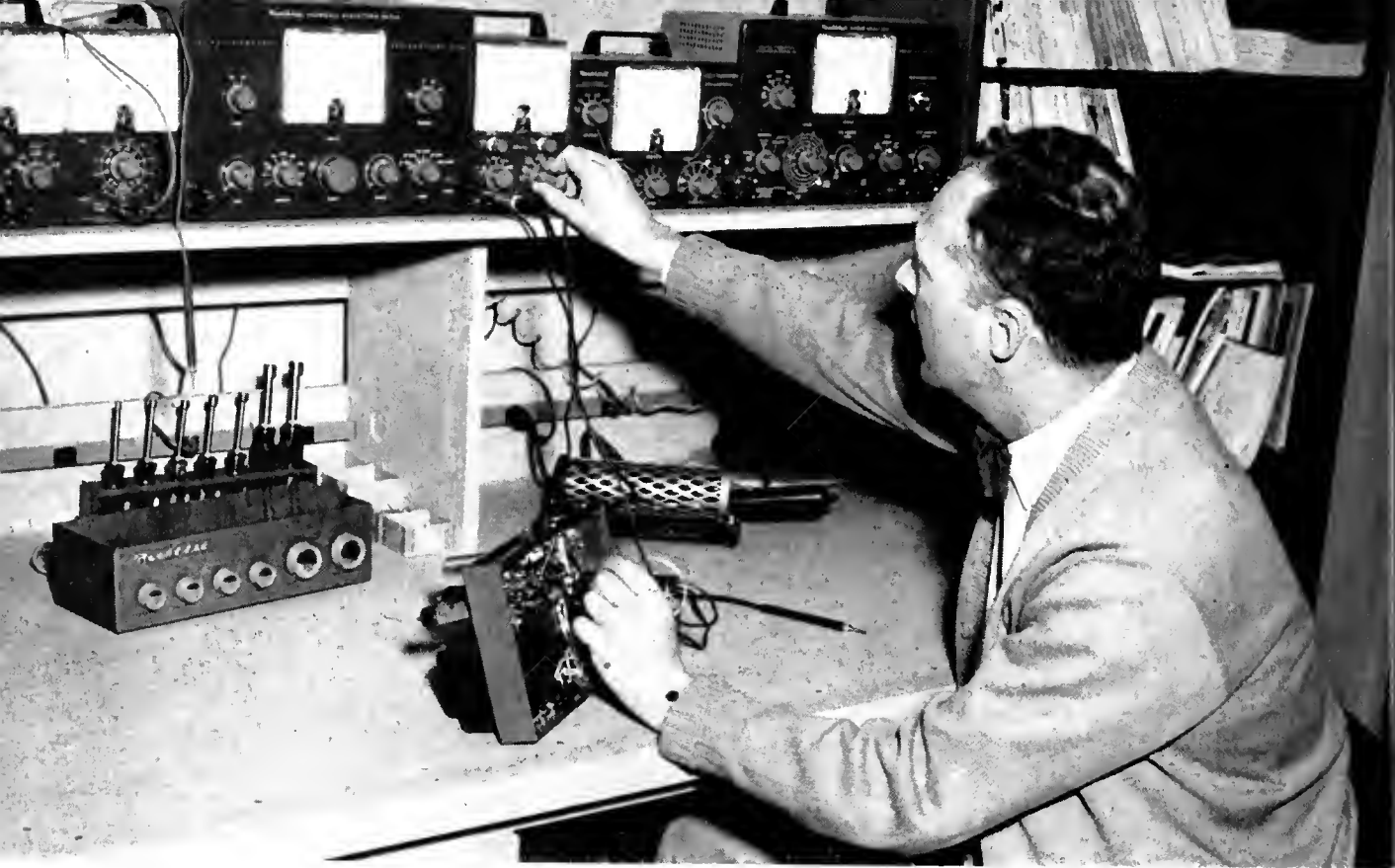
The fact that 5 of the original scorers in the concert group lost their points compared to two in the lab group points out the major drawback of the method, namely the effect of mispronunciation by the linguistically less capable on their more fortunate classmates. Two of the five original scorers had received 2 points each; they lost both. The other three lost one point a piece. One of these, however, had had an original score of 4 (1).

The percentages obtained in this experiment cannot be considered final in an appraisal of the two methods. For a final appraisal a greater number of students must be tested. But the consistently greater level of improvement by the lab method may be ascribed in part to the lack of interference from mispronunciation which is almost a natural concomitant of the concert method. Students with greater auditory perceptibility and imitative phonetic ability are obviously impeded in their learning by the pejorative effect of the majority's mispronunciation.

While the lab method is evidently superior to the concert method, the experiment also proved that a sizable group of students, in our case almost 30%, could learn new sounds, after a very limited practice, without an explanation of their physiological basis, by simple imitation. Since pronunciation is a skill, it must be practiced by imitation until the new sounds have been mastered. Can this be achieved in the classroom only? Very inefficiently. The individual is affected by his neighbor's attempts, the capable student unlearns his initially correct pronunciation, and the few who have already mastered the new sounds become bored. The classroom is definitely not the place to practice pronunciation, just as little as a general rehearsal on the concert stage will perfect the musician who fails to practice systematically in private. Practice at home? How can anyone be expected to reproduce a new sound correctly when no source for imitation is available? The music student has his instruments, the science student his slide rule, microscope, drafting board, compass, etc., and even the physical education major his equip-

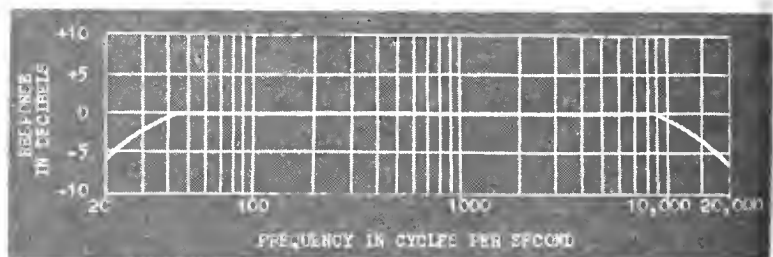
ment. Is the language student then to practice his skill without any tools? This situation was defensible only as long as no inexpensive sound recording and reproducing equipment was obtainable. Language teaching, however, has arrived at a point where students can acquire an inexpensive aid. Most students, whether at home or away from home, possess a radio. Those who live at home generally have multiple-speed record players at their disposal, some even have tape recorders. While the practice of pronunciation is most successful under supervision in a language laboratory, the second best choice is the privacy of one's room with a source of sound for imitation. The school without a language laboratory should require each beginning student to acquire at least one pronunciation record for practice purposes at home. There are at present inexpensive 45 RPM language records on the market, and it can scarcely be considered a hardship to request students to purchase one of these. Since nearly all students who live at home enjoy the use of a multiple-speed record player, the few who do not, might be expected to rent or purchase one. A 45 RPM record player, e.g., has sufficient fidelity and playing time to be very useful in language work. It is light and small enough to be transported easily. Furthermore, it is low enough in price to permit every student to own one, new or used, if he really wants to. Then in the privacy of his room, the student can learn to pronounce the new sounds without the hazards of unison interference. The teacher can then check the student's efforts in the classroom or in his office and provide correction and guidance. Thus it will be possible to put the practice of pronunciation where it belongs, into the study period at home. The advantages gained from good pronunciation will readily be translated into better reading, greater oral fluency and a sense of accomplishment by the student. If the material on the records is well chosen, their use will create the atmosphere of a living language with its beneficial effects. By auditory perception and oral practice foreign sounds and phrases will be learned, and the never-tiring mechanism will urge the student on, at the same time furnishing him a measure of his accomplishments. Thus the language student should be able to acquire a creditable pronunciation with the use of records for practice at home and the aid and supervision of his teacher in school, without the use of an elaborate language laboratory and with an avoidance of the pitfalls of the concert method.

	Experiment	Control
Number of participants	38	49
Initial correct responses	2	32
Students with apparent phonetic capacity	2	14
Final correct responses	22	49
Gain after practice	20	17
Average factor of learning	0.52	0.31
Number of new learners after practice	10	6
Number of points by new learners	22	15
Original scorers who unlearned after practice	2	5
Number of points lost by original scorers	2	7



Testing of audio equipment. Frequency response test is described below.

by Yvon O. Johnson



## True Audio Reproduction

**T**HE nationwide interest in modern foreign language laboratories places increased emphasis on the audio portion of the role of the audio-visual coordinator. New demands are made on equipment; in turn, new demands are made on the coordinator.

As an audio-visual coordinator, you must not only be an expert in the content of films and the quality of viewing equipment, but now you must

become familiar with the characteristics of audio equipment. You may be asked to recommend equipment which will meet specific needs. You may have to determine why other equipment falls short of the role it was intended to fill.

All audio equipment likely to be used in schools and churches attempts to reproduce the music or speech that constitutes the program source. The word "reproduce" can be qualified by either "faithfully" or "adequately."

Faithful reproduction can be said to occur if a blindfolded person were exposed alternately to a live source of sound and to a reproduction of the same sound and could not differentiate between them. He would be hearing the audio frequencies exactly the same in each case and without any change or distortion being introduced by the audio equipment during its performance.

As you know, the audible range of frequencies is often given as 16 cycles per second to 20,000 cycles per second. Many people do not fit these limits; their hearing, especially at the upper limit, is somewhat short or somewhat beyond.

Human speech occupies only a portion of this spectrum, however. It covers roughly 100 to 8,000 cycles per second. It is not necessary to reproduce all of the speech range for intelligibility for certain purposes. A telephone circuit can do an adequate job with a frequency range of only 300 to 3,300 cycles per second.

Also, a portable announcing system may eliminate the low speech frequencies, as these frequencies are not essential to this type of communication. The power that would have been used for the eliminated low frequencies is used for the frequencies that are transmitted. Thus the result is increased power output through the elimination of unnecessary frequencies.

Unfortunately, restriction of the frequency range is not the best course for all applications. To understand this it is necessary to recall that notes of musical instruments and sounds in speech are quite complex. Each note or sound consists not only of a fundamental frequency but also of harmonics. Harmonics, or overtones, are integral multiples of their particular fundamental frequency. The number and relative amplitude of harmonics give each musical instrument its distinctive character even though it is sounding the same note as another instrument.

Since a sound is composed of a fundamental frequency and its harmonics, equipment must be capable of reproducing the harmonics as well as the fundamental frequency if you need complete fidelity of reproduction for your purpose.

Language laboratory work makes such a demand. An adequacy sufficient only for communication in the native tongue of the listener is not enough. To teach a new language to a student by the aural-oral method it is necessary for the teacher to produce and for the student to hear the sounds of all the vowels, diphthongs, and consonants. This process automatically occurs in a live teacher-student performance without the use of electronic equipment. If electronic equipment is used, the sounds must be reproduced faithfully or the student will be given altered and untrue sounds. The student is then placed in the position of having to imitate an incorrect sound.

Sounds heard by the student should evoke the proper control of the column of air by the larynx, tongue, oral muscles, teeth, and lips. This is essentially an imitative process but it is rendered more difficult when the student cannot see the sound being produced by the teacher but must visualize it from the evidence presented to him by the audio equipment. The sound must be complete and accurate in order to aid the student in the imitation of the proper control of the air column.

These language laboratory requirements necessitate faithful reproduction of at least the speech range of 100 to 8,000 cycles per second and possibly beyond 8,000 cycles to the upper hearing limit. It will be interesting to watch developments in this field to see what standards will be set. You, as an evaluator and purchaser of audio equipment, are an important factor in helping to determine those standards.

The evaluation of audio equipment by a blindfolded person as mentioned before is unfortunately too subjective. Fortunately, there are certain objective electronic tests that can be performed on audio equipment.

One of the most important tests is that of *frequency response*: how well does the system reproduce all frequencies presented to it without undesirably accentuating some frequencies or attenuating others. Some units of an overall system may purposely boost or drop certain frequencies in order to equalize an unavoidably poor response of another unit in the system.

Frequency response is best shown graphically. If you examine a frequency-response curve (see graph) you will see that the chart has frequency plotted on the logarithmically-ruled horizontal scale; the response of the equipment is read on the arithmetically-ruled vertical scale. Frequency is expressed in cycles per second; response is in decibels.

A decibel (db.) is not a unit of absolute measurement but is a relative unit. It is used in this application to logarithmically express the ratio between the output level at any given frequency to the output level at the reference frequency.

Decibels are useful for this purpose as the human ear responds to a change in power on a logarithmic basis. The intensity level must change one or two decibels before the change is apparent to the average person.

A frequency-response curve is plotted by feeding in a signal to the system or unit under test at a reference frequency (400 or usually 1000 c.p.s.) and calling the resultant output *zero db.* on the chart. Other frequencies are fed in at the same input intensity and the resultant output levels are expressed as decibels and marked on the chart. Connecting the points with a line will result in a frequency-response curve.

A manufacturer may not display the frequency response on a graph but may state it numerically; e.g., "20 to 20,000 c.p.s." This is not of much use to you as you do not know the relative intensity throughout that range. Somewhat better is the practice of stating, say, "plus or minus two db. from 20 to 20,000 c.p.s." This last procedure is still not as revealing as a frequency-response curve.

By making a habit of studying any frequency-response curve you encounter, you will become more familiar with them and their uses.

While you will probably use frequency response as the first criterion, you must also use other measurements in evaluating audio equipment. However, unless you find that the desired frequency range is covered, you usually will not consider further.

# Big Classes in Texas

by William O. Nesbitt

*THE Snyder project is an organized, creative search for new ways of increasing the quantity of learning and the quality of teaching in the secondary school. It proposes to test the hypothesis that teaching the same students in large groups (70-100) part of the time and in small groups (12-15) and individually the remainder of the time is more economical of both money and teacher time and more productive educationally than the methods usually associated with teaching classes of 25 or 30. Use is being made of closed-circuit TV, radio, tape recorders, and overviews with teacher-made visuals.*

*Although the project deals with new approaches to teaching and learning, the subject matter involved is not experimental. Teachers of identical subjects have been scheduled to meet classes at the same periods so they can work as teams in planning and teaching. Each teacher has the usual teaching load; however provision has been made for clerical assistance, special aids, and intensive supervision. The experiment is operating within a traditional framework.*

ONE is to be cautioned against hoping to achieve comparable results in any isolated aspect of this project without supplying all the criteria that went into the making of its success. For example, it would be foolish to think that a teacher-team could produce as much professional planning and materials without the necessary clerical assistance, material aids, team planning time as provided by proper scheduling, and close supervision and encouragement. Also, it would be unusual for a group of teachers to maintain the extremely high level of morale and interest found among teachers in the Snyder project without providing for the removal of the deadening and energy-consuming non-professional activities traditionally assigned to teachers. Likewise, it is useless to hope that increased numbers of students can be assigned to a teacher without harming the instructional program unless all the factors that permit such an increase are present.

The teacher-team idea as applied in the Snyder Project involves three teams of two teachers each—general science, biology, and eighth grade English (grammar, reading, and spelling). Combined with ten hours of clerical assistance per week per teacher and with a schedule that permits assembling students in large or small classes, this idea has a number of advantages over having each teacher work in isolation:

1. Each teacher is enabled to specialize on the part of the content which he knows and teaches best. The two teachers are scheduled at the same period so that when the portion of content that one of them handles best is being treated, he can take both classes. Thus, the pupils profit from more superior teaching under this plan of specialization.

2. During a given week each teacher's daily load in terms of classroom hours is reduced by the number of times the other member of the team meets with both classes in a large group session. This occurs about twice a week, and this time added to the regular team planning time provided in the daily schedule gives the relieved member of the teacher-team opportunity to prepare more carefully for his own presentations. It would be difficult to over-emphasize the importance of this, because during a crowded week many teachers simply do not have time to prepare their daily presentations adequately even though they may have taught a number of years.

3. The regularly scheduled open time each day at the same hour for the two members of the team enables them to work together, enriching each other's ideas and combining the materials developed by both to the profit of the class. The one-to-one relationship that develops between the two teachers makes pre-planning a pleasant necessity that leads them into extra hours of productive work. Teaching can be a lonely business, but when just one other person shares your enthusiasm and purpose it becomes the thrilling business it ought to be.

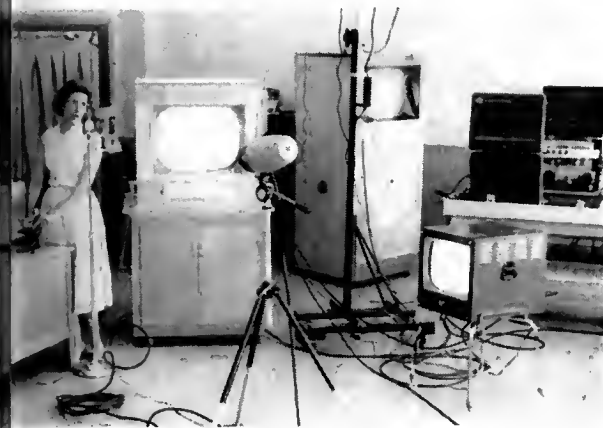
4. By providing large classes once or twice a week at the desire of the teacher-team, the plan enables all pupils to get the basic essentials, which can be given to large groups. The large group sessions are followed by small groups and individual concentration, as well as by meetings of groups of the ordinary size. This provides the teacher with the long-denied opportunity to fulfill the responsibility of meeting individual differences among students, due to a flexible and dynamic grouping of students. Teachers think in terms of "our students" rather than "my class."

5. When one young teacher is placed with an experienced teacher on the same team, he experiences unusual professional growth during the first year rather than being forced to fumble around at the outset however well he might have been trained in college. Conversely, new teachers frequently have new data and ideas welcomed by the more experienced team member. Team-teaching deserves much consideration as

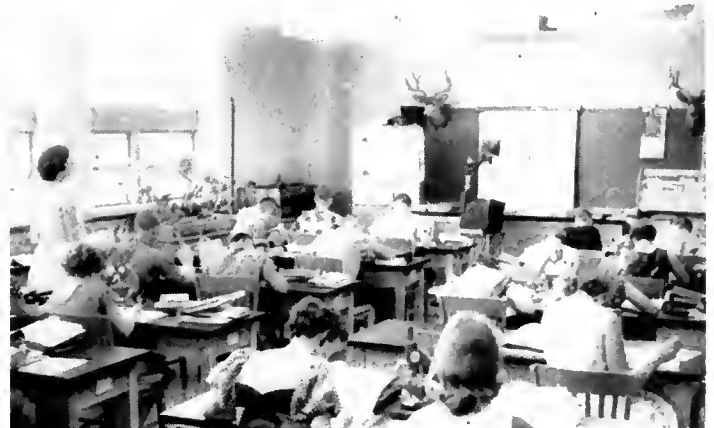




A typical large-class session in Snyder, Texas. Closed circuit TV, rear-projection equipment, a magnetic board and a large tilted viewing screen have been arranged in a panel located three feet from the front wall.



A Snyder teacher uses 10 minutes of television to show tiny details of a microscope to students in several laboratories.



After the 10 minutes of TV, the teacher then returns to one of the labs to work with students as they learn about the microscope.

a technique for in-service growth of teachers both experienced and inexperienced.

6. The morale that is generated in each team, and the professional enthusiasm that comes along with it, is considerably higher than that one ordinarily observes in the typical classroom or in talking with teachers who are not on teams.

7. Teacher-teams encourage the solution of problems due to cooperative effort.

8. It should be said that some people just do not want to work in teams with others. They have their own personal reasons for this, and those reasons should be honored.

One of the most significant features of the Snyder Project is the use of clerical and secretarial aides to relieve teachers of many sub-professional activities. These aides come from the ranks of housewives who can use a typewriter and perform the usual routine office-type work. They have proved to be very competent, and, like the teachers in the project, they have developed a high level of interest in the progress of the project.

The use of teacher aides saves tax money. A simple problem in arithmetic makes this point clear:

a. Ordinarily, a teacher meets about 125 pupils in her five classes per day.

b. With ten hours of clerical help per week, each teacher can take care of five more pupils per class, or twenty-five per day, with the same

or even less effort.

c. One clerical aide on a forty-hour week can serve four teachers, thus enabling the four teachers to take care of 100 more pupils per day.

d. The 100 additional pupils cared for by the four teachers make  $\frac{4}{5}$  of the 125 pupils met daily by teachers in the ordinary classroom. This means a saving of an amount equal to  $\frac{4}{5}$  of one teacher's salary.

e. If the average salary is \$4,500 a year, this means a saving of \$3,600.

f. Clerical aides are paid \$1,800 in Snyder, or  $\frac{1}{2}$  of the \$3,600. Thus, the remaining \$1,800 is saved by providing one full-time secretary for four teachers at 10 hours per week per teacher.

Any Board of Education interested in saving tax money should give careful consideration to providing clerical aides to all teachers who desire to use them on this basis. Since each teacher requires only ten hours of assistance per week, the supply of persons from which to choose aides is greatly increased without loss of efficiency. A great number of housewives want to work only ten hours per week, and this allows all of her time to be consumed by one teacher.

Whether or not a clerical aide is used should be the choice of the teacher. Many teachers prefer to do all the tasks that are customarily necessary rather than being relieved of the clerical work involved in many of them.

Modern communication devices coupled with

proper scheduling and assistance enable teacher-teams to teach agreed-upon material to larger than usual classes in a most effective manner. When teacher time and initial cost are considered, however, the latest audiovisual aids are more adaptable to large group instruction at this stage. This is not to say that the only thing a teacher of the usual size class needs is a blackboard and a piece of chalk. On the contrary, even though the following comments and observations deal largely with the place of television, the overhead projector, and the tape recorder in large group instruction, the implication is that the teacher of the usual size class can also make excellent use of them—and at a reasonable cost.

1. The TV camera projects small objects and microscopic materials magnified many times to any size group so that each student sees in large scale precisely what he is supposed to see, and, therefore, often understands it better than when an individual microscope is used.

2. Fundamental material is presented to large groups more vividly than it is usually presented in small groups in the ordinary classroom.

3. There is no problem of discipline in the large classes since there is a much higher degree of student interest than is generally found in classrooms.

4. Teachers conserve energy while improving instruction when modern communication devices as well as the conditions enhancing their use are present.

5. Drill becomes more intense and absorbing because the mnemonic devices are ingenious, imaginative, and effective.

6. The overhead projector allows for time-saving, effective, graphic presentation in such a way that any desired degree of contact between students and teacher can still be maintained.

7. The overhead projector enables the teacher to face the class while presenting material that has formerly been presented on the blackboard with much less effectiveness.

8. Students seem to feel the need for paying closer attention when electronic and mechanical aids are used.

9. Lesson plans have taken a new look in Snyder. Teacher-teams have turned to a pocket chart for organization and to a series of slides of their own design for the overhead projector for presenting basic materials. The chart contains thirty-six pockets separated into the four nine-week periods of the school year. Each pocket holds cards with notations about lessons planned by the teacher-team for each week. Colored slips suggest grouping arrangements, teaching techniques, instructional materials, and evaluative devices.

10. The overhead projector allows the teacher to develop a whole series of ideas in the form of slides and overlays. Thus, the basic idea is on the first slide, the second can be added by flipping on an overlay, the third by a similar process, and so on. The sequence can then be reviewed immediately.

More than 500 slides have been created and prepared in one year. Many of these show great creativity and artistry on the part of those who made them.

11. The use of color in the material projected by the over-viewer is of significant value.

12. Evaluation of learning is done efficiently and effectively with the aid of modern material of learning.

13. What has been said about the closed-circuit TV and the overhead projector applies equally well to the tape-recorder. The recorder as well as the overview machine, has been used with considerable skill in the Spanish classes in Snyder. The more proficient students use tape recordings which the teacher has developed and the less proficient receive special drill and personal attention by the teacher during the same period.

14. The statistical results in all classes that have used one or more of these instruments show in all cases that the pupils are learning as much as they formerly did, and in many cases the results show superior learning to that which formerly prevailed.

The completed statistical analysis for 1957-58 indicates that (within limits) the amount of learning as measured by standardized tests that takes place in a classroom is not affected by the number of students present. Our study dealt with groups of 20 to 90 meeting every day in the school week. After paying clerical aides this amounted to a saving of \$11,417.00 in salaries last year.

Equipment purchased for the experiment has a life of 7 to 10 years; however, if we wished to continue operating as we did last year it could be amortized over a 3 year period without showing a financial loss in any one year.

In addition, if we were interested only in saving money, we could eliminate the control groups, forget about substitute teacher salaries, involve a large percentage of teachers in the system, and effect a saving far in excess of \$11,417.00. However, this approach is too shortsighted to be recommended by Staff Utilization personnel.

The professional teacher looks at more than the cost of instruction in terms of money. We learned last year that there were some things we could do better in large groups than in small ones. There are other things which require regrouping of students.

Moreover, tentative figures in the 1958-59 experimental project indicate that if teachers were willing to accept three or four additional students in each of their classrooms they could be supplied 10 hours of clerical assistance per week at no additional cost. This, mind you, is true even with the set-up that now exists in Snyder High School.

Thus, if cost is the *only* consideration, then the pathway opened by the Snyder Staff Utilization Project is one way to operate a school system as well as it has been operated in the past and at the same time reduce instructional costs. Other techniques (such as, cutting out needed instructional supplies, adding more students to classrooms without providing the accompanying plan to guard against the loss of instructional efficiency, and simply trying to "hold the line" without proper help being provided to teachers) are bound to fail in the face of increased costs of material and people and the anticipated increase in enrollment.

# Your Own A-V Center

by Curtis F. Brown

**P**ERHAPS all A-V building coordinators appreciate the value and importance of an instructional materials center. But unfortunately many administrators have to be *shown* the value and need before they make funds available.

More and more people in key positions are becoming convinced that next in importance to adequate classroom facilities for audiovisual instruction is an instructional materials center for each individual school. It is my firm belief that any movement to establish a center in a school building must be worked upward through the line of authority from the teacher and coordinator to the superintendent and school board. And in the final push, the teachers themselves must make their needs and wishes known. The louder and more often they do this, the better.

The business of starting a center in the architect's plans of new buildings is much simpler than finding space and preparing it for use in an existing building. At the Benjamin Bosse High School in Evansville, Indiana, a school of 1,900 students and 75 teachers, the selling program started exactly three years before the center was completed. As soon as the coordinator had convinced the principal that a center was necessary and useful, the search for space began.

It was decided that a trial center should be set up in one corner of the coordinator's industrial arts classroom. By compacting benches and machines, an area approximately fifteen feet square was made available. Then started an accumulation of donated discarded school furniture and equipment. This was rebuilt and nicely refinished in the school shop. The principal and the school's business manager were very cooperative from the start as well as the superintendent. Little by little a stock of materials from speed ball pens to cameras was added. The floor in this area was painted, a preview screen hung and the windows blackened. A chain with a snap on it kept curious shop boys from meddling with equipment. Several students and teachers were instructed in the use of the dry mounting machine and in the making of posters and copy work with cameras. By much hard work, with weekends thrown in, the place was ready for the annual AV Faculty Meeting.

The author usually has charge of one faculty meeting each year to acquaint teachers with new films, projectors and the like. The school

had been fairly well supplied with this type of aid for several years.

But this faculty meeting was different. First, Altha J. Sullivan from the State Department of Public Instruction accepted an invitation to come and speak. She was well supported by Dr. Carolyn Guss from Indiana University, who told of the original work we were doing.

With these prominent speakers on the program and with a promise of refreshments and a tour of the makeshift center, it was easy to get many other visitors. The superintendent and most of his staff attended, principals and coordinators from other high schools also came.

Teachers were handed duplicated copies telling of the materials and services furnished free in this area. A fair percentage started using the facilities immediately. It was *their* cry for more space, away from the noise and dust of the woodshop that helped move things along. All the time during the entire year the principal and coordinator were searching and planning for a new room.

Near the end of the year it had been decided to build a new cafeteria large enough to accommodate the growing student body. The main dining room of the old cafeteria was divided into three classrooms—only one of which had windows and two of them with only a single exit. That left the kitchen, which was a long slim room, and that is now the Instructional Materials Center.

Physical facilities of this room, which measures 15 by 60 feet (900 square feet) include acoustical tile ceiling, fluorescent lighting, terrazzo floor, twelve electrical receptacles, an exhaust fan, a 9 by 14 foot dark room with light trap, two bulletin boards, and a 4 by 8 foot peg board.

As the workmen prepared this room, the administration became more enthusiastic and soon they were adding facilities that the coordinator did not have the nerve to include. In particular, the acoustical tile ceiling and the long bright rows of fluorescent lights, and the solid oak counter with formica top made the room one of the show places of the entire building. Much of the new furniture, including a large magazine rack and a formica-topped storage cabinet, was constructed by the author.

It has been my observation that it is easier to get good equipment in a well-kept building,

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Moving Things On Land

(Churchill-Wexler Film Productions, 801 North Seward Street, Los Angeles 38, California). Produced by Churchill-Wexler, 11 minutes, 16mm, sound, color or black and white, 1959. \$100 or \$50. Correlated with the text series, HEATH ELEMENTARY SCIENCE, by Herman and Nina Schneider.

### Description

MOVING THINGS ON LAND shows, in an amusing but informative manner, what friction is, what the world would be like without friction, and some of the techniques man has devised to help reduce friction in moving things.

The film opens with Jim and Bobby trying to move a large wooden box of comic books to Bobby's home. Friction, however, is giving them trouble. Of course, the boys wish that there was no friction; but an imaginary sequence shows what the world would be like in the absence of friction.

The factors that cause friction are shown in the next scenes. A closeup view of the pavement is pictured so that the many irregularities can be seen. The box itself is covered with irregularities — splinters, etc. Friction then is the tendency of these irregularities to prevent the two surfaces from sliding over one another. This drag or friction must be overcome before an object can be moved.

In order to reduce the area of contact, the box is provided with runners. Here and throughout the film, new ways of reducing friction are introduced by pop-on and stop-motion photography. The use of runners results in less friction, and the box is moved more easily. To further reduce drag, the surface of the pavement is covered with soap powder. With the pavement made smoother, the runners move more easily.

The boys are next furnished with rollers. These serve to further reduce the friction and the box moves with less effort. However, the rollers must be constantly picked up at the back and placed in front of the box. Several practical applications of rollers to moving things are shown. It is pointed out that this method of lessening friction is usually applicable only when short distances are involved.

Next, the boys are given wooden

wheels and wooden axles. Here the friction is even less. The greatest amount of friction now is between the axle and the wheel. When metal wheels and axles are supplied, the boys find that the amount of friction is still further reduced. The narrator points out that this is due to the fact that the metal is harder than the wood and can be made smoother. However, even between these wheels and axles there are some irregularities which cause friction. Oil is applied to fill these irregularities and the amount of friction is again decreased.

At this time the narrator indicates that perhaps the boys should be allowed to go on their way. However, he points out, there is still a better way to move things on land. This time the boys are provided with roller bearing wheels. The film explains that almost everything which must turn extremely well turns on well-oiled roller or ball bearings.

Now that the boys are using the most friction-less way of moving their box of comics, they are on their way. Bobby needs friction between his feet and the sidewalk to push the wagon to get it started, and Jim has a brake by which he can apply friction to stop it if necessary.

The film ends with Bobby's mother refusing to let the comics be brought into the house. "And after all we've done for them!" says the narrator.

### Appraisal

The teacher in the elementary and junior high school science classes will find the film very useful in explaining what causes friction and in suggesting ways that friction can be overcome or reduced. The film should also serve as a basis for tracing the growth of transportation as better methods were developed for overcoming friction. Children will find the film not only informative but very amusing, as trick photography is used in many instances to help illustrate points and to keep the film moving at a lively pace.

—Donald Nicholas

## Hawaii — The Fiftieth State

(Encyclopaedia Britannica Films, 1150 Wilmette Avenue, Wilmette,

Illinois) Produced by Encyclopaedia Britannica Films, 17 minutes, 16 mm, sound, color or black and white, 1959. Teachers' guide available. \$180 and \$90.

### Description

*Hawaii—The Fiftieth State* introduces the Islands and what they have to offer as the newest state of the Union. It traces the Islands' origin, surveys their physical geography and natural resources, introduces the people, and gives an overview of the major industries.

The film opens with a wide shot of sea and sky while the narrator explains that, "In the beginning there was only the sea . . . the vast blue of the Pacific." Suddenly the peaceful scene is disturbed by a volcanic eruption. "And then," the narration goes on, "the floor of the ocean cracked open. . . . Spurting from this deep crack for millions of years, rock piled upon rock until one day the first peak of land rose above the sea."

Thus is the birth of the Hawaiian Islands. Continuing the story of the creation of these spectacular land forms, the film shows the still active volcanoes of Hawaii and the huge silent craters of Maui. It pictures the Polynesians sailing across the sea to become the Islands' first inhabitants. A series of scenes depict these people living in their "island paradise" for seven thousand years until their discovery by Captain Cook in 1778.

In Honolulu on Oahu, the ships in the harbor and the busy airport attest to the fact that the city is the center of transportation and commerce on the whole Pacific area. A succession of short scenes shows the infinite variety of combinations of the various races living so harmoniously together in a land of magnificent vistas and near perfect climate. Though pure Polynesians or Hawaiians now account for only 17 per cent of the population, the traditions and culture of old Hawaii are preserved in the hula, the luau, the statues, and the Iolani palace.

The film points out the vital roles that sugar and pineapple play in the Hawaiian economy. On the plantations, the modern methods and machinery used in planting, cultivating, harvesting, processing, and shipping

of the products are seen. Tourism, the Islands' third largest industry, is a most rapidly expanding activity. The Marine Corps, Air Force, Army and Navy in Hawaii are an important part of the economy. The film calls attention to the importance of the armed forces as the first line of defense for America's west coast.

The film ends by showing short scenes of Waikiki, the University of Hawaii, sugar cane harvesting, sailors on gun, and the blow hole, while the narrator states, "With all its beauty, brilliant mosaic of cultures, thriving industries, and military importance, Hawaii offers much to all America as the fiftieth state of the Union."

#### Appraisal

Designed to correlate with all units of study in social studies, geography, and problems of democracy, this interesting film should have wide audience appeal for the elementary grades through the adult level. It does an admirable job of explaining the racial origins and volcanic sources of the Islands. Introduction of the people and their composite culture and the pres-

entation of the Islands' beauty spots are accomplished without the film's sounding like a travelogue. Continuity and narration remain smooth in spite of the wide variety of information presented. The evaluating committee, however, objected to the statement about Hawaii's becoming a U. S. territory at "its own request."

—*Herminia M. Barcelona*

### Principles of the Transistor

(McGraw-Hill, 330 West 42nd Street, New York 36, New York) 22 minutes, 16mm, sound, black and white, 1957. Produced by McGraw-Hill. \$120.

#### Description

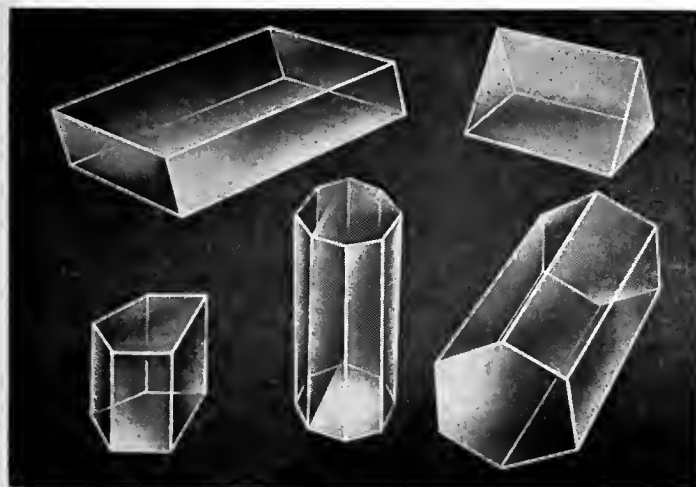
*Principles of the Transistor* uses animation and demonstration to illustrate the history, principles, and contributions of semi-conductors in modern electronic equipment. A detailed explanation is presented of semi-conductor theory and of the "p and n types" of germanium. Throughout the film the advantages of transistors over con-

ventional thermionic tubes (the film uses the English term "valves") are pointed out.

Semi-conductors are shown as first employed in crystal receiving sets which used the mineral galena and a wire "cats-whisker" to detect radio signals. At the time there was little understanding of the theory of these receivers and they were soon replaced by radios with thermionic tubes. The number of tubes required in various electronic instruments is illustrated and the range includes from only twenty in a television set to over five thousand in some computers.

Radar is credited with stimulating semi-conductor research since its high frequencies were beyond the effective range of tubes. Crystal diodes were developed for radar and further research led to the discovery in 1948 of the theory on which the transistor is based.

The film uses animation to explain how electrons move within conductors, such as copper, and contrasts this with the inability of non-conductors' electrons, in this case porcelain, to move about freely from atom to atom even



"A prism derives its name from the shape of its base."

Junior High — High School

18 minutes

Color — \$150.00 each  
B & W — \$75.00 each



## FILM PRODUCTIONS, INC.

1821 University Ave.

(Distribution Office)

St. Paul 4, Minn.

Preview Prints Available

## DISCOVERING SOLIDS

A series of three films applying mathematics principles to space perception.

- I VOLUMES OF CUBES, PRISMS, AND CYLINDERS
- II VOLUMES OF PYRAMIDS, CONES, AND SPHERES
- III SURFACE AREAS OF SOLIDS

Art, animation, and model demonstrations help develop formulas for finding volumes and areas of solids. Live footage shows the use of these formulas in practical situations.

Carefully produced under the supervision of Dr. E. H. C. Hildebrandt of Northwestern University's Department of Mathematics, these films meet the demands of the revitalized mathematics curriculum.

### MICROBIOLOGY

Source Data Information on all phenomena. Mature single-purpose films presenting the most significant microbiological phenomena disclosed in living organisms by the Nobel winning Phase-Contrast method.

Write for descriptive folders

ARTHUR T. BRICE

Phase Films Sonoma, California

NOW—at last  
available in 16mm!

Thomas J. Brandon  
presents



"The  
Red  
Balloon"

by  
Albert  
Lamorisse

The wonderful fantasy of a boy and a balloon  
in Paris.

"A wonderful  
movie"—LIFE

Academy  
Award  
Winner



For story-telling programs; art; French culture;  
general entertainment

far primary — adult use

COLOR • 34 Min. • No dialogue • Musical score  
Rental \$35; Lease \$375 for intra-mural use or  
approved local areas:

**BRANDON FILMS, INC.**

Dept. ES, 200 W. 57th St., New York 19, N. Y.

NOW!

AN IMPORTANT  
MOTION PICTURE



## RUSSIAN LIFE TODAY INSIDE THE SOVIET UNION

The modern story of people behind the  
iron curtain — how they earn their livings,  
their daily activities, recreation. Presents  
a revealing and objective study of the  
average Russian and his place in  
a communistic society.

This authoritative account was photographed  
by Fredric Christian and Russ Potter.

Bailey Films edited more than 10,000 feet  
of uncensored color film to bring you  
this rare documentary study of Russia today.  
For junior-senior high school, college  
and adult uses.

21 MINUTES. COLOR \$195,  
RENT \$10; B & W \$100, RENT \$5

Order your print today!  
Write for free catalog.



**BAILEY FILMS, INC.**

6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

when placed in an electric field.

Using demonstrations and animation, the film shows germanium to be tetravalent with a strong crystal lattice between atoms and a poor conductor of electricity at room temperature. When a piece of germanium connected in a circuit with a light bulb is heated red-hot the bulb lights. At this temperature, through animation, electrons are shown to have been loosened from their atoms by thermal energy and are free to move about in the solid. Narration points out that this is not an effective way of controlling electron flow in germanium and other semi-conductors.

If the impurity antimony with five valence electrons is added to the germanium, a single electron is left over to move freely about the solid and produces "in type" germanium since the freely moving particle carries a negative charge. When indium is added to pure germanium, only three of germanium's four bonds are used leaving a place for another electron or a "positive hole." This "hole" acts as a positive carrier and the germanium known as "p type." Animation pictures the bonding and electric current flow in both forms of germanium. A demonstration illustrates that current will flow in either direction through each type of germanium.

Next, an animated sequence pictures the neutral condition found in germanium until they are brought into contact. The migration of positive and negative carriers of electricity from one type to the opposite type of germanium leaves a positive charge in the "n type" and a negative charge on the "p type." Using this combination of "p-n types," a rectifier is produced that will pass current only when the negative electrode is connected to the "n type" side. This "p-n junction" is known as a germanium diode. Following the animation a demonstration of current rectification and close-ups of several diodes are shown.

The operation of the "p-n-p transistor" is described in animation by showing the charge on each of the segments; the predominance of positive carriers over negative carriers; the roles of the emitter, base, and collector; and the manner in which a small current's variation in the emitter-base circuit will produce variation in a large current in the base-collector circuit. This principle is demonstrated in a simple circuit employing a transistor and through close-ups which call attention to the changes in the milliamperemeters' readings. Examples of transistors used in small electronic devices and the larger power transistors are shown.

In closing, the film points to the specific advantages of transistors. Their compactness and lightness makes it possible to reduce the size of equipment. The low power supply is significant in portable radios and hearing aids. In electronic computers transistors not only make miniaturization possible but eliminate the complex cooling problems associated with use of thermionic tubes.

### Appraisal

*Principles of the Transistor* basic strength is in the excellent visualization of current conduction in semi-conductors. The animation makes the operation of "p and n types" of germanium and the "p-n junction" easy to understand. The sequence on the "p-n-p transistor" being more complex may need to be seen more than once to be well understood by the student. The previewers felt that the use of the English term "valve" instead of our term "tube" would present little difficulty to students studying electronics. Reinforcement is provided by live demonstrations that follow each animated sequence. The pacing and level of the content presupposes that viewers will be of senior high age or older and have a basic understanding of electronic principles.

—Richard Gilkey

## The Emperor's New Clothes

(A Progress Film production, designed and directed by Herbert K. Schultz. Distributed by Brandon Films, Inc., 200 West 57th Street, New York 19, N.Y.) 12 minutes, 16mm, sound, color, 1958. Color, \$135; black and white, \$55.

### Description

Using puppets as actors, the film tells the Hans Christian Andersen story of a vain emperor and Snipper, the Master Tailor.

One morning the Emperor, dressed in his latest finery, walks in the courtyard and dances to music by his courtiers, Anatole and Francois. Through the open courtyard gate, Snipper observes the Emperor and makes a number of uncomplimentary remarks about the Emperor's fine new clothes. Enraged, the Emperor withdraws to his living quarters. Snipper forces his way into the Emperor's rooms and professes to be a master weaver and tailor. He promises the Emperor a suit made of extraordinarily beautiful and special cloth. This special cloth, according

o Snipper, only can be seen by persons who are worthy and deserving of their position and station in life. The Emperor employs Snipper as his master tailor and dispatches Anatole and Francois to Snipper's shop with spools of beautifully colored thread. Snipper gives the thread to three of his friends for disposal and pretends he is threading the loom and weaving the cloth.

This pretense continues as Anatole and Francois visit the shop the next morning to check Snipper's progress. Of course, neither of them see any cloth on the loom nor thread in the shuttle, but, fearful lest their inability to see the cloth would denote their unworthiness as courtiers, they pretend with Snipper that the cloth is truly beautiful and magnificent. Throughout the weaving, cutting, fitting, and sewing, the two courtiers and Snipper continue the pretense.

When Snipper completes the tailoring, he delivers the imagined suit to the Emperor. The Emperor, too, sees no cloth or suit, but neither can he admit to seeing nothing lest he be judged unfit as an emperor. So, he pretends he sees the cloth and praises its elegance, and, for his fine workmanship, Snipper is given the Royal

Order of the Pincushion—First Class.

News of Snipper and his extraordinary cloth spreads throughout the town, so the townspeople line the street to see the Emperor and his new clothes. When the Emperor descends from the royal coach, the people applaud and praise the beauty of the new clothes because they, too, cannot admit their inability to see the cloth. Finally, a child begins to laugh and exclaims, "But he's only wearing his underwear!" The child's admission awakens the townspeople to their false pretenses and they begin laughing and shouting, "He's only wearing his underwear!" Realizing that his vanity has led to his being duped by Snipper, the Emperor quickly gets into the royal coach and draws the curtains. As the coach pulls away, Snipper and his three friends view the scene with amused smiles.

The film closes with the narrator commenting to the effect that through this experience the Emperor learned of the foolishness of vanity and arrogance.

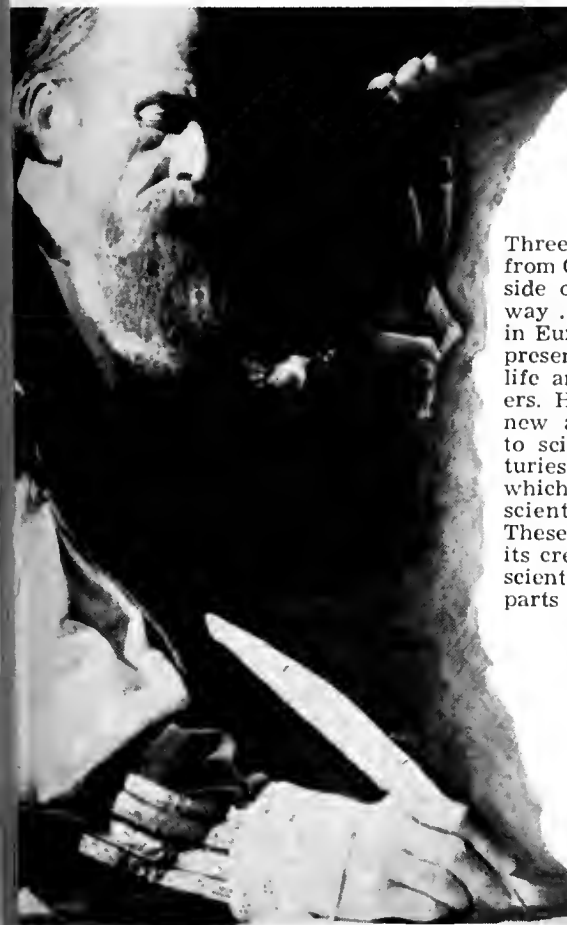
#### Appraisal

This film tells in a delightful and realistic manner the Hans Christian

Andersen tale of the Emperor and his new suit of clothes. The technique of stop-motion photography, used in making animated cartoons, gives a life-like quality to the puppets' movements. Simulated dialogue between the puppets and three-dimensional props and backgrounds also add to the realism.

Because of the realism of settings and puppets and the simplicity with which the story is told, children will be able to follow the story easily. Bits of humor throughout the film will hold their interest. Some of the more subtle incidents, such as bestowing on Snipper the Order of the Royal Pincushion—First Class, may be lost to younger children. Likewise, the full implications of the pretenses of seeing the cloth will probably not be understood by children in kindergarten and primary grades. Words, such as vanity, will need to be explained not only in context of the story but also will need to be related to other life experiences. The film will reinforce the adult viewer's awareness that fairy tales often serve a dual purpose by providing both an entertaining story and a lesson in human relationships.

— Beryl Blain



## New Coronet Films Show Great Scientists at Work

*highlights of their lives and their major contributions*

- Aristotle and the Scientific Method
- Galileo
- Isaac Newton

Three films of an entirely new kind from Coronet bring to life the human side of science. Authentic in every way . . . filmed at actual locations in Europe . . . these motion pictures present a stimulating picture of the life and work of three great thinkers. High school students will gain new appreciation of how devotion to science by men who lived centuries ago furnished the basis upon which many of today's fast-moving scientific developments are built. These pictures of the human mind at its creative apex will inspire young scientists and perhaps suggest the parts they expect to play in this

great process. Each film is 13½ minutes in length and is available either in full color or in black-and-white. Use the coupon to request your preview prints.

Do you have Coronet's catalogue of science films? . . . If not, use the coupon to order your copy. It contains descriptions of more than 250 carefully selected Coronet films to help teach science and mathematics. Each may be purchased under provisions of the National Defense Education Act. Multiple copies of this catalogue are available for distribution among those who may be planning programs under terms of the Act.

### CORONET FILMS

Dept. ES-119, Coronet Bldg., Chicago 1, Illinois

Please send \_\_\_\_\_ copies of your complete catalogue of Coronet films to help teach science and mathematics and as related to the National Defense Education Act.

Please send preview prints of the films I have checked below. I understand there will be no obligation, other than a few cents for return postage.

Aristotle and The Scientific Method     Galileo     Isaac Newton

Name \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## SCIENCE FILMSTRIPS

SINCE 1931                      SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
BIOLOGY                      ATOMIC ENERGY  
PHYSICS                      GENERAL SCIENCE  
CHEMISTRY                    MICROBIOLOGY  
BIKE SAFETY                   BUS SAFETY

NEW—Elementary Science Series in  
Brilliant Spectrocolor

### VISUAL SCIENCES

Box 599E                      Suffern, New York

New Science Filmstrips!  
Elementary

### BOY SCIENTIST SERIES

A unique set of colored filmstrips in cartoon style, using child characters to illustrate fundamental scientific principles of space and matter, with just enough humor to make them very interesting to children. Vocabulary frames are added.

BOB BUILDS A TELESCOPE  
BOB'S ROCKET  
BOB VISITS THE MOON  
BOB'S MICROSCOPE  
BOB VISITS AN ATOM

Write for descriptive literature

**Long FILMSLIDE SERVICE**  
7505 Fairmount Ave., El Cerrito 8, Calif.



### Three FILMSTRIP/RECORD combinations for teaching beginning FRENCH

- 5.1 MDX Les aventures de Leo a la ferme (34) .....\$7.95
- 5.2 MDX Cendrillon (42) .....\$7.95
- 5.3 MDX Codet Rousselle (96) .....\$10.45

Each color filmstrip with 7" 45 rpm record and manual.

New Easy-to-Stare Package

WRITE TODAY FOR FREE CATALOG LISTING OUR COMPLETE SELECTION OF FILMSTRIPS

### DON'T WAIT - - - VACUUMATE!

TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM

All give . . . at no extra cost to you  
The Famous

Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

# VACUUMATE

### FILM PROTECTIVE PROCESS

The SUPER VAP O RATE  
PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes  
ONE TREATMENT LASTS  
THE LIFE OF THE FILM  
Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process Is Available to  
You in Key Cities Throughout the U.S.  
Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

# FILMSTRIPS

by Irene F. Cypher

We have heard it said that to build a solid foundation one should make haste slowly. There is much to commend in this sage injunction, but there is also a potential danger. That danger rests in the interpretation of what is meant by "slowly." The reason we call attention to this is that we frequently wonder just how long it will be before all those who have recourse to filmstrips in the educational field actually use them for what they are — a type of instructional material that can help to bring life and reality to a learning situation. We have seen more good filmstrips murdered by a "smothering technique" which pushes them into the background and more or less stifles the real potential of the material. To paraphrase a certain currently popular television program (and with apologies) we say "To put a little fun into your classroom periods, why not try using your filmstrips with a dynamic presentation!" Filmstrips can be just as effective as motion pictures; they can bring action and motion into a lesson; they can evoke discussion — but they will never do it if you grudgingly use them as a substitute for something else; if you plow through them with as little verve as a lead weight. Think it over.

### Holiday Filmstrips

(3 single strips; Society for Visual Education 1345 Diversey Parkway, Chicago 14, Illinois)

### How We Got Our Christmas Customs

(single strip, color, with 33 1/3 rpm. record and guide; \$10 for unit). We have never had a year go by without hearing someone ask "how did we get . . . ." and then the questions come tumbling out. People of all ages want to know how we come to do certain things, why we celebrate certain customs, etc. This filmstrip will be very helpful when some pupil wants to know how we started the custom of sending Christmas cards, why we use mistletoe and holly for decorations, and how people in different parts of the world celebrate Christmas. The customs illustrated are

significant ones all around the world and there is a wealth of interesting detail. The recorded narration is good and carries us through the story. It is a strip to be recommended for use anywhere and by anyone who wants to know more about Christmas.

### Mary's Pilgrim Thanksgiving

(single strip; color; \$6). There is a unique quality to Thanksgiving that sets it apart on the calendar for all Americans, and this filmstrip has something of that "specialness" for the story. It is the story of Mary, a little Pilgrim girl, who gets lost while out gathering nuts for the harvest feast. All of the facts necessary for considering the historical meaning of Thanksgiving are included in the story, but there is an added touch of human interest that makes it seem real. Very good for social studies and language arts in the lower and middle grades.

### Barbara's Happy Christmas

(single strip, color with 33 1/3 rpm. record; \$8.50 for unit). This is not just a story about Christmas, it is the story of how one family invites a girl from a children's home to visit them for the holiday and to share in their family festivities. The story includes sequences in the children's home itself, and indicates that there too every effort is made to provide a happy holiday experience for the boys and girls who live there. It stresses the fact, however, that there are values in family life that all can share with those who do not have families of their own. The narration is natural and the story well presented. It is to be recommended both for school groups and also for church and community organizations of all ages.

### Space And The Atom

(10 strips, color; produced by Encyclopedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$60 per set, \$6 single strip). Adapted from



the Disney motion pictures dealing with man and his flight into space, these filmstrips are planned to provide answers to many questions about space, the atom, the moon and space flight. Relying on the Disney cartoon technique to stimulate interest, and with a minimum of caption, they are correlated to science units in the middle grades and high school. The two strips dealing with man and his flight around the moon are very timely and give us some very excellent ideas of what might be seen from a rocket ship. The pictorial explanations of the structure of the atom are good, and pupils will be interested in the story of how man learned to fly. This is material of interest to today's pupils and is presented in a manner likely to meet them at their own level of both study and hobby activities.

### The Boy Scientist Series

(5 strips, color; produced by Long Filmstrip Service, 7505 Fairmount Ave., El Cierrot 8, Calif.; \$23.50 per set, \$5.00 single strips). Young scientists start their experimentations early these days, and this series is planned to help 3rd, 4th and 5th graders in their activities. Bob, star scientist of the series, builds a telescope, visits the moon, investigates the construction of a rocket, learns to use a microscope and investigates the structure of atoms and molecules. Cartoon style is employed to present characters, diagrams and explanations. The language is simple and there are review questions for further study and project work. The approach to subject matter is timely and appeals to the current areas of pupil interest.

### The British Isles

(5 strips, color; produced by Jam Handy Organization, 2821 East Grand Blvd., Detroit, Mich.; \$25.95 per set; \$5.75 single strips). There are many facets to life in the British Isles and this series takes us on an "overview" of the farming and industrial sections, everyday life in London, and comparable life in Ireland. Emphasis is in all instances on the natural resources and those industries and economic factors that have contributed to making the British Isles a great world leader. Maps help us to orient ourselves geographically; the pictorial sequences introduce us to coal fields, cottage farmers, urban London and Dublin. The viewer also sees something of the historical landmarks that

represent milestones in the growth and development of Great Britain. The material is planned for middle and upper grades social studies and geography.

### Our Sky

(4 strips, color; produced by Filmstrip House, 347 Madison Ave., New York 17, N.Y.; \$20 per set, \$6 single strips). We hear so much about space today and yet so very few seem to know much about the sky which is a part of that great area we so glibly call space. Certainly a knowledge of some of the simple facts of astronomy and the heavens will help us to enjoy the sky as we look at it each evening, and it will also help us to a better understanding of modern space problems. *What We See In the Sky; Our Solar System; The Earth In Motion; Our Moon* are the separate titles, and the material includes authentic sky maps, facts about rockets and space travel, and basic principles of elementary astronomy. The filmstrips are good to use in connection with possible visits to a local planetarium and they are also good for science units.

## FOR YOUR CLASSROOM

THE EASY TO USE

SENSATIONAL NEW  
**Movie-Mite**  
*Supreme*

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
**1/3**



### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

ES

**THE HARWALD CO.**  
1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

## CHART-PAK Transparent Tapes made this projectable chart in 12 minutes 15 seconds

HOW LONG  
WOULD IT TAKE  
YOU TO  
DRAW IT?

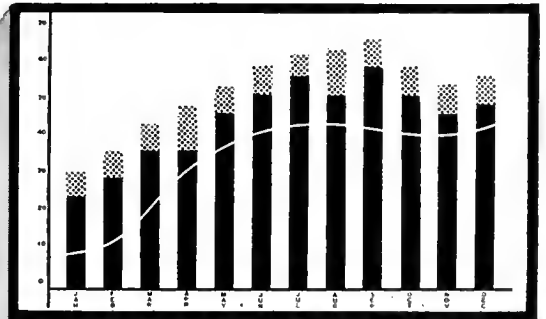
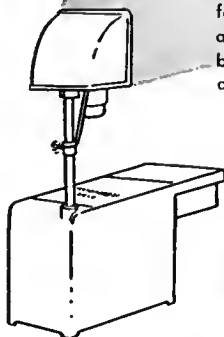


CHART-PAK printed and solid color transparent tapes are specifically designed for audio-visual presentations on overhead projectors. They're ideal for maps, charts, plant layouts, transparencies and slides, as well as for identification. Will not obscure material underneath. In red, blue, green and yellow, precision slit 1/32" to 1" wide, with pressure-sensitive adhesive backing guaranteed not to melt. Write for full details or see your Chart-Pak dealer. He's in the Yellow Pages under "Charts-Business."

**CHART-PAK saves time . . . saves money!**



**CHART-PAK, INC.**

ORIGINATOR OF THE TAPE METHOD OF DRAFTING

1211 River Road, Leeds, Mass.

# AUDIO

by Max U. Bildersee

Audiovisual personnel are faced with the altogether pleasant task of using monies. But the pleasant aspects include great responsibility to use the money wisely. If we do not make the NDEA funds with which we have been entrusted contribute markedly to educational progress we shall have failed.

Each of us, at one time or another, has said in our dreams, "If I had a million dollars. . . ." Suddenly, we do!

If we had that "million dollars" we would go to a good and reliable investment broker, who might tell us that the first phase of a sound investment program involves properties—conservative and sound investments in properties. These include savings banks accounts, government securities and "gilt edge" bonds, adequate insurance and home ownership.

So let's make the conservative investment—the properties investment—first and be sure that the schools we serve are adequately supplied with needed equipment and maintenance and full information concerning materials.

The second phase of the investment program involves income producing securities. Translated into audiovisual terms this involves the development of a sound teacher-training program relying not only upon our own individual talents but, as we are able, calling upon the specialized knowledges and talents of each individuals. Because in this area we are entering boldly into materials of the instruction aspect of the audiovisual program, this phase cannot be undertaken without the consultation, advice and guidance of other members of the professional staff. Certainly, in this day and age, we would not consider any teacher-training activity—either in-service or pre-service—adequate unless the emphasis was placed on the materials available, their utilization in instruction and the outcomes to be anticipated.

Next, our investment advisor tells us to look for "growth investments" which may not yield heavy returns immediately but which in the long run are extremely valuable. Each year we hear of people who invested a few dollars in some stock which, over the years, has yielded a spectacular return.

The growth we seek is educational. Therefore we must seek growth investments in instructional materials which will help our students develop the seeing and listening skills which enrich their lives and secure their well being. This growth investment may be in films and filmstrips, it may be in recordings, it may be in a variety of materials for a variety of purposes. We will not see an immediate return—we are in a sense gambling—but we anticipate that today's students will be better prepared for their tomorrow because of this growth service we have rendered.

Does the investment broker stop there? He does not. He also recommends that a proportion of our 'million dollars' be used as *risk capital*. In our whole history—instructional as well as economic—it has been the 'risk capital' which has meant rapid growth. In the current scene we are 'risking' many millions of dollars each year in the area of educational television. It is new, it is challenging, it has a contribution to make to education both in school and out, and we are risking capital in the form of time, money and talent to discover the services as well as the limitations of this magic medium. And we all believe that, as other audiovisual communications media found a level of contribution to education and instruction, so will TV.

## Let's Experiment

So, too, will other media. But we must experiment with them. There are new devices for teaching reading, new devices to encourage the slow learner, new devices to challenge the gifted student as well as new concepts in materials and equipment designed for classroom and for individual study.

We MUST risk capital (and at long last we have the capital to risk) to experiment boldly with these devices and machines and materials to determine in what ways their contribution may be superior—inferior or average. Indeed, we may find the instructional millennium in some new device to be introduced tomorrow or the day after. A few of us will hail the new as "miraculous" and the "answer to all our prayers." A few will damn with faint praise and a few will dis-

miss the new with a "just another gadget" approach. But most of us MUST plan to experiment to learn the truth.

As we risk, so must we report. We must report the successes—and the failures with equal candor. We must share information to progress.

As we invest our newfound wealth over the next few years (and no sound investment program is consummated in weeks) we must consider immediate needs, immediate returns, growth and the virtue of risk if we are to wisely husband and expend our money and face up to the grave responsibility we sought and achieved.

Another factor to be considered is the current swelling of the ranks of audiovisual sales personnel. There are 'old line' firms handling 'old line' equipment, and there are 'johnny-come-latelies' who are taking whatever accounts they can secure. It cannot be said that all the newer dealers are planning to take advantage of the new monies and then disappear leaving the schools with little more than vouchers marked "paid" and broken equipment. . . . nor can it be said that more experienced dealers and producers will not bend every means possible to take advantage of the situation and thereby undermine the confidence of the public in audiovisual education.

This then becomes a "buyer beware" market in which we as custodians of public funds must examine the intent and reliability of the materials producer and his product and the distributor as well. And the fact of newness or antiquity cannot be a deciding factor—responsibility and reliability must be the pivotal points.

For, if we eschew the new distributor we seriously limit the potentials of service, and if we similarly shrug off or deny the new material or information source of machine we lost the 'risk capital' values of the NDEA funds.

While 'risk' is on our minds may we point out that a new and, we believe, potentially important valuable new development in education is the surge towards the teaching of foreign languages in the elementary schools. Yet the organizations offering materials in this comparatively 'new' area are the 'tried and true' of many years standing. Four firms offering materials particularly designed for elementary school application in this area include Ottenheimer (more than fifty years old!), Encyclopaedia Britannica (certainly old enough to vote!) Houghton-Mifflin (whose textbooks we all used when we were in school ourselves!) and McGraw-Hill (a standard name

## Audio CARDALOG Record Reviews on Cards

# 576

INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —

in the publishing business for as long as we can remember!). These major organizations are putting 'risk capital' (frankly, for profit) into an experimental area of education—and we, too, should put 'risk capital' into this area (frankly, for profit) so that we may determine what new services we receive in the future.

**ENRICHMENT MATERIALS** (246 Fifth Avenue, New York 1) continues to supply recordings of interest to history and social studies instructors. The recordings, generally, are applicable in the upper elementary grades and junior high school classes in the teaching of American history.

*"The Mayflower Compact"* (EAD 3A) recounts the adventures of the Puritans through the early accidents involved in their voyage to the new world, the trials of the journey and finally the landing near Cape Cod. Through it all the importance of the individual and the individual's right of self-determination is stressed. The recording includes a dramatization of the framing, presentation and signing of the Mayflower Compact—the document which in many ways has become the keystone to democratic procedures. In the course of the recording, the document is read.

The reverse side of the recording is *"George Washington's Farewell Address"* (EAD 3B), an equally interesting and equally well-performed condensation of the address itself as well as of the times in which it was delivered. Throughout authenticity holds sway over dramatic intent, and yet the listening experience can be exciting to appropriately motivated children. The recording is, of course, essentially a reading of the document delivered by George Washington. The salient points offered by the retiring President are appropriately stressed through the narration. Included, of course, are General Washington's pleas for internal order, peace and cooperation, and his famous warning concerning foreign alliances. After presenting the recording to the class, in order to motivate discussion of current parallel problems, the teacher may well pose the question, "Do you think that President Washington would have said the same things today—knowing what we do of the speed of modern travel and modern communications?"

Four other titles have been added to the ENRICHMENT library, including *"Trappers and Traders of the Far West"* (ERL 117B) backed up by *"Alexander Hamilton and Aaron*



### A happy reel of spirited classics

... available in a special Audiotape bonus package

#### DETAILS OF THE PROGRAM

"High Spirits" includes these bright selections:

Strauss..... Frisch Ins Feld  
Strauss..... from Fledermaus Waltz  
Beethoven.... from Sympony No. 1 in C  
Tchikovskoy.. from Capriccio Italian  
Bizet..... from Carmen Suite  
Berlioz..... Rakoczy March

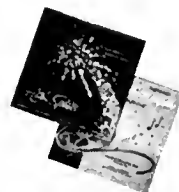
#### DETAILS OF THE OFFER

This exciting recording is available in a special bonus package at all Audiotape dealers. The package contains one 7-inch reel of Audiotape (on 1 1/2-mil acetate base) and the valuable "High Spirits" program (professionally recorded on standard Audiotape). For the entire package, you pay only the price of two boxes of Audiotape, plus \$1. And you have your choice of the half-hour two-track stereo program or the full-hour monaural or four-track stereo versions. Don't wait. See your Audiotape dealer now.

LIKE your classics bright and melodic? Do you enjoy music of the toe-tapping variety? Then "High Spirits" is just for you. This reel of sparkling classics shows you how vibrant and colorful music can be when it's recorded on Audiotape.

"High Spirits" is available RIGHT NOW from Audiotape dealers everywhere. Ask to hear a portion of the program, if you like. Then, take your choice of a half-hour of two-track stereo, a full hour of four-track stereo, or an hour of dual-track monaural sound—all at 7 1/2 ips. Don't pass up this unusual opportunity to put yourself in high spirits.

By the way, "High Spirits" makes an ideal companion to Audio's first bonus reel, "Blood-and-Thunder Classics," still available at Audiotape dealers.



# audiotape

TRADE MARK

AUDIO DEVICES, INC., 444 Madison Ave., N.Y. 22, N.Y.  
In Hollywood: 840 N. Fairfax Ave. • In Chicago: 5428 N. Milwaukee Ave.

## Audio CARDALOG Record Reviews on Cards

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name.....

Organization or School.....

Address.....

City and State.....

*Burr.* The former title deals with the Astor attempts to create a world fur empire, the rigors of both overland and water travel to the Pacific coast and the establishment of Fort Astoria. The latter story, that of the dispute and duel between Burr and Hamilton, is probably far better known to most school children. The recording relies on the Landmark book of the same title (by Anna and Russell Crouse, Random House, 1958) and follows it carefully. Through this recording students may learn of the backgrounds of the antagonists, their services in the Revolutionary War, their diverse political philosophies and finally the decision and action on Hamilton's part which so embittered Aaron Burr that, despite his high office and grave responsibilities, he challenged Hamilton to the famous duel which ended Hamilton's life.

Also released by Enrichment Materials this fall is *Commodore Perry and the Opening of Japan* (ERL 118A) which tells the story of Perry's successful endeavor to establish trade relations with the Japanese nation. This recording is accompanied by *Teddy Roosevelt and the Rough Riders* (ERL 118B). This rollicking story begins with the recruiting of men for the "Rough Riders," their training is recounted as are the difficulties of their journey to Cuba. We hear the story of the charge up San Juan Hill and finally are apprised of the return of the troop to the United States. The story is told through the eyes of the correspondent who accompanied them, Richard Harding Davis.

Of particular interest on this recording is the use of Teddy Roosevelt's voice—or an old recording of it.

In the recording, which may have great instructional values for the alert teacher who wants to challenge her class, Mr. Roosevelt begins a short statement with "The principles for which we stand . . ." and clearly summarizes his belief in the rights of the common man.

Mature high school students, college students and adults will find pleasure and satisfaction in hearing the superior recording of *The Picture of Dorian Gray* (Caedmon 277 Fifth Avenue, New York 16) which has recently been released. In this, excerpts from the novel are read by Hurd Hatfield, the actor who created the character on the screen. The constant degeneration of the physically unchanging individual mirrored as Dorian Gray sees himself through his own eyes.

This unusual recording can be used for individual listening, assigned or voluntary; for enrichment purposes for gifted students and as a strong motivation to read the Wilde novel complete. Although the reading is perforce reduced to the dimension of the recording, the moods and characters of the book are faithfully and expertly communicated.

Frederick Worlock gives us an excellent reading of selected Robert Burns poems in *POETRY OF ROBERT BURNS* (Caedmon Records, 277 Fifth Avenue, New York 17). Included in this recording are Burns' "To A Mouse," "Mary Morison," "For 'a That," "To A Louse," "Tam O'Shanter," "Sic a Wife as Willie Had," "The Banks o' Doon," "John Anderson, my Jo" and "Auld Lang Syne."

Most, or all of these poems are read in secondary school English classes—and this performance can add greatly to the pleasure of listening—and learning—about Burns.

On the "flip-side" Charles R. M. Brooks, a Glasgow schoolmaster, reads "Sir Patrick Spens," "Edward, Edward," "The Wee, Wee Man," "The Wife of Usher's Well," "The Twa Corbies," "The Lament of the Border Widow," "Get Up and Bar the Door" and other of the well-known SCOTTISH BORDER BALLADS. Each of these recordings is excellent and, although for a broad audience including home listeners and library patrons, has specific classroom applications of no mean import.

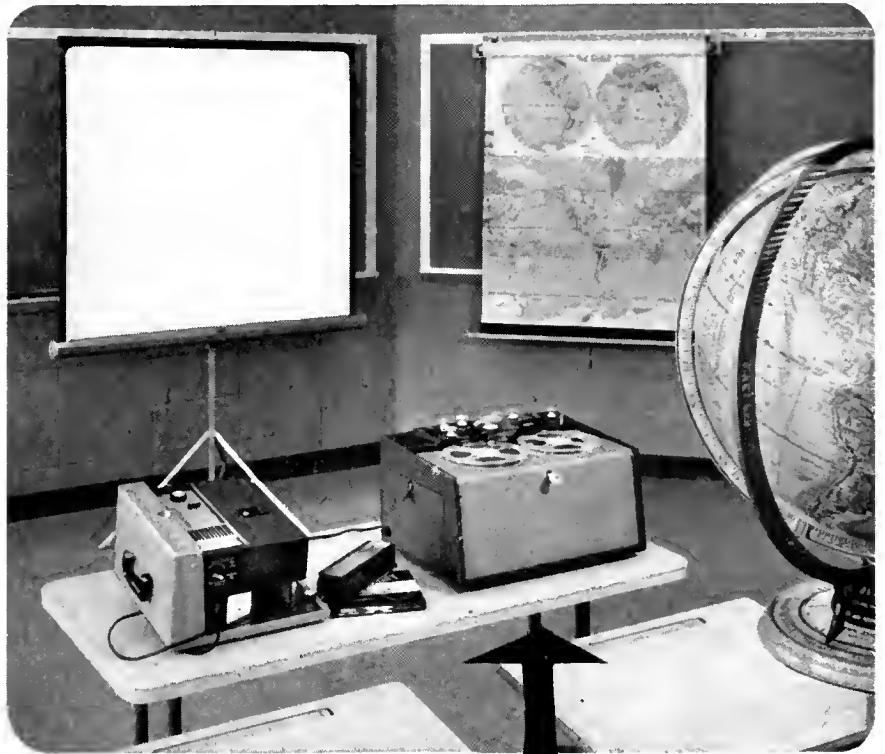
Hallmark Recordings Ltd. (81 Grenville Street, Toronto 5, Canada) offers the very interesting and useful "Folk Songs of Canada" which can be used most effectively in upper elementary and junior high school classes studying Canadian history, folklore and customs. This single twelve inch (33 1/3 rpm) recording contains nineteen recordings, some in French, including such titles as "Blood on the Saddle," "Dans Tous les Cantons," "The False Young Man," "Vive La Canadienne!" and "Brave Wolfe."

Canadian folk songs spring from the many sources which are the Canadian people. Each group has made its contribution and many are represented in the recording, including the Indians and Eskimos who inhabited Canada before the white man came, the habitants who sang their way westward and who cleared the farms of the St. Lawrence valley, the explorers (French and English) who struggled their way across the continent, the fishermen of the eastern seaboard, the pioneer settlers and sodbusters, the sailors and others who have made our neighbor to the North.

This album offers a good idea of the richness and variety of the Canadian national folk heritage. Here are the songs of soldiers and lovers, lullabies and ditties, ballads and dance tunes. Here are represented the combined French, English and American background which is Canadian culture.

Secondary school and college language teachers will be interested in *GERMAN STUDENTS' SONGS* (Folkways Records FW 8788—117 West 46th Street, New York City). These, sung by Ernst Wolff who accompanies himself on the piano, include many old favorites which students will recognize and will enjoy both hearing and singing.

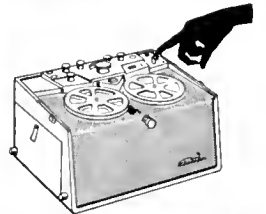
## HOW TO MAKE PROFESSIONAL AUDIO VISUAL PRESENTATIONS!



# Ekotape<sup>®</sup>

## 310 RECORDER-REPRODUCER

WITH the built-in CONTROL CENTER



Just press the Control Center button — this records an inaudible signal on the tape where a slide change is required. On playback, these signals operate the slide projector automatically. Sight and sound are always together!

Now you can make audio-visual presentations with the same sharp timing and smooth flow as those prepared by professional studios. The Ekotape 310 Recorder-Reproducer makes it exceptionally simple — you can prepare a complete program right at your desk!

This specially designed tape recorder has the exclusive Control Center that keeps your taped message and the slide (or strip) projector in constant synchronization — *automatically*. There's no "next slide, please," no "beep" or tone signals — no chance for error. From start to finish, it runs through without *any* attention! And, if you wish to modify the program, the tape portion is easily adapted to changes in slide or film sequence.

Call your Ekotape dealer for a demonstration in your classroom — or write direct for literature.

ELECTRONICS DIVISION

WEBSTER  ELECTRIC

our  RACINE · WIS

Franklin edr. R-156

NO TIME FOR SERGEANTS (Libraphone, Box 215, Long Branch, N. J.) is one of the newer straight readings which, although intended primarily for use by ill and sight handicapped people, may also be used for pleasure listening by others. This recording is similar to the special recordings made available to the blind in that it is recorded on twelve inch discs at 16.7 r.p.m. It is different in that it is also available for purchase and for general use. Mac Hyman's best-selling novel was widely acclaimed, the adaptation produced on Broadway was a "hit." This is a complete reading of the adventures and misadventures of Will Stockdale, the easy-going draftee who just wanted to get along with everybody. William Lanteau, who reads the book, portrays a simple, likable mountaineer who delights in helping others and who just wants to serve in the army if that is what he is told to do. He has no particular ambition but "live and let live," no particular drive and is completely naive in his dealings with others—soldier and civilian alike.

The reading is well done. In order to contain the reading in six sides, sometimes it seems paced too fast for the listener. Still, it is a desirable addition to many loan type collections — in secondary schools and colleges as well as in public libraries.

Finally, you will be interested in GREAT NEGRO AMERICANS, which features brief summaries of the lives and contributions to the general welfare of such outstanding negro Americans as Mary McLeod Bethune, Dr. Daniel Hill Williams, Jess Owens, Louis Armstrong, Marian Anderson, John H. Johnson, A. Philip Randolph, Robert A. Cole, Charles C. Spaulding and Dr. Ralph Bunche. These distinguished Americans are noted for their contributions to the American way of living, and these are summarized in the recording narrated by Frederick O'Neal and Hilda Sims. This excellent, inspirational material is published by World Specialties, Inc. (140 West 31st Street, New York). Although it lacks examples of the art of Louis Armstrong and Marian Anderson, as well as the voice of Ralph Bunche, all of which would lend it greater authenticity, the recording may be used effectively for the presentation of information about these particular individuals. This excellent recording, or portions of it selected by the instructor, may be effectively used in secondary school and college classes in modern history and sociology to "kick off" discussions relating to current problems.

# A-V

## In the Church Field

by William S. Hockman

### Helen vs Ethyl Alcohol

Since repeal, which was to free the country of saloons and drunks, the grand strategy of the beverage alcohol industry has been to keep the attention of citizen, doctor, lawyer, church and clergy riveted upon the alcoholic. In effecting this shift from cause to effect the liquor interests have been clever and singularly successful in face of the general American bent to consider causes before symptoms.

We have all seen the "mean-mama" thesis elaborated in books and films. Its companion is the "un-loving wife" theory of alcoholism. This is the line of argument in the film, *Understanding Heart*.

The user's guide for this film says, while it "was produced as television entertainment, its insights into alcoholism, marriage relationships, and Christianity (even!) make it extremely valuable for church groups. Realizing the film's uses, Proctor and Gamble has made prints available for church distribution."

For a service fee, which is quite reasonable, this film can be secured from the Methodist Publishing House, Nashville, Tenn., and its branches in twelve of the leading cities of the U. S.

At the end of the film, Loretta Young summarizes by saying that "understanding is a two-way street." However, in the film it is Helen, wife of alcoholic Lou Mason, who does most of the walking. She does not understand him, trust him, and love him, indeed, as she should. This being the case, things get worse in their relationships. Lou deteriorates under the hammer blows of alcohol because Helen's love can't hold him together. What a phony thesis! Alcohol, a hydrocarbon narcotic powerful enough to destroy the strongest men, disintegrate the most adhesive human relationships, and corrupt the soundest society, comes off without a scratch of blame. The powerful industry that aggressively promotes its consumption by all ages is not remotely related to the problem. Helen, the wife, is handy, so Ethyl Alcohol goes

blameless. This is Part One of the film.

Now in part two there is an upturn. The couple next door, one a former alcoholic, comes to the rescue by offering understanding and by getting Helen and Lou into Al Anon. Of course, un-loving, misunderstanding, and suspicious Helen is kept in a bad light right to the end of Act Two while her thawing husband absorbs by social osmosis not only the strength to do right but to act prematurely noble.

I am sure that we need to see this film. We need to see it but not accept its thesis. Of course something should be done to help the alcoholic. This is the job of citizen and Christian. It is also the job of responsible citizen and sincere religionist to go after the cause; to deal with the producer of victims. The alcohol-cult must be dealt with. That's central. Concentration upon effects, to the total neglect of cause, suits the liquor industry to a T, but is also fatal folly.

If this film can concentrate the attention of the church and community upon its central tasks in respect to the evil of alcohol, then I recommend it heartily. If it advances the ends and objectives of the grand strategy of the irresponsible liquor interests of the country, I most certainly do not commend it but on the other hand deplore its original production and its present distribution.—WSH

### Utilization Report

The first item to catch my attention in the AV utilization report from the Woodside Methodist Church, 8750 Georgia Ave., Silver Spring, Md., was "7 failures." Miss Esther Fox, Director of Christian Education, not only believes in recording the total number of AV usages but also in keeping track of AV failures. She even gives the reasons for these failures—2 machine failures, 1 human error, 3 changes of plans, and one time the film itself just did not arrive.

Turning to the positive, she reports that the 43 showings which came off were distributed among the media as

## FOR JOYFUL CHRISTMAS PROGRAMS USE



Christmas programs in your church will be greatly enriched with these colorful, inspirational filmstrips. The true message of Christmas is presented in many new and effective ways. Filmstrips for all ages, in beautiful color, with sound, and SO EASY TO USE.



**WHEN JESUS WAS BORN**  
(Kindergarten)  
4 filmstrips in color, with records . . . \$19.50



**WHERE JESUS WAS BORN**  
(Primary)  
**LAND OF JESUS BIRTH**  
(Junior)  
Each filmstrip in color, \$5.25  
Record, \$2.00



**STORIES ABOUT OUR CHRISTMAS CAROLS**  
**STORIES ABOUT OUR CHRISTMAS TRADITIONS**  
Each filmstrip, in color, with record . . . \$10.00



**THE CHRISTMAS RIDDLE**  
**A PONY FOR CHRISTMAS**  
Each filmstrip, in color, with record . . . \$10.00



Yes, a truly Merry Christmas season is yours with **FAMILY FILMSTRIPS.**

See your nearest Family Filmstrips dealer, or write for information.

**FAMILY FILMSTRIPS**  
5823 Santa Monica Blvd., Hollywood 38, Calif.

Please send FREE catalog of filmstrips and name of nearest dealer.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

follows: 30 filmstrips; 2 films; 2 sets of slides. These were all in classrooms. In addition to this, 7 films were used with parents' groups and one filmstrip and one set of slides were used in evening youth meetings.

Her records also show that the 43 showings were distributed as follows among the various groups of the church: Kindergarten 7; Primary 10, Junior 11; Youth 6; adult classes 2; parent groups 7. When this material is viewed from the standpoint of broad topic classifications it falls into the following: God's World, 6; Bible Content, 5; Biblical background 3; missionary information 3; questions of Christian action 5; mental health 2.

This report runs for the period of March 8 through July 5, 1959, and in this period there were two seasonal emphases, the first Easter, and the second the Vacation Church School. She reports that other uses were made of the AV equipment during this period by the Scout groups and by groups of women, but for these no record is kept.

This department would be pleased to receive utilization reports of this type from time to time and will try to find space in this department for their publication.

### Producer Becomes User

Many church people know The Rev. James K. Friedrich, and just about all the A-V people of the churches know him as the president of Cathedral Films. We doubt if many people know that he is also a teacher of children and a user of his own and other audio and visual materials. Across his whole producing career he has been close to the church and its children. A great church grew out of the children who came to see religious pictures which he showed in his backyard. The parents came to see what interested the children of the neighborhood so much, and he challenged them to start a church school and led them in the work. Out of it grew what is today a great and influential church. Thus when "Jim" talks about materials and what they are good for he is speaking out of vast experience and deserves to be heard.

With his permission, we want to share two paragraphs from a recent letter. He is one of the ministers of the All Saints Church:

"I had a wonderful experience one Sunday at All Saints in Beverly Hills with 21 little children from the first and second grades using *Little Hiawatha* from the "Tales of Jiminy Cricket" series. As you know, this series has the theme 'being The Church.' The children were fascinated

by the picture. I had no disciplinary problem, everyone being completely absorbed in the picture itself. It was the discussion which followed that amazed me. I discovered that with this tool it was possible to put some great theological truths into the minds of little children when they ought to be absorbing these ideas.

"As the little children began to retell the story they discovered that when Little Hiawatha found that the little rabbit didn't want to fight him even if he gave him a fair chance, then he didn't want to fight the little rabbit, and the community of the forest took him into their fellowship. This is the way the church works with individuals. Children can make the transfer and understand the true function of the church if it is presented in this way. Then too, those who were members of the forest family were animals of all kinds and colors. It didn't make any difference who they were. They were now all a part of a great fellowship, as was Little Hiawatha, and when he got into trouble they helped him. This again is the purpose of the fellowship. So you can see there is a great opportunity to teach the fundamental lessons of the Christian faith to little children with these wonderful A-V tools."

### Filmstrip Notes

The JIMINY CRICKET series by Cathedral Films, Inc., Burbank, Calif., is in color; has LP records; utilization guides; and the famous Walt Disney type of art. There are six titles in Series I: *The Tortoise and The Hare*; *The Brave Little Tailor*; *Little Hiawatha*; *Pluto's Fledgling*; *The Ugly*

*Duckling*; and *A Ducky Decision*. The color cartoons are enhanced by background music and Jimmy Cricket narrates each tale — which tries to tie in some aspect of the Gospel as well as entertain. Excellent technical qualities; good utilization possibilities in vacation church schools; in week-day schools, in clubs of all kinds; in camps; and in church school by those who favor this indirect and ingratiating way of presenting moral and religious truths. Set price, \$41.85.

*Extended comments are not possible in the space available, and I shall use three quality ratings: excellent, good, fair. We regret that we can't justify these evaluations.*

*Mary's Pilgrim Thanksgiving* is a 34-frame, full color art, captioned filmstrip telling of a Pilgrim girl's adventures on the first American Thanksgiving in the fall of 1621. The pictures are good; the captions fine; the whole job useful with Juniors in church and school when trying to make real the times and origin of the first Thanksgiving. The price is \$6.00; producer is SVE, 1345 Diversey Parkway, Chicago 14, Ill.

Another SVE production is *Barbara's Happy Christmas*. In 40 frames of good color photography and a nicely recorded script, this filmstrip tells how Barbara, a seven-year-old, was taken from a children's home by a family for Christmas. It will be useful with children, to show them how fortunate that they have homes; useful with adults to show them how much love means to children and how they must share it. LP record plus guide is \$8.50. Recommended.

# SYLVANIA CERAMIC BLUE TOP

PROJECTION LAMPS... for all makes . . . all types . . . in all sizes



New Sylvania Ceramic Blue Tops are available in all standard sizes for any projector . . . to fill your exact requirements for clear, brilliant projection.

**Blue Tops offer these superior qualities:**

- Brighter . . .** Ceramic Blue Tops won't scratch, chip or peel like ordinary painted tops . . . machine-made filaments assure pictures bright as life.
- Cooler . . .** Ceramic Blue Top is bonded to the glass for improved heat dissipation . . . cooler operation assures longer lamp life.
- Longer Lasting . . .** Exclusive Sylvania shock-absorber construction protects filaments from vibration damage.

Use a Sylvania Ceramic Blue Top in your projector . . . your slides and movies deserve the best!



**SYLVANIA**  
Subsidiary of  
GENERAL TELEPHONE & ELECTRONICS



SYLVANIA LIGHTING PRODUCTS  
Division of Sylvania Electric Products Inc.  
1740 Broadway, New York 19, N. Y.

*world leader in photographic lighting*

# TRADE DIRECTORY FOR THE AUDIO-VISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

## FILMS

**Association Films, Inc.** (PD)

**Headquarters:**  
347 Madison Ave., N. Y. 17, N. Y.  
**Regional Libraries:**  
Broad at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Bailey Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.

**Broy Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Ideal Pictures, Inc.** (D)  
**Home Office:**  
58 E. South Water St., Chicago 1, Ill.  
**Branch Exchanges:**  
1840 Alcatraz Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 — 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
52 Auburn Ave., N.E. Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
2204 Ingersoll, Des Moines 12, Ia.  
614 — 616 So. 5th St., Louisville 2, Ky.  
1303 Prytanion Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
40 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
1915 Chicago Ave., Minneapolis 4, Minn.  
1402 Locust St., Kansas City 6, Mo.  
3743 Grovois, St. Louis 16, Mo.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio  
West Penn Bldg., Suite No. 204, 14 Wood St. Pittsburgh 22, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 So. Third St., Memphis 3, Tenn.  
1205 Commerce St., Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Beretonia St., Honolulu, T.H.

**International Film Bureau** (PD)  
57 E. Jackson Blvd., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryon St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Bayshore Dr., Miami, Fla.

For information about Trade Directory advertising rates, write EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Curriculum Materials Corporation** (PD)  
**Headquarters Office**

119 S. Roach St., Jackson, Miss.  
**Regional Offices**  
1319 Vine St., Philadelphia, Pa.  
10031 Commerce Ave., Tujunga, Calif.  
14-20 Glenwood Ave., Raleigh, N. C.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversy Parkway, Chicago 13

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**DuKane Corporation** (M)  
St. Charles, Illinois

**Graflex, Inc.** (M)  
(SVE Equipment)  
Rochester 3, New York

**Viewlex, Incorporated** (M)  
35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 (FS) Haddon Rd., Woodmere, L.I., N.Y.  
All sizes—immediate delivery

## GLOBES — Geographical

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byron, Inc.**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

**Geo. W. Colburn, Inc.**  
164 N. Wacker Drive, Chicago 6, Ill.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Graflex, Inc.** (M)  
(Ampro Equipment)  
Rochester 3, N. Y.

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**Victor Division, Kalart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co.** (MD)  
315 W. 43rd St., New York 36, N. Y.

**Florman & Babb** (MD)  
68 W. 45th St., New York 36, N. Y.

**S.O.S. Cinema Supply Corp.** (MD)  
602 W 52nd St., New York 19, N. Y.  
6331 Hollywood Blvd., Hollywood 28, Cal.

## RECORDS

**Children's Music Center**  
2858 W. Pico Blvd., Los Angeles 6, Calif.  
(send for free catalogs)

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Music Education Record Corp.** (P)  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra)

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

**Graflex, Inc.** (M)  
Rochester 3, N. Y.

## SCREENS

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Morton Grove, Ill.

## SLIDES

Key: Kodachrome 2 x 2. 3/4 x 4 1/4 or larger

**Keystone View Co.** (PD-4)  
Meadville, Pa.

**Meston's Travels, Inc.** (PD-2)  
3801 North Piedras, El Paso, Texas

**Walt Sterling Color Slides** (PD-2)  
224 (ES) Haddon Rd., Woodmere, L.I., N. Y.  
4,000 slides of teacher world travels

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## Local AV Dealers

### Illinois

AMERICAN FILM REGISTRY  
1018 S. WABASH AVE.  
Chicago 5, Ill.

### New Jersey

L. KALTMAN & SON, INC.  
287 Washington Street, Newark,  
N. J.

### Ohio

M. H. MARTIN COMPANY  
1118 Lincoln Way E., Massillon,  
Ohio



# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to **Directory of Listed Sources**, page 622. For more information about any of the equipment announced here, use the enclosed reader service postcard.

## NEW EQUIPMENT

### CAMERAS: Movie, TV

**Electric eye, zoom lens, 8mm, motion picture camera** is battery driven, has through-the-lens viewing/focusing. \$199.50; carrying case and handgrip \$14.95. **KONICA**.

For more information circle No. 101 on return postal card.

### CAMERA ACCESSORIES

**Startech Closeup Camera** (additional data). Adaptation of the Kodak Starflash for closeup work offers 2 apertures: "red" f/64 with matching 7-plus diopter "red" portrait lens taking half lifesize at 4"; "green" f/27 with 3 plus lens taking approximately 1/6th lifesize at 12". Used in combination experimentally a 1.1 image was obtained at 2". **KODAK**.

For more information circle No. 102 on return postal card.

### PROJECTORS: Still

**Automatic 2x2 Slide Projector** features (12 ft.) remote-control automatic advance, reject or hold; 5 to 60 second intervals; changeable white showing; 500-watt proximity-reflector lamp; 45-slide trays; Model "990" with remote controlled automatic timer \$94.50; without timer \$64.50; accessory carrying case holds timer and 3 trays \$14.95. **REALIST**

For more information circle No. 103 on return postal card.

**"Projectolab", overhead and micro-projector**, a teacher-designed, limited field and power. Complete with 80mm f/3.5 and 28mm f/1.2 lenses, (the latter for microslide projection) \$39.50. Carrying case and a variety of plastic cells, slide, etc. available. **EDMUND**.

For more information circle No. 104 on return postal card.

### SOUND EQUIPMENT & ACCESSORIES

**Ampex amplifier-speaker systems**. Model 303, reportedly identical to that in the Ampex Signature Consoles costing \$2600, provides a 30 watt amplifier (60 watts peak) and 3", 8" and 15" speakers requiring a 7 cu. ft. enclosure space, \$285.50. Model 302, 15 watt (30 peak) amplifier, 3" and 12" speakers requiring 2 cu. ft. enclosure, \$174.50. **AMPEX**.

For more information circle No. 105 on return postal card.

**Classroom TV Receivers** described in last month's issue are priced: 24" 219; 21" \$189; mobile school stand \$29. 30-day free trial offer, all expense paid. It is claimed 2,000 schools use these units. **TRANSVISION**.

For more information circle No. 106 on return postal card.

**Dual 30-watt Stereo Amplifier**, two amplifiers on one compact chassis, with power supply and metered adjustments common to both for economy and elimination of tube matching. **MARANTZ**.

For more information circle No. 107 on return postal card.

**28-watt stereo amplifier** features an input paralleling switch for instant change from stereo to monophonic operation; single-knob balance, stereo reverse and rumble filter. Five inputs per channel; two tape recorder outputs permit off-the-air stereo recording. Model KN728 \$82.50. **ALLIED**.

For more information circle No. 108 on return postal card.

**10-Channel Language Lab**—Transis-

torized amplifier (3"x8" flush mounted) and control console reportedly permits selection from among up to 10 sources, and two-way direct teacher-pupil individual contact. **RCA**.

For more information circle No. 109 on return postal card.

**Two Stereo Amplifiers**. Model G-7700 series, 56 watts (28 per channel) \$189.95; Model G-7600 series, 40 watts (20 per channel) \$139.50. Feature dual concentric bass and treble controls, compensating for speaker differences acoustic conditions; a contour control for greater bass response at lower loudness levels, rumble filter. The 7700 series also has scratch filter speaker phasing switch. **GE-RAD**.

For more information circle No. 110 on return postal card.

**"Wide Screen" TV Receiver** Designed with tamper-proof controls especially for classroom use in either broadcast or closed circuit reception. "The Scholar" a special classroom model. **HOFFMAN**.

For more information circle No. 111 on return postal card.

FOR BETTER PRESENTATIONS  
**OPTIVOX**  
LIGHTWEIGHT PORTABLE EASEL

The newest thing for visual aid is this lightweight, portable **Optivox** easel. 29" x 39½" steel board finished in "rite-on" green, adaptable for chalk, charts, or magnets. Aluminum legs fold to convert from 70" floor easel to table model. Net weight, 17 lbs. Comes with eraser, crayons, chalk, pointer, and removable chalk tray. **Only \$44.95** Carrying case and lamp fixture are extra equipment.



**PIXMOBILE**  
PROJECTION TABLE

Save time... save storage space. Prepare your visual presentation in advance on the portable **Pixmobile**, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. **42" table only \$32.95.**



**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS

# Songs of Nova Scotia

A film for all audiences, with special interest for folk music groups, students of music, folk schools, social study courses.

16 mm Sd Black & White. Running Time: 11 Min.  
Rental: \$3.00 Sale: \$50.00

SEND FOR OUR LATEST CATALOG OF  
OUTSTANDING EDUCATIONAL FILMS.

## CONTEMPORARY FILMS, INC.

Dept. ES, 267 W. 25th St., N. Y. 1, N. Y.  
ORegon 5-7220

Midwest Office: 614 Davis St., Evanston, Ill.  
DAvis 8-2411

## MISCELLANEOUS EQUIP.

**Aluminum Coated Dim-out Curtains.** Flame resistant drapery material, reportedly designed especially for schoolroom light-control, features aluminum surfacing toward outside to deflect 50% of solar heat when completed closed, without completely darkening the interior. Four solid pastel colors—beige, turquoise, blue and yellow. Washable. "Ivora" vinyl darkening drapery is obtainable from local drapery fabricators. DUPONT.

For more information circle  
No. 112 on return postal card.

**Chalkboard Illumination Fixtures** that give an even light over the entire surface of the board. 4 ft. section with one 40-watt fluorescent tube \$29.41;

80 ft. section with two tubes \$46.61.  
SOLAR.

For more information circle  
No. 113 on return postal card.

## NEW MATERIALS

### KEY TO ABBREVIATIONS

mp—motion picture  
fs—filmstrip  
sl—slide  
rec—recording  
LP—33-1/3 r.p.m. microgroove record  
min—minutes (running time)  
fr—frames (filmstrip pictures)  
sl—silent  
sd—sound  
R—rent  
bGw—black & white  
col—color  
Pri—Primary  
Int—Intermediate  
JH—Junior High  
SH—Senior High  
C—College  
A—Adult

■—reviewed in AUDIO CARDALOG

### ARMED FORCES CIVIL DEFENSE

X Minus 80 Days mp UWF 30 min. col.  
\$177.83. The preparation and launching of a satellite by the U. S. Army at Cape Canavarel is shown to re-

## FULL-COLOR 2" x 2" SLIDES



## TO MAKE YOUR BIOLOGY TEACHING EASIER AND MORE EFFECTIVE

- A new and outstanding series of beautiful Kodachrome Slides are now available for your audio-visual program.
- Each slide has the specific aim of imparting a definite bit of knowledge.
- A 36-page Manual is provided that explains each slide in detail.
- Write for our brochure in color that lists over 700 unusual 35-mm. slides that cover every phase of BIOLOGY . . . plant and animal structures, physiology, functions, and classification of all major groups.

A SELECTED SET OF 170 SLIDES WITH MANUAL — \$85.00

## SCIENTIFIC SUPPLIES COMPANY

Department ES

600 Spokane Street, Seattle 4, Washington

Serving education, science & industry for more than a third of a century.

# reflex!

New  
16mm  
CINE

Direct  
From Paris!

# Pathé

## Webó "M" Camera

- Continuous Reflex Viewing—Directly Through Shooting Lens!
- Variable Speeds—8 to 60 Frames Per Second!
- Variable Shutter—from Closed to 1/80! No Parallax Worries!
- Motorization Provision: Accessories.
- Time Exposures—Frame at a Time!

FREE CATALOG — 132  
Pages of Photo Equipment

62nd ANNIVERSARY  
Greatest Lens Offerings!  
Cameras — Regular, Industrial and Scientific! Enlargers — Solar etc.! Lighting, etc.! Accessories — Write to:



**BURKE & JAMES, INC.**  
321 S. Wabash Chicago 4, Illinois

quire almost three months of meticulous planning. SH C A.

For more information circle No. 114 on return postal card.

### ARTS & CRAFTS

**Make Color Your Business—With The Ektacolor System** mp EK 16min col loan to professional and commercial photographer groups. Advantages of the color negative process demonstrated; survey of five markets. A.

For more information circle No. 115 on return postal card.

### BUSINESS EDUCATION

**Cash Registering for Quick Service** sfs MERCHANDISER 19min 92fr col \$10. Mechanics of keyboard manipulation; handling single and multiple purchases, exchanges and errors; how to give change; detection of counterfeit money; collection of taxes. SH-A.

For more information circle No. 116 on return postal card.

### CINEMA ARTS

**Moonbird** mp HARRISON 10min col \$120. Winner best cartoon award Venice 1959. Two children slip out at night to catch a bird. Bosley Crowther, NY Times critic, calls it "the cutest animation in the modern style that we have ever seen." Pri-A.

For more information circle No. 117 on return postal card.

**The Tender Game** mp HARRISON 7min col \$120. Animated abstract shapes and colors endeavor in graphic terms to relate the drama of two people falling in love. New York critics praise it as a "provocative and completely sophisticated approach to animation. C A.

For more information circle No. 118 on return postal card.

### EDUCATION

**Beginning Phrase Reading** 3mp C-BEF ea 6 min b&w set (3) \$76. This beginning set, an addition to earlier series, starts with a 100 words per minute rate instead of the 180 of the intermediate set. White letters on black screen. The earlier **Introductory** film applies equally to all three series. Intended for the slower-than-average or post-remedial reader. TT. Special classes.

For more information circle No. 119 on return postal card.

### GUIDANCE: Personal

**Older Teens and Dating** 4sfs FAMILY

Beloved

**WALT DISNEY**  
characters in new  
**Sound Filmstrips**

Study guides show religious teaching applications. Send for FREE master study guide

now in **Cathedral Filmstrips**  
Dept. 27 / 2921 West Alameda Ave., Burbank, Calif.

col with 2 LPS set \$25.50 indiv fs @ \$6.50 rec (2 subjects) @ \$3.50. **Going Steady** (54 fr); **Falling In Love** (51fr); **Conduct on a Date** (49fr); **When Should I Marry?** (45fr). SH C.

For more information circle No. 120 on return postal card.

**Younger Teens and Dating** 4sfs FAMILY col set 4sfs with 2 rec \$25.50; indiv fs @ \$6.50; rec (2 subjects) @ \$3.50. **First Dates** (42 fr); **Whom Do I Date?** (43 fr); **How To Act on a Date** (44fr); **Is It Love?** (47fr). JH SH.

For more information circle No. 121 on return postal card.

### HEALTH, SAFETY

**The Cancer Challenge to Youth** sfs CANCER 65fr 7" 33.3rpm 2 sides script col loan from local Cancer Societies or ACS division office. Normal and abnormal cells; nature,

## EVERYTHING IN ELECTRONICS FREE ALLIED 1960 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.



**MAKE YOUR OWN SLIDES** on your own **TYPEWRITER** by using **RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—

**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd., Daytona Beach, Fla.

**Rugged construction plus ease of handling equals...**

Everyone working with audio-visual equipment knows that your best buy is *the best you can buy!* In the case of projection screens, that's Da-Lite... a full line of wall-type and tripod models with exclusive features developed over the past 50 years by men who specialize in improved picture projection. See the all-new Da-Lite Jr. Electrol—the finest electrically-operated medium-sized wall screen ever produced. Your Da-Lite A-V dealer will gladly demonstrate!



*Write today!*

For complete information on Da-Lite Vidiomaster Screens and name of Da-Lite Franchised A-V dealer near you!



**Specially engineered for use by schools and industry**

**Da-Lite®**  
SCREEN COMPANY  
Warsaw, Indiana

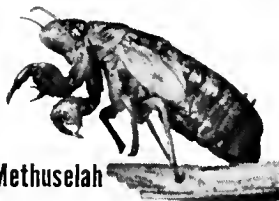


\*Trademark



**4 SPEED  
RECORD &  
TRANSCRIPTION  
PLAYERS**  
*Write for illustrated  
catalog*  
**AUDIO-MASTER**  
17 E. 45th St., New York

**SCIENCE CONCEPTS**  
in MIS motion pictures  
**CONCEPT: Nature's "Alarm Clocks"**



**Cicada -  
The Insect Methuselah**

The precise timing of the cicada's emergence from its burrow in the ground after seventeen years is simply presented. The stages of metamorphosis, the dramatic emergence, the interesting sound producing organs of the male and the ovipositor of the female are clearly pictured.

*Junior High, Senior High*

*16mm sound, color, 12 minutes*

Write for preview and catalog

*MIS material qualifies for purchase under provisions of the National Defense Education Act of 1958.*

**MOODY INSTITUTE OF SCIENCE**  
Box 25575  
Los Angeles 25, California

causes and treatment; research; individual protective measures, JH SH.

For more information circle  
No. 122 on return postal card.

**INDUSTRIAL ARTS**  
(incl graphics)

**Electra Newsreel mp LOCKCAL** 20min col loan. A four prop-jet engine plane that climbs fully-loaded to 15,000 feet in 10 min. Promotional presentation of passenger appeal features, design refinements, world tour. Available also with sound track in Spanish. SH A.

For more information circle  
No. 123 on return postal card.

**INDUSTRY, TRANSPORTATION**  
**Story of West Coast Lumber** (revised) sfs SVE col si (captioned) free. The lumbering industry from forest to mill. JH.

For more information circle  
No. 124 on return postal card.

**Submarine Cable Development mp BEL-TEL** 18min col loan. The work of mechanical engineers in designing and developing underwater communication systems. SH C

For more information circle  
No. 125 on return postal card.

**Transistors: Low Frequency Amplifiers** mp UWF 15min b&w \$29.79. Application in common base and common emitter amplifiers. SH C

For more information circle  
No. 126 on return postal card.

**LITERATURE, DRAMA**

**From Leaves of Grass rec POETRY** 12" LP. Five excerpts, plus six from **Song of Myself**. Read by David Allen. SH C A

For more information circle  
No. 127 on return postal card.

**The Luck of Roaring Camp** rec FOLKWAYS 12" LP. A baby is born in a California gold rush camp. Flip side: **Outcasts of Poker Flat**; banished undesirables marooned together in snow-storm rise quite nobly to the emergency. Both stories read by David Kurlan. SH C A

For more information circle  
No. 128 on return postal card.

**Many Moons** rec COLREC 12" LP. James Thurber story of the princess who asked for the moon. Elem JH SH. Flip side: musical adaptation of **Alice in Wonderland**.

For more information circle  
No. 129 on return postal card.

**Mark Twain Tonight** rec COLREC 12" LB \$4.98; stereo \$5.98. Hal Holbrook's one-man Broadway show, includes: On Smoking, Journalism on Horseback, My Encounter with an Interviewer. Flipside: Huck Battles His Conscience, How To Be Seventy. JH-A.

For more information circle  
No. 130 on return postal card.

**Merchant of Venice** rec LEXINGTON 12" LP. Excerpts from Act I, Scenes 1, 2, 3; Act III, Scenes 1, 2; Act IV, Scene 1. Narration is employed to give continuity and meaning to the sequence of isolated speeches. SH C A

For more information circle  
No. 131 on return postal card.

**Mr. Pickwick's Christmas** rec DECCA 12" LP. Four members of the Corresponding Society spend Christmas with Mr. Wardle. Read by Charles Laughton. Flip side: **A Christmas Carol**, narrated by Ernest Chappell; "Scrooge" played by Eustace Wyatt. SH C A

For more information circle  
No. 132 on return postal card.

**Much Ado About Nothing** 3rec SPOKEN WORD 12" LP. Original text plus music and sound effects. As played by the Gate Theatre Players of Dublin. SH C A

For more information circle  
No. 133 on return postal card.

**No Man Is an Island** rec DECCA 12" LP. Readings from Pericles, Donne, Paine, Henry, Carnot, Webster, Brown, Lincoln, and Zola—by Orson Welles—underscores everyman's dependence on his fellowmen. JH SH C A

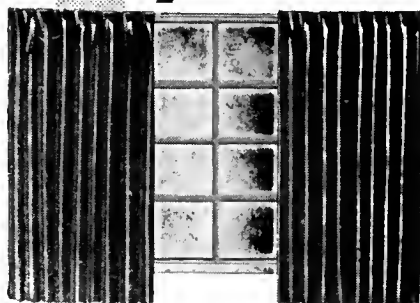
For more information circle  
No. 134 on return postal card.

**You Are IN THE DARK** while presenting Audio-Visual programs

WITH

**FORSE**

**DARKENING  
DRAPERIES  
& SHADES**



Finest materials—decorative colors  
Made to fit any size windows  
Guaranteed for 10 years  
Used throughout the United States  
since 1917

Write for literature and fabric samples.  
They're free.

**FORSE MANUFACTURING COMPANY**

2347 Sullivan Ave. • St. Louis 7, Mo.

**THE FILM DOCTORS®**  
**SPECIALISTS**  
in the science of  
**FILM**  
**REJUVENATION**



RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid** **FILM TECHNIQUE INC.**  
Founded 1940  
37-02C 27th St., Long Island City 1, N.Y.

**Peter Pan** rec COLREC 12" LP. Adventures in the Never-never Land. Boris Karloff plays both Mr. Darling and Capt. Hook. Jean Arthur has the title role. Pri thru A.

For more information circle  
No. 135 on return postal card.

**The Poems of Robert Frost** rec DECCA 12" LP. 23 poems read by the author. SH C A

For more information circle  
No. 136 on return postal card.

**The Poetry of Coleridge** rec CAEDMON 12" LP. Four poems, including "Kubla Khan," read by Sir Ralph Richardson. Flip side: **The Ancient Mariner**. SH C A

For more information circle  
No. 137 on return postal card.

**The Poetry of Keats** rec CAEDMON 12" LP. Large repertoire of well selected poems as read by Sir Ralph Richardson. SH C A

For more information circle  
No. 138 on return postal card.

**Robin Hood** rec COLREC 12" LP. Dramatization of two of the outlaw's encounters with the Sheriff of Nottingham. Basil Rathbone in the title role. Flip side: **Treasure Island**. Elem. JH

For more information circle  
No. 139 on return postal card.

**Rootabaga Stories** rec CAEDMON 12" LP. Carl Sandburg reads seven of his famous stories of the Rootabaga country. Pri—A

For more information circle  
No. 140 on return postal card.

**Taming of the Shrew** 3rec SPOKEN WORD 12" LP (3). Completely true to the printed play, as presented by Dublin's Gate Theatre Players. SH C A

For more information circle  
No. 141 on return postal card.

**Through the Looking Glass** rec CAEDMON 12" LP. Joan Greenwood as "Alice," and Sterling Holloway as narrator. Int—A

For more information circle  
No. 142 on return postal card.

**Treasure Island** rec COLREC 12" LP. Long John Silver (Basil Rathbone) meets up with Jim Hawkins and his cronies in tale of mutiny, piracy and buried treasure. (EI—A)

For more information circle  
No. 143 on return postal card.

#### MATHEMATICS

**Understanding Numbers** 3mp INDIANA ea 30min sd b&w \$100. **Fractions**, demonstrated by wood block models; rational, decimal and duodecimal fractions compared. **Fundamental Operations**, addition and multiplication, modular and rational arithmetic compared. **Short Cuts**, via slide rule, logarithms, applications in chemistry and other sciences. SH C.

For more information circle  
No. 144 on return postal card.

#### MUSIC: General

**Opera and Ballet Stories** 6sfs JAM LP col set (6) strips \$28.50, records \$21.00.

Indiv. strips \$4.95; rec \$3.95. **Lohengrin; The Magic Flute; Aida; The Barber of Seville; The Mastersingers; Coppelia**. Captioned. EI-A.

For more information circle  
No. 145 on return postal card.

**American Folk Songs for Children II & III FOLKWAYS** 7" 45rpm. Improvisation, participation, rhythm and action songs, sung by Pete Seeger. K-Pri.

For more information circle  
No. 146 on return postal card.

#### RELIGION: ETHICS

**The Glad Church . . . The Sad Church** sfs CONCORDIA B&W 10" LP. Cartoon illustration pokes fun at some faults, serious criticism at others. Contrasts the church where all work in harmony with another less favored. A.

For more information circle  
No. 147 on return postal card.

**Glory in the Highest** fs CONCORDIA col \$5 with worship service program of hymns, carols, recitations and readings, for use with this filmstrip that tell the story of the Birth of Christ. P-A

For more information circle  
No. 148 on return postal card.

**Literacy Unlocking the Bible** fs LITERACY col \$5 r \$2.50. New (1959) version. The way to make a literacy and Christian literature program successful. SH A

For more information circle  
No. 149 on return postal card.

## INFORMATIC SLIDES

With Authentic Commentary

Read — View — Learn

More about the colorful Southwest Indian country—ancient and modern. Sets of four 35mm color slides with clear documentary information explaining each slide subject.

Send for list to:

**WILLIAM IRELAND DUNCAN FILMS**  
Western College — Oxford, Ohio

## FOR SERIOUS TAPE RECORDING ON FINE TAPE RECORDERS

ORR Industries recommends...



ferro-sheen tape

note to **REVERE** owners

To insure optimum recording quality with your machine, ORR Industries recommends **irish** Long Play tape #602. Send for technical bulletin.

**ORR INDUSTRIES INC.**  
Opelika, Alabama

**New TransFlyweight**<sup>T.M.</sup>  
Professional Transistorized  
Electric-Motor Battery-Operated  
Portable Field Recorder  
Exceeds NARTB Broadcast Standards



**Check These Unusual Features:**

- Equiv. Playback Input Noise: 0.25 Microvolts.
- Weight: 8 lbs.; Size: 5½x9 x 12 inches.
- Overall Gain: 110 db.
- Min. Input Voltage: 30 Microvolts.
- Input Impedance: Mike. 50/200 Ohms.
- Output Impedance: 15,000 Ohms.
- Output Level: 2.5 Volts.
- Bias Frequency: 90 KC.
- Batteries: Dry Rechargeable or Replaceable.
- Battery Life: Amplifier 125 hrs., Motor 40 hrs.
- Construction: Modular Plug-In.
- Guarantee: Unconditional Two Year.
- Choice of 1, 2, or 3-Speed Models.
- Prices from \$386. to \$446.

Write for complete information to:

**AMPLIFIER CORP. of AMERICA**  
398 Broadway, New York 13, N. Y.



With  
The  
New

**VU-GRAPH**

Overhead  
Projector.

It's unique! Beseler's new VU-GRAPH is the projector you use in a fully lighted room. The picture flashes OVER your head—onto the screen—while YOU face the class to see who understands, who needs help. Use prepared transparencies or quickly make your own. VU-GRAPH projects in black and white or full color: slides, stencils, models, even your own writing—as you write! 4 models including new portable. Teacher operated—no assistant needed. Free Demonstration at your convenience. Free Brochure: "Get Your Point Across—Fast!"

CHARLES *Beseler* COMPANY  
EAST ORANGE, NEW JERSEY

**The Littlest Angel** rec DECCA 12" LP or (2) 7" 45rpm or (2) 10" 78rpm. Fine Christmas story with religious overtones; a child's selfless gift to another child; narrated by Loretta Young. Pri Int ■

For more information circle No. 150 on return postal card.

**Lullaby of Christmas** rec DECCA 12" LP. A mistreated mute child miraculously gains the power of speech and song, providing a "happy ending" tale, primarily for older audiences. Narrated by Gregory Peck. Flip side: **The Littlest Angel**. ■

For more information circle No. 151 on return postal card.

**Martin Luther** sfs CONCORDIA 73fr bGw 12" LP carries voices and music from the original deRochemont motion picture. 24min. May be used silent. Guide. \$10. Strip only \$5; record only \$5. JH-A

For more information circle No. 152 on return postal card.

**Mary's Pilgrim Thanksgiving** fs SVE 34fr si captioned col \$6. Little girl's adventures during the first Thanksgiving observance (1621). Elem JH

For more information circle No. 153 on return postal card.

**The Mass and the Sacraments** (series) 10 fs and 42p manual, EYEGATE si col, \$50; indiv. \$5 to \$8. Vestments, Mass I & II, Baptism, Confirmation, Penance, Holy Eucharist, Extreme Unction, Holy Orders, Matrimony. Pri-A.

For more information circle No. 154 on return postal card.

**The Old Testament Scriptures** 14sfs CONCORDIA col LP, set \$97.50, without records \$67.50., indiv fs (only) @ \$5, indiv records @ \$3. Multi-use record, one side for teaching children, the other for devotional use with music and message for worship service. Guide for each strip gives both scripts. Follow closely similar motion picture series previously released. Titles: Part I (\$28.50) **Abraham; Jacob; Joseph, the Young Man; Joseph, Ruler of Egypt. II (\$21.50) Moses, Called by God; Moses, Leader of God's People; Joshua. III (\$21.50) Gideon; Ruth; Samuel. IV (\$28.50) Dauid, A Young Hero; David, King of Israel; Solomon; Elijah.**

For more information circle No. 155 on return postal card.

**The Saints Are Real** (series) 10 sfs LP. EYEGATE \$80; indiv fs and rec \$9, rec only \$4. One side of record tells of the particular major saint, the other reviews additional saints' days in the particular month (Sept.-June). Titles: **Holy Mary, Mother of God; St. John the Baptist; St. Peter; St. Paul; St.**



**YOU CAN  
RELY ON THE  
PROFESSIONAL**



... to have the stock to do your job

... to be on hand when you need him

As a member of the National Audio-Visual Association, your NAVA Dealer is a specialist in audio-visual programs and equipment. He offers a wide variety of services, including equipment sale, rental, maintenance, and repair—but by no means limited to these. He offers professional advice and help in every phase of your audio-visual program, from the initial planning through the successful completion.

The nation-wide network of NAVA Dealers is at your service. For a free list, coded to show services offered by each, send in the coupon.



National Audio-Visual Association, Inc.  
Fairfax, Virginia

Please send me your free list of NAVA Dealers and the services offered by each.

Name \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

**PAT DOWLING PICTURES**



**FATHERS GO AWAY  
TO WORK**

11 Min. Color . . . \$110.00

—For Primary Grades

Write for Previews  
1056 S. Robertson Blvd.  
Los Angeles 35, Calif.



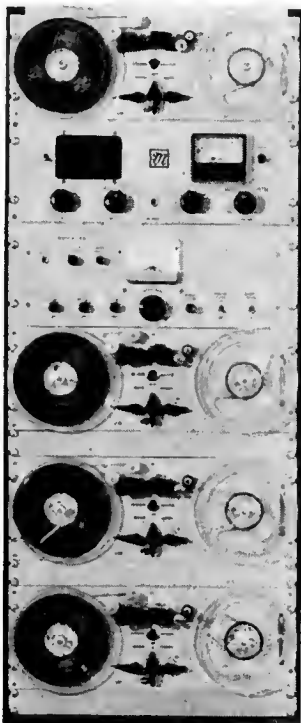
*A Professional Tape  
Duplicating System  
You Can Afford*

**Magnecord**  
**D3 DUPLICATOR**

- Copies 3 tapes simultaneously
- Simple to operate
- Guaranteed performance
- Rugged, trouble free
- 7½ and 15 ips speeds
- Monitor any channel
- Frequency response 50 to 15,000 cycles

Magnecord offers the most complete line of audio tape instruments available today. More Magnecord tape instruments are in use in broadcast stations throughout the world than any other brand . . . the reason? Professionals agree . . . Magnecord makes the finest tape recording instruments available anywhere!

only  
**\$2130**



a division of  
MIDWESTERN INSTRUMENTS, INC.

**Magnecord**  
P. O. Box 7186 / Tulsa, Okla.

WRITE DEPARTMENT 22

**Matthew; St. Mark; St. Luke; St. John the Evangelist; St. Bernadette of Lourdes; St. Theresa of Lisieux. EI.**

For more information circle  
No. 156 on return postal card.

**Songs for Tiny Tots** rec BROADMAN two 45rpm. \$1.98. Seventeen songs for the entertainment and education of nursery-age children.

For more information circle  
No. 157 on return postal card.

**Teaching the Bible** (series) 4 sfs CONCORDIA b&w two 78rpm records with each fs. guide. Set (4) \$40. Indiv @ \$12. Titles: **Teaching the Bible to the Preschool Child; . . . to Children 6-11; . . . to High School Youth; . . . to Adults.**

For more information circle  
No. 158 on return postal card.

**Teenage Challenge** mp FAMILY 30min b&w r\$9. Young sports editor on high school newspaper braves disfavor with essay on religious theme. Interesting, persuasive treatment of church-state issue faced in youth life terms. JH SH A

For more information circle  
No. 159 on return postal card.

**Teenagers' Choice** mp FAMILY 30min b&w r\$9. Engaged couple plan elopement on a "dare" but become convinced that a church wedding offers better start for lasting marital happiness. SH C A

For more information circle  
No. 160 on return postal card.

**Teenage Code** mp FAMILY 30min b&w r\$9. High school student tempted to cheat finds a better "code" as guide to right conduct. An answer to the argument that "everybody" cheats. JH SH A

For more information circle  
No. 161 on return postal card.

**The Visiting Teacher** fs CONCORDIA si caption. No guide. b&w \$2. Suggests methods by which teachers can heighten interest and cut down absenteeism. TT A

For more information circle  
No. 162 on return postal card.

**The Way He Should Go** mp CONCORDIA 30min b&w r\$9. Conflict over emphasis on strict Christian training in the home is resolved when its effect is seen in action of small son returning articles he accepted without knowing they were stolen. EI-A

For more information circle  
No. 163 on return postal card.

**What is a Christian?** mp CONCORDIA 30min b&w r\$9. Church member hesitates to embark on personal evangelism assignment until basis of his own beliefs is clarified. SH A

For more information circle  
No. 164 on return postal card.

**ETHNIC FILM LIBRARY**

**Music From Oil Drums**

Award winning detailed documentary by Pete and Tashi Seeger of Trinidad folk music and instrumentation. EFLA rating: "Very good." 15 min. b&w \$85; rental \$7.50.

**FOLKWAYS RECORDS**

117 W. 46th St., New York, N. Y.

## Scratches

### on Film

### Irritate

### Audiences

Fortunately, scratches can almost always be removed — without loss of light, density, color quality, sound quality, or sharpness.

*Write for brochure*

**PEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.



**"FIBERBILT" CASES**

**"THEY LAST INDEFINITELY"**

Equipped with steel corners, steel card holder and heavy web straps.

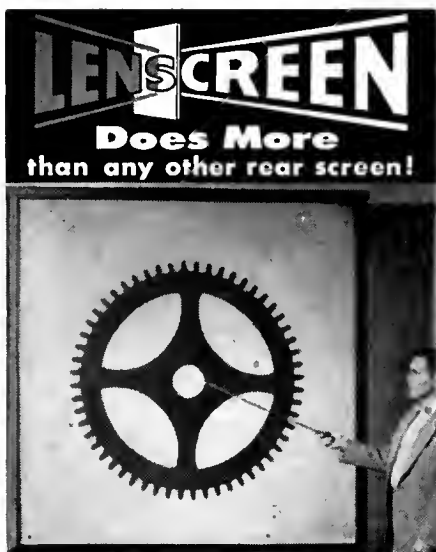
Only original Fiberbilt Cases bear this Trade Mark

Your Assurance  
of Finest Quality"



For 16mm Film —  
400' to 2000' Reels

Sold by All Leading Dealers



**EXCEPTIONAL REAR SCREEN FOR DAYLIGHT USE**

LENSCREEN Panels of Glass or Plexiglas for In-Wall or Custom Screen Installation

- Adapts to your projector
- Eliminates room darkening
- Conceals projection equipment
- Facilitates learning

Complete choice of screen equipment including portable screens for classroom, auditorium, the T-V Studio. Many modern, effective uses.

Send for Kit of A-V Ideas

**POLACOAT, INC.** 9710 Conklin Road Blue Ash, Ohio

**SCIENCE: General**

Science for Better Living 8fs SVE si col set \$39.50 indiv \$5.50 96pp guide. Correlated with Harcourt-Brace "You and Science." JH.

For more information circle No. 165 on return postal card.

Zone Melting sfs BELTEL 45min 133 fr 2 LP. Loan. Describes new methods of ultra-purifying solids and controlling the distribution of impurities. Four parts, may be shown singly or consecutively: I: Introduction, II: Theory; III Techniques; IV: Leveling, Melting, refining. C

For more information circle No. 167 on return postal card.

**SOCIAL STUDIES: General**

Communication in the Modern World mp CORONET 11min sd col \$110 b&w \$60. Significant role of communication media (books, newspapers, TV, radio, telephone, recordings, motion pictures) and recent technological improvements. Historical development; impact on local, national and international community. Int. JH

For more information circle No. 168 on return postal card.

Divided Germany: Pivot of the Cold War fs NYTIMES 57fr si b&w \$2.50. incl. manual. Key role of Berlin. SH

For more information circle No. 169 on return postal card.

A Story of Two Men mp CHRISTOPHERS 30min sd b&w \$30. Life of Abraham Lincoln's teacher, Mentor Graham. JH-A

For more information circle No. 170 on return postal card.

**NEW PUBLICATIONS**

Audio-Visual Ideas for Religious Education. 20pp, illus. free. VICTOR ANIMATOGRAPH

For more information circle No. 171 on return postal card.

Business and Professional Films. Catalog of specialised and highly technical films. 16pp free. MODERN.

For more information circle No. 172 on return postal card.

Demonstration Apparatus for Teaching Earth-Space Science. Catalog, 56pp free. CENTRAL.

For more information circle No. 173 on return postal card.

Family Filmstrips catalog, 16pp free. FAMILY.

For more information circle No. 174 on return postal card.

Ferment in Southeast Asia fs NYTIMES \$2.50. Malaya, Philippines, Indonesia. Western influence versus Communism. SH

For more information circle No. 175 on return postal card.

The Future Is Now mp FON 15min sd b&w \$85. Fabulous contributions of science that have brought what has been thought of as the future into the everyday living of today. Atomic promise for power, agriculture, medicine; television in color on tape. JH SH

For more information circle No. 176 on return postal card.

How Industry Profits from the Use of Sound Films. 20pp free. VICTOR ANIMATOGRAPH.

For more information circle No. 177 on return postal card.

How Strong Is Russia Now? fs NYTIMES si b&w \$2.50. Compares and contrasts foreign policies, economic philosophy, military status. SH C

For more information circle No. 178 on return postal card.

NDEA Film and Filmstrip Guide. Materials are arranged under Title III, V, VI and VIII applicability. 24pp free. EBF

For more information circle No. 179 on return postal card.

Photo Equipment Reference Book. 62nd annual edition. 132 pp. Free. B&J.

For more information circle No. 180 on return postal card.

Packet Photo Guide. New (third) edition, jam-packed with readily usable, practical data and comparative tables on films, filters, lights, etc. 64pp. \$1. MASCHKE.

For more information circle No. 181 on return postal card.

Primary and Intermediate 1959-60 sectional catalog 176pp free. UNILL.

For more information circle No. 182 on return postal card.

Robins Audio Accessories. 8 1/2 x 11" catalog 16pp. While intended primarily for dealers ("packaged to sell" slogan) many interesting and handy accessories are described in details. ROBINS.

For more information circle No. 183 on return postal card.



**LITE-LOCK Shades!**

Gain full daylight control and protection! Draper Lite-Lock Shades are new and different . . . efficiently darkening plastic dome and glass black skylights. The shades are pulley-controlled . . . manually, or with the use of a window pole to engage the cord ring. The light-tight hinged cover roller box is designed for easy installation and access. Steel side channels support and enclose shade to stop light leakage.

LITE-LOCK Skylight Shades are stiffened by steel stays. They are available in black or tan and black duplex materials for best darkening.

- Flexible, easy operation
- Complete or partial darkening
- Rolls clear of window area
- Self-contained as complete unit

Write today for information! P. O. Box 311

**L. O. DRAPER Shade Co.**  
SPICELAND, INDIANA





# Trade News

## Orr Industries Roadshows

Orr Industries is showing a 30-minute motion picture film, "Objective: Perfection," in 25 cities, coast to coast, for the purpose of showing users of recording tape just how the product is made. The film, in sound and color, was produced by Ralph Whitaker, of Ampex Corporation; photographed by Warde Adams, of Orr.

## TV and Film Data Book

A very useful, pocket-size "TV and Film Production Data Book" (Ernest M. Pittaro) offers a compact presentation of the principal makes of camera, recorders, tapes, lighting and other studio needs, animation and time-lapse and high-speed equipment. Film exposure indexes, filter factors, field depth and area and many other oft-used data are crowded into its 448 pages, 132 photos and drawings, 128 tables. Morgan and Morgan publication, \$6.95.

## Four-track Stereo

The 4-track 7.5 ips tapes recently standardized by the Magnetic Recording Industry will play on Series 900 Ampex with no conversion needed, according to the manufacturer. Retailing at \$7.95, these tapes are expected to be competitive with stereo discs. Earlier Ampex models, such as the "A" series, convert to 4-track at cost of \$50.

## SVE Resumes "Visual Review"

The Society for Visual Education announces the resumption of publication of its "Visual Review," free, on a quarterly basis, beginning this Fall. Published as an annual from 1926 to 1947, this house organ succeeded an early (1920) pioneer magazine, "Visual Education," which was merged into "The Educational Screen" at the end of 1925. Nelson L. Green, founder of "Educational Screen" (1922) was the original editor of "Visual Education."

## TCE to SOS

The manufacture and distribution of the Toledo Cine Engineering line of Bolex 400 magazines and accessories has been taken over by the S.O.S. Cinema Supply Corp. of New York. S.O.S. has moved all tools, dies, etc. to New York and will continue the manufacture there.

## Cathedral Moves

Effective October 1, Cathedral Films, Inc., moved into its newly remodeled two-story building at 2921 West Alameda St., Burbank. This is just four blocks from its former location, taken over by the new Golden State Freeway. This is the second time a freeway development forced Cathedral to move to a larger and better location. The new air-conditioned headquarters includes more than 12,000 sq. ft. and is directly across from the new NBC television city. According to Dr. James K. Friedrich, Cathedral president, "The upsurge of religious interest throughout the nation, plus the increasing eagerness of churches and other religious organizations to incorporate audio-visuals in their curriculum and programs, make it necessary to do everything we can to meet this demand."

## Police Market Big

A market not to be overlooked by AV dealers is the local police department. Outstanding in applications of photography, according to Eastman Kodak, is the Los Angeles Department, which turns out more than a million identification photos a year and takes thousands of feet of 16mm movies every time a distinguished visitor is honored with an official parade and reception. A specialized laboratory is completely equipped for spectroscopy, x-ray, infra-red and ultra-violet work.

## MRI In New Combo

A controlling interest in Magnetic Recording Industries, New York City,

Advertisement

## HELPFUL BOOKS

**THE AUDIO - VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO - VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations. 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language—not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Alpark Educational Records, Inc., 40 East 88th Street, New York 28, N. Y.

The **KEYSTONE** Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3 1/4" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful—

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French and Spanish with Tachistoscopic Units.

Write for Further information or a Demonstration by our Local Representative.  
**KEYSTONE VIEW CO.,** Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

has been acquired by Thompson Ramo Woodridge, Inc., which holds similar control of Dage Television, Bell Sound, and Bel Canto records and stereo tape cartridges. Dr. Paul King continues as MRI president.

## People in the News

Bernard O. Holsinger has been appointed director of marketing in the newly established Sylvania Electro-Specialties Division. Closed-circuit TV cameras and related electronic equipment will be handled by this division.

Dr. Herman H. Duerr, 28 years on the ANSCO staff, has been awarded the SMPTE Kalmus Gold Medal for his contributions to color film progress.

Cecil E. Monteith has been appointed Concordia Films' first full-time audiovisual field representative. He was previously on the Church-Craft Pictures staff, and prior to that in A-V retailing. Robert P. Hintz has been appointed Utilization Director, charged with development of Concordia's resource guides and other utilization aids, and with working with pastors and teachers at religious A-V workshops and conferences.

Harry Durham joins Southeastern Films, Atlanta, as sales manager and production director, following service abroad as director for the U. S. Army Signal Corps and completion of his M.A. at the University of North Carolina.

## Directory of Sources for Materials Listed on Pages 613-620

AMPEX Audio, Inc.  
**BELTEL**—Bell Telephone Laboratories  
**BROADMAN** Press  
**CAEDMON** Sales Corp.  
**C-BEF**—C-B Educational Films, Inc.  
**CENTRAL** Scientific Equipment Co.  
**THE CHRISTOPHERS**  
**COLREC**—Columbia Records  
**CONCORDIA** Films  
**CORONET** Films  
**DECCA** Records  
**DUPONT**—E. I. DuPont de Nemours & Co.  
**EDMUND** Scientific Co.  
**EK**—Eastman Kodak Co.  
**EYEGATE** House, Inc.  
**FAMILY** Films, Inc.  
**FOLKWAYS** Records and Service Corp.  
**HARRISON**, Edward  
**HOFFMAN** Electronics Corp.  
**INDIANA** University  
**JAM** Handy Organization  
**KONICA** Camera Co.  
**LEXINGTON** Records  
**MODERN** Talking Picture Service, Inc.  
**NYTIMES**—New York Times, Office of Educational Activities  
**POETRY** Records  
**RCA** Educational Services  
**REALIST**, Inc.  
**ROBINS** Industries Corp.  
**SPOKEN** Arts  
**SVE**—Society for Visual Education, Inc.  
**UNIL**—University of Illinois  
**UWF**—United World Films  
**VICTOR** Animatograph Corp.

## ADVERTISED IN THIS ISSUE

For further information, circle advertiser number on enclosed reply card.

- (318) **Advance Furnace Co.** — lightweight portable easel, p. 613
- (319) **Allied Radio**—everything in electronics, p. 615
- (320) **Amplifier Corp. of America**—portable field recorder, p. 618
- (321) **Argus, AV Systems Dept.**—direct wire TV camera, p. 577
- (322) **Audio Cardalog**—record reviews on cards, p. 607
- (323) **Audio Devices, Inc.**—"High Spirits," p. 607
- (324) **Audio Master**—record and transcription players, p. 616
- (325) **Bailey Films, Inc.**—"Russian Life Today," p. 602
- (326) **Charles Beseler Co.**—overhead projector, p. 618
- (327) **Brandon Films, Inc.**—"The Red Balloon," p. 602
- (328) **Arthur T. Brice**—films on microbiology, p. 602
- (329) **Burke & James, Inc.**—16 mm cine camera, p. 614
- (330) **Califone Corp.**—language laboratory components, p. 582
- (331) **Cathedral Filmstrips**—Walt Disney soundstrips, p. 615
- (332) **Chart-Pak, Inc.**—transparent tapes, p. 605
- (333) **Contemporary Films, Inc.**—"Songs of Nova Scotia," p. 614
- (334) **Coronet Films**—"Great Scientists at Work," p. 603
- (390) **Dage Television Division**—mobile TV unit, p. 584
- (335) **Da-Lite Screen Co.**—projection screens, p. 615
- (336) **Delta Film Productions, Inc.**—"Discovering Solids," p. 601
- (337) **Hunter-Douglas Division**—black-out coverings, p. 578
- (338) **Pat Dowling**—"Fathers Go Away," p. 618
- (339) **L. O. Draper Shade Co.**—skylight darkening shades, p. 620
- (340) **William Ireland Duncan Films**—documentaries, p. 617
- (341) **Eastman Kodak Co.**—sound projectors, p. 585
- (342) **Educational and Recreational Guides, Inc.**—photoplay filmstrips and study guides, p. 581
- (343) **Emde**—"Mounts for 2x2 Ready-mounts" p. 584
- (344) **Family Filmstrips**—Christmas films, p. 610
- (345) **Fiberbilt**—shipping cases, p. 619
- (346) **Folkways Records**—"Music from Oil Drums," p. 619
- (347) **Forse Mfg. Co.**—darkening draperies and shades, p. 616
- (348) **General Aniline-Ozalid**—book on overhead projection, inside front cover
- (349) **Graflex, Inc.**—filmstrip and slide projectors and viewers, p. 587
- (350) **The Harwald Co.**—16 mm sound projector, p. 605
- (351) **Indiana University**—films on TV production, p. 617
- (352) **Kalart Div., Victor Animatograph Corp.**—16 mm sound projectors, back cover
- (353) **Keystone View Co.**—overhead projector, p. 621
- (354) **Levolor Lorentzen**—venetian blinds, p. 576
- (355) **Long Filmstrip Service**—"Boy Scientist" filmstrips, p. 604
- (356) **Magnecord**—tape duplicating system, p. 619
- (357) **Moody Institute of Science**—"Cicada-the Insect Methuselah," p. 616
- (358) **National Audiovisual Association**—association services, p. 618
- (359) **Newcomb Audio Products Co.**—transcription player, p.a. system, p. 583
- (360) **Orr Industries, Inc.**—tapes, p. 617
- (361) **Peerless Films**—"Scratches on Film," p. 619
- (362) **Polacoat, Inc.**—rear screens, p. 620
- (363) **Radio-Mat Slide Co.**—typewriter slides, p. 615
- (364) **Rapid Film Technique, Inc.**—film rejuvenation, p. 616
- (365) **Radio Corp. of America**—16 mm projector, p. 579
- (366) **Scientific K Supplies Co.**—koda-chrome slides, p. 614
- (367) **Stanbow**—filmstrip record, p. 604
- (368) **Sylvania Electric**—projection lamps, p. 611
- (369) **Tandberg of America**—"Sight-Sound," p. 580
- (370) **Technical Service, Inc.**—teaching films, inside back cover
- (371) **Vacuamate Corp.**—film protection service, p. 604
- (372) **Visual Sciences**—science filmstrips, p. 604
- (373) **Webster Electric**—recorder-producer, p. 609

EDUCATIONAL SCREEN AND

PERIODICAL READING ROOM  
RECEIVED  
DEC 21 1959

# AUDIOVISUAL

GUIDE  
MR

*December, 1959*



"Stories About Our Christmas Traditions"  
—Family Films

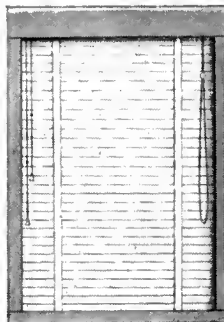
Review and Forecast 59/60 - -  
pages 638-652

where you need it! when you need it!



There's no need for a special room assignment, no delay, when the classroom has LEVOLOR A.V. (Audio-Visual) VENETIAN BLINDS. These blinds give complete control of ambient light to suit the subject, projector and student activity.

Today, any classroom can be converted for Audio-Visual instruction inexpensively by the installation of LEVOLOR A.V. BLINDS.



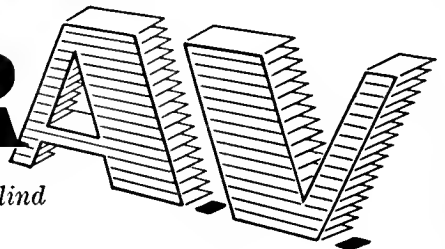
Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

HOW DARK SHOULD CLASSROOMS BE FOR AUDIO-VISUAL INSTRUCTION?

Be sure to specify

**LEVOLOR**

TRADE MARK OF LEVOLOR LORENTZEN



*The Scientifically Developed Audio-Visual Blind*

COPYRIGHT: LEVOLOR LORENTZEN, INC.

# AUDIOVISUAL

GUIDE

December, 1959 Volume 38, Number 12, Whole Number 382

William B. Sanborn is director of the Bureau of Instructional Materials of the San Francisco Unified School District. The bureau, which operates directly under the office of the superintendent, is composed of three sections: libraries and textbooks, audiovisual education, and a teachers' professional library. Sanborn, held an authority in educational instructional materials, spoke at the NAVA convention last summer.

Henry C. Ruark, Jr. is consultant on instructional materials for the State of Oregon department of education, division of general education. He is a member of a progressive educational organization among whose recent activities has been a series of seven television programs presented over the state-owned TV station.

Robert E. Snider, assistant executive secretary of the NEA department of audiovisual instruction, joined the DAVI staff in 1958 after five years in the department of education at the University of Chicago. Prior to that he was administrative assistant to the director of the Audio-Visual Center, Indiana University.

Elliott H. Kone, an active producer as well as evaluator and administrator of AV materials, is director of the Audio Visual Center of Yale University and is serving his second term as president of the Educational Film Library Association. Emily S. Jones, administrative director of EFLA, is one of AV's best known pro's.

Rev. George B. Ammon is a member of the Board of Parish Education of the United Lutheran Church in America. The board makes available to parishes throughout the country educational materials for youth meetings, Sunday school groups and similar activities.

W. G. "Bill" Kirtley of Louisville, Kentucky, is a veteran audiovisual educator and president of the National Audio-Visual Association.

Harry J. Skornia is executive director of the National Association of Educational Broadcasters, headquartered at the University of Illinois in Urbana. He is a nationally known figure in the field of radio and television education.

## EDITORIAL

636 Machines for Your Future?

## ARTICLES

*Review and Forecast 59/60*

638 Future in Educational Tools *William B. Sanborn, Ed. D.*

642 NDEA Title III in Oregon *Henry C. Ruark, Jr.*

645 DAVI and the Future *Robert C. Snider*

646 Educational Television *Harry J. Skornia*

648 A Year of Achievement for NAVA *W. G. Kirtley*

650 EFLA in 1959 and 1960 *Elliott Kone and Emily Jones*

652 AV Education in the Church *George B. Ammon*

## DEPARTMENTS AND FEATURES

627 With the Authors

632 On the Screen

634 Have You Heard? News of People, Organizations, Events

653 Audio *Max U. Bildersee*

656 AV in the Church Field *William S. Hockman*

658 Filmstrips *Irene F. Cypher*

660 Film Evaluations *L. C. Larson, Carolyn Guss*

664 Trade Directory for the AV Field

665 New Equipment and Materials

672 Helpful Books

673 Trade News

674 Index to Advertisers



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$8.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00. CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

ADDRESS ALL MAIL (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

ENTIRE ISSUE COPYRIGHT 1959 BY  
THE EDUCATIONAL SCREEN, INC.



**NEW LOOK,  
NEW SOUND  
in this school's curriculum**

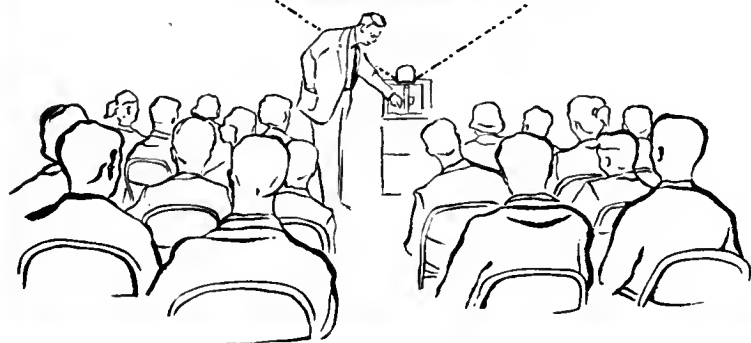
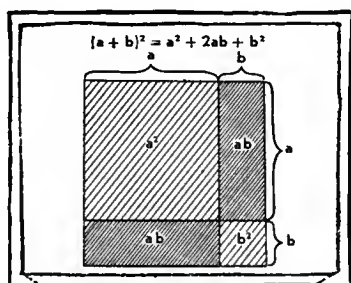
**... RCA AUDIO-  
VISUAL TEACHING  
AIDS ARE HERE!**

Isn't this the time to take a new look at *your* school's audio-visual equipment? One class after another learns more quickly, remembers longer . . . one teacher after another finds it easier to be more interesting . . . thanks to versatile new RCA Audio-Visual Aids like these.

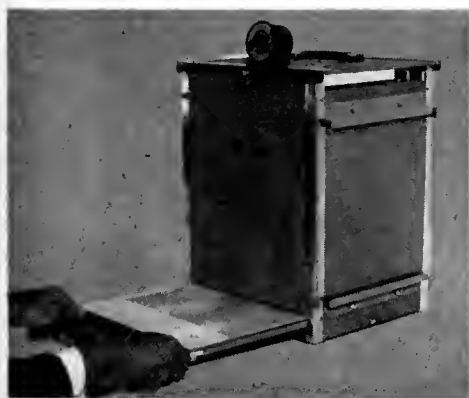
RCA "Life-Tested"\* 16mm Projectors impress subject matter in every area . . . history to hygiene, physics to farming. Junior and Senior models are easiest to thread of any 16mm machine, run quietest, use 1200-watt lamps to throw more light on the screen, treat film extra gently. Porto-Arc projects extra brilliant large screen pictures.

# MAKE YOUR OWN SLIDES

## with the new Tecnifax Slidemaster System



The Tecnifax Slidemaster System is an integrated process for producing Diazo-chrome multi-colored slides for overhead projection . . . from the original drawing through mounting of the slide. No special skills are required . . . rudimentary techniques produce dramatic, colorful, professional-looking transparencies.



**PROTO-PRINTER** . . . a compact, portable, platen printer, weighing only 37½ lbs . . . equipped with a readily-replaceable photo-flood lamp, controlled by an automatic exposure timer.



**"PICKLE-JAR" DEVELOPER** . . . a simple, trouble-free ammonia-developer, with a new, hinged lid for rapid, fume-free insertion and removal of films.



**TECNIBOARD** . . . a basic component of the system, used for preparation of masters, as a platen for exposures, and for mounting of slides.

### FOR ADDITIONAL INFORMATION

For additional information and prices, please write to Section TS, Visucom Laboratories, Tecnifax Corporation, Holyoke, Massachusetts. Please indicate in your letter the nature of your interest in Visual Communication activities.

**INTRODUCTORY KIT** . . . contains enough Diazo-chrome film, mounts, and accessories to produce ten five-color transparencies . . . plus instruction manual and Diazo-chrome Color Guide.

**TECNISTAPLER** . . . special, heavy-duty stapling pliers for hinging overlays on dynamic transparencies.

# TECNIFAX

C O R P O R A T I O N

Manufacturers of  
Visual Communication  
Materials  
and  
Equipment

HOLYOKE, MASSACHUSETTS

When the school board says:

"... but how about the cost?"



**TELECTRO**  
**TAPE RECORDERS**  
offer you  
a new high in quality  
a new ease-of-operation  
AT INCREDIBLY LOW COST

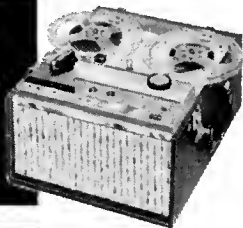
Where quality is demanded, where versatility for every application is needed, where ease of operation is a must . . . but where cost is an important factor

**TELECTRO IS THE ANSWER**

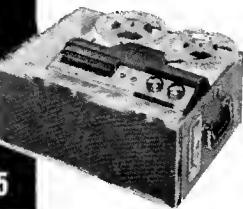
Educators will applaud Telectro tape recorders for their fidelity of recording and playback, for the lightness and ruggedness that makes them ideal for educational applications. And, their incredibly low prices . . . as low as 79.95 . . . makes them economical enough to fit into the most stringent budget.

There are six Telectro models to choose from, ranging from the compact Trendsetter 1985 through the magnificent Trophy 359

**TELECTRO**  
*Trendsetter*  
**1985**  
Convenient one-knob control. Complete with microphone, tape and reel.  
**99.95**



**TELECTRO**  
*Trophy*  
**359**  
Includes complete public address facilities. Simplified pushbutton operation. Complete with microphone, tape and reels.  
**164.95**



Investigate TELECTRO right away! A post card will bring you full information on all Telectro tape recorders. Write Dept. SC 12.

**TELECTRO**  
A product of TELECTROSONIC Corporation  
35-18 - 37th Street, Long Island City 1, N. Y.

# On the Screen

## Cover Scene

Our church-centered winter landscape, so suited to the season, is from "Stories About Our Christmas Traditions," a sound filmstrip produced by Family Films and described in the "Current Materials" department in this issue.

## Review and Forecast—59/60

The meetings and the shows, the heraldry and the awards — they stand out on the surface for all to see. But for 1959, what of the strong and silent current beneath, and where will it take us next year. . . ?

For this December issue, *Educational Screen and Audiovisual Guide* asked the help of some eminent AV people in totting up the activities of the past year and in plotting the probable course for 1960.

These articles underline the vitality in this field. Progress is not a placid thing, and since the word itself connotes new things one can see how the surface will be ruffled if only by the frequently-encountered resistance to change. The great majority of progressive minds in AV will carry the day here. Concerning new ideas and new techniques, there is much evidence of alertness and a readiness to judge on merit alone. Note, for example, the reference to teaching machines in the following articles.

The response of AV to the challenge of NDEA, we hope, is a portent of the fresh attitudes and lively reactions of audiovisual peo-

ple the country over. The coming year is certain to test these qualities.

## The Passing Parade

10 years ago in *Educational Screen*:

Eric Johnston's wish "to see an entire school system or several of them turned into giant laboratories to test the true worth of the screen to education" is hailed by editor Paul Reed as "A Challenging Proposal." Encyclopaedia Britannica's 20th anniversary; Coronet Instructional Films' 10th; Bausch & Lomb enter their 97th year. Armour Research Foundation gets a medal for developing magnetic recording for 8mm and 16mm film.

20 years ago in *Educational Screen*:

D.V.I. gets a new constitution; Nelson L. Greene editorializes that the Department "began twenty years ago, if we count its predecessors, with a handful of pioneers, and has crawled and intermittently climbed to something over 600." It should be 6,000, he wrote, in view of its potential membership market.

30 years ago in *Educational Screen*:

F. Dean McClusky continues his account of successful use of silent motion pictures at the Scarborough School. W. M. Gregory writes his views on visual education in Europe. Thirty-five theatrical features are rated from "Excellent" to "Worthless."

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. I. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California

EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
AMOS DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN MCCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia





**NEW**

from Ozalid  
Audio Visual... the

# PROJECTO-PRINTER 30

**Makes transparencies for overhead projection  
from any source material... in minutes!**

Now, with the new Ozalid Projecto-Printer 30, you can prepare transparencies—on the spot—*without being a photographic expert*. Using any original visual source material... textbooks, manuals, charts—whether opaque or tracings—two-sided, or even book-bound... you can get dozens of new visual effects in black and white or color. You need no darkroom—no trays—no mixing of messy chemicals. The Projecto-Printer 30 is a simple, self-contained unit and the cost is low. The simple process takes mere minutes. Anyone in your office can make projectables in just a few easy steps.

Overhead projection gives you complete flexibility in planning and delivering your presentation. Use the projection stage as a "blackboard" for specific emphasis. You're in complete control—no need for an assistant.



**Ozalid, Dept. No. I-12, Division of  
General Aniline & Film Corp.  
Johnson City, New York**

Please send me your descriptive literature on the Projecto-Printer 30.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Position \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_



Ozalid Division of  
General Aniline & Film Corporation

# Have You Heard?

News About People, Organizations, Events

## NAVA Appoints Chairmen of '59-'60 Committees

Chairmen of the 11 committees of the National Audio-Visual Association for the year 1959-60 have been named by W. G. Kirtley, president of the association. Committee members were chosen by the NAVA executive committee during its meeting in Chicago, October 15.

The major committees and their chairmen are as follows: Trade Practices committee—Harold A. Fischer, Photosound of Orlando, Orlando, Florida; Membership committee—Mahlon Martin, M. H. Martin Company, Massillon, Ohio; Resolutions committee—Paul Brand, Paul L. Brand & Son, Washington, D. C.; 1960 Convention Program committee—Harvey Marks, Visual Aid Center, Denver, Colorado; Nominating committee—William Birchfield, Alabama Photo Supply, Montgomery, Alabama.

Educational Committee—Ellsworth C. Dent, Coronet Films, Chicago, Illinois; Industry & Business Council—Robert P. Abrams, Williams, Brown & Earl, Inc., Philadelphia, Pennsylvania; Religious Council—Harvey Marks, Visual Aid Center, Denver, Colorado; Awards & Recognitions committee—D. T. Davis, D. T. Davis Company, Lexington, Kentucky; Com-

mittee on Insurance—J. W. Kintner, Photo and Sound Company, San Francisco, California; Trade Relations Committee—V. C. Doering, The Jam Handy Organization, Detroit, Michigan.

## Penn AV Association Honors Dr. Charles Hoban

Dr. Charles F. Hoban, Jr., Research Professor of Education, University of Pennsylvania, was presented with the



Dr. Hoban receiving honor award from Dr. Eugene K. Oxhandler, outgoing president of PAVATE.

second annual Honor Award by the Pennsylvania Audio-Visual Association for Teacher Education, at a banquet held October 30, 1959, as part of a joint conference between PennAVID

and PAVATE, at the Hotel Webster Hall, Pittsburgh, Pa.

In addition to an inscribed key, Dr. Hoban received \$500 worth of films or filmstrips from the McGraw-Hill and Encyclopaedia Britannica Film Companies. These films are to be distributed to any group chosen by Dr. Hoban, other than commercial film libraries.

Dr. Anna Hyer, executive secretary, DAVI, addressed the group Thursday afternoon on the myriad ramifications of the National Defense Education Act as it effects audio-visual instruction in Pennsylvania.

## Ely Named AV Director At Syracuse University

Donald P. Ely has been appointed director of the Syracuse University Audio Visual Center. He succeeds Dr. Donald G. Williams who has accepted a post at the University of Kansas City where he will be in charge of developing an audio visual program.

Ely has served as associate director of the Audio Visual Center since 1956 and for a year prior to assuming that position was director of audio visual education for the Hicksville, N. Y. public schools.

## Illinois AV Association Elects New Officers

At the annual Fall meeting at Moline, IAVA elected the following officers: president, Verne Stockman, Eastern Illinois University; vice-president, John Griffith, A-V director, Galesburg Public Schools; treasurer, Violet Auwarter, A-V director, Jacksonville Schools; acting secretary, James Boula, office of the state superintendent of instruction.

The board of directors now includes James Bambrick, AV director of the Peoria public schools; Elizabeth Bloss, director of A-V instruction, Aurora schools; Reynolds Hungerford, visual instruction supervisor, Chicago Public Schools, Donald Inqli, Southern Illinois University; William F. Kruse, *Educational Screen & A-V Guide*; Eugene Litchfield, Western Illinois University; J. Ross Young, A-V Coordinator, Peoria Heights high school.

The first afternoon was devoted to panel discussion and presentations on NDEA Title III. Lee W. Cochran, State University of Iowa, visualized

The **KEYSTONE** Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3¼" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2¼" Slides, Strip Film, and Microscopic Slides.

It is useful—

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.

Write for Further information or a Demonstration by our Local Representative. **KEYSTONE VIEW CO.**, Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

# DOUBLES EFFECTIVE LIGHT POWER

At No Extra Cost!




## iewlex V-25-P

The progressive Viewlex V-25-P 35mm Filmstrip and 2" x 2" Slide Projector moves A.V. TEACHING POWER years ahead — in a single giant stride! The ultra-advanced new light source combined with the new optical system in the V-25-P literally makes it "Easier to Learn With" . . . provides twice the effective light power on-screen — at no extra cost!

All Viewlex projectors  
are **GUARANTEED**  
FOR A LIFETIME.



## iewlex INC.

35-01 Queens Boulevard  
Long Island City 1, N. Y. **DEPT. 10**

World's Largest Exclusive Manufacturer  
of Slide & Filmstrip Projectors.

an after-dinner presentation with an overhead projector and numerous original overlays. On the second day's program Dr. Sherman presented the "How and Why of Language Laboratories," and a panel headed by John Griffith discussed "Coordination of Audiovisual Materials With Other School Services."

A board meeting subsequently held in the state superintendent's office at Springfield outlined plans for spring and fall meetings in 1960, the former in Springfield and the latter possibly in the Aurora area. One of these is to include an equipment exhibit intended to attract classroom teachers and interested parents as well as the "pros." President Verne Stockman plans a series of one-day meetings with building coordinators and AV-using teachers in several major centers. Active participation in the July audiovisual conventions and trade show in Chicago is under consideration.

### IFPA Film Awards

In-plant industrial motion pictures are eligible now for prescreening in the third annual Industry Film Producers Association (IFPA) award competition, slated for March, 1960, in Los Angeles.

### Calendar

- Jan. 7-9—NAVA, Western Conference, Pebble Beach, Calif.
- Feb. 11-13—American Association of Colleges for Teacher Education, Chicago, Ill.
- Feb. 13-17—American Association of School Administrators, Atlantic City, N. J.
- Feb. 18-20—NAVA, Midwinter Conference, Shoreham Hotel, Washington, D. C.
- Feb. 20-21—Biological Photographic Association, Southern California meeting.
- Feb. 27-Mar. 2—National Association of Secondary School Principals, Portland, Ore.
- Feb. 29-Mar. 3—NEA Department of Audio-Visual Instruction, Cincinnati, Ohio.
- Mar. 6-10—Association for Supervision and Curriculum Development, Washington, D.C.
- April 10-13—California Association of Secondary School Administrators, Santa Monica, Calif.
- April 20-23—EFLA, American Film Festival, New York, N.Y.

*"Easier-To  
Learn-With"*



## iewlex V-25-P 500 WATT COMBINATION FILMSTRIP-SLIDE PROJECTOR



*With these exclusive  
Viewlex features —*

- Exclusive new "Venturi-Air-jector" cooling system permits unlimited showing time, lengthens lamp life . . . because it stays so cool.
- Simple-to-load automatic filmstrip threading.
- Projects single or double frame filmstrip, vertical or horizontal, or 2" x 2" slides.
- Changes in seconds from film strips to slides.

**Only \$92.50**

NEW TELEFOCAL ACCESSORY LENS produces images that fill screens of varied width at a given distance without moving projector or refocusing lens. It has an infinitely adjustable 3 1/2" to 6" focal length all in one lens. \$49.50.



Other Viewlex projectors available from \$50.25 to \$495.00. Ask your Viewlex Audio-Visual franchised dealer for a demonstration, or write for catalog.



## iewlex INC.

35-01 Queens Boulevard  
Long Island City 1, N. Y. **DEPT. 10**

World's Largest Exclusive Manufacturer  
of Slide & Filmstrip Projectors.

# Machines For Your Future?

For audiovisual people who like to think, there's plenty of stimulation in the reviews and previews of this special issue. But we opine that thinking men will get their biggest challenge from Robert Snider's article about "DAVI and the Future," and more specifically from the part that quotes James Finn. Here is the making of a revolution that could place audiovisual thinking and people into an entirely new field and context.

Most audiovisual equipment—the still and motion picture projectors, the recorders and record players, the radios and television receivers—are products of technology. The audiovisual specialist's unique function in education has been to study and learn all there is to know about audiovisual tools and to help teachers adapt and apply these tools to the tasks of teaching. No other specialist in education has been so close to technological developments. No other specialist has explored so many educational frontiers.

One of the most exciting new technological advances in teaching and learning is the use of mechanical or electro-mechanical devices known as teaching machines. The problem for audiovisual people is that these challenging devices are not audiovisual equipment, and automated teaching methods have nothing whatsoever in common with audiovisual methods of teaching. Audiovisual teaching and automated teaching involve completely different theories. They're not opposed or contradictory, they're just completely different.

There you have the problem. Should these new technological devices for teaching and learning be the concern of audiovisual specialists? Dr. Finn says that this is a matter of the field growing up, a matter of redefining audiovisual education to include learning machines and presumably any other new technological developments that have applications in teaching. Maybe it should be expected as normal evolution that audiovisual thinking and organization will become integrated into larger groupings, that it will not remain the highly specialized and differentiated field it has been. To some extent this has already happened.

In many schools and school systems, the practical working definition of audiovisual was broadened when radio and television came along. Audiovisual became a part of a communications concept. Of course there are still situations where AV people resent television and try to pretend it doesn't exist, but through no logic can it be claimed that television is not audiovisual. In other school systems Audiovisual Departments have become Departments of Instructional Materials. It is the broad concern of these departments to select, distribute, and help teachers make use of *all* of the materials of instruction, all kinds of books, maps and globes as well as the traditional audiovisual materials. There's logic to this kind of thinking, too.

Now how do you fit teaching machines into the audiovisual future? We don't know at this point, but we're going after more information. We're going to see what these machines look like at the DAVI and other conventions. We're going to talk to people and get the book that Dr. Snider mentioned. And we're going to write to W. R. Deutsch, Publication Manager, 4361 Firestone Boulevard, South Gate, California, and ask him if he'll put us on the mailing list for the "Automated Teaching Bulletin."

Maybe next time there's a problem like this, we won't have to think about it; we'll just get the answer from a machine.

*Paul C. Reed*

**Kodak**  
TRADE MARK

At the Blue Island, Illinois, Community High School, District 218, William Liska, Audio-Visual Coordinator says:



**“Our Kodak Pageant Projectors stand up to 160 boy operators, run 5000 showings a year without oiling.”**

“Projectors get a severe workout under our heavy audio-visual schedules. Youngsters who run them have varying attitudes about care. So the operating simplicity and ruggedness of a Pageant are important features to us.

“Constant hard usage by so many people would also make it next to impossible to keep up with lubrication and maintenance records. That’s why we place such high value on the lubrication-free feature of the Pageant.”

Perhaps you would like to see how easy it is to operate this sturdy projector that ends oiling headaches forever. Your Kodak A-V dealer will demonstrate. He’ll also show you how the Pageant throws 40% brighter pictures on the screen at sound speed . . . how it fills the hall with distinct *sound that you can control*. Or write today for Bulletin V3-22 that tells you all about Kodak Pageant 16mm Sound Projectors.

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

## Our Future Stake in

by William B. Sanborn, Ed. D.

THE following are a few points of concern to me as one of many individuals whose profession is the field of instructional materials. Some of these observations may not please you, you may not agree, but one thing seems apparent: in recent years at many conferences and in many of our professional journals, things are said, points made, concepts pushed that are most likely to be well accepted and to please the listener or reader. Few statements are made that would be termed objectively harsh, or professionally critical. This is unfortunate.

These are rapidly changing times. If anything, those of us in the field of instructional materials are much too complacent in terms of thinking the 'public' is thoroughly familiar with our methods, techniques and tools simply because we have known their value for over 20 years. We are also too hesitant regarding an objective, honest, professional exchange of data and information on major issues and desirable changes needed in the field of instructional materials. This is probably the product of heavy work schedules, not lack of interest. Audiovisual education is not a field destitute of materials, techniques, or equipment. On the contrary, we are now swamped with materials and equipment, with several competing manufacturers for almost any specific type of equipment and with an incredible overlapping of duplicate curriculum coverage in dozens of areas and subjects from the 16mm film and 35mm filmstrip producers.

Instructional materials are key parts of any curriculum situation, in all teaching-learning situations that exist by the thousands in the public schools, colleges or universities; the armed forces, and business and industry. The basic grass roots issue facing education as a whole in the United States is of prime importance to all

of us in instructional materials, whether it be the superintendent of schools, director of audiovisual education, teacher, equipment manufacturer, materials producer or the vendor. It is a somewhat unique situation of interdependence. Here are a few current and basic factors.

There is without doubt more national concern now about education than at any time in our history. We are in the throes of either suffering or recovering from "Sputnikitus" or the "Russian D-T's." The Russian school system is a very realistic threat and challenge, not from the standpoint of possessing any superior students or teachers, but because of the specificity of student selection and the over-all structure of the school system. We are in a period of questioning and evaluation of the United States educational system — which has some startling differences between the states. We are offered an abundance of remedies issuing from professional educators, lay boards of education, "splinter" professional groups, sensationalists, business and industry. Any educational system can be improved upon. One thing is important however: U. S. education is certainly not as bad as pictured by highly colored, 'out of context' reports.

Of importance is the fact that the *public* is interested in education, in our schools, their programs, methods and materials. A few years ago articles concerning schools were buried on the back pages of the newspapers and magazines. Today schools and education are front page news—and this is as it should be. Whenever the public becomes interested in our schools the ultimate benefactor is the child.

This period of concern and scrutiny may reveal some shortcomings but it also reveals the rich strength and depth of our educational system.

# Instructional Tools

Today we also find increasing competition for school time. To be blunt, the curriculum is crowded. Under such conditions we can afford to use only those techniques and materials of greatest proven value, the most efficient and effective and of highest quality. The instructional materials field now has assumed such depth in terms of availability that there is no reason to accept or use materials which are not outstanding. There should be no room for mediocre materials.

A potential change rests with our traditional belief in a 'general education for all.' This may be severely modified in years to come with much greater attention to specialization or channeling of interest tendencies in the elementary level. This is a provoking challenge for the future in terms of new and fresh materials perhaps of radically different format.

Today the importance of instructional audiovisual materials portends the greatest potential in the history of the field. No aspect of education has grown so fast in so few years and met with such widespread professional and public acceptance. Now the National Defense Education Act lends significance to the values and merits of such techniques, materials, and equipment on a national level. Because of this fine potential it seems that this is also the time to be extremely cautious. If ever there was a time for instructional materials experts to be alert, thoroughly professional, and not to over-sell or over-stimulate, this is it. We need to stress in our contacts the term *instructional materials*, and the rich variety of materials involved. This is a much more accurate term in light of current broad thinking of the field than the term 'audiovisual.' Also, audiovisual is still misunderstood by many of the lay public as automatically associated with 'movies for kids.' Of course, nothing could be further from the truth since the field involves many different materials and techniques beside those inherent in the 16mm educational film.

In view of the foregoing it appears that reinforcement is needed. We are talking about professional teaching tools and techniques, they are *aids*, not *ends*, *means* not *goals*, *helps* not

*crutches* for poor teaching. They are not designed to replace but to help the teacher. They are extraordinarily versatile yet not panacea. We do not advocate Canned Education terminating in Mechanized Matriculation, nor are we in the education business for baby-sitting or entertaining. We know these are powerful, effective, efficient tools in the hands of skilled teachers. But do not be complacent—many people need intelligent interpretation of the meaning of instructional materials and audiovisual education. Certainly the foregoing is not original nor new; these remarks have been the standard stock-in-trade of the audiovisual specialist for years.



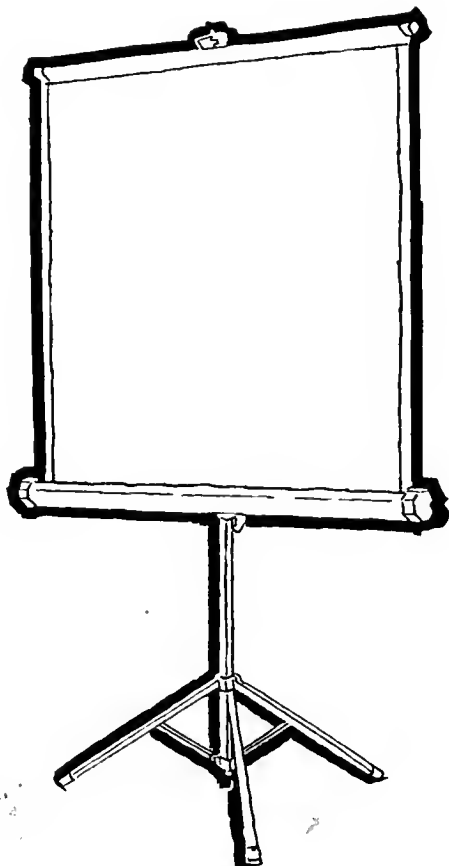
William B. Sanborn

They are simple, accurate, valid statements and should not be eclipsed by advanced electronics!

There are some disturbing factors within our own profession. Teacher recruitment and training is at a point of decline. Due to low salary and in some areas low professional status, we are not attracting many desirable people to education. Remember, the classroom teacher is still the most important element of an instructional program. In many teacher-training institutions good solid training in audiovisual and instructional techniques has become lost or hybridized within a confused welter of methods and administration courses. Much of this teacher training has become "self-centered" rather than "community-centered"—the true role of the good teacher. In some instances prospective teachers may be taught by instructors who have had no actual experience in public school education or who were associated with it many years ago and let few new ideas permeate yellowed lecture notes. Teachers may be trained on a pink-cloud basis, keyed to idealized conditions which well may not exist on most practical teaching jobs. Many in-service offerings need overhauling to become more evaluation and utilization-centered than overtly concerned with equipment operation. Those state teacher training institutions with audiovisual unit requirements for teacher certification are to be congratulated.

There are some areas of possible trends in the future that need our support and a cooperative watchful eye. Here are a few:

1. Because the American people are demanding it, there is a swing back toward the emphasis



on the 3-R's. This is the trend, and the social sciences and arts will for a time take a back seat. This does not mean that we should abandon the perfection of better teaching tools in these fields, for we will always need social scientists and artists.

2. We may see a marked interest in the simpler type of instructional aid with emphasis upon local production in terms of slides, films and overhead materials. With present inexpensive and automatic 35mm and 16mm cameras coupled with available film emulsions, excellent local teacher-made units can be produced. We need more *localized* audiovisual material.
3. An 11-month-school-year may become a reality in the future in order to make better use of the public investment in school plants and to intensify and speed up the educational process as a whole.
4. There will be greater interest in the techniques of evaluation of instructional materials. This has been a neglected aspect of our field, and now with a market literally swamped with materials, the need for effective evaluation techniques is more apparent.
5. We will see markedly improved school plants in terms of basic audiovisual installations and provisions. We will see teacher-desk-teaching stations; i.e. the teacher's desk as a focal point of both projected, audio, and television activities. These units will be an integral part of the desk or immediate area. Room darkening provisions will become a standard fixture.
6. There should be a growth in filmstrip use, both in silent captioned and the sound types. In terms of coverage and over-all quality, filmstrips represent one of education's best instructional buys.
7. Much more in the field of realia and specimen materials will be included or emphasized within the concept of audiovisual education. Although in the science fields, audiovisual education is the logical source for fine circulation sets of fossils, crystals, minerals, rocks, ores, mounted plant and animal materials, and seashells, to mention a few. We learn much through the tactile sense; it has been neglected in terms of well organized potential.
8. Educational television is here to stay, but in just what form no one knows. Closed-circuit TV will evolve as a highly useful and specialized technique and should be divorced from the stereotyped concept of 'educational TV.' Educational TV remains in an experimental stage, and we must overcome certain statements and inaccurate publicity given to the media at the outset. It is another interesting, valuable, instructional tool. It has its place.
9. The importance of the 16mm film will continue, and we should see some imaginative and powerful changes in format. We should reject films that are not good solid instructional films easily justified in terms of teacher and class time. The arty, bizarre and off-beat films should be evaluated very carefully indeed.
10. The Language Laboratory is with us (although it is not a new idea) and the next few years should reveal much about the different types of equipment best keyed to do the par-



ticular teaching job at a given level. We have much to learn, and so do the language instructors in terms of use and advising on the subject. Here is an example of cooperation needed between audiovisual and subject specialists, and the manufacturer.

11. As an over-all trend, the audiovisual education field will both grow and fuse within the curriculum to a degree unheard of at present. There are a few areas where there is marked need for cooperation between educators, producers, manufacturers, and vendors or representatives. All should work together to promote the field as one of basic instructional materials.

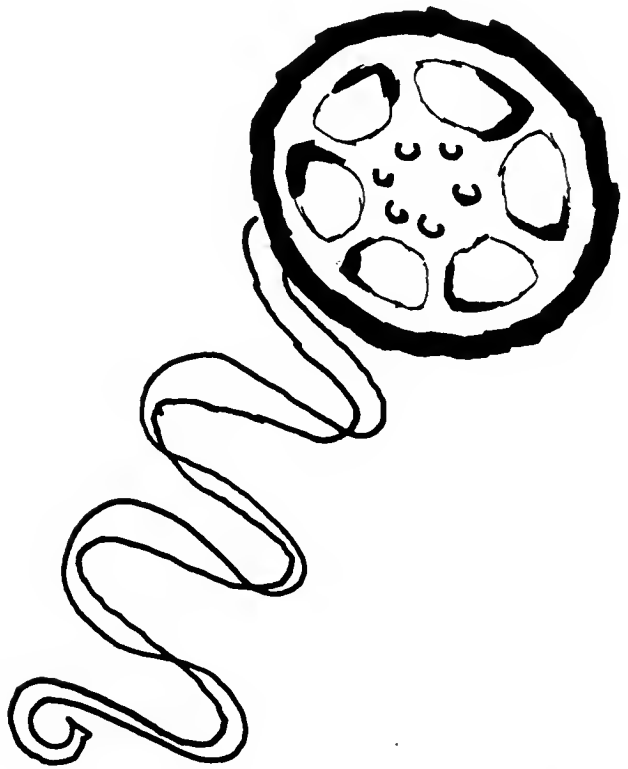
Each year there is a waste amounting to millions of dollars of sponsored films ostensibly produced for direct or indirect classroom use. In recent years there have been some welcomed examples of sponsored films which have done a superlative job in the classroom; example Ford's *The American Cowboy* and General Petroleum's *In The Beginning*. However, as a whole, "sponsored films" are in need of more accurate focus if school consumption is sincerely desired. We need and can use good quality materials from business and industry.

We need to spread the word that the schools themselves are not the only users or believers in the techniques of audiovisual education! We need to cite the fine audiovisual programs conducted in many branches of the government such as the National Park Service and the Armed Forces, the outstanding in-service training programs of innumerable major business firms and industries, and the many programs in the religious field.

We also have the problem—which affects us all—of what is the future for the "audiovisual dealer." This is the firm that is reliable, demonstrates the equipment, has adequate repair facilities, and yet is consistently outbid on equipment by the corner drug store. The bid system is important, but so is service and the repair and maintenance of equipment. Repair and maintenance should be as important to a prospective purchaser as the equipment itself.

Manufacturers and representatives should not be reluctant to pass on a good idea or technique they have observed in some other city, college or university. Some manufacturers' representatives are in a superb position to come in contact with more different types of audiovisual programs and ideas than any of us who work in the field of the teaching-administrative side.

Perhaps the most important aspect of cooperation is one that cannot be stated in delicate terms. It is the marked need for more functional audiovisual education equipment. The best way to promote any idea or technique is to make it as easy, simple and foolproof as possible for the potential consumer and user. This is not the case with present audiovisual equipment. For the most part it is cumbersome, difficult or unstandardized in operation, unattractive, noisy, and not up to what American engineering has done in countless similar equipment and appliance fields. For example, take four current models of different 16mm motion picture projectors and put beside them the same make manufactured fifteen



years ago. Note any difference? Hardly any. Projectors have simply not changed, other than a series of color and knob placement faceliftings and some desirable internal mechanism improvements. Essentially the projectors of today are the same as fifteen years ago, and they are replete with the same problems and limitations. Now, turn to another field. Take as an example, vacuum cleaners and compare them with their fifteen-year-old counterparts. The difference is obvious; it is startling!

This is a period in which we should foster integrity and trust in audiovisual education and instructional materials between educator, producer, manufacturer and representative. This is a situation where mutual cooperation is valid; you cannot please everyone but we should be able to please more than we have. We can progress only if we continue the purposeful, objective exchange of data and ideas between experienced and practicing personnel. Audiovisual education is on the threshold of major advances and new depths of use and public acceptance, but we must proceed professionally. We all know what these techniques can do, but a one story building on a solid foundation is a better investment than a skyscraper on quicksand. For the most part this is public money; you pay it and I pay it. It should be spent only for those items of proven merit. We will move ahead, but at the same time let us regard the present high public and national interest in instruction as an opportunity to reinforce many of our basic beliefs in the tools and techniques of audiovisual education.

# NDEA Title III -

## Its Progress And

by Henry C. Ruark, Jr.

THE National Defense Education Act has been called the most significant educational legislation since the original land grant laws.

Title III, the NDEA program for the acquisition of special equipment to improve instruction in science, mathematics, and modern foreign languages, has been hailed for its national recognition of the audiovisual media and for offering an unprecedented opportunity for expanding audiovisual utilization.

What's the score in one state, after about a year of experience under Title III? What progress can be reported? What trends and changes are discernible? And what promise for the future can be detected?

The story in the state of Oregon:

Expenditures of more than \$1 million have been approved in 410 applications from 139 school districts, located in 31 of Oregon's 36 counties.

About 20 percent of these expenditures are going into audiovisual equipment and materials, and the percentage is expected to rise.

Significant local and state-level activities are taking place, and important trends are beginning to emerge.

Title III activities in Oregon really got under way with completion of the state's Plan for participation which was accepted by the U. S. Office of Education on February 16. Development of the Plan, however, started immediately following passage of NDEA and involved work with advisory groups and consultants extending for some months. A new Instructional Services Section of the Department was organized to administer Title III, Title V-A (Guidance and Counseling), and several other special-service programs and to coordinate activities with other sections.

Title III has two parts: the acquisitions program and a separate program for improvement of supervision and related services in the NDEA subjects. In Oregon it was decided to organize

---

*NDEA was no doubt the most important happening in 1959 for the audiovisual field. Rather than attempt a national summary, Educational Screen and AV Guide commissioned Mr. Ruark to do this more intimate and more specific report on what actually happened in one state. AV educators in other states will be aware of differences in their own bailiwicks, but also will note parallel lines of action taken.*

—The Editors

# Promise In Oregon

this program for the improvement of supervision through use of special consultants in each of the NDEA subjects and in the broad field of instructional materials. First activities of the new section were directed toward organizing the state's system for the acquisitions program, while personnel for the consultant activities were sought and plans matured for their functions.

Since February 16, Title III affairs in Oregon have moved ahead rapidly. A comprehensive guide to the program was written, and the necessary application, record, administrative and financial systems and forms established by mid-March. Regional conferences on project planning and application procedures were held in early April. Two application periods, covering 1958-59 and 1959-60 fiscal year fund allocations, have been completed and a third period is being held in December as a supplementary period for further 1959-60 allocations.

Speed was necessary if Oregon schools were to make effective matching use of local funds for 1958-59 before the end of the school fiscal year on June 30. The '58-'59 application period was deadlined April 17; by late May all participating districts had received project approvals and acquisition ordering was in full swing. It was thus possible to double the effect of nearly \$150,000 of '58-'59 local funds, resulting in total project expenditures of approximately \$300,000 in less than five months.

A second application period, for '59-'60 funds, was held immediately, deadlined May 29. This immediate second round provided evaluation of Oregon projects and early decisions for action by the school districts in late July and early August, thus allowing time for acquisition of project equipment early in the '59-'60 school year. Expenditures of \$711,000 have been approved, with \$83,000 more tentatively assigned.

Many Oregon districts have already been reimbursed for '58-'59 project expenditures and a good many have received and are now using some of their '59-'60 acquisitions despite the inevitable procurement and shipping delays.

Of the approximately \$1 million in federal and local district funds so far approved for expenditure, science has received \$631,000, mathematics \$194,000, and modern foreign languages \$184,000.

Nearly \$500,000 in federal funds for fiscal '59-'60 remains to be allocated to districts, since

a supplementary allotment of nearly \$330,000 for Oregon was contained in the NDEA '58-'59 supplementary appropriation passed by Congress in July. Since '58-'59 federal funds carry over for matching with local district money in the '59-'60 applications, much of the Oregon '59-'60 need is being met from '58-'59 federal funds. Thus there is a potential of nearly another \$1 million for NDEA expenditures in Oregon during '59-'60, and any unexpended federal funds will again carry over to '60-'61.

It is too early for any detailed analysis or evaluation of NDEA Title III effects in Oregon, but some important trends are becoming apparent.

For the AV field, it can be said that there is:

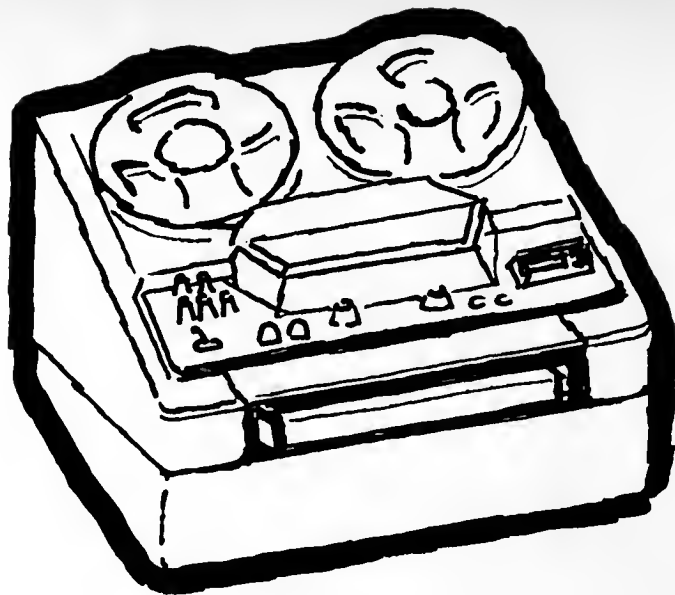
1. A growing interest in cooperative regional or area instructional materials libraries. Increasing demands for more types of materials, in a broadened range of titles and topics, is emphasizing the need for combined efforts among school districts to establish such centers close enough to their classrooms to speed availability yet serve large enough areas to provide efficient utilization.

2. An increasing awareness among many school administrators, teachers, and principals that good provision for audiovisual media demands the aid of persons competent in the field, not only at the planning stages but also for continuing in-service work with teachers.

3. Evidence that projects for the improvement of instruction in which AV persons have had a hand are much more effectively planned for the use of AV media than those projects lacking the guidance of a trained AV person.

Generally, these outcomes, perhaps more sig-

**59/60** **REVIEW & FORECAST**



nificant than the provision of equipment, can be seen:

1. Emphasis on curriculum change and development in Oregon during the five years immediately preceding NDEA created a readiness for action to improve instruction generally. This "context for change" has had a most noticeable and significant effect on Oregon's State Plan, on administration of the Plan, and especially on the acceptance and action under NDEA by local school districts and personnel.

2. Oregon, like the majority of states, has long believed in the practice of general supervision, and has carried on very effective work in this area. Title III is providing a significant test of special consultant services to extend the impact of this general supervision. Since this consultation program is still in beginning phases, it is too early to distinguish effects; however, the demand for services and the resulting types of activity already indicate that this approach to the Title III improvement of supervision program may be more important in the long run than the acquisition of any amount of special equipment by Oregon schools. This special consultant service is offered for instructional materials areas as well as for each NDEA subject area.

3. The "spotlight effect" of NDEA, focused sharply on science, mathematics, and modern foreign languages, has brought about increasing concern for other subject areas. Oregon school administrators generally are doing their best to move ahead in the improvement of instruction in other key areas for their districts, as well as participating in NDEA subject area projects.

4. The special programs of national groups and of other NDEA Titles are having increasing effects on Title III activities. The Traveling Science Teacher Program of the National Science Foundation, the work of the Physical Science Study Committee at M.I.T., and the activities of the Modern Language Association and the professional groups developing materials and approaches in mathematics are all cases in point.

Title VI institutes for language teachers are affecting Title III language studies.

What does the future promise in Oregon? For the audiovisual field, as well as for the entire Title III program, the greatest development still lies ahead. How fast the tremendous potential for AV development will come depends very largely on the effectiveness with which audiovisualists work *at the local level* with persons in the subject areas and with school administrators. It is beginning to be widely recognized that the AV person can be most helpful and effective only if he participates in the basic planning for the improvement of instruction, but he won't get this opportunity if he has not shown his value and indicated that he is "ready, willing, and eager." Although few school districts in Oregon have a full time AV person, effective work is being done by many Oregon AV persons who spend part of their professional time in this area.

The most interesting AV developments may well come in the field of language instruction. Much careful and cautious development work is under way in Oregon to fit essential equipment into the patterns of function required at the elementary and secondary level and by various local circumstances.

The development of locally-prepared materials uniquely adapted to Oregon needs or filling poorly-supplied needs for visualization in various content areas is also receiving more attention.

In Oregon, then, Title III has:

—Had a strong catalytic effect in bringing about new activities of great promise;

—Brought about the expenditure of large sums for the special equipment teachers need to improve instruction;

—Focused attention firmly on the audiovisual media as essential and important tools which should be an integral part of instruction.

Undoubtedly, what happens as the Title III promise becomes progress and then performance will have a marked effect on the future course of education in the state.

# DAVI and the Future

by Robert C. Snider

**T**HE future of the audiovisual movement and the future of American education are so closely joined that it is difficult and perhaps futile to consider their futures as isolated entities.

Today major changes are taking place in American education and all of these changes will directly influence our own field of audiovisual instruction. Although some of these changes have been developed and pioneered in schools by audiovisual specialists, many of them are changes that have germinated elsewhere and are growing to have considerable effect on audiovisual instruction. More and more audiovisual directors today are concerned with problems of adapting new technological developments to the teaching-learning process.

Whether we in the audiovisual field have been leaders or followers in our relationship to the total educational movement is basically an academic question. The important point is that we are an integral part of the teaching profession. Our future role as leaders and specialists within this profession can only be predicted in terms of how effectively we are able to relate ourselves to this profession and to new developments within this profession. In relating ourselves to the teaching profession, we have an increasing responsibility to serve as a bridge between technology and teachers.

Since it was established 36 years ago, the Department of Audio-Visual Instruction of the National Education Association has been building on a solid foundation, for it is a part of the teaching profession and in recent years its growth has been phenomenal. In the past decade DAVI has become a firmly established, autonomous department of the NEA with its own annual national convention, its own periodicals and a membership that is rapidly approaching the 5,000 mark. (During the past nine years, DAVI membership has increased by more than 400 per cent.)

An excellent liaison between DAVI and the teaching profession exists in a working relationship between DAVI staff members and the total NEA headquarters staff in Washington. The executive secretary and others on the DAVI national staff also serve as staff members of the NEA Division of Audio-Visual Instructional Services. This NEA headquarters unit has two basic responsibilities: to promote the effective use of audiovisual materials in the schools of the United States, and to provide audiovisual services to other NEA units.

Because of its relationship with the NEA, our

professional audiovisual organization has an open channel of communication with the teaching profession and its many units, making possible a rapid and efficient mutual exchange of information. As an NEA department, DAVI, of course, is able to work directly with the 700,000 NEA members as well as with the other 29 departments, 13 divisions, and 26 commissions and committees. These combined NEA units, incidentally, are the largest publisher of educational materials in the world, a fact of some importance to DAVI.

DAVI uses two important means of informing its members of new developments in education, its publications and its conventions and conferences. A good example of the latter is the forthcoming national DAVI convention at the Netherland Hilton hotel in Cincinnati, Ohio, February 29 to March 4, 1960. With its theme, "Concentrating Educational Forces," this convention is expected to attract 2,500 people to hear such speakers as Ernest O. Melby of Michigan State University and John E. Ivey, president of the recently-established Learning Resources Institute. An added attraction will be more than 115 commercial product exhibits including such new developments as teaching machines.

**E**ARLY in 1960 DAVI will publish a significant volume, *Teaching Machines and Programmed Learning: A Source Book*, edited by A. A. Lumsdaine and Robert Glaser. DAVI's decision to publish this collection of major papers is a result of the great interest its members have in the two concepts mentioned in the book's title. And this interest on the part of DAVI members may well be a guidepost to our future.

In a recent paper on technology and the instructional process, James D. Finn, president-elect of DAVI, refers to what he sees as the coming role of the AV director in relation to teaching machines and programmed learning:

"It is my position that the audiovisual field is in the easiest position to help integrate these mechanisms properly into the instructional process. They are not primarily audiovisual; they are primarily technological. The audiovisual field, I think, must now suddenly grow up. We, the audiovisual specialists, are, of all educational personnel, the closest to technology now. We must, I think, become specialists in *learning technology*—and that's how I would redefine audiovisual education."

You may or may not agree with Dr. Finn. Whatever your opinion, DAVI has a forum for it. The future of DAVI is the future of the audiovisual field, and your active participation is needed in both.

# Educational Television

by Harry J. Skornia

THE past year has been an encouraging one for all who are interested in educational television and all modern media. I think it has been equally interesting for all who are interested in the pressures which the entire educational community is feeling in the United States.

In a sense I feel that American education has been made the "fall guy" for the "educational mess" we're in, to quote many hysterical and otherwise irresponsible critics.

Since education in the United States is responsible to *local* pressures, instead of being controlled by a Ministry of Education or some comparable central body as it is in many countries, the United States public, critics and others cannot fairly blame the educators, as "the others" in this situation.

It does, of course, raise a question of the *total* problem democracy faces at all levels: that of the responsibility of those in charge of *any* critical part of our nation's organic system, in the face of "public" pressures. Should school administrators have yielded to public pressures for more vocational, "adjustment," and similar courses? Or should they have stood by their guns, and insisted on more disciplined education in the basic (science, humanities) sense? Or in insisting on getting through to the students the fact that they must continue to study and learn all their lives as if their very lives and freedom depend on it—as they do?

Is a review of this type of responsibility *generally* not in order—not only in education but everywhere in our culture? By whom were the public pressures exerted on education shaped during the years when it was becoming "a mess," if not by our mass media—newspapers, radio, television, movies, and all the rest?

We now are beginning to suspect that many of the concepts, values, and "lessons" which these media have been conditioning the public with may not necessarily have been so good after all. But we have not yet begun to raise adequately the question as to whether the value systems transmitted by these same media regarding our economic and social systems (constant inflation, etc.) may not be as out-of-step with our times as our education system has been. What is education's role in this area?

If commerce-operated mass media continue to assume in these areas, as they did in the case of education and science until Sputnik and Lunik came along, that ours is "the best possible system," how long will it be before the economic, social, and social science equivalents of Sputnik and Lunik will burst above our heads?

If sponsored mass media do not show concern in these areas, educators and educational uses of these media *must*. I see this as a more serious function of educational television, the other new media, and education itself, than any of the experiments in detail or methodology which we now hear about.

Education may have abdicated its responsibility *once* under public pressures and tastes which were shaped by industry-financed uses.

Has it learned a lesson from this? Have we learned a lesson as part of this educational structure? Education (which includes you and me) must have the courage to resist such pressures now, as the last bastion of truly basic (not applied) analysis of education's function and responsibility in a republic, now that all types of media are available to it.

I believe that some evidences of such awakening are occurring. That is why I began this article by saying that I am encouraged. Humanists are finding support in their insistence on the need to develop the spiritual, intellectual, and philosophical man as well as the scientist and the technician. Some are having the courage to say that we should study languages, as many as possible, in order to understand our world better, and take wise decisions on the basis of this new understanding—rather than only to *speak* the language, or use it to keep from getting "gypped" as a tourist, or as a technical skill to enable us to earn lots of money in a foreign country.

In the early days of educational television most of the money came from Foundations. This was good as a catalyst and means of getting education started in the use of new tools. It is not good if its uses are directed too much by Foundations instead of by education itself. Here, too, there is evidence that the educational community is awakening, and having the courage to say that tax money is what we need—that if we want better education we as taxpayers must pay for it. Many are having the courage to take issue with Foundation projects themselves in many respects. This, too, is good. Let us be grateful to the Foundations for prodding such educators into concern and activity.

# education

Finally, some are even beginning to say that more money is not necessarily the answer to all education's problems. If America can learn that money is *not* the most effective force in our lives, and in the world, we will have gone a long way. But education must stubbornly and courageously believe and teach this if we are to avoid "cheap and dirty" solutions to complex problems.

I do not believe that in educational television we have any panacea for education. Put me down as old fashioned if you like; for I do not personally believe that learning can ever be "made easy" in the sense that many people mean. I believe that many of our learning theories are no doubt antiquated. I believe each of us can learn enormously more than we have so far thought possible. Educational television and all sorts of new media can contribute greatly if used right—in an integrated approach—rather than elbowing each other aside. But I believe that learning is essentially discipline (mostly self-discipline). Just as great sportsmen can find no substitute for rigorous conditioning, body-stretching, painful straining beyond capacity—moving the threshold ever upward—so I believe that good minds and clear, analytic thinking, can be realized only in the same way.

**I** THEREFORE am not particularly interested in "how easy television makes it." I am not even interested in what television does to or for teaching as such. What does it do to and for *learning*? And by learning I do not mean the amassing of facts or odd bits of information. We are confused enough already. The plethora of "facts" in an unrelated jungle of confusion is a large part of our problem. What can educational television contribute to seeing cause and effect relationships? What can it do to identify and clarify forces? What can it do to develop intelligent and rational decision-making in an age when our rational side is all too often by-passed?

It is at this point that I would like to take issue with many who feel that television alone can teach this sort of thing. Only practice under supervision, can do this. I know of no way to ferret the irrational out, and get at the rational basis of a principle, other than discussion. And by this I mean discussion in which the learner—the apprentice or disciple—himself participates.

I am not too worried about the fact that "students can't ask questions" of the television teacher. Most of the kinds of questions most people are

thinking of will not be sorely missed. It is dialogue (in the Socratic sense) that I mean—and that is something which the efficiency of television in providing demonstrations, or transmitting facts, or providing contact with great teachers, to serve as a basis of such dialogue, can enormously contribute to.

Printing did not replace the classroom. Neither did films or radio, thank heaven. Neither, unless we lose our sanity, will television—at least at those critical ages of students when the young minds are curious and idealistic and needing to be guided and tested and challenged and given rough knocks.

Perhaps the advent of television will cause us to study media as media—and cause us to have, finally, courses in all the media to which humans are subjected in our culture. Education has for thirty years sat passively by, arming students to recognize (and even here imperfectly) phoniness and irrationality only in the print media. The offense (commercial and manipulative uses of these media) in electronic media has gotten far ahead of the defense (the listener or viewer). Education has too long been blind to this responsibility. It can no longer be. It must, finally, take an overall view of what happens to the students when placed in contact with other minds—through whatever media is used.

Here, too, there is evidence that such an awakening is occurring.

I believe that the entrance of educational television on the stage of education has been so dramatic and has brought with it both so many promises and so many threats, depending on the persons or groups who judge it, that it is, right now, causing the hardest look at education itself that has been given it since perhaps the days of Rousseau—and his efforts to equip his imaginary student, Emile, to meet the problems of the world he would have to live in. This, in fact, may turn out to be educational television's greatest contribution.

But the wise uses to which television must be put, must be tempered uses: uses tempered by an awareness of its great power, and its great dangers, as well as its great promise. How well these uses emerge depend in large part on the courage, imagination, integrity, and effort that all of us—who claim or aspire to exert influence in its uses—display in these exciting days and years.



# A Year of Achievement For NAVA

by W. G. Kirtley

In a recent speech, Charles A. Percy, president of Bell & Howell Company, referred to the audio-visual industry as occupying a unique position as the communicative link between businessman, educator and citizen. He charged the industry with a responsibility for helping to alert the nation to its educational needs through a "great crusade" to eliminate the "crisis in education." Since that address, the industry has formally agreed to accept Mr. Percy's challenge in a resolution unanimously passed during the 1959 convention of the National Audio-Visual Association.

This voluntary action by practical businessmen to contribute of their time and money for support of a program to benefit our nation in general and education in particular, well illustrates, I feel, the warm relationship between the AV industry and one of its major customers: schools. The spirit of teamwork that exists between our industry and the educational field is actually quite extraordinary, something altogether foreign to most essentially commercial relationships. Yet, in many ways, its effect has been of great practical value both to the educator and the AV businessman.

Glancing back over the past 12 month period, a number of instances of cooperation come to

mind, accomplishments realized through team effort by businessmen working closely with leaders from the field of education. As the year now draws to a close, I think it would be well to review some of the progress we shared during 1959.

A few years ago the areas of new teaching aids were deemed "non-essential" by the White House Conference on Education, a heavy blow to our industry and the many forward-looking educators and educational administrators who foresaw the dramatic role that newly developed and improved teaching aids could play in improving teaching. Together with educational organizations, the National Audio-Visual Association launched an exhaustive program aimed at only one objective: gaining proper congressional appreciation of the potentials of new educational media, and reflecting this awareness by appropriating the necessary federal funds to make these teaching aids accessible to schools across the country.

The success of this effort has amazed even those who were intimately involved in achieving it. The United States Congress reversed our national attitude toward new educational media. Audiovisuals were rightfully lifted out of the "frills" category, and the National Defense Education Act is now making a great variety of new teaching aids a vital part of the teaching profession.

Anyone familiar with the red tape-clogged wheels of legislative process is aware of how slowly these wheels normally turn once an act has actually been passed. Therefore the next major goal of NAVA was to help implement NDEA. It became urgent that everyone who would be concerned with new Public Law 864, both industry and school people, understand it fully. And it was important, once this understanding was accomplished, that the appropriated funds would be made speedily available.

Our industry established an Educational As-

59/60  
REVIEW FORECAST





W. G. Kirtley

sistance Fund to serve this purpose. Thirty-six manufacturer and producer members and 37 dealer members of NAVA contributed a total of about \$27,000 to finance a number of urgently needed projects. Among these was the publication of "AV-864," a handsome booklet which explained clearly and simply the audiovisual provisions of the new law. Some 65,000 copies have been distributed.

Representatives of our association called upon 46 state departments of education for the purpose of offering advice on their state plans, to help speed up their submission and to make sure that adequate AV provisions were included. Again, this activity was financed through the Educational Assistance Fund.

Quick team action was called for last March when the House Appropriations Subcommittee, which had considered P.L. 864 appropriations, unexpectedly recommended that no money at all be appropriated for any of the audiovisual sections of the act. Within twenty-four hours of this jolting announcement, NAVA had contacted 1200 of its members and AV personnel in the educational field via air mail letters and telegrams. Other groups took similar action. Reaction was swift. The move to cut the appropriation was decisively beaten on the House floor.

During the year, the audiovisual industry, through its Association, has continued to participate in the Audio-Visual Council on Public Information. NAVA handles the physical production and shipping of council publications such as "Gateway to Learning." To date, 200,000 copies of council publications have been printed and distributed. The council now has another

project nearing publication which will be of great value to everyone concerned with educational audiovisual programs. The late Dr. K. C. Rugg of Indiana University completed just before his death a booklet entitled "Budgeting for your Audio-Visual Program." This publication will present the budgets of good audiovisual programs, the ones which are well financed, in school systems of different sizes and localities. It will serve as a model for school administrators to follow and adapt to their own school systems.

Though the Murray-Metcalf school construction-teacher salary bill has thus far failed to pass in Congress, it is nevertheless significant that through an effort which NAVA spearheaded, the bill carries an amendment to include instructional materials and equipment. This further establishes precedent for the position that audiovisual provisions should be in any Federal legislation relating to schools. The McNamara school construction bill, S. 8, includes instructional materials and equipment as items which can be purchased. The AV industry has in the past, and will continue in the future to ardently support these and other measures which promise to strengthen our educational system.

As schools become more and more "laboratories of learning," the importance of aids and materials grow in proportion. Vigorous effort must be exerted to provide assistance and services to all users of audiovisuals to see that these newly acquired tools are properly and effectively utilized. Herein lies the greatest challenge facing audiovisual businessmen and educators as we look to 1960, the beginning of a new decade of opportunity.

# EFLA in 1959 and in 1960

by Elliott Kone  
and Emily Jones

Probably the best word to describe EFLA's reaction to the past year is "breathless." While maintaining the regular membership program of evaluation cards, bulletins, Film Review Digests, information service to members and others, and such other activities as conferences, film distribution, and publication sales, EFLA organized and presented its first American Film Festival. The Festival has been well reported in the audiovisual magazines and by word-of-mouth from those who attended, so it seems unnecessary here to give all the details. However, a few statistics may be in order.

Film entries for the festival started coming in early in November. When the dust cleared away after the official closing date on January 20, we found that we had entry forms for 442 16mm films and 149 filmstrips. Thirty-five pre-screening committees sacrificed their time and eye-sight to rate the entries during February, and from their report, 250 films and 80 filmstrips were selected for showing at the festival. Since each of the committees contained at least six people (some had more) the number of volunteers involved in the pre-screening procedure was about 200. The festival itself took place at the Statler Hilton Hotel in New York on April 1-4, 1959. About 500 people registered, and many of them came back on succeeding days. Ten screening rooms were going full blast for three days and three rooms were used for the final showing of award-winning films on Saturday. Blue Ribbon Award trophies were given to 45 films and filmstrips at the award banquet on Friday night.

The reaction to the festival has been overwhelmingly enthusiastic. A number of suggestions for improving the rating system have been made and there were the inevitable laments from those who found two films they wanted to see running at the same time. But considering it was a first effort, it was remarkably successful, and far exceeded the modest expectations of the EFLA staff. Perhaps the most gratifying aspect of the Festival was that everybody seemed to enjoy it.

After-effects of the Festival are still being felt. One of these is a widening view of the scope of the 16mm film. EFLA has always interpreted the "Educational" in its title to mean education in the broadest sense, but there has been a tendency to assume that we are concerned only with classroom films. A look at the list of 32 categories and five major areas of interest in the festival should dispel this idea. Education and Information, Art and Culture, Religion and Ethics, Health and Medicine, and Business and Industry are major areas, in each of which EFLA has an interest (and members); and the festival not only dramatized that fact, but also stimulated the flow of information from one field to another.

EFLA's role in the whole audiovisual field is basically different from that of any other organization, simply because it does cut across the boundry lines. There are organizations dealing with audiovisual programs in the schools, the public library, in the churches, in industry and many other areas. These groups work intensively within their own fields and their work is invaluable. But EFLA's program and interests are extensive—covering all subject areas in dealing with

the film as a medium of communication.

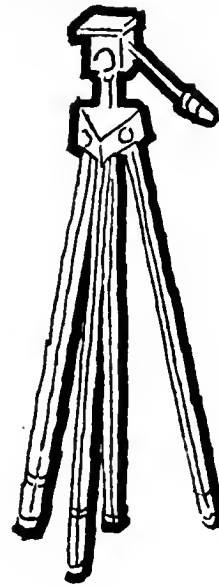
Since its beginning in 1943, EFLA has stressed two particular parts of its program: the critical appraisal and evaluation of films (all films) and the problems and techniques of administering a film library (any film library). Selecting materials must, of course, be done by people who know the area in which they are to be used—but the principles of selection and evaluation remain the same for all groups. Getting materials to the users, whether locally, regionally or nationally presents similar problems, whether the films deal with elementary arithmetic or advanced international affairs. It is in service to all film users, in appraising all kinds of films and in encouraging high quality work by all film-makers that EFLA's future lies.

What about the immediate future of 1960? Well, EFLA is now gathering its strength and preparing to plunge into the Second American Film Festival to be held at the Barbizon Plaza Hotel in New York on April 23-27, 1960. The same general pattern will be followed, but there will be a number of changes—we trust for the better—in the rating and scheduling. Most of these are based on suggestions from those who attended the 1959 festival and took the trouble to tell us what they thought. There will be more opportunity to meet informally with other film-makers and film-users, more coffee hours and more discussion sections. Pre-screening committees will be urged to maintain higher standards so that only really qualified films will be selected for festival screening. There will be fewer conflicts in scheduling films in the same general area. The filmstrip rating system is being revised. But even the most optimistic member of the festival committee does not really expect that all problems will be solved and all objections overcome in 1960 or any other year.

All festival and no program would make a thin audiovisual year, so any members who may have feared that EFLA would get so involved in Jurors and Awards that it had no time for anything else are hereby reassured. Immediate plans call for more evaluations, more Bulletins, more Film Review Digests, plus two or three special service supplements during the coming year. The new *Index to EFLA Evaluations*, just off the press, lists by subject and title the nearly four thousand films which EFLA has evaluated so far.

There are two areas to which EFLA plans to give special attention in the coming year. One is a major revision of its whole schedule of meetings and conferences. With the festival taking the spotlight as the major event of the year, the EFLA board is planning a series of regional and specialized conferences. The Southern regional meeting in Florida, which was so successful in 1958, will be repeated in 1960. Other areas suggested for regional meetings are Midwest, North Central and Pacific Coast. Special workshops and conferences with groups using films in the public library, church, industry and other fields are being considered.

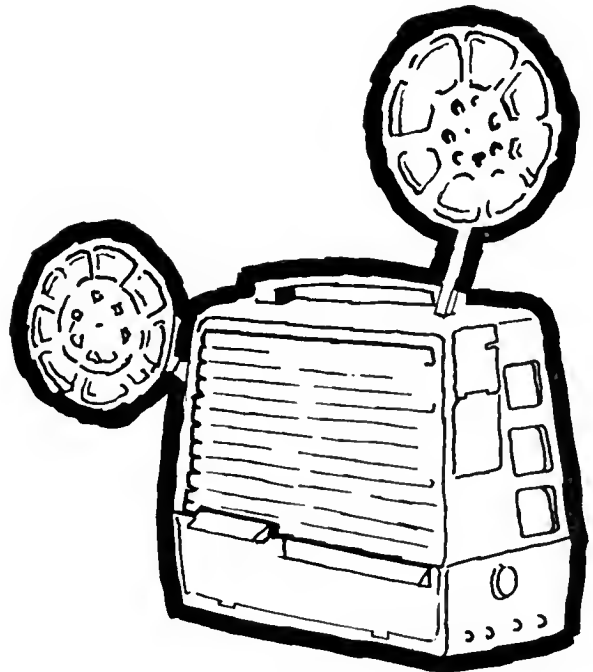
The other major project is to apply EFLA's long-standing information and evaluation services to the complete and detailed study of audiovisual materials in one particular area at a time. First on the list at present, of course, is Science,



and plans have been formulated for this project. The experience and cooperation of the approximate work on the regular evaluation project will be invaluable in making special studies of this kind, but additional office staff will also be required, as well as funds for printing and distributing the information if it is to be of maximum usefulness.

So 1960 will be another busy year for EFLA, as well as for the audiovisual world at large. But if it fulfills its promise, it will be also a year in which the horizons of that world are expanded as more groups and more individuals discover the tremendous variety of 16mm films and the ways they can be used.

What EFLA can do in the immediate future is only a small part of what is needed, but with 1959 behind us, we feel that we can look forward to a busy, useful, and probably—again—a breathless 1960.



# AV Education in the Church

by George B. Ammon

Slow but significant progress has marked the use of audiovisual materials in the church during the past few years. Audiovisual progress has been slow partially because of the conservative nature of the church and church people, but it has been significant largely because the image of audiovisual education is changing within the church itself. We are beginning to see both the true potential of audiovisual materials as tools for specific purposes, and their inherent limitations—plus those engendered by many largely untrained in their use.

In the past several years serious efforts have been made to move from an unimaginative use of audiovisuals shown largely for seasonal "programs" such as at Christmas and Easter time, to a more carefully thought out use of all kinds of audiovisual materials in connection with educational, missionary, evangelistic, and stewardship purposes of the church. Many more teachers are taking the audiovisual tools as tools, and developing skills in using them. Until recently many church leaders used only films or filmstrips or other visual materials which were patently religious, today they draw on audiovisual resources from a wide spectrum of subject matter.

The sobering complexity of the learning process has made church leaders aware that audiovisuals play a significant part along with other teaching methods such as discussion, role playing and problem solving and that audiovisual education operates best in concert with other types of teaching. Audiovisuals are not automatically educative, and standing alone, are often ineffective.

There is considerably more denominational guidance material offered the local church as to what to use in connection with the specific Christian enterprises at the local level. Significant audiovisual listings have been prepared by denominational audiovisual specialists in connection with Sunday church school, weekday and vacation church schools as well as in missionary education, evangelism and stewardship education. We are learning how to help teachers of specific age groups work more effectively with audiovisual materials. Furthermore the audiovisual producer is beginning to define his target audience more clearly and even the distributor is beginning to help the user select his material more purposefully.

Within the local church, audiovisuals have become somewhat familiar today. We recognize the film and filmstrip as an adjunct to the teacher's tool kit. We are more likely to use these materials in a somewhat unobtrusive manner today than ever before.

We are beginning to realize that the Bible is difficult to visualize. In fact, it may be that possibly some parts of the Bible should not be visualized in such form as film or filmstrip. This is partly because of the high cost of doing a creditable job plus the fact that it is exceedingly difficult to visualize oriental imagery, parables and miracles without doing a disservice to the meaning and dynamic of the Scripture itself. In some respects the most recent attempts at film treatment are worse than those of ten years ago. Some of the efforts suffer from the poverty of wooden char-

acterization, unimaginative direction, and poor scripting, along with mediocre make-up and crude special effects.

We are encouraged by recent statistics which claim that 85 percent of all Protestant churches now have one or more pieces of audiovisual equipment. These statistics show that the larger the size of the congregation, the more certain we are to find audiovisual equipment available and being used. Fifty-one percent of our Protestant churches have record players, 64 percent have slide and filmstrip projectors while 64 percent have motion picture equipment. Generally this is a good sign but may also tend to put everything audiovisually into a neat package, and cause us to depend too heavily on the package.

The creative audiovisual user is now beginning to push beyond the use of the motion picture and filmstrip projector to such equipment as the opaque projector, the tape recorder, the overhead projector, and the 35mm and the 16mm camera.

Recently introduced into the church field is the use of such equipment as the Viewmaster projector with its circular reels, each reel carrying 14 pictures of 16mm stock. This kind of simple inexpensive equipment along with a less expensive well-engineered, exclusively filmstrip projector, designed especially for use in the typically small church school class, are some developments which are moving in the right direction.

A new development which portends much good for the future of audiovisuals in the church is the plan to limit the upcoming 1960 International Conference on Audio Visuals in the Church (at the University of Colorado in Boulder next summer) to national or international staffs of the denominations, plus interdenominational leaders and a limited number of regional representatives. This conference, heretofore open to local church leaders, will thus be limited and will plan various state or regional audiovisual cooperative training enterprises, using national, regional or area leaders to help get the AV know-how to the local congregational level.

The present NCCC Commission to study the church's opportunity and responsibility in relation to the mass media is currently delving into the place of television, radio and the film and promises some audiovisual help "at the summit."

59/60  
REVIEW FORECAST

# AUDIO

by Max U. Bildersee

## Through the Looking Glass —To Tomorrow

The past year has been marked by an explosive growth in the number of secondary schools and colleges expanding their foreign language offerings and expanding, too, the technical facilities for such studies. Recent surveys indicate the number of language laboratories in service as more than 300—with more than 60 of these in sub-collegiate institutions. Colleges report language enrollments increased by as much as 36 per cent with new demands for languages other than the usual Latin-French-Spanish-German group.

Foreign language accomplishment, recently in the 'recommended studies' group for college entrance, is again being made a requirement. Columbia College recently announced that, beginning as soon as 1962, a requirement for admission will be completion of at least three years of study of one foreign language in high school. This is not an isolated instance but is part of a trend.

And the emphasis will be on communication, not rote learning of words out of context and dull and unexciting rules of grammar. The College Board examinations will include aural comprehension tests in French, German and Spanish. Similar in objective will be the revisions of the English examinations which will include testing in composition.

### Role of Listening

Communication as a vital function of language, then, is becoming dominant and listening, perforce, becomes integral in modern education. The current emphasis on audio and audiovisual entertainment via motion pictures, television, radio and recordings heightens the need for this emphasis—but it has been a generation coming, and comes coincident with the sudden public realization that our relations with the world depends on successful communications.

The past year has seen, too, a sudden but anticipated growth in the variety of foreign language records marketed. No list of foreign language recordings, however recently publish-

ed, can be 'up-to-date' for more than a few months—or even truly 'recent' for more than a year—because the variety of available materials is so rapidly expanding.

The pressures bringing this about are, of course, the growth in the number of foreign language laboratory study courses available to secondary school and college students, and the impact of the National Defense Education Act on audiovisual budgets in the language study area.

The mirror shows phenomenal growth, and the rear-view mirror indicates, too, that language studies are not alone in this.

Looking through the glass to the year and years ahead, it is reasonable to predict that we are at the beginning of an era of tremendous new emphasis on being able to communicate—to receive as well as offer information through the senses of hearing and seeing. The laboratory, as it has been introduced into foreign language study, will become integral in other areas beginning perhaps in English both as a language and as a humanities study, and progressing then to other humanities, the arts and finally to the sciences. It is not inconceivable that the expressed goal of so many educators will become a reality: that the student be encouraged and permitted to progress through the maze of his studies at

his own gait, pausing to seek depth and breadth as interests and needs indicate. It is not inconceivable that through the audiovisual devices used by individuals and by groups however small the pressing needs of the intellectually gifted may be met. And, too, the lagging student may be helped to progress at his own pace through directed listening and other study experiences.

It is always interesting and informative to know who is active and interested. A 'man in the street' survey is impossible but a 'letter in the mail' study is not. So, with this particular year-end summary and look ahead in mind, we made a simple tabulation of correspondence over the past few months. We have heard from a variety of places—from most of the states and from European and Asian nationals. The bulk of our correspondence is from schools and colleges, as might be anticipated, with schools and school systems accounting for about 48 per cent and colleges and universities 33 per cent. The rest is made up of miscellaneous adult groups including public libraries—almost a fifth.

### Av Directors and Centers

When the same information was tabulated another way, it was learned that audiovisual directors and audiovisual centers, including curriculum materials centers, account for 63 per cent of the mail—almost two thirds. These are the professional audiovisual specialists, these are the professional educators outside of libraries. But librarians are asking questions, too, and almost a third of our mail comes from libraries other than school and college libraries. There is, of course, a smattering of letters which can only be described as 'miscellaneous' and

*Audio* **CARDALOG** Record Reviews on Cards

# 659

**INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!**

**SUBSCRIBE NOW — \$25.00 a year**

**Audio CARDALOG — Box 1771, Albany 1, New York**

**— A WORLD OF SOUND ON FILE —**

may come from individuals seeking information, from record producers and from the tremendous variety of other sources (including school children!) who want to know about sound.

What do they ask? The questions almost all concern the area of materials. The most complex may involve preparing a list of recordings for a college course in Shakespeare, and the simplest the "where can I secure?" involving the record distributed only by a single source. Many people seek lists for intensive work in a limited area. One elementary school principal wrote that a student was entering a hospital for delicate eye operation and he sought assistance in selecting appropriate entertainment and instructional recordings for the child.

Of course there are questions about equipment but these are decreasing in

number. The multi-speed record player is a well-known machine today. The argument of 'tape versus disc' is frequently joined. Then too, we are repeatedly admonished that (a) the eye is faster than the ear as a receptor, and (b) the car is faster than the eye as a receptor. The argument over relative retention, too, is not uncommon.

### No Help to These

There are some people we cannot help. These are the schoolmen who have received (as a gift) an almost complete set of 78 rpm records published in the pre-war years. They seek the one (almost always unavailable) record to fill out the album. Unless the title has been rerecorded and reissued we find it best to suggest substitutes.

Looking ahead we can anticipate

many interesting developments. The concept that involves a lending or rental library of recorded material for 'one time only' use is already in practice. But the future may well involve a large leased library constantly available in any given school or school system.

The Keats Record Company (127 Bedford Street, Stamford, Connecticut) already offers a record service for public libraries at a monthly fee. In this service a permanent collection of LP records is shipped to the subscriber at the beginning of the service period. This initial shipment forms the basic collection which remains in the library as long as the service is retained.

Additionally, new records are constantly supplied to the contracting libraries. Libraries are encouraged to request specific recordings to be included in the regular shipments which are sent. The record owners—the lending source in this case—replaces worn and mutilated records as an integral part of the service on advice of the library. It is important to note that title remains with the original lessor and not with the library.

Cannot a similar program be developed for schools? Is it impossible that schools lease record collections and pay on either an annual or monthly basis? In this case, cannot an enterprising individual or firm offer such a broad service encouraging schools to select a basic library from existing catalogs and then offer additional (new or older) releases on a regular monthly or bi-monthly basis? It may not be impossible that a rental-purchase system similar to that now employed successfully by film distributors can be applied to recordings sales. The major need is for aggressive face-to-face salesmanship and for realization on the part of teachers as well as teacher-trainers that suitable audio materials enhance the learning situation and provide another source for the student's vicarious experience.

### Aural Program

And still the new records are produced with a view not only to enrichment but also to implementing learning. One of the latter is *Pathways To Phonic Skills* (Audio Education, Inc., LL-3; 55 Fifth Avenue, New York, N. Y.). This is an aural program for developing and extending phonic readiness skills, basic in beginning reading. The recordings are particularly designed to accompany Volume I of *Betts Basic Readers, Second Edition*, but their usefulness is not limited to these particular texts.



Illustration of Califone 25 booth installation at Wilson Borough High School, Easton, Pennsylvania

### LANGUAGE LABORATORIES Go To School!

Califone's complete line of Language Laboratory components has been developed after extensive research into the requirements of Schools and Universities at all grade levels.

Recorders, playbacks, phonographs, consoles, booths, etc. — all manufactured by Califone — offer to the field of language education integrated equipment that is the most reliable, easiest to service and simplest to operate.

Contact your Califone Language Laboratory Dealer. He will help you determine your exact requirements.

Write for complete descriptive literature.

Dept. ES-4



**califone CORPORATION**  
1020 NORTH LA BREA AVENUE  
HOLLYWOOD 38, CALIFORNIA

## Audio CARDALOG Record Reviews on Cards

- Please enter our \_\_\_\_\_ 1 year subscription (s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

The records (there are two 12-inch 33.3 rpm discs in the set) deal with such topics as "Hearing and Identifying Sounds," "Discriminating Between Sounds," "Hearing and Saying Rhyming Words," "Naming Pairs of Rhyming Words," "Classifying Sounds," "Saying Words that Rhyme," "Listening to Rhymes," "Completing Riddles," and sections devoted to hearing vowels and consonants as well as the endings and the beginnings of words.

The material contained in the two recordings is sufficient for long term use with most students. The work cannot be completed without repeated listening over a long period of time, and slow progress is indicated.

### Intended for Young

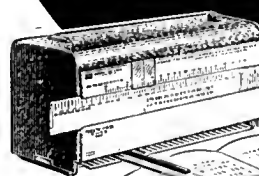
Generally, the recording will be useful with the kindergarten and first grade children for whom it is intended. It seems rather important that the listening children have had a broad background of experiences so that they may be able to recognize and identify 'city' sounds as well as 'country' sounds. Volume, important in sound discrimination and distance judgment, is constant rather than varying in this recording. Further, some of the sounds employed—such as the

sound of a steam locomotive—seem to "date" the recording too much. Perhaps most first grade children have never actually seen or heard such an engine but here television comes to the rescue, for the experience of both seeing and hearing is probably theirs through TV.

We had hoped that there would be many simple stories told in sound on the recording—and but two are provided. Sound used this way can contribute markedly to the child's developing perceptive abilities as well as to his oral self-expression. From the technique demonstrated on the record, however, it is possible (and desirable) for the class and the teacher working together to create their own simple "stories in sound" and to record these on the school tape recorder, developing the working together concept for their own amusement, comprehension and fuller involvement in this aspect of communicating ideas.

This is an especially interesting area: the introduction of children to interpretation of sounds at an age when they are being first introduced to them. This greater facility in evaluating sounds can contribute to a child's enjoyment of the world he sees unfolding about him and possibly to a quicker ear in languages.

**NOW IN THOUSANDS OF CLASSROOMS!**



BEST . . . because it has passed the classroom test

AT A COST AS LOW AS **37¢** PER PUPIL\*

### AVR RATEOMETER

Tops the list of America's Reading Learning Aids because of its proven performance

**IT'S VERSATILE** . . . fits into any reading improvement program.

**IT'S ACCURATE** . . . Lifetime electric motor provides clock accuracy, trouble-free service.

**STUDENT CENTERED** . . . requires minimum assistance. Students master its use in minutes.

**EASY ON BUDGET\*** . . . Actual classroom experience over a 5-year period shows that costs run as low as 37¢ per pupil.

Teachers say: "Pupils love working with them" . . . "best of its type" . . . "more convenient" . . . "so quiet" . . . "flexible and adaptable" . . . "rate increase 70 to 300%."

Complete with manual, carry-case, \$35  
5 to 9 units, ea. \$31.50 • 10 or more, ea. \$29.75

Satisfaction guaranteed or money refunded  
Send orders to

**AUDIO VISUAL RESEARCH**

Dept. U912 523 S. Plymouth Ct., Chicago 5  
FACTORY: Box 71, Waseca, Minnesota

**SIMPLE! EFFECTIVE! DURABLE!**



### "FIBERBILT" CASES

"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this

Trade Mark

Your Assurance of Finest Quality"

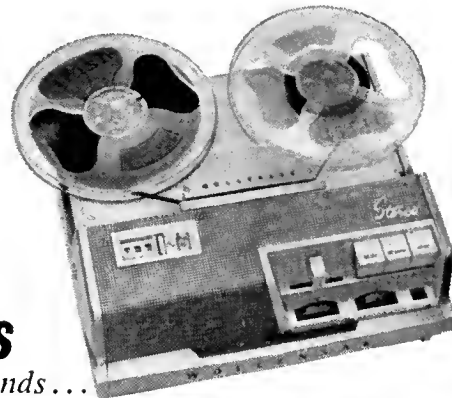


For 16mm Film —  
400' to 2000' Reels

Sold by All Leading Dealers

## FOR SERIOUS TAPE RECORDING ON FINE TAPE RECORDERS

ORR Industries recommends...



ferro-sheen tape

note to **WOLLENSAK** owners

To insure optimum recording quality with your machine, ORR Industries recommends **irish** Long Play tape #602. Send for technical bulletin.

**ORR INDUSTRIES INC.**

Opelika, Alabama

# In the Church Field

by William S. Hockman

## Notes And Comments

We believe that the churches, all denominations, can get a lot of good use out of the 13 films which were used on the Methodist "Talk Back" TV series. Now released to all churches, these films cover such subjects as the pressure of modern living, guilt, knowing God's will, life's good and bad breaks, prayer, Christian business principles, suffering, civic responsibility, anxieties and fears, belonging and acceptance insecurity, the rearing of children, etc. Here is material for youth and adult groups, in and out of church. To get the most juice out of them, try the discussion process. Book them through your A-V library, or the Methodist Publishing House, Nashville, Tenn.

- It is just possible that Mr. Alan N. Camp, secretary of the Audio Visual Aids committee of the Trinity Baptist Church, Bexleyheath, Kent, England, would have an extra copy of the committee's annual report for 1958 on hand. If so, he would, I am certain, be glad to send it to those who would like to see how and why films and other media are used in this parish. In turn, he might like to hear from you and have your report—if you have one to send along.

- We have already made note of two films which we will use the next time we teach a course—at the college or university level—in A-V communication and use. "Facts About Film" says a lot and shows more; and "Facts About Projection" wraps up that subject interestingly and well. Come to think of it, these two would be equally useful in institutes, seminars and conferences with the people who actually use films in the various programs of the church. They speak to the needs of this group, too. From International Film Bureau, 57 E. Jackson Blvd., Chicago 4, Ill.

- We would like to see the Methodist Church (Board of Temperance, 100 Maryland Ave., Washington 2, D.C.) try putting the commentary of the

film "What You Ought To Want" on either tape or records, or both, and offering Bishop Oxnham's penetrating discussion in this medium. We found the film tiring, but liked mighty well most of what the Bishop said. I think that in this case a good audio would have been better than a poor film. Dynamic as the Bishop is, 14 minutes is a long time to look at him via film. (Film rents for \$5.00.)

- Family Films, Inc., has been getting into some tough subjects of late, tough enough to stump any producer. Think of a film that shows Christian youth helping another young person to get headed in the right direction! Yet "Teenage Witness" is good enough to be accepted by youth and their leaders, and is thus a useful film. "Teenage Code" deals with cheating, a subject not quite so hard to bring off. Yet it's no easy matter to make the Christian point of view acceptable in a film for young people. We think this film succeeds. If the young people of a high school respect one of their fellows for his scholarship and manly character, can he influence them in the direction of Christian ideals and ideas? "Teenage Challenge" says yes to this question and in such a way that young people of Junior and Senior Hi age will accept it. Each is 30 minutes; B&W, \$9.00 per day; and just the thing for fellowship groups and especially for the "Y" clubs in high schools and the community.

## Teenager Filmstrips

Years ago Paul Kidd (now with Family Films, Inc.) produced a series of filmstrips on the teenager and his world and its problems. Many of us used this material. We wore it out—using it! It was that good and useful.

Now Family Filmstrips, Inc., has produced a battery of good and useful filmstrips that go way beyond the old Church Screen set in quality and usefulness as well as in coverage of the general subject. These filmstrips are divided into two groups: Younger Teens and Older Teens—roughly Jun-

ior Hi and Senior Hi plus. In the "Young Teens and Their Families" there are four filmstrips, all good in content treatment and pictorial and technical qualities. They are:

*Learning To Live With Parents*  
*Getting Along With Brothers and Sisters*  
*Sharing Responsibilities At Home Allowances*

Young teens also have 'popularity problems' and we have four aspects of this problem taken up in as many titles:

*Overcoming Awkwardness and Shyness*  
*Making and Keeping Friends*  
*Trying To Be Popular*  
*What About Smoking?*

The treatment in each instance is that of good sense, solid psychological facts and good religion. They will do as much for many parents as for the young people themselves. Let us use them!

Dating, and all this implies for youth, is a tough area in which to talk sense—sense that gets accepted by the adolescent and his parents and advisors and teachers. Yet the four titles here cover the subject well, hitting the crucial questions right on the button.

*First Dates* (guidance ideas)  
*Whom Do I date?* (standard for choosing)  
*How To Act On A Date?* (what to do and not do)  
*Is It Love?* (the meaning of mutual attraction)

When you move to the Older Teens bracket (15-19) these subjects don't get any less ticklish. Older teens still live in their families. Thus a series on *Older Teens and Their Families*. The treatment is down to earth with a deep respect for Christian principles; and the titles are:

*I'm Not A Child Any Longer*  
*You And The Car*  
*Families Come In Handy*  
*Money Problems*

Older teens have popularity problems just like their younger siblings. Status and growing relationships are complex and often painful, and being Christian is not as easy as we sometimes think. Listen to these titles:

*The Crowd*  
*Smoking and Drinking*  
*My Loyalty Test*  
*Influencing Others For Good*



Excellent quality in treatment and in technical aspects is maintained in the *Older Teens And Dating* series:

- Going Steady*
- Falling In Love*
- Conduct On A Date*
- When Should I Marry?*

When I look back across these titles and remember being with a group of high school young people every Sunday night for twenty-five years, I am stirred to hope that every one of these filmstrips is seen by the parents of youth as well as by the young people themselves. In so many instances the ideas of parents need up-dating, modernizing. They so often need new insights, new tacks, new ways of dealing with their own (teenage) children. Therefore let no user think that he has really used these fine materials until he has used them with parents as well as with youth. Let no dealer forget to point out this multiple use of these filmstrips when doing business with the church. Let it be remembered also that these filmstrips can help leaders do the job year after year.

### Africa Feature Available

According to United World Films, Inc. (1445 Park Ave., N. Y. 29), that remarkable film, *The Mark of the Hawk*, which has been running in the theaters since the summer of 1957, will be available to the churches after January 1, 1960.


Having attended the premiere of this film in 1957 and having previewed it the other evening in its 16mm reduction, we would like to observe that it seems more timely now than two years ago. Again we were impressed with the professional excellence of the film. This is seen in its casting, acting, directing and especially in its dramatic structure and attention-holding qualities.

Running something over 100 minutes, this powerful film packs a message for church people as well as those outside. The image of missionary work which it develops is faithful to the Gospel and about three layers deeper than that held in the mind of so many churchmen today. It portrays the role of Christian religion in meeting the political, economic and spiritual needs of awakening Africa, and indicates that the Church is the only great fellowship that actually embraces all colors and conditions of humanity.

Without doubt any church which

will do a little promotion can gather an audience for such a great film, and if it must be financed that way, we don't see how anyone could put less than folding money on the plate after seeing such a moving and entertaining film. I don't mean ersatz 'entertainment' which drips from much theatrical stuff these days, but entertainment in the sense of being interesting because of its inherent drama. It's told straight from the shoulder, and is a 'must' for all. Don't pass this superb film by.—WSH

Beloved  
**WALT DISNEY**  
© WALT DISNEY PRODUCTIONS  
 characters in new  
**Sound Filmstrips**  
 Study guides show religious teaching applications. Send for FREE master study guide  
 now in **Cathedral Filmstrips**  
 Dept. 27 • 2921 West Alameda Ave., Burbank, Calif.



# PHILCO®

Only  
**\$1445.**



**NEW**  
All-Transistor  
 TV Camera puts  
 Instructional TV  
 within your  
 reach...*right now!*



This first fully-transistorized TV camera for educational use is revolutionary in compactness, low cost, ease of operation, brilliant performance and reliability. Before you buy *any* closed-circuit television, be sure to see this remarkable Philco camera. Our engineers will gladly help you design a TV system to fit your specific requirements. Get the facts now... write for your free copy of the Philco TV Planning Book.

**PHILCO® Government & Industrial Division**  
 4702 Wissahickan Avenue, Phila. 44, Penna.  
 In Canada: Philca Corp. of Canada, Ltd.  
 Dan Mills, Ontario



# FILMSTRIPS

by Irene F. Cypher

If we are to use visual materials, whether of the projected or the display type, then the pictures should be worth viewing. In our own estimation we have always used pictures for two basic reasons, (a) because they interested the eyes of the beholder and caused him to stop for further examination and (b) because, having attracted the viewer, they justified his examination and presented information he needed and would find helpful—and also pleased him at the same time. We have always deplored “busy work pictures” that contained about 50 different ideas or messages all garbled up into patchwork attempts to say a lot in one picture. For our own vote, the more any picture is edited before it is reproduced, the better.

As with any medium of communication, the basic symbols of the partic-

ular medium should be clear, distinct and understandable. Every time we see a picture cluttered up with cute little details and minute items designed to give “added interest” factors, we shudder. It would be an excellent idea for filmstrip and picture producers to take a field trip to view the display windows of many of our leading jewelers. Whenever there is a rare jewel or magnificent necklace to display it is made the center of attention and other distracting items are cleared away. It is barely possible that pupils in our classes would find filmstrips more attractive if the message of each picture were clearer and easier to identify visually.

*Tide Pool Life Study Prints* (a set of 12 flat prints, color; produced by Filmscope, Inc., Box 397, Sierra Madre, California; \$11.95 per set, reductions for group orders). In line with our general comments above, we call your attention not to a filmstrip but to a set of flat prints which impressed us so much we are including them in this column. The pictorial quality of these prints is excellent and the color splendid. We actually behold sea anemones, shore and hermit crabs, chitons, mussels and other specimens of marine life as they would look to us if we went investigating in the waters of a tide pool. And many of the pictures have an added value in providing an indication of relative size for the viewer who is not familiar with the actual specimen. We feel pleasure in recommending this type of pictorial material—which we do for everyone who is looking for good pictures to use on bulletin display boards, for general study and wherever illustrative material of an excellent quality is needed. They are good for science and nature study units and as preparation or follow-up for actual field trips.

*American Colonization* (3 sets of filmstrips and records; produced by Wedberg Associates, 4715 So. Normandie Ave., Los Angeles 37, California—“Discovery and Exploration of America,” 2 filmstrips and 1 record—\$20; “Colonization of America,” 4 filmstrips and 2 records, \$40; “Lewis

and Clark Expedition,” 2 filmstrips and 1 record, \$20). Any study of history involves a consideration of the people who helped to make that history, and that is what these filmstrips do—for they have added the element of sounds and dramatizations to the picture story. The material is coordinated so as to give a series of episodes which help us to understand the gradual development and exploration of the western lands, and the people who contributed to this. Maps are included to indicate place relationships and both art work and photographs give interest to the pictures. There is a realistic quality to the records that will appeal to student listeners. The material is well prepared, well adapted to social studies units in the upper grades and junior high school, and to be recommended because it has human appeal value.

*AudioVisual Language Training—Gloria and David Series* (14 filmstrips, color, and 14 double sided records; produced by Encyclopedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.) If your problem is beginning Spanish, here is a set of materials prepared to help you along the road. Gloria and David go to school, play, look about at the city in which they live, take a trip to the country and become familiar with colors, numbers and objects. A manual provides review questions and additional study projects. The material is so planned that teachers who have no previous training in Spanish will be able to use it, as well as their pupils who are starting on a study of this language. The picture sequences are well selected and the recordings clear and easy to follow. Recommended for beginning study of Spanish (at whatever grade this is included in your particular curriculum).

*Basic Primary Science—Group II* (6 filmstrips, color; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$24.30 per set, \$4.50 single strips). If young scientists are to understand the world in which they live, they certainly do need to know about the facts included in this series; why seeds grow; what causes day and night to succeed each other, how many bones you have in your body and what they contribute to basic bodily function; what helps animals to survive. There are good suggestions for first experiments dealing with chemical changes in temperature, plant life and energy. These filmstrips can be used as study progresses and in conjunction with



## SOFTBALL FUNDAMENTALS FOR ELEMENTARY SCHOOLS

Boys and girls learn to play softball, demonstrate rules of play, techniques, safety measures. A Furman production for upper elementary grades. 10 MINUTES. B & W \$60, RENT \$3.

## GOLD AND GOLD MINING

Properties of gold, its uses and value, sources. Comprehensive scenes show four types of gold mining in operation. For upper elementary, junior-senior high school social studies and science. 15 MINUTES. COLOR \$150, RENT \$7.50; B & W \$75, RENT \$5.

## FERRYBOAT

Explains various kinds of work boats, emphasizes different types of ferryboats. A Stuart Roe production for primary-elementary grades. 9 MINUTES. COLOR \$100, RENT \$5; B & W \$50, RENT \$3.

Order your prints today!  
Write for free catalog.



**BAILEY FILMS, INC.**

6209 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

many units and projects in beginning science for grade two.

*Secretarial Training* (6 filmstrips and 3 double-face, 33 1/3 rpm. records; produced by McGraw Hill Book Co., 330 West 42nd St., New York 36, N. Y.) Everyone who longs for a well-trained secretary will appreciate the value of this series—for it highlights the things so needed, how to file correctly, how to plan work and organize work, how to assume responsibility and practice good office manners. The secretary-to-be is given examples of short cuts that will make her work more efficient; she is also shown how to help other secretaries and how to plan work so that she serves the best interests of her superiors. This type of material is well suited to the needs of high school and college secretarial training classes, and provides practical help for such groups.

*The Whooping Crane* (single strip, color; produced by National Film Board of Canada, available from Stanley Bowmar Co., Valhalla, N. Y.: \$5). Great interest has focused of late on the whooping crane. Excellent and realistic paintings give us a complete story of the life, habits and living quarters of this rare bird. Because it is so difficult to study such wildlife, this filmstrip becomes especially valuable to all nature lovers and students of bird lore. This is an instance in which the filmstrip becomes a "field trip" for it takes us from Arkansas to Great Slave Lake, from the United States to Canada, to follow one of the most fascinating of stories about a unique bird. Of special interest to students would be a comment on the extreme measures taken to safeguard and preserve this vanishing species. State game departments guard them zealously, and hunters face severe penalties for killing, injuring or otherwise molesting them. To be recommended for any nature study group and for clubs and conservation societies.



## DAGE MOBILE TV brings studio broadcast quality to any classroom

Broadcast quality equal to that of professional TV studios is achieved by the Dage Educational Television System (ETS-1) . . . and it is completely mobile! Moves on silent casters through classroom doorways. Included in the system is the Dage 320-B series vidicon TV camera and console control center. The versatile 700-line resolution camera is

equipped with electronic viewfinder, hood, four-lens turret and tripod. It gives excellent picture quality, even of microscopic materials. Attractive console contains video monitors, camera controls, sync generator power supply and wave form monitor. Modular construction of console makes it easy to maintain and operate . . . accommodates optional equipment as



needed . . . will broadcast on micro-wave for intra-school networks. For complete details about the Dage ETS-1 write for our free catalog, or request consultation with a Dage representative.

### SCIENCE FILMSTRIPS

SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS

BIOLOGY	ATOMIC ENERGY
PHYSICS	GENERAL SCIENCE
CHEMISTRY	MICROBIOLOGY
BIKE SAFETY	BUS SAFETY

NEW—Elementary Science Series in  
Brilliant Spectracolor

**VISUAL SCIENCES**

Box 599E Suffern, New York



**DAGE TELEVISION DIVISION**

*Thompson Ramo Wooldridge Inc.*



2612 West 10th Street, Michigan City, Indiana

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Quetico

(*Contemporary Films, Inc., 267 West 25th St., New York 1, New York*)  
Produced by Christopher Films, 16 mm, sound, color, n.d., \$200.

### Description

*Quetico* . . . a wilderness area between Lake Superior and Lake of the Woods is a provincial park bordering the United States. It looked much the same to the Ojibways and the French voyageurs as it does to the modern sportsman. The film expresses a feeling about this place through portraits of earth, water, and sky. It shows the changing moods of the seasons: snow, thaw, rain, and sun, bleakness, blossom, shadowed greenness and autumn brilliance. There are also the changing moods of the hours: misty dawn, busy mid-day, quiet dusk and howling darkness.

By following one canoeist, the scope of vision ranges from high vistas of numerous lakes and endless woods to lily pads shimmering in the wake of the canoe. Along the trip, various wild life are seen and heard. The canoeist engages in negotiating portages, making and breaking camp, fishing, cooking, and reverie.

### Appraisal

Superb color photography and an unusually well-integrated musical score are organized to develop a unified theme. Producer-director-cinematographer-editor Christopher Chapman has created a film of rare beauty that will excite audiences universally. Since the message of this mass communication can be transmitted most appropriately through pictorial representation, music, and sound effects, the short sections of commentary have wisely been limited to a total of ninety-five seconds.

With mass film audiences limited mostly to television and commercial motion picture theatres, where else would this film be shown? Either because of its subject or because of its treatment, the film should find enthusiastic use by public libraries, convocations at educational institutions, film societies, photography clubs, conservation groups, nature clubs and scouting organizations.

—Ledford Carter

## Williamsburg: Story of a Young Patriot

(*Colonial Williamsburg, Inc., Film Distribution Office, Goodwin Bldg., Williamsburg, Virginia*) Produced by Paramount Pictures, 34 min., 16mm, sound, color, 1957.)

### Description

*Williamsburg: Story of a Young Patriot* uses the fictional character of John Frye of Riverton to depict the external forces acting on patriotic Americans and the intra-personal conflicts these men faced as they struggled with the controversy of self-rule or domination by the English Crown. Activities of such pre-revolutionary Virginia leaders as George Washington, Thomas Jefferson and Patrick Henry are dramatized.

Opens in 1769 as John Frye, planter of Riverton, prepares to depart for Williamsburg to assume the House of Burgesses seat vacated by the sudden death of his father. Taking with him a last letter of complaint about Patrick Henry's repeated and radical outbursts against the Crown, the new member meets almost immediately this gentleman and, among others, Washington, Jefferson, John Randolph and William Byrd. At first the young planter is impressed, but as did his father before him John Frye begins to write home of his distaste and in time of his weariness with the constant debate caused by Henry's arguments. Soon he sees the House dissolved by the Governor because of Henry's sentiments against the Townshend Acts.

With considerable misgiving, John follows a number of his colleagues to the Raleigh Tavern where they hear Washington and Jefferson support a non-importation proposal on English goods. Despite Frye's refusal to listen any longer to such considerations, the proposal carries and the shops of uncooperative merchants are raided by the patriots. But with Parliament's repeal of all such taxes except on tea, shops are again filled with imported goods and customers. At Riverton John's wife and mother are pleased with a direct shipment of china, cloth, and other items from England.

His family urges him to run for a second term in the House, and though Frye fears defeat because of his grow-

ing reputation as a conservative, he is twice re-elected. By now John's son is ready for enrollment at the College of William and Mary, so he, his sister and their mother join the burgess in a tour of the capital. Together they enjoy seeing the general court, the governor's palace, where unicorns on the gate remind Virginians they are English, and finally the House of Burgesses. Here Mrs. Frye is concerned over her son's interest in learning where Mr. Henry sits and urges him to try his father's seat instead. As she and her daughter prepare to return to Riverton, reverberations from Boston are being heard in Williamsburg, and with the closing of the Boston port events follow one another quickly, both in New England and Virginia. What attitude is the burgess from Riverton to take? Certainly he will not join those who burn the Massachusetts governor in effigy. But neither can he agree with his aristocratic friends that Virginia has no stake in events at Boston.

Meanwhile, Lee, Henry, Jefferson and other burgesses east about for a way of protesting royal moves without again running the risk of having their House dissolved. Jefferson finally suggests a day of fasting and prayer, and John Frye, writing to his wife and his mother at home, is impressed with the unity of feeling reflected by attendance at this occasion. A later letter points out that when royal marines seized powder from the Williamsburg magazine only the mercy of God dispersed the angry mob which responded to the alarm. Then John writes of his farewell to his friend John Randolph who has decided, in light of Virginia developments, to return home to England. At last comes the momentous vote in the House, deciding how Virginia's delegation in Philadelphia should vote on Lee's resolution for independence. Still undecided on this question, John Frye seeks the opinion of his son, pointing out that a vote for separation could mean not only the interruption of his education but also the loss of Riverton, the plantation young John should inherit. But the son leaves no doubt as to his feeling when, in his father's presence, he falls in rank with the Virginia militia, then mustering near the government buildings. So in the company of Patrick Henry the elder Frye goes to the House and

there joins the other Burgesses in a unanimous vote for independence.

### Appraisal

Here is an appealing and provocative presentation of the background for revolution as it developed in Virginia during the years 1769-1776. John Frye's character and letters, delineated and written against the authentic backgrounds of restored Colonial Williamsburg, provide an effective portrayal of the times and especially of the issues faced by loyalists and patriots. The technical aspects of this production are admirably handled, with photography and music effectively integrated. Our debt to those whose restoration and associated activities in Williamsburg made possible this film is especially evident in its scenes of John Frye's welcome at Raleigh Tavern and his participation in the Day of Prayer. One could ask of vicarious experience little more than is provided here. Other sequences provide concrete illustrations of the often-affectionate relationships between young slaves and plantation children and of the increasingly divergent attitudes of the young and old toward friction with England.

Seventh and eighth graders who saw this film as an integral part of their study of the Revolution asked many questions about places, people, and situations. Older high school pupils may be encouraged to evaluate, among other things, the film's portrayal of Washington in 1769 and the somewhat unguarded words used by the minister as he preached during Virginia's Day of Fasting and Prayer. Adult as well as high school audiences appreciated this colorful production. In the opinion of the evaluation committee, *Williamsburg: Story of a Young Patriot* should produce in all thoughtful Americans a feeling of excitement and a sense of involvement in the making of basic choices—which as John Frye implies, we must face again and again if we are to remain free.

—Kenneth B. Thurston

### A Newspaper Serves Its Community

(Film Associates of California, 11014 Santa Monica Boulevard, Los Angeles 25, California.) Produced by Gary Goldsmith, 14 min, 16mm, sd, color or b&w, 1959. \$135 or \$70. Teacher's guide available.

### Description

*A Newspaper Serves Its Community* documents a news story from its as-

signment to a reporter-photographer team through its processing in a newspaper plant until the paper with the story is in the readers' hands. Publishing of the newspaper is traced with emphasis placed on significant and interesting details of newspaper operation.

The film opens in the pressroom while the narrator highlights the paper's basic functions. The scene quickly shifts to the city room where the city editor introduces himself, continues the narration, and assigns the story that will be followed in the film, the arrival of the zoo's new elephant, Jomar. The photographer and reporter meet Jomar and his handlers at the airport to gain first

hand information and pictures of the baby elephant. On returning from the airport the photographer is seen making a print of one of his pictures of Jomar while the reporter is doing research on elephants in the paper's library. At the same time a story and picture of Jomar and his mother in India is received by wire in the pressroom. Using all the information he has gathered the reporter composes his story, placing the most important facts in the first few sentences with other interesting details following. The city editor points out that while this story was being written other reporters were at work on stories of schools, movies, sports, and politics.

Some of the other newspaper jobs



Photo above illustrates LuXout DIM OUT draperies softening outside light.

Classroom audio visual light control requirements differ according to circumstances. Many prefer total BLACK OUT light control; however since LuXout led the way with DIM OUT light control draperies, many architects and engineers have indicated a preference for better student rapport through the use of LuXout DIM OUT draperies. LuXout offers both types to fulfill all light control classroom TV or audio visual projection needs.

For the answer to your light control problems, consult your LuXout Distributor or contact:

Free brochure, DIM OUT Folder and color samples available upon request.

**Plastic Products**  
INCORPORATED

Department AV  
1822 East Franklin St.  
Richmond 23, Virginia

are shown—for example secretaries whose many services included receiving comic strip mats sent to this newspaper and others by mail. An artist is seen at work on an advertisement for a clothes dryer—he decides that by drawing “a yellow sun inside the clothes dryer he should make the people even feel the heat.” Advertising’s function is explained as giving people information on products they can buy.

The deadline is near, and the Jomar story and photograph are received by the city editor. After his approval the story is passed to the make-up editor who allots it and the dryer ad their space on the page. The copy-reader is viewed checking the story and writing the headline “Jomar Is Here.”

The story is now received in the composing room where a linotype operator sets the type in lines cast in type-metal. Proofs of the type are sent to a proof-reader for final checking and the approved story is assembled with a cut of the Jomar picture and the dryer ad on the page by the make-up man in accordance with the layout furnished by the make-up editor.

In the final series of sequences the page of the paper is followed from its

flat form to the creation of a curved paper mat that exactly duplicates the metal type and illustrations on the page form. Using this mat a curved metal press plate is cast from which the paper is printed. In the pressroom the plates are seen arriving on conveyor tracks and attached to the presses; rolls of paper weighing almost a ton are brought into position; ink from buckets is added to the press; the presses begin to roll slowly so the pressmen can check the run; all adjustments are made; and the order is given to run the presses at full speed. As the printed sheet comes off the press it is folded, cut, bundled, and slid down a chute to waiting delivery trucks. The pressroom sequence also briefly points out how the two-color printing operation is accomplished by showing the “yellow sun” being printed in the dryer ad.

In the closing sequence the variety of reader interests in certain sections of the paper is discussed. As the film closes the city editor receives his paper and states that he likes his job of bringing news to the community.

### Appraisal

*A Newspaper Serves Its Community* takes children on a tour of a news-

paper plant sans the noise and air of complexity often inherent in such field trips; however it could also serve as a preparatory or review activity for a field trip to a newspaper plant. The step-by-step, accurate, concise presentation never glamorizes or oversimplifies its subject or gives misconceptions of journalism terms. Its audiences are intermediate grades and junior high school English and social studies classes who have little need for technical jargon but need to be able to visualize the sequential processes in newspaper publishing. In this the film does an admirable job, but if detailed comprehension is expected more than a single showing may be required for those not familiar with newspaper operation due to the often rapid pacing of the film.

The elephant story is felt by the committee to be a good vehicle for the target audiences. A weakness of the film is that while its title and study guide claim it shows the paper’s relation to the community this is only briefly touched on as a side issue to the production process. To the additional credit of the film, however, is the lack of lengthy credits and titles, and the film substitutes the sound of presses and typewriters for mood music. The consensus of the committee was that this is an excellent film for contributing to the understanding of newspaper operation and can play an important role in English class units on journalism and social studies units on community services.

—Richard Gilkey

### A Biologue on the Life and Land of Lincoln

(International Film Foundation, Inc., 1 East Forty-Second Street, New York 17, New York) Produced by Francis R. Line, in 3–17½ min. sections, 16-mm, sound, color, 1959. \$180 for each section when purchased separately or \$440 for all three parts ordered at one time. Teacher’s guide available.

### Description

This triptych of Lincoln encompasses the whole span of his life in a somewhat idyllic manner and presents to the viewer a sensitive and, in the main, a balanced synthesis of the man and his era.

In limning the profound greatness, tragedy and pathos of this truly universal humanitarian no actors are employed. Instead, sculpture both in the round and bas relief, memorials, and restorations are interspersed with bucolic shots of the wilderness and frontier that exerted such a deep and



## CECO'S NEW WEINBERG WATSON PROJECTOR

CAMERA EQUIPMENT CO., INC.

Coaches . . . Doctors . . . Teachers . . . All have helped us modify the 16mm Kodak Analyst II to encompass all the features required in a true time and motion study projector. The Weinberg Watson is ideal for checking a variety of recorded data such as sports, motion study, laboratory reactions, and many other subjects where time expansion study is vital to the solution of a particular problem.

### CHECK THESE EXCLUSIVE FEATURES

Continuous variable speed from 2 to 20 frames per second. Electronic single frame advance. Flickerless projection made possible by a revolutionary shutter design. No light loss on single frame projection (and film will not buckle). Remote control switch combines two operations . . . press one button for single frame operation . . . the other for instantaneous forward-reverse motion.

Dept. E 315 West 43rd St.,  
N. Y. 36, N. Y. JUdson 6-1420

pervasive influence on him. This melange is further held together by an unseen narrator and a speaker who reads appropriate quotes in an effective manner—all this set against the nature and sculpture leitmotif.

Reel one, "Lincoln's Youth" in Kentucky and Indiana, traverses familiar ground and perhaps succeeds best in capturing the strength and unsophisticated homespun quality of the man. The influence of his mother, Nancy Hanks Lincoln, and his older sister, Sarah, is treated as well as his meager formal schooling and insatiable love of books. Thus, in the words of the narrator, "It was here in the frontier that Lincoln spent fourteen years of his life and it was the frontier that made Lincoln and shaped his destiny."

Reel two, "The Illinois Years," follows Lincoln from the age of twenty-one years through his election, his move to Washington and the Presidency. Here one again encounters the familiar—Stephen A. Douglas, William H. Herndon and Mary Todd. Indeed, it was Mary Todd, the Kentucky aristocrat, whose towering patience and burning ambition were a powerful factor in his greatness. Furthermore it was during these crucial years that

Lincoln took his forthright stand against the Mexican War which he branded as aggression even though it spelled political suicide. Here too, he further matured into a man of depth and compassion. Again in the laconic words of the narrator, "Lincoln left the prairie and headed toward Washington and immortality."

The final reel, "The War Years," begins with his inauguration on March 4, 1861, set against the lowering war clouds and it stresses Buchanan's failure to stem the tide of fratricide which was engulfing the nation. Throughout this taut and poignant era Lincoln was borne down with tragedy—the criticism arising from the fact that his wife's relatives were fighting on the side of the Confederacy, the death of his son Willie, the herculean prosecution of the war—yet he continued to grow in greatness, humility, and mercy. And it was from this period of his life that we draw the strongest evidence of his greatness, from his words of comfort and solicitude to a soldier's sorrowing mother to the profound heights he reached at the site of Gettysburg.

## Appraisal

Within the framework of static sculpture and monuments of often questionable artistic merit, the film succeeds surprisingly well in capturing the greatness of the man and his impact upon history. Divided into three parts which may be used together or individually, the film is chiefly recommended for use on the elementary and junior high school levels. It should be useful in providing a general background for the study of Lincoln's life. Part II should make an important contribution to developing an understanding of the life of Lincoln as it prepared him for his role as president, and Part III should especially help in developing an understanding of Lincoln's role in the Civil War. It should be noted, however, that certain areas such as the largely apocryphal Ann Rutledge episode, Herndon's view of Lincoln, and Mary Todd Lincoln's controversial side are discreetly skirted; that the legislature years are not touched upon; and that in some scenes a jarring note is a modern flag instead of the one of Lincoln's day.

—Robert B. Pettijohn



"Accurate volume calculations for this sphere-shaped satellite are obtained with the formula . . .  $V = 4/3 \pi r^3$ ."

Color — \$150.00 each  
B & W — \$75.00 each



# FILM PRODUCTIONS, INC.

1821 University Ave.

(Distribution Office)

St. Paul 4, Minn.

Preview Prints Available

## DISCOVERING SOLIDS

A series of three films applying mathematics principles to space perception.

- I VOLUMES OF CUBES, PRISMS, AND CYLINDERS
- II VOLUMES OF PYRAMIDS, CONES, AND SPHERES
- III SURFACE AREAS OF SOLIDS

Art, animation, and model demonstrations help develop formulas for finding volumes and areas of solids. Live footage shows the use of these formulas in practical situations.

Carefully produced under the supervision of Dr. E. H. C. Hildebrandt of Northwestern University's Department of Mathematics, these films meet the demands of the revitalized mathematics curriculum.

# TRADE DIRECTORY FOR THE AUDIO-VISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

## FILMS

**Association Films, Inc.** (PD)

### Headquarters:

347 Madison Ave., N. Y. 17, N. Y.

### Regional Libraries:

Broad at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Bailey Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Ideal Pictures, Inc.** (D)

### Home Office:

58 E. South Water St., Chicago 1, Ill.

### Branch Exchanges:

1840 Alcatraz Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 — 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
52 Auburn Ave., N.E. Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
2204 Ingersoll, Des Moines 12, Ia.  
614 — 616 So. 5th St., Louisville 2, Ky.  
1303 Prytonio Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
40 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
1915 Chicago Ave., Minneapolis 4, Minn.  
1402 Locust St., Kansas City 6, Mo.  
3743 Gravois, St. Louis 16, Mo.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio  
West Penn Bldg., Suite No. 204, 14 Wood St. Pittsburgh 22, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 So. Third St., Memphis 3, Tenn.  
1205 Commerce St., Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Beretania St., Honolulu, T.H.

**International Film Bureau** (PD)  
57 E. Jackson Blvd., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Boyshore Dr., Miami, Fla.

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 13

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**DuKane Corporation** (M)  
St. Charles, Illinois

**Graflex, Inc.** (M)  
(SVE Equipment)  
Rochester 3, New York

**Viewlex, Incorporated** (M)  
35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 (FS) Haddon Rd., Woodmere, L.I., N.Y.  
All sizes—immediate delivery

## GLOBES — Geographical

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byron, Inc.**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

**Geo. W. Colburn, Inc.**  
164 N. Wacker Drive, Chicago 6, Ill.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Graflex, Inc.** (M)  
(Ampra Equipment)  
Rochester 3, N. Y.

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**Victor Division, Kalart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co.** (MD)  
315 W. 43rd St., New York 36, N. Y.

**Forman & Babb** (MD)  
68 W. 45th St., New York 36, N. Y.

**S.O.S. Cinema Supply Corp.** (MD)  
602 W 52nd St., New York 19, N. Y.  
6331 Hollywood Blvd., Hollywood 28, Cal.

## RECORDS

**Children's Music Center**  
2858 W. Pico Blvd., Los Angeles 6, Calif.  
(send for free catalogs)

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Music Education Record Corp.** (P)  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra)

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

**Graflex, Inc.** (M)  
Rochester 3, N. Y.

## SCREENS

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Marton Grove, Ill.

## SLIDES

Key: Kodachrome 2 x 2. 3/4 x 4 1/4 or larger

**Keystone View Co.** (PD-4)  
Meadville, Pa.

**Meston's Travels, Inc.** (PD-2)  
3801 North Piedros, El Paso, Texas

**Walt Sterling Color Slides** (PD-2)  
224 (ES) Haddon Rd., Woodmere, L.I., N. Y.  
4,000 slides of teacher world travels

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## Local AV Dealers

### Illinois

**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

### New Jersey

**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark,  
N. J.

### Ohio

**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Massillon,  
Ohio

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.**



# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to **Directory of Listed Sources**, page 675. For more information about any of the equipment announced here, use the enclosed reader service postcard.

## NEW EQUIPMENT

### CAMERAS—Movie & TV

**Automatic 8mm Zoom.** Variable (9 to 24mm) focal length f/1.9 lens; built-in exposure meter adjustable for film speed and operable both automatically and manually; drop-in loading; automatic footage reset; individual eyepiece adjustment. \$139.50. KODAK See local dealer.

For more information circle No. 101 on return postal card.

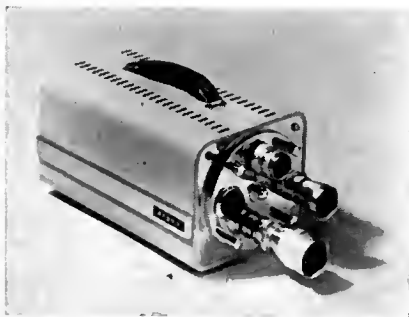
**Closed Circuit TV Camera.** Ling "Spectator", designed for industry, schools, hospitals, etc., wt. 10 pounds, size roughly 6x7x15½", 6 tubes plus standard vidicon. Operable remote to 1,000 feet. Video Jeep permits use with standard TV receiver. Camera \$695, 17" Monitor \$250, 1" lens \$98, Tripod \$27.50. ELECTRON

For more information circle No. 102 on return postal card.

**Complete UHF or VHF Broadcast Station** including live and film cameras, visual and aural transmitters, three monitors, studio view checker, sync generator, film and slide projectors, turn tables, control console, antennae—costs range \$18,000 to \$26,000. ELECTRON

For more information circle No. 103 on return postal card.

**Argus Direct-Wire TV Camera \$595.** A TV camera that plugs into house wiring and puts its image on any receiver by coaxial cable up to 1,000 feet away, further if need be with aid of a line booster. Requires no special lighting; three-lens turret plus built-in extension for extreme closeup with any of its lenses. Weight 16 lb. ARGUS.



Argus TV Camera

For more information circle No. 104 on return postal card.

**Power-Drive 8mm Zoom.** Pushbutton choice of wide angle or telephoto, zoom transition battery-powered; f/1.8; viewfinder zooms automatically with lens; drop-in spool or magazine load; electric-eye exposure control. \$169.50. REVERE.

For more information circle No. 106 on return postal card.

**Sound Motion Picture Camera,** new portable Auricon Cine Voice II, weighs under 16 lb. light enough for hand held operation. Transistorized amplifier, 100—20M cps; separate shoulder strap gadget bag holds the rechargeable power pack, microphone and headset; 100' to 400' magazines; designed for the single cameraman to shoot sync sound on film. \$1,800 to \$2,300. TELSPEC.

For more information circle No. 107 on return postal card.

### CAMERAS: Still

**Century 35 camera** features a built-in coupled exposure meter, f/2 lens, parallax correcting view-rangefinder, single-throw lever frame advance, \$114.50. GRAFLEX

For more information circle No. 108 on return postal card.

**Graphic 35 Electric Camera** features power-winds the film for the next exposure by means of an electric motor completely contained in the take-up spool and powered by two photoflash batteries. "Automatix" exposure control, interchangeable bayonet mount lenses and couples range-viewfinder are other features. With 50mm f/2.8 lens \$237.50; with 50mm f/1.9 \$275.00. Extra 35mm f/4.5 \$59.50; 135mm f/4 \$99.50. GRAFLEX

For more information circle No. 109 on return postal card.

### PROJECTORS: Still

**Micro-Beam Projector.** Attachment replaces slide projector lens (Series "O" or "S"—Graflex-SVE) for projecting microscope slide at a magnification of 12x per foot of projection distance. A concentric dial with openings of varying size permits concentration on any portion of slide. GRAFLEX

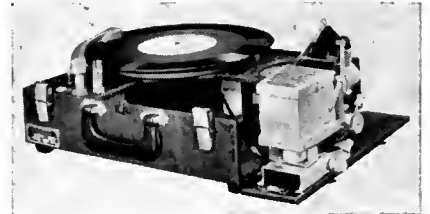
For more information circle No. 110 on return postal card.

**New Viewlex Doubles Light.** A new light source and optical system reportedly doubles the screen illumination delivered by the new Viewlex Model V-25-P combination filmstrip and slide projector. Automatic threading, cooler operation, pop-up lamp ejection, quick change from filmstrips to slides are featured. \$92.50; filmstrip

only model \$79.50. VIEWLEX.

For more information circle No. 111 on return postal card.

**Picturephone Model N.** soundslide projector with automatic feed and no-rewind takeup; 3-speed player; 5" speaker; wt 13 lb; screen in cover. McCCLURE.



McClure Projector

For more information circle No. 112 on return postal card.

**"Ham" TV.** Licensed Radio Amateurs may now add video transmission (420-450 MC band) under recent FCC ruling. Additional equipment needed includes video transmitter, antenna, camera, tripod, video monitor, converter, transmission line. ELECTRON.

For more information circle No. 113 on return postal card.

## Scratches

## on Film

## Irritate

## Audiences

Fortunately, scratches can almost always be removed — without loss of light, density, color quality, sound quality, or sharpness.

Write for brochure

**PEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

# ETHNIC FILM LIBRARY

## FIVE-STRING BANJO

Instructional film, by Pete and Toshi Seeger, including adaptation of guitar techniques, "hammering on," double thumbing, trailing, blues and jazz, etc. Manual of instructions. 40 min. b&w \$200, rental \$18.50.

# FOLKWAYS RECORDS

117 W. 46th St., New York, N. Y.



**ATC 515V-R**

20 watt Hi Fidelity variable speed transcription player and Public Address system.

Another outstanding model in the NEW ATC LINE of radios, phonographs and transcription players for classroom use.

All ATC products are transformer powered for complete safety.

**Audio/ronics**  
CORPORATION

P.O. Box 505 North Hollywood 6, Calif.

## FOR YOUR CLASSROOM

THE EASY TO USE

# SENSATIONAL NEW Movie-Mite Supreme

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
1/3



### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs. Complete \$349.50

Write for Free Catalog

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

## SOUND EQUIPMENT AND ACCESSORIES

**Mag-Matic Dual Channel Recorder** plays the automatic self-threading Cousino tape magazine. "Voice-Flector," attached, permits individual student practice in lieu of conventional ear-phones, microphone and isolation booth. **COUSINO**

For more information circle No. 114 on return postal card.

**Off-Beat Sounds** rec FOLKWAYS 12" LP ea \$4.25. Frequency; Sea; New Music; Steam Locomotives; Science-Fiction; Satellites; Picasso; South American Rain Forest.

For more information circle No. 115 on return postal card.

**"Professional" Tape Recorder.** Two-channel offers full-track, half-track or split-stereo heads. A fourth head may be mounted in head bracket. Heads are fixed, not shifting, to insure precise alignment. Design permits sound-on-sound recording. 7½ or 15 ips. **MAGNECORD**

For more information circle No. 116 on return postal card.

### MISCELLANEOUS ITEMS

**"Ad-A-Lab" Language Laboratory Furniture** provides for instantaneous shift from isolation booth to conventional classroom desk; integral wiring permits installation and expansion without change in floor conduiting and outlets. **COUSINO**

For more information circle No. 117 on return postal card.

**Combination Movie and Slide**—in mobile, rear-projection cabinet, with outside push-button controls, microphone, storage space. 72" high, 60" long, 23" deep. 33x24" screen. **STAPLES**

For more information circle No. 118 on return postal card.

**Editor-Viewer.** The Kalart EV-8 offers a table-top action viewer and editing outfit, including dual-purpose splicer for either cement or tape splices. 12x magnification, hooded screen, 30-watt lamp, single rewind handle controls forward and reverse motion, slow speed projection, fast action rewind, price reduced by \$10 to \$29.95, including book "Editing for Better Movies" (separately 50 cents). **KALART**

For more information circle No. 119 on return postal card.

**Film Inspection Machine,** runs at 650 feet per minute, detects breaks, bad splices, broken frames. \$2,250. Also Model 60 hot splicer \$229.50. **PAUL-MAR**

For more information circle No. 120 on return postal card.

**Four-way Chalk-Tackboard.** One side is a writing surface of Slat-Steel, magnetized for "see and move" learning demonstrations; the other is flannel over Homosote for both flannelgraph and tackboard use. **BEKARD**

For more information circle No. 121 on return postal card.

**Magnetic Chalk-Flannel Board.** Aluminum steel with green porcelain finish on one side, flannel on the other. 20 magnets supplied with 24x36" size at \$25.95; 10 with 18x24" size at \$14.95. **VISAID**

For more information circle No. 122 on return postal card.

**Nord Wizard** office copying machine makes offset-plate film negatives or positives, reverse prints, duplicates, layouts or letters, without extra lights, cameras, darkroom equipment. \$179. **FOTOTYPE**

For more information circle No. 123 on return postal card.

**"Unistand,"** a single-column-supported animation stand usable either vertically or horizontally; available wall, horizontal or pedestal mounting; counterweights for camera concealed within tube; latest in the "Oxberry" line. **ANEQUIP**

For more information circle No. 124 on return postal card.

**Fold-a-Booth** language lab installation covers flush-mounted recording equipment for instant use as conventional desk; thus providing both acoustic separation and visibility. **MRI.**

For more information circle No. 125 on return postal card.

**Paste Pen** makes 5,000 dots of paste and can then be refilled. Leakproof, dries quickly, can be rubbed off. \$1; refills 70 cents. **DISTREAST.**

For more information circle No. 126 on return postal card.

**Plastic Film Clip** with strong piano wire spring is designed to hold films for drying and many other hang-up chores. Colors red, white, blue assorted. 10 for \$2. Sample 25c. **RICHARD.**

For more information circle No. 127 on return postal card.

**Reflecting Telescope 4¼"** Palomar type astronomical unit; 40x, 90x, 120x and 255x powers. A 6-power finder telescope is included, also Star Chart, 272p "Handbook of the Heavens" and "How To Use Your Telescope." \$74.50. **EDMUND.**

For more information circle No. 128 on return postal card.

**Shadowscope-Tachistoscope** designed for both near-point tachistoscopic training and full range reading acceleration, \$189.50. Shadowscope only, \$94. Handbook for Instructors \$5. Planning Guide for School Administrators, free. **PSYCHOTECHNICS.**

For more information circle No. 129 on return postal card.

**Spectroscope** for classroom use, has standard 10x microscope size eyepiece, 120-degree telescope arm extension, adjustable slit, two 122mm f/1 lenses, can be used with transmission diffraction replica grating or prism. \$39.50. **EDMUND.**

For more information circle No. 130 on return postal card.

# NEW MATERIALS

## KEY TO ABBREVIATIONS

mp—motion picture  
 fs—filmstrip  
 sl—slide  
 rec—recording  
 LP—33-1/3 r.p.m. microgroove record  
 min—minutes (running time)  
 fr—frames (filmstrip pictures)  
 sl—silent  
 sd—sound  
 R—rent  
 b&w—black & white  
 col—color  
 Pri—Primary  
 Int—Intermediate  
 JH—Junior High  
 SH—Senior High  
 C—College  
 A—Adult

■—reviewed in AUDIO CARDALOG

## AGRICULTURE

**Cattle Warble Flies** mp NFBC 18min sd col \$160 b&w \$80. Life cycle of this parasite, damage to dairy and meat production, methods used in fighting the pest. SH C A

For more information circle No. 131 on return postal card.

**Cotton—Fibre With a Future** mp USDA 14 1/4 min sd col apply. Modern cotton growing, harvesting, ginning and processing. Research. Versatility and adaptability of natural fibre. HS C A

For more information circle No. 132 on return postal card.

**Design for Abundance** mp ATLAS 23min sd col \$145. Many plants are shown to be subject to diseases very similar to those that trouble humans and animals. Produced for the American Phytopathological Society. SH C A

For more information circle No. 133 on return postal card.

**Farmers of Japan** mp UWF 20min sd b&w \$45.22 (USDA). One farmer, his tools, methods, work and postwar way of life. JH A

For more information circle No. 134 on return postal card.

**Marketing Research Pays Off** mp UWF 12 1/2 min sd col \$62.85. USDA scientists work to improve marketing methods, reducing processing and handling costs, expanding markets for farm products. SH C A

For more information circle No. 135 on return postal card.

**Supervised Farming Records Made Easy** 3fs EDUFS si col set (3) \$16.50. Importance of farm records; entries useful in analyzing the farm enterprise; meaningful records of farm labor. SH A

For more information circle No. 136 on return postal card.

**The Federal Veterinarian in Agriculture** mp USDA 14min sd col apply. The role of the USDA vet in animal disease eradication campaigns, his research work and guard at U. S. borders, sea and airports. SH C A

For more information circle No. 137 on return postal card.

**The Soil That Went to Town** fs VEC 24fr captioned b&w \$3.50. Poor farming

practices result in erosion of valuable top soil and loss to both farmer and city dweller. JH-A

For more information circle No. 138 on return postal card.

**This Business of Turkeys** mp OSU 17min col sd. Life cycle of the turkey, history and practice of raising. SH C A

For more information circle No. 139 on return postal card.

**Wasted Soil and Water** fs VEC 32fr si captioned b&w \$3.50 guide. Effects of man-caused erosion and conservation practices to combat it. Int.

For more information circle No. 140 on return postal card.

**Winning the Livestock Shows** 3fs EDUFS si b&w set (3) \$9. I: The Beef Show. II: Hog Show. III: Dairy Show. HS C A

For more information circle No. 141 on return postal card.

## ARMED FORCES

**Fallout—When and How to Protect Yourself Against It.** mp USDA 14 1/2 min sd col \$57.50 b&w \$22.25. No preview prints. Office of Civil and Defense Mobilization film; replaces earlier **Facts About Fallout.** JH-A

For more information circle No. 142 on return postal card.

**Helicopter Orientation: Basic Anatomy of the Helicopter.** mp UWF 18min sd b&w \$31.03 USN. Main component parts of the HTL-5; animated diagrams show fuel, electrical and basic flight control systems. SH C A

For more information circle No. 143 on return postal card.

**Helicopter Orientation: Introduction to Rotary Wing Flight** mp UWF 30min sd b&w \$58.67 USN. History of helicopter development, basic aerodynamic

principles, uses and versatility. SH C A

For more information circle No. 144 on return postal card.

**Helicopter Orientation: Operation of the Single Main Rotor Helicopter** mp UWF 20min sd b&w \$38.54. USN. Pre-flight training; effect of controls; starting and engine check before take-off; the instruments; securing after flight. SH C A

For more information circle No. 145 on return postal card.

**Mission Fallout** mp USDA 45min sd col \$175.35 no preview prints. Training program for ground and aerial radiological defense monitors as conducted at the Nevada test site during the 1957 Operation Plumbob series. C A

For more information circle No. 146 on return postal card.

**DON'T WAIT - - - VACUUMATE!**

Coronet  
 National Film  
 Board of Canada  
 S. V. E.  
 McGraw-Hill  
 Young America

**TO PROLONG THE LIFE OF YOUR MOVIE FILM**

All give - - - at no extra cost to you  
 The Famous

**VACUUMATE**

**FILM PROTECTIVE PROCESS**

The SUPER VAP O RATE  
 PROTECTS AGAINST Scratches, Finger-marks, Oil, Water and Climatic Changes  
 ONE TREATMENT LASTS THE LIFE OF THE FILM  
 Brittle Film Rejuvenated  
 Look for Vacuumate on the Leader!  
 The Vacuumate Process Is Available to You in Key Cities Throughout the U.S.  
 Write for Information Now  
 Vacuumate Corp., 446 W. 43rd St., N. Y.

**NEW RELEASE!**  
**Qualifies Under NDEA**

## BALANCE IN NATURE

17 Minutes \$170 Color, Sound  
 (Secondary and Higher)

The life cycles of aphids and their enemies, ladybird beetles. Significant portrayal of natural conservation. Produced in color with superb macroscopic photography, music and professional narration by Robert H. Crandall, cinematographer of Disney's *The Living Desert*.

Consultants: Dr. R. C. Dickson, UCLA, Dr. Wm. C. Stehr, Ohio University, and Dr. Fred S. Truxal, Los Angeles County Museum.



**FILMSCOPE INC.**  
 Box 397, Sierra Madre, Cal.

**No Time to Lose** mp USDA 28min sd b&w \$43. No preview prints. Witnesses to the Japanese attack on Pearl Harbor tell about it seven years later on NBC. JH-A

For more information circle No. 147 on return postal card.

## ARTS & CRAFTS

**Art and You** mp FA 10min sd col \$100 b&w \$50. Small children find self-expression in various media; more advanced concepts and interpretations are studied from examples representing

**FLAGS** in 2x2 color slides  
Ideal for Social Study and History Classes. Grouped in convenient and interesting sets.

- Historic Flags of the USA
- States and Territories of the USA
- United Nations
- Pan American

Send for free booklet  
**COLOR SLIDE ENCYCLOPEDIA**  
Box 150E Oxford, Ohio

**RADIO-MAT**  
TALK from your SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES  
or  
RADIO-MAT SLIDES  
WHITE AMBER GREEN  
ACCEPT NO SUBSTITUTE  
THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES on your own TYPEWRITER by using RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—  
**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd., Daytona Beach, Fla.

## New ECCO Improved Model D For 16mm & 35mm

Cleans — Lubricates — Prevents Dust Static



Speedroll Applicator #1500

Clean and inspect your film in one easy operation. Operates effectively of several hundred feet per minute. Save time, fluid, labor, and money. Lifetime bakelite construction. Eliminates waxing. Absolutely safe and NON-TOXIC . . . NON-INFLAMMABLE. Widely used by schools, colleges and film libraries.

Ecco No. 1500 Applicator . . . . . \$33.00  
Ecco No. 1500 cleaning fluid, quart, . . . \$2.50  
Gallon . . . \$9.00  
Ecco No. 2000 cleaning fluid for  
NEGATIVES . . . . . quart, \$1.95  
Gallon, \$6.50

### ALL FILM HANDLING SUPPLIES IN STOCK

Acetone, per quart . . . . . \$1.40  
Per gallon, \$4.50  
Ethylaid Film Cement, pint . . . . . \$2.00  
Film Handling gloves, per dozen . . . . \$1.95  
Galca Filmmeter stop watch, Swiss jewelled movement. Measures equivalent footage for 16mm and 35mm film . . . . . \$24.50

### THE CAMERA MART

1845 Broadway (at 60th St.) N. Y. 23  
PLaza 7-6977

the differing schools. Reviewed ESAVC 2/59 p88. SH C TT A

For more information circle No. 148 on return postal card.

**Autumn Color** mp THORNE 7min sd col \$70 r\$3. Vivid autumn color scenery with improvised piano background. JH-A

For more information circle No. 149 on return postal card.

**Craftsmen of Canada** mp NFBC 27min sd col loan. Traditional handicraft encouraged as offset to mechanization of modern life. Sponsored by British American Oil Co., Ltd. JH-A

For more information circle No. 150 on return postal card.

**Eskimo Arts** 2fs STANBOW si b&w ea \$3. Carvings reveal great skill, fine craftsmanship and a highly developed sense of humor. Titles: **Eskimo Carving; Haida Argillite Carvings.** Reviewed ESAVC 4/58 p194. SH C

For more information circle No. 151 on return postal card.

**Indian Artist of the Southwest** mp CONTEMPORARY 20min sd col \$200 r\$10. History of American Indian painting to modern work of Joe Herrera. SH C A

For more information circle No. 152 on return postal card.

**Let's Draw (Series)** 3mp CORONET 8 min sd b&w ea \$45. Cartoonist Frank Webb shows it's easy. Titles: **Let's Draw a Baseball Player; Let's Draw a Puppy; Let's Draw Uncle Sam.** Pri.

For more information circle No. 153 on return postal card.

**Modern Dance Composition** mp THORNE 12min sd b&w \$60 r\$2.50. Analyzes the elements of dance composition, shows students how they can develop their own ideas into dance forms. Techniques for preparing the body for dance movement. SH C A

For more information circle No. 154 on return postal card.

**The Art of Henri Matisse** 2fs LIFE captioned \$6 each. Two strips with lecture guide show career and works of the "bright sun" of the Moderns. HS C

For more information circle No. 155 on return postal card.

**The Art of Van Gogh** fs LIFE captioned col \$6. Color reproductions of more than 30 of the artist's masterpieces. SH C

For more information circle No. 156 on return postal card.

**The Appreciation of Pictures (series)** 12fs STANBOW si col set (12) \$55, indiv at \$6. General principles of the appreciation of pictorial art, illustrated by paintings by the leading artists of Western Europe. "Equivalent of a field tour through many of the most famous . . . museums." Reviewed ESAVC 11/58 p574. JH-A

For more information circle No. 157 on return postal card.

**Wirritt-Wirritt** mp ROTHCHILD 7 1/2 min

sd col \$90; b&w \$40. A film director, a painter and a poet combine their talents in this Australian-made aboriginal legend of the Rainbow Bird that brought the secret of fire. SH C A

For more information circle No. 158 on return postal card.

## CINEMA ARTS

**Have I Told You Lately That I Love You?** mp USC 16min sd b&w \$60. Somewhat satirical treatment of modern family life which seems virtually to eliminate personal contact. Produced by graduate students. C A

For more information circle No. 159 on return postal card.

**Producing Educational Television Programs** 4mp INDIANA 30min sd b&w apply. Titles: **Staging for Television; Television Lighting; Television Directing I & II.** C TT A

For more information circle No. 160 on return postal card.

**The Story of Communications** mp DELTA-FILM 8min sd col \$120. From man's discovery of fire signals to his conquest of space; animated in modern art and with original music and poetic style narration. JH SH C A

For more information circle No. 161 on return postal card.

## EDUCATION

**Back To School—'59** mp MODERN 52 min b&w loan NBC production narrated by David Brinkley tells of problems of overcrowding, integration, fund and teacher shortages but also new strides in special education for the gifted and advances in curricula and techniques. SH C A

For more information circle No. 162 on return postal card.

**Crotched Mountain, U. S. A.** mp ASSOCIATION 28min col loan. Rehabilitation center for handicapped children; narrated by Helen Hayes. C TT A

For more information circle No. 163 on return postal card.

**Effective Listening** mp MH 15min b&w \$90. Major obstacles to effective listening and ways in which they can be overcome. SH C TT

For more information circle No. 164 on return postal card.

**How To Get the Most Out of a Filmstrip** sfs EYEGATE col 10" LP. Consult AV dealer. 50 fr. 19 min. Intended to promote wider use of filmstrips by demonstrating effective and convenient usage. TT

For more information circle No. 165 on return postal card.

**Plan for Learning** mp ASSOCIATION 27min col loan to adult community groups only. Importance of clean, modern design in school construction, completely functional and contributing to more effective teaching. A

For more information circle No. 166 on return postal card.

## HEALTH—SAFETY

**Baby's Health and Care** (Series) MID-AMERICA 12mp ea 11min b&w \$55. Titles: **Baby's Emotional Needs; Growth and Development; Holding a Young Baby; Crying Baby; Visits to the Doctor; Baby Sitters; How the Baby Learns to Obey; Mealtime Psychology; Learning to Walk; Baby Feeding Herself; Baby Fears.** Laufman Productions. SH C A

For more information circle  
No. 178 on return postal card.

**The Bicyclist** mp BRANDON 15min b&w \$165 r \$12.50. A bicycle tells its habits in this Danish-made film that own story of safe and unsafe riding took the Blue Ribbon at EFLA Film Festival 1959. JH-A

For more information circle  
No. 179 on return postal card.

**Drive Defensively!** mp EBF 11min col \$120; b&w \$60. Driver education film with emphasis on through-the-windshield photography, shows how even the "good" driver must learn to drive defensively. SH A

For more information circle  
No. 180 on return postal card.

**Health in Our Community** mp EBF 13min col \$150; b&w \$75. The work of the Health Department; teamwork with private medical forces; a fight to prevent a typhoid epidemic. Int JH

For more information circle  
No. 181 on return postal card.

**Hearts, Lungs and Circulation** mp CORONET 11min col \$110 b&w \$60. How the heart, lungs, veins, arteries and capillaries work together, and principles for keeping them in good health. Int JH

For more information circle  
No. 182 on return postal card.

**How To Do Rescue Breathing** mp SEMINAR 5min b&w \$49.50. Currently recommended resuscitation technique (mouth-to-mouth or mouth-to-nose insufflation) demonstrated by Ray T. Smith, M.D. SH-A

For more information circle  
No. 183 on return postal card.

FREE—from

**CORONET FILMS**

Your copy of the new 1959-60

**CATALOG**  
  
**SUPPLEMENT**

listing and describing thirty-one of the finest and newest educational films in either full natural color or black-and-white.

If you haven't received it, use the coupon below to request your copy.

**CORONET FILMS**

Dept. ES-129, Coronet Building  
Chicago 1, Illinois

Please send me a copy of your new 1959-60 Catalogue Supplement of teaching films.

Name \_\_\_\_\_

School or organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**Teacher Education in Modern Mathematics** 5mp MH b&w (Series). Dr. Albert E. Meder, Jr., Titles: **Patterns in Mathematics** (14min \$90; **Number Fields** (17min \$115); **Irrational Numbers** 23min \$150); **Concept of Function** (16min \$105); **Sentences and Solution Sets** (21min \$140). TT

For more information circle  
No. 167 on return postal card.

**Teaching Teen Aged About Alcohol** mp MH 16min b&w \$95. Summer school seminar on film compares various methods used by teachers in dealing with this problem. TT A

For more information circle  
No. 168 on return postal card.

## FEATURES

**The Bolshoi Ballet** mp UWF 99min col apply. Galina Ulanova and the Bolshoi Theatre cast present selections from six ballets as a prelude to the two-act poetic legend. "Giselle." Included are "Dance of the Tartars," (Asafiev) "Spanish Dance" (Tchaikovsky), "Spring Water" (Rachmaninoff). "Polonaise and Cracovienne" from the opera "Ivan Susanin," "Walpurgis Night" from Gounod's "Faust," and "The Dying Swan" (Saint-Saens). SH C A

For more information circle  
No. 169 on return postal card.

**Moiseyev Dancers—"The Strollers"** mp BRANDON 6min col \$90 r \$7.50 b&w \$50 r \$5. Russian folk dance by the State Folk Dance Ensemble of the USSR, directed by Igor Moiseyev. SH C A

For more information circle  
No. 170 on return postal card.

**The Red Balloon** mp BRANDON 34min col lease \$375 r \$35. Humorous, touching fantasy about a French boy and his balloon. Academy Award; Cannes, and Edinburgh winner.

For more information circle  
No. 171 on return postal card.

**Silent Feature Films** mp CLASEX apply. **Judith Bethulla** (D. W. Griffith's first feature), **Tillie's Punctured Romance**, **Intolerance**, **Fast Lynne**, **Tarzan of the Apes I**, **Abraham Lincoln** (Griffith-Huston), **The Two Orphans** (Selig 1911), etc. C A

For more information circle  
No. 172 on return postal card.

## GUIDANCE: Personal

**Reaching Teenage Gangs** fs POCKET 35fr b&w \$2.50. Methods used by N. Y. City Youth Board in locating and influencing anti-social youth groups; knowledge and skills needed by youth specialists. TT A SH

For more information circle  
No. 173 on return postal card.

## GUIDANCE: Vocational

**Careers in Science** 4fs SCRIBNERS col Titles: **Looking Ahead to Mathematics**; . . . to **Physics**; . . . to **Chemistry**; . . . to **Biology**. JH

For more information circle  
No. 174 on return postal card.

**CPA** mp ASSOCIATION 29min b&w loan. One day in the life of a busy Certified Public Accountant, and the social impact of his services. SH C

For more information circle  
No. 175 on return postal card.

**Designing a Better Tomorrow** mp AIA 13½min col \$65 r \$5. Architecture as a career. Elements and meaning of architecture, nature of architectural schooling. SH C A

For more information circle  
No. 176 on return postal card.

**Summer of Decision** mp ASSOCIATION 28½min b&w loan. College student decides on social work as his profession. Made for Council on Social Work Education. C SH

For more information circle  
No. 177 on return postal card.

**Impact mp UCLA 12min b&w \$65 r \$2.50.** Stop-action high speed photography documents what happens when automobiles collide. Lifelike dummies serve as occupants. SH C A

For more information circle No. 184 on return postal card.

**It's Up To You mp HARVEST 11min col apply.** One man's grim fight to save his eyesight after an accident due to carelessness. Precautions against eye accident, safety devices and techniques. SH A

For more information circle No. 185 on return postal card.

**Metal Shop Safety mp MH 18min b&w \$105.** Several safety rules are deliberately violated to serve as text for instructor. SH A

For more information circle No. 186 on return postal card.



**4 SPEED RECORD & TRANSCRIPTION PLAYERS**  
Write for illustrated catalog  
**AUDIO-MASTER**  
17 E. 45th St., New York

ACCLAIMED—  
At The Seattle DAVI Convention

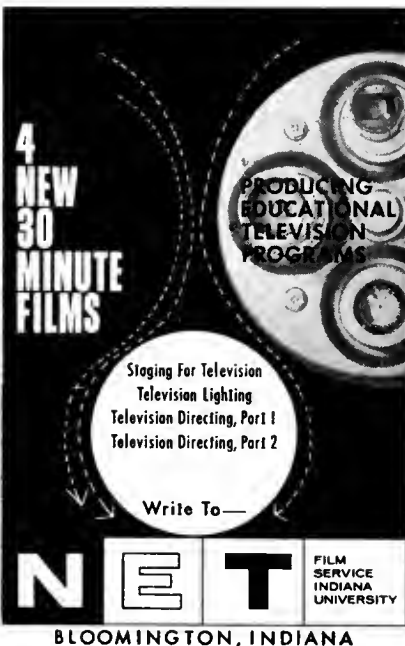
# BETWEEN THE TIDES

16mm Sd. Color 20 Min.  
Rental: \$7.50 Sale: \$175



Send For Our Latest Catalog of Outstanding Films.

**CONTEMPORARY FILMS, INC.**  
267 W. 25th St., N. Y. 1, N. Y.  
ORegon 5-7220  
Midwest Office: 614 Davis St., Evanston, Ill.  
DAvis 8-2411



**4 NEW 30 MINUTE FILMS**

PRODUCING EDUCATIONAL TELEVISION PROGRAMS

Staging For Television  
Television Lighting  
Television Directing, Part I  
Television Directing, Part 2

Write To—

**NET** FILM SERVICE INDIANA UNIVERSITY  
BLOOMINGTON, INDIANA

## HOME ECONOMICS

**Choice in China mp IDEAL col loan to SH and women's groups.** Bride-to-be learns distinction between different ceramics; how china is made; collectors' items including White House service. SH A

For more information circle No. 187 on return postal card.

**Send Off mp ASSOCIATION 12min col loan.** Two youngsters prepare a going-away dinner from around the world recipes. Booklet of recipes for each member of class on request. SH A

For more information circle No. 188 on return postal card.

**Three-Minute Cook Book 6mp ASSOCIATION col loan.** Titles: How To Select Oranges; How To Use Orange Concentrate; How To Prepare Grapefruit; How To Use Grapefruit Sections; How To Use Tangerines; How To Use Tabasco. Florida Citrus Commission. SH

For more information circle No. 189 on return postal card.

## INDUSTRIAL ARTS

**Hammers, Screwdrivers, Nails and Screws 9fs STANLEY b&w set (9) \$5.** Fifth in a series of sets of filmstrips on commonly used tools designed to aid shop teachers and students. JH-A

For more information circle No. 190 on return postal card.

**Printing: Platen Press Makeready mp STOUT 15min b&w \$75.** Process shown from locking up the form to running the job. The various parts of the press are identified, their functions shown, and each successive operation is demonstrated. SH Voc.

For more information circle No. 191 on return postal card.

## INDUSTRY: Transportation

**Echo of an Era mp BRANDON 10min col \$150 r \$10.** The New York City "L" from its origin to its demolition; as shown at the U. S. exhibit at the Brussels World's Fair. JH-A

For more information circle No. 192 on return postal card.

**From Mountains to Microns mp MODERN 25min color loan.** How cement is made and some of its uses. Sponsored by Portland Cement Asso. SH and up.

For more information circle No. 193 on return postal card.

**Gasoline's Amazing Molecules mp IDEAL 22½min col loan.** Research, refining, testing and safeguarding motor fuel; animation photography shows processes of cracking, polymerization, ultraforming, and engine knock. Standard Oil (Indiana). SH C (Midwest)

For more information circle No. 194 on return postal card.

**Miraclic Bridge Over Mackinac mp ASSOCIATION 32min col loan.** Building the world's longest suspension bridge,

connecting Upper and Lower Michigan. JH-C

For more information circle No. 195 on return postal card.

**A Newspaper Serves Its Community mp FA 14min col \$135 b&w \$70.** A new story is followed through editorial and mechanical departments to final delivery. JH EI

For more information circle No. 196 on return postal card.

**The Story of the Modern Storage Battery mp IDEAL 20min col loan.** New version of famed Willard Battery; film; principles, production, application. JH-A

For more information circle No. 197 on return postal card.

## LANGUAGES

**Record Time Language Series rec COL REC choice of 2—12" LP or 7—7" at 45rpm. \$9.98.** Designed, by purposeful intermixture of all tenses, to enable the student to converse naturally from the start. Course consists of 40 lessons; includes hard cover textbook devoted to grammar, pronunciation guide, 5000-word bilingual dictionary and everyday conversational and idiomatic phrases. Spanish, French, German, Italian.

For more information circle No. 198 on return postal card.

**Spoken and Written French tapes AVPUB 7.5 ips, 12 reels 7" for Book I—\$35; 19 reels 7" for Book II—\$50; indiv. reels \$3.50.** The tapes fit the textbooks by Fernand Marty. Recorded without pauses; emphasis throughout on the spoken tongue; spelling rules taught after the spoken forms have been assimilated.

For more information circle No. 199 on return postal card.

## LITERATURE, DRAMA

**Merchant of Venice rec EAVI 12" LP** Abridged version, read by Shakespearean players Paul Sparer, Nancy Marchant, John Randolph. SH C

For more information circle No. 200 on return postal card.

## RELIGION & ETHICS

**Literacy Unlocking the Bible fs LITERACY col \$5 r\$2.50.** New (1959) version. The way to make a literacy and Christian literature program successful. SH A

For more information circle No. 201 on return postal card.

**Mary's Pilgrim Thanksgiving fs SVE 34 fr si captioned col \$6.** Little girl's adventures during the first Thanksgiving observance (1621). Elem JH

For more information circle No. 202 on return postal card.

**Songs for Tiny Tots rec BROADMAN** two 45rpm \$1.98. Seventeen songs

for the entertainment and education of nursery-age children.

For more information circle No. 203 on return postal card.

**Teenage Challenge** mp FAMILY 30min b&w r\$9. Young sports editor of high school newspaper braves disfavor with essay on religious theme. Interesting, persuasive treatment of church-state issue faced in youth life terms. JH SH A

For more information circle No. 204 on return postal card.

**Teenagers' Choice** mp FAMILY 30min b&w r\$9. Engaged couple plan elopement and a "dare" but become convinced that a church wedding offers better start for lasting marital happiness. SH C A

For more information circle No. 205 on return postal card.

**Teenage Code** mp FAMILY 30min b&w r\$9. High school student tempted to cheat finds a better "code" as guide to right conduct. An answer to the argument that "everybody" cheats. JH SH A

For more information circle No. 206 on return postal card.

**Teenage Witness** mp FAMILY 30min b&w r\$9. Two Christian high school students help classmate beat temptation to follow a flashy tempter into delinquency. SH A

For more information circle No. 207 on return postal card.

**Town and Country Cousins** fs UNCHC si 60fr col reading script \$6 r\$1.50. As rural children prepare for their harvest festival they come to better understanding with visiting youngsters from town. Elem.

For more information circle No. 208 on return postal card.

**Tumba of Africa** fs UNCHC 62fr si col \$6 r\$1.50; guide. African boy moves with his family when his father is mission-trained for a kind of work available only in a larger center. Role of the church in village and town life. Elem.

For more information circle No. 209 on return postal card.

#### SCIENCE: General

**Transistors: Low Frequency Amplifiers** mp UWF 15min b&w \$29.79. Application in common base and common emitter amplifiers. SH C

For more information circle No. 210 on return postal card.

#### SOCIAL STUDIES: Economics

**How Strong Is Russia Now?** fs NYTIMES si b&w \$2.50. Compares and contrasts foreign policies, economic philosophy, military status. SH C

For more information circle No. 211 on return postal card.

**The Future Is Now** mp FON 15min sd b&w \$85. Fabulous contributions of science that have brought what has been thought of as the future into the everyday living of today. Atomic promise for power, agriculture, medicine; television in color on tape. JH SH

For more information circle No. 212 on return postal card.

#### SOCIAL STUDIES

**History: Anthropology**  
**Abraham Lincoln's Life Through Postage Stamps** sfs H-R \$11. The life of the Great Emancipator told via reproductions of commemorative postage stamps, and interesting narration. Evaluated ESAVG 6/59. JH SH

For more information circle No. 213 on return postal card.

**A Father of the Southwest** mp DAGGETT 12½min col \$120, b&w \$60. How Father Kino introduced Spanish architecture, live stock, new crops into our colonial southwest. JH-C-A.

For more information circle No. 214 on return postal card.

**American History** 6fs EBF av 74fr b&w set \$18 ea \$3. Titles: Early Settlers in New England; Planter of Colonial Virginia; Kentucky Pioneers; Life in Old Louisiana; Pioneers of the Plains; Flatboatmen of the Frontier. Int JH SH.

For more information circle No. 215 on return postal card.

**Cold War—Berlin Crisis** mp FON 50min b&w \$200 r \$25. Division of defeated Germany, Berlin as a 4-power enclave, air lift. Produced for WPIX TV, New York. JH-A.

For more information circle No. 216 on return postal card.

**Documents of America** (additions to series) rec ENRICHMENT LP 12" ea \$5.29 (school and library price). **Alexander Hamilton and Aaron Burr**; reverse—**Trappers and Traders of the Far West**. **Commodore Perry and the Opening of Japan** and reverse—**Teddy Roosevelt and His Rough Riders**. Dramatized narrative with sound effects. JH.

For more information circle No. 217 on return postal card.

**Founders of America** (series) 6fs EBF av 52fr; b&w set boxed (6) \$18; ea \$3. Washington, Jefferson, Roger Williams, John Marshall, Franklin, Hamilton. EL JH SH.

For more information circle No. 218 on return postal card.

**Jamestown: The Settlement and Its People** 4fs EBF av 50fr col set (4) \$24; ea \$6. Titles: **Establishing the Jamestown Colony**; **Jamestown and the Indians**; **Jamestown Develops Trade**; **Life in Jamestown**. Int JH.

For more information circle No. 219 on return postal card.

**Life in Early America** 6fs EBF av 52fr col set \$36 ea \$6. Titles: **Life in New**

**Amsterdam**; **Life in Plymouth Colony**; **Life in Early Philadelphia**; **Life in Old Santa Fe**; **Life in Early Midwest**; **Life in Early California**. Int.

For more information circle No. 220 on return postal card.

**Navajo—A People Between Two Worlds** mp LINE 18min sd col \$150. Impact of white civilization crowding upon

#### FAMOUS SCULPTURE

in 2x2 color slides  
From original transparencies taken of famous statues in their original setting. Many views of many subjects.

Used by many colleges and universities.  
Send for free catalog  
COLOR SLIDE ENCYCLOPEDIA  
Box 150E Oxford, Ohio

#### PAT DOWLING PICTURES



#### FILMSTRIPS FOR ELEMENTARY SCIENCE

WATER AND SOIL SERIES—  
set of 4, BW, \$10.50

TREES AND FOREST CONSERVATION—  
BW, Set of 4, \$10.50

HAWAII-VOLCANIC ORIGIN AND GROWTH—BW, \$3.00

DESERT SERIES—  
Set of 3, color, \$13.50

1056 So. Robertson Blvd.  
Los Angeles 35, Calif.



#### MOTIVATION

#### BY IDENTIFICATION

#### WONDER WORLD FILMS Elementary Science

- WONDER OF WATER
- WONDER OF OUR BODY
- WONDER OF GRASSHOPPERS
- WONDER OF REPRODUCTION

MIS material qualifies for purchase under provisions of the National Defense Education Act of 1958.

Write for brochure to:

**MOODY INSTITUTE OF SCIENCE**  
Box 25575 • Los Angeles 25, Calif.

## HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertrude Hanson Halsted, M. A. Fifth Annual Edition. 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**MITCHELL'S MANUAL OF PRACTICAL PROJECTION.** 450 pp. Illustrated and cross-indexed. Covers every aspect of motion picture projection. Material presented in easily understood language—not too technical, yet technically accurate. Most complete and practical handbook for projectionists ever published. International Projectionist Pub. Co., 19 West 44 Street, New York 36, N. Y. \$6.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

**A WINDOW TO THE CHILD'S MIND** — Alpark's New Educational Handbook by Dorothy R. Luke, 268 pp. The first authentic analysis of Helen Parkhurst's recorded interviews with children. An indispensable guide for teachers. 1955 Alpark Educational Records, Inc., 40 East 88th Street, New York 28, N. Y.

ancient time honored way of Indian life, evidently narrated by an educated Navajo woman. sh c a

For more information circle No. 221 on return postal card.

**The Russian Revolution.** mp FON 20-min b&w r \$30. Eye witness films of the revolution of 1917 and of the Civil War that followed. Historical documentary produced for WPIX television. JH-A.

For more information circle No. 222 on return postal card.

**The Secret Life of Adolph Hitler** mp FON 50min b&w r \$25. Imprisonment, "Mein Kampf," rise to power in 1933. Life at Berchtesgaden. Russian films of final capture of Berlin. JH-A.

For more information circle No. 223 on return postal card.

**The True Story of the Civil War.** rec CORAL 12" 33.3 rpm. Summary of major actions from the 1860 campaign to the assassination of President Lincoln. JH

For more information circle No. 224 on return postal card.

**Tipi-How** mp TETON 12min sd col \$100; b&w \$50. The art of erecting a tipi as it was done in the culture of the American Plains Indians. JH SH C A

For more information circle No. 225 on return postal card.

**Warriors at Peace** mp DAGGETT 12½ min col \$120, b&w \$60. Peaceful life of the Apaches contrasted with their warlike past. Surviving tribal customs and rituals. Contiguous cultures. JH-C-A.

For more information circle No. 226 on return postal card.

**Wild Animals of Pioneer America** prints AVE 11x13" Set (8) in folder \$9.75. Lithographed color reproductions of paintings of bison, sea otter, beaver, deer, grizzly bear, gray wolf, moose, and wild horse. Drawings and descriptive text on reverse side of each print. Elem.

For more information circle No. 227 on return postal card.

## NEW PUBLICATIONS

**Air/Space Age Education.** Catalog of more than 300 free and inexpensive teaching aids, none costing over \$1. 24pp free National Aviation Education Council, 1025 Connecticut Ave., NW, Washington 6, D. C.

For more information circle No. 228 on return postal card.

**Audio-Visual Ideas for Religious Education.** 20pp, illus. free. VICTOR ANIMATOGRAPH

For more information circle No. 229 on return postal card.

**Business and Professional Films.** Catalog of specialized and highly technical films. 16pp free. MODERN.

For more information circle No. 230 on return postal card.

**Commercial and Business Films.** Another of the sectionalized catalogs of film rental resources of University of Illinois.

For more information circle No. 231 on return postal card.

**Demonstration Apparatus for Teaching Earth-Space Science.** Catalog, 56pp free. CENTRAL.

For more information circle No. 232 on return postal card.

**"Exploring by Satellite"** film guide, includes background of U. S. satellite program in relation to I.G.Y. Suggests related student activities. 4pp free DELTA.

For more information circle No. 233 on return postal card.

**Health Education Materials 1959** catalog National Dairy Council, 111 N. Canal St., Chicago 4, Ill.

For more information circle No. 234 on return postal card.

**How Industry Profits from the Use of Sound Films.** 20pp free. VICTOR ANIMATOGRAPH.

For more information circle No. 235 on return postal card.

**NDEA Film and Filmstrip Guide.** Materials are arranged under Title III, VI and VIII applicability. 24pp free EBF

For more information circle No. 236 on return postal card.

**Photo Equipment Reference Book.** 62nd annual edition. 132pp. Free. B&J.

For more information circle No. 237 on return postal card.

**Pocket Photo Guide.** New (third) edition, jam-packed with readily usable, practical data and comparative tables on films, filters, lights, etc. 64pp. \$1. MASCHKE.

For more information circle No. 238 on return postal card.

**Primary and Intermediate 1959-60** sectional catalog 176pp free. UNILL.

For more information circle No. 239 on return postal card.

**Robins Audio Accessories** 8½x11" catalog 16pp. While intended primarily for dealers ("packaged to sell" slogan) many interesting and handy accessories are described in detail. ROBINS.

For more information circle No. 240 on return postal card.

**Selected Films on Child Life,** compilation by Inez D. Lohr, a complete revision of earlier Children's Bureau lists. Description and source of more than 300 titles. 80pp. 30c. SUPDOC.

For more information circle No. 241 on return postal card.

**Sound Films and Filmstrips.** '59-'60. Catalog. 12pp free. BFC.

For more information circle No. 242 on return postal card.

**115 Ways a Photocopy Machine Can Save Your Money.** 14pp free LUDWIG.

For more information circle No. 243 on return postal card.



# Trade News

## Business View of 59/60

Not only are the professional and trade associations looking forward to 1960 to set a new high water mark of audiovisual progress, but many individual manufacturers and producers express the same view in their own markets.

L. E. Gillingham, director of marketing for the Altec Lansing Corporation comments on "numerous inquiries for assistance in improving the audio facilities in schools and auditoriums" from educators who "are becoming more receptive to higher quality reproduction rather than just price conscious." This applies to stereo as well as to public address equipment "of much wider frequency response."

The year 1959 was a banner year for Da-Lite Screen Company, according to its president, Chester C. Cooley—and incidentally it was Da-Lite's 50th anniversary in screen manufacture. The year saw the growth of the photographic industry into a "very important part of our country's economy," according to Mr. Cooley, and the introduction of much new and improved photographic equipment fully justifies his company's plans for further capital investment during the next five years to meet the growing demand, he said.

John R. O'Neill, sales promotion manager for the Tecifax Corporation, bases his forecasts on personal contact with many leading audiovisual specialists who attended his company's workshop-seminars in visual communication. The National Defense Education Act has stimulated interest especially in the production of materials for overhead projection, according to Mr. O'Neill. "The use of visual techniques for improved instruction will be greatly accelerated in 1960, and there will be considerable exploration of large-group instruction."

## Airborne ETV To Boom Receiver Market

Some 13,000 schools and colleges within a 200-mile radius of Purdue University may become hot prospects for the purchase of UHF receivers if a Ford Foundation-supported "Stratovision" project lives up to its advance billing. A \$7-million budget is to send a DC-7 circling at 20,000 feet to retelecast programs to a school population stretching from Milwaukee to Louisville. Starting with two UHF channels, it is anticipated that a new "narrow band" technological breakthrough will double the band capacity and possibly boost the planned 24 half-hour lessons daily to as high as 72. Special receivers would have to be purchased by the schools to handle narrow-band telecasts.

## Teaching Machines

Teaching machines about the size of typewriter and designed for individual student instruction are undergoing field testing by their developer, The Rheem Manufacturing Company of New York. They are to be made in Los Angeles by Califone, recently merged with the Rheem-Califone Co. in a reported \$1 million deal. There are Rheem

plants in 15 other cities in the U.S.A. and in 15 other countries.

## Moon Shot Boosts Sales

The midyear meeting (Oct. 13-16) of the Laboratory Apparatus and Optical Sections of the Scientific Apparatus Makers Association, was told in a report prepared by John A. Robbins, manager of Bausch & Lomb's Customer and Sales Quotas Department, that the Russian moon shot would strengthen both the demand for science instruments in schools and continuance of federal assistance for their purchase. Another committee report, by James C. Jacobson, president, Voland and Sons, Inc., stressed industry's vital role in science and science education and outlined plans for meeting the various aspects of the science instruction crisis.

## RCA Plugs Color-TV For Schools

A \$100,000 contribution to the early-morning "Continental Classroom" college-credit TV program and a special price offer on 21 in. color sets is being made by RCA in support of the first color telecast series to be included in this program. Dr. John F. Baxter of the University of Florida will teach the "Modern Chemistry" colorcast course on more than 150 TV stations. Over 300 colleges and universities will offer credit to students satisfactorily completing the course. "Continental Classroom" is telecast Monday through Friday through May 27, 1960.

## Records Via AV Channels?

Ever since their official debut on an NEA program back in 1912, educational phonograph recordings have for the most part reached the user through other than AV trade channels. This magazine lists them right along with other materials but few AV dealers push their sale. Growing recognition of the need for special sales channels to reach the school market is reflected in Columbia Records appointment of Spencer Press, Inc., Chicago, as a distributor. A similar announcement comes from Record, Book and Film Sales, Inc., New York, for the extensive educational line created by Folkways.

## Cathedral—Disney Tieup

Cathedral Films announces procurement of exclusive religious market

**THE FILM DOCTORS®**  
SPECIALISTS  
in the science of  
FILM  
REJUVENATION



RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid FILM TECHNIQUE, Inc.**  
Founded 1940  
37-02C 27th St., Long Island City 1, N.Y.

folk music—jazz—blues—science—language instr.—children's songs & stories—literature—history

**FOLKWAYS**

the world's largest catalog of authentic folk music on long-play records—now available at tremendous discounts! Write for free list:

Record, Book & Film Sales  
121 W. 47th St., NYC 36

**EVERYTHING IN ELECTRONICS**  
FREE ALLIED 1960 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

**ALLIED RADIO**  
100 N. Western Ave., Chicago 80, Ill.

**INFORMATIC SLIDES**

With Authentic Commentary  
Read — View — Learn

More about the colorful Southwest Indian country—ancient and modern. Sets of four 35mm color slides with clear documentary information explaining each slide subject.

Send for list to:  
**WILLIAM IRELAND DUNCAN FILMS**  
Western College — Oxford, Ohio

**SLIDE MAKING EQUIPMENT**

**IDEAL 3 1/4 x 4" LANTERN SLIDE MATS**

26 Sizes And Shapes!

The Professional Standard For 50 Years!

Package — 25 mats.....50c  
Box — 100 mats.....\$1.85  
1000 in bulk (not assorted).....\$15

**"RIGHT SIDE UP" Red Spot Identification Labels:** Quality—White-gummed—Accepts Ink No 4008 Box of 250.....\$3

**Type Your Own Slides on B&J RADIO MATS**

Special carbon for writing or typing titles — transparent cellophane and masking mat included. White, amber or green.

2x2" (100 slides) \$2 — 3 1/4 x 4" (50 slides) \$1.50

**NEW SLIDE FILE**

Notebook style—displays 12 slides in full view  
The VUE-FILE mount fits standard 3-ring binder.  
No. 4010.  
Box of 25.....\$8.75  
Box of 100 \$35.00

SPECIAL—#G4010 to fit glass mounted slides.  
Box of 100.....\$40.00

**LANTERN SLIDE FILE BOX** Individual slide grippers bold 76-3 1/4 x 4" slides. Leatherette covered wood. Handle.  
No. 4011.....\$7.50

**FREE CATALOG — 132 Pages of Photo Equipment 62nd ANNIVERSARY**

Greatest Lens Offerings!  
Cameras — Regular, Industrial and Scientific! Enlargers — Solar etc.! Lighting, etc.! Accessories — Write to:

**BURKE & JAMES, INC.**  
321 S. Wabash Chicago 4, Illinois

rights to filmstrips produced from Walt Disney cartoon subjects. Production plans also include 39 half-hour films and several series of filmstrips based on the Old Testament. A 30 percent increase in production is forecast for 1960-61 by executive vice-president, Ben B. Odell.

### Two Consumer Shows

The Magnetic Recording Industry Association is sponsoring two hi-fi consumer shows on an all-industry basis in California. The dates: Los Angeles (Pan-Pacific Auditorium) Jan. 13-17; San Francisco (Cow Palace) January 23-26. MRIA now has 46 members representing all facets of the industry, (latest to join, Columbia Records).

### 500th Videotape

Ampex announces the shipment of the 500th production model of their tape recorder—in less than two years from the time the first was shipped (to Station KING-TV, Seattle). The world's first educational videotape network is being set up with recorders on 43 educational TV stations and a tape duplicating center at Ann Arbor, Mich.

### "FilMagic" Patent Granted

U. S. Patent No. 2,908,246 was granted to two Distributors' Group executives on October 15 for a "Lubricant Dispenser for Lubricating Strip Material," tech talk for the pylon applicator of silicone fluid to motion picture film and recording tape.

### Colortape Interchangeable

RCA announces achievement of interchangeability of color TV tape recordings. Heretofore the head assembly has been stored with the recorded material so that the same head would be used for playback. Now tape made on one RCA machine can be played back on another, and even on machines of other make that hold to the same standards.

### Colonial Williamsburg Discounts

The touch of the educator "gone commercial" (without ceasing to be an educator) is seen in Dave Strom's announcement of a 15 percent discount on replacement of damaged prints as well as "quality discounts" (unspecified) on Colonial Williamsburg films and filmstrips. Dave is no stranger to the commercial side—has had tours of duty with McGraw-Hill and Jam Handy and has been on government service most recently in Iran.

### Missionary Reports on Tape

A more intimate means of communication (and incidentally another boost for the increasingly varied growing market for magnetic tape) is reflected in the United Church of Christ offer of taped reports personally recorded by its missionaries abroad. The tapes may be kept by borrowers for up to a month on a \$1 service charge.

### Standard Oil—Ideal

Ideal Pictures announces its distribution of the entire film library (19 titles) of the Standard Oil Company (Indiana) throughout the midwest.

### Scratch It—You've Bought It

A popular filmstrip producer, when offering new prints on screening approval, notes on his order blank: "Any program use, or damage to filmstrip or record, will be considered as purchasing the materials."

### Churches Try Block Booking

A plan whereby a religious film library books a set sequence of 12 films instead of just one is reported to be well received by both religious film libraries and their patrons. Tried out by Cathedral Films in the Los Angeles area with a serialized Life of Christ, it is to be extended nationally and include also a similar series on St. Paul.

### Disney 16mm Field Men

Disney Productions 16mm Division announces the appointment of three field men to maintain closer contact with educational and business film customers. The men: E. Bradley Marks (East), Charles Jessen (Midwest), and Carl Barth (West). This marks a major expansion in the 16mm Disney merchandising force.

### Sound Projectors Leased

Bell & Howell sound projectors can now be had for short or long term periods on a lease basis that permits writing off costs as operating expense instead of involving capital outlay. Dealers reportedly apply rentals against purchase of the unit if bought within 12 months. RCA offers similar lease arrangements on its intercom systems.

### Video Tape Price Coming Down

Two price reductions within a year have brought the cost of an hour-long video tape from \$306.77 to \$282.90 and now, depending on quantity purchased, to as low as \$248.95. The manufacturer, Minnesota Mining, predicts that further improvements in manufacturing processes may bring the cost eventually to around \$150.

### Bruning-Documat Microfilm Deal

Documat microfilm cameras, reader and reader-printer are to be distributed by the Charles Bruning Company, Mt. Prospect, Ill. The "PFA" camera can photograph both sides of the original simultaneously and can be adjusted to double production by dual printing. The reader comes in four models; the reader-printer is to be in full production later this year.

### Trade Association Offers Classroom Materials

The Manufacturing Chemists Association announces the expansion of its program of furnishing science teaching aids

to include also the elementary grades. A series of experiments, involving inexpensive, readily available materials, are related to the everyday experiences of youngsters from kindergarten to sixth grade. A similar project for older students has drawn requests from 12,000 junior high general science classes, and from 6,500 senior high chemistry instructors. Six awards (\$1,000 and medal) have gone annually, for the past three years, to outstanding teachers of undergraduate college chemistry who, through the years, have inspired their students to choose careers in science or science teaching.

### People in the News

Maurice B. Mitchell, president of Encyclopaedia Britannica Films, announces the appointment of Elliott H. Newcomer as his administrative assistant.

David E. Strom, after seven year service with the U. S. technical assistance program in Iran, is taking charge of film distribution at Colonial Williamsburg. Dave is well remembered for his AV leadership activity in Minnesota, Connecticut and on the national level. Welcome back!

James L. Royer, formerly with Calvi Productions, has joined Neal Keehn at Jack West at the General Film Lab Central Division, Kansas City, Mo.

Cecil Stowe has been named manager of Orr Industries' newly created Customer Relations section. Former newspaperman and ex-Marine, he had been handling public relations and sales promotion for Irish tape.

Harrison Johnston is president of the recently formed Cetec Electronics Company, manufacturers of video monitor mounting the new wide-angle picture tube, as well as electronic display units. Mr. Harrison was formerly General Sales Manager at Ampex.

Raymond T. Bedwell, Jr., and Joseph F. Scharrer have received a research grant-in-aid for work in the history of radio broadcasting in the United States. Funds are being provided by the W. K. Kellogg Foundation through the National Association of Educational Broadcasters to the two Ohio State University graduate students who are presently working on doctorates in Radio and TV Programmes in the Department of Speech.

Ultimately, a complete catalogue of visual materials related to early American radio and collected all over the nation will be published. Those collected, reproduced and stored in 35mm slide film form will be made available to teachers, broadcasters and other interested persons, as an aid to providing better understanding of this important period in broadcasting history.

ATIONAL SCREEN AND

PERIODICALS DIVISION

Received  
JAN 5 1960

NG ROOM  
MC

# AUDIOVISUAL

E

January, 1960



...the and the Scientific Method"

—Coronet Films

AV for Geography Classes--page 14

Using The Telecoach--page 16

# 3 BIG REASONS

## WHY YOU SHOULD BE USING

# SCHOOL MASTER\*

### FILMSTRIP and SLIDE PROJECTORS



SCHOOL MASTER 750  
shown with exclusive  
rewind take-up (accessory)

- ① Your teaching efforts are more effective when a School Master's brilliant projection is used. Pupils comprehend faster with the brighter, more detailed image . . . projection problems are minimized.
- ② You can use Filmstrips or 2 x 2 slides with a School Master . . . a dual-purpose machine that utilizes the two most popular and effective visual materials. Conversion from one to the other is quick and easy . . . in seconds . . . without tools or removal of parts.
- ③ You concentrate on teaching, not the projector. So simple is its mechanism . . . so sure its operation, the School Master is easy for anyone to use.

School Masters, available in 500 and 750 watt manual or remote control models, are priced from \$84.50. Exclusive accessory rewind take-up allows filmstrips to be rewound into storage container automatically.

## GRAFLEX *Classic* TAPE RECORDER

The only tape recorder designed specifically  
for School Audio Visual Programs

Weights only 25 lbs. True high fidelity performance. Push-button operation. Exclusive built-in tape splicer. Two speakers plus "whizzer." Sturdy carrying case with storage space for tapes, and microphone. 3-wire power cord. Built-in power transformer. UL and CSA approved. Only \$244.50.



For additional information on the equipment shown, see your Graflex A-V dealer. Or, write Dept. ES-10, Graflex, Inc., Rochester 3, N. Y. A subsidiary of General Precision Equipment Corporation.

Prices subject to change without notice.

\*Registered Trademark



## With the Authors

Gwen M. Schultz is assistant professor of geography at the University of Wisconsin extension division on the Madison campus. In addition to other administrative and instructional activities, she has been writing and teaching correspondence study courses, has also published professionally elsewhere in the U.S. and abroad.

J. Roy Barron is supervisor of instructional materials for the Santa Barbara (Calif.) city schools. Prior to this post he was chairman of audio-visual education for the California Congress of Parents and Teachers. He has been a member of the executive committee of DAVI, president of the Audio-Visual Education Association of California. He has taught audiovisual courses in several summer schools and extensions.

Alfred H. Marks is assistant professor in the department of English at Ball State Teachers College. He taught for four years at Syracuse University where he received his Ph.D. in 1953. Previously he spent three years at Ohio State University, has published a considerable number of articles on American literature.

Millard Harmon teaches math and science at Weeks Junior High School in Newton, Mass. He attended Boston University and the University of Oslo, holds degrees in B.S., M.Ed. and is working on his Ph.D. He was in the Army Air Force in World War II and was an Army teacher in Europe in 1952-53.

Roger Lanoue is chairman of the audiovisual aids committee at Ramona School in Oxnard, Calif. He has been teaching for five years, with experience in high school, junior high and elementary. He teaches 6th grade at Ramona "to the finest group of youngsters in the world" and with his students being mostly of Spanish-speaking background he has found audio-visual materials to be of considerable help.

Robert B. Schlihs is audiovisual coordinator at El Camino College in California. He has received full cooperation from the college in testing his 'telecoach' principle and reports that a new course, a 'public speaking lab,' will be built around the device for the spring semester.

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

January, 1960 Volume 39, Number 1, Whole Number 383

## EDITORIAL

12 Black Glass and Complacency

## ARTICLES

- 14 To See the World *Gwen M. Schultz*  
16 Meet the Telecoach *Robert B. Schlihs*  
18 AV in Russian Schools *Millard Harmon*  
20 Individualized Learning *J. Roy Barron*  
22 Models for Learning *Roger Lanoue*  
24 The Progress of Visiomark *Alfred H. Marks*

## DEPARTMENTS AND FEATURES

- 3 With the Authors  
8 On the Screen  
10 News  
27 AV in the Church Field *William S. Hockman*  
30 Filmstrips *Irene F. Cypher*  
32 Film Evaluations *L. C. Larson, Carolyn Guss*  
35 Audio *Max U. Bildersee*  
38 Trade Directory for the AV Field  
39 New Equipment and Materials  
49 Helpful Books  
50 Trade News  
51 Index to Advertisers



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00. CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

ADDRESS ALL MAIL (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

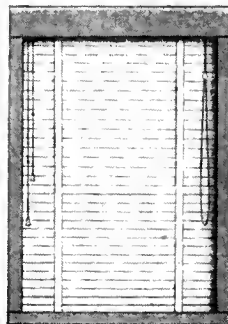
ENTIRE ISSUE COPYRIGHT 1959 BY  
THE EDUCATIONAL SCREEN, INC.

where you need it! when you need it!



There's no need for a special room assignment, no delay, when the classroom has LEVOLOR A.V. (Audio-Visual) VENETIAN BLINDS. These blinds give complete control of ambient light to suit the subject, projector and student activity.

Today, any classroom can be converted for Audio-Visual instruction inexpensively by the installation of LEVOLOR A.V. BLINDS.



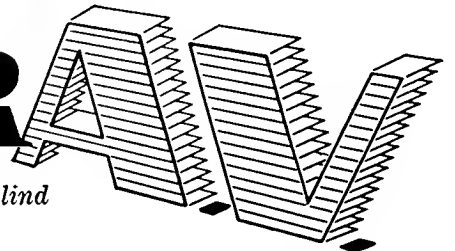
Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

HOW DARK SHOULD CLASSROOMS BE FOR AUDIO-VISUAL INSTRUCTION?

Be sure to specify

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN

*The Scientifically Developed Audio-Visual Blind*



COPYRIGHT: LEVOLOR LORENTZEN, INC.



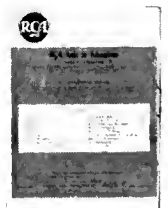
(left to right) RCA Television Systems; RCA Victor TV Receivers; RCA "Life-Tested"\* 16mm Projectors; RCA Language Laboratories; RCA Laboratory Testing Equipment; RCA Sound Systems.

Expert foreign language teachers have worked closely with RCA engineers who designed several RCA Language Laboratory Systems. Each of these language-practice systems is low-cost, simple to operate, readily expandable, easily installed and maintained. Invaluable for learning to *spea*k and *understand* any language.

Naturally the world leader in electronics is your best source for a variety of laboratory test equipment with highest reliability built in. The rugged RCA line includes voltohmysts, oscilloscopes, audio signal generators, test generators, tube testers, etc. Several items are now also available in inexpensive kit form.

*\*Rigid endurance standards have been set for RCA "LIFE-TESTED" Projectors. Individual components as well as finished projectors are subjected to continuous testing to evaluate the durability and efficiency of all operating parts. "LIFE-TESTED" at RCA means better, more reliable performance from RCA Projectors.*

Get your copy . . . a complete catalog with full details on these and other RCA Electronic Aids to Education! Write Mr. L. V. Hollweck, Educational Services, Radio Corporation of America, Camden 2, New Jersey.

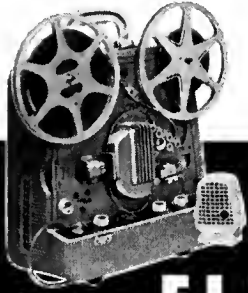


**RADIO CORPORATION of AMERICA**



Educational Services  
Camden 2, New Jersey

# SIGHT PLUS SOUND PLUS THE ECONOMY OF 8mm FILM...

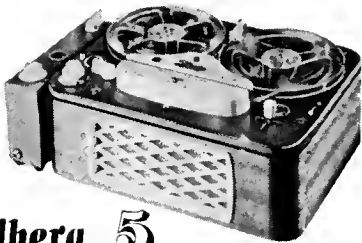


Complete with  
microphone, in  
handsome fabric-  
finished case,  
**\$399.50**

## with the **ELITE** 8mm **SOUND-ON-FILM** **PROJECTOR**

With the Elite, your students learn more, learn faster, learn more thoroughly. That's because the Elite enables you to add any pertinent sound track—voice, music, or both—to economical 8mm film. Student interest and retention are tremendously heightened; costs are kept to a minimum.

**Think of the convenience!** You can show the same film to junior grades in the morning that you show to more advanced grades in the afternoon, keying the sound track to the level of understanding of each grade. You can erase and re-make the sound track as often as you wish, with full brilliance and fidelity. And, the Elite is so rugged, so fool-proof and simple to operate that you need no specially trained personnel.



## **Tandberg 5** **3-SPEED, 4-TRACK STEREO** **RECORDER — PLAYBACK**

Because of its unmatched precision of manufacture and record/playback fidelity, the Tandberg 5 is the ideal instrument for the educational field. It offers monaural and stereo recording and playback for use in the teaching of speech, music, dramatics, languages. It will record seminars and conferences up to 17 hours on a standard 7" reel. Illustrated is the Tandberg Model 5-2. Complete with two TM-2 microphones, input and output cards, supply and take-up reels and transport luggage case, **\$513.95**.

A postal card will bring you full information. Address inquiries to Dept. V1

**Tandberg** of America, Inc.  
8 Third Avenue • Pelham, New York

## On the Screen

### Cover Scene

The inquiring mind at work—or is it at play? This Coronet film looks at the environment under which one of the greatest thinkers of all time developed the beginnings of the scientific method.

### AV Meetings Multiply

The report of a week-long workshop in instructional materials to be held this coming June at San Jose State College spotlights the growing importance of these regional seminars. This conference, designed for audiovisual specialists, librarians, teachers, supervisors and administrators, will include lectures, demonstrations, individual conferences and field trips.

The professional status of this type of meeting is borne witness by the quality and quantity of the audience and by the high degree of those participating in the programs. There is a lot to talk about in AV today — and more and more people want to listen.

### Two AV Books Available

Attention educators, AV specialists or anyone with an AV library. *Educational Screen* has a limited supply of two volumes, *Picture Values in Education* and *Comparative Effectiveness of Some Visual Aids in Seventh Grade Instruction*, both by Joseph J. Weber. One or both are available upon written request, including one dollar to cover postage costs.

### The Passing Parade In Educational Screen

10 years ago

Editorial notice is taken of a

new relationship between DAVI and the parent NEA; the new DAVI executive secretary "will hold a dual job and will have a first responsibility as a staff officer of NEA, will be selected and paid by NEA" . . . . A sociologist looks at television: is it a "form of radio with film characteristics (or) a motion picture distribution system?" . . . . A million Canadians reached by self-supporting 16mm film circuits.

20 years ago

Controversial government films, *The River* and *Plow That Broke the Plains*, score 91 and 88 percent respectively in *Ed Screen's* nationwide teacher-user film evaluation project . . . . A member of the editorial advisory committee questions the separation of visual and audio departmental administration, urges inclusion of radio and electrical transcriptions and asks "will there be departments of television education?" . . . . A special department, "The Federal Film," emphasizes that the National Archives Film Project does not include film distribution.

30 years ago

Educational talking pictures seen as rendering the silent film obsolete—"Textbooks will become thinner and some may disappear entirely "in many important fields of instruction" . . . . There is opposition to creation of visual education departments: "a leading authority on administrative problems" is reported as exclaiming, "Why not have departments of scratch pads!"

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

### Advertising Representatives

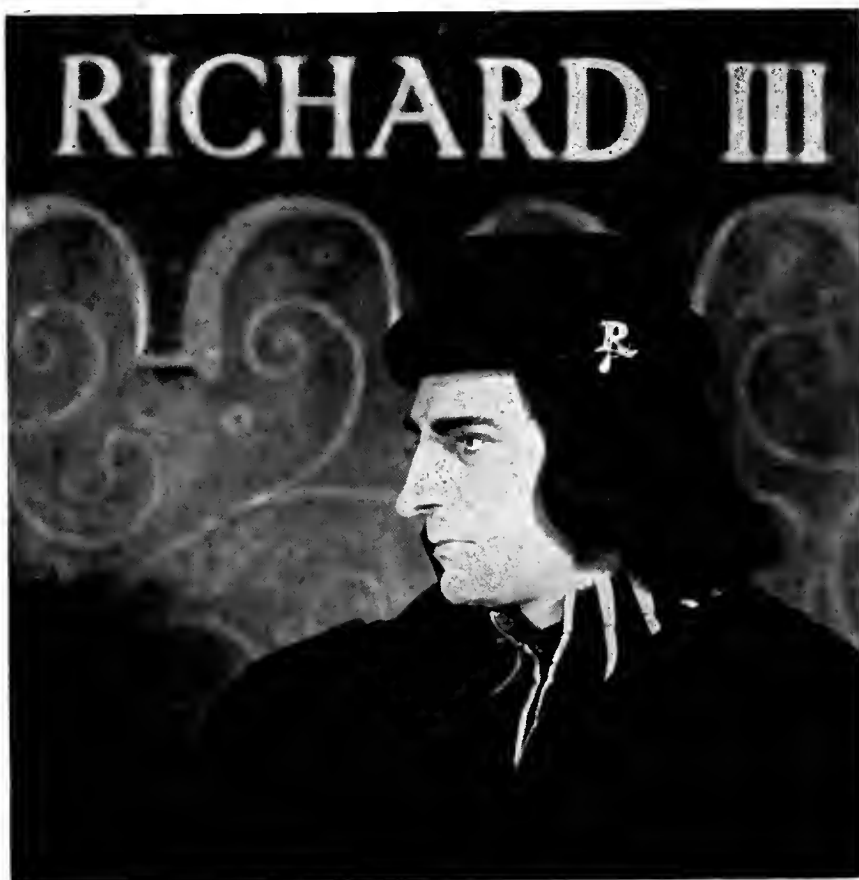
WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet B-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California

EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
AMOS DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia





# PHOTOPLAY FILMSTRIPS

**Richard III**—Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Alexander the Great**—Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**The Vikings**—In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson in Mythology**—Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$7.00. With guide, \$7.30.

**Knights of the Round Table**—A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**Adventures of Robinson Crusoe**—In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$4.00.

**Hansel and Gretel**—In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kine-mins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth**—In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Ulysses**—In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

Prepared by William Lewin, Ph.D.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**

10 Brainerd Road, Summit, New Jersey

## New York Group Honors Williams and Cypher

The New York State Audio Visual Council, at its meeting in Syracuse, N. Y., December 11, presented its annual award to Dr. Don G. Williams,



After receiving his award, Dr. Don G. Williams delivered the principal banquet address on "The Challenge Ahead."

professor of education and director of audio visual instruction at the University of Kansas City, Kansas City, Missouri, and to Dr. Irene F. Cypher, professor at New York University's School of Education.

Dr. Williams' citation referred to his considerable educational background in the audiovisual field, and continued:

"Not content with these activities, you have been active in DAVI since 1932 and have served on several of its committees. Since coming to New York State you have served this body in many capacities. Other activities are as follows: founding member and past president of University Film Producers' Association; member of CINE; trustee, University Film Foundation; U. S. representative to International Film Festival at Cannes, 1954, 1955 and 1959 and at Venice, 1956, and Rome, 1959; founding member and first chairman of the Audio-Visual Commission on Public Information.

"To top all of these, you have operated contracts for the U. S. State Department and have acted as audiovisual consultant for Iran, Turkey, Greece, Egypt, Lybia, Iraq, Korea and Tunisia from 1951 to date. You have directed the ICA Institute for Audio-Visual Leadership and you wrote the booklet *Motivate, Teach, Train* which was published by Point IV and which has been translated into eleven foreign languages."

After enumerating Dr. Cypher's aca-

ademic experience, her citation read: "Currently you have variously been text book editor for Prentice-Hall Inc., special staff lecturer for the City Colleges of the Board of Higher Education of New York City, free lance lecturer on audiovisual education and



Dr. Irene Cypher receives the NYSAVC award from Warren Russell, council past president and AV director, Kingston, N.Y.

the use of TV in education, filmstrip editor for *Educational Screen* and *Film News* magazines and audiovisual editor of *Instructor* magazine.

"Further you have served as visiting professor of audiovisual education at Wayne State University, Detroit, Mich., and at San Jose State College, San Jose, Calif. You have served this body on its executive committee, as president, as representative at each

Northeastern regional leadership conference, on many of its committees and as one of its representatives before the deputy commissioner of education of the New York State Education Department. Presently, you are also serving as chairman of the Department of Audio-Visual Instruction's committee on school buildings and equipment for the National Education Association."

## AVCOPI Announces New Plans In Chicago

The Religious Education Committee of the Audiovisual Council for Public Information (AVCOPI) held a two-day meeting in Chicago, Dec. 1-2, with coast-to-coast representation from denominational and other religious film and filmstrip producers. The Rev. Alva Cox, director of the National Council of Churches' Department of Audiovisual and Broadcast Education, and Don White, executive vice-president of the National Audiovisual Association, were co-chairmen.

The work of AVCOPI in disseminating public information on audiovisuals in secular education was said to have been so effective that similar concerted effort on the part of those engaged in AV communication in church activities is now in progress. The com-



Pete Margonian, technical photographic director of the Moody Institute of Science in Los Angeles, explains the controls on a time-lapse cinemicrography setup to industry film makers who visited the institute recently.

mittee plans to hold a two-day national meeting three times a year, timed when feasible in connection with some other major professional gathering. The next meeting is to be held on the Indiana University campus Feb. 26-27, immediately preceding the DAVI meeting at Cincinnati.

Donald Lantz (Family Films) is the new committee chairman, with James Thompson (Concordia Publishing House) vice-chairman. The committee's secretary is Mary Phyllis Young, director of AV education for the Board of Christian Education of the United Presbyterian Church. These three officers, plus Cox and White, constitute the executive committee.

### Film Distributors To Push Films Through Rental

A national conference of non-theatrical distributors of entertainment film was held December 3 and 4 in Chicago to plan for more extensive promotion of this important area of film use. Discussion centered on the need to make known the existence of clean, entertaining, often culturally rewarding 16mm films as a ready and complete answer to the sex-and-brutality diet that fills so much TV and theatre screen time.

While the advent of television and the concentration of distribution of some major brands eliminated some independent film rental libraries those represented at the conference reported excellent demand for good group-audience feature films. The discussion was concerned mainly with better communication with the various publics served and with new sources of product suitable for school, church, industry and community group showings. A broader meeting, involving all NAVA members who rent entertainment films, has been set for August 3 and 4, just prior to the NAVA convention. This two-day meeting is to be held at a hotel resort within easy driving distance of Chicago so that attention can be concentrated on entertainment film matters.

Chairman of the convention program committee is Carl Nater, of Walt Disney Films. The convention arrangements committee consists of Paul Foght, Roa Burch and Bill Kruse, the last named serving also as chairman of a publicity committee charged with accumulating case histories of outstanding uses of entertainment films.

Bill Rayner of the Swank organization, St. Louis, heads a direct mail committee, and Keith Smith, Omaha, will serve as liaison with the NAVA convention committee.

## Calendar

Jan. 7-9—NAVA, Western Conference, Pebble Beach, Calif.

Jan. 25-3rd Annual Film Program, Illinois Dept. of Public Welfare, Chicago.

Feb. 11-13—American Association of Colleges for Teacher Education, Chicago, Ill.

Feb. 13-17—American Association of School Administrators, Atlantic City, N. J.

Feb. 18-20—NAVA, Midwinter Conference, Washington, D. C.

Feb. 20-21—Biological Photographic Association, Southern California meeting.

Feb. 27-Mar. 2—National Association of Secondary School Principals, Portland, Ore.

Feb. 29-Mar. 3—NEA Department of Audio-Visual Instruction, Cincinnati, Ohio.

Mar. 6-10—Association for Supervision and Curriculum Development, Washington, D.C.

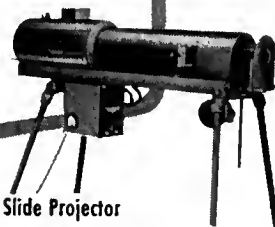
Mar. 24-26—4th National Conference on Aviation Education, Denver, Colo.

April 10-13—California Association of Secondary School Administrators, Santa Monica, Calif.

April 20-23—EFLA, American Film Festival, New York, N.Y.



Our professional know-how helps solve your AUDIO-VISUAL Problems.



**Strong Arc Slide Projector**

Projects 2" x 2" and 3 1/2" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.



**Weinberg Watson Analyst Projector**

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

**SALES • SERVICE • RENTALS**

**CAMERA EQUIPMENT CO., INC.**

Dept. E68, 315 West 43rd St., New York 36, N. Y. • Judson 6-1420

Gentlemen: Please rush me FREE literature on CECO Products for Audio-Visual use:

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**Single Frame Eyemo**

35mm slide film camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—trademark of Camera Equipment Company

# Black Glass and Complacency

*Paul C. Reed*

We could feel smug and complacent as we optimistically get set for the wonderful new decade of the sixties that is just beginning. Everything about the future of audiovisual instruction and the development of technological tools for learning seems promising. They've even developed black glass!

It was only last June when we reported to you editorially about the newly developed "low-light-transmission-type" glass for school-room windows that lets in only 44.2 percent of the sunlight. We thought this new grey glass was a great step forward in solving the problems of darkening classrooms for picture projection so that children could learn.

Our imagination was stimulated by the idea and we boldly called upon the glass researchers to come up with black glass that would shut out all the light and thus solve completely our room darkening problems. Much sooner than expected, they've gone and done it. In early November a dispatch from Corning published in the New York Times brought the glorious words of success: "*A black glass has been developed that is impervious to light. . . The glass filters out virtually all wavelengths of the ultraviolet, visible, and near-infrared spectrum.*"

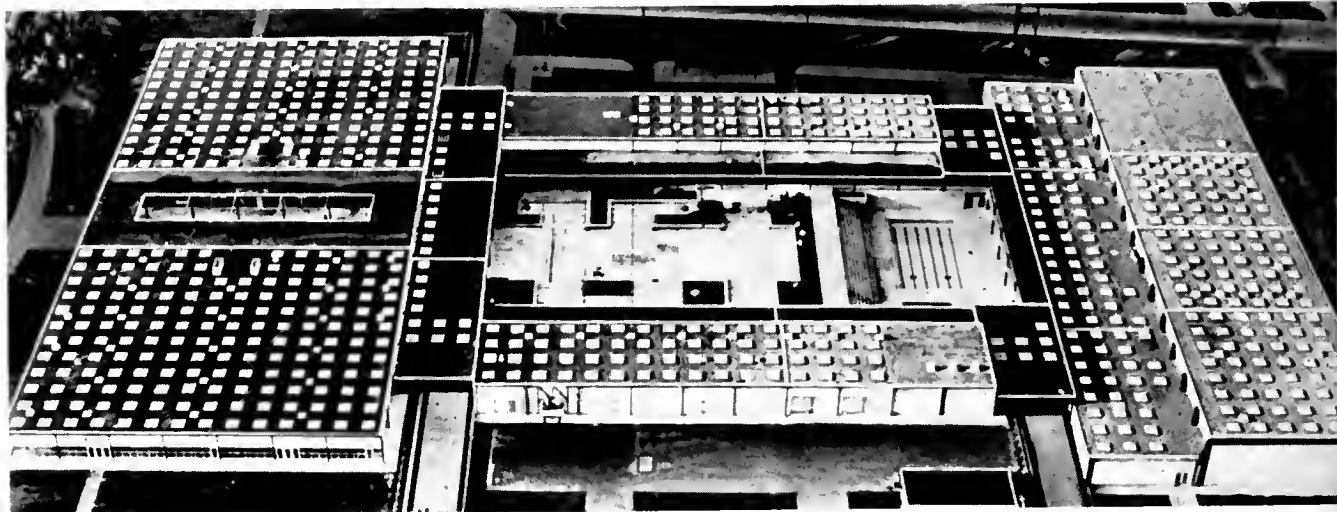
Even if these glass researchers did not intend their black glass for windows, it is comforting to know that it is available. When architects insist upon window walls, audiovisual educators can solve the problem with black glass!

But wait. We can't be so complacent. We get one problem solved and up comes another.

Window walls were bad enough, but now a California architect has come up with the fiendish notion of completely covering the roof with skylights. We knew you wouldn't take our word for it so we went to some effort to get this picture proof for you, and we'll tell you where the school is if you insist upon knowing. But look at those rooftop windows! Count them! Each one is six feet square and there are over 700 of them. Not only did they build one school like this but before the audiovisual-minded people could discover what was happening, a second high school had been built the same way.

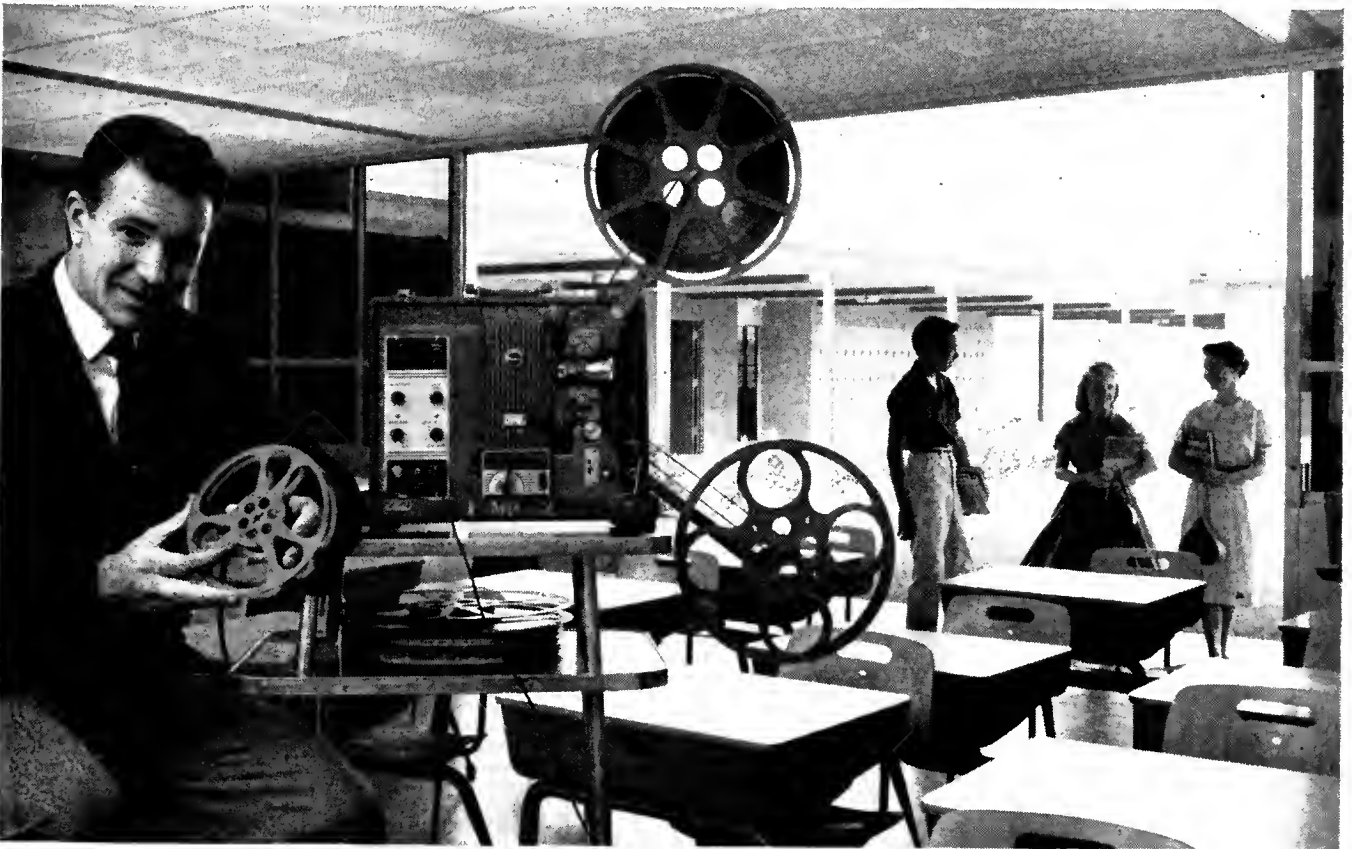
We understand that they've finally figured out a way to use projected pictures in some of the classrooms of these buildings. It was an expensive way. It was after the building was completed they began to think of how the teachers would teach. They're blacking out the skylights with metal louvers at a cost of more than \$800 per room. What a waste!

So don't be complacent in these promising days ahead. Such unique and bedeviling ideas for school buildings don't occur only in California. What about the new school in your town? Are you vigilantly making sure that teachers will be able to use audiovisual methods in that school?





At the NEA prize-winning Alamitos Intermediate School, Garden Grove, California, John A. R. Reed, Principal, says:



**“Even in these ‘outdoor’ classrooms, showing movies is no problem with our Pageant Projectors.”**

“Fresh air and sunshine belong in the classroom. So we built our school around patios, using big, tinted windows and sliding doors in every room. But even without blinds, our Pageant Projectors provide brilliant, detail-filled movies.”

Looking for a way to end washed out movies, even in hard-to-darken areas? Then try the Kodak Pageant 16mm Sound Projector. You’ll get brilliant screen images because the Pageant’s Super-40 Shut-

ter puts 40% more light on the screen than an ordinary shutter at sound speed. Take the portable Pageant anywhere. Set up in minutes. And you’re ready to roll with a show that takes full advantage of the impact of sound films.

*Any Kodak AV Dealer will demonstrate the Kodak Pageant Projector in your school, at your convenience. Or you can get full details by writing for Bulletin V3-22.*



*Kodak Pageant Projector* } **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**



Assorted rock and mineral specimens are sent in partitioned mailing cases to correspondence students, who learn to recognize the objects by handling and examination and by use of an accompanying instructional folder.

# To See The World

by Gwen M. Schultz

**W**HAT is it that first attracts most students to geography classes? That inherent curiosity to "see the world," to vicariously visit exotic lands, and always, of course, the desire to experience new insight into one's own environment.

The geography classroom and laboratory bulge with visual aids—bright-colored maps, globes, planetariums, rocks, atlases. Remember the instructor on his way to class—long wall maps rolled up under one arm, a projector weighting down the other? How we enjoyed his lectures illustrated with slides and movies, and how much



Colored slides, a viewer and cards with pertinent descriptions now bring illustrated lectures to the home student.

more information we absorbed and retained because we had *seen* as well as heard. Remember him too in the field, leading us along meandering streams to observe erosion and deposition in action, and hammering off a chunk of rock here and there for us to examine.

*Must* students who study geography through correspondence courses be deprived of the most appealing aspect of this science—the illustrative? We decided they did not. In modernizing our courses at the University of Wisconsin Extension Division over the past few years we have been giving the person who studies alone as many as possible of the teaching tools and pleasures of learning that the campus geography student has.

Our student on an isolated farm, or with the Air Force in Alaska, or in a hospital bed, cannot experience the kick that comes from walking into class and finding the movie screen pulled down, but perhaps he receives an educational “lift” even greater from the supplementary materials that arrive in his mail.

**SLIDES.** A terraced hillside in France, a coral beach in Bermuda, a glacial spillway in Canada, a submerging Arctic coast, cirrus clouds presaging rain, a pictorial cross-section of America—such things as these many of our students see in their private illustrated lectures.

Persons enrolled in Physical Geography receive about 170 colored 2 x 2 slides illustrating their course; those in Geology about 120. These are sent in mailing kits, about shoebox size, that have compartments for the slides, a hand viewer, and printed cards that describe each slide just as an instructor would.

**MOVIES** can come to the off-campus student too. He arranges for the free use of a projector through some local agency such as a public school or library, county agricultural agent, the “Y,” or a University of Wisconsin Extension Division center. Then he selects the films he wants from a list offered by our Bureau of Audio-Visual Instruction. If enrolled in Physical Geography maybe he will choose to see “The Amazon Lowland” and “The Prairie,” or “Volcanoes in Action” and “Story of a Storm.” A student in Conservation might select “Daylight in the Swamp,” “The Living Earth,” “Birth of an Oil Field,” “Raindrops and Soil Erosion,” or others. He is also referred to the United States Forest Service regional office and the State Board of Health from which he can obtain additional free films helpful in his course.

**ROCKS.** Send rocks through the mail? Why not? All geographers are “rock hounds.” Those who cannot go out and do their own collecting still want to know their rocks as solid substance, not just black words on a white page.

The *physical* geographer is interested in rocks from the standpoint of composition and structure. “Granite is composed of the minerals, feldspar, quartz and mica,” he reads. But what *are* feldspar, quartz and mica? “Shale weathers faster than its metamorphosed equivalent, slate.” Why? “Obsidian has conchoidal fracture.” What’s that? We show him—with a kit designed especially for his course. He holds in his hands pink marble from Georgia, glassy black obsidian from Oregon, crystal-clear calcite from Mexico, bauxite from British Guiana, flaky mica from Canada, banded gneiss from New York, and

many more rock and mineral specimens. He studies their crystal shapes, cleavages, composition. He scratch tests them for hardness. He receives “tangible-visual” instruction. He learns to identify rocks. And that is something one cannot do merely by reading a book on the subject.

The *economic* geographer, on the other hand, is interested less in the physical properties of rocks and more in their use, but he still wants to know what they look like, those vital but vague materials he reads about. Mineral ores—copper, lead, iron, aluminum. Building stones—limestone, sandstone, marble, granite. Those having industrial uses—kaolin for fine china, and talc for face powder, for example. And so samples of these and others that are discussed in the text book are mailed to him in a kit with supplementary descriptions.

The inmate at Alcatraz who is taking a course by mail through our department may not be quite as eager to look at rocks as his less-confined fellow correspondence students, but even he will benefit. At least he will learn to distinguish, say, sandstone from quartzite, and to judiciously select the former softer rock if possible when detailed to the chore of making little ones out of big ones.

**FIELD TRIPS.** There is nothing that says a student needs an instructor along in order to take a field trip. Our Conservation students each take four individual field trips during their course. With briefing on how to proceed, and the wedge afforded by the fact that this is a requirement, they brave their way into places where they would otherwise probably never venture, and “see” another segment of their world. They may visit suggested locales, such as a lumber company, a well-managed farm or forest, a water supply system, a plowed field in the rain, a flood area, a factory—anything pertinent to conservation.

**MAPS.** Without maps a geographer is a blind wanderer.

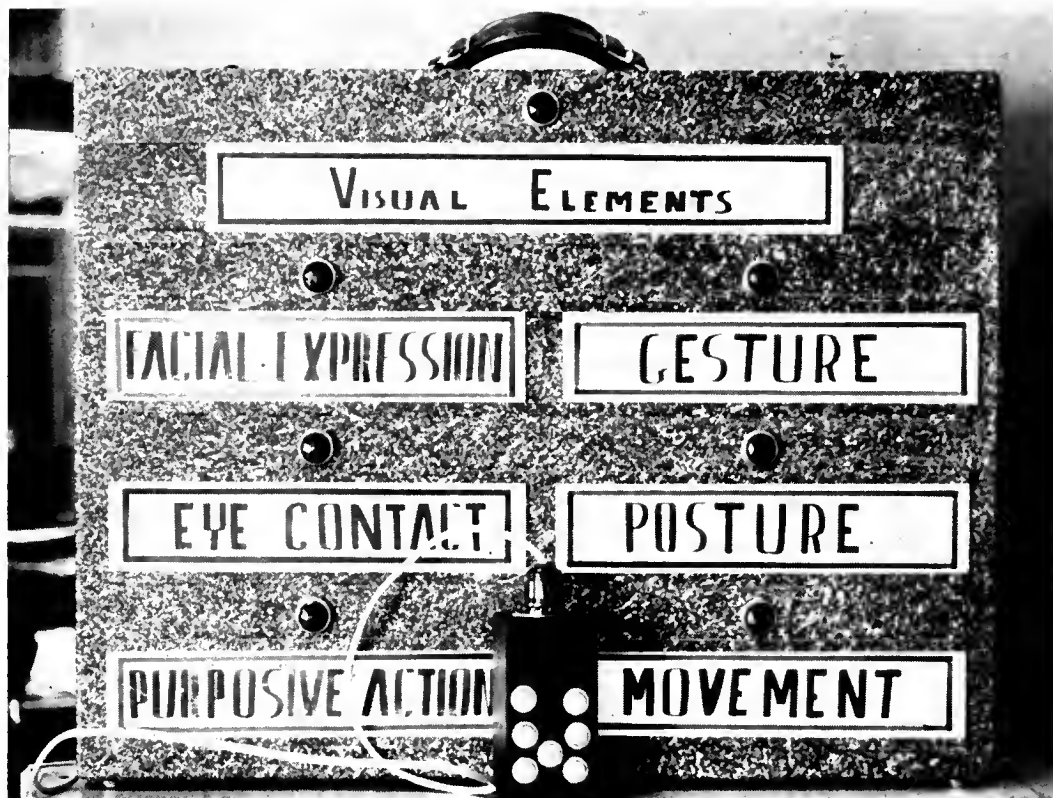
Each of our students who does not have his own atlas may borrow one from us without charge.

Small personal-use maps, those on which the student will plot locations and distributions, are used in abundance in correspondence work, especially in the regional courses, such as South America or Europe.

United States Geological Survey topographic sheets are given to students in some courses.

We don’t want just to test students. We want to inspire them to further study and research, even if it is merely for their own enjoyment. You may not find the names of our correspondence students in footnotes of scholarly dissertations, but—thanks to visual aids—a few more rocks will be picked up and turned over; a few more rainy days will be privately forecast; a few more tourists will talk intelligently about things they see; and few more stay-at-homes will better comprehend the nature of their environment.

Practical problems involved in incorporating visual aids into correspondence courses can be laborious and baffling, but the thought, in principle, ought to be: if it helps to teach and it can be mailed, put a stamp on and send it.



# Meet The Telecoach

by Robert B. Schlihs



A class at El Camino College watches a student who in turn keeps an eye on the "Telecoach" for mid-talk pointers on his presence and delivery.

**I**N teaching situations where student performance figures prominently, criticism plays a major role. There is general agreement that in such situations criticism would be most effective at the moment of error. The difference between the value of, "you are missing . . ." and, "you missed . . ." appears self-evident. But how to point out fundamental errors or make recommendations without interruption or damage to the effort and the mood of a given performance?

In the typical performance situation students very often commit gross errors from the very beginning to the last word of the exercise. Up to ten or twelve minutes of continuously poor and untutored posture, eye contact, rate (too fast or too slow), etc., is not at all uncommon. Following such a performance, criticism, which it may be said is already "cold" or less meaningful, is submitted to the student.

And while such "after the event" appraisals may serve to enlighten the student, it is unfortunately true that in the majority of cases as much as two weeks may elapse before he has the opportunity to perform again. Not until then may it be possible to know the degree to which he



has or has not profited from the criticism. This cycle, with minor variations, will very often repeat itself throughout the course. As a result of this pattern, improvement for the average student in actual performance skill and technique falls short of desired standards.

A device and a method has been tested which is believed to provide a partial solution to the above dilemma. The test was conducted in a public speaking class during the 1959 spring semester at El Camino College near Los Angeles.

### *Conception of the Idea*

The idea for this method grew out of a desire to achieve more rapid development in technique and skill on the part of students enrolled in performance courses. It was felt that the possible disadvantage of additional "pressure" on the student would be outweighed by:

1. careful preparation and orientation as to the purpose and the scope of the program;
2. prior agreement between student and instructor as to amount and kind of coaching;
3. creation of a performance-lab atmosphere with some de-emphasis on grading during "lab" exercises;
4. positioning of the coach so that only the performer receives visual communication.

Subsequent classroom testing indicated that in the majority of cases a significant modification of technique or skill resulted and that the device was a practical teaching tool. Refinements in method and technique of instruction tended to develop as the project went beyond the introductory stage.

### *The Project*

The project started in October of 1958 with the construction of three coaching devices, planning of method and technique for classroom use, and the assembling of data on effectiveness, relevancy, etc. Additional testing is still believed necessary for the presentation of adequate evidence as to the comparative value of the method.

### *The Device*

The Telecoach is a visual unit which utilizes the checklist principle by combining signal lights with printed material on one panel. It consists of a main panel which can be activated by the instructor from any distance by a hand-size control box. On the panel are seven grooved channels for easy in-and-out manipulation of 3 x 13 in. printed cards. Each card has its own signal light. The cards refer to elements to be coached during a given activity. The seventh or topmost channel may serve as a title card position and its signal light may be used as an attention getter, time limit warning signal, etc.

The Telecoach is of hinged suitcase construction with compartments inside for storing everything necessary for a series of activities. Weight loaded is approximately 15 pounds. The dimensions are: height 21 in.; length 28 in.; and depth 5½ in. It operates from any standard 110 volt outlet.

### *Technique and Method*

The purpose of this aid is to assist the instructor in contacting and coaching a student without interruption of the performance. Coaching may be varied by shifting the emphasis to *strengths*. Another technique is to have students coach students. Still another variation is to place the coach behind the performer so that the audience may observe the criticism.

Cards making up the "check list" may be devised according to level of achievement or as indicated by individual considerations. The cards may be rendered in groups of six related elements comprising a category, or random elements may be employed to increase the breadth of coaching to several categories.

Terminology for the "elements" will vary according to instructional needs and individual preference. It was assumed that beginning students could respond with the least disturbance to coaching on elements not requiring rearrangement of outline, modification of content, etc. In some cases, however, random elements comprising several categories were used with positive results.

### *Refinement of the Device and the Method*

In progress at the present time is the construction of a Telecoach with an audio unit. The end-in-view is greater flexibility of method and the development of means for individual study. To accomplish this end, the Telecoach will have mounted inside on the back panel—controls facing to the back—a special light-weight tape recorder. It is a dual recorder-reproducer permitting simultaneous direct recording on two channels or simultaneous playback of "master" channel and simultaneous recording on "student" channel; or simultaneous playback of "master" as well as "student" channel.

The recorder will be accessible to the operator by way of a flush-mounted door in the back of the Telecoach case and would, when open, serve as a shelf.

With the addition of an audio function, greater scope is possible in such concerns as instruction and individual study programs.

### *Choice of Lab Methods*

Uniquely, two methods for individual lab study are possible through a simple "switching" feature built into the recorder:

The student may listen to both channels simultaneously as many times as he wishes. After first noting on paper the criticism and where it occurred, he may then re-record over the *instructor* half of the tape. The returned tape would include both the original and improved talk.

Or, after listening to both channels, he may re-record over his original. The return tape would include the improved effort and the instructor's commentary.

In both cases the returned tape would serve as the basis for instructor evaluation and the grade. As implied earlier, certain exercises such as major speeches would be graded as delivered to the class audience.

# A-V in Russian Schools

by Millard Harmon

IRVING R. Levine, in his recent book, says, "There are no experts on the Soviet Union; only varying degrees of ignorance."<sup>1</sup>

This statement was partly the result of the enormity of the Soviet Union. Sixty languages are spoken within the borders of the Soviet Union, and these borders define 1/6 of the land mass of the world. There are bound to be a great many differences—in dress, in customs, in climate and natural resources.

However, it is interesting to find that the 1,800,000 Soviet school teachers<sup>2</sup> maintain an educational program that varies little throughout the country. The curriculum itself is dictated and developed by the central committee of education in Moscow, and the degree to which it is followed is not weakened by distance from Moscow, as witnessed in schools of Irkutsk, the capital of Siberia. Student dress is an attractive uniform. As one Russian teacher stated, "That does away with a show of economic differences of the parents."

In the fall of 1958, this writer spent five weeks traveling 9100 miles within the Soviet Union, visiting 14 schools. In these schools, 62 classrooms were observed, 42 of which were used as the basis for a doctorate dissertation at Boston University.<sup>3</sup>

While the walls of language and history classrooms were relatively bare, most classrooms had a picture of Marx, Lenin, or Khrushchev), this was certainly not true in science rooms, where most often equipment was stored in wall cabinets around the room. These cabinets had glass doors, making the contents visible to youngsters within the room. The walls carried many charts, and plants were observed in abundance in classrooms where botany was taught.

The most common method of teaching observed was the lecture or lecture-demonstration method. For science demonstrations, sufficient audiovisual materials were available to supplement the lecture.

Great stress is given to the shop sciences, and since the recent decree revising Soviet education,<sup>4</sup> there is apt to be continued emphasis in this area. In machine shops visited, there were wall charts explaining machine operation. Home economics classes, largely sewing and cooking, were using few wall charts.

A decree of 1955 from the Central Committee of the Communist Party declared that every ten year school must have a driver education program. The driver education classroom in School 717 in Moscow was perhaps the best equipped

audiovisual classroom visited in the Soviet Union. Classes were small. Automobile parts—pistons, valves, crankshafts—were placed around the room for student examination. There were two automobile units in the classroom. One engine, with cutouts, was electrically driven to show the function of each part. The other engine was fully operational. With this piece of equipment, the instructor created malfunctions that the students had to correct. There were extensive wall charts, and an electrical selection board at the front of the room was used to teach road signs.

There was ample blackboard space in all classrooms visited, and corridors were liberally furnished with bulletin boards.

In one class, a 16mm film projector was seen stored in a wall cabinet with microscopes. None of the other classes visited had such a projector in view, although there might well have been additional projectors available. In one science class, there was a stationary-permanent screen mounted at the front of the room at sufficient angle to indicate the possible use of an overhead type projector.

In the schools visited, there seemed to be an ample supply of textbooks. In addition, each student kept a "copy book," a small notebook for classroom lectures and homework. A large number of photographs were displayed on corridor bulletin boards.

## Subject Area Breakdown

*Primary grades.* In grades one through four, there was wide use of flash cards and blackboard drill. In arithmetic, the abacus was used extensively both by pupils and teachers, as it is throughout Russian commerce. Turnover charts, paint materials, scissors, and construction paper were also much in evidence.

*Language classes.* Little ingenuity was seen in development of audiovisual materials. Standard items, i.e. text, blackboard, were always present. There was no evidence of tachistoscope work, recordings, or other audiovisual aids.

*Mathematics.* In mathematics, departmentali-

<sup>1</sup>Irving R. Levine, *Main Street, U.S.S.R.*, Doubleday & Company, Inc., Garden City, N. Y., 1959, p. 12.

<sup>2</sup>International Conference on Public Education, *Public Education in the Soviet Union, Report for 1957-1958*, Geneva, 1958, p. 29.

<sup>3</sup>Millard Harmon, *A Study of Science Teaching in Grades Six through Eight in Selected Russian Schools*, published doctorate dissertation, Boston University, 1959.

<sup>4</sup>Alexei Markushevich, "Education to Develop along New Paths," *Moscow News*, September 27, 1958, p. 2.



Top left: audiovisual devices stored in a science classroom in Leningrad. Left: a botany class in Kiev. Above: two "Young Pioneers," who make use of AV material in their group activities.

zation occurs early, and algebra and geometry are taught in grades six and seven. In most mathematics classes observed, there were several geometric objects, a lined blackboard graph, board compass and protractor. Here again, little audiovisual ingenuity was observed.

*Science.* The sciences are also departmentalized early in Soviet schools. Rather than general science, subjects taught include geography, zoology, botany, anatomy, physics, astronomy, and chemistry. In these classes a great deal of audiovisual activity was carried out. Classrooms seemed well-outfitted with microscopes, wall charts, and plants for both study and decorative purposes. Often samples of plants from distant parts of the world were available for class examination at the appropriate time in the botany curriculum. Also present were geology collections for the geography study, skeletons for anatomy classes, and wall charts for most sciences. Test tubes, chemicals, and electrical apparatus were being used in the various science

classrooms visited.

The use of audiovisual aids in Russian classrooms visited by the writer met a minimum level as a result of the standardization of the educational program from Moscow. However, innovations which might have enabled individual teachers to excel in providing an outstanding program supported by audiovisual aids simply were not seen.

In the 3100 feet of 16mm film shot within Soviet classrooms, as well as the 567 Polaroid Land Camera<sup>5</sup> prints taken in and out of Soviet schools, there was an indication of an awareness of audiovisual technique. Five weeks within the USSR is a short time, and 62 classrooms a small sampling upon which to base major conclusions. The general availability of audiovisual materials was extensive, while total utilization probably was below what might be expected.

<sup>5</sup>Photographs illustrating this paper were taken in the Soviet Union with the 110A Polaroid Land Camera.

# Indi- Visualized Learning



**T**HOUGH audiovisual materials have proven valuable as mass media, they can also contribute significantly to individual instruction. With increasing concern for "individual differences" and a need to develop each student to maximum potential, applications of audiovisual equipment and materials for small group study can result in a major impact on education.

Without minimizing the contribution of individualized audio experiences let us continue to develop techniques to exploit the possibilities inherent in "indi-visualized" instruction.

This picture story is designed to stimulate viewers to extend their own vision to wider application of techniques for teaching small groups with visual materials.

by J. Roy Barron



These missile models are complete with moving parts and true-to-prototype details.

# Models For Learning



by Roger Lanoue

To a greater extent than ever, plastic scale model construction kits are being used for educational purposes. These kits are of pre-formed styrene plastic, to be cemented together by the model builder. Actual construction might run from less than an hour for some of the missiles and airplanes, to several days for the more intricate ships and automobiles. These range from life size animals, which come complete with realistic furry coats, to miniature space ships with their own crews of tiny in-scale astronauts. Most of them are authentic in every degree to the original prototypes. In the case of space ships, they are usually designed on the basis of known scientific theory.

The majority of these kits, some 40 million of them, will be purchased and assembled by youngsters between the ages of ten and fifteen. This hobby has now even surpassed stamp collecting as the favorite indoor pastime of boys and girls in this age group.

In addition to pleasure, these youngsters also gain a substantial amount of valuable information and develop understanding from this hobby; knowledge which, in many instances, is superior to that of their elders. It is hard to envision youngsters saving their money to buy textbooks, but in the truest sense this is what they are doing when they purchase the average scale model

kit. It is not a misnomer to call them a "three dimensional textbook."

The discovery that this highly popular hobby has merit as visual education has been made by a considerable number of educators in the past few years. Typical is the interest in and recognition of the educational value of the plastic scale model construction kit which motivated the California State Department of Education to recommend recently that such kits be used to enrich the educational program.

The author's experience with the use of such kits in the classroom—based on information acquired during an extensive series of experiments which involved that wonderful group of Ramona School youngsters who comprise his 6th grade class—is yet another example of the keen interest in new developments in the field of audiovisual education displayed by individual school districts which are fortunate enough to have the services of educators such as Mrs. Marge Womack, of Oxnard's very efficient Curriculum Materials Center.

Armed with a wide assortment of kits, successive waves of these energetic 6th graders attacked the problem of how best to utilize them to achieve maximum learning, each new group incorporating into its practices and procedures the most successful approaches made by the previous groups as determined during the interim evaluation periods. At the conclusion of the study, a final evaluation indicated the following:

Primarily, each plastic scale model construction kit provides a unique reading experience of genuine merit.

The method which proved the most meaning-



A student computer group works on a problem prepared by a student programming group. They are calculating the times made by their airplane models.



She is covering her koala bear model with realistic fur, a part of the kit.

ful to the youngsters—and therefore the most productive of desirable learning outcomes—involves the modeler's attentive handling of each of the individual styrene parts used in the actual construction of the model, the identification of these parts first with the diagrams contained in the instruction sheet in order to acquaint him with the function of each part in relation to the whole, and then with the printed words in the same sheet which correctly name these parts.

Following this, the modeler is asked to define these words, basing his definitions on the context of experience provided by the integration of the parts and the diagrams. Having now a need to know, he then compares his brief written definitions with those provided in the dictionary or other pertinent texts, noting the similarities and differences which exist between them and his own.

The aspect of tangible reality which the manipulation of the parts lends to their printed-word counterparts provides the basis for the next undertaking, the mock assembly of the model. This is accomplished by the integration of the

printed words, the diagrams and the parts, in that order. Again the dictionary—which has become as real a tool as any manipulated in the model building process—plays an important role in meeting an understood need.

A completely successful mock assembly is then demonstrated and explained in proper sequence to the instructor. Actual construction and decoration of the model—using the special Type S cement designed for permanently joining the various styrene parts together—follows this phase.

The completed model is one with which the youngster readily identifies and in which he takes great pride. More than that—perhaps due to the realistic qualities possessed by the model itself—there is an observable transfer of this identification and pride from the model to its real-life counterpart.

The second most significant feature of the plastic scale model construction kit is its wide application. It can be utilized for multiple learnings.

For example, the construction of a plastic scale model of the "Santa Maria" might be undertaken to enrich the content of a social studies unit dealing with the exploration of the New World. Yet would not the construction of the same model be equally effective in motivating a unit in the reading of biography? Would it not also enrich a space science unit by illustrating problems common to explorers of both eras? Would it not be quite effective in motivating creative writing experiences?

The Ramona study indicates that it would indeed, and that similar multiple applications are inherent in the very nature of plastic scale model construction kits, for they are representations of reality and reality is not the exclusive province of any *one* subject matter field.

To sum up, the plastic scale model construction kit is rapidly emerging as another valuable application of visual education as it has the ability to make learning both pleasurable and precise.





# The Progress of Visiomark

by Alfred H. Marks

THE white chalkboard screen has come a long way since last I wrote about it in the pages of *Educational Screen and Audiovisual Guide* (November, 1956). The screen surface has been improved, more readable and more erasable crayons have been found, and an erasing cloth that cuts teacher exertion and erasing time to a minimum has been turned up. Six 8 x 8 ft. screens have been installed permanently in rooms of Ball State Teachers College's new English building in Muncie, Indiana, and Ball State English professors are able to spend several hours in each course projecting student themes in the very classroom they use every day.

The first Visiomark® surface was a swan white shade of Marlite, manufactured by Marsh Wall Products Co., of Dover, Ohio. This highly polished surface takes a dark, readable image even in half darkened rooms, but viewers find it wise to choose a seat at a wide angle to the screen in order to avoid glare. Marlite is now available, however, in so-called semi-gloss shades which take a soft, readable image with little refraction.

Four of the Ball State screens are of the swan white shade. These were supplemented in the summer of 1959 by two semi-gloss screens, one in polar white shade and the other in a foam green. The restful foam green screen has been installed in a narrow seminar room in which students cannot easily change seat positions to view the screen at the end of the long table. Were the screen highly polished there, the glare could not be avoided. The polar white screen is in a large classroom where it is presumed that, in addition to student papers, slides or films will be shown, with colors that would not be rendered properly on a green surface.

With the cooperation of the American Crayon Company, Sandusky, Ohio, crayons have been found that write darkly on the Marlite surfaces and erase cleanly and easily. The swan white surface uses a Climax #1305 black glass marking pencil. The polar white and foam green surfaces use a Ritex fabric crayon #1413 blue or #1415 black.

To search for a more effective eraser for an easily erasable crayon may seem like unnecessary refinement. It must never be forgotten, however, that the classroom teacher is not hired primarily as a mechanic or audio-visual technician. English teachers, furthermore, are often among the first to remind one of that fact. The recommended crayons can usually be erased only with a disposable tissue or a clean soft cloth and some elbow grease. Absorbent polishing cloth #562 manufactured by Cleveland Cotton Company, Cleveland, Ohio, replaces both tissue and elbow grease. The instructor must be careful, however, about clutching a polishing cloth in a clammy hand while lecturing before a projector on a warm day. Damp cloths and grease pencils produce only indelibility.

The Ball State English building Visiomark screens are, as has been mentioned, eight feet square. They are made up of two 4 x 8 ft. Marlite panels butted side by side. (Marlite lists in Muncie lumber yards at \$14.40 per panel.) The screens are placed in a position secondary to the blackboards, usually on a side wall. Here they provide a projection surface convenient for most purposes, including opaque projecting anything the instructor wants to show the class at a minute's notice. The class need only turn chairs to face the screen.

The process has been used in freshman composition classes, intermediate composition and creative writing classes. It has also provided a substitute for stultifying oral reading of papers in a graduate seminar. It is useful for papers of

\* When queried about the word 'Visiomark' Dr. Marks replied that—"The adjective-noun-verb 'Visiomark' was coined by me with the aid of some interested students."

several pages but is most convenient for single page themes, particularly, of course, those with markable errors that most members of the class are still committing. Paragraph construction is greatly facilitated by it. And in regard to errors that most of the class are still committing, it produces best results early in the course. A useful technique is to explain one's abbreviation system after the first theme while projecting the student themes that contain each error.

I have used Visiomark process with all the composition classes I have taught for the past three years. Time spent in this manner has varied with the class, but it would not be overestimating to say that I have spent an average of 15 class hours per 60-meeting course at the white board. Student response has been enthusiastic; complaints have been nil. It is probable that a controlled study of the effectiveness of the method might win some people to using it who might not otherwise do so.

I am as little in doubt of the effectiveness of the Visiomark screen as I am in doubt of the effectiveness of the blackboard or the textbook or the English theme. I do not feel that I am indulging in a pioneer's dream when I say that I feel the Visiomark screen will someday become a standard unit of English classrooms.

## Visiomark Screen Specifications

### 1. Surface:

Marlite

Manufactured by: Marsh Wall Products Co., Dover, Ohio

Shades (in order of desirability)

- a. Polar white
- b. Foam green
- c. Swan white

### 2. Crayon:

a. If using polar white or foam green surface—Ritex fabric crayon #1413 blue or Ritex fabric crayon #1415 black

b. If using swan white surface—Climax #1035 black

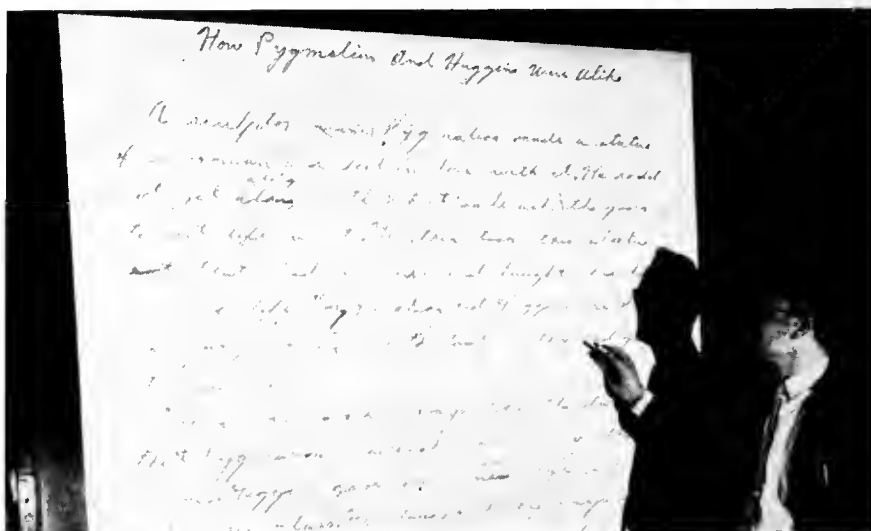
(Above crayons are manufactured by The American Crayon Company, Sandusky, Ohio)

### 3. Erasure:

Use tissue or clean, soft, dry cloth or—  
for best results—

Absorbent polishing cloth #562 manufactured by Cleveland Cotton Company, Cleveland, Ohio

Crayon marks on the Marlite surface are as clear and sharp as the projection. Dr. Marks demonstrates.



Professor Dick Adams lectures to a freshman English class in a room with Visiomark screen on the side wall.



## In the Church Field

by William S. Hockman

### Youth Film Festival

The Fall Film Festival for the young people of our Classis was a great success, with a record registration of 166 youth and 44 adults. This registration was a substantial gain over previous youth rallies and may be attributed to a thorough publicity job and the drawing-power of the films presented.

The plan of the film festival was to present the three films, *The Reformation*, *One Love - Conflicting Faiths*, and *I'll Sing, Not Cry*, and follow with an evaluation of each film. I asked them to use four categories: "excellent," "good," "acceptable," and "poor." No prizes were awarded, as is usually done at film festivals, since our aim was wholly informative and educational.

Beginning with a spirited hymn-sing, we went right into the showing of the first film. My preparation of the audience for this film, *The Reformation*, began with the hymn, "A Mighty Fortress Is Our God," which was the last one of the hymn-sing.

In what context was this film shown? Suppose I give you the 'introduction' which preceded the showing:

"This is Reformation Sunday, one of the most significant Sundays of the year for Protestant Christians. What makes it so? Perhaps we have forgotten what the Reformation was all about. Do we only remember that it marks the anniversary of that memorable day when Martin Luther took his little hammer and nailed something to the door of some church in Germany? Protestants should know more than that!

"What was happening in Europe at the time of the Reformation? Who were the leaders in this movement for independence from the Church of Rome? Why did they want independence? To enable us to better understand what this day signifies, I present *The Reformation*, by Coronet Instructional Films."

Now the film was shown, and the presentation was as smooth and professional as is possible in a local church situation. The next film was to be *One Love - Conflicting Faiths*, and I decided that I would tie my introduction of it to the film previously seen and present some data on mixed marriages, the theme or problem of the film.

Aware of how seldom we are given such things in report articles, I am bold enough to give you the text of my introduction to the second film presented in our festival:

"Opened before us in the last few minutes has been a panorama of the people, the places, and the events that shaped the Protestant Reformation some 400 years ago. Is the Reformation a dead issue? Does what happened then affect the way you and I live today?"

"The second film in our festival, *One Love - Conflicting Faiths*, makes clear to us that the Reformation is still a very live issue, especially with young people who fall in love across the barriers of faith.

"To point up how live this issue of interfaith marriage really is, I would like to relate some rather startling facts recently turned up in the Harvard Survey of Happy Families. It surveyed 60,000 American families. Nine thousand, or about one in six, were mixed marriages. Here are some of the things the researchers found out:

- 1) Couples with different religious affiliations have fewer children than those who marry within their own faith.
- 2) Children of interfaith marriages are much less likely to finish high school than

- when the parents are of the same faith.
- 3) Six out of every ten children of Catholic-Protestant marriages end by rejecting all religions.
- 4) About half of the men who marry non-Catholics abandon their faith.
- 5) Men and women of all faiths showed a higher divorce rate when they married some one of a different faith.
- 6) Teenage arrests rates are much higher in mixed-marriages.

"These are pretty startling facts! Our film will put flesh on the facts as it dramatizes for us the first year of the marriage of two fine young people, one a Protestant and the other a Roman Catholic.

"Let us now see, in the light of these considerations, *One Love - Conflicting Faiths*, produced by the Department of Family Life of the Methodist Church."

After this film there was a definite impulse for discussion. It had to be postponed, however. I suggested to the young people, eager for discussion, that they turn to their fellowship advisors and ask for help in the form of programs on the subject of mixed marriages. By the end of the festival, I understood that several such programs were already being arranged.

The finale of our festival was the film, *I'll Sing, Not Cry*, produced by the Berkeley Studios of Toronto, Canada, for the United Church of Canada and the United Church of Christ in the United States. It was shot by Anson Moorhouse and crew in Angola, West Africa, late in 1958, to provide background for this year's mission study of Africa by the churches.

Since the film carries an excellent introduction of its own, explaining the importance of music in the life of the African, I did not think that words from me were needed. In similar manner, the film closed with the singing of a hymn by a group of young Africans and a seven-fold 'Amen,' making concluding remarks unnecessary.

From the viewing, we went into the evaluation. Rating cards were distributed to the 190 who participated in the evaluation. Of these 147 were young people and 43 adults. Their reactions were as given in the table below:

	Excellent	Good	Acceptable	Poor
<i>The Reformation</i>	15	97	63	15
<i>One Love - Conflicting Faiths</i>	93	80	13	4
<i>I'll Sing, Not Cry</i>	131	52	7	0



## AO's New Opaque Delineascope Brighter...Lighter... ...more convenient


**BRIGHTER** AO's New High-Speed Opaque Delineascope projects a brighter image than any other opaque projector you can buy... a full 145 lumen output. Screen illumination is uniform from edge to edge and definition is sharp from corner to corner.

Only American Optical uses all-glass reflecting surfaces to provide maximum illumination intensity. Glass reflectors will not tarnish or deteriorate... will not scratch with cleaning. Your AO Opaque will still produce the brightest screen image, even after years of service.

**LIGHTER** AO's New Opaque Delineascope is easily portable... weighs just 29 pounds. Copy platform is extra deep... plenty of room for material up to 2½ inches thick. Elevation locking device positions platform instantly at any desired level.

**MORE CONVENIENT** Adjustments for focus, optical pointer, switch and roll feed are all controlled quickly and conveniently from the right side of instrument... where they belong.

Ask your AO Sales Representative for a convincing demonstration or write...



**American Optical  
Company**

SPENCER

**INSTRUMENT DIVISION, BUFFALO 15, NEW YORK**

Dept. A241

Please send full information on AO's New Opaque Delineascope.

Please have my AO Sales Representative set up a demonstration.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

IN CANADA write - American Optical Company Canada Ltd., Box 40, Terminal A, Toronto, Ontario

What did our festival accomplish? I would suggest at least three outcomes: 1) an acquaintance with three excellent resources for the year ahead; 2) definite motivation-to-use these materials and others in the total program of the church; and 3) a deepening of the appreciation of these future leaders of the Church in the qualities and powers of good and useful films and other audiovisual media. If we were to add a fourth, it would be that such a festival takes the A-V idea to the "grassroots" of our churches—where everything really begins and ends.

—by *Garrett Short*  
Minister in the Reformed Church in America; Graduate Student at Syracuse University in Religious Education.

### Parents vs Children

When you need to point out to parents or to young people, or both together, that when it comes to the conduct of young people there are (a) some things which parents alone should decide, and (b) some things which young people alone can decide, and then (c) quite a few things which should be freely discussed and decided as a family—then get and use the 11-minute b&w film *Who Should Decide*, produced by Coronet Films and available through them (Chicago 1) and from many A-V rental libraries. A good film for fellowship meetings, for adult classes and clubs, and for youth rallies and conferences.

### Palestine Filmstrip Trio

The Kings were with us for Thanksgiving dinner and when it was over I asked son Maek (15 years) and daughter Jean (age 10) if they would like to look at some new filmstrips.

Maek set up and ran the projector and Jean selected the filmstrips and operated the record player. *Geography of The Holy Land* was Jean's first choice. It is 40 frames of recent color photography describing the four main geographic sections of this ancient country. Soon we adults were invited to see "this interesting filmstrip." We liked it, too, so the user's guide is right when it says the target audience is Junior through adult.

Next was *Bible Scrolls*—a new presentation via 40 fine photos and an interesting commentary of the story of the Dead Sea Scrolls and the Qumran ruins. It, too, was a 'hit' with this target audience! Mr. King, experienced school administrator now working for his doctorate in education at Columbia University, had just

one word for this filmstrip—"Excellent."

When Jean got out *Bible Cities I* began to wonder if archeology could hold the attention of this after-dinner audience. My fears were without foundation. It did. Dotham, Capernaum, Mediggo, Jerash, Gibeon, Jericho, Jerusalem, Shecem, Petra, Shiloh, etc. went before us in fine color photographs and the commentary related these ruins to biblical events and people. Again the producer was right about the target audience for this filmstrip being Juniors through adult: We were hit! Produced by Family Filmstrips, Inc.; order through your A-V dealer.

### Context Is Needed

At an A-V skillshop in St. Stephen's College, Edmonton, Canada, some seminary students used a film-clip from the motion picture, *The Rich Fool* (Family Films, Inc.), to provide a context for worship. It was very effective. It created mental activity before worship, a much-needed preface.

This is an imaginative and valid use of short films. While I have used films in worship many times they were usually the context of the sermon or meditation. I like this idea of giving the whole service of context. I commend Dr. Thompson and his students.

This use provides me with a second utilization suggestion for the kinescopes of the Methodist Talk-Back series. Excellent for starting discussion on deep religious subjects, these kinescopes will be equally useful in setting the stage for services of real worship. After seeing *A Time For Waiting*, or *The Apple Orchard*, or *The Fifth Plate*, worship could be vital, stirring and soul-searching.

Used to motivate discussion, these three kinescopes would be excellent for the discussion, respectively, of such questions as: Is Your Concept of God Mature Enough For Life's Tragic Moments? How Much Sacrifice Does Love Really Require?; and, How Can The Tension Between Home and College Standards Be Resolved?

Technically these three are up to kinescope quality, which, by the nature of things, is a bit below film studio productions. Produced by the Methodist TV Radio and Film Commission, they are available through the Methodist Publishing House, Nashville 3, Tenn. Try, also, your local film rental library.

### Comments on This and That

In a 257-page book, *Audio-Visuals*

*In The Church,*" Gene A. Getz presents the more important visual and audio aids in relation to the work of the church: objects, models, exhibits, graphics, visual boards, still pictures, projected still pictures, motion pictures and audio-aids. His three closing chapters deal helpfully with audio-visual aids in foreign missionary education, organization and administration, and the final challenge. The appendix and index make the book even more useful. There are 138 well-planned and effective illustrations. Here is a good and useful book for the worker in the local church and for those planning A-V courses for church people and others. From Moody Press, Chicago 10, Ill.


While not wishing to trespass on the premises and prerogatives of my neighbor, Max Bildersee, I would like to mention for all those who like their wedding music via chimes and vibraharp that Charles S. Kendall, minister of the First Methodist Church, Hollywood 28, California, has probably done up this package as nicely as any one on a Dot Records release entitled *Wedding Chimes*, #DLP 3187.

Disagreeing with a Canadian reader, I would like to suggest that the real reason so many clergymen are shy of audio-visual aids may be found (a) in the fact that few of them were ever taught by that method; (b) that they just have not had time to find out about them; (c) that many of those who took one look decided that it was just too much work and fell back on their vocal chords; and, (d) that most clergymen are not by nature inclined to appreciate educational methodology. I could add that they often equate vagueness with spirituality and that much sermonizing is bringing a mediocre idea to a slow boil.

"What's new?" used to be a bothersome question. It is no longer. The A-V dealer in the church field has much new material to talk about. The trouble is, as I observe here and there, that the dealers are not 'talking' via materials that reach ultimate consumers. Thus fine filmstrips which have been out six months or a year are unknown even among people who want to know about them. Producers and dealers, here is something for you to get to work on.

Will we go to jail if we record the soundtrack of a film and use it in our church later on with the same group or with another group? My friends

and I have been noticing some pretty potent educational stuff in some of these stories and commentaries. This material, plus a dash of imagination and a few squirts of educational know-how, might help us get the job done—if we can use our tape recorders in this manner. Who knows the answer?



**Adventuring in  
CONSERVATION**  
16mm color  
motion picture

- portrays the balance of nature
- illustrates good conservation practices
- demonstrates responsibilities of campers

INDIANA UNIVERSITY  
audio-visual center  
Bloomington, Indiana



**NOW!**

## Flannel Boards AND HOW TO USE THEM

Reasons for using flannel boards; what they are and how to make simple ones; different uses from kindergarten through college. Demonstrated by E. Milton Grassell, Oregon State System of Higher Education.

15 MINUTES. COLOR \$150, RENT \$7.50

COMPANION FILM . . .

**BULLETIN  
BOARDS..** an effective teaching device

How bulletin boards function as an effective educational tool. Shows background materials, fastening devices, illustrations; gives examples of many different bulletin boards. Produced by Reino Rondall, Central Washington College.

11 MINUTES. COLOR \$110, RENT \$5

Order your prints today!  
Write for free catalog.



**BAILEY FILMS, INC.**  
6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

# FILMSTRIPS

by Irene F. Cypher

One fact that delights us is the rather gradual appearance on the horizon of something we ourselves always liked in the days when we were part of a museum staff, namely "kits of materials." This bringing together of several kinds of materials, all related to some central core, always seemed good and useful. It is impossible to give a true picture of any country or people through the medium of one type of picture alone. The minute you try to do it you soon realize how important are such items as pieces of cloth, a dish or two, a sample of clothing, and a good, well-illustrated book as additional avenues by means of which to help subject matter come alive. The material to be included in such kits must be carefully selected to avoid becoming 'gadgets,' and there should always be good potential for display pieces and purposes. Granted all this, however, we think specimens and flat pictures give added value and interest to the use of filmstrips. (When you read this month's reviews, you will see why we are calling all this to your attention.)

*Great Study Prints* (a set of individual prints, approximately 21x26 in., color; available from Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$1.95 each, minimum order of three prints). A short time ago we called to your attention a set of study prints we liked. Again we take this liberty, for we find another of our filmstrip producer friends offering a series of prints that are excellent for classroom use. Subjects range from Dufy's "The Concert" to early Christian mosaics. Included are examples of the work of Cassat, Corot, DeHooch, El Greco, Modigliani, Klee, Vermeer and many others. These prints are of an excellent color quality on good paper stock and all with potential for room display purposes, exhibits, bulletin boards and as background for discussion of art, artists and art development. They would be very good to use with filmstrips in the same area.

*Britain In The Modern Age* (single strip, black and white; produced by Key Productions, 527 Madison Ave.,

New York 22, N. Y., and available as a public service of the New York Journal American.) The student of current affairs and world history needs to have his attention focused on world topics and problems. In this instance, the pictures serve to point our interest to the nature of parliamentary democracy as it is understood in Great Britain, how this system came into being and how it serves Britain today. Considerable detail is given to the role of the queen and modern economic conditions. This type of filmstrip is actually a visualized newsletter.

*Exploring With Science* (12 shortstrips, color; produced by Encyclopedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$19.90 per set, \$1.66 for individual shortstrips.) If the budding scientists in your class are bursting with questions and eager to do individual research these "shortstrips" are for you. Planned with individual viewing in mind, each strip is 14 frames in length. The science series provides information on what makes seasons and weather, facts about the earth and the solar system, details about how men and animals move and grow, etc. The material may also be projected for group viewing if desired. The set provides a flexible unit of resource data for primary science and can be used many times over.

*Hawaii* (a kit—8 filmstrips, color, 1 double-faced record, 8 samples of realia, 1 study guide and 1 resource book; produced by Wedberg & Associates, 4715 So. Normandie Ave., Los Angeles 37, Calif.) Our newest state has a colorful and wonderful history and this kit supplies us with a wealth of information about it that is very timely. The filmstrips give us the story of how the islands were formed and grew, how sugar and pineapple grow, how the people live and work and something of the arts and crafts. By means of the record we hear something of the typical activities at the great airport of the islands, sounds of the people at work and some of the songs of the islands. The samples of coral and tapa cloth and the books give us added information for further study. This kind of kit gives both teacher and pupils enough material to carry out a really thorough approach to the study of Hawaii and its people and is to be welcomed as a good production.

*How to Conduct a Meeting Using Parliamentary Procedures* (single strip, color, produced by Basic Skills Films, 1355 Inverness Drive, Pasa-

The KEYSTONE Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3¼" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2¼" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.

Write for Further information or a Demonstration by our Local Representative. KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

dena, Calif.; \$6.) All future parliamentarians and potential chairmen of meetings should find this filmstrip a valuable training aid (and all of us who have ever tried to run a meeting and keep order will find it a useful addition to have on hand with our copy of Robert's Rules of Order). It gives a good explanation of the basics involved in conducting a business meeting. The diagrams and sketches are clear and the explanatory outlines to the point. This type of material is over and beyond any grade limits and belongs wherever help is needed in clarifying the questions of parliamentary procedure.

*Darwin's World of Nature* (2 strips, color; produced by Life Filmstrips, 9 Rockefeller Plaza, New York 22, N. Y.; \$6 each.) "Darwin Discovers Nature's Plan" and "The Enchanted Isles—The Galapagos" provide a good insight into the work and writings of Darwin the man and they also give us a glimpse of the environment to which he turned for his study and research. Attention is of course focused on how he developed his ideas for "The Origin of the Species" but we also view samples of the species of animal life he studied and can see what these same Galapagos islands are like today. Drawings and photographs are excellent and of value and interest to all science students.

*The North American Buffalo* (single strip, color; produced by National Film Board of Canada and available from Stanley Bowmar Co., Valhalla, N. Y.; \$5.) This producer is to be thanked for giving us a record of the history of one of the animals most important to the development of life on the North American continent. The buffalo has been closely associated with the life and culture of both Indian and white man, and this strip brings us this story. Included is a picture of the area over which the buffalo once roamed, and something of the park areas of Canada and the U. S. where they may be found today. The major portion of the strip deals with the habits and growth of the buffalo, and it will be valuable in social studies and history units and for natural science and conservation work.

*Turkey* (a kit—8 filmstrips with coordinated 33 1/3 rpm records, 16 study prints and 4 realia items; produced by International Communications Foundation, 9033 Wilshire Blvd., Beverly Hills, Calif.; \$58 for complete set, items at prices listed separately in catalog.) The materials included in this kit present a colorful

story of life in Turkey. The filmstrips offer a picture of Turkey's history, life in its modern cities and its traditional villages and the art of the country. The study prints add their pictorialization of geographic features, people and buildings and items of great historic and artistic value. All of the facts and items included in the kit have been well selected to help formulate an over-all picture of Turkey, ancient and modern. The color quality of both filmstrips and prints is beautiful and the unit is one to be highly recom-

mended for use at any grade level at which this particular country and its contribution to world history and culture is considered. We do not like to limit it to any one grade, for we think it has value at many levels. And a visual glimpse of Turkey is of particular value at this time in view of its increasing importance both politically and militarily. Our young people are learning younger these days and this type of filmstrip is a boon in this process of rapid and—we hope—complete education.

# PHILCO®

Only  
\$1445.



**NEW**  
**All-Transistor**  
**TV Camera puts**  
**Instructional TV**  
**within your**  
**reach...right now!**



This first fully-transistorized TV camera for educational use is revolutionary in compactness, low cost, ease of operation, brilliant performance and reliability. Before you buy any closed-circuit television, be sure to see this remarkable Philco camera. Our engineers will gladly help you design a TV system to fit your specific requirements. Get the facts now... write for your free copy of the Philco TV Planning Book.

**PHILCO® Government & Industrial Division**  
4702 Wissahickon Avenue, Phila. 44, Penno.  
In Canada: Philco Corp. of Canada, Ltd.  
Don Mills, Ontario



and created the binomial theorem.

Newton then turned his attention to the problem of how to find the tangent of a curve other than a circle, a curve with no radius. By November 1665 he had solved this problem and laid the foundation for differential and integral calculus.

Newton is next shown turning his great talent to the study of light. He is pictured allowing a circular beam of sunlight to be transmitted through a glass prism. The light beam, which was transmitted through the prism onto a piece of parchment, became oval in shape, and consisted of varied colors instead of white light. From this Newton concluded that certain of the light rays were bent more than others, and that white light was really composed of many colors of light.

In the next scenes Newton is shown working on a reflector telescope. This, however, he did not complete at Woollestharp Manor. Legend tells us that a falling apple intervened. At any rate, Newton turned his attention to the study of the effects of gravity. He worked long hours and was shortly able to prove by mathematics that gravity held the earth, moon, and planets in space. However he did not

publish these findings until several years afterward.

With the end of the plague, Newton returned to Trinity and his productive months at Woollestharp ended. He resumed work on his telescope. Largely because of this piece of work he was elected to the Royal Society in 1671. In 1684 Edmund Halley, also a member of the Royal Society, visited Newton. He wanted Newton's help in determining the reason for the elliptical planetary orbits. Newton related having calculated this many years before. Halley insisted that he calculate the planetary orbits again and encouraged him to publish *The Mathematical Principles of Natural Philosophy*. In this book, Newton laid much of the foundation of modern physics.

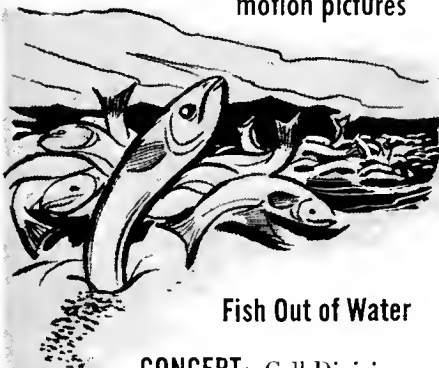
The film then reviews Newton's laws of motion. In the last scene, the film pictures the launching of a rocket and the narrator explains how the laws of motion are related to modern-day rocketry and space research.

#### Appraisal

The reviewing committee feels that this is a superb film. It moves at a rather lively rate and students will discover it interesting as well as informative. Both the science and the mathematics teacher will find that it gives a human touch to rather impersonal scientific concepts and mathematical formulae. It should serve as an excellent motivational device for general science students studying rocketry and the laws of motion. The film could be used advantageously in the beginning physics class as a source of background information preliminary to the study of motion.

—Donald Nichols

## SCIENCE CONCEPTS IN MIS motion pictures



### Fish Out of Water

**CONCEPT:** Cell Division

The grunion lays its eggs on land. The complete embryonic development from fertile egg to hatching fish is followed.

Approved under Title III of N.D.E.A.

16mm sound, color, 11 minutes  
Upper Elementary.

Junior High, Senior High

**MOODY INSTITUTE OF SCIENCE**

BOX 25575e LOS ANGELES 25, CALIFORNIA

WRITE FOR PREVIEW AND CATALOG

### My Own Yard To Play In

(Edward Harrison, 1501 Broadway, New York 36, N. Y.) 8 minutes, 16-mm, sound, black and white, 1959. Price not available.

#### Description

This is a film of children in the dangerous, crowded, dirty environment of a street in a large metropolitan area as they go about the business of play, adapting to and using this environment. Unstructured, without sequence, it is a kaleidoscopic picture of children of several races, approximate ages three through 13. Its title, "My Own Yard To Play In," is the dramatic theme of the film rather than its setting.

There are scenes of children en-

gaged in the traditional games of childhood, playing ball and bat, jumping rope and bouncing balls, in some instances to the rhythm of bilingual rhymes. There are others of children moving in and out of street traffic against the background of street sounds, riding crudely made scooters, pushing box-like carts, riding an automobile bumper in rhythmic motion, sliding down a coal chute, rolling tires and hoops—ingeniously, skillfully. Still others show them drawing pictures on a brick wall and on the street, making music with sticks struck against an iron fence, hopping up and down on steps in a doorway. And there is a scene of boys engaged in a wooden gun battle, their movements a ballet in miniature.

The children's voices and words, even more than their activities, reveal the creativity of their play. A child circling a striped barber pole says, "I am a monkey climbing upside down." Another explains, "We pretend the street is water and we are ships and we go back and forth on it." Of a rubble heap one child says, "We pretend this is a jungle." "The sand in the pail is a cake and we decorate it with leaves," says another.

Only the singing, the laughing, the shouting, the speaking voices of the children are heard in the film. There is no narration to interrupt the flow of action. Thus it has a quality of spontaneity and naturalness not often seen in films of children.

#### Appraisal

This film is a brief but exceptionally revealing glimpse into the secret world of children. It captures, in a few short minutes, insights into children's creativity which are possible only through long, patient periods of firsthand observation. Yet because it is so revealing of children's creativity, the theme—the need for private yards to play in—does not emerge strongly. The hazards of the street environment and the need for a safe place to play are obvious, to be sure. But these facts lose some of their impact in the face of the many evidences that the environment stimulates children's creativity. The fact remains, however, that whether or not the film conveys the need for safe playgrounds for children, its contribution to the field of child study is undeniable. It is, without question, an informative, fascinating documentation of the ways in which children adapt their play to their environment. All persons concerned with studying the behavior of children will find this film of considerable value.

—Helenka Sagl



# AUDIO

by Max U. Bildersee

## Audio Variety in School

Have you given special attention to the particular services which the audio media and materials can give in the areas of vocational instruction? There is much to be done here that's worthwhile from both the standpoint of the teacher and the student.

Classes in stenography need the help we can give them. There aren't enough recordings available commercially to help the teacher in the area of dictation. More must come, but meanwhile we as materials specialists can do much to supply these materials through locally prepared tape recordings.

Here in a true sense the recording becomes an 'assistant teacher.' Instead of standing before a class of students reading at the prescribed rate of speed, the record player (tape or disc) can be doing the 'reading' loud enough for all to hear—and fully standardized throughout the classroom. The teacher? The teacher is free now to move from desk to desk supervising learning, helping the students who need help, encouraging, improving the work being done. The teacher thus is free to teach!

Are these tapes 'used once and gone'? Not a bit of it—they may be used again in class exercise and they may be used by individual students for individual practice. In some instances it may be practical for students to borrow records, preferably discs, to take home either voluntarily or on assignment to work with over weekends, holiday periods and even just overnight. Practice and more practice is the key to success in this learning endeavor, and the recording can offer this facility as no other medium can.

The recording can offer *variety* of experience, too. Effective use of the tape recording can bring many different voices, spoken emphases, timbres, accents and rates of delivery to give the students broader training. The principal as well as many teachers can and should be called upon to prepare tapes for these practice teachings.

Advanced students can be given specially prepared tapes to transcribe into letters for signature and mailing.

These tapes perhaps will see limited use, but the faculty can thus be given added access to desperately needed secretarial assistance and the students access to equally needed variety of experience.

What is the 'drop-out' rate in your school in stenography courses? Nationally, we are told, it is a shocking 50 per cent between Shorthand I and Shorthand II. This can be corrected so that 80 per cent or more of the students now starting the shorthand courses can complete the full sequence of instruction successfully.

Only in shorthand? Not on your 'tintype'. The variety of business courses taught in every school can be made more valuable and satisfying through the effective use of audio materials. Speech courses are part of business training, and here the remedial uses as well as the exemplary uses are obvious. Is there a course in retail selling in your school? Can't you see the development of a series of short skits demonstrating the many points made by the instructor?

An important aspect of every 'office practice' course is telephone usage. Here too the tape recorder plays an important part. Did you know that the telephone companies, in training local operators and customer's relations personnel, use this device extensively? Did you know that some phone companies make it a practice

to supervise their employees by tape recording? Why not adapt these ideas to instruction to give it vitality, to give the student varied experience and to help the students prepare themselves better for the problems they will face in the business world? Telephone manners do not come about by accident—and good telephone habits should be developed in the school training.

Salesmanship instruction should involve considerable self-appraisal through recordings and class appraisal through student made tapes or through faculty prepared tapes designed to underscore particular traits of excellence. More and more the business world relies on aural communications, and the students must be trained through constant aural practice to improve communications skills.

Is it impractical for the guidance counsellor studying the aspirations and problems of business students to re-

## ... library plans and materials for—



- filmstrips
- sound filmstrips
- disc records
- 2"x2" slides
- recording tape

MOBILE PROJECTOR TABLES  
PROJECTION EQUIPMENT STORAGE  
ADD-A-UNIT FILMSTRIP LIBRARY

Complete catalog mailed upon request

DEPARTMENT E

JACK C. COFFEY CO., INC.  
710 Seventeenth St. NORTH Chicago, Ill.

## Audio CARDALOG Record Reviews on Cards

# 699

INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —

cord a simple interview? This recording can be reviewed by the faculty, it can become part of an 'interview package' supplied to prospective employers and can be used by the student himself to re-examine and realign goals that are worthwhile as well as personal weaknesses and strengths.

Finally, and of no mean importance, the cultural development of individual business education students must be

enhanced. It is not impractical—it is desirable—to give these students every opportunity alone in class to hear the world's greatest literature as it has been recorded by master performers.

The 'listening corner' we have so long advocated for the school library can become an essential portion of the business education laboratory as well. The capable student seeking enrichment—or the less capable student who may also seek this growth—can use the facilities to best advantage. This need not disturb other students, but within the limits imposed by available equipment and records each student may be served and served well. Of course this presupposes opportunities for 'solo' listening without disturbing classes in session or neighbors a few feet away; it presupposes the use of headphones rather than loudspeakers.

Is your school equipped with a 'language laboratory' in use only part of the time? Is this not a logical expansion of the applications of this expensive equipment—to the benefit of the students? Thus may your limited purpose language laboratory begin to serve as a listening laboratory and begin to serve the broad variety of educational objectives which are inherent in audio training.

### Plastic Jacket Covers

Looking for something new and different? Looking for a way to protect your record collection and make it more accessible? Are you having trouble (too) with unsubstantial record envelopes? Are you finding it increasingly difficult to repair, repatch, renew and reuse the envelopes which were never designed for the hard usage

given them in schools, colleges and libraries?

There is an answer! It is new, and worth your investigation. Vinyl plastic phono jacket covers are now being marketed by Bro-Dart Industries (59 East Alpine Street, Newark 5, N. J.) and tear sheets describing them should be available soon. This is worth writing for, *today*.

The jackets were developed in response to a need expressed by libraries circulating recordings. Librarians criticized the earliest hand made models and were instrumental in determining the changes needed to make the jackets most useful. The jackets then were prepared in limited quantities and were tested under actual library conditions in Newark and New York City, and now they are being used extensively by these libraries as well as by the New York State Library.

The edges of the vinyl plastic jackets are welded and whole unit takes very little more shelf space than does the usual record sleeve. The commercial sleeve is used to identify the record and the usually colorful record jacket is enhanced by the holder while the plastic protects it from soiling and tearing.

Once placed in the sleeve the record is ready for regular handling and circulation without reinforcement, mounting in special record albums, or extensive hand lettering. The identification is visible immediately. The records take very little additional shelf space and may be located instantly. Thereby the inconvenience of 'thumbing through' a large record collection is eliminated.

We asked questions about these new jackets, and the librarians we talked to were very enthusiastic about the quality and the utility of the product. One librarian happily pointed out that these new jackets are practically self-supporting because they not only reduce dramatically the time and money spent on repairs but also lessen the 'make-ready' time between record procurement and record availability. They thereby save money, and headaches.

From our observations this must become a widely used product. We suggest that you get the Bro-Dart tear sheet mentioned earlier and seek similar data from other companies such as Gaylord Bros., Inc., (155 Gifford St., Syracuse 1, N. Y., or 25 N. Aurora St., Stockton, Calif.) and Leslie Creations (Lafayette Hill, Pa.).

### Comments

*Encyclopaedia Britannica Films Presents* filmstrips and records mutually interrelated to offer a complete

**"How To Get The Most Out Of Tape Recording"** by Lee Sheridan



Aimed at the non-professional recordist, this easy to read book tells all about tape recording and suggests many uses of recorders for education and fun. [TE-128] 128 pg., illust. \$1.00.

At Dealers Everywhere! Send for FREE catalog: Robins Industries Corp., Flushing 54, N. Y. Att: Miss LITera



**STANBOW PRODUCTIONS, INC.**  
VALHALLA, N. Y.

ANNOUNCES a **NEW** Set of 3-12" LP Albums and SONG BOOK for **SPEECH CORRECTION** in the **PRIMARY GRADES**

64 songs emphasizing 25 hard-to-speak consonant sounds and 2 of the most difficult vowel sounds. Most of the sounds are emphasized in Initial, Medial and Final positions. IPA symbols are given. Album, Side and Band number are listed after each song in the book for ease of using records with book, word study listed with each song.

**Write for free descriptive folder today.**

**Audio CARDALOG Record Reviews on Cards**  
Box 1771 — Albany 1, New York

Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00

Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

course in Spanish for elementary grades. "Gloria and David" consists of 14 10-in. 33.3 rpm recordings and a similar number of filmstrips offered under such titles as: "We Go To School," "At Home," "We Play At School," "We Live in the City," "We Visit the Country" and "Colors, Numbers and Objects."

This excellent series of recordings is designed for use with the youngest school children capable of learning a new language. It can be used effectively as early as the upper primary or lower intermediate grades, but may be more profitably introduced at the upper intermediate level.

The 519 Spanish sentences which make up the series of records affords the child a basic vocabulary of considerable breadth. Ernest F. Haden of Austin, Texas, says in the foreword to the Teacher's Study Guide: "The series was especially designed for children in grade one through six, although it has been used effectively through grade eight. The original series was designed to teach English to Spanish-speaking children. The success of the English series with students at all grade levels . . . prompted the production of a counterpart directed to the teaching of Spanish to English-speaking children."

The detailed study-guide supplied for the teacher is worthy of mention because it is designed expressly and particularly for "elementary school teachers who have had no previous Spanish language teaching experience."

Because of the length of the course presented in this series it cannot be programmed for complete use in a short period of time. Rather it will take at least a full school year for the more gifted children to comprehend and then to command this material. It is more suitable, undoubtedly, that the learning experience be planned for a longer period of time, approaching two full years, at the end of which the students should have some facility in the use of the language for communications. We do not consider it weakness that no stress is placed on learning rules of grammar, but rather consider it strength that the individuals preparing the recordings/filmstrips believed that learning to communicate verbally was the prime objective of language instruction at this level.

The entire series is based on the interests of children and should prove very valuable in direct instruction in the classroom in which the teacher may participate as another student, as a supervisor or as an instructor.

The variety of foreign language records, particularly Spanish, for elemen-



## WHERE THERE'S A FINE TAPE RECORDER



note to  
**WEBGOR**  
owners

there's  
**irish**  
BRAND  
ferro-sheen  
tape

To insure optimum recording quality with your excellent machine, the recommended tape is **irish #211** . . . and for maximum performance on a budget-priced tape, **irish #195** offers superior frequency response backed by the famous **irish** guarantee.

Send for technical bulletin.

**ORR INDUSTRIES INC.**  
Opelika, Alabama

tary instruction continues to expand. In addition to the recordings mentioned above, and those reviewed earlier such as "Spanish For Children" (Ottenheimer: Publishers, 4805 Nelson Ave., Baltimore 15, Md.), there is a new series released late in December entitled "Speak My Language—Spanish For Beginners." It is offered by Dover Publications (180 Varick St., New York 14) and is the work of Mrs. Mirjam Ahlman and Zenobia Gilbert who are both on the staff of the Sewanhaka Central High School in New York. Miss Gilbert is coordinator of foreign languages there and Mrs. Ahlman is production director of educational station WSHS-FM. These scripts were originally produced for broadcast presentation and have been heard over the facilities not only of WSHS-FM but also of the stations carrying the programs of the Empire State FM School of the Air.

Interest in language records is not limited to modern tongues nor to elementary grades. Caedmon Records (277 Fifth Avenue, New York 16) reports renewed interest in their "Gold-

en Treasury of Greek Poetry and Prose" read in Greek by Dr. Pearl C. Wilson of Hunter College. This exceptional recording which will interest secondary school and college teachers of the classic languages, includes "The Iliad, Book I, Lines 1-303," "The Odyssey, Book I, Lines 1-10; Book V, Lines 201-224; Book VI, Lines 20-68; and Book XI, Lines 471-491." In addition, the recording includes "How the Sun Returns to the East" by Mimnermus, Sappho's "Hymn to Aphrodite" and "Love Stung by a Bee," which is one of the earliest examples of humorous light verse. The recording closes with a reading of the "Allegory of the Cave" taken from Book VII of Plato's "Republic."

Another of Caedmon's older but superior releases worthy of the attention of language instructors is "German Lyric Poetry" (TC 1072) read by Lotte Lehmann. Poets represented in this recording are Goethe, Morike, Heine, Rilke and Muller. Miss Lehmann also reads the monologues from Act I of the opera, "Der Rosenkavalier" by Hugo von Hofmannsthal.

# TRADE DIRECTORY FOR THE AUDIO-VISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

## FILMS

**Association Films, Inc.** (PD)  
Headquarters:  
347 Madison Ave., N. Y. 17, N. Y.  
Regional Libraries:  
8read at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Valley Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Ideal Pictures, Inc.** (D)

### Home Office:

58 E. South Water St., Chicago 1, Ill.

### Branch Exchanges:

1840 Alcatraz Ave., Berkeley 3, Cal.

2408 W. Seventh St., Los Angeles 57, Cal.

714 — 18th Street, Denver 2, Colo.

1331 N. Miami, Miami 32, Fla.

55 NE 13th St., Miami 32, Fla.

52 Auburn Ave., N.E. Atlanta 3, Ga.

58 E. South Water St., Chicago 1, Ill.

614 — 616 So. 5th St., Louisville 2, Ky.

1303 Prytania Street, New Orleans 13, La.

102 W. 25th St., Baltimore 18, Md.

40 Melrose St., Boston 16, Mass.

15924 Grand River Ave., Detroit 27, Mich.

1915 Chicago Ave., Minneapolis 4, Minn.

3400 Nicollet Ave., Minneapolis 8, Minn.

1402 Locust St., Kansas City 6, Mo.

3743 Gravois St., Louis 16, Mo.

6509 N. 32nd St., Omaha 11, Neb.

1558 Main St., Buffalo 9, N. Y.

233-9 W. 42nd St., New York 36, N. Y.

1810 E. 12th St., Cleveland 14, Ohio

2110 Payne Ave., Cleveland 14, Ohio.

West Penn Bldg., Suite No. 204, 14 Wood

St. Pittsburgh 22, Pa.

1201 S.W. Morrison, Portland 5, Ore.

18 So. Third St., Memphis 3, Tenn.

1205 Commerce St., Dallas, Tex.

54 Orpheum Ave., Salt Lake City, Utah

219 E. Main St., Richmond 19, Va.

1370 S. Beretania St., Honolulu, T.H.

**International Film Bureau** (PD)  
57 E. Jackson Blvd., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Magull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Bayshore Dr., Miami, Fla.

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 13

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**DuKane Corporation** (M)  
St. Charles, Illinois

**Viewlex, Incorporated** (M)  
35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 (FS) Haddon Rd., Woodmere, L.I., N.Y.  
All sizes—immediate delivery

## GLOBES — Geographical

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byron, Inc.**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

**Geo. W. Calburn, Inc.**  
164 N. Wacker Drive, Chicago 6, Ill.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Victor Division, Kalart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co.** (MD)  
315 W. 43rd St., New York 36, N. Y.

**S.O.S. Cinema Supply Corp.** (MD)  
602 W 52nd St., New York 19, N. Y.  
6331 Hollywood Blvd., Hollywood 28, Cal.

## RECORDS

**Children's Music Center**  
2858 W. Pico Blvd., Los Angeles 6, Calif.  
(send for free catalogs)

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Music Education Record Corp.** (P)  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra)

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## SCREENS

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Morton Grove, Ill.

## SLIDES

Key: Kodochrome 2 x 2. 3¼ x 4¼ or larger

**Keystone View Co.** (PD-4)  
Meadville, Pa.

**Maston's Travels, Inc.** (PD-2)  
3801 North Pkwy., El Paso, Texas

**Walt Sterling Color Slides** (PD-2)  
224 (ES) Haddon Rd., Woodmere, L.I., N. Y.  
4,000 slides of teacher world travels

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## Local AV Dealers

### Illinois

**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

### New Jersey

**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark,  
N. J.

### Ohio

**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Massillon,  
Ohio

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE**, 2000 Lincoln Park West Bldg., Chicago 14, Ill.

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to **Directory of Listed Sources**, page 51. For more information about any of the equipment announced here, use the enclosed reader service postcard.

## NEW EQUIPMENT

### CAMERAS: STILL

#### Polaroid

A whole group of new Polaroid developments provides a major extension of picture-in-a-minute applications. A new 3000-speed film is reportedly fifteen times as fast as the Polaroid 200 panchromatic, free of excessive grain, and available in both Land camera sizes. The new film is said to be so fast that flashbulbs are not needed for indoors photography in daylight or even twilight. The 8-exposure rolls are priced at \$2.29 and \$1.79 respectively.

To fill in the shadows and evade the "pools of illumination" effect of ordinary room lighting a 45-volt battery-powered "wink light" (\$17.95) may be attached to the camera. It flashes gently each time the shutter is pressed. The battery is said to be good for over 1,000 flashes, equivalent to over \$100 in flash bulbs. Included, also, to handle lighting situations beyond "wink-light" power is an AG-1 flashbulb unit with a silver-dollar size adjustable reflector. A 4-stop neutral density filter also comes with the kit for users of the 3000-speed outdoors who do not have the new Polaroid photo-electric shutter.

This shutter (Model 440, \$39.95) converts existing Land cameras (except the Pathfinder and Highlander models)

to automatic picture taking. With the photoelectric unit latched into the camera's shutter and the focus scale set at 6 feet every picture is automatically sharp and correctly exposed. The automatic shutter's  $f/54$  opening is so small that everything from  $3\frac{1}{2}$  feet to infinity is in focus. The meter locks for special effect readings, and flashes a warning against chance under-exposure.

The fourth new unit, Model 625 ex-



Polaroid's Photoelectric Shutter

posure meter (\$16.95), while especially suited for use indoors with the new 3000-speed film, may be used with any Land or conventional camera. It clips directly to the accessory shoe, reads in EV numbers, and may be set for film speeds ranging from ASA 12 to ASA 12,000.

A new carrying case has been designed to accommodate the camera

with its new 3000-speed accessory group. Only four inches deep, it has a drop-open front door which serves also as a picture coating and straightening board and a storage space for freshly coated pictures. Model 383 (\$19.95) does not accommodate the photoelectric shutter—unadaptable to Model 80 or 80A cameras. Model 310, for all other Land cameras, \$21.95.

For more information circle No. 101 on return postal card.

### CAMERA ACCESSORIES

**Lighting Equipment.** 4-light bar in metal case \$9.95. 2-light \$7.95. 500-watt reflector with barn doors \$23.50. SMITH-VICTOR.

For more information circle No. 102 on return postal card.

**Miniature Fold-away Flash Gun**, smaller than a package of cigarettes. Folding 3" reflector; push-button bulb (M5-2-25) ejector; built-in lamp tester; clip and detachable cord mounting; \$4.95. GRAFLEX

For more information circle No. 103 on return postal card.

**New fast color reversal film.** 16mm & 35mm Daylight type SO-260 has normal exposure index (160) comparable to the fastest black and white cine films now used. A companion tungsten-balanced film, Type B, SO-270, has a normal exposure index of 125. Adequate sharpness, moderate grain pattern and good color, inter-cutable with scenes shot on slower finer-grain color film. KODAK.

For more information circle No. 104 on return postal card.

**Triplex Animation Stand.** Basic stand now larger, covers up to 30" field, \$995; with compound camera carriage and peg track table top, \$1495. Platen \$80; Underneath Light Box \$95; Top Lights \$95; Rotary Table \$300; Motorized Zoom \$280; Shadowboard \$55; Column Tilting Mechanism \$265; Dovetail Camera Mount \$290; Pantograph Unit \$85; Floating Unit \$150; Floating Pegs \$95; Copying and Enlarging Head \$475. New illustration booklet free. FLORMAN & BABB.

For more information circle No. 105 on return postal card.

**Wide Angle Focusing Mount Lens** gives 100-degree angle of view at full aperture ( $f/8$ ). Schneider Super Angulon, 65mm, for use on Graphic cameras. GRAFLEX.

For more information circle No. 106 on return postal card.

### SOUND EQUIPMENT AND ACCESSORIES

**Dual-30 Stereo Power Amplifier** is essentially two Marantz Model 5 units



New Polaroid Accessories and Film

on one compact chassis. Built-in meter and test switch provides adjustment of each output tube, bias makes matched tubes unnecessary. 13½" x 7¼" x 10½" overall. Wt. 55 lb. \$237; gold finished perforated grille \$9. MARANTZ.

For more information circle No. 107 on return postal card.

**Hosho Tape Recorder.** Model 105. Twin speakers, remote control, magic eye level indicator, earphone, extension speaker jack, extension audio cable, input for recording direct from radio, etc. 18 lb. \$129.95. HOSHO.

For more information circle No. 108 on return postal card.

## EVERYTHING IN ELECTRONICS FREE ALLIED 1960 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

### ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.



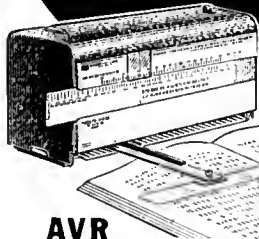
## 4 SPEED RECORD & TRANSCRIPTION PLAYERS

Write for illustrated catalog

### AUDIO-MASTER

17 E. 45th St., New York

## NOW IN THOUSANDS OF CLASSROOMS!



BEST... because it has passed the classroom test

AT A  
COST AS LOW  
AS **37c**  
PER PUPIL\*

## AVR RATEOMETER

Tops the list of America's Reading Learning Aids because of its proven performance

**IT'S VERSATILE**... fits into any reading improvement program.

**IT'S ACCURATE**... Lifetime electric motor provides clock accuracy, trouble-free service.

**STUDENT CENTERED**... requires minimum assistance. Students master its use in minutes.

**EASY ON BUDGET\***... Actual classroom experience over a 5-year period shows that costs run as low as 37c per pupil.

Teachers say: "Pupils love working with them" ... "best of its type" ... "more convenient" ... "so quiet" ... "flexible and adaptable" ... "rate increase 70 to 300%."

Complete with manual, carry-case, \$35  
5 to 9 units, ea. \$31.50 • 10 or more, ea. \$29.75

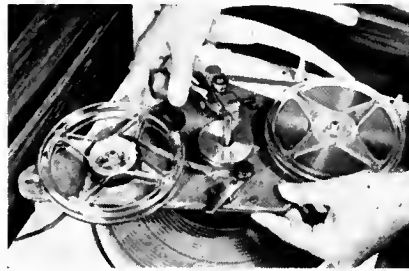
Satisfaction guaranteed or money refunded  
Send orders to

### AUDIO VISUAL RESEARCH

Dept. 1001 523 S. Plymouth Ct., Chicago 5  
FACTORY: Box 71, Waseca, Minnesota

**SIMPLE | EFFECTIVE | DURABLE |**

"Gramdeck" converts any record player into a tape recorder by fitting tape-deck over spindle like a record; pre-amplifier control unit battery power-



The "Gramdeck"

ed, transistorized, two printed circuits, four position control—radio record, microphone record, playback and off; plays through radio or phonograph \$49.75. MERRYFIELD.

For more information circle No. 109 on return postal card.

**Mobile P. A. Amplifier** 25-watt, operates on 6v or 12v auto battery, plugs into cigar lighter on dash, uses less current than parking lights. 100 to 10,000 cps. Wt. 9 lb. Separate inputs for microphone and phonograph. Output impedances 4, 8, 16 ohms, \$79.95, batteries (2) @ \$3.76; record player extra \$23.95. ALLIED.

For more information circle No. 110 on return postal card.

**Stereo Phono-Radio** 4-speed automatic player; AM radio receiver; 3-speaker sound system; \$129.95; companion speaker unit for stereo with own separate bass, treble and volume controls \$49.95. ZENITH.

For more information circle No. 111 on return postal card.

**Stereo-Mono Record Changer**, 4 speed, manual or automatic change, intermix 7-10-12" records, automatic stop. Power consumption 8 watts. \$39.50 NAPHILIPS.

For more information circle No. 112 on return postal card.

**20-Watt Stereo Amplifier.** Dual 10-watt pre-amp sections with inputs for either magnetic or ceramic stereo cartridges. Metal case. \$62.50 ALLIED.

For more information circle No. 113 on return postal card.

### MISCELLANEOUS

**Car-top Clamps**, now of all bronze weatherproof construction, hold camera tripod on top of car or station wagon safely. Set of 3 \$28. CAMART.

For more information circle No. 114 on return postal card.

**Graphic Arts Layout Tools.** Extensive line of cutting and writing implements and holders, including compass, parallel cutter, magnifier, etc. MARK.

For more information circle No. 115 on return postal card.

**Imprinted Film Leader** carries name and address of distributor and instruction as to return, rewinding, head, tail, etc. \$30 per 1,000 feet plus \$10 initial

charge for negative; waived on initial order for 5,000 feet up. CONSOLIDATED.

For more information circle No. 116 on return postal card.

**Lectro-stik Adhesive.** An electric coater reportedly lays down a non-sticky inch-wide coating of dry stick adhesive, peelable if applied by finger pressure, lasting grab if burnished, no clean-up needed. Coater \$5; box of 24 sticks \$2.80 currently included n/c. HALBER.

For more information circle No. 117 on return postal card.

**Circular electronic flash units** designed to provide shadowless close-up light. The units may be fitted around any lens that accepts a Series VI adapter ring. GRAFLEX.

For more information circle No. 118 on return postal card.

**Cropped 2 x 2 Mounts** mask 5/16" off height of normal double-frame 35mm slides. Use to correct excessive foreground or sky, or to create "Cinemascope" effects. 50 cardboard mounts \$2.20. 100 aluminum masks with gummed title labels \$1.50. PORTER.

For more information circle No. 119 on return postal card.

**Custom Printed Film Leader.** Your name and address printed every few inches, with space between for writing in titles. Printed in blue ink for head leader, and in red for tail to help speed film inspection. 2c per foot (less for quantities over 25,000'), plate charge \$16.80 for quantities of less than 5000'. PAULMAR.

For more information circle No. 120 on return postal card.

**Junior Electrol Screen** operates at the flip of a switch. Mounts on wall or may be recessed in ceiling, wall, or behind valance. Price range: \$225 (50" x 50" to \$298 (12' x 12'); ten sizes in between. DA-LITE.

For more information circle No. 121 on return postal card.

**Scenic Roller Screen** economy mounting rolls and unrolls auditorium size screen by means of ropes and overhead pulleys. Price range from \$114 (4' x 10') to \$700 (30' x 30') DA-LITE.

For more information circle No. 122 on return postal card.

**Slide Color "Perfactor."** Graduated color wheel and mounting bracket positioned in front of slide projector lens adds red or blue to image to modify incorrect exposure or create special effects. TIFFEN.

For more information circle No. 123 on return postal card.

**"Telefocal" Projection Lens**, infinitely adjustable 3½" to 6" focal length, for filmstrip and slide projectors, makes it possible to adjust screen image size without moving projector. \$49.50. VIEWLEX.

For more information circle No. 124 on return postal card.

**Tinted Projecto Folls**, transparent, sensitized film in four colors provides ready means of creating special effects for transparencies, overlays, flip cards, etc. Black diazo coating on a .005 acetate base (blue, green, yellow and pink) provides black images. **OZALID**.

For more information circle No. 125 on return postal card.

**Title Slides** readily made with pencil, ink, ball-point or water colors for 2 x 2 projection. 4 for 79c; 25 for \$3.75. **GRAFLEX**.

See your local dealer

For more information circle No. 126 on return postal card.

**Vu-Graph Starter Kit** contains wide selection of tools and materials for making transparencies for the overhead projector. Acetate sheets, mounts, special film, tape, pencils, cleaners, inks (7 colors), adhesive sheets, burshes, etc. in hinged drop-front leatherette case. Set, with case, for 10" x 10" \$45; for 7" x 7" \$35; case only \$9.75. **BESELER**.

For more information circle No. 127 on return postal card.

**CC Video Monitor 17"**, occupies only 14" of rack space, horizontal resolution plus 650 lines and linearity within 2% of picture height claimed. Built in handles. Removable printed circuit boards simplify servicing. All controls are on front panel. **CETEC**.

For more information circle No. 128 on return postal card.

**Tape Cartridge "Magnematic" Slide Projector** accommodates 40 slides (2" or 2 1/4") and up to 1200' of 1/4" tape utilizing 2, 3, or 4 tracks for monaural or stereo play. 500-watt, blower-cooled; 5" f/3.5 lens. Record-Play model puts a 20-cycle note on one track automatically with each (manual) slide change for subsequent automatic play; these signals may be erased and changed without affecting the narrative or music track. **AMPCORP**.

For more information circle No. 129 on return postal card.

**Low-load Dimmer**. Adjustable transformer unit gives variable control of light on circuits carrying up to 200 watts of incandescent or five fluorescent lamps. \$18. Wall plate measures only 5 x 5". Larger "Luxtrol" units provide dimmer control for 450,800 or 1800 watt circuit. **SUPEL**.

For more information circle No. 130 on return postal card.

**Mobile Science Demonstration Table** incorporates an overhead projector complete with 200 science transparencies; completely self-contained with its own water, gas, vacuum, air, and electrical systems for chemistry, physics and biology classroom demonstrations. Readily wheeled from room to room. **LABFURN**.

For more information circle No. 131 on return postal card.

**Three New Lighting Units**. "Cine King" equivalent to 5,000 watt conventional

studio key light \$42.95; "Super Kicker" using up to R-60 (1000 watt) \$29.95; "Kicker Light" 300 or 500 watt R-40 spot or flood \$24.50; all less lamp. Converters \$69.50 to \$269.50. **COLOR-TRAN**.

For more information circle No. 132 on return postal card.

## NEW MATERIALS

### KEY TO ABBREVIATIONS

mp—motion picture  
fs—filmstrip  
sl—slide  
rec—recording  
LP—33-1/3 r.p.m. microgroove record  
min—minutes (running time)  
fr—frames (filmstrip pictures)  
sl—silent  
sd—sound  
R—rent  
b&w—black & white  
col—color  
Pri—Primary  
Int—Intermediate  
JH—Junior High  
SH—Senior High  
C—College  
A—Adult

■—reviewed in AUDIOD CARDALOG

### AGRICULTURE

**Hog Grading mp USDA 14min col \$57.10**. Typical animals are graded; differences in carcass grades; audience participation in closing part of film. **CA**

For more information circle No. 133 on return postal card.

**A Look at Soviet Agriculture mp UWF 18min col \$86.91**. USDA film record of visit by Agricultural Economics Delegation, covering the All-USSR Agricultural and Industrial Exhibition in Moscow and a 12,000 mile journey through farming areas. **JH-C**

For more information circle No. 134 on return postal card.

### ARMED FORCES

**Loran Duty: A Challenge mp UWF 28 min col \$245.77**. U. S. Coast Guard watch along first most northerly line of defense. **SH A**

For more information circle No. 135 on return postal card.

### ARTS & CRAFTS

**Farmer Don and the City mp FA 10min col \$110 b&w \$60**. Sub title: **How They Help Each Other**. Modern truck farmer supplies city with food and jobs; buys many things there; interdependence is stressed. **Pri EI**

For more information circle No. 136 on return postal card.

**Renoir, Pierre Auguste fs LIFE col \$6** with lecture notebook. One of "Masters of Modern Art" series. Fifty of Renoir's greatest works. **SH C A**

For more information circle No. 137 on return postal card.

### BUSINESS EDUCATION

**Teacher Education in Modern Mathematics 5mp MH b&w (Series)**. Dr. Albert E. Meder, Jr., Titles: Patterns in Mathematics (14min \$90; Number

Fields (17min \$115); Irrational Numbers (23min \$150); Concept of Function (16min \$105); Sentences and Solution Sets (21min \$140). **TT**

For more information circle No. 138 on return postal card.

**Teaching Teen Ager About Alcohol mp MH 16min b&w \$95**. Summer school seminar on film compares various methods used by teachers in dealing with this problem. **TT A**

For more information circle No. 139 on return postal card.

### CINEMA ARTS & COMMUNICATION ARTS

**Let's Make Music (series) 6mp BRAN-DON 3 1/2-5min b&w apply**. Folk songs and ballads acted out in silhouette as Oscar Brand sings Twelve Days of

### MICROBIOLOGY

Source Data Information on all phenomena. Mature single-purpose films presenting the most significant microbiological phenomena disclosed in living organisms by the Nobel winning Phase-Contrast method.

Write for descriptive folders

**ARTHUR T. BRICE**

Phase Films Sonoma, California

## SLIDE MAKING EQUIPMENT

### IDEAL 3 1/4 x 4" LANTERN SLIDE MATS

The Professional Standard For 50 Years!

Package - 25 mats.....50c  
Box - 100 mats .....\$1.85  
1000 in bulk (not assorted) .....\$15

● "RIGHT SIDE UP" Red Spot Identification Labels: Quality-White-gummed-Accepts Ink No 4008 Box of 250.....\$3

● Type Your Own Slides on B&J RADIO MATS  
Special carbon for writing or typing titles - transparent cellophane and masking mat included. White, amber or green.

2x2" (100 slides) \$2 — 3 1/4 x 4" (50 slides) \$1.50

### NEW SLIDE FILE

Notebook style—displays 12 slides in full view  
The VUE-FILE mount fits standard 3-ring binder.

No. 4010.  
Box of 25.....\$8.75  
Box of 100 \$35.00

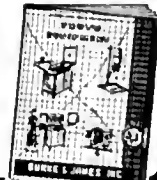
SPECIAL—#G4010 to fit glass mounted slides.  
Box of 100.....\$40.00

● LANTERN SLIDE FILE BOX Individual slide grippers hold 76-3 1/4 x 4" slides. Leatherette-covered wood. Handle.  
No. 4011.....\$7.50

### FREE CATALOG — 132 Pages of Photo Equipment 62nd ANNIVERSARY

Greatest Lens Offerings!  
Cameras — Regular, Industrial and Scientific! Enlargers — Solar etc.! Lighting, etc.! Accessories — Write to: "ESAG 1/60."

**BURKE & JAMES, INC.**  
321 S. Wabash Chicago 4, Illinois



**Christmas; Frankie and Johnny; Billy the Kid, etc. A**

For more information circle  
No. 140 on return postal card.

**Soir de Fete mp BRANDON 6min col**  
apply Animation in color, painted directly on film.

For more information circle  
No. 141 on return postal card.

**Controlled Photographic Lighting mp**  
INDIANA 9min col \$100; b&w \$50. Basic principles underlying use of main, fill, accent, and background lights, in motion picture, still and TV photography. SH-C A

For more information circle  
No. 142 on return postal card.

**Exposure mp INDIANA 12min col \$100;**  
b&w \$50. Theoretical principles and their application in photography, law of reciprocity, film latitude, brightness range, D-Log-E curve juxtaposed to changing exposures. C A

For more information circle  
No. 143 on return postal card.

**Spartacus (1913) mp CLASEX apply.**  
Early Italian-made feature which reportedly influenced the filming of "Birth of a Nation" and other Griffith classics. (This is the source of many other vintage silent film classics). C A

For more information circle  
No. 144 on return postal card.

**Washington—At Work mp ASSOCIA-**

**TION 27min loan (to adult organiza-**  
tions and colleges only). Preparation of the Kiplinger "Washington From the Inside" newsletter. C A

For more information circle  
No. 145 on return postal card.

## FEATURES

**The Bolshoi Ballet mp UWF 99min col**  
apply. Galina Ulanova and the Bolshoi Theatre cast present selections from six ballets as a prelude to the two-act poetic legend, "Giselle." Included are "Dance of the Tartars," (Asafiev) "Spanish Dance" (Tchaikovsky), "Spring Water" (Rachmaninoff), "Polonaise and Cracovienne" from the opera "Ivan Susanin," "Walpurgis Night" from Gounod's "Faust," and "The Dying Swan" (Saint-Saens). SH C A

For more information circle  
No. 146 on return postal card.

**Moiseyev Dancers—"The Strollers" mp**  
BRANDON 6min col \$90 r \$7.50 b&w \$50 r \$5. Russian folk dance by the State Folk Dance Ensemble of the USSR, directed by Igor Moiseyev. SH C A

For more information circle  
No. 147 on return postal card.

**The Red Balloon mp BRANDON 34min**  
col lease \$375 r \$35. Humorous, touching fantasy about a French boy and his balloon. Academy Award; Cannes and Edinburgh winner.

For more information circle  
No. 148 on return postal card.

**Silent Feature Films mp CLASEX apply.**  
Judith Bethulia (D. W. Griffith's first feature), Tillie's Punctured Romance, Intolerance, East Lynne, Tarzan of the Apes I, Abraham Lincoln (Griffith-Huston), The Two Orphans (Selig 1911), etc. C A

For more information circle  
No. 149 on return postal card.

## GUIDANCE: Personal

**Reaching Teenage Gangs fs POCKET**  
35fr b&w \$2.50. Methods used by N. Y. City Youth Board in locating and influencing anti-social youth groups; knowledge and skills needed by youth specialists. TT A SH

For more information circle  
No. 150 on return postal card.

## GUIDANCE: Vocational

**Careers in Science 4fs SCRIBNERS col**  
Titles: Looking Ahead to Mathematics; . . . to Physics; . . . to Chemistry; . . . to Biology. JH

For more information circle  
No. 151 on return postal card.

**CPA mp ASSOCIATION 29min b&w**  
loan. One day in the life of a busy Certified Public Accountant, and the social impact of his services. SH C

For more information circle  
No. 152 on return postal card.

**Designing a Better Tomorrow mp AIA**  
13½min col \$65 r \$5. Architecture as a career. Elements and meaning of architecture, nature of architectural schooling. SH C A

For more information circle  
No. 153 on return postal card.

**Summer of Decision mp ASSOCIATION**  
28½min b&w loan. College student decides on social work as his profession. Made for Council on Social Work Education. C SH

For more information circle  
No. 154 on return postal card.

## HEALTH—SAFETY

**Baby's Health and Care (Series) MID-**  
AMERICA 12mp ea 11min b&w \$55. Titles: Baby's Emotional Needs; Growth and Development; Holding a Young Baby; Crying Baby; Visits to the Doctor; Baby Sitters; How the Baby Learns to Obey; Mealtime Psychology; Learning to Walk; Baby Feeding Herself; Baby Fears. Laufman Productions. SH C A

For more information circle  
No. 155 on return postal card.

**The Bicyclist mp BRANDON 15min**  
b&w \$165 r \$12.50. A bicycle tells its own story of safe and unsafe riding habits in this Danish-made film that took the Blue Ribbon at EFLA Film Festival 1959. JH-A

For more information circle  
No. 156 on return postal card.

**Drive Defensively! mp EBF 11min col**  
\$120; b&w \$60. Driver education film with emphasis on through-the-windshield photography, shows how even the "good" driver must learn to drive defensively. SH A

For more information circle  
No. 157 on return postal card.

**Health in Our Community mp EBF 13**  
min col \$150; b&w \$75. The work of the Health Department; teamwork with private medical forces; a fight to prevent a typhoid epidemic. Int JH

For more information circle  
No. 158 on return postal card.

**Hearts, Lungs and Circulation mp**  
CORONET 11min col \$110 b&w \$60. How the heart, lungs, veins, arteries and capillaries work together, and principles for keeping them in good health. Int JH

For more information circle  
No. 159 on return postal card.

**How To Do Rescue Breathing mp**  
SEMINAR 5min b&w \$49.50. Currently recommended resuscitation technique (mouth-to-mouth or mouth-to-nose insufflation) demonstrated by Ray T. Smith, M. D. SH-A

For more information circle  
No. 160 on return postal card.

**Safety Adventures Out of Doors mp**  
EBF 11min col \$120; b&w \$60. Good safety habits pictures of children swimming, boating, camping and on playgrounds. El Pri.

For more information circle  
No. 161 on return postal card.

**Tommy Gets the Keys mp GOODRICH**  
13½min b&w loan through local Goodrich Tire dealers. Teen-ager convinces his parents, with aid of a sports car racing champion, that all youngsters are not necessarily bad drivers. SH A

For more information circle  
No. 162 on return postal card.

## PAT DOWLING PICTURES



### SCIENCE FILMS (IN COLOR)

For Elementary Through  
High School Grades

— SALE ONLY —

Write for List of New Releases  
and Study Guides and Previews  
1056 So. Robertson Blvd., Los Angeles 35, Calif.

## DON'T WAIT - - - VACUUMATE!

TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM

All give . . . at no extra cost to you  
The Famous

Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

## VACUUMATE

### FILM PROTECTIVE PROCESS

The SUPER VAP O RATE  
PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes  
ONE TREATMENT LASTS  
THE LIFE OF THE FILM  
Bristle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process is Available to  
You in Key Cities Throughout the U.S.  
Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.



**The World Is Yours** mp ASSOCIATION 26min col loan. College course in merchandising compares American retailing with its counterparts in other countries. C, SH, A

For more information circle No. 163 on return postal card.

#### LITERATURE & DRAMA

**American Folk Heroes** 8fs EBF av52fr col set \$48 ea \$8. Miles Standish; Johnny Appleseed; Sam Houston; Wild Bill Hickock; Davy Crockett; Mike Fink, Buffalo Bill; Kit Carson. Int JH

For more information circle No. 164 on return postal card.

**Improve Your Punctuation** mp CORONET 11min col \$110 b&w \$60. High school class works on trouble spots on seeing the funny—and not so funny—misinterpretation that can result from misplaced comma, semicolon, etc. JH SH

For more information circle No. 165 on return postal card.

**In the Park** mp BRANDON 14min b&w \$100 r \$75.00. The art of pantomime demonstrated by Marcel Marceau who plays a number of characters. Drama and art students. Int SH

For more information circle No. 166 on return postal card.

**An Introduction to the Humanities** 12mp EBF ea 28min col sold only as set of 12 \$2,880; b&w prints available for educational TV only. I: Clifton Fadiman guides the first series, titles: **The Humanities — What They Are and What They Do; The Theatre—One of the Humanities; Our Town and Our Universe; Our Town and Ourselves.** II: Maynard Mack presents the second four: **The Age of Elizabeth; What Happens in Hamlet; The Poisoned Kingdom. The Readiness Is All.** III: Bernard M. W. Knox presents: **The Age of Sophocles; The Character of Oedipus; Man and God; The Recovery of Oedipus.** SH C A

For more information circle No. 167 on return postal card.

**"On Stage"** (series) 13mp BRANDON 15min ea \$85 r \$6. Classic stories, starring Monty Woolley and fine casts: **The Boor (Chekhov); The Canterville Ghost (Wilde); The Cask of Amontillado (Poe); Dr. Heidegger's Experiment (Hawthorne); The Doctor In Spite of Himself (Moliere); The Gold Dragoon (Irving); The Happy Failure (Melville); King Lear (Shakespeare); Maid of Thlouse (Balzac); The Pardoner's Tale (Chaucer); The Queen of Spades (Pushkin); The Signalman (Dickens); The Strange Bed (Collins).** SH C A

For more information circle No. 168 on return postal card.

**Understanding Poetry** 6fs MH col set \$32.50. Figures of speech, sound effect, rhythm, stanza and verse forms, Similes, metaphors and metonymy; metrical foot, iambus, trochee and dactyl; stanza, octave, sonnet. Popular Science production. SH C. Reviewed ES AVG 9/59.

For more information circle No. 169 on return postal card.

#### MEDICAL & ALLIED SCIENCE

**Handwashing—Aseptic Technique** mp loan CDCPHS 3½min col sale UWF. Method of handwashing in hospital or public health service. C A

For more information circle No. 170 on return postal card.

#### MUSIC: General

**Adventures in Rhythm** rec FOLKWAYS 10" LP \$4.25. Ella Jenkins and her rhythm workshop, descriptive text with illustrations of drum rhythms. TT A

For more information circle No. 171 on return postal card.

#### MUSIC: Instrumental

**The B-Flat Clarinet** mp McGOLD 8½ min col \$90 b&w \$45. Assembly and proper care of the instrument demonstrated by adult musician to young student who had handled it carelessly. JH-A

For more information circle No. 172 on return postal card.

**Beethoven: The Nine Symphonies** 7 rec COLREC 12" LP set (7) \$34.98 ea \$4.98 except Symphony 8 and 9 which come on two records \$9.98. Stereo \$1 per disc higher. Bruno Walter and the Columbia Symphony Orchestra.

For more information circle No. 173 on return postal card.

**Music of Christmas** rec COLREC 12" LP \$3.98; stereo \$4.98. Percy Faith and his Orchestra.

For more information circle No. 174 on return postal card.

#### MUSIC: Vocal

**The Grail Singers** rec FOLKWAYS 12" LP \$5.95. Folk songs from Poland, Germany, China, Uganda, South Africa. C A

For more information circle No. 175 on return postal card.

**The Spirit of Christmas** rec COLREC 12" LP \$4.98; stereo \$5.98. Hymns and carols by the Mormon Tabernacle Choir and organ.

For more information circle No. 176 on return postal card.

**So We Will Sing (Vol II)** 3red BFC 12" LP \$10. Second album in series featuring fine sacred music. Pr-A.

For more information circle No. 177 on return postal card.

**Children's Songs** rec EPIC 12" LP \$4.98 Vienna Choir Boys, with Helmut Froschauer conducting the Vienna Symphony Orchestra; sing 20 lovely German childhood favorites. K-A.

For more information circle No. 178 on return postal card.

#### PHYSICAL EDUCATION & SPORTS

**America's Cup Races 1958** mp ASSOCIATION 27½min col loan. Try-outs, then the finals between "Co-

lumbia" and the British challenger, "Sceptre." A

For more information circle No. 179 on return postal card.

**Circle of Confidence** mp ASSOCIATION 27½min col loan. Auto racing all over the world and its contribution to improved safety in tire building. Firestone. JH-A

For more information circle No. 180 on return postal card.

**Olympic Village U.S.A.** mp MODERN 15min col loan. Preparations for the Winter Olympics at Squaw Valley, California. Sponsored by Douglas Fir Plywood Association. JH-A

For more information circle No. 181 on return postal card.

**Slalom Champs** mp BRANDON 10min b&w apply The 25th Jubilee ski races

### NATURE STORIES

#### for PRIMARY SCIENCE!

Young children will love these true to life filmstrips in color. Highly recommended by teachers for reading, nature study, and character building.

#### HELPFUL STORIES FOR CHILDREN

Annie the Ant — Betty Butterfly  
Sammy Squirrel — Freddie Frog  
Lano the Fish — Chippy Chipmunk

Write now for particulars

**Long FILMSLIDE SERVICE**  
7505 Fairmount Ave., El Cerrito 8, Calif



### "FIBERBILT" CASES

"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this

Trade Mark

Your Assurance of Finest Quality"



For 16mm Film — 400' to 2000' Reels

Sold by All Leading Dealers

at St. Anton, in the Austrian Tyrol. World champion skiers in action. SH C A

For more information circle No. 182 on return postal card.

**Winter Olympic Playground 1960** mp MODERN 28min col loan. Preview of the Squaw Valley, California, games, including action shots of some of the skiing stars who will compete. JH-A

For more information circle No. 183 on return postal card.

**PRIMARY GRADE: Material**

**An Adventure With Andy** mp MH 10min col \$125, b&w \$60. Day in the life of a baby orangutan in the New York zoo. Pri

For more information circle No. 184 on return postal card.

**Adventures of a Chipmunk Family** mp EBF 11min col \$120; b&w \$60. Growth and activities of a chipmunk family from early spring to the beginning of winter. Unusual views of an underground den and tunnel. Pri El.

For more information circle No. 185 on return postal card.

**Childrens Stories of Famous Americans** 6fs EBF av45fr col set \$36 ea \$6. Cap-

tain John Smith; Ethan Allen; William Penn; Peter Stuyvesant; Paul Revere; John Paul Jones. Pri El

For more information circle No. 186 on return postal card.

**The Lion and the Mouse** mp CORONET 11min col \$110 b&w \$60. Aesop's fable in cartoon treatment shows that size alone does not determine how helpful a person can be. In this version the mouse extracts a bit of foreign matter that got into the lion's eye. Pri

For more information circle No. 187 on return postal card.

**Prove It With a Magnifying Glass** mp FA 10min col \$110 b&w \$60. To introduce a young child to the scientific method as it applies to his own life he is given a magnifying glass with excellent result. Pri.

For more information circle No. 188 on return postal card.

**The Steadfast Tin Soldier** mp BRAN- DON 14min col \$160 r \$9. Hans Christian Anderson fairy tale done by moving dolls. Pri-Elem.

For more information circle No. 189 on return postal card.

**Toccata for Toy Trains** mp BRANDON 10min col \$155 r \$10. Train trip re-created by setting in motion a large collection of beautiful old toys. Pri El

For more information circle No. 190 on return postal card.

**What Plants Need For Growth** mp EBF 10min col \$120; b&w \$60. Marvels of plant growth shown in time-lapse and ultra closeup photography; how plants react to favorable and unfavorable conditions of light, water, minerals, air and warmth. Pri

For more information circle No. 191 on return postal card.

**RELIGION & ETHICS**

**A Better World Begins With Me** mp METHODIST 30min col \$150 r\$6; b&w \$80 r \$4. Teenage son of a nominally churchd family gets into trouble with the police and brings whole family to realization of personal and group responsibility and shared faith. JHOA

For more information circle No. 192 on return postal card.

**The Birth of Christ** rec EPIC 12" LP \$4.98; stereo \$5.98. Christmas album by the Netherlands Chamber Choir, conducted by Felix de Nobel.

For more information circle No. 193 on return postal card.

**The Christmas Riddle** sfs FAMILY 35fr 12" LP 8min col \$10. Eight-year-old puzzles over Sunday School riddle as to what is the greatest gift of all and finds the answer—love. Pri Int

For more information circle No. 194 on return postal card.

**Congo Close-up** sfs ABS 57fr LP 12min col. \$4; without record \$3. Congo people, speaking over 200 separate languages and dialects, emerge into the strange new world of literacy. City

and village life, new churches, literacy work, Scripture translators. SH-A

For more information circle No. 195 on return postal card.

**Congo Handclasp** sfs ABS 57fr col LP 12min. Handling cost (user keeps) \$1; with record \$1.50. Boy in Belgian Congo tells about his family, his mission school, his Bible study, and why it is important to bring more New Testaments into the Congo. Pri-A

For more information circle No. 196 on return postal card.

**The Dead Sea Scrolls and our Scriptures** fs UCHC 82fr col \$5. Discovery, recovery, preservation and interpretation of revered manuscripts and their meaning to Biblical scholarship. SH-A.

For more information circle No. 197 on return postal card.

**The Old Order Amish** mp VEDO 32min col \$225 r\$15. Documentary film depicting the deeply religious Amish Folk of the Pennsylvania Dutch country; includes recordings of Amish chants and songs. JH-A.

For more information circle No. 198 on return postal card.

**Shadow on the Land** mp UCHC 32½-min col r \$6. The family enterprise farm and the role of the rural church in preserving an essentially American livelihood. Dramatized in a story that leaves room for rewarding discussion after showing. JH-A.

For more information circle No. 199 on return postal card.

**Face to the Future** fs UChC 58fr col reading script \$6; r \$1.50. Demoralizing effect of contract labor system in South African mines on native culture and family life; appraisal of the Christian church's efforts to help the victims. SH-A

For more information circle No. 200 on return postal card.

**Favorite Passages From the New Testament** 2rec LIBRAPHONE 2-12" 16 rpm records \$9.50. Alexander Scourby reads from the King James version. Others in this series include **A Man Called Peter**; **Power of Positive Thinking**; and many other current and classic titles. all on 16rpm long play records.

For more information circle No. 201 on return postal card.

**Footsteps of Livingstone** mp ABS 28min col r \$4. Excerpts from the famed explorer's diary highlight this picture of today's pattern of change and promise in the Congo. Pagan dances and rituals; translation of the Scriptures and distribution by van, colporteur and Flying Doctor. Growth of literacy. JH-A

For more information circle No. 202 on return postal card.

**The Living Tree** sfs WORLDWIDE 49fr LP 14min col \$10. VIII Century missionary's encounter with pagan high priest leads to celebration of a Christian Christmas around the first Christmas tree. One side of record is for general use, the other especially for children. K-A

For more information circle No. 203 on return postal card.

**ANY FILMSTRIP CAN BE TURNED INTO A SLIDE SET WITH -EMDE- 2x2 SLIDE BINDERS**




Enjoy greater flexibility, greater freedom of choice... eliminate objectionable frames!

Write today for FREE sample and catalog describing the complete Emde line of slide binders for the audio-visual teacher.

**EMDE PRODUCTS** 2040 Stoner Avenue Los Angeles 25, Calif.

**THE OLD ORDER AMISH**



The first documentary motion picture to be filmed among the Amish Folk of Pennsylvania Dutch Country, who live in their own little world characterized by bugles, bonnets and beards.

Contains numerous scenes of Amish life, including those inside the home and the one-room school and at barn-raising, farmers' markets and get-togethers.

Amish chants, hymns and conversations in Pennsylvania Dutch Dialect are incorporated in the sound track.

"The film is excellent. It is done in a sympathetic and discerning spirit; its facts are concrete; it gives a well-proportioned picture of Old Order Amish beliefs and life-ways."

Prof. Maurice A. Meek  
Department of Sociology and Anthropology  
Pennsylvania State University  
32 minutes, Junior High—Adult  
Color, \$225.00 Rental, \$15.00

**VEDO FILMS**  
962 E. Salisbury Court Lancaster, Penna.

**The Lord's Prayer** rec COLREC 12" LP \$4.98; stereo \$5.98. Mormon Tabernacle Choir and the Philadelphia Orchestra.

For more information circle No. 204 on return postal card.

**Make All Things New** mp METHODIST 27min b&w r \$6. The role of the commissioned deaconess of the Methodist Church helping to meet the needs of the people in hospital, family relations and church work. SH C

For more information circle No. 205 on return postal card.

**The Ones From Oputu** mp UChC 15min b&w r \$3. What contributions from "the outsiders" have meant to a graduating class at African mission school. Spot-recorded choir music. JH-A.

For more information circle No. 206 on return postal card.

**A Pony For Christmas** sfs FAMILY 37fr 12" LP 10½min col \$10. Two boys, stepbrothers, bring peace to the heart of a war-embittered stable owner. Pri Int

For more information circle No. 207 on return postal card.

**See How the Land Lies** mp UChC 15min b&w r \$2. Primitive housing, bad diet and living conditions of African natives among whom missionary work brings new ways, new hope and faith. JH-A

For more information circle No. 208 on return postal card.

**Stories About Our Christmas Carols** sfs FAMILY 56fr LP 14½min col \$10. Beginnings are traced nearly 2,000 years back, then story is developed of four favorites with words on screen for group singing: "Away In a Manger; We Three Kings of the Orient Are; O, Come All Ye Faithful; and Silent Night.

For more information circle No. 209 on return postal card.

**Stories About Our Christmas Traditions** sfs FAMILY 54fr 12" LP 12min \$10. As the family prepares a traditional Christmas observance the origins and background of tree and decorations, evergreens, holly, mistletoe, poinsettias, candles, gifts, yule log and creche as brought out. Int—A

For more information circle No. 210 on return postal card.

**This Sustaining Bread** sfs UChC 72fr LP col r \$2.50; sale with script only, \$6, requires choric choir of three readers. Bread as symbol of Jesus Christ and of the brotherhood of man. Prepared for use with missionary theme "The Church's Mission in Town and Country."

For more information circle No. 211 on return postal card.

**When Jesus Was Born** 4sfs FAMILY 20-24fr two 7" 33.3 rpm records 4min ea col Kit (4 sfs) \$19.50. Titles: **Jesus Is Born; The Shepherds' Visit; The Wise Men Bring Gifts; Growing Up In Nazareth.** K Pri

For more information circle No. 212 on return postal card.

## SCIENCE: Biology & Physiology

**Circulation—Why and How** mp C-W 10 min col \$110; b&w \$60. The body cells' need for food and oxygen, rest, exercise, waste disposal—and the role of the circulatory system, heart, veins, arteries, capillaries, lungs. JH SH

For more information circle No. 213 on return postal card.

**Darwin Discovers Nature's Plan** fs LIFE col \$6 (lecture notebook). Life of Darwin, his books, "Origin of the Species" and trip around the world. JH SH

For more information circle No. 214 on return postal card.

**The Enchanted Isles—The Galapagos** fs LIFE col \$6 (lecture notebook). Darwin's visit to this "living laboratory of evolution" and a revisit 123 years later. JH SH

For more information circle No. 215 on return postal card.

**How Seeds Are Scattered** mo MH 10 min, col \$125, b&w \$60. The many ways in which seeds are dispersed by wind, water and animals. EL JH

For more information circle No. 216 on return postal card.

**How To Collect and Preserve Plants** mp ILLNAHIST 13½min col loan on 38c prepaid postage and insurance. Techniques and equipment needed for a beginners' plant collection; classification; mounting of specimens. SH

For more information circle No. 217 on return postal card.

**Seasonal Changes in Plants** mp MH 11 min col \$125; b&w \$60. Why and how plants change with the seasons—annuals, biennials, perennials. EL JH

For more information circle No. 218 on return postal card.

**Spider Engineers** mp MOODY 15min col The Orb-weaver, the Diving Spider and the Trapdoor Spider demonstrate the skill and versatility of their species. Part of "Science Concepts" series. Int JH SH

For more information circle No. 219 on return postal card.

## SCIENCE: General

**Adventures In Science: The Size of Things** mp FA 10min col \$110 b&w \$60. The relationships of size, bulk, weight and strength interestingly pictured and discussed in terms of a mouse or a beetle enlarged to the size of a man. JH SH

For more information circle No. 220 on return postal card.

**Aristotle and the Scientific Method** mp CORONET 13½min col \$137.50 b&w \$75. Departing from Plato's ideas, Aristotle observes, experiments, classifies, generalizes on basis of experience; the scientific method; foundations for such sciences as botany and zoology. JH SH

For more information circle No. 221 on return postal card.

**Black Patch** mp BRANDON 18min b&w \$95 r \$5. A little mountain goat grows up to lead his herd against the dangers of wolves and human hunters in the Tian-Shan Range in Central Asia. Survival in stern habitat, conservation, respect for courage and resourcefulness of wildlife. Eval. ESAVG, EFLA. Pri-A

For more information circle No. 222 on return postal card.

**Explaining Matter: Molecules In Motion** mp EBF 11min col \$120 b&w \$60. Relates the characteristics of solids, liquids and gases to molecular motion. Uses materials common to everyday experience of the students, plus animation to explain more complex ideas. JH Reviewed ESAVG 9/59

For more information circle No. 223 on return postal card.

**Fire Magic** mp IDEAL 12½min col loan. Science Show of the late Dr. Llewellyn Heard preserved on film. The fire "triangle" (fuel, oxygen, kindling temperature); types of combustion and how they are harnessed to perform useful tasks. SH C (Midwest)

For more information circle No. 224 on return postal card.

**Fundamentals of Science—Grades 3 and 4** 9fs EYEGATE col \$25. A Visit to a Weather Station; Weather Maps and Forecasting; Living Things Need Food; Our Earth Is Part of the Solar System; Simple Machines; Messages Travel and Are Recorded.

For more information circle No. 225 on return postal card.

**Galleo** mp CORONET 13½min col \$137.50 b&w \$75. The struggle for the right of the scientist to question tradi-

## ETHNIC FILM LIBRARY

The Many-Colored Paper Brilliant dyes make fantastically beautiful Christmas wrappings out of ordinary newspaper. Fascinating family or classroom art project. Produced by Pete and Toshi Seeger, 13 min. color \$175; rental \$15. Brochure included.

## FOLKWAYS RECORDS

117 W. 46th St., New York, N. Y.

## CONTEMPORARY FILMS PRESENTS

### AWARD WINNING ART FILMS

in 16mm Sound

- DONG KINGMAN—Color. 15 min.
- PICASSO—Color. 50 min.
- THE TITAN (Michaelangelo)—67 min.
- RENOIR—Color. 23 min.
- HENRY MOORE—26 min.
- INK AND RICE PAPER—Color. 16 min.
- SEVEN GUIDEPOSTS TO GOOD DESIGN—Color. 15 min.
- THE LONDON OF WILLIAM HOGARTH B. & W. 30 min.

Send for complete catalogue  
**CONTEMPORARY FILMS, Inc.**  
Dept. AEB—267 West 25th St.,  
New York 1, N. Y. Tel: ORegan 5-7220  
MIDWEST OFFICE: 614 Davis Street  
Evanston, Ill. Tel: OAVIS 8-2411

tion. Disproves Aristotle, confirms Copernicus, by experiment and demonstration. JH SH

For more information circle No. 226 on return postal card.

**General Science** sl **CREATIVE VISUALS** col apply. Fifty slides with 102 progressive overlays on astronomy, anatomy, meteorology, Electricity, Botany, the Atom. On 8" x 10" color-impregnated plastic sheets for overhead projector. SH

For more information circle No. 227 on return postal card.

**Isaac Newton** mp **CORONET** 13½min col \$137.50 b&w \$75. Researches in the binomial theorem, differential and integral calculus, theory of light, law of gravitation, and laws of motion dramatically reenacted; the impact of Newton's genius on physical science and mathematics. JR SH

For more information circle No. 228 on return postal card.

**What's Inside the Earth** mp FA 13min col \$135 b&w \$70. Wells, mines, volcanoes, seismographs; crust, mantle, core. Elem JH.

For more information circle No. 229 on return postal card.

**The Wonder World of Science** (For Grade 5) 12fs **SCRIBNERS** col. Titles: Soil for Plants; Nongreen Plants; Keeping Correct Time; Exploring the Rocks Around Us; Exploring Matter;

Air, Our Ever-Present Servant; Why Winds Blow; Why an Airplane Flies; How Did Our Solar System Begin?; Natural and Man-Made Moons; What Will Hatch from That Egg?; Mineral Riches of America. Int.

For more information circle No. 230 on return postal card.

**The Wonderworld of Science** (For Grade 6) 12fs **SCRIBNERS** col. Titles: New and Old Ways of Preserving Food; Let's Build a Weather Station; Exploring Storms; Exploring Magnetism; Electromagnetism at Work; Producing Electricity; Electricity at Home; Making Music with Wind and String; Exploring the Sky; Sunset and Eclipse; The Doctor Examines You; Weapons Against Disease. Int. JH

For more information circle No. 231 on return postal card.

#### SCIENCE: Physics & Chemistry

**Chemical Change** mp MH 12min col \$140; b&w \$70. Difference between chemical and physical change; tests used by chemists. EL JH

For more information circle No. 232 on return postal card.

**Space and the Atom** 10fs EBF col set \$60 ea \$6. Adapted from the Walt Disney motion pictures showing man's flight into space. Reviewed ESAVG 11/59. JH SH

For more information circle No. 233 on return postal card.

#### SOCIAL PROBLEMS

**Accent On Abilities** fs **POCKET** 78fr col \$6. Severely handicapped men and women helped into highly skilled jobs; post-rehabilitation return to competitive labor market. SH C A

For more information circle No. 234 on return postal card.

**Heart of the Neighborhood** mp **METHO-DIST** 29min col r \$8 b&w r \$4. The work of the Marcy Center in the heart of Chicago's North Lawndale section. A light-fingered teen-ager and his hanger-on are featured. All-age interracial program includes nursery school, craft classes, clubs, teen-age socials, parents' groups and Block Clubs. SH C A

For more information circle No. 235 on return postal card.

**This Is My Friend** mp **CCWD** 28min b&w \$125 r \$5. Alone, without family or friends, 83-year-old recluse is brought back into contact with the world through the sympathetic efforts of a volunteer "Friendly Visitor" sent by the county Welfare Department. SH C A

For more information circle No. 236 on return postal card.

**Women, Unite!** fs **POCKET** 52fr col \$5. The work of the National Council of Negro Women on local and national field. A

For more information circle No. 237 on return postal card.

#### SOCIAL STUDIES: Economics

**Adventuring in Conservation** mp **INDIANA** ?min col \$150; b&w \$75. Boys

and girls learn campcraft and conservation. JH

For more information circle No. 238 on return postal card.

**China Under Communism** mp **EBF** 22 min col \$240; b&w \$120. Foreign Correspondent John Strohm's 1958 trip of 7,500 miles—"the story of the awakening giant, reaching out to embrace the world." JH-C A

For more information circle No. 239 on return postal card.

**Christmas on Grandfather's Farm** (new short version) mp **CORONET** 13½min col \$137.50 b&w \$75. The longer (22 minute) version is also available, col \$220 b&w \$120. Americana 1890. Sleighride to the big farmhouse. A truly festive family gathering. Pri-A

For more information circle No. 240 on return postal card.

**Destination Earth** mp **IDEAL** 14min col loan (Midwest). Fantasy of life under a dictatorship on a planet without oil. SH C

For more information circle No. 241 on return postal card.

**Life Then and Now in the United States** 18fs EBF av43fr col set \$108 ea \$6. People, resources, problems and social interrelationships in 18 regions of the United States chosen for their unique historical-economic significance. Formerly distributed by Silver Burdett. Int JH

For more information circle No. 242 on return postal card.

**Our Part In Conservation** mp MH 11min col \$125; b&w \$65. Two children get some first hand lessons in conservation as their family moves out into the suburbs—and deepen this knowledge as they study at school. Grades 3 and 4.

For more information circle No. 243 on return postal card.

**The Twentieth Century** 50mp **PRU-DENTIAL** 30min (some 60min) consult local agents concerning loan. Documentaries on social studies topics telecast by CBS.

For more information circle No. 244 on return postal card.

#### SOCIAL STUDIES: Geography, Travel

**The Arctic—Islands of the Frozen Sea** mp **EBF** 30min b&w \$165. Actual accounts from the log-books of famous explorers feature the narration; the frozen wastes of the Queen Elizabeth Islands reveal an unexpected abundance of life. El JH SH C A

For more information circle No. 245 on return postal card.

**Audiovisual kits** fs and materials **ICF** catalogs available free on collections of materials on Turkey, Pakistan, Iran, Afghanistan and Yugoslavia.

For more information circle No. 246 on return postal card.

**The Family of Monsieur Rene'** mp **FRITH** 16min col \$130. Upper middle class family life in southern France. Father a school supervisor, mother a teacher. Son, 18, flies a plane; daughter, in 2600 student high school, rides

**RADIO-MAT**

TALK FROM YOUR SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES  
on  
RADIO-MAT SLIDES  
WHITE AMBER-GREEN  
ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES on your own TYPEWRITER by using RADIO-MATS**

Regular size 3¼x4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—

**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd., Daytona Beach, Fla.

**SCIENCE FILMSTRIPS**

SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS

BIOLOGY	ATOMIC ENERGY
PHYSICS	GENERAL SCIENCE
CHEMISTRY	MICROBIOLOGY
BIKE SAFETY	BUS SAFETY

NEW—Elementary Science Series in Brilliant Spectrocolor

**VISUAL SCIENCES**

Box 599E Suffern, New York

For Teachers of SOCIAL STUDIES, GEOGRAPHY, SCIENCES, HISTORY and others.

**FILMS FROM AUSTRALIA**

FOR RENTAL OR PURCHASE

A wide choice of sound films in color and black & white, about the fascinating land "Down Under." Free illustrated catalog.

**AUSTRALIAN NEWS & INFORMATION BUREAU**  
630 Fifth Ave., Suite 414 • New York 20, N. Y.  
Illustrated pamphlets and brochures also available

jumping horses. Harbor scenes, beach party, public buildings of Perpignan. SH

For more information circle  
No. 247 on return postal card.

**Hawaii—The Fiftieth State** mp EBF 17min col \$180 b&w \$90. The islands' origin, climate, resources, people, major industries, schools, strategic defense position. Evaluated ESAVG 11/59. JH SH

For more information circle  
No. 248 on return postal card.

**Iron Curtain Lands** mp GROVER-JENNINGS 20min col. A revised (1950) edition. Soviet Union and satellite nations in the post-Stalin era. JH-C

For more information circle  
No. 249 on return postal card.

**Let's Visit Africa** film-disc TRAF-CAL \$265, 2 "Viewmaster" cardboard discs each with 14 frames (16mm) col; file-folder guide. Main emphasis is on rural life and on influence of schools, churches (Protestant) and hospitals. Pri-JH In same series, Japan, Alaska, Mexico.

For more information circle  
No. 250 on return postal card.

**Peru: People of the Andes** mp EBF 16 min col \$180; b&w \$90. Life in the colorful Chincheros Valley, near the walled city of Cuzco. A self-contained Indian village contrasted with the tene-farmer hacienda economy. Economic progress reflected in new mining and transportation improvements, and in the modern capital, Lima. El JH SH A

For more information circle  
No. 251 on return postal card.

**The Revolution of Expectations** sfs LIFE 107fr col 10" LP \$7.50. Advances to higher living standards and individual freedom by the world's peoples. SH C A

For more information circle  
No. 252 on return postal card.

**Satellite Globe** RAND McNALLY 12" globe with orbit ring. \$14.95. Permits plotting of paths of satellites around the earth, based on angle of launching. Miles, degrees and hours calibrations for earth measurements.

For more information circle  
No. 253 on return postal card.

**St. Lawrence Seaway** 2fs VEC b&w ea \$3.75. Titles: I: Natural Obstacles, II: Building the Seaway. JH Reviewed ESAVG 9/59.

For more information circle  
No. 254 on return postal card.

**Two Arab Boys of Tangier, Morocco** mp FRITH 18min col \$138. The boys, 17 and 15, go to school, roam the native as well as the European city, go out into the country and see working camels and Roman ruins, attend the departure for the annual pilgrimage to Mecca. JH SH

For more information circle  
No. 255 on return postal card.

**USSR — The Sikhote-Aline Mountains** mp BRANDON 20 min col r \$7.50. Na-

turalists explore little known region in Far East, seeking medicinal plants; cleoups of animal and reptile life. JH SH C A

For more information circle  
No. 256 on return postal card.

**The British Isles** 5fs JAM col set (5) \$25.95, indiv \$5.75. Titles: **Great Britain, The Land and Farming; . . . Industrial Country; . . . Past and Present; . . . London; Ireland.** El JH.

For more information circle  
No. 257 on return postal card.

**Hawaii — USA (Revised)** 5fs FH 200fr two 10" LP. Guides. Set (5 and 2 rec) \$29.95, less rec \$25. Indiv @ \$6. Titles: **Hawaii — Before the White Man; Monarchy to U.S. Territory; Honolulu; How F-~~W~~ Earns I.; Living; People and Customs.** Narration by Kani Evans, Hawaiian lecturer. JH-A.

For more information circle  
No. 258 on return postal card.

## SOCIAL STUDIES

### History & Anthropology

**The Ages of Time** mp ASSOCIATION 23min col loan. Man's progress in telling time, from Egyptian astronomy to electric clocks. JH

For more information circle  
No. 259 on return postal card.

**American Indian Cultures—Plains and Woodlands** 6fs EBF av52fr col set \$36 ea \$6. Titles: **The Boyhood of Lone Raven; The Manhood of Little Coyote; The Young Manhood of Quick Otter; The Travels of Quick Otter; Flamingo, Princess of the Natchez; The Journey of the Flamingo Princess.** Int

For more information circle  
No. 260 on return postal card.

**American Patriots** 6fs EBF av50fr col set \$36 ea \$6. Nathan Hale, Patrick Henry; Betsy Ross; Francis Scott Key; George Rogers Clark; Commodore Perry. Int

For more information circle  
No. 261 on return postal card.

**Builders of America (series)** 8fs EBF av 52fr, b&w, set boxed (8) \$24, ea \$3. Daniel Boone; Lewis and Clark, Eli Whitney, Andrew Carnegie, John C. Fremont, Horace Mann, Susan B. Anthony, Booker T. Washington. El JH SH

For more information circle  
No. 262 on return postal card.

**Colonial Virginia (series)** fs COLWIL col \$5 with guide. Titles: **Plantation Life in Colonial Virginia; The Planter Statesmen of Colonial Virginia; Cooking in Colonial Days; Independence in the Making; The Craftsman in Colonial Virginia.** JH-C

For more information circle  
No. 263 on return postal card.

**How the West Was Won** 4fs LIFE col si (No script) set \$20; ea \$6. Titles: **Trail Blazers and Indians; Covered Wagon Days; Toward Statehood; Cowboys, Homesteaders and Outlaws.** JH

For more information circle  
No. 264 on return postal card.

**Leaders of America (series)** 6fs EBF av 52fr b&w set (6) \$18; ea \$3. Titles **Lincoln, Jackson, Lafayette, Webster, Calhoun, John Quincy Adams.** El JH SH

For more information circle  
No. 265 on return postal card.

**Man of the Century: Churchill** mp MH 56min b&w \$250. CBS broadcast on "Twentieth Century" series, Oct. 20, 1957. SH C A

For more information circle  
No. 266 on return postal card.

**Our Presidents I** 9fs EYEGATE col set \$25 with guide; **Lincoln** strip from Civil War set add \$2.50. George Washington through Chester A. Arthur. El JH.

For more information circle  
No. 267 on return postal card.

**Patriotic Holidays** 6fs EBF av50fr col set \$36 ea \$6. Titles: **Lincoln's Birthday; Washington's Birthday; Memorial Day; Independence Day; Columbus Day; Thanksgiving Day.** Int.

For more information circle  
No. 268 on return postal card.

**Settling the New World** 6fs EBF av49fr col set (6) \$36 ea \$6. Titles: **Spanish Colonization; French Colonization; New England Colonization; The Middle Colonies; The Southern Colonies; Colonial Government.** JH SH

For more information circle  
No. 269 on return postal card.

**The Vikings—Life and Conquests** mp EBF 17min col \$180; b&w \$90. Film follows Viking raids, influence on areas invaded, and counter-influence on their own culture. Produced in Norway. Int. JH SH

For more information circle  
No. 270 on return postal card.

**Man and His Fight for Freedom** 8fs EBF av 45fr col set (8) \$48 ea \$6. Titles: **Man's Origins; Man Learns to Communicate; Man, Builder of Cities; Man's Commerce; Man the Law-maker; Man the Laborer; Man's Governments; Man's Search for Liberty.** SH C A.

For more information circle  
No. 271 on return postal card.

## STUDY SKILL

**The Chinese Village** mp COLWIL \$80 r \$3. Story of a tiny village's transformation from a place of evil into one of eternal happiness, told in film-ograph technique from the 18th century handpainted wallpaper in the Governor's Palace at Williamsburg. JH-C

For more information circle  
No. 272 on return postal card.

**Rawhide No. 3** rec FOLKWAYS 12" LP \$5.95. Satire of wide variety of topic, e. g. "University for Soap Serial Writers"; conceived and told by Max Ferguson who plays all the characters. SH C A

For more information circle  
No. 273 on return postal card.

**THE FILM DOCTORS®**  
**SPECIALISTS**  
 in the science of  
**FILM**  
**REJUVENATION**

**RAPIDWELD Process for:**  
 • Scratch-Removal  
 • Abrasions • Dirt • "Rain"



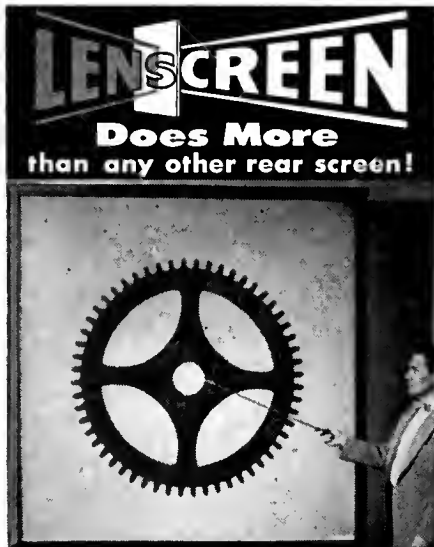
Send for Free Brochure

**rapid**

**FILM TECHNIQUE INC.**

Founded 1940

37-02C 27th St., Long Island City 1, N.Y.



**EXCEPTIONAL REAR SCREEN  
 FOR DAYLIGHT USE**

LENSCREEN Panel Materials of Glass or Plexiglas for In-Wall or Custom Rear Screen Installation

- Adapts to your projector
- Eliminates room darkening
- Conceals projection equipment
- Facilitates learning

Complete choice of rear screen equipment including portable screens for classroom, auditorium, the T-V Studio. Many modern, effective uses.

Send for Kit of A-V Ideas

**POLACOAT, INC.** 9710 Conklin Road  
 Blue Ash, Ohio

**MISCELLANEOUS**

**Visual Words, Brief, \$1.** Thoughtforming Manual, Visually Kinetic Method, \$2. Thoughtforming Screen Exercise, 25 cents. All mimeo, ppd., guaranteed. Sensitron System, Box 1126, St. Augustine, Florida.

**NEW PUBLICATIONS**

**Ampex Headlines.** New house organ's first story tells of new educational network. AMPEX.

For more information circle No. 274 on return postal card.

**Checklist of Prize Winning Films.** More than 60 new titles from many countries. Free. BRANDON.

For more information circle No. 275 on return postal card.

**Children's Films** describes 10 award-winning and highly evaluated films (EFLA etc) 12pp free. BRANDON.

For more information circle No. 276 on return postal card.

**Classroom Films of Quality.** Novel, exceptionally eye-catching catalog format. FA

For more information circle No. 277 on return postal card.

**College Teaching By Television.** 234pp \$4. American Council on Education, 1785 Massachusetts Ave., NW, Washington 6, D. C.

For more information circle No. 278 on return postal card.

**The Complete Technique of Making Films:** P. Monier. In this British-printed work French author takes the reader from one step beyond the manufacturers' instruction book to a finished, sounded film. Editing, titling, special effects are explained. Many drawings, diagrams, tables. 304p. \$6. MACMILLAN.

For more information circle No. 279 on return postal card.

**Desk-top Copying Machines.** File folder catalog describes eight models. CORMAC.

For more information circle No. 280 on return postal card.

**Educational Television Today.** 16pp. Free. ETVRC

For more information circle No. 281 on return postal card.

**Entertainment Features 1960.** Catalog, 65pp, lists many new features, some in Cinemascope. Titles include "A Night to Remember," "Imitation of Life," "A Tale of Two Cities." UWF

For more information circle No. 282 on return postal card.

**Filmstrip Catalog** listing over 1500 titles including Young America and Popular Science lines. MH

For more information circle No. 283 on return postal card.

**Filter Manual.** 24pp. Free. Data on and uses of filters, closeup auxiliary lenses and other accessories for color and monochrome. TIFFEN.

For more information circle No. 284 on return postal card.

**Phonograph Records for Classroom and Library.** 1960 edition. Lists, describes and prices hundreds of records by subject area and grade level. 40pp free. ERS.

For more information circle No. 285 on return postal card.

**Photography at Mid-Century,** will contain more than 100 reproductions of photographs shown in the 10th anniversary exhibition opening Nov. 10 1959, at the George Eastman House Rochester, N. Y. Soft bound, 100pp 8½x11, \$2.50.

For more information circle No. 286 on return postal card.

**Primer of Lamps and Lighting:** Willard Allphin. Designed for "the practical man, electrical contractor . . . architect, electrical engineer". 224 pp \$10, incl slide rule in back pocket of cover for ready calculation of Lumen and other formulas. CHILTON.

For more information circle No. 287 on return postal card.

**Understanding Transistors:** Milton S. Kiver, 64pp, over 50 diagrams and illustrations. 50 cents. ALLIED.

For more information circle No. 288 on return postal card.

**Vertical Blinds as Window Coverings.** Pamphlet, free, deals with A-V blinds, light control, heat reflectivity, ventilating, maintenance costs. VERTBLIND.

For more information circle No. 289 on return postal card.

**Free and Inexpensive Teaching Aids for Science Education:** Muriel Beuschlein. Over 1000 pamphlets, charts, etc. listed with sources and costs. Elementary and Secondary—75 subject areas. 71pp 25c. Chicago Teachers College, 6800 Stewart Ave., Chicago 20.

For more information circle No. 290 on return postal card.

**The Handling, Repair, and Storage of 16mm Films** (revised) 11pp Kodak pamphlet D-23. Free. EK

For more information circle No. 291 on return postal card.

**How To Get the Most Out of Tape Recording:** Lee Sheridan. Offers 101 uses, many novel applications, detailed description of more than a score of leading make, adaptation for stereo, do-it-yourself kits, editing and splicing. 128pp \$1. ROBINS.

For more information circle No. 292 on return postal card.

**Indiana University 1960 Film Catalog** lists 6,000 films, replaces 1956 edition and its three supplements. 664 pages. Grade- and subject-matter supplements will give teachers and others

using films specific lists suited to defined areas.

For more information circle No. 293 on return postal card.

**International Film Catalog No. 26** lists approximately 500 films from 20 countries, more than 60 new, including **Richard III; Ivan the Terrible; The Red Balloon**, 26th Anniversary Edition, 164pp price \$1 (refunded on first rental order). BRANDON.

For more information circle No. 294 on return postal card.

**Materials List for Foreign Language Teachers**. 50 cents. Modern Language Association, 70 Fifth Ave., New York 11, N. Y.

For more information circle No. 295 on return postal card.

**The Microphone in Public Address**. Types, placement, tips on using. Free. SHURE.

For more information circle No. 296 on return postal card.

**150 audio accessories** are described in a new brochure. Free. ROBINS.

For more information circle No. 297 on return postal card.

**Photo Equipment 62nd Annual Catalog**, 128pp free. Most useful reference work and buyer's guide to everything photographic. B&J

For more information circle No. 298 on return postal card.

**Physical Sciences Catalog** describing over 300 exclusive products used in the physical sciences, from optical benches to electron impact tubes. 112pp. Quarterly supplements. Requests on letterhead to: The Ealing Corporation, 33 University Road, Cambridge 38, Mass.

For more information circle No. 299 on return postal card.

**Pictures Tell Your Story**, Daniel J. Ransohoff; 52pp, 9½ x 11, \$1.84 postpaid. Sources, use, costs, more than 100 pictures. National Publicity Council for Health and Welfare Services, Inc., 257 Fourth Ave., New York 10, N. Y.

For more information circle No. 300 on return postal card.

**Proceedings of the NEA Seminar on the Role of Television in Instruction**, unabridged, mimeographed, 116pp, \$1. Also: **Television in Instruction — an Appraisal**, same seminar, 24pp \$1. DAVI.

For more information circle No. 301 on return postal card.

**Radio-Electronic Catalog 1960**. Annual (24th) edition, 170,000 standard stock items from 350 manufacturers, arranged under 28 product sections. 1551

pages; 12,500 illustrations. UNCAT.

For more information circle No. 302 on return postal card.

**Science and Mathematics Films for Schools**. Catalog. 16pp. Free. MH

For more information circle No. 303 on return postal card.

**Scripture Literature and Audio Visual Aids**. New catalog of the American Bible Society. 16pp free. Novel format binds two die-cut self-mailer order blanks at the center fold. Lists seven motion pictures and many filmstrips, as well as literature, charts, etc. ABS

For more information circle No. 304 on return postal card.

**Selected Motion Pictures, 1950-60** catalog of free and rental films. 44pp free. ASSOCIATION.

For more information circle No. 305 on return postal card.

**Startech Notes**. Experimentally tested guidance in the use of the EK "Startech" camera especially for closeup work in the medical and allied sciences. Mineo. Free. IPIC

For more information circle No. 306 on return postal card.

**Tapes for Teaching Catalog** supplement for 1960. 75pp mimeo. Lists hundreds of subjects on which copy service is offered. State Dept. of Education, Atlanta, Ga.

For more information circle No. 307 on return postal card.

**Ten New Film Study Guides** in a tabbed manilla file folder. EBF

For more information circle No. 308 on return postal card.

**Traveling Exhibition Service**. Brochures describing 29 "Childrens Art" and "Design and Crafts" exhibitions currently available, at rentals of from \$35 to \$1200, weight and display space required is indicated. **The Smithsonian Institution** Traveling Exhibition Service, Washington 25, D. C.

For more information circle No. 309 on return postal card.

**Understanding Chemistry**: Lawrence P. Lessing, popular historical approach tells what the science is all about. Numerous diagrams would make good overhead demonstration material. 192 pp. Hard covers \$3.50; paper back (Mentor) 50c. NALWL.

For more information circle No. 310 on return postal card.

**Visualboard Cut-Outs**. Feltboards, including music, map, baseball and football field, etc., backgrounds, many cut-outs and guides to effective use. 64pp. 50c. VISPEC.

For more information circle No. 311 on return postal card.

Advertisement

## HELPFUL BOOKS

**THE AUDIO-VISUAL EQUIPMENT MANUAL**. By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE**. Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations. 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED**. By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS**. Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS**. Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS**. Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**STANDARDS OF PHOTOPLAY APPRECIATION**. A Course of Study in Photoplay Appreciation. By William Lowin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

# Trade News

## Catalogs on Microfilm

The missiles and aircraft industry reportedly will save in excess of \$60 million a year by use of microfilm catalogs of engineering specifications on all types of components and materials used by manufacturers and designers in that field. The Rogers Publishing Company, Englewood, Colo., has copyrighted for that industry a "product index" which is shown on an Eastman Recordak reader. Similar files are to be completed during 1960 for four other industries.

Expansion and proliferation in the audiovisual industry has long reached a point where preparation and consulting of conventional product catalogs is a frustrating experience. It is questionable whether data on many thousands of items from many hundreds of sources and applied in tens of thousands of differing situations of subject area, grade level, purpose and other utilization factors, can possibly be frozen into fixed film rolls. An audiovisual equipment and materials file by its very nature must be fluid and readily accommodating to new materials, sources and applications. It is not too clear just how this has been solved in the aircraft-missile instance. Perhaps some adaptation of the microcard might help or at least, as a stop-gap, greater standardization of catalog and new product announcements such as has been largely achieved



Rogers' "Product Index"

in the school supplies industry. The 8½x11 format has become pretty well standardized in film and AV equipment catalogs. And standardized punching to fit some sort of efficient expandable binder and a good comprehensive indexing service would be a big step ahead for consumer and distributor alike. There have been composite film catalog projects in the past but none seem to have clicked. Solutions, anyone?

## BFC-NCC in New Home

The National Council of Churches' Broadcasting and Film Commission as well as its Department of Audiovisual and Broadcasting Education are among the 118 program and operational units now housed on four entire floors of the new Interchurch Center at 475 Riverside Drive, New York 27, N. Y.

## Association of Cinema Laboratories

"Fair Trade Practices for Motion Picture Laboratories" is one of the first committee studies to be made in the recently formed trade association, according to Herbert Pilzer, executive coordinator. The officers include Kern Moyses, treasurer; George Colburn, president; Dudley Spruill, secretary; Carleton Hunt, vice-president.

## 120 Biology Film Course

The American Institute of Biological Sciences, composed of 45 professional societies which represent 80,000 biologists, has designated Dr. H. Burr Roney of the University of Houston as project director and principal teacher in a series of 120 instructional motion pictures. The films are to be produced by the Calvin Company and distributed by McGraw-Hill.

## Adapts Standard Projector to TV

The Kodak Research Laboratories announce the adaptation of the standard 35mm projector movement to match the Vidicon tube by alternately speeding up and slowing the Geneva movement. The development, by Dr. Jasper S. Chandler, costs only a fraction of the price of the more complex systems now in use, prevents flicker and produces

very little additional noise or stress on the film.

## Kids Track Satellites

An impressive visual demonstration of the fact that 7th graders of today have to (and do) learn more than their daddies did at college is contained in a "Satellite Tracker" wall chart and accessories, sold for \$2 by Research Publications, Inc., 1687 Laurel, San Carlos, Cal.

## LIFE Filmstrips to EBF

Life magazine filmstrips, 110 thus far produced, will be distributed through Encyclopaedia Britannica Films. Reprints from the magazine are available with many of the strips as supplementary material.

## Eight Years Young

"This Is The Life," religious television film series produced by Family Films for the Lutheran Church—Missouri Synod, is celebrating its 8th anniversary. Dr. H. W. Gockel, religious director of the series, was joined in a cake-cutting ceremony by "Buffalo Bob" Smith, children's idol on the "Howdy Doody" television program, who is to portray a serious adult role in "This Is The Life" episodes to be shown next fall.



Dr. Gockel and "Buffalo Bob"

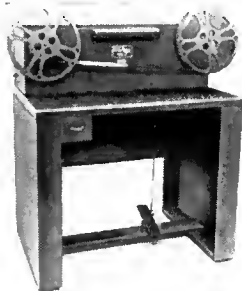
## NAVA Trade Show

August 6-9, 1960, are the dates. Hotel Morrison, Chicago, the place. The 170 booths are priced from \$246 to \$365. Previous exhibitors have priority on space and a waiting list of new firms wanting in assures an early, complete sell-out, according to Don White, executive vice-president National Audio Visual Association, Fairfax, Va.

## Fitting Memorial

The Jam Handy Organization marks the recent death of its treasurer, Allan Gedelman, with a special 8-page issue of **Closeups**, its house organ. In it the firm's founder, Jamison Handy, and others pen tributes that are rich in human understanding. Gedelman, 54, had been with the firm for nearly 30 years.

← TWO WAY →  
POWER DRIVEN FILM REWIND



Double your film inspection with less effort! Modernize with the proven motor-driven FOSTER REWIND—winds both to the left and right under motor power. Easy to use foot pedal controls both direction and speed of reels (up to 875 rpm). Both hands free for inspection and quick splicing. Capacity to 2000 foot reels. Heavy duty motor—simple design—and rugged construction assure maintenance free operation. Rewinds 16mm—35mm—8mm motion picture film.

Write for details and Special Trial Plans.



International Film Bureau Inc.  
57 E. Jackson Blvd. Chicago 4, Ill.



# Directory of Sources and Materials

Listed on pages 39-49

- ABS**—American Bible Society, AV Dept., 440 Fourth Ave., New York 16, N. Y.
- AIA**—American Institute of Architects, 1735 New York Ave. NW, Washington, D. C.
- ALLIED** Radio Corp., 100 N. Western Ave., Chicago 80, Ill.
- AMERICAN** Council on Education, 1785 Massachusetts Ave. NW, Washington 6, D. C.
- AMPCORP**—Amplifier Corp. of America, 398 Broadway, New York 13, N. Y.
- AMPEX** Audio, Inc., 1020 Kifer Rd., Sunnyvale, Calif.
- ASSOCIATION** Films, Inc., 347 Madison Ave., New York 17, N. Y.
- BESLER** Co., Charles, 211 S. 18th St., East Orange, N. J.
- BFC**—Broadcasting and Film Commission, National Council of Churches of Christ in the USA, 475 Riverside Dr., New York 27, N. Y.
- BRANDON** Films Inc., 200 W. 57th St., New York 19, N. Y.
- B&J**—Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.
- CAMART**—Camera Mart, Inc., 1845 Broadway, New York, N. Y.
- CCWD**—Cook County Welfare Dept., 160 N. LaSalle St., Chicago 1, Ill.
- CETEC** Electronics Corp., 1400 Industrial Way, Redwood City, Calif.
- CHICAGO** Teachers College, 6800 Stewart Ave., Chicago 20, Ill.
- C-W**—Churchill-Wexler Film Productions, 801 N. Seward St., Los Angeles 38, Calif.
- CLASEX**—Film Classics Exchange, 1977 Vermont Ave., Los Angeles 7, Calif.
- COLORTRAN**—Natural Lighting Corp., 630 S. Flower St., Burbank, Calif.
- COLWIL**—Colonial Williamsburg, Film Distr. Office, Williamsburg, Va.
- CONSOLIDATED** Film Industries, 959 Seward St., Hollywood 38, Calif.
- CORMAC** Photocopy Corp., 80 Fifth Ave., New York 11, N. Y.
- CORONET** Films, 65 E. South Water St., Chicago 1, Ill.
- CREATIVE VISUALS**, Co. 2020½ Farington St., Dallas 7, Texas.
- DA-LITE** Screen Co., Inc., Warsaw, Ind.
- DAVI**—Dept. of Audio-Visual Instruction, NEA, 1201 16th St. NW, Washington 6, D. C.
- EALING** Corp., The, 33 University Rd., Cambridge 38, Mass.
- EASTMAN** House, George, Rochester, N. Y.
- EBF**—Encyclopaedia Britannica Films, Inc., 1150 Wilmette Ave., Wilmette, Ill.
- EPIC** Records, 799 Seventh Ave., New York 19, N. Y.
- ERS**—Educational Record Sales, 153 Chambers St., New York 7, N. Y.
- ETVRC**—Educational Television & Radio Center, 2320 Washtenaw Ave., Ann Arbor, Mich.
- EYEGATE** House, Inc., 146-01 Archer Ave., Jamaica 35, N. Y.
- FA**—Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25, Calif.
- FAMILY** Films, Inc., 5823 Santa Monica Blvd., Hollywood 38, Calif.
- FH**—Filmstrip House, 347 Madison Ave., New York 17, N. Y.
- FLORMAN & BABB**, Inc., 68 W. 45th St., New York 36, N. Y.
- FOLKWAYS** Records and Service Corp., 117 W. 46th St., New York 36, N. Y.
- FRITH** Films, 1816 N. Highland Ave., Hollywood 28, Calif.
- GOODRICH** Tire & Rubber Co., Advertising Dept., Akron, Ohio.
- GRAFLEX**, Inc., 154 Clarissa St., Rochester, N. Y.
- HALBER** Corp., 4151 Montrose Ave., Chicago 41, Ill.
- HOSHO** of America, Inc., 1549 N. Vine St., Hollywood 28, Calif.
- ICF** — International Communications Foundation, 9033 Wilshire Blvd., Beverly Hills, Calif.
- IDEAL** Pictures, 58 E. South Water St., Chicago 1, Ill.
- ILLNAHIST**—Illinois Natural History Survey, 189 Natural Resources Bldg., Urbana, Ill.
- INDIANA** University, Audio - Visual Center, Bloomington, Ind.
- IPIC**—1811¼ N. Western Ave., Los Angeles 27, Calif.
- KODAK**—See Local Dealer.
- LABFURN**—Laboratory Furniture Co., Old Country Rd., P.O.B. 590, Mineola, L. I., N. Y.
- LIBRAPHONE**, Inc., Box 215, Long Branch, N. J.
- LIFE** Filmstrips, 9 Rockefeller Plaza, New York 20, N. Y.
- MACMILLAN** Co., The, 60-62 Fifth Ave., New York 11, N. Y.
- MARK** Specialty Co., 183 St. Paul St., Rochester 4, N. Y.
- McGOLD**—McMurray Gold Productions, 139 S. Beverly Dr., Beverly Hills, Calif.
- MERRYFIELD**—Andrew Merryfield of Canada, 265 Adelaide St., West, Toronto 1, Canada.
- METHODIST** Publishing House, 201 8th Ave. S., Nashville 2, Tenn.
- MH**—McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y.
- MID-AMERICA** Films, Film Center, Lyons, Wis.
- MODERN LANGUAGE** Association, 70 Fifth Ave., New York 11, N. Y.
- MODERN** Talking Picture Service, Inc., 3 E. 54th St., New York 22, N. Y.
- MOODY** Institute of Science, 11428 Santa Monica Blvd., Los Angeles 25, Calif.
- NALWL**—New American Library of World Literature, 501 Madison Ave., New York 22, N. Y.
- NAPHILLIPS**—North American Philips Co., 230 Duffy Ave., Hicksville, L. I., N. Y.
- NPC**—National Publicity Council for Health and Welfare Services, Inc., 257 Fourth Ave., New York 10, N. Y.
- OZALID** Division, General Aniline and Film Corp., 17 Corliss Lane, Johnson City, N. Y.
- PAULMAR**, Inc., 1449 Church St., Northbrook, Ill.
- POCKET** Films, 505 Fifth Ave., New York 17, N. Y.
- POLAROID** Corp., Cambridge 39, Mass.
- PORTER** Mfg. and Supply Co., 2836 Sunset Blvd., Los Angeles 26, Calif.
- PRUDENTIAL** Insurance Co. of America, Prudential Bldg., Newark 1, N. J.
- RAND McNALLY & Co.**, Box 7600, Chicago 80, Ill.
- ROBINS** Industries Corp., 36-27 Prince St., Flushing 54, N. Y.
- SCRIBNER'S**, Sons, Charles, Educational Dept., 597 Fifth Ave., New York 17, N. Y.
- SEMINAR** Films, Inc., 480 Lexington Ave., New York 17, N. Y.
- SHURE** Brothers, Inc., 222 Hartrey, Evanston, Ill.
- SMITHSONIAN** Institution Traveling Exhibition, Washington 25, D. C.
- SMITH-VICTOR**, Griffith, Ind.
- SUP EL**—Superior Electric Co., Bristol, Conn.
- TRAFCO-CAL**—The Methodist Church, TRAFCO, So. Calif.-Ariz. Conference, 655 W. 35th St., Los Angeles 7, Calif.
- UNCAT**—United Catalog Publishers, Inc., 60 Madison Ave., Hempstead, N. Y.
- UNICEF**—U.S. Committee for UNICEF, P.O.B. 618 Church St. Station, New York 8, N. Y.
- USDA**—U.S. Dept. of Agriculture, Motion Picture Section, Washington 25, D. C.
- UWF**—United World Films, 1445 Park Ave., New York 29, N. Y.
- VEC**—Visual Education Consultants, Inc., 2066 Helene St., Madison 4, Wis.
- VEDO** Films, 962 Salisbury Ct., Lancaster, Pa.
- VIEWLEX**, Inc., 35-01 Queens Blvd., Long Island City 1, N. Y.
- VISPEC**—Visual Specialties Co., 835 S. State St., Caro, Mich.
- WORLD WIDE** Pictures, Box 1055, Sherman Oaks, Calif.
- ZENITH** Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.



## Shhh... New Kalart/Victor Is So Quiet You Barely Hear It Run

Here is the quietest running 16mm sound projector ever built. Noise level is reduced to the point where it *never* distracts audience attention. But that's not all.

The new Kalart/Victor increases light output by at least 12%, thanks to a redesigned shutter. It accepts a 1200 watt lamp for even more light on screen. *Sound quality is magnificent.* A 15 watt amplifier, audio-engineered for greater power and low distortion, results in sheer listening pleasure. Entirely new in projector setup is the Kalart/Victor *door-mounted speaker*. It can be

left closed on the projector while running—or detached and placed next to the screen. Still picture projection is vastly improved. Stills are *five times brighter*, with special glass heat filters provided as standard equipment. Maintenance is greatly simplified, too. Lubrication is required *only once a year*. Built-in oil reservoir holds enough oil to last for 1000 hours—or a year of heavy use without refilling.

Hear—and see—the new Kalart/Victor Model 70-15 yourself. Ask your authorized Victor Dealer for a demonstration soon.

newest name in 16mm sound projectors



Victor Animatograph Corp., Div. of Kalart  
PLAINVILLE, CONNECTICUT

### FREE BOOKLET

Answers all your questions  
about the new Kalart/Victor.  
Send for your free copy today.

Dept. 96



EDUCATIONAL SCREEN AND

received  
FEB 8 1960

# AUDIOVISUAL

GUIDE

February 1960



A Church School Leader Previews Filmstrips

—see pages 60,78

Fine Arts in the Green Mountains--page 68

Closed Circuit TV on the Campus--page 72

# Two ways GRAFLEX® helps you improve teaching effectiveness

Never has it been so essential to maintain and increase the effectiveness of educational methods. To help meet this need, schools are turning with increasing frequency to proven audio-visual equipment. The School Master Filmstrip and 2x2 Slide Projector, and the Classic Tape Recorder are two of several Graflex A-V tools designed to supplement classroom instruction with teaching materials that keep interest high and increase student retention.



## *Classic* TAPE RECORDER

Only tape recorder designed specifically for School Audio-Visual Programs

Weighs only 25 lbs. Operating instructions permanently affixed inside lid for quick, convenient reference. Built-in "Gibson Girl" tape splicer. Simple push-button operation. Three-wire safety power cord. U.L. and C.S.A. approved. Tape

storage compartment. Top quality microphone and dual hi-fidelity speakers. Durable, attractive, self-contained carrying case built for the wear and tear of daily school use. \$244.50



Model 750 with semi-automatic slide changer and exclusive rewind take-up (accessories).

## **SCHOOL MASTER®** **Filmstrip and Slide Projector**

Brilliant projected screen images make the School Master the perfect projector for today's classrooms. Simple to operate—any pupil can project either filmstrips or 2" x 2" slides. Easy to clean. Exclusive built-in carrying handle—easy to carry. *Exclusive* accessory rewind take-up rewinds filmstrips into storage container automatically. 500 watt and 750 watt manual or remote control models, prices from \$84.50.

*Prices are subject to change without notice.*

See your Graflex A-V dealer, or write Dept. E5-20, Graflex, Inc., Rochester 3, N. Y.  
A subsidiary of General Precision Equipment Corporation.

**GRAFLEX®**

A  
GENERAL  
PRECISION  
COMPANY

## With the Authors

Donald F. Schutte is director of the audiovisual department of St. Louis Park High School just outside of Minneapolis. He is a pioneer in the campaign to bring the importance of AV to the public and, as stated in the introduction to his story, maintains an effective effort in his area. In his correspondence with *Educational Screen* Mr. Schutte understated the case when he mentioned that there has not been much information in print on audiovisual public relations." We try to rectify this in this issue.

Robert R. Nardelli is principal of the campus laboratory school at San Diego State College, San Diego. The closed circuit television project here is not necessarily one-of-its-kind but it is well conceived and is implemented with good physical facilities.

Janet Reed, a junior at Middlebury College, Middlebury, Vermont, contributed an article to *Educational Screen* in 1958. Her glimpse at the fine arts-audiovisual set-up at the college is a fresh, student's-eye, view of art appreciation in a rustic setting.

Ben Waddell is a member of the Language faculty at Texas Southern University. This school projects its AV techniques into 3-D by literally living the matter studied. Mr. Waddell describes the different approaches the Spanish students use in acquiring a more personal use of the tongue.



## TOO BUSY

to give up a few hours a year for a health checkup?

Your best cancer insurance is a thorough checkup every year, and alertness to Cancer's 7 Danger Signals.

Learn how to guard yourself against cancer. Write to "Cancer" in care of your local post office, or call your nearest office of...

American Cancer Society

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

February, 1960 Volume 39, Number 2, Whole Number 384

## EDITORIAL

66 No Day of Rest

## ARTICLES

68 Fine Arts *Janet S. Reed*

71 Classroom Spanish *Ben Waddell*

72 CCTV: Campus Lab *Robert R. Nardelli*

76 AV and Public Relations *Donald Schutte*

## DEPARTMENTS AND FEATURES

55 With the Authors

60 On the Screen

62 News

64 Calendar

78 AV in the Church Field *William S. Hockman*

81 Audio *Max U. Bildersee*

84 Film Evaluations *L. C. Larson, Carolyn Guss*

87 Filmstrips

90 Trade Directory for the AV Field

91 New Equipment and Materials

98 Helpful Books

99 Trade News

101 Annual Index

103 Index to Advertisers



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.

CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1950, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

ADDRESS ALL MAIL (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

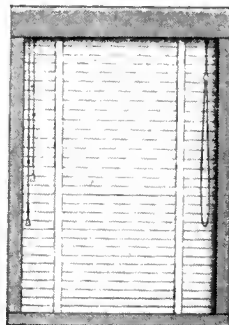
ENTIRE ISSUE COPYRIGHT 1960 BY  
THE EDUCATIONAL SCREEN, INC.

where you need it! when you need it!



There's no need for a special room assignment, no delay, when the classroom has LEVOLOR A.V. (Audio-Visual) VENETIAN BLINDS. These blinds give complete control of ambient light to suit the subject, projector and student activity.

Today, any classroom can be converted for Audio-Visual instruction inexpensively by the installation of LEVOLOR A.V. BLINDS.



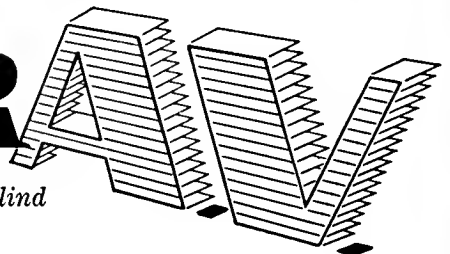
Write for Levolor's invaluable survey report "How Dark Should Classrooms Be For Audio-Visual Instruction?" No charge or obligation. Write to Audio-Visual Dept., Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

**HOW DARK SHOULD CLASSROOMS BE FOR AUDIO-VISUAL INSTRUCTION?**

Be sure to specify

**LEVOLOR**

TRADE MARK OF LEVOLOR LORENTZEN



*The Scientifically Developed Audio-Visual Blind*

COPYRIGHT: LEVOLOR LORENTZEN, INC.

# HOW TO TEACH MORE EFFECTIVELY WITH AN OVERHEAD TRANSPARENCY PROJECTOR

*An important visual aids primer -- clip and save it*

As a person who uses and is often called upon to advise in the selection of visual aids equipment, it is essential that you become familiar with the many advantages of overhead projection techniques—how it can make your teaching even more effective, how it helps the student to grasp and to retain ideas, how it increases the scope of your subject matter.

For many teachers the prime advantage of the overhead transparency projector is the fact that it is the only type of projection equipment that is designed to be operated in broad daylight. The ordinary classroom becomes a theater without turning out the lights or drawing the shades. Of course, you must have a projector that provides the maximum screen light required to retain detail and color. Projection Optics' Transpaque Jr., for instance, provides up to three times more light on the screen than any other projector of its type. Transpaque Jr.'s exclusive optical system has completely eliminated a serious overhead projection problem — the distracting rings that have always appeared on the screen.

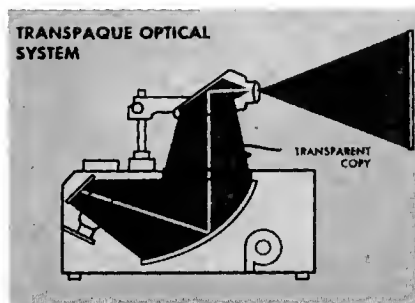
## Up-Front Projection

With this teaching tool, both you and the projector are at the head of the class. As you teach, you face your students. You can gauge their reactions, spot questions immediately; students can take notes and you can refer to yours. Remember, the lights are on! In short, with the Transpaque Jr. you retain all the advantages of a classroom environment.

The very small profile of Transpaque Jr., especially the projection

head, makes every seat usable. There is nothing obstructing your view of the class. Every student is able to see both you and the screen. The more compact Transpaque Jr. is also easily portable.

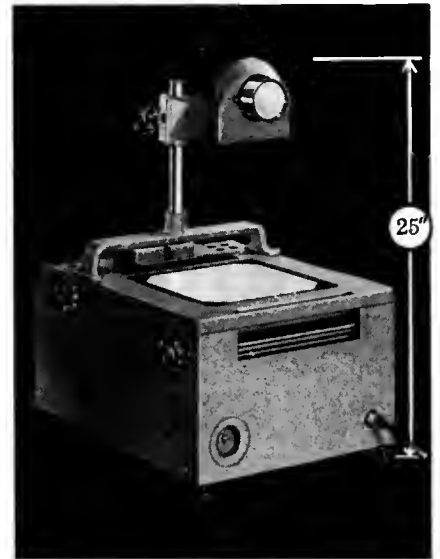
Superimpose transparency over transparency, building a progressive story before the eyes of your class. Transpaque Jr. retains the brilliance



and color even through multi-colored overlays. Each transparency has a large 10" x 10" format. You can tailor-make them yourself, simply and inexpensively. You can buy them already prepared, covering a multitude of subjects.

## Write As You Speak

To create large screen images of your notes or ideas, just write in your normal size script on a transparency. It is projected as you write,





just behind you on the screen. You can draw lines, write clarifying remarks, circle areas of special interest. Your individual technique is as unlimited as your own imagination. There is no squeaky chalk or tiresome blackboard work. Use the roll of transparent film. Write on it and roll it away for a continuous supply of clean writing surface.

Transpaque Jr. is UL-CSA approved. It is easy to operate and trouble-free. For a free demonstration or additional information, write to

**Projection Optics Co., Inc.**  
276 Eleventh Avenue  
East Orange, New Jersey

In Canada, Anglophoto, Ltd., 380  
Champagne Ave., Montreal, Quebec.

from afar...  
**they look alike**  
  
**but what a difference in picture quality!**



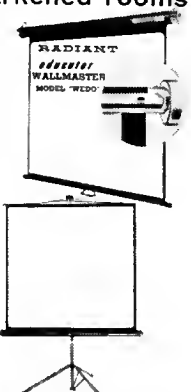
One is a conventional screen—the other a new lenticular Radiant Screen. You'll be astonished at the difference this new reflective surface makes. Your pictures have more brilliance, more clarity, rich, more natural colors. In addition—the lenticular screen is extremely effective for projection in darkened or even lighted rooms where no extreme or unusual lighting conditions prevail.

# RADIANT'S *new* lenticular screens

for lighted or darkened rooms

Available in Wall Roll-up Screen (Model WEDO) with exclusive STRETCH-BAR that provides an instant flat, taut surface. When not in use the lenticular screen can be rolled up. Washable, fungus and flame-proof. In sizes 40" x 40" and 50" x 50".

Also available—lenticular portable TRIPOD Screens—in choice of two lenticular surfaces—Uniglow and Optiglow.



**Screens for every A.V. need**  
 Every type of surface—wall, ceiling and tripod models—automatic electric—every size—are in the new Radiant Screen line—the world's most complete line of screens.



SEND FOR FREE BOOK on the new Radiant lenticular screens—and brochure listing complete Radiant line, as well as your nearest Franchise Dealer.

**RADIANT**  
 MANUFACTURING CORP.  
 A Subsidiary of the United States Hoffman Machinery Corp.  
 8220 NO. AUSTIN AVE., MORTON GROVE, ILL.

# On The Screen

## Cover Scene

This is Mrs. Robert N. King, superintendent of the nursery department in the church school of the First Presbyterian Church in Glens Falls, New York. This picture could symbolize many things to many people, but we are struck by two things. We see the church "teaching all nations" and using the most modern and most effective means of doing so. Secondly, we see the generous people who contribute to the church the even more precious commodity of their time.

Mrs. King is shown in the audio-visual library of the church. She has learned of the arrival of some new filmstrips and has come up to preview them in the search for material for her department.

## 20 years ago

John Hollinger's phrase "perceptual learning" endorsed editorially as "perhaps the nearest approach yet made to a correct name for the visual idea in education." Report on a study of the effectiveness of the verbal commentary on a motion picture as delivered by a recording or by the classroom teacher. American Library Association 2-day visual instruction conference.

## 30 years ago

First experiments with "talkies" in American schools. Arrangement with the Academy of Motion Picture Arts and Sciences by which a group of visual education directors in Southern California cut instructional excerpts from the Douglas Fairbanks feature "Robin Hood," prints to be available on long term lease direct to larger school systems or short term rentals through university centers or "reputable commercial exchange located in a key city serving surrounding areas." Charles Roach wrote: "If the proper response is forthcoming, the Academy is in a position to carry on indefinitely, and the schools will have access to a priceless storehouse of film which money cannot buy. The film industry is giving it away as an investment in goodwill." (Ed. note: Indirectly, the "Robin Hood" breakthrough found eventual fruition in Teaching Films Custodians, Inc., a PAA subsidiary.)

## The Passing Parade in Educational Screen

### 10 years ago

DAVI holds 5-day session in conjunction with AASA at Atlantic City: four morning, three afternoon and two evening sessions. Two 15-minute telecasts from Philadelphia schools shown on large screen. NAVA holds a regional meeting concurrently with AASA and DAVI. Minnesota cited as tape teaching pioneer.

## EDUCATIONAL SCREEN & AVGUIDE

**EDITORIAL STAFF**  
 PAUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. I. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

**BUSINESS STAFF**  
 H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

**Advertising Representatives**  
 WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
 WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

**EDITORIAL ADVISORY BOARD**  
 JAMES W. BROWN, School of Education, San Jose State College, California

EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
 AMOS DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
 MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
 W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
 CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
 EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
 F. EDGAR LANE, supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
 F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
 SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
 CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
 ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
 DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia



# THE BIG 4 OF AMERICAN HISTORY

... an integrated program to breathe new life into the truly dramatic story of our nation's history—to instill pride in our democratic birthright... In this space age, a dynamic presentation of our glorious past is vital to inspire young Americans, with deeper understanding, toward an even greater future.

Created by outstanding scholars dedicated to this ideal, each teaching tool is a key entity, uniquely practical in application. Together, in the teacher's hands, these authoritative books and filmstrips form an unequaled, flexible program in "living" American history. One or all can help you now in guiding our youth to a richer tomorrow.



**AN  
UNPRECEDENTED,  
COMPREHENSIVE  
4-POINT  
PROGRAM!**



## ● THE CHRONICLES OF AMERICA FILMSTRIPS

**A signal accomplishment:** This recently completed series is already winning acclaim all across the nation. Its excellence was made possible by the skill and diligence of its eminent editors; it was economically feasible through the documentary photoplays (10 years in the making) from which it drew most of its valuable source material, available nowhere else.

**The result:** Thrilling "adventures in democracy"; Columbus, the early settlers, the War of Independence, the opening of the West, Washington, Lincoln, the War Between the States—a new, exceptional teaching medium in an unusual program!

**15 UNITS**

\$97.50 complete,  
or \$7.00 each

Comprehensive  
TEACHER'S GUIDE  
Free

## ● THE PAGEANT OF AMERICA FILMSTRIPS

**A landmark in education:** This award-winning series has set an entirely new standard for visual teaching aids. In manner of presentation, in scope of material, no other source compares for realism, scholarship and effectiveness. The dynamics of its message, from American Indian to Atomic Age, is so universal that its value extends beyond history to many other subjects, as well as to areas of civic and patriotic activity.

**30 UNITS**

\$195.00 complete,  
or \$7.00 each

TEACHER'S GUIDE  
Free for Each Unit

*The two series of filmstrips were created under the editorial direction of Ralph H. Gabriel, Sterling Professor of History Emeritus, Yale University.*

## ● THE CHRONICLES OF AMERICA 56 VOLUMES

**More dramatic than fiction:** The great men and women of history emerge as flesh and blood in these intensely vivid and discerning accounts of the forces that have shaped our nation. Each volume was written by a specialist chosen for his accurate knowledge and his ability to present it with stimulating impact. From the early days of the Red Man to the aftermath of World War II, here is spirited history—alive and alert—a wonderful incentive for learning through enjoyable reading.

*Editors*

ALLEN JOHNSON  
ALLAN NEVINS

\$199.00 complete,  
or \$3.95 per volume

## ● THE PAGEANT OF AMERICA 15 VOLUMES

**Memorable picture histories:** Art, the frontier, religion, commerce, statesmen, sports, industry—the whole lavish fabric that fashioned America's majestic growth set forth in a procession of unforgettable images. Standing alone in its field, this treasury of 11,500 rare pictures, charts and maps, combined with authentic, engaging text, and professionally indexed, has long been standard for use at all levels.

*Editor*

RALPH H. GABRIEL

\$147.75 complete,  
or \$10.75 per volume

# YALE UNIVERSITY PRESS FILM SERVICE

386 Fourth Avenue, New York 16, N. Y.

## Texas Colleges Discuss Closed Circuit TV Net

An advisory committee of radio and television executives met at the University of Texas on December 10 to discuss a proposed closed-circuit TV network that would link 11 institutions of higher learning in central Texas.

Under the proposed plan the microwave network would offer credit courses and other educational programs to member colleges. Necessary transmitter towers would be built to link the institutions in the proposed network. The network project is being developed by the university under a contract with the U.S. Office of Education. Under the proposal, programs would originate from university TV studios or from studios of San Antonio TV stations.

## To Search Nation For "Multi-Racial" Photos

Edward Steichen, dean of American photographers, will head a nationwide search for photographs that will dramatize the multi-racial character of America, according to Theodore W. Kheel, president of the National Urban League, the organization which is sponsoring the search. Using the theme, "America's Many Faces," the search will begin on February 1 and continue through May 31, 1960. It is expected that both a photography exhibit and a publication on the same theme will follow the search.

Mr. Steichen is director of photography of the Museum of Modern Art in New York City.

## Jewish AV Group To Present Special Award

The outstanding film and filmstrip dealing with Jewish subject matter and released during 1959 will receive a special award to be presented by the National Council on Jewish Audio-Visual Materials, it was announced by Dr. Samuel D. Freeman, chairman of the board of review of the NCJAVM.

A committee of prominent educators and film-makers will constitute the board of judges. Awards will be made at the 10th Annual Meeting and Workshop of the council in May, 1960. All entries are to be in the offices of the Council by January 11, 1960.

## NEA President Urges Fair Treatment of ETV

The National Education Association has urged the Federal Communications Commission today to require that a fair portion of the prime evening television viewing period be devoted to public service broadcasts, including those with educational values.

NEA President Walter W. Eshelman told the commission that public service broadcasts in the 7 to 10 p.m. period might be regarded as fair compensation by the stations for the use of the airwaves which belong to all the people. Broadcasting stations are licensed to use these air waves "in the public interest, convenience and necessity."

Dr. Eshelman, who is supervising principal of schools at Upper Dublin, Fort Washington, Pa., urged the commission, in considering applications for renewal of TV licenses, to strengthen the standards by which it measures whether the applicant stations have in fact functioned in the public interest. He also urged the commission to give priority to the claims of educational television in all communities where there is already adequate commercial service by two or more commercial stations. Educational stations, he said, have an increasingly important role to play in the education of growing numbers of children and adults.

## B. A. Aughinbaugh 1885-1959

The death of B. A. Aughinbaugh has taken from the audiovisual education movement one of its earliest and most colorful champions. He is known to have begun his use of educational motion pictures and slides in the days when lime-light was the only known projector-illuminant. This was as school supervisor in the Philippine Islands.

For 25 years as head of the Ohio State Film and Slide Service, he built up a library of 6,000 titles, many in multiple prints. When for a time his State Department of Education had no budget for the continuation of his film work he toured the state giving illustrated lectures to raise the funds himself. He authored the book *Know Ohio* and directed the production of 23 sound-on-film Ohio travelogues.

He retired in 1950 but continued active membership in the Department of Audiovisual Instruction, National Education Association, until last year when he was awarded honorary membership in recognition of his past services. He served this professional organization in numerous capacities, the latest as a member of its Committee on Archives and History.

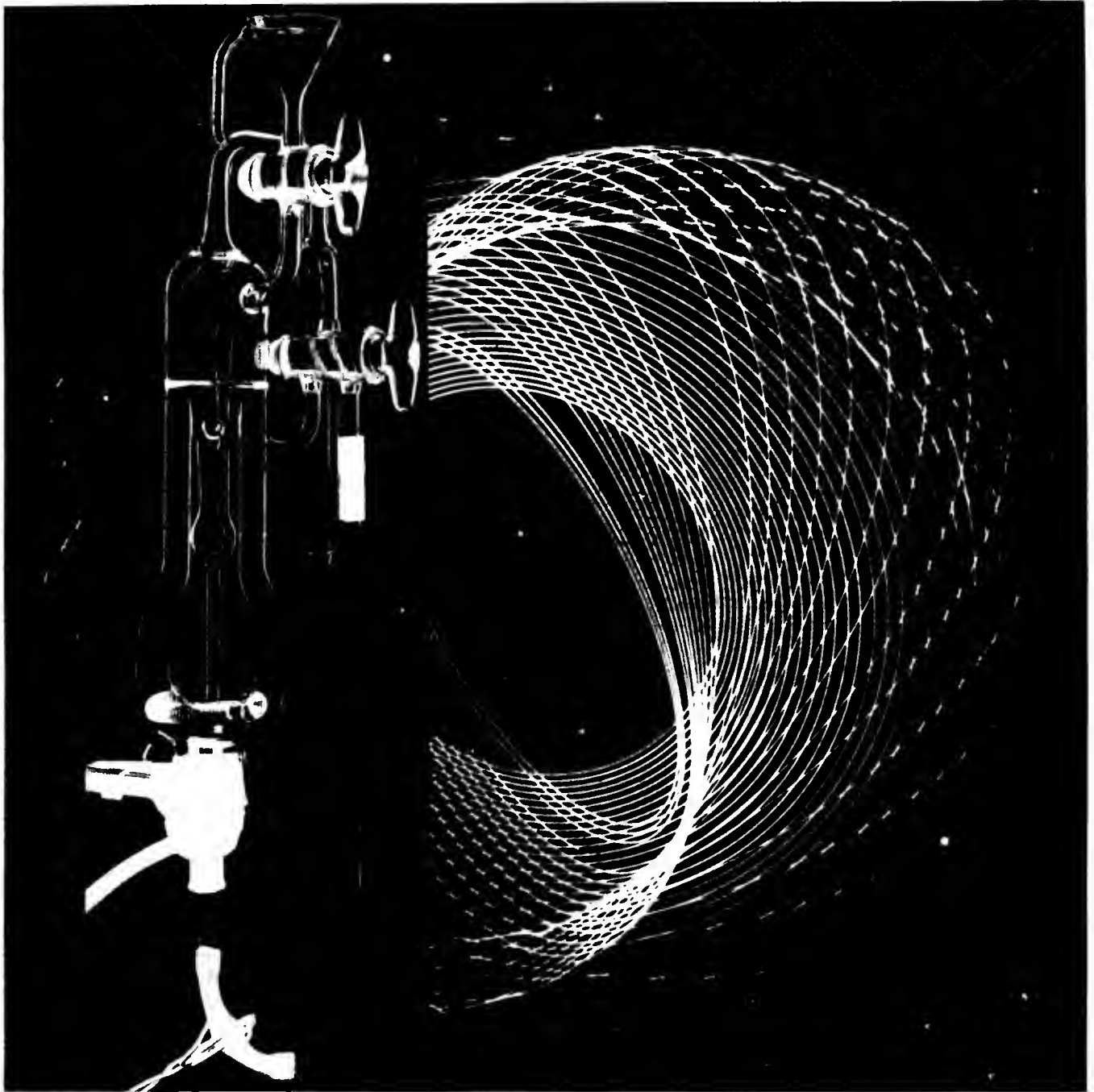
He is survived by his widow, Edith, who through all the years shared fully his labors and enthusiasms. A son, Robert A. Aughinbaugh, teaches school in Mineral City, Ohio.



Dr. William S. Gray, of the University of Chicago, whose many years of leadership in the field of reading have won him the title of "Mr. Reading," is honored at a symposium in Chicago. Speakers were, left to right, Willis H. Scott, president of Scott, Foresman and Company; Dr. Francis S. Chase, chairman of the Department of Education and dean of the graduate school, University of Chicago; Dr. Gray, professor of education emeritus and director of research in reading at the U. of C.; Dr. Austin J. McCaffrey, executive secretary of the American Textbook Publishers Institute; and Dr. Benjamin C. Willis, general superintendent of Chicago schools.

# THE QUALITY OF LEADERSHIP

No. 1 in a series of messages to all concerned with better education



## *Exhaustive curriculum analysis . . . the foundation of all Coronet film production*

Each Coronet film accurately reflects the basic concepts of instruction and effectively fills the teaching needs of its subject by means of exhaustive curriculum research.

Once a topic is selected for possible filming, Coronet's Research Department chooses the educational specialist best qualified to help shape the content of the film. Under his guidance, a careful review is made of state-approved curricula and of major textbooks on the subject. This is compared with the latest literature and educational trends. Months of study, interviews and correspondence with educational leaders take place before the first word of the film's script is written. No Coronet film enters production without this thorough, up-to-the-minute preliminary research to determine specific classroom requirements. Unless this research shows that the film can add a

truly new dimension to teaching, the film project is dropped.

Based upon this thorough, forward-looking research, Coronet has built an unsurpassed library of 16mm instructional films . . . a procedure which is just one of the important elements that give to Coronet Films their quality of leadership.

*This booklet is yours! Send for it today!  
It tells the complete story of Coronet creative  
quality in its library of more than 900  
educational films.*



## CORONET FILMS

To illuminate all facets of learning

CORONET BUILDING

CHICAGO 1, ILLINOIS

**Vatican Film Library**

Pope John XXIII has established a Vatican film library as the latest addition to the Holy See's ages-old record of civilization. Newsreels, documentaries, art films and television kinescopes will take their place as historical documents along with the vast collection of books and ancient manuscripts in the Vatican Library.

The Vatican film library will be under the direction of the Pontifical Commission for Motion Pictures, Radio and Television, of which the president is Archbishop Martin J. O'Connor, rector of the North American College in Rome.

The new library will deal mainly with the preservation of films about the life of the Church. These will include films on the popes, their representatives and the Church administration; the apostolic, charitable, and cultural activities of the Church, and religion throughout the world. Films on art and culture in general also come within the library's scope.

**CINE Shows Venice Award Winners**

The Committee on International Non-theatrical Events (CINE) presented an evening of award winning films from the 1959 Venice International Film Festival on December 10,

1959, at the NEA auditorium in Washington, D. C.

One of the featured films was the winner of the Grand Prix at Venice, an Italian film, *Non Basta sol Tanto l'alfabeto* (The Alphabet is Not Enough) which was brought here from Italy especially for the presentation. American prize winning films exhibited included *Appalachian Spring* by Peter Glushank and Martha Graham; *The Life of the Molds* by Willard van Dyke; *Skyscraper* by Shirley Clark, Willard van Dyke and Irving Jacobi; *Moonbird* by John Hubley; and *My Own Yard to Play In* by Phil Lerner.

CINE is a voluntary group drawn from the non-theatrical motion picture industry and established to select the best American non-theatrical films to represent the United States at international film festivals, principally Venice and Edinburgh.

**New TV Course Readied By U. of Wisconsin**

ATV-correspondence course which will be an advanced study of educational audiovisual methods will be offered in nine areas of the country starting February 1 by the University of Wisconsin School of Education and Extension division.

Current plans for the spring semester, 1960, indicate from 2,500 to 10,000 enrollees. They will be teachers, members of Parent-Teacher Associations, and interested lay people in La Crosse, Milwaukee, Chicago,

**Calendar**

- Feb. 11-13—American Association of Colleges for Teacher Education, Chicago, Ill.
- Feb. 13-17—American Association of School Administrators, Atlantic City, N. J.
- Feb. 18-20—NAVA, Midwinter Conference, Washington, D. C.
- Feb. 20-21—Biological Photographic Association, Southern California meeting.
- Feb. 27-Mar. 2—National Association of Secondary School Principals, Portland, Ore.
- Feb. 29-Mar. 3—NEA Department of Audio-Visual Instruction, Cincinnati, Ohio.
- Mar. 6-10—Association for Supervision and Curriculum Development, Washington, D.C.
- Mar. 24-26—4th National Conference on Aviation Education, Denver, Colo.
- April 10-13—California Association of Secondary School Administrators, Santa Monica, Calif.
- April 19-22—National Catholic Education Association, Chicago.
- April 20-23—EFLA, American Film Festival, New York, N.Y.
- April 24-28—National School Boards Association, Chicago.

St. Louis, Lincoln, Neb., East Lansing, Mich., Detroit, a large area of Florida, and Honolulu.

Local, network and educational TV stations will carry the classes three afternoons a week for 15 weeks. The students will be given tests and projects by the UW extension division, which will handle grading of papers and other administrative functions.

**DAVI Picks Theme For Coming Convention**

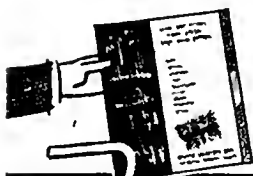
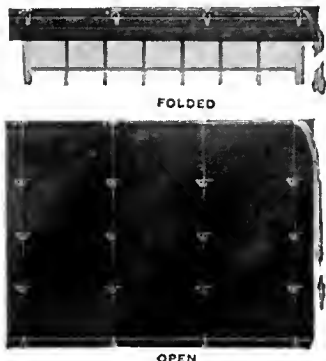
The DAVI national convention committee has selected "Concentrating Educational Forces" as the theme of the 1960 convention to be held at the Netherland Hilton Hotel, Cincinnati, Ohio, February 29 through March 4. In selecting this theme, the committee members said they felt it was time for all phases of education to join forces in order to meet the educational demands of our changing society.

The keynote address will be delivered by Ernest O. Melby, professor of education at Michigan State.

*for perfect darkening of any size window!*

**FORSE DARKENING SHADES & DRAPERIES**

- Made of finest fabrics
- Custom-made, any size
- Complete, ready for installation
- Guaranteed for ten years
- Used by schools everywhere
- Draperies in decorative colors



**FREE**

Fabric Samples; Complete Information; Price Schedules . . . Write for "Shade" or "Drapery" Literature OR BOTH.

**Forse MANUFACTURING COMPANY**  
2349 SULLIVAN AVE. • ST. LOUIS 7, MISSOURI

# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.



**The Vikings**—In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson in Mythology**—Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$7.00. With guide, \$7.30.

**Knights of the Round Table**—A set of two filmstrips. Part One, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50.

**Richard III**—Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**Alexander the Great**—Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe**—In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$4.00.

**Hansel and Gretel**—In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kine-mins of Michael Myerberg's screen version, released by RKO Radia Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth**—In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Ulysses**—In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**

10 Brainerd Road, Summit, New Jersey

# No Day Of Rest

The editors of this magazine, since its beginnings, have acknowledged that audiovisual people have religious beliefs, too. We know that most of you attend worship services and believe that your children and your neighbors' children should have the opportunity to learn about religion and develop their own religious beliefs. That is why some of the pages in practically every one of the 384 issues of this professional journal have been devoted to the uses of motion pictures and other audiovisual materials in religious services and education.

We have known and recognized that audiovisual skills and knowledge needed to make best use of AV materials in schools are the same that are needed in religious education. It followed naturally, then, that a good and useful audiovisual magazine should provide for continuous interchange of ideas and experience for all kinds of groups in all kinds of learning situations. So that's what we've done and what we shall continue to do.

Proud as we are, however, of the contributions this magazine has made to the developments in the audiovisual field, that isn't the main point of these comments. We want to make a special appeal to every teacher, supervisor, and school administrator, who knows about the value and use of audiovisual methods in secular education, to make greater contributions of this knowledge and experience to the church of his faith.

We know of AV people, and maybe you do too, who say in effect, "I'm entitled to my day of rest, too. I don't want to be working at audiovisual every single day of the week!" But there are real contributions that this person can make that even he shouldn't consider as work. There need be no day of rest for audiovisual materials.

In many instances, all that is needed is just a little more knowledge and understanding about audiovisual materials. The right word to the right person at the right time might start some thinking and doing. Information about materials and their sources placed in the hands of teachers and religious leaders might stimulate action. What you know about audiovisual equipment and how to maintain it in best condition may be the knowledge needed to get an audiovisual program rolling. Or it may be your administrative skill that is needed to draw up the plan and chart the procedures.

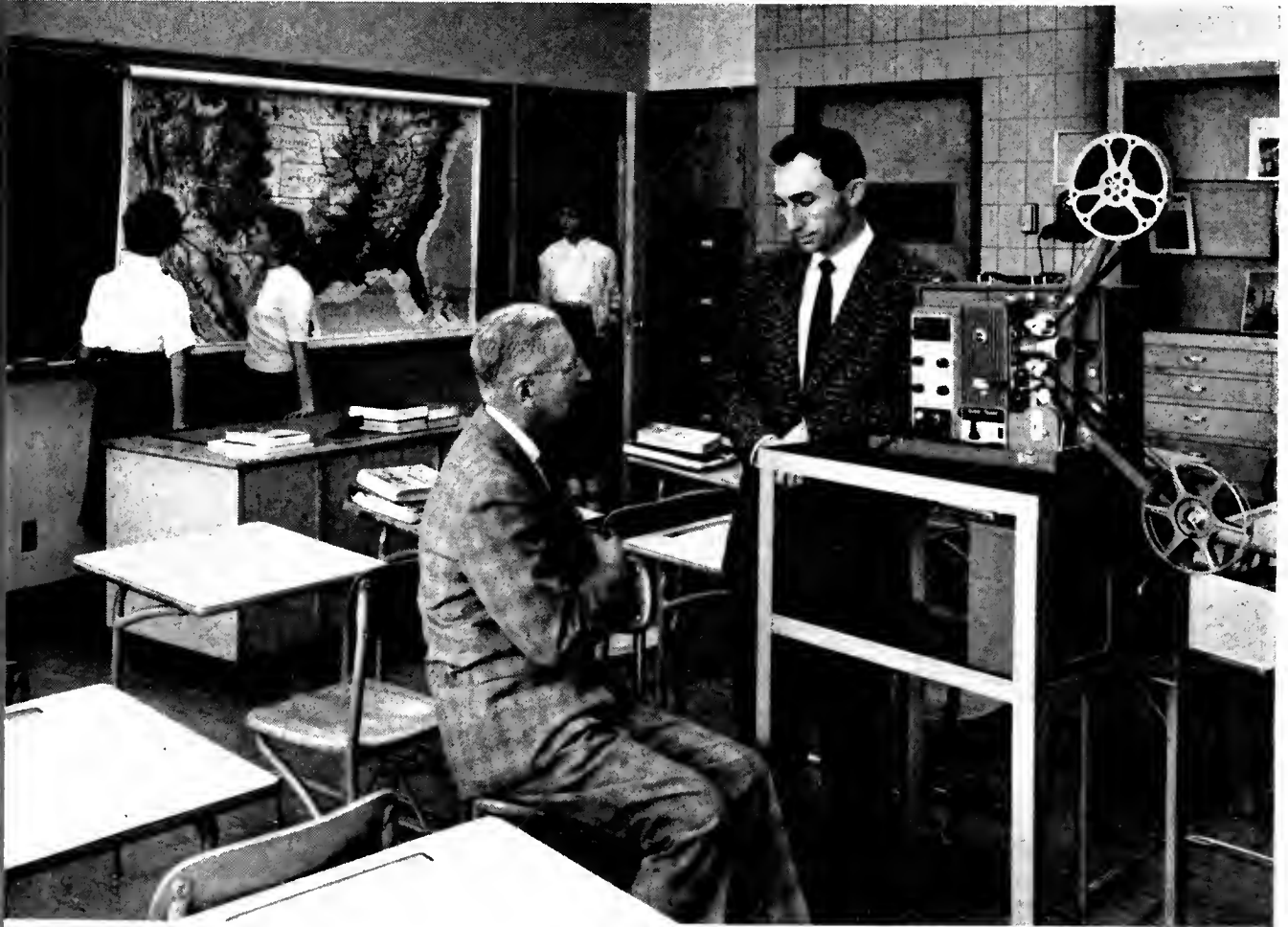
Don't commit yourself right away, if you don't want to; but we do urge you to give this some serious thought. Think about the various group learning situations at your church that could be made more effective through the use of pictures or recordings. Try to figure out what the specific blocks are that are preventing the introduction and use of audiovisual methods. You could work with others to find the ways for eliminating those obstacles and putting AV tools to work on the seventh day of the week. And don't be trapped by that tired excuse about lack of money. Remember that in this country there is always enough money for anything the people really want.

In the decade just passed, there was phenomenal increase in the use of audiovisual materials and equipment in religious education and worship services. With your active assistance, progress during this new decade can be even greater. We're going to help, too. You can count on *Educational Screen's* continued assistance in sharing with you the inspiration and experience of others.

*Paul C. Reed*

**Kodak**  
TRADE MARK

(Woodrow Wilson Jr. H. S., Wyandotte, Mich., L. D. Murphy  
ected), AV Director for the Wyandotte Schools, tells how:

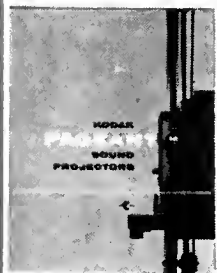


**“Our classrooms put conveniences teachers need at their  
finger tips . . . So, too, do our Kodak Pageant Projectors.”**

“Before approving plans for our building, we asked our teachers what they needed to teach most effectively. As a result, we have built display cases, file cabinets, and flat storage drawers in every classroom, and project rooms adjoining most classrooms. When it comes to showing educational films, our teachers want and get the same kind of finger-tip convenience from our

Kodak Pageant Projectors.”

Put control and convenience at the finger tips of *your* teachers with the Kodak Pageant 16mm Sound Projector. Folding reel arms and attached drive belts make the Pageant easy to set up and use. Ask any Kodak Audio-Visual Dealer for a demonstration at your school. Or get details by writing for Bulletin V3-22.



*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

# Fine Arts in the Green Mountains

by Janet S. Reed

"Middlebury College is located on a broad hill overlooking a typical Vermont village and a wide sweep of the Champlain Valley, with the Green Mountains visible to the east and the Adirondacks to the west. . . Middlebury is halfway between Rutland and Burlington, Vermont."

Thus the location of Middlebury College is described in the 1959-60 issue of the catalog.

More exactly, Burlington and Rutland are each 35 miles from Middlebury. Williamstown, Massachusetts, is about 90 miles to the south. Glens Falls, New York, is 70 miles to the southwest. The nearest large city is Boston which is 200 miles distant. New York City is 245 miles away.

Just what does this information have to do with the methods of teaching fine arts at Middlebury? Precisely this: a college which is located in what might be termed a "remote" spot presumably cannot take advantage of cultural opportunities which cities afford. While studying fine arts a student cannot board a subway or bus and go to an art gallery to see an original Rembrandt or Degas or Klee.

Middlebury College has not said, "We have no art galleries here, therefore we cannot offer fine arts courses." Quite the opposite is true.

With the aid of projected pictures the college Fine Arts department and its faculty of three is able to offer a wide scope of courses, especially for a college with an enrollment of 1200 undergraduate students. Courses are taught both in art history and practical fields. For example courses are offered in the history and theory of both Western and Eastern art, in the history and genesis of American art, in Italian Renaissance art, in modern architecture and modern art. Practical courses are also offered in design, charcoal drawing, oil painting and water color.

Facilities for the study of fine arts are located in Carr Hall, completed in 1951. This building contains two lecture rooms, a library, a large studio and office space.

Our major concern, though, is with the course in art history and how they are taught—minus the benefit of nearby art galleries and museums but rather through audiovisual methods.

The structure of all of these courses is basically the same. Textbooks or outside readings to be done in the library provide a background of materials to be covered in class. Classes meet either three times a week for one hour or two times for one and a half hours. The professor lectures, assisted usually by the use of color slides. These slides provide the backbone of the courses.

An integral part of each hour test or final examination is the identification of pictures pro-







The statue pictured is a 6 in. high piece from the Belgian Congo, made by a member of the Baluba tribe. This is the type of work shown in some of the slides used by the Middlebury College Fine Arts department. A close-up, right, of the same statue shows how detail can be shown clearly via photograph-slide.





Professor Healy shows slides for identification during an hour examination.



Carr Hall, completed in 1951, is headquarters for Middlebury's Fine Arts Department.

jected on the screen. During these tests the professor will show each slide to be used, usually six to ten in number, for one minute apiece. This enables the student to see the scope of the slides to be used on the test and to decide which ones to write about, as a choice is usually given. Each slide is then shown for five minutes during which time the student is asked to name the building, sculpture or painting, the artist and approximate dates of rendition and to discuss the picture as to style, relation to specific periods in art history and so forth.

But the primary use of the slides is for class lectures. During his talk, the professor shows slides to illustrate the material. Sometimes enlarged sections of paintings are shown which allow the student to see details he might have missed in the slide of the whole painting or even in viewing the original.

The Fine Arts department in Middlebury has a collection of about 10,000 slides collected over 15 years. These range from slides of Greek architecture and sculpture through the most modern paintings.

The oldest slides, mostly of classical works, were conscientiously gathered by former classics teachers. The efficacy of these slides is limited by the fact that they are somewhat antiquated and the colors are beginning to fade. The College Art Association contributed more than 4,000 slides, all mounted and catalogued. In this collection are works of art from the year 1400 to the present time.

The Fine Arts department has also bought slides from year to year from regular department budgets. Two to three hundred dollars are thus spent each year to fill in the gaps. The most recent acquisition is a collection of color slides of American art from The Carnegie Corporation. Faculty members and former students have contributed slides they have taken on trips to European art galleries and other parts of the world.

Occasionally, the Fine Arts department can take advantage of traveling exhibits of the Museum of Modern Art in New York City. In the fall of 1958, for example, the college had an exhibit of Japanese architecture.

Middlebury's location does not mean that students do not go to galleries at all. The class in the "History and Genesis of American Art" goes to the Sterling and Francine Art Institute in Williamstown to view the small collection of American paintings there. Students who live in the Boston, New York or Washington, D.C., areas often visit the large galleries during vacations. One student, while doing a term paper on Albert Pinkham Ryder last year, took advantage of a special exhibit of Ryder's paintings at the Museum of Fine Arts in Boston.

Student reaction to this method of teaching fine arts is good. They may not go to art galleries while they are actually taking a course, but their appreciation of art, gained through the projected pictures they see, provides pleasure and also a background of understanding of art for visits to art galleries when they are not in school.

The audiovisual method used in teaching the art courses at Middlebury is probably a principal reason why the courses are so popular and the enrollment in them is so high.



In the promotion of its 'live' study of Spanish, Texas Southern University uses planned activities and also the oral-aural technique of the language lab.

# Classroom Spanish Comes Alive

by Ben Waddell

The gap between theory and application in modern education offers a challenge to today's linguist, but a university Language Club in Texas has sought to narrow the gap by means of incorporating real-life activities.

In the spring of 1959 teachers and exceptional students of Spanish at Texas Southern University organized a Spanish club under the sponsorship of Otto Ramsey, an associate professor of foreign languages. Their objective was to acquaint students of Spanish with customs and mores of Spanish-speaking people and to create an understanding and an appreciation of Spanish values.

The club became aware of the linguists' argument that a language cannot be separated from its people. In justifying the argument, the club employed the cultural concept and achieved its goal by actually living the language. Recordings, moving pictures and other audiovisual aids played a part in the group's accomplishments.

This endeavor has been achieved through successful planning of Spanish activities and by carefully planned laboratory techniques. The club's activities have great variety. They range from programs to *tertulia*, a friendly evening home gathering which features simple Spanish conversation, games, music, dancing and other forms of entertainment. Perhaps, the best affair is Pan-American Day which is celebrated with an all-university assembly program conducted in Spanish. The program includes speeches, songs, dances, readings, etc.

Spanish fiestas provide an opportunity for students of Spanish to speak the language with students of similar interest. However, the most progressive technique used by the club is known as the "lab approach." The laboratory procedure makes extensive use of oral-aural techniques and audiovisual aids. Professor Ramsey says, "We learn by imitating, and the oral-aural method has proved to be a successful technique in language teaching."

Recordings for the oral-aural method are made by the teachers in conjunction with the students' textbook. Since lessons are made from textbooks students may use their textbooks as guides. Therefore the student may listen to the recording while simultaneously reading the language in his guide. By reading along with the recording, the student can verify the pronunciation of new words.

Multiple-jack sets are used which enable several students to listen to one machine simultaneously. Bothersome noises are also minimized through the use of earphones which muffle outside disturbances.

"The club has made tremendous progress in its short life," enthuses Dr. Albert H. Berrian, department head of Foreign Languages. He asserted further that the program of the Spanish Club is consistent with modern trends in the area of foreign languages. As a result of the club's activities some students have received scholarships. Also the club has exchanged students with the University of Madrid in Spain.

Because of sound teaching and the use of appropriate audiovisual aids, the study of Spanish at Texas Southern University is very much alive.

# CCTV: Campus Lab for Teacher Education

by Robert R. Nardelli

CLOSED circuit television began at the San Diego State College campus during the 1958-59 school year with the completion of a system which related 26 college classrooms, 11 classrooms in the campus laboratory school, and a studio in the Speech Arts department.

A growing enrollment and the demonstrated instructional possibilities of instructional television were factors which prompted this investigation. Also, the California State Department of Education had indicated considerable interest in a project to study the possible contribution of a campus laboratory school to teacher education through this medium.

Facilities were available in the campus school and in neighboring school districts for observation by students of teacher education. However, there were problems of time involved in leaving the college class for such observation. Overcrowding of elementary school classrooms by large college classes also presented a problem. Consequently, it was decided to begin television programming on a restricted basis although some limitations in equipment were apparent at the outset.

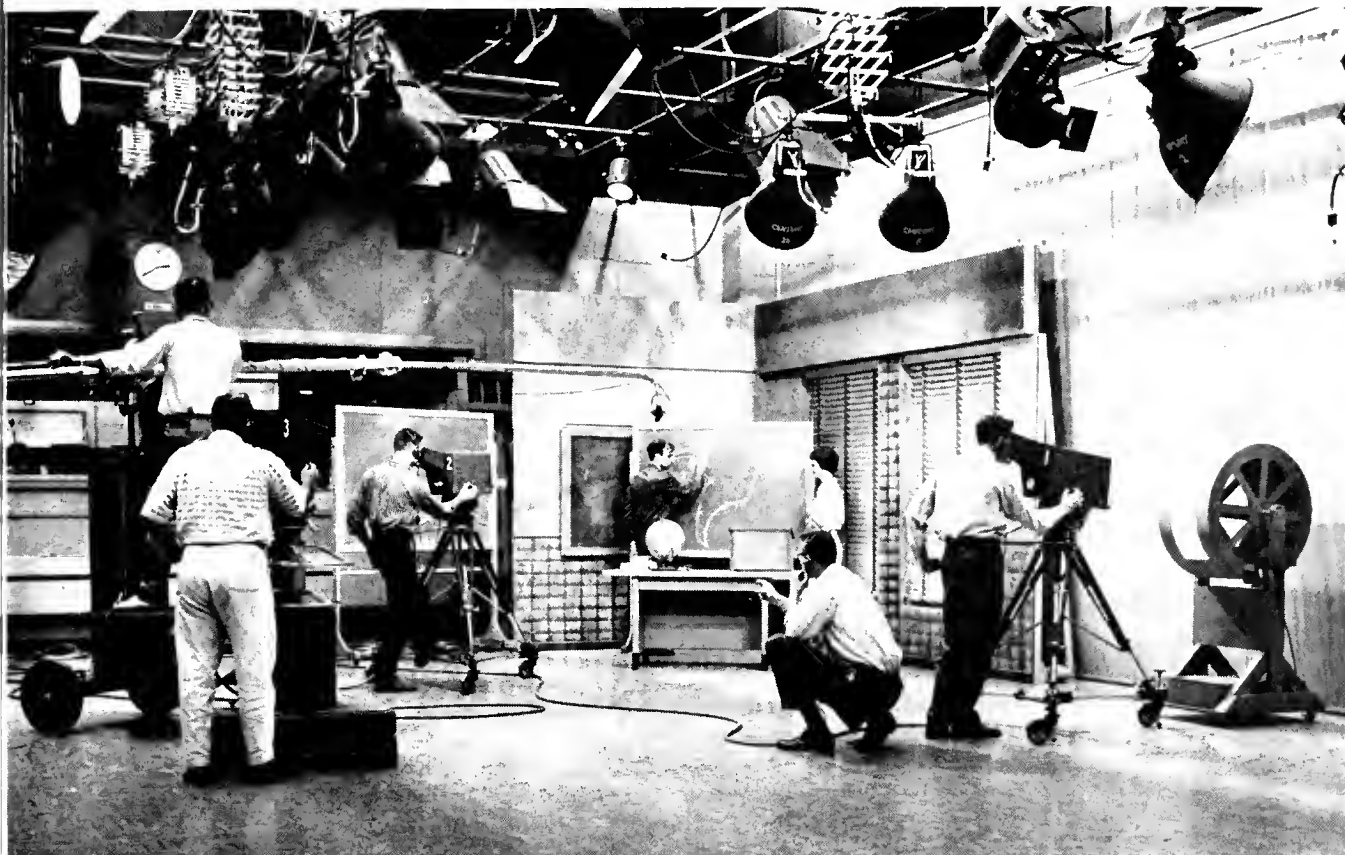
## *A Description of the Facilities*

The project was made possible through the cooperation of the Speech Arts department of the college. This department made equipment available to supplement the equipment belonging to the Division of Education. More important, the Speech Arts department provided the necessary technical assistance to produce the programs, which were directed by the school principal.

An outstanding feature of the television system at the College is the well-equipped studio of the Speech Arts department. This studio is capable of various functions, and includes the following.

1. Three broadcast standard vidicon studio camera chains.
2. A film chain, consisting of two film projectors and one slide projector.
3. A kinescope recorder.
4. A microwave link for televising through commercial channels in San Diego.
5. An electronically controlled lighting system.
6. A rear screen projector.

The campus laboratory school closed circuit television system operates as a radio frequency distribution system rather than by video distribu-



The main broadcasting studio at San Diego State College. Operators of equipment are students enrolled in the television workshop.



A view of the studio's control panel and the students who operate it.

tion. Further, the campus laboratory school system may operate independently or as a part of the College-wide system. At the present time there are sixteen 24-inch console model home television receivers used for classroom viewing.

Among the items of equipment in the Campus School are one viewfinder industrial camera chain and one TV-eye industrial camera.

The camera work was done by graduate and undergraduate students in the broadcasting curriculum, under the supervision of Speech Arts Department faculty and technical staff members.

#### *The Instructional Program*

Implementation of the study was preceded by the formulation of these broad objectives:

1. To study the use in a campus laboratory school of closed circuit television for purposes of teacher education.
2. To determine the types of demonstration lessons most helpful to a professor of education in illustrating vital points in the theory of teaching elementary school subjects.
3. To determine personnel requirements and study appropriate teacher load in demonstration work for television.
4. To explore technical and operational problems involved in the use of closed circuit television for teacher education.
5. To be of service to other institutions of higher education by adding to the growing body of information on television instruction.

#### *Campus Laboratory School Faculty*

Initially, members of the Campus Laboratory School faculty were queried regarding their willingness to participate in closed circuit television demonstrations. All members of the faculty indicated interest in the program. The second grade was selected as the primary level grade because this grade already was being used for demonstrations for classes in methods. The fifth grade was selected as the upper elementary school grade in order to give the program additional balance.

#### *Instructional Faculty*

The next step was to inform members of the instructional faculty that demonstrations by closed circuit television would be available to them. From the beginning, great care was taken to assure the various professors who indicated an interest in the project that the Campus Laboratory School was hoping to provide a useful and significant supplement to their instruction through planned demonstrations of teaching techniques which would be helpful to their college students. These demonstrations should apply to the topics currently under discussion in the class and should not be random type lessons.

It was believed that best results would come from demonstrations planned jointly by the professor and the demonstration teacher in the campus school. Consequently, those professors who responded were asked to meet with the demonstration teacher to plan the lesson in advance. Some professors were content to indicate their needs in rather broad terms. Others were specific to the degree that they provided exact outlines of points they wished to see illustrated with suggestions for experiments to be demon-

strated and materials to be used. Ample time was provided to the professors and demonstration teachers to plan the lessons adequately.

#### *Length and Type of Lessons*

A major decision was to limit each lesson to 20 minutes. The short demonstration period enabled the professor to prepare his students in advance, and to follow up the demonstration with a complete evaluation in terms of the topic under study. It was decided that only instructional techniques involving overt and easily observable participation by teacher and pupils would be employed, leaving the children to complete their seat work and more quiet types of activities after the conclusion of the demonstration. (Observation of children reading quietly at their desks is a pleasurable experience to their teachers but may be of questionable value to teachers in training.)

#### *Preparation of Children*

Before the demonstrations began, a television camera and monitor were brought into the classroom for the children to see. They were told they would be participating from time to time and were informed of the purpose of the work. The children then were allowed to see themselves in the monitor and wave at the camera in order to get that human foible "out of their system." They were urged to ignore the camera and to concentrate on the business at hand.

#### *The Lessons*

Following are examples of lessons requested by various professors: (1) Arithmetic (measurement of liquids and solids); (2) Reading (word analysis); (3) Science (critical thinking, displacement of fresh and salt water); (4) Reading (preparation for reading in the content fields); (5) Social Studies (solving of problems in harbor traffic through dramatic play); (6) Child Growth and Development (levels of maturation).

The number of children employed was limited to ten, except in the cases of the social studies and child growth and development demonstrations. The reasons for this limitation were technical rather than professional. It proved too difficult to cover great numbers of children with the available camera and to hear adequately with the available audio system.

#### *Evaluations by Professors and Students*

Professors and students were asked to make evaluations regarding technical and professional aspects of the project. No attempt was made, however, to compare the learning of students through television with their learning through conventional methods of instruction. Reactions generally were favorable although a number of deficiencies were indicated.

All were agreed that a campus laboratory school can make a significant contribution to teacher education through closed circuit television. Positive general reactions may be summarized as follows:

1. Demonstrations were highly successful in illustrating methods which had been described in lectures.
2. Pupil responses were clearly audible when work was conducted in small groups. (Observers in classrooms often say they cannot hear small children from the back of the room.)

3. Time was saved by bringing the demonstration to the college classroom instead of taking the college class to a room in an elementary school.

4. In many cases, facial reactions of pupils were more visible on the television screen than they would have been from the back of a classroom.

5. Large numbers of students (60 in one case) were able to witness the same demonstration, providing a common experience for purposes of lecture and discussion.

6. Specific lessons can be demonstrated satisfactorily through closed circuit television.

There were a number of unfavorable reactions, most of which can be remedied through additional equipment and personnel. Items for improvement included the following:

1. Improvement in the coordination of camera work with teacher or pupil activity at appropriate times was recommended.

2. The lack of a zoomar lens prevented adequate visibility of charts, pictures, and other small items which were vital to the lesson (this was rectified in the final lessons in science through the addition of the TV-eye camera).

3. A need to improve the pacing of some lessons was indicated and a recommendation for more exact preparation of lessons (virtually scripts) was made.

4. The audio system was unsatisfactory when work was carried on with large groups in various parts of the classroom.

## Conclusions

A campus laboratory school can play a significant role in teacher education through closed circuit television and close cooperation between demonstration school teachers and professors of education for whom lessons are prepared is imperative. Lessons will be most successful in those cases where the professor explicitly contributes ideas and specifies clearly what he wants his students to see.

The full potential of closed circuit television cannot be realized until all necessary equipment and trained personnel are available.

Many types of lessons which are restricted to a particular classroom area can be demonstrated well over closed circuit television. Similarly, lessons involving extensive movement about the classroom present certain technical problems which are difficult to overcome in any room which is not a fully-equipped studio.

## Recommendations for Future Study

Appropriate demonstration teacher load was not determined by this investigation. Additional study of personnel requirements, needed in-service education, and time involved in the preparation of lessons is indicated.

A continuing problem will be that of educating members of the instructional faculty to the potential use of closed circuit television. Thus it will be necessary to devise ways of stimulating interest in and support for this medium.



Mrs. Aileen Birch, second grade supervisor, teaches column addition using a magnetic board and discs. Visible equipment includes the monitor, a viewfinder industrial camera and a TV-eye industrial camera.



Mrs. Birch works with a reading group in the second grade.

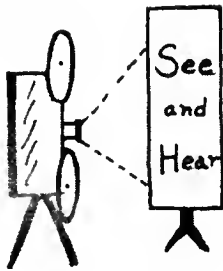
ST. LOUIS PARK PUBLIC SCHOOLS  
Audio-Visual Department

ST. LOUIS PARK  
Minneapolis 26, Minnesota

December, 1959

Audio-Visual Instruction in St. Louis Park Schools

Dear Parent:



You have perhaps heard it said that "Seeing is believing", or you may have heard that "One picture is worth a thousand words". There is a lot of truth in these sayings. The use of Audio-Visual (illustrative) materials in teaching demonstrates the soundness of these sayings.

The principal objective of our program is to help students learn more effectively at all levels in our schools.

It is a widely recognized fact that the St. Louis Park schools have one of the very best audiovisual programs in the state.

by Donald Schutte

# An AV Try for Better Public Relations

The following is the content of an 'audiovisual newsletter' sent recently to all parents of junior and senior high school students in St. Louis Park, Minnesota (a suburb of Minneapolis). A similar newsletter is to be sent also to parents of elementary students.

For more evidence of really progressive thinking, we quote Mr. Schutte, who is AV director for St. Louis Park public schools:

"This is but one phase of public relations for audiovisual. We have film and slides on our AV programs and are showing them to PTA groups, school boards, etc. We also put forth more or less of a continual effort for articles and pictures in the local papers."

Dear Parent:

You have perhaps heard it said that "seeing is believing," or you may have heard that "one picture is worth a thousand words." There is a lot of truth in these sayings. The use of audiovisual (illustrative) materials in teaching dem-

onstrates the soundness of these sayings.

The principal objective of our program is to help students learn more effectively at all levels in our schools.

It is a widely recognized fact that the St. Louis Park schools have one of the very best audiovisual programs in the state.

What are audiovisual instructional materials? Audiovisual devices are efficient tools by means of which ideas are communicated to the students. Typical audiovisual materials are: educational motion pictures, slides, filmstrips, phonograph records, tape recordings, educational television, bulletin board pictures, displays, models, and other illustrative materials.

Why do we use audiovisual materials? Learning results from experience. Audiovisual materials make it possible for pupils to experience many things they could not otherwise have contact with. These materials provide a common experience background, thus making possible intelligent group discussion of problems. Audiovisual materials make objects and ideas more realistic by illustrating them, thus providing a



concrete image for the learner to incorporate in his experience background. Research studies prove that audiovisual materials, when properly used result in 20 to 40 percent more learning in less time. They also promote up to 40 percent better retention of the things learned over a longer time.

Audiovisual materials make learning interesting. An interested student learns faster. There is a more complete focusing of attention on the subject under consideration. The clarity of the multisensory perception inherent in the audiovisual method helps students learn readily, as verbal symbols become more meaningful when illustrated.

Audiovisual materials can conquer time and space. They can bring the world into the classroom, making it possible for pupils to experience indirectly numerous things, places and events which it would be impossible for them to experience in any other way. Slow motion, animation, high speed action, microphotography and other special techniques used in films make possible many observations beyond the range of normal human experiences and help to clarify many a perplexing problem.

In the 1959-60 school year 650 educational motion pictures will be used in the classrooms of St. Louis Park High School. A total of 878 educational motion picture films will be used in the Central and Westwood junior highs. Educational films are used to some extent in the teaching of almost every subject in our schools. These films are particularly valuable in teaching the sciences, English and social studies. All of these materials are made available at a cost of less than 85c per pupil for the year. By means of such films, learning opportunities which could not be obtained by other methods are made available to the students.

Tape recordings and phonograph records are used extensively and very effectively in the teaching of many subjects including music,

speech, foreign language, science, English and social studies. Tape recordings from the State Department of Education tape library and other sources, as well as locally produced tapes, are used.

Materials collected from various sources including newspapers, magazines, textbooks, and student-made materials are projected for class use by means of the opaque projector. Materials of this kind are used in Health and Physical Education, in art, in social studies and in other subjects.

We have 35 mm filmstrips which contain a series of illustrations and systematically organized around a given topic and are used in teaching a number of subjects. They are particularly valuable in teaching junior high science. One advantage of filmstrips is that discussion and questions can accompany the showings of these materials.

In addition to providing commercially prepared audiovisual materials, the audiovisual department also prepares instructional materials such as still pictures, motion picture films and recordings for use in our schools. The audiovisual department has charge of student camera clubs in each of our schools. Photographs for school publications and for classroom use, annual reports, etc. are taken and processed by the audiovisual department.

Most all classrooms in our schools are equipped with darkening drapes and wall screens to facilitate the projection of visual materials. An adequate supply of projectors, recorders and related equipment is available in the audiovisual center in each building.

Audiovisual devices bring the world to the classroom. These methods promote more efficiency in learning. This is a very important function in today's educational process.

D. F. Schutte  
Audiovisual Director

Mr. Schutte is telling the parents about up-to-date techniques like this.



# In the Church Field

by William S. Hockman

## Seeing Motivates Use

Visual aids are like a lot of other things—you are not likely to use what you don't know about. And right here I would like to add: You aren't very likely to use what you know about until you see it!

It is right here that many churches are finding their bottleneck in the utilization of visual aids: getting leaders and teachers to see the stuff.

This I know for a certainty—You can't over estimate the value of a table-type filmstrip previewer when it comes to motivating this seeing and previewing which is so basic to use. (See front cover.—Ed.) It by-passes the bother of using a projector; it saves time; it is just plain convenient. That's why this departmental leader is here. The church has made it easy for her to see the materials it has bought and told her about. So, if you would stimulate use, make previewing easy with a table-model filmstrip previewer.

## Flat Teaching Pictures

It would take the next eight pages to picture and tell the story of how the Central Lutheran Church (4th Ave. S, at Grant, Minneapolis 4) developed one of the finest libraries of teaching pictures in the country. Containing more than 600 mounted and catalogued pictures, this great resource has been in use more than 18 months and everyone is enthusiastic about it.

It all started when the right people got interested: those who appreciated the power of flat teaching pictures to enrich classroom teaching and departmental worship, plus those who had the know-how involved in uniform mounting and cataloguing. Money was needed, not a great deal, but it was forthcoming.

This visual resource is related to the other visual aids used in the church school: flannel graphs, filmstrips, objects, etc. A chairman is in charge and is responsible for all phases of the work, including keeping the church

school staff informed on what relates specifically to current curriculum. Useful guidance on the selection and utilization of this type of teaching aid has been developed. This is the most thoroughgoing approach I have heard about and some way should be found to make their experience and practices widely known. Perhaps a descriptive pamphlet would sell at a price to recover the cost. I am certain many churches would like guidance in building up a similar resource.

## Getting Our Money's Worth

Our assistant minister is staff advisor to the Sunday evening Youth Fellowship of older teenagers; I am program advisor for the Men's Club which meets monthly for dinner. When it was suggested, the men thought the idea of having a panel of teenagers discuss youth-parent relationships before one of their meetings a mighty good idea. How to get the panel? I took the idea up with the assistant minister and he said it would be easy to get a panel of youth for the men if I could get a panel of men to come before the Fellowship to discuss the same question: Teenage-parent relationships.

Now our problem was getting the show on the road; how to get momentum and direction in these discussions of this question before the men and the youth. Here is where the film comes in, and where knowledge of what is available pays off: I suggested that we use the kinescope, *The Tyranny of the Teenager*, (from the Broadcasting and Film Commission, of NCC, 475 Riverside Dr., N. Y. 27) to spark our discussions. That sounded like a good idea to my fellow staff member so the film was booked.

When it came, two days early, it was previewed by the panel of youth which was to appear before the men, and the assistant minister did a fine job of preparing them in terms of what the film had to say on the subject. Before the men (100 present) they did a swell job, making state-

ments and then receiving the tough questions of the men. When adjournment time arrived, the discussion was going full tilt.

Now, once into the fray and with lots more to say, we had no trouble at all getting a panel of men to volunteer to go before the fellowship meeting of the young people the following Sunday night. The film was kept over, and a second rental paid.

Now the young people were on their own ground, and the panel of Wednesday night formed a cadre of seasoned veterans who really popped the questions to the men when the film had been shown to the young people (some 65 attending). After the film each one of the six men on the panel made a short statement on some aspect of the film that caught his attention, and then the general forum began. The assistant minister did a skillful job of moderating the meeting and a 'fine time was had by all.'

Thus we wrung the juice out of that film and got our money's worth. We got a lot more! The men got a view of the youth that they needed; and the youth got some of their battering-rams of unseasoned opinion badly bent on the wall of adult experience. The free-style mental wrestling revealed the agility of youth and the solid weight of adulthood—and both age groups came out of the arena with some opinions pretty badly battered but with their principles pretty well intact. Oh yes, here and there you could see a bright tail-feather of adult conceit lying around the premises, and here and there some adolescent presuppositions littered the landscape.

And, last but not least, an 'old' minister had his faith in films renewed, and a 'new' one got a glimpse of their utility and power when properly hitched to the job.

## Filmstrip Notes

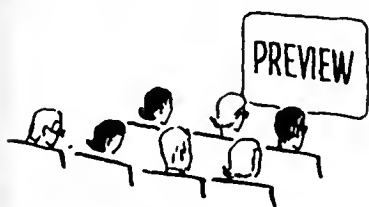
*Next Steps In Religion*, a color filmstrip with script, record, and user's guide which was produced by the Department of Christian Family Life of the General Board of Education of the Methodist Church (201 Eighth Street, Nashville 3, Tenn.) as a sequel to another filmstrip *First Steps in Religion*.

Just as the first was to be used with pre-school parents, this latest one is for the parents of children of the primary bracket—first, second and third grades. The accent falls on two facets of the complex problem: it helps the parent of small children better understand what they can do in the home about the teaching of religion, and it explains to them the broad role of the church school in the life of the child.

's a good job all the way and worth the purchase price of \$10.00.

Bread! Men will fight for bread! They will also cooperate to secure sustaining bread for themselves and their families. For the color filmstrip, *This Sustaining Bread*, Joseph Escourido did 61 frames of original art in delightful color. It illustrates the inspired prose-poetry commentary of Darius L. Wann. Back of both is specially selected background music. When appreciated for what it is—a devotional filmstrip with audience participation—carefully rehearsed, and skillfully presented, it will measure up to a reverent and uplifting meditation on what bread does mean, and can come to mean, in the lives of men. Complete with record (which is recommended), \$12.00 from your A-V dealer or Friendship Press, 475 Riverside Drive, N. Y. 27. Price with script only, \$6.00.

*Holy Week In Jerusalem* (45 frames; color photography) depicts what a visitor to the Holy Land might expect to see in and around Jerusalem during the week preceding Easter. It traces the path which Jesus and his disciples probably trod, beginning on Palm Sunday and including Bethany and Nethage, Church of Pater Noster, the Vale of Kidron, Gethsemane, Church of All Nations, etc., and then stopping at the traditional Stations of the Cross.



**FILMSTRIPS FOR CHRISTIAN EDUCATION**

Some recent releases:

A. D. 29 Art by Harold Minton

GOD THE CREATOR Art by Oliver Grimley

HOW DO YOU LOVE YOUR NEIGHBOR? Color photographs

MEMBERS ONE OF ANOTHER Art by J. Thomas Leamon

HOW THE OLD TESTAMENT CAME TO BE Art by George Malick

A SKETCHBOOK ON GREATNESS Art by Oliver Grimley

Full color. \$5.50 each.

Write for free folder

**CHRISTIAN EDUCATION PRESS**  
1505 Race St. Philadelphia 2, Pa.

The age level is Fifth Grade and up, and on the basis of general quality and utility it is recommended. Complete with LP record, \$9.00; with script-guide only, \$6.00. Produced by and available from SVE, 1345 Diversey Parkway, Chicago 14, Ill.

I would like to recommend two 'Easter' filmstrips which deal with the seasonal aspects of the subject and not the religious—except in a nicely oblique manner. They are: *Mrs. Hen's Easter Surprise* and *Mary's Easter Lambs*. Both are by SVE and are beamed at the Kindergarten-Primary

age bracket. Both are good, but I enjoyed *Mrs. Hen* more. (At last she finds a place to lay her eggs and hatch a family—but, one egg is bigger than the others, and takes longer to hatch. Yes, you guessed it. Mrs. Duck laid an egg in Hen's nest! Well, he was so cute—big feet, broad bill, wiggly tail, and funny voice. What a happy and interesting family, as they cross the lawn!) Yes, the lambs are born at Easter, and this gives Mary and her brother great pleasure and something wonderful to share—and, we hope they did not wear those little critters out the first

**PHILCO®**

Only \$1445.



**NEW All-Transistor TV Camera puts Instructional TV within your reach...right now!**



This first fully-transistorized TV camera for educational use is revolutionary in compactness, low cost, ease of operation, brilliant performance and reliability. Before you buy any closed-circuit television, be sure to see this remarkable Philco camera. Our engineers will gladly help you design a TV system to fit your specific requirements. Get the facts now... write for your free copy of the Philco TV Planning Book.

PHILCO® Government & Industrial Division  
4702 Wissahickan Avenue, Phila. 44, Penna.  
In Canada: Philca Corp. of Canada, Ltd.  
Dan Mills, Ontario



**NEW**  
**FEATURE-LENGTH**  
**MOTION PICTURE for**  
**EASTER**  
 by FAMILY FILMS



The aged Peter in prison with other Christians, awaiting unknown tortures and possible death, comforts and reassures a young man by telling him the story of his own faith. We see the proud, boastful Peter turn into a coward and a traitor the night he betrays his beloved Lord. And then miraculously the fearful, trembling man becomes Peter, the rock, as the power of the Holy Spirit comes upon him, and the true meaning of the resurrection becomes a living reality in his life.

Hope and encouragement to all people everywhere today is offered in this dynamic spiritual film, as Peter emphasizes—"The power of His resurrection was not just for the day in which He rose from the dead — it is for today — for you and me. He is alive!"

For the spiritual impact of the year in your church, ask your film library for "THE POWER OF THE RESURRECTION," or write

*Family Films*

5823 Santa Monica Blvd.  
 Hollywood 38, California

**60 MINUTE SOUND MOTION PICTURE**  
 Daily rental — \$37.50 color, \$25.00 black & white

couple of days. In both the art is good, and stories nicely told. Both, with back-to-back narration on one record \$13.50; both with commentary-guide, \$10.80; each complete \$9.00; each with guide-script only, \$6.00.

In its "Great Stories from the New Testament" Encyclopedia Britannica Films Inc., (Wilmette, Ill.) has produced eight titles, each with 32 frames of art and a reading script:

*The Story of The Nativity* combines the Lucan and Matthew accounts as it might have been seen and understood by one of the Wisemen.

*Jesus Prepares for His Ministry* covers this period in Jesus' life, brings John the Baptist into the scene, tells of Jesus' temptations, his calling of the disciples as it might have been experienced by Simon Peter.

*The Teaching Ministry of Jesus* attempts to convey the central teachings of the Master, including the two parables: Good Samaritan and Prodigal Son; and, shows Jesus' love of children.

*The Healing Ministry of Jesus* shows incidents of healing, the gathering of the crowds around him, the increased concern of the Pharisees and priests.

*The Triumphal Entry and Last Supper* records the usual incidents of this period.

*The Trial of Jesus* by the various authorities seeks to give an understanding of why they were held and why he was sentenced, as observed by Peter.

*The Story of the Crucifixion* relates the death as seen by a Roman soldier, and recalls the 'seven last words' of Jesus. What is the general level of quality? It is good both in the art and the commentary. The basic pictorial material is the Fibocolor from Holland. While stylized, it has both beauty and vitality. The commentaries are scholarly, informative, and written with the aid of a consecrated imagination and need to be thus accepted. While the basic work was done with great competence by Weldon Johnson, Walter J. Harrelson, dean of the Divinity School of the University of Chicago, acted as a collaborator.

What is their utility? Good, as I see it. The producer says the age of widest use is 9 through 14; I would widen it to Junior through Adults. This is the Scripture pictured and explained, and who's too young or old for that? In fact, the last seven titles would provide a fine core for any minister's Lenten series. The ESV version is frequently and effectively quoted. I can see these used in connection with the regular curriculum in the Junior and Junior Hi departments.

The first title makes an excellent addition to any local church's library of Christmas materials. Each with manual and script is \$6.00; the series of eight boxed, \$48.00. These I recommend; the O.T. Titles are undervalued.

On Africa there are four new filmstrips of good quality and utility, produced by the United Church of Canada (Dickie Sada, photographer) and distributed by SVE—*Angola Awaken* 97 frames and for Junior Hi and above; and, *Gifts of Healing*, same age level and accenting medical work more. *A School Bell Rings In Angola*, 77 frames, for Primary and Juniors, and telling the story of a boy who wanted an education ever so badly; and *Firefighters of Angola*, Junior Hi and above, 72 frames, and telling the story of the teenage girls' movement whose members pledge "to take care of her body, to search for truth, to grow in the knowledge of God, and to serve others." Each without LP recorded commentary, \$6.00; each with recorded commentary, \$9.00; and the narrations are paired on the two records thus: first and second title; third and fourth titles. Highly recommended.

Family Filmstrips has produced five titles on Palestine which almost every church will find good and useful. The photography is fine (there could have been a few more close-ups, I believe) and the commentaries are interestingly cast and very informative, tying in at all times biblical background in terms of places, events and people. Available from your A-V dealer.

*Easter In Jerusalem*, 40 frames and for youth and adults, shows just what a Protestant would be looking for if he were to visit Jerusalem and vicinity during Holy Week and on Easter. An excellent unit to close a Lenten series with.

*At Home and At Work in Bible Lands* is for Primary children and runs 28 frames and shows daily chores in the home and work. *Shepherds In Bible Lands*, 31 frames and for Primary grades, shows the work of the shepherd and will help any child better understand biblical allusions to this vocation.

*Everyday Life In Palestine* (53 frames) and *Shepherd Life In Palestine* (50 frames) puts the content you would expect under these titles on the level of Juniors and up. This is good, and many local churches will welcome this closely grading of materials. Prices: First two, complete with 7½ inch LP records, \$11.00; the third, complete with 10 inch LP disc, \$10.00 last two complete with 12 inch LP disc, \$16.50.

# AUDIO

by Max U. Bildersee

"We couldn't have an adequate guidance program here at Frontier High School," said Mr. Knotfrom indignantly, "if it weren't for all the things we do with a tape recorder!" He continued without waiting for the obvious question, or for an examination of wonderment. "To begin with, quite a few of our boys and girls go on to college. We can't have college representative here all the time, but we can have this." He turned the switch.

"Here at State," the voice said, "young people find many exciting opportunities to explore the world of knowledge. In the undergraduate program we offer fine liberal arts training with ample opportunity to specialize in appropriate areas of the arts. Our science laboratories are recognized as the best available in this area, and our science faculty boasts many outstanding scholars."

"Of course," the voice continued, "there is far more to college training than application to study. Studies come first, but through our intra-mural athletics program every student has an opportunity to participate in team sports—to make the team as it were. And we are proud of the record State's teams have made in inter-collegiate competition."

Mr. Knotfrom turned the recorder off. "This recording is not just another voice. It is the Director of Admissions at State who talked to our seniors a year ago—and who has stayed with us this way and talked to a great many students."

"But aren't you giving exceptional prominence to just one institution?"

Mr. Knotfrom smiled and pointed to the shelf of tape recordings, and explained that not only nearby but distant colleges were represented in the school's collection of recordings. He explained that in some instances this was the sole representation of the collegiate institution—beyond the printed catalogue—to be found at any time at the school. "We are just too small and so far away," he explained, "and when the colleges couldn't come to us easily, we had to find a way for them to make the journey easily. And

we find that, as a result of these tape recordings, our boys and girls know more about the variety of colleges they may attend, and more about what is offered in each. They've made some fine selections on the basis of this information."

Mr. Knotfrom added that, because the colleges were so readily represented in the listening room, the colleges too were becoming more interested in attracting students from Frontier High. "It helps us place the capable student with a financial problem because we have better college contacts," he said.

"Don't you find your college counselling a small portion of your Guidance program? What percentage of your graduating class will go to college in June?"

"That, I don't know. But last June we placed more than sixty students out of a class of one hundred. The year before the number was fifty—and before that—before we began to seek tape recorded information—we never placed more than thirty-five per cent!"

"What happens to the others? How does your tape recorded Guidance program help them?"

"Well, the Guidance program here is many things. This is not a large school from most standards—it is a small school measured by city standards. We get to know each student particularly well, and during the

course of the student's stay here we are able to develop a considerable audio library to help the youngsters."

"For instance, we begin to record personal interviews during the very first year. We maintain a continuing file of such recordings for each student—usually made at six month intervals. There are exceptions, of course, because some students need more—or less—help than others. Then, being a small school, we find this recording with a few notes an economic method of keeping information on file. We have no trouble reviewing an interview—verbatim!"

"When parents visit with us we may play back a selected portion of a recording to stress a particular point. Or when the student seeks summer employment we can demonstrate via the recording the student's natural reaction to questions and his relations with people."

"Do you use the recorder for vocational counselling?"

"Oh, my, yes! We do this in several ways."

"First, of course, we have the continuing series of in-school interviews. Then, we do not hesitate to take the recorder to the bank, a farm, a store, a factory or some other possible point of employment. We interview—or the students do—professional and non-professional people and keep a file of work-area interview studies for individual and group listening. These usually provoke considerable discussion in class!"

"Can you be more precise?"

"Well, you are a teacher. You like the profession, or you would not have chosen it, and you would not stay with it. There are many satisfactions for you in teaching. You can tell a student about those satisfactions with difficulty. And you can, as well, speak of the frustrations and heartaches of

**Audio CARDALOG Record Reviews on Cards**

# 739

**INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!**

**SUBSCRIBE NOW — \$25.00 a year**

**Audio CARDALOG — Box 1771, Albany 1, New York**

**— A WORLD OF SOUND ON FILE —**

teaching. We have a recording we made a few days ago. One of our teachers is leaving at the end of the year and she wanted to tell just why. Listen to this!"

A moment later we heard a rather pleasant, calm voice saying, ". . . and I found much pleasure in teaching. But, like so many other men I must look to a greater financial future than teaching offers. I have a family and I want my children to have the educational opportunities I have had. I cannot do this, and stay in teaching, so I am resigning at the end of the school year to accept a position as a salesman. I'll be back occasionally because I'll be working in this territory — but I am assured of a better income by my new employers. And I won't be entirely leaving education, either, because I shall be meeting many teachers, and many students, I hope, selling essential school supplies."

"There," said Mr. Knotfrom, "goes a fine teacher. We cannot equal the income he will be getting as a salesman. Too bad."

"But of course you go further than teaching?"

"Yes, we do. I mentioned the variety of places we take a recorder. We send for tapes, too. We have asked newspaperman to tell students about journalism — in response to particular questions. You see on the shelf there such titles as 'Accountant,' 'Commercial Artist,' 'Farmer,' 'Banker,' 'Police-man,' 'State Trooper,' 'Salesman,' 'Bus Driver,' 'Truck Driver' and a variety of others. Some of those voices represent former students at Frontier High who understand both the student problem here and the vocational problem outside. They've lived through it, and they are back on the shelf at least, to tell us what they have

heard and learned. Not only have we this variety of practical, first-hand information but we seek new information all the time. When a student exhibits an interest not represented on our shelves, we set about to get the information we need to help the student. And we have found both management and labor organizations very eager to work with us. For instance, the oil industry is constantly looking for new young men to work in service stations and garages, to train for management and supervision and eventually to become entrepreneurs on their own. We have a variety of information and recordings supplied by them. And, too, the appropriate unions have helped by similarly answering questions and supplying data about employment possibilities and about union activities.

"I should add," said Mr. Knotfrom chuckling, "that an insincere man cannot make anything but an insincere sounding recording. And this insight into human character so evident in sound helps our young people make choices."

"Let me recap so that I understand perfectly, Mr. Knotfrom. You begin this recording program when the student enters the school. You record selected teacher-student interviews, particularly those involving student plans and programs."

"That's right. And as the student goes through Frontier we review those recordings with the student or alone as need and experience indicate."

"Do other students hear any of these recordings?"

"Please do not consider me foolish, but we keep those particular tapes under most careful supervision. These are personal and confidential — and are always under surveillance. We try to treat them as carefully as a bank

treats money — lock-up except in use, and every tape accounted through 'sign-out and sign-in' procedures. The student knows the recordings are being made. We do not believe in secrecy in this regard and the student knows, too, how fully the tapes are cared for. After graduation they are cleaned for use."

"The students must have complete confidence in the program you have developed."

"They have. We have tried to do it and we are very careful never to violate it."

"Other than the regular recordings of interviews we offer the advisory services, you know."

"Yes, I wanted to get into this. The student leaving here seems to have had the best variety of information you could give him. The college-bound student . . ."

"Let's not limit that to 'college-bound' as you were saying. All students leaving here are encouraged to take further study as ability, interest and finances allow. And of course we have developed a variety of audio information about many programs including our local adult education program as well as business school, junior college study opportunities to be found in the neighborhood."

"I see. Then your audio information covers advanced study — study beyond Frontier — generally. It also covers, you said, vocational areas."

"Quite so. The vocational opportunities, incidentally, are not necessarily those of immediate use. As indicated, they cover the variety from immediate employment opportunities to the requirements of professional areas of gainful employment."

"Are there any commercially produced recordings that you can use in this area?"

"Regretfully, there are not. That could be a real challenge, I should think, to a commercial producer who would be satisfied with a small return on his investment. Not that I mean that commercial record producers are selfish — far from it. Rather I mean that I recognize the risks involved. We have had many failures in our efforts to secure good recordings for our purposes. But we cannot just re-record after a few tests here in school. Once a commercial recording is pressed and on the market I am afraid that the producer cannot back track and start again."

"You mean that the first effort are likely to be unsuccessful, and that repeated recording expeditions are necessary?"

"That has been our experience, and that is the most part."

## Audio CARDALOG Record Reviews on Cards

Box 1771 — Albany 1, New York

- Please enter our \_\_\_\_\_ 1 year subscription (s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name.....

Organization or School.....

Address.....

City and State.....

"If there were disks, would they  
ply to your school?"

"Most perfectly, probably not. But  
ey could be general enough to  
ply to any school, it seems to me."

"And yet you would expect them  
offer specific information about a  
ven work area?"

"Yes. And I don't think that un-  
sonable. Much of this information  
aches students through a variety of  
ources including magazine articles,  
ooks, manuals of various sorts and,  
course, incidental interview and  
servation as they experience deci-  
on making and meeting many peo-  
e."

"Has the Army — or Selective Serv-  
e — entered into this area?"

"I'm glad you asked that. Some  
their manuals, as you know, are  
erior. And I think that they could  
to the forefront in this area of  
guidance. After all, they meet all of  
ur boys and they can do much to  
plain the variety of options avail-  
ble to young men today in this area  
national service. Yes, I'd like them  
experiment with this guidance re-  
ording."

"On tapes . . . supplying pre-re-  
orded tapes to schools?"

"No, on flat disks. These the stu-  
ents can take home and review at  
isure, or review with their parents.  
he few such tapes we have were  
ade by former students returning to  
e old friends and to renew acquaint-  
ance with teachers. And these are  
ally inadequate because, as you  
now, the regulations involving serv-  
e are changed from time to time  
nd we just aren't up to date.

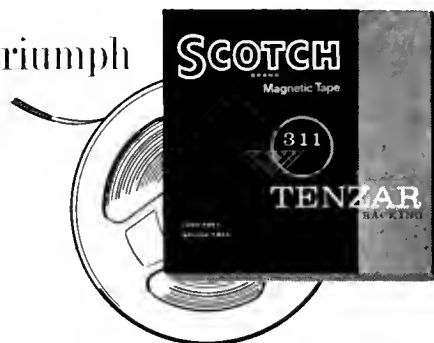
"Let me ask you a question for a  
hange. Isn't there some branch of  
ach of the services which could un-  
dertake this sort of program without  
aking it a selling program? I mean,  
ouldn't there be a measure of straight  
alk and explanation without what  
me of my youngsters call 'the com-  
ercial voice'?"

"Sounds like a reasonable idea to  
e. And I suspect that if the selective  
ervice people or the armed forces  
eople become convinced they will  
o a good job. You know, this idea  
might just challenge them, and I'd  
are like to see them try."

### T.V. Tape Recording

by George B. Goodell (48 pp. illus.)  
TE-48. A semi-technical book by ROB-  
INS on methods and techniques in the a-  
mazing new field of Video Tape Recording,  
just published. Price \$1.00. HOW TO GET  
THE MOST OUT OF TAPE RECORDING, by  
Lee Sheridan (TE-128) 128 pp. illus. For  
the non-professional recordist, describes de-  
velopments in stereo and tells how to buy  
and operate a tape recorder, etc., etc. TAPE  
EDITING AND SPLICING (TE-24) 24 pp. il-  
lus. \$.35. At Dealers Everywhere!  
Write for FREE catalog. Robins Industries  
Corp., Flushing 54, N. Y. Alt: Miss Lola.

a reel triumph



## ANNOUNCING A NEW "SCOTCH" BRAND MAGNETIC TAPE WITH EXCLUSIVE TENZAR BACKING

designed for heavy duty use,  
high quality performance

**N**OW YOU NEED WORRY NO LONGER  
about fraying, breaking, varying  
tension and other problems that go with  
heavy tape use. "SCOTCH" BRAND Mag-  
netic Tape No. 311 is *extra tough*—de-  
signed for really heavy service in record-  
ing and playback applications requiring  
frequent repeat, continuous play and  
constant handling.

*It's tear-resistant*—withstands severe usage  
and handling, won't pop or tear if edges  
become nicked or scratched.

*It's stretch-resistant*—fast starts, stops or  
varying drive tension won't distort or curl  
the rugged backing.

*It's non-drying*—won't become brittle in  
hot, dry storage. Will not absorb mois-  
ture, perfect for all weather use and long  
time storage.

Add to this, exclusive Silicone Lubrica-  
tion, impregnated throughout the entire  
coating, to assure the most effective, last-  
ing protection available for your recorder  
heads. Plus the finest of uniform, high

potency oxides for the perfect sound  
reproduction quality that has made  
"SCOTCH" BRAND famous.

Packed with every reel of No. 311 is a  
unique new end-of-reel Tape Clip that  
holds tape securely, prevents spilling or  
tangling in handling, storage and ship-  
ment. *Colored reels are available, too,*  
in four transparent colors: Red, Blue, Green,  
Yellow.

The price? "SCOTCH" BRAND No. 311,  
with its professional quality and exclusive  
new TENZAR backing, is priced in the  
*same range as standard acetate-backed tapes!*

And, remember—TENZAR backing is an  
exclusive development of the 3M Com-  
pany, whose research pioneered in audible  
range tapes, as well as video and instru-  
mentation tapes.

See or call your supplier now for "SCOTCH"  
BRAND Magnetic Tape No. 311 with new  
TENZAR backing. Standard play, 600  
and 1200 foot reels.

MINNESOTA MINING AND MANUFACTURING COMPANY  
... WHERE RESEARCH IS THE KEY TO TOMORROW



"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## The Weapons Revolution

(National Educational Television Film Service, Audio-Visual Center, Indiana University, Bloomington, Indiana)  
Produced by The Social Science Foundation and Communications Center, University of Denver, for Education Television and Radio Center, Ann Arbor, Michigan. 29 minutes, 16mm, sound, black and white, no date. \$125.

### Description

*The Weapons Revolution*, a kinescope with commentary by Foundation Director Dale Fuller and visuals from motion picture files of official and news agencies, scans the development of weapons from the rock to the ICBM, discusses its effect on personal safety and military strategy today, and presents problems of policy currently facing our nation.

The program opens with rapidly-succeeding shots of electronic detection and triggering devices, a development which had its origin with the Army's acceptance in 1909 of the Wright brothers' invention, was given impetus by the mechanization of World War I, and continued in 1919 with flying torpedoes, fore-runners of today's guided missiles. When experiments during the 1930's finally produced the B-17, air power came of age. Now total war was possible—the kind of war described by Billy Mitchell who said that crippling blows must be carried into the enemy's country against his whole population and his whole means of subsistence. Now air power had become a revolutionary supplement to ground and naval power.

But, the closing days of World War II brought two more weapon revolutions—the V-2 rockets, used against Britain, and the even more awesome power of nuclear fission. The latter's effect is demonstrated by pictures of Pacific Ocean tests where an island three miles in diameter became a 175-foot crater and where fallout effects ranged over 7000 square miles. Once warriors wore armour; now they wear oxygen masks. Once battlefields were measured by acres; now, thanks to inter-continental bomb-

ers, atomic powered submarines, and weapons like the Snark and Regulus, battlefields are measured by cities and even by continents. The ICBM, moving at 12,000 miles-per-hour toward a target 2000 miles distant, is pictured as the most terrifying culmination of jet propulsion. And just as these weapons went through long, discouraging periods of trial and error, so must men. Weightlessness is but one of the problems with which astronauts must learn to cope in the laboratory.

But concern with technical, physiological, and psychological problems on the firing range and in the laboratory must not overshadow in our minds the even longer-range problems of national policy. To the "total war" concept of 1917 and 1942 must be added a new dimension—penetration along great circle routes to total populations in places heretofore inaccessible. How can masses of people anywhere and everywhere be protected in this day of long-range missiles and nuclear warheads? Certainly, in case of attack, there will be no time for democracies to mobilize their civilians and their industry. There may not be time for even our President and the Pentagon to make any but immediate decisions. Indeed, even with the best of preparations for all kinds of emergencies, there may be no real defense possible against surprise attacks. Therefore, renewed efforts to reduce and control armaments are essential. But these become possible only as world tensions are reduced. Meanwhile, we must maintain a missile program strong enough for retaliation and at the time continue our conventional weapons program in the event of small wars. Such conflicts become increasingly significant as nations recognize that use of missiles and nuclear weapons would only trigger a worldwide conflagration. Thus we are forced into a double program of preparedness.

### Appraisal

This kinescope, one of a series on "Twentieth Century Revolutions in World Affairs," is by its very nature subject to "dating." But it is generally-

enough conceived to be useful in social studies classes in the second grades and in adult discussion groups for some time to come. The visuals selected from motion picture files of AEC, NATO, Defense Department, NBC, National Archives, and Army, Navy, and Air Forces are not always sharp; but they are well selected and edited and support the narration effectively. Organization is excellent and pacing is well-handled despite two rather lengthy recapitulations given by Mr. Fuller from behind a lectern. Much of his commentary is dramatic and is highlighted by numerous "then and now" contrasts. Certainly viewers will be ready at the film's close to join him in declaring that peace cannot be purchased at exorbitant prices.

—Kenneth B. Thurston

## The World of Molecules

(Churchill-Wexler Film Production, 801 North Seward Street, Los Angeles 38, California) 11 minutes, 16mm, sound, color or black and white, 1958. \$100 or \$50. Correlated with the text series, *HEATH ELEMENTARY SCIENCE*, by Herman and Nina Schneider.

### Description

Through creative animation and live demonstrations *The World of Molecules*, one of eleven films designed to supplement Heath's Elementary Science Series, describes the rudiments of molecular behavior. Specific attention is paid to the properties of molecular dispersion and attraction. The relationship of heat energy to change of state is depicted through use of a variety of examples.

The film opens with a riddle, "How are a ball, a bell, a book, a brook, a boy, and a bike alike?" The narrator then states that science believes that all things are made of molecules, and these molecules are very small. Following scenes show that a grain of sand on a baby's nose contains more molecules than there are grains of sand on a large beach.

The concept of the molecular motion in all things is introduced. Two boys set up an experiment to prove



his statement. They put a few drops of ink into a glass of water. At first the ink molecules do not disperse throughout the water. Animation is used to portray how the molecules of water and ink bump together and scatter the ink molecules. The boys are now seen observing their glass of ink and water in which the ink molecules have become evenly dispersed throughout the liquid.

The relationship between molecular behavior and the sense of smell is presented next. The two boys prepare "between-meals-snack" of doughnuts, and animation is used to show that many of the doughnut molecules escape and move through the air, giving the boys the sensation of smelling the doughnuts.

In the next scene the boys are getting a drink of water. The narrator asks, "Why, since molecules move, do the glasses not melt or lose shape, or why does the water not change to ice?" Animation is again used to show how the behavior of molecules explains why things are either liquid, solid, or gaseous. Molecules of a solid move with a very small area, molecules of a liquid have more motion, and gas molecules are even more active. The scene then shifts to show a frying pan, a bread board, and a doughnut. As the boy breaks off a piece of the doughnut, the narrator points out that the molecules of some substances have a stronger attraction than the molecules of other substances. Because of this the boy could not break the frying pan and probably he could not break the bread board, but the doughnut gives him no trouble at all.

It is pointed out that the molecules of liquids also attract one another. This is demonstrated by a drop of water hanging from a faucet in defiance of the laws of gravity, a large soap bubble being made, and droplets of water standing up in little balls on a piece of waxed paper.

Several scenes in animation review the behavior of molecules in solids and liquids. Molecules of air are shown much farther apart and moving more rapidly to indicate that air molecules have little attraction for each other.

The concept of the change of state is described through animation, stressing the role of temperature change as the causal agent. The boys are observed eating ice cream and drinking milk. Changes in state are shown by the melting of ice cream, the evaporation of milk, and the condensation of water on the outside of the cold milk bottle.

Sand, glass, and metals which are solids at ordinary temperatures are

seen in the liquid state when they have been heated sufficiently. The substances are then pictured in their more familiar forms as a bottle and as a spoon after they have cooled and the molecules ceased to move as violently.

The behavior of molecules during a change of state in a substance is reviewed in animation. In the closing sequence the narrator stresses the changes of state that are constantly taking place all about us.

## Appraisal

*The World of Molecules* provides the upper elementary and junior high student with a very clear explanation of one of the fundamental principles of science. The film very effectively uses animation to make an involved subject quite simple. The teacher will find this film a welcome teaching tool because it shows vividly a concept which often at this grade level is only talked about. The film can also be

**GROUP VIEWING**      **SALES TALKS**      **LECTURES**

**USE THE**  
**Alpex** **MINIATURE**  
**SLIDE**  
**PROJECTOR**

**...With Built-In Viewing Screen and Film Strip Adapter!**

Here's a truly portable (only 6½ pounds) Selling-Telling tool at a price that makes it available for every sales force and Audio-Visual Department. As small as an attaché case! Color Slides or Strip Films of your product or subject reach out and come to life on the brilliant reflective surface of your table-top screen. Airequipt Automatic Changer may be used with Alpex Adapter!

**ONLY \$39<sup>95</sup> complete**  
with Push-Pull Changer & Film Strip Adapter

**At Your Dealer or Write Direct to**  
**ALLIED IMPEX CORP., 300 Fourth Ave., New York 10, New York**  
 Dallas 7, Texas, Chicago 11, Illinois, Los Angeles 36, Calif.

used to help students understand why temperature differences cause expansion and contraction in most substances.

The animation departs from the traditional portrayal of molecules as spheres in favor of more abstract shapes which may be preferable since actual molecules are not spherical.

—Don Nicholas

## The Story of the Modern Storage Battery

(United States Bureau of Mines, Graphic Services Section, 4800 Forbes Street, Pittsburgh 13, Pennsylvania) Produced by Willard Storage Battery Co. and U. S. B. M. 25 minutes, sound, color, no date. Free-loan from U. S. B. M.

### Description

*The Story of the Modern Storage Battery* uses live action photography and animation to survey the multitude of uses the storage battery serves in everyday activities; to present a simplified explanation of primary and secondary cells; to trace the steps in

manufacturing the storage battery; and to stress the care required for long battery life.

The film opens with views of the automobile storage battery and relates the battery to such functions as starting the car engine and stand-by power for the lights and radio. Other uses of storage batteries are suggested in guided missiles, ocean buoys, and for emergency use in hospitals.

Having established the importance of storage batteries, the film develops the principles of operation of such batteries. Using common objects such as a penny, a quarter, and a grapefruit, the film demonstrator builds a simple primary cell. Volta's zinc and silver voltaic pile is shown and related to the later zinc-acid primary cell. Noting that such a cell cannot be reactivated once the negative plate is consumed, the film turns to the lead-acid storage cell and develops the principles of the "storage" process. The film presents the chemistry of the charging and discharging processes in simple form. The evolution of lead peroxide-filled grids from a simple lead plate is depicted. The demonstrator emphasizes that only a chemical change occurs in storage batter-

ies; that electricity is *not* stored.

The third section of this film shows manufacturing steps in storage battery production from molding the grids to the final assembly into completed battery.

The final sequence gives a dramatic portrayal of some of the abuses which can reduce the useful life of an automobile storage battery, and the way in which these abuses can be prevented.

### Appraisal

*The Story of the Modern Storage Battery* will be very suitable for use in general science or science survey courses in junior or senior high school but it will probably be less suitable for use in chemistry or physics. The presentation of technical information such as the chemical processes in storage cells is simplified so that no background in chemistry is needed by the viewer. This film may go beyond the immediate goals of some teacher in presenting uses, principles of operation, manufacturing steps, and operational problems all in one film program.

—Merlyn Herrick

## AUDIO-VISUAL INSTRUCTION

By JAMES W. BROWN and RICHARD B. LEWIS, both of San Jose State College; and FRED F. HARCLEROD, Alameda State College

554 Pages, \$7.95

This text on audiovisual methods provides concrete, practical information on the use of instructional materials to plan and carry out learning activities. Examples of use have been drawn from all subject fields, from kindergarten through college. It is the first audiovisual text to use an inventive and stimulating format in which profuse illustrations are correlated with the text. Emphasis throughout is on the principle that learning is most effective when materials are integrated with instruction. A-V Instructional Materials Manual, \$3.50. Teacher's Guide, Free.

Send for Your On-Approval Copy

McGRAW-HILL BOOK COMPANY, INC.

330 West 42nd St.

New York 36, N. Y.

# FILMSTRIPS

by Irene F. Cypher

Last week someone asked us the question that always causes us to see slightly reddish specks before our eyes—namely “Don’t you think it is time that filmstrip producers standardized the number of frames to be included in a classroom filmstrip!” To our way of thinking this would be one of the most fatal things that could possibly happen in the name of good instructional materials, and something we hope never to see come to pass! The minute we say there is one format into which any instructional materials should fit we have destroyed the very basic reason for using these same materials—namely as a means of bringing variety and reality to a learning situation. The fact that different producers give us a slightly different approach to a subject is what lends value to their material and provides both teacher and pupils with a means whereby to study subjects from different sides of a question. It is true that instructional materials should help to interpret the traditional curriculum areas, but this does not mean that there is only one road by which to reach this goal. Let’s beware of anyone who tries to stereotype materials to such a degree that they lose identity and interest appeal for that most important of persons—the individual pupil sitting in our class.

*Builders of America* (8 strips, black and white; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$24 per set, \$3 single strips). All too often history fails to interest pupils because they feel no association with people, with men and women who made the history under consideration. In this series the producers take eight leaders who have contributed to the growth of our country and give us some idea of what they were like as people and as leaders. The names included in the series are Boone, Lewis and Clark, Eli Whitney, John C. Fremont, Andrew Carnegie, Susan B. Anthony, Horace Mann and Booker Washington. The details included in the accounts provide an idea of what the individual was like as a person and of what they did to help build America. The strips are fairly long and should be used in sections as each person is studied. They are adapted to work in social

studies and also could be well used for language arts, in the upper grades and in junior and senior high school.

*How the West Was Won* (4 filmstrips, color; produced by Life Filmstrips, 9 Rockefeller Plaza, New York 20, N. Y.; \$6 each, \$5 if four or more ordered). Life for the trailblazers and homesteaders who helped to build the great western states was rugged, but colorful. There is a variety of pictorial detail in this series, for the material is selected from paintings and manuscripts. Pupils will no doubt be interested in the pictures of cowboys and covered wagon pioneers. There is no attempt to provide a single story element, but many elements are included to provide a picture record of people and events. This is resource type material, and will be found use-

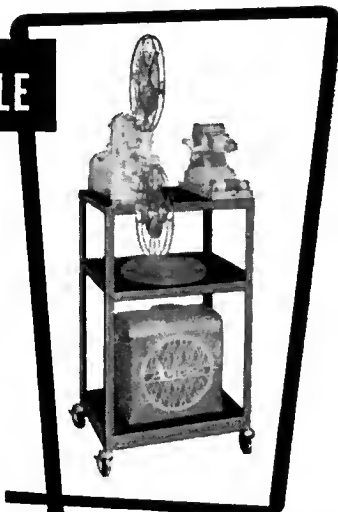
ful in helping to make visual many stories in books and pamphlets. The strips can easily be used in conjunction with any text material.

*Instruments of the Symphony Orchestras* (6 strips, color, with 6 12-inch, 33 $\frac{1}{3}$  rpm. records; produced by Jam Handy Organization, 2821 E. Grand Boulevard, Detroit 11, Mich.; \$51 per set, \$8.95 individual filmstrips with record). Those who wish either to be musicians or to be able to understand musical presentations need to know something of musical instruments. In this series very good drawings take us back into the historical development of different instruments of the symphony orchestra and then photographs show us how modern performers play these same instruments. Ample opportunity is given to hear how the various instruments sound when played. Music classes will, of course, find the series of great help. We wish, however, that more of this type material would also be made part of club programs language arts units. The “well educated” person, who as an adult, will be part of the great concert-going public needs to have a knowledge and appreciation of what this filmstrip series provides—a working familiarity with the instruments

## PIXMOBILE PROJECTION TABLE

**KEEPS YOUR EQUIPMENT  
READY FOR USE**

Save time... save storage space. Prepare your visual presentation in advance on the portable Pixmobile, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. **42" table only \$32.95.**



## OPTIVOX PORTABLE EASEL

**FOR BETTER CHART TALKS**

Make a better showing with the versatile OPTIVOX, suitable for either floor or table. Steel working board, finished in "rite-on" green, is adaptable for chalk, charts, or magnets. Aluminum legs fold into compact unit. **Only \$44.95** Carrying case, lamps optional.

Write for Literature and Name of Dealer. Some Dealer Territories Open. Write...

**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS

*an  
astute  
investment  
in lasting  
quality*



Newcomb portable combination transcription player p. a. systems, dozens of models, 12 to 56 wetts, 1 to 4 speakers

# NEWCOMB

The three imperative requirements for audio equipment to be used for instruction and recreation—safety, audience coverage, dependability—are fully met in all Newcomb audio products. Transformers isolate electronic elements from the power mains to positively prevent shock. They also improve performance. Coverage and intelligibility are achieved by high fidelity circuitry and by carefully matching output systems with loudspeakers for optimum efficiency. Newcomb ruggedized construction provides the dependability needed for schedule-keeping operation. Cases are made of crack-proof, warp-proof plywood, glue-blocked for added strength, covered with washable, scratch-resistant fabrikoid, protected by metal corners. Come-apart hinges eliminate the most vulnerable part of cabinet construction. All parts are American-made including the new four-speed phono motors.

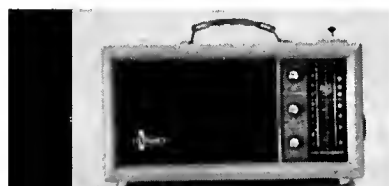
When buying for the future, look to the past. Consult your own service records. You will find that Newcomb equipment costs less to own on the basis of amortization...less to maintain on any basis. Equate service life and upkeep against initial cost and you will find that Newcomb is your most astute investment in lasting quality. It will pay you to specify Newcomb every time.

which combine to provide pleasant hours for us in our personal lives.

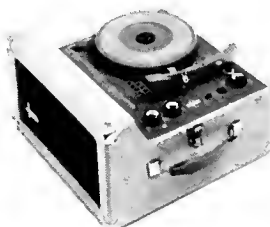
*Language Filmstrips—French for Elementary Schools, Set No. 1 and Spanish for Elementary Schools, Set No. 1* (each set 6 filmstrips, color, with 3 10-inch 33 $\frac{1}{3}$  rpm. records; produced by Young-America-McGraw-Hill Book Co., 330 West 42 St., New York 36, N. Y.; \$57.50 per set). In each instance this is material for the very beginning study of either French or Spanish, and it is specifically planned for such work in the elementary grades. Art work and pictures are similar and the plan is to familiarize pupils with simple, easy conversation. In each instance the teacher may select a plan to be followed; she may use that part of the filmstrips which has no captions, or she may turn to the section in which the captions are included. Records provide accent and enunciation and there is a possibility for considerable variety in the way in which the material is to be used in the classroom. Words and phrases are simple and the design is intended to elicit complete sentence response from the pupils viewing the strips.

*New Nations in the World Balance* (single strip, black and white; one in a series of monthly filmstrips, produced by The New York Times, 229 West 43 St., New York 36, N. Y.; \$15 for complete series, \$2.50 single strip). Very often it will be found easier to stimulate discussion of world affairs if there is a series of pictures to which to direct attention. New filmstrips have always seemed to be one way of doing this and the present strip centers our attention on people and events in the new nations of Africa and Asia. Maps and diagrams help to outline the points. There is considerable similarity to the patterns followed by the groups here considered and the film-strip helps to indicate what problems must be faced and dealt with before these nations achieve true status as world nations.

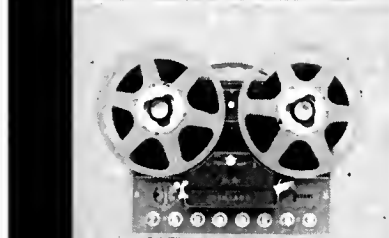
*Outlines of Natural Science* (5 filmstrips, color; produced by Long Film-slide Service, 7505 Fairmount Ave., El Cerrito 8, Calif.; \$23.50 per set, \$5.00 single strips). The purpose of these strips is to introduce students to biology, cells, invertebrates, vertebrates and plants. Charts, drawings, diagrams and photographs are combined for this purpose, and the needs of the beginning science student in junior or senior high school have been considered. Explanations are clearly presented and the viewer led along to new concepts and facts. This is material that can be used with any text.



Newcomb classroom radios, AM and FM models, rugged, sensitive, stable, safe.



Newcomb ruggedized classroom phonographs... a model for every need.



Newcomb Stereo Tape Recorder, 1/2 track and 1/4 track models. Matching portable amplifier.

NEWCOMB AUDIO PRODUCTS CO. Dept. C-2  
6824 Lexington Ave., Hollywood 38, California

Gentlemen: I am interested in the following audio equipment. Please send descriptive bulletins by return mail.

- Portable Transcription Player/P.A. Systems.
- Classroom Phonographs.
- Classroom Radios  AM  FM.
- Stereo Tape Recorder  1/2 Track  1/4 Track.
- Name of nearest Newcomb dealer or distributor.

name \_\_\_\_\_

title \_\_\_\_\_

address \_\_\_\_\_

*The Bill of Rights—Its Meaning To-*

day (5 filmstrips, color; produced by International Film Bureau, 57 E. Jackson Blvd., Chicago 4, Ill.; \$30 per set, \$6 single strip). As the title indicates this strip is designed to outline the importance of the 1st, 4th, 5th, 6th and 8th amendments. Takes us to a mythical country where the citizens have all the rights possessed by Americans except those guaranteed in the listed amendments, and we see what happens under the circumstances. The strips can thus be used as part of a social studies unit or for more detailed presentation and possible dramatization or lengthy discussion in other classes as well. Incidents used are typical of those occurring in many areas of the world today and there is a timeliness to the presentation.

*The Dollar Series* (3 filmstrips, color; produced by Wm. Gottlieb Assoc. for Institute of Life Insurance, 488 Madison Ave., New York 22, N. Y.; available on a free loan basis, and for sale at \$3). High school students are close to the period when they will soon assume responsibility for spend-

ing salaries and family incomes. The dollar series presents some information about what to do with *Dollars for Health*, *Dollars for Security* and *Directing Your Dollars*. A trio of rather typical students face situations which make it necessary for them to make provisions for their dollars, and we see how they learn to apportion their moneys to good account. The strips will be useful in a number of classes and provide some helpful information. They would seem to be best adapted for discussion purposes and to serve as summation of units in consumer education, family living and economics.

## Women On The March

Women on the March gives face and action to names that have long passed into the annals of suffragette history. Rare motion picture footage, dating back to the Victorian era of the bustle and the plumed hat, makes this an unparalleled film document.

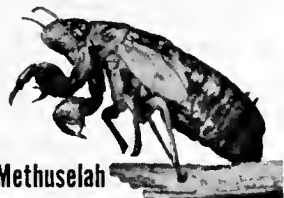
16 mm Black & White  
Running Time: Part I...30 minutes—Rental \$7.00 each part. Sale: \$130.00.  
Running Time: Part II...30 minutes—Rental \$7.00 each part. Sale: \$130.00.

Sale—both parts \$250.00  
SEND FOR OUR LATEST CATALOG OF OUTSTANDING FILMS

CONTEMPORARY FILMS INC.  
Dept. E.S., 267 W. 25th St.  
New York 1, N. Y.—Oregon 5-7220  
Midwest Office: 614 Davis St.  
Evanston, Ill.—DAvis 8-2411

## SCIENCE CONCEPTS in MIS motion pictures

CONCEPT: Nature's "Alarm Clocks"



Cicada—  
The Insect Methuselah

The precise timing of the cicada's emergence from its burrow in the ground after seventeen years is simply presented. The stages of metamorphosis, the dramatic emergence, the interesting sound producing organs of the male and the ovipositor of the female are clearly pictured.

Junior High, Senior High

16mm sound, color, 12 minutes

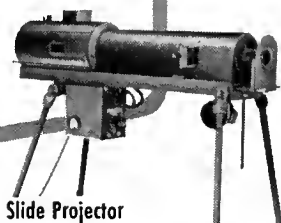
Write for preview and catalog

MIS material qualifies for purchase under provisions of the National Defense Education Act of 1958.

MOODY INSTITUTE OF SCIENCE  
Box 25575  
Los Angeles 25, California



Our professional  
Know-how helps  
solve your  
AUDIO-VISUAL  
Problems.



Strong Arc Slide Projector

Projects 2" x 2" and 3½" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.



Weinberg Watson Analyst Projector

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

SALES • SERVICE • RENTALS

CAMERA EQUIPMENT CO., INC.

Dept. E88, 315 West 43rd St., New York 36, N. Y. • Judson 6-1420

Gentlemen: Please rush me FREE literature on CECO Products for Audio-Visual use:

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Single Frame Eyemo

35mm slide film camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—Trademark of  
Camera Equipment Company

# TRADE DIRECTORY FOR THE AUDIO-VISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

### FILMS

**Association Films, Inc.** (PD)  
**Headquarters:**  
347 Madison Ave., N. Y. 17, N. Y.  
**Regional Libraries:**  
Broad at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Bailey Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Ideal Pictures, Inc.** (D)

**Home Office:**  
58 E. South Water St., Chicago 1, Ill.  
**Branch Exchanges:**  
1840 Alcatraz Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 — 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
55 NE 13th St., Miami 32, Fla.  
52 Auburn Ave., N.E. Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
614 — 616 So. 5th St., Louisville 2, Ky.  
1303 Prytania Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
40 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
1915 Chicago Ave., Minneapolis 4, Minn.  
3400 Nicollet Ave., Minneapolis 8, Minn.  
1402 Locust St., Kansas City 6, Mo.  
3743 Grovals, St. Louis 16, Mo.  
6509 N. 32nd St., Omaha 11, Neb.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio  
2110 Payne Ave., Cleveland 14, Ohio.  
West Penn Bldg., Suite No. 204, 14 Wood St. Pittsburgh 22, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 So. Third St., Memphis 3, Tenn.  
1205 Commerce St., Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Baratania St., Honolulu, T.H.

**International Film Bureau** (PD)  
57 E. Jackson Blvd., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Magull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Bayshore Dr., Miami, Fla.

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE**, 2000 Lincoln Park West Bldg., Chicago 14, Ill.

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 13

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**DuKane Corporation** (M)  
St. Charles, Illinois

**Viewlex, Incorporated** (M)  
35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 (FS) Haddon Rd., Woodmere, L.I., N.Y.  
All sizes—immediate delivery

## GLOBES — Geographical

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byron, Inc.**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

**Geo. W. Colburn, Inc.**  
164 N. Wacker Drive, Chicago 6, Ill.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Victor Division, Kalart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co.** (MD)  
315 W. 43rd St., New York 36, N. Y.

**S.O.S. Cinema Supply Corp.** (MD)  
602 W 52nd St., New York 19, N. Y.  
6331 Hollywood Blvd., Hollywood 28, Cal.

## RECORDS

**Children's Music Center**  
2858 W. Pico Blvd., Los Angeles 6, Calif.  
(send for free catalogs)

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Falkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Music Education Record Corp.** (P)  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra)

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## SCREENS

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Morton Grove, Ill.

## SLIDES

Key: Kodachrome 2 x 2. 3/4 x 4/4 or larger

**Keystone View Co.** (PD-4)  
Meadville, Pa.

**Mastan's Travels, Inc.** (PD-2)  
3801 North Piedad, El Paso, Texas

**Walt Sterling Color Slides** (PD-2)  
224 (ES) Haddon Rd., Woodmere, L.I., N. Y.  
4,000 slides of teacher world travels

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## Local AV Dealers

### Illinois

**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

### New Jersey

**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark,  
N. J.

### Ohio

**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Massillon,  
Ohio

# New Equipment and Materials

Due to a change in publication date of Educational Screen, being put into effect with this issue, we are unable to carry our Directory of Sources and Materials. This directory, carried as a service to our readers, will be resumed in March. Further information on equipment and materials carried in this February issue can be obtained by circling the respective numbers on the reply card and dropping it in a mailbox.

for roller, scroll, 3-D titles \$12.50. PHOTO MATERIALS.

For more information circle No. 106 on return postal card.

**Vidicon Zoom Lens**, manually operated, has range of 6:1; focus range 8" to infinity; speed F/3.5 at 25mm to 150mm or, with optional extender, F/5.6 at 40mm to 210mm. 800 TV line resolution. 2½" x 2½" x 6½"; wt 1½ lb. \$800. ZOOMAR.

For more information circle No. 107 on return postal card.

## PROJECTORS: Movie, TV

**Motion Study Projector.** Weinberg-Watson Modified Kodak Analyst II feature continuous variable speed from 2 to 20 frames per second, electronic single frame advance, remote control, and single frame projection without light loss or buckling. CEC

For more information circle No. 108 on return postal card.

## PROJECTORS: Still

**Desktop Filmstrip Viewer** projects on 7" x 9" built-in pop-up ground glass viewing screen. Unit measures 4" x 6" x 12", weighs 6 lb. \$59.50. VIEWLEX.



Viewlex Filmstrip Viewer

For more information circle No. 109 on return postal card.

**"Magnematic" Sound-Slide Projector** advances up to 40 slides automatically by means of a 20-cycle signal from tape cartridge. Tape speed choice 7½", 3¾" or 1⅞". Basic Model 910 \$395; Model 911 (provides automatic slide change) \$483; Model 912 (includes complete recording channel

and 20-cycle pulse generator) \$633. AMPCORP.

For more information circle No. 110 on return postal card.

**Slide and filmstrip projector** with built-in screen, fitted carrying case, very useful for individual or small group previewing. \$39.95. ALIMPEX

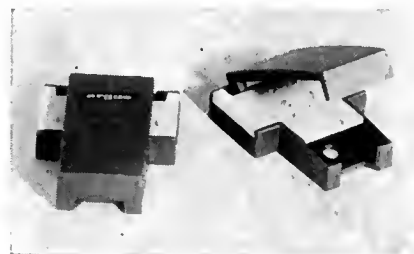
For more information circle No. 111 on return postal card.

**"Specialist" Filmstrip and Slide Projector Model 724**, may be adjusted for manual or automatic operation; 5" f/3.5 lens; instruction guide on case; case stores slide changer, spare lamp and 4 filmstrip cans. 500-watt \$104.95; 750-watt \$129.95. B&H

For more information circle No. 112 on return postal card.

## PROJECTION ACCESSORIES

**Dry Splicer**, pocket-size, for 16mm or 8mm motion picture film, features novel "S" cut said to reduce jamming and loop loss because there is no overlap. \$4.95. ARGUS.



Argus Pocket Splicer

For more information circle No. 113 on return postal card.

**Slide Making Equipment**, 3¼ x 4 or 2 x 2", type-your-own, red-spot identification labels and other accessories. B&J

For more information circle No. 114 on return postal card.

**Transparencies In Five Colors**—enough material for ten slides, with full instructions and Diazochrome Color Guide in special introductory kit. TECNIFAX.

For more information circle No. 115 on return postal card.

## SOUND: Equipment & Accessories

**Knight KN-740 Stereo Amplifier**, 20-watts per channel on stereo, peak rating of 108 watts. Variable transition control from stereo to mono. Tape, magnetic or ceramic phono, tuner and auxiliary inputs. 4¼x15¾x12" case. \$99.50. ALLIED

For more information circle No. 116 on return postal card.

## NEW EQUIPMENT

### CAMERAS: Movie, TV

**Mobile TV Monitor Console**, caster mounted, carries three video monitors, camera controls, sync generator power supply and wave form monitor. Coupled to the Series 320-B Vidicon cameras it reportedly achieves broadcast quality equal to that of professional studios. DAGE

For more information circle No. 101 on return postal card.

### CAMERAS: Still

**Super Speed Graphic** features a shutter of radically new design, with top-speed of 1/1000th second at its full one-inch aperture. This assures accurate flash synchronization up to 1/750th with M-type flash bulbs, and to 1/1000th on strobe flash. GRAFLEX. Consult your local dealer for details and demonstration.

For more information circle No. 102 on return postal card.

### CAMERA ACCESSORIES

**"Mecabiltz" electronic flash guns**—new Model 102 (two case) and Model 103 (single unit), both priced \$59.95 with battery and charging unit. Include "Sunlight Converter" which holds color temperature of 5500 Kelvin; flash duration 1/1000th second, recycling time 8 sec. BURBR. Consult local dealer.

For more information circle No. 103 on return postal card.

**Model Flashgun**, bayonet mounted, improved model provides for angle illumination, bounce light, exposure calculator. \$24.95. BURBR.

For more information circle No. 104 on return postal card.

**Holder and Copy Stand** for movie titles features optical bench and adjustable camera stand, multiple effects frame, integral light assembly, supplementary lenses 8" and 14", materials and instructions \$37.50; accessory kit

For more information circle No. 105 on return postal card.

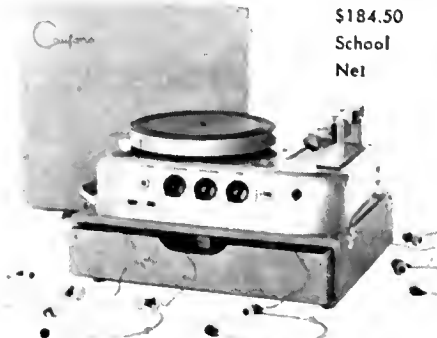
# A NEW DIMENSION IN GROUP STUDY



## califone AUDIO CENTER

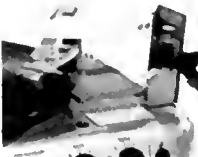
PHONOGRAPH  
MODEL 12MH8

\$184.50  
School  
Net



Designed exclusively for group listening, the AUDIO CENTER fills the requirement for a low-cost, versatile transcription playing phonograph. Features built-in compartments housing 8 sets of headphones, each individually adjustable to its own volume level, 4-speed, 9-inch turntable, "push-button" pickup arm, and dual needle plug-in ceramic cartridge.

With Califone's exclusive CUEMASTER immediate and exact selection of any desired phrase or section on the record is possible for review or drill. \$12.50 extra.



See your Rheem Califone dealer for a demonstration, or write Dept. ES-2



**califone**  
CORPORATION  
1020 N. La Brea Ave.  
Hollywood 38, California

"Scholastic" Portable Record Player 4-speed, 2 speaker, "ruggedized" for school usage, wt 12 lb, 3 watt. RCA.

For more information circle No. 117 on return postal card.

Stereo Audio Control Center Model 403 replaces Model 402 announced last July. Price, \$159.50 uncased, unchanged. AMPEX.

For more information circle No. 118 on return postal card.

Stereo Monitoring Tape Recorder features a self-contained matched pair of amplifier/speakers for stereo playback monitoring; 2-channel each 5 watts output; 2 oval 7" speakers angularly adjustable for directional control of sound; separate record and playback preamps and heads; plays 4-track, 2-track or mono; extreme precision head gap alignment. 25½"x15"x9", wt 46 lb; Model 970—\$750. AMPEX-AUDIO.

For more information circle No. 119 on return postal card.

Stereo Version of Magnecord's "Editor" tape recorder/reproducer is now available. MAGNECORD.



Magnecord "Editor"

For more information circle No. 120 on return postal card.

Tape Clips prevent magnetic tape from unwinding in storage, redesigned so reels lie flat with clips in place. 40 cents for 12 pack. ROBINS.

For more information circle No. 121 on return postal card.

Two New Telectro Recorders. "Trendsetter" Model 1985 features a one-knob control; \$99.50 with microphone, tape and reel. "Trophy" Model 359 includes PA system, push-button operation, \$164.95. TELETRONIC

For more information circle No. 122 on return postal card.

MISCELLANEOUS EQUIPMENT Classroom Presenter offers a combination pegboard, magnetboard, feltboard, flannelgraph, rear projection screen, and flipchart. \$150 ICR

For more information circle No. 123 on return postal card.

"Electrostore" freezes a single TV image or other extremely brief interval picture and stores it for electronic recall at will. Input and read-out are composite video of standard amplitude and polarity; bandwidth 8 megacycles; overall resolution exceeds conventional TV. IMAGE.

For more information circle No. 124 on return postal card.

Harken Lingua-Lab Booth sound deadening side wings, clear plexiglas front facing instructor, formica to custom cut to fit recorder deck top plate, steel legs. All parts interchangeable and re-usable. MARTIN.

For more information circle No. 125 on return postal card.

Presentation Easel 5'3" high, floor space 29"x26", features removable literature or accessory tray below board space. Made of heavy-duty 1" aluminum tubing, wt 3½ lb., adjusts to 7 levels. METPROD.

For more information circle No. 126 on return postal card.

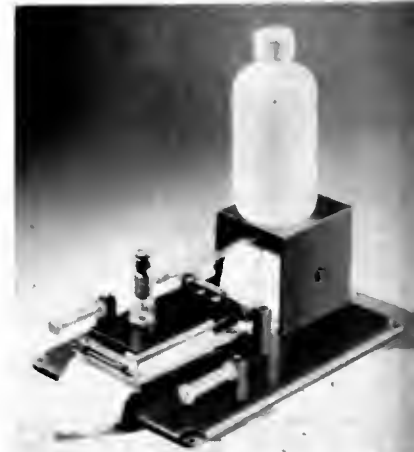
Portable Ripple Tank for teaching wave motion of light. Optically transparent plastic tank; flashlight-battery-powered rippler; 20"x20" clear water area; 1¼" deep; folding wooden frame; illuminated plastic screen. \$40. ED MUND

For more information circle No. 127 on return postal card.

Solar Furnace demonstrates principle of solar energy by means of 14" parabolic mirror and precise adjusting mechanism, permitting samples to be subjected to temperatures in the vicinity of 2000 degrees F. \$69.50. STRONG

For more information circle No. 128 on return postal card.

Speedrol Film Cleaner features unbreakable plastic feed cup, micrometer feed valve, other improvements for faster, even, cleaner application of fluid to film. ELECTRO-CHEM.



Speedrol Film Cleaner

For more information circle No. 129 on return postal card.



**Standard Teaching Microscopes** that are "even more student-proof" due to force-proof clutch on fine adjustment mechanism, ball-bearing focusing, automatic stop to tube removal. Laboratory grade optics. \$112.50 (lots of 5). B&L

For more information circle No. 130 on return postal card.

**Student Teaching Microscope** with hard-coated achromatic lenses throughout, all objectives parfocal, inclined eyepiece, interchangeable light source, three models, ranging in price from \$110.50 to \$179.50; professional models up to \$651. ELGEET.

For more information circle No. 131 on return postal card.

**Tecnistapler** for hinging overlays on sequential transparencies; a special heavy-duty pliers. **Tecniboard** is used for preparation of masters, as a platen for exposures, and for mounting of slides. TECNIFAX

For more information circle No. 132 on return postal card.

## NEW MATERIALS

### AGRICULTURE

The special emphasis on church use of audiovisual given annually in this, our February issue, is carried out also in the listings of materials on religion and ethics, accounting for considerably more than half the total materials published this month.

For more information circle No. 133 on return postal card.

**Handling and Storing Apples in Pallet Boxes** mp USDA 23min col apply. Two years of research evaluating methods and equipment for moving apples to market, with innovations suggested in box design. C A

For more information circle No. 134 on return postal card.

**The Imported Fire Ant** mp USDA 13¼ min col apply. Short version of **Fire Ant On Trial**. Underground chambers, four major adult forms of the insect. C SH A

For more information circle No. 135 on return postal card.

**Water for Farm and City** mp USDA 13½min b&w apply. Case studies of farmers from coast to coast under varying conditions of water supply and course and how they adapt their lives to Nature's course. JH SH A

For more information circle No. 136 on return postal card.

### ARMED FORCES: Civil Defense

**Leading From Strength** (series) 4mp HUNTER col ea \$200, series (4) \$700. Armed forces as seen through eyes and camera of a private citizen, supplemented by official footage. Titles: **The U. S. Army** 22 min; **The U. S.**

**Air Force** (20min); **The U. S. Navy** 13min and **The U. S. Marine Corps** (11min); **U. S. Missiles and Military Might** (20min). JH SH A

For more information circle No. 137 on return postal card.

### ARTS & CRAFTS

**Adventuring in the Hand Arts** 10mp (kinescopes) GSA 30min ea b&w r\$5 Titles: **The Hands of Man—Adventuring in Pottery**; **Weaving and Man's Dress**; **Basketry and Adaptability**; **Ornaments and Beauty**; **Masks and Imagination**; **Music and Musical Instruments**; **Dolls, Puppets, and Diversion**; **Woodcarving and Artistic Expression**; **Design and Environment**; **Leathercraft and Summing Up**. JH-A

For more information circle No. 138 on return postal card.

**An Introduction to Ballet** rec OTTENHEIMER two 10" LP and well illustrated book which includes glossary of ballet terms. \$4.95. Katherine Sergava records her instructions to a children's class in ballet; an imaginary trip is taken to a performance of "Sleeping Beauty." Elem JH

For more information circle No. 139 on return postal card.

**Let's Look at Great Paintings** rec & flat prints OTTEMHEIMER 10" LP col \$4.95. Narration and manual traces history of art; 8 prints in full color serve as specific examples. JH SH

For more information circle No. 140 on return postal card.

**The Many Colored Paper** mp FOLKWAYS 13min col \$175 r\$15. Unique method of family artwork applies brilliant dyes to ordinary newsprint to produce striking Christmas wrappings. Primary grade art classes and home hobbies. Pri.

For more information circle No. 141 on return postal card.

### CINEMA ARTS

**Facts About Film** (Second Edition) mp IFB 13min col \$125. Many uses of photographic film, its use and abuse, why and how to keep projectors in good condition to avoid film damage, proper methods of film handling, splicing, storage. TT JH SH

For more information circle No. 142 on return postal card.

**Title Tales** mp COLBURN 10min col loan. Ideas and techniques for title treatment in educational and industrial films. SH C TT A

For more information circle No. 143 on return postal card.

### EDUCATION

**The Audio Visual Supervisor** mp IFB 19min col \$185. Role of the AV education specialist in selecting, administering, promoting effective utilization of various types of realist instructional materials; his status and role in school administration and as a public relations force. TT

For more information circle No. 144 on return postal card.

## EVERYTHING IN ELECTRONICS FREE ALLIED 1960 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

ALLIED RADIO  
100 N. Western Ave., Chicago 80, Ill.

## ETHNIC FILM LIBRARY

Music From Oil Drums

Award winning detailed documentary by Pete and Toshi Seeger of Trinidad folk music and instrumentation. EFLA rating: "Very good." 15 min. b&w \$85; rental \$7.50.

## FOLKWAYS RECORDS

117 W. 46th St., New York, N. Y.

Beloved

WALT DISNEY  
characters in new



Sound  
Filmstrips

Study guides show religious teaching applications. Send for FREE master study guide

now in Cathedral Filmstrips

Dept. 27, 2921 West Alameda Ave., Burbank, Calif.



"FIBERBILT" CASES

"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of Finest Quality"



For 16mm Film — 400' to 2000' Reels

Sold by All Leading Dealers



**NOW!**  
science  
guidance  
film...

## I Choose Chemistry!

Designed to interest young people in science, particularly chemistry and mathematics. Tom, a ninth grade student, receives a chemistry set for his birthday and takes it to school. His interest in it leads to a career in chemistry. Produced by Ruth O. Bradley, San Jose State College.  
15 MINUTES. COLOR \$150, RENT \$7.50;  
B & W \$75, RENT \$5.

AND ON THE PRIMARY LEVEL...

## Kittens: Birth and Growth

Two children are present when their cat gives birth to kittens. They learn to care for the pets during an eight-week span. This simple science lesson prepares children for later pictures on human growth and assists teachers in discussions about motherhood. A Lawbetts production.  
11 MINUTES. COLOR \$110, RENT \$5;  
B & W \$60, RENT \$3.

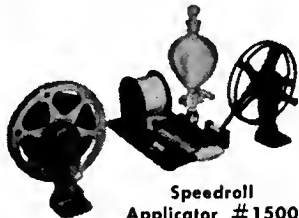


Order your prints today!  
Write for free catalog.

**BAILEY FILMS, INC.**  
6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

## New ECCO Improved Model D For 16mm & 35mm

Cleans — Lubricates —  
Prevents Dust Static



Speedroll  
Applicator #1500

Clean and inspect your film in one easy operation. Operates effectively of several hundred feet per minute. Save time, fluid, labor, and money. Lifetime bakelite construction. Eliminates waxing. Absolutely safe and NON-TOXIC. NON-INFLAMMABLE. Widely used by schools, colleges and film libraries.

**\$33.00**  
Ecca No. 1500 Applicator .....  
Ecca No. 1500 cleaning fluid, quart, .....\$2.50  
Gallon .....\$9.00  
Ecca No. 2000 cleaning fluid for  
NEGATIVES .....quart, \$1.95  
Gallon, \$6.50

### ALL FILM HANDLING SUPPLIES IN STOCK

Acetone, per quart .....\$1.40  
Per gallon, \$4.50  
Ethyloid Film Cement, pint .....\$2.00  
Film Handling gloves, per dozen .....\$1.95  
Galco Filimeter stop watch, Swiss jewelled movement. Measures equivalent footage for 16mm and 35mm film .....\$24.50

### THE CAMERA MART

1845 Broadway (at 60th St.) N. Y. 23  
Plaza 7-6977

**College Entrance Exams (English)**  
Folkway's Seven 12" LPs with book \$52.50. A comprehensive course prepared by Morris L. Schreiber for high school students and adults and for classroom teachers and supervisors.  
TT SH A

For more information circle  
No. 145 on return postal card.

**Facts About Projection (Second Edition)** mp IFB 16min col \$165. Operational principles of motion picture projector, care of lens etc., proper threading, splicing, positioning under varying room conditions. TT JH SH A

For more information circle  
No. 146 on return postal card.

**Have Language Lab: What Now?** 2tape MRI \$7 recording, including classroom examples, of techniques developed by Dr. Gustave Mathieu at Pomona College. TT

For more information circle  
No. 147 on return postal card.

### INDUSTRY: Transportation

**Lifelines U.S.A.** mp ASSOCIATION 26 min col loan. Story of American shipping and its importance to our economy. JH SH

For more information circle  
No. 148 on return postal card.

**The Newspaper** 3fs VISTA col captioned series (3) \$13.50 indiv \$5.50. Coverage of a specific news event, the "Tournament of Roses" parade. Titles: Covering the News; Printing the News; Photographing the News. Elem JH

For more information circle  
No. 149 on return postal card.

**Unseen Journey** mp ASSOCIATION 28 min col loan. The pathway of oil from sources under Texas or Gulf waters to the refinery via pipeline and tanker. JH SH A

For more information circle  
No. 150 on return postal card.

### LANGUAGES

**The Odes of Horace** rec FOLKWAYS 12" LP \$5.95. Readings in Latin by John F. C. Richards. Texts, Latin and English. SH C

For more information circle  
No. 151 on return postal card.

### LANGUAGE ARTS

**The Emperor's New Clothes** mp BRAN- DON 12min col \$135 r\$10. b&w \$55 r\$5. Animated puppets in Anderson fairy tale. Pri.

For more information circle  
No. 152 on return postal card.

**Modern Greek Heroic Oral Poetry** rec FOLKWAYS 12"LP \$5.95. Cyprus, Salonika, Epirus, Crete, and Peloponnesus are represented. Notes. C

For more information circle  
No. 153 on return postal card.

### RELIGION & ETHICS

**Africa Is Waiting For Christ and His Church** sfs METHODIST 98fr LP 12min col \$11 r\$2.50. African clergyman tells of Methodist missions in his land. JH-A

For more information circle  
No. 154 on return postal card.

**Alaska, a World to be Won** mp METHO- DIST 27min col r\$8 b&w r\$6. Physical, economic and moral problems facing church in largest state. Methodist Church activity in child care, education, health and social reform. A S

For more information circle  
No. 155 on return postal card.

**All Day Long** sfs METHODIST LP col \$10. Missionary teacher in Bolivia tells of the effect of Christian-sponsored education. JH-A

For more information circle  
No. 156 on return postal card.

**The Apostles Creed** 6fs CHURCH CRAFT Titles: **Creation** (First Article) 50fr col \$10; **Redemption** (Second Article) b&w 79fr 2fs \$6; **Sanctification** (Third Article) b&w 110fr 3fs \$9. Set \$25.

For more information circle  
No. 157 on return postal card.

**Babylonian Biblical Chants** rec FOLK- WAYS 12"LP \$5.95. Victory songs of Israel sung by Ezekiel H. Albeg. Text in Hebrew and English.

For more information circle  
No. 158 on return postal card.

**Bible Story (Series)** 20sfs MOODY col Packed 4 strips and 10" LP record per set, @ \$22.50. Indiv fs @ \$6 with narration book rec @ \$4 ea (carried 4 stories). **Set I:** Noah and the Ark; Naaman the Leper; the Fiery Furnace; David and Saul. **II:** Daniel in the Lions' Den; Jonah and the Big Fish; The Red Sea; Samson. **III:** Elijah and the Prophets of Baal; The Walls of Jericho; The Baby Moses; Gideon. **IV:** Ahab, the Pouting King; Elisha; and the Syrian Army; Call of Samuel; Wisdom of Solomon; V: Belshazzar's Feast; Joseph in Egypt; the Serpent of Brass; the Ten Commandments. Elem JH

For more information circle  
No. 159 on return postal card.

**Building a Better Sunday School** 4sfs MOODY col Set of 4 fs, 2 rec 10" LP manual and sample lesson outline \$24. Single fs \$6, rec \$2.95, manual 75c. **Titles:** Organization; Developing the Worker; Planning the Program; Expansion. TT A

For more information circle  
No. 160 on return postal card.

**Christian Adventures in Central America** sfs METHODIST LP col \$11 r\$2.50. Methodist youth writes home to his MYF group about missionary work in Panama and Costa Rica. SH

For more information circle  
No. 161 on return postal card.

**Christian Frontiers in Alaska** sfs METHODIST LP or 78rpm col \$11 r\$2.50. Mission work by churches in Juno, Seward and Ketchikan; the mobile mission on Kenai Peninsula; hospital and social center in Nome. A SH

For more information circle No. 162 on return postal card.

**Christian Living** (series) 4fs CHURCH-CRAFT 24-29fr col set (4) \$20 ea \$5; guide. Titles: My Gift; Christian Homes; Giving Thanks Always; The Lord's Day.

For more information circle No. 163 on return postal card.

**Christian Roots in Southeast Asia** sfs METHODIST LP col \$11 r\$2.50. Schools, community projects and refugee camps in Malaya, Burma, Hong Kong. SH A

For more information circle No. 164 on return postal card.

**Christian Stewardship** (series) 4fs CHURCHCRAFT 39-44fr b&w set (4) \$12 ea \$3.50. Titles: Why Do We Live; Guide for Living; Guide for Serving; Guide for Giving. JH-A

For more information circle No. 165 on return postal card.

**The City Church** sfs METHODIST LP col \$11 r\$2.50. Problems of a church in a changing community. A SH

For more information circle No. 166 on return postal card.

**Young Christian Centers** sfs METHODIST 79fr LP col \$10 r\$2.50. General and women's work in rural and urban centers have exciting, significant impact on lives of people in time of great change. JH-A

For more information circle No. 167 on return postal card.

**Young Journey** mp METHODIST 30min col r\$10 b&w r\$6. Methodist missions in the Belgian Congo, rural and urban. JH-A

For more information circle No. 168 on return postal card.

**Black's Discovery** fs METHODIST (script) b&w \$3. Base for discussion in youth group on how to meet and help the newcomer. SH

For more information circle No. 169 on return postal card.

**The Dump That Got Its Face Lifted** fs METHODIST 88 fr script col \$5. Christian work campers create a kindergarten and playground out of a bomb crater, an empty lot and an old refugee barracks. Austria. El-A

For more information circle No. 170 on return postal card.

**Know Your Child** 8sfs MOODY col Set of 8 fs, 4 rec 10" LP, manual & sample lesson outline \$48.50. Single fs @ \$6, rec \$4, manual \$1. The mental, physi-

cal and spiritual growth and differences of various age groups. Titles: Sources of Truth; Dynamics of Growth; Stages of Growth, Early—Later; Similarities in Growth; Differences in Growth; Freedom and Discipline in Growth; The Challenge. A TT

For more information circle No. 171 on return postal card.

**Elena of the Philippines** fs FRIENDSHIP 60fr col \$5. Little girl gets to like vacation school. Pri.

For more information circle No. 172 on return postal card.

**Facts of Faith** mp MOODY 37min col r\$15. Science experiments demonstrate the relativity of much scientific "fact" and the importance of faith. SH A

For more information circle No. 173 on return postal card.

**Footsteps of Jesus** fs & sl CHURCH-CRAFT col 49fr \$9.50 or 38 slides \$13.50. Maps illustrate Bible stories covering complete Life of Christ. Slide set carries title: Pathways of Jesus.

For more information circle No. 174 on return postal card.

**Footsteps of Paul** fs & sl CHURCH-CRAFT col 44fr \$8.50; 34 slides \$12. Life of Paul traced in series of maps,

**FOR YOUR CLASSROOM**

THE EASY TO USE



**SENSATIONAL NEW Movie-Mite Supreme**

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

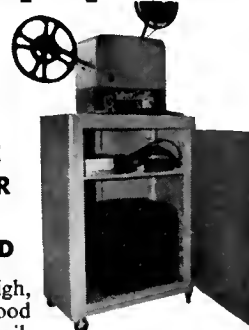
SAVE 1/3



**THE EDUCATOR'S FRIEND**  
Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs. Complete \$349.50

Write for Free Catalog **ES**  
**THE HARWALD CO.**  
1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

**USEFUL!**  
products for your  
**A-V equipment**



**PORTABLE PROJECTOR CABINET AND STAND**

All steel, 42" high, 29" x 17" plywood top with safety rail. Gives over 11 cu. ft. for storage of projector, speaker, etc. Adjustable shelf. Safe-locking panel door. Four 3" casters, two with brakes. Baked enamel finish in tan or gray.

Model No. 42

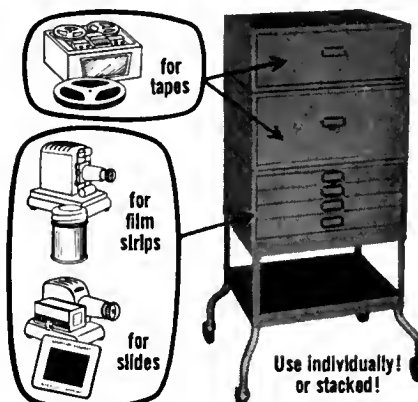


**PORTABLE STEEL PROJECTION STAND**

Four 3" casters, two with brakes. Height: 41". Stable, tapering design (19" x 31½"

at bottom) 18" x 26" at top. Rail on 3 sides. With non-skid rubber shock-proof mat. All steel, with 1" tubular steel frame. Baked enamel in tan or gray.

Model No. 41



**TAPE AND FILM CABINETS**

For every need... 5" or 7" tapes, film strips, slides. Cabinets are all steel, with full suspension drawers. Photo shows each type of cabinet stacked on handy Mobile Cart.

**YOUR INQUIRY** promptly answered on above items; also, Film Storage Racks, Record Storage Cabinets, Phono Carts, Lecterns.

**Smith System** SINCE 1905  
**MFG. CO.**

Dept. ES 212 Ontario St. S.E., Minneapolis 14, Minn.

**2", WESTERN COLOR SLIDES**

Scenics and nature subjects since 1943. Sold on individual choice basis from large approval selections, for building or supplementing your own program. Free lists.

Quality Slides, 711 Columbia Road  
Colorado Springs, Colorado

**DIE-CUT**

**CONSTRUCTION PAPER**

**ALPHABETS**

**Visual letters**

**2, 3 & 4 INCH SIZES • 10 COLORS**

A quality product by the makers of STIK-A-LETTER

Write for **FREE samples & literature**

Stik-a-letter Co. Rt. 2, Box 1400, Escondido, Calif.

**Adventuring in CONSERVATION**  
16mm color motion picture

- portrays the balance of nature
- illustrates good conservation practices
- demonstrates responsibilities of campers

INDIANA UNIVERSITY  
audio-visual center

each basis for complete Bible story. Slide set title: **Pathways of Paul.**

For more information circle No. 175 on return postal card.

**Hymnstrips for Church Banquets 2fs CHURCHCRAFT b&w ea \$2. Fathers' and Sons' Banquet Songs (30fr—13 songs); Mothers' and Daughters' Banquet Songs (23fr—14 songs).**

For more information circle No. 176 on return postal card.

**I Was Made a Minister sfs METHODIST 50fr LP col \$10. Korean layman studies at Taejong Training School. SH A**

For more information circle No. 177 on return postal card.

**The Kojimas of Japan fs METHODIST col \$5 with reading script. Japanese Christians at home, school, church. JH-A**

For more information circle No. 178 on return postal card.

**Korean Victory mp METHODIST 28min col r\$8 b&w r\$4.50. Missionary progress in face of many obstacles. Evangelistic work, new congregations and amputee program are emphasized. A SH**

For more information circle No. 179 on return postal card.

**Latin America Is Big sfs METHODIST/78-rpm b&w r\$2. General survey; challenge to missions. SH-A**

For more information circle No. 180 on return postal card.

**Life of Christ in Slides CHURCHCRAFT col 334 slides \$112; 25 sets 14 ea @ \$5. Color photographs of living characters in Bible settings.**

For more information circle No. 181 on return postal card.

**Life of Moses 4fs CHURCHCRAFT col set \$20 ea \$5. Titles: Moses—Ear Years; His Call and Nine Plagues; The Exodus; Sinai to Nebo. Also available in slides.**

For more information circle No. 182 on return postal card.

**Methodism in the New Malaya sfs METHODIST col LP \$11 r\$2.50. A cent is on youth work. SH A**

For more information circle No. 183 on return postal card.

**Mission in Bolivia mp METHODIST 15min col r\$10 b&w r\$6. Methodist missionary activity in both jungle and upland areas. JH-A**

For more information circle No. 184 on return postal card.

**A New Start mp METHODIST 15min b&w r\$4. How a movement for church in a new community got its start. SH A**

For more information circle No. 185 on return postal card.

**The New Testament in Filmstrips 10fs CHURCHCRAFT 8 col \$5 ea; 2b&w \$3 ea. Titles: And Forbid Them No (b&w); The First Disciples; The Raising of Lazarus (b&w); Jesus in Gethsemane; Jesus Before Caiaphas; Jesus Betrayed and Tried; Jesus Condemned and Crucified; Paul, a Chosen Vessel; Jesus Before Pilate; Jesus Crucified. Also available in slides.**

For more information circle No. 186 on return postal card.

**No Vacant Chairs mp MOODY 15min. MOODY r\$6. Basic principles of Sunday School teaching. Recommended as introduction for Successful Teaching filmstrip series. TT A**

For more information circle No. 187 on return postal card.

**Noneah of the Navajos fs METHODIST b&w script \$3 r\$1.50. Activities of Indian girl; influence of the church among her people. Pri-JH**

For more information circle No. 188 on return postal card.

**North of the Rio Grande sfs METHODIST LP col \$7.50. Mission work among the Spanish-speaking of our southwest. SH A**

For more information circle No. 189 on return postal card.

**One-sixth of the World sfs METHODIST LP col \$11 r \$2.50. Evangelistic, educational, medical and rural Methodist missionary program in India. A SH**

For more information circle No. 190 on return postal card.

**Recorded Sacred Music 29rec PRTC 12" LP ea \$3. Produced by The Chapel Studio of the Protestant Radio and Television Center, 6 are pipe organ alone, 10 organ and choir, 13 organ**

**Closing Out • Closing Out • Closing Out**

Maintaining and magnifying our reputation for the ultimate in value, we are proud to offer famous F & B Butt Splice & Film Repair Blocks at prices that represent an

**EXCEPTIONAL OPPORTUNITY**

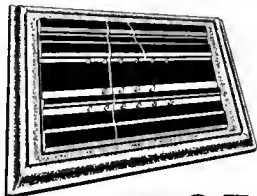
**F & B BUTT SPLICE & FILM REPAIR BLOCKS**

**Magic "Mylar"**

This amazing sprocketed splicing tape will repair torn and damaged films, replace torn perforations and allow you to butt-splice without losing a single frame. Splice will never come apart and perforations stay permanently repaired with Magic "Mylar."

Transparent—For Film

	per roll
16mm.—Single Perf. ....	\$6.00
16mm.—Double Perf. ....	6.00
35mm. ....	11.00



Closing Out

**\$7.95**

This Model at Original Price.. \$19.95

These excellent blocks make butt splicing and repairing damaged film strips simple as A-B-C. Easy to use, no complicated parts, and solidly constructed.

**FLORMAN & BABB, INC.**

68 West 45th Street, New York 36, New York • MURRAY HILL 2-2928

and male quartette. Some are hymn medleys, others on specific themes.

For more information circle No. 191 on return postal card.

**ablo of Costa Rica fs METHODIST** col script \$5 r\$2. Christian boy lives with his widowed mother; work, play, school, church. Pri-JH

For more information circle No. 192 on return postal card.

**eter Flying Eagle fs FRIENDSHIP 65fr** col \$5. American Indian boy, moving to big city, is helped by church to find new friends. Pri. Elem.

For more information circle No. 193 on return postal card.

**ayer 5fs CHURCHCRAFT b&w set \$14.** Titles: Christian Prayer (52fr \$4); Holy Baptism (47fr \$4); The Lord's Prayer (4fs \$10); The Lord's Supper (46fr \$4).

For more information circle No. 194 on return postal card.

**uerto Rico, Land of Hunger and Hope** sfs METHODIST 78 rpm col \$11 r\$2.50. Work of Methodist churches in town and rural areas; interdenominational cooperation in higher education; overpopulation and economic problems. SH A

For more information circle No. 195 on return postal card.

**Puppy for José fs FRIENDSHIP 70fr** col \$5. Lonely son of migrant worker family is befriended by local church people. EI A

For more information circle No. 196 on return postal card.

**o Rekindle the Gift mp METHODIST** 30min col r\$8. Work of the Methodist Women's Division with emphasis on medical, educational, evangelistic and rural work. SH A

For more information circle No. 197 on return postal card.

**eport: Korea mp METHODIST 28min** b&w r\$3. Bishop Raines tells how mission funds are being expended. JH-A

For more information circle No. 198 on return postal card.

**eturn by Sea mp METHODIST 28min** col r\$8. Navy chaplain, missionary's son, returns to Philippines where he was raised, and is much impressed with results of missionary work. JH-A

For more information circle No. 199 on return postal card.

**sermons From Science (series) 18mp** MOODY col r varies with length. Titles, (detailed elsewhere in this and preceding BLUE BOOK listings): Dust or Destiny; Experience with an Eel; Facts of Faith; Glass Eyes That See; God of the Atom. SH A

For more information circle No. 200 on return postal card.

**Subi fs CHURCHCRAFT 40fr col guide** \$5. Leprous child and her dying father expelled from village are helped by Mission hospital. EI JH

For more information circle No. 201 on return postal card.

**Successful Teaching 8sfs MOODY col** set 8 fs 4 LP 10" @ \$48.50 with manual and lesson outline. Indiv fs \$6, rec \$2.95, manual \$1. Titles: The Teacher I & II; The Pupil; The Language; The Lesson; The Teaching Process; The Learning Process; Review and Application; The Final Test. TT A

For more information circle No. 202 on return postal card.

**Sumo, A Boy of Africa fs METHODIST** 57fr b&w \$3. African boy in typical village life; goes to a mission school. Elem.

For more information circle No. 203 on return postal card.

**Ten Commandments Visualized 10fs** CHURCHCRAFT b&w \$20. Meaning and application to life.

For more information circle No. 204 on return postal card.

**This Sustaining Bread sfs FRIENDSHIP** 73fr LP. Fs \$6 with record \$12. Symbolism of universal need for bread is expressed in moderne art forms to picture man's dependence on God and his fellowman. C A

For more information circle No. 205 on return postal card.

**Three Happy Boys of Malaya fs** METHODIST col \$5 r\$2. A Chinese, a Tamil Indian and a Malay, chums, are seen at play and in their widely varied home background. Pri Elem

For more information circle No. 206 on return postal card.

#### SCIENCE: Biology

**Animals Move in Many Ways mp FA** 10min col \$110 b&w \$60. A few of the many methods of locomotion. EI.

For more information circle No. 207 on return postal card.

**Arctic Wildlife Range mp THORNE** 20min col \$200 r\$10. Wilderness refuge in northeastern Alaska. Caribou, grizzly bear, ptarmigan, gyrfalcon in natural habitat. Conservation principles. SH C A

For more information circle No. 208 on return postal card.

**Balance In Nature mp FILMSCOPE 17** min col \$170. Life cycle of the aphids and their enemies, the ladybird beetles. SH C

For more information circle No. 209 on return postal card.

**Dust or Destiny mp MOODY 42min col** r\$17.50. Fascinating and mystifying phenomena of the human eye, ear and heart, as well as the bats that "see" in total darkness, and fish and bird marvels. Designed to "create a sense of awe and reverence for God's creation." SH A

For more information circle No. 210 on return postal card.

**Experience With an Eel mp MOODY** 24min r\$12.50. Blind Amazonian eel locates prey by "radar" and then electrocutes it. Spiritual message relates science and the Word of God. SH A

For more information circle No. 211 on return postal card.

**Life on a Dead Tree mp FA 10min col** \$110 b&w \$60. Two boys explore an old dead tree and find it the home of many plants and animals. Lizards, beetles, crickets, slugs, ants, salamanders and many more. EI JH

For more information circle No. 212 on return postal card.

**Mystery of Three Clocks mp MOODY** 29min col r\$12.50. The uncanny time sense of the cicada compared with the "alarm clock" mechanism of the human brain. The spiritual point is made that although man can make his own choice he cannot control the result of that choice. SH A


For more information circle No. 213 on return postal card.



**4 SPEED  
RECORD &  
TRANSCRIPTION  
PLAYERS**

*Write for illustrated  
catalog*

**AUDIO-MASTER**  
17 E. 45th St., New York



TALK FROM YOUR SCREEN  
with your quickie  
TYPEWRITTEN MESSAGES  
on  
RADIO-MAT SLIDES  
WRITE AMBER GREEN  
ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR  
OWN SLIDES**  
on your own  
**TYPEWRITER**  
by using  
**RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2 x 2.  
Sold by Audio-Visual, Photo & Theatre  
Supply Dealers. For FREE SAMPLE write—  
**RADIO-MAT SLIDE CO., Dept. V,**  
222 Oakridge Blvd., Daytona Beach, Fla.

**DON'T WAIT - - - VACUUMATE!**

TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM

Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

All give . . . at no extra cost to you  
The Famous

## VACUUMATE

**FILM PROTECTIVE PROCESS**

The  
**SUPER VAP O RATE**

PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes

**ONE TREATMENT LASTS  
THE LIFE OF THE FILM**

Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process Is Available to  
You in Key Cities Throughout the U S

Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

## HELPFUL BOOKS

**THE AUDIO - VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO - VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations. 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Differ. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gerlie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Differ. Educational Consultant, John Guy Fowlkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**STANDARDS OF PHOToplay APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

**To Every Creature** mp MOODY 45min col r\$10. Difficulties faced by frontier missionaries and how modern transport and communication methods help meet them. A SH

For more information circle No. 214 on return postal card.

**Two Dollars** sfs METHODIST two 78 rpm records and color fs r\$2.50. Cartoon type drawings tell of the stewardship of money and its uses. SH A

For more information circle No. 215 on return postal card.

**Unto the Hills** sfs METHODIST 85fr LP col \$11 r\$2.50. Home mission work in southern U.S. mountains. Elem-A

For more information circle No. 216 on return postal card.

**Upriver in Sarawak** mp METHODIST 30min col r\$8 b&w r\$6. Efforts to expand mission work into the interior of Borneo. JH-A

For more information circle No. 217 on return postal card.

**A Visit to Vellore** mp METHODIST 14 min col r\$6. Rajput boy's injuries fail to respond to native cures; he is healed at the Vellore Christian Hospital. JH-A

For more information circle No. 218 on return postal card.

**When it Rains in Burma** sfs METHODIST LP col \$11 r\$2.50. A varied, colorful missionary program proceeds even during periods of frequent rains. SH A

For more information circle No. 219 on return postal card.

**Working Together** sfs METHODIST 80fr LP col \$11 r\$2.50. Si with script \$5. Town and country churches helping each other through a group ministry. SH-A

For more information circle No. 220 on return postal card.

**Worship Programs—Christmas, Easter** CHURCHCRAFT apply. Choice of 6 color filmstrips, 2 slide sets, 2 hymnslide sets for Christmas cantata or other worship application; Choice of 4 filmstrips and 2 hymnslide sets for Lent and Easter.

For more information circle No. 221 on return postal card.

**Worship Backgrounds** 4sl CHURCHCRAFT col set (4) \$2; ea 75c. Titles: The Triumphant Christ; Jesus and the Children; Head of Christ; "Master," Mood slides for worship programs.

For more information circle No. 222 on return postal card.

**Zen Buddhist Ceremony** rec FOLKWAYS Two 12" LP \$11.90. Recorded in Japan. Extensive notes and explanatory material. C

For more information circle No. 223 on return postal card.

## NEW PUBLICATIONS

**An Alphabetical Listing of 16mm Must Films.** 47pp mimeo, lists and annotate 418 films. 50 cents. Music Educators National Conference, NEA.

For more information circle No. 224 on return postal card.

**A Catalog of Sacred Music** lists 2 records, Pipe Organ alone, with choir with male quartette. Free. PRTC.

For more information circle No. 225 on return postal card.

**Catalog Supplement** describes 31 new films released since the publication of the 1959-60 catalog. Free. CORO NET.

For more information circle No. 226 on return postal card.

**Chemical Industry Facts Book 1960-1961** edition, 163pp paper \$1.25. Has numerous graphs and drawings suitable for opaque projection. Apply direct Manufacturing Chemists Association 1825 Connecticut Ave., NW, Washington 9, D. C.

For more information circle No. 227 on return postal card.

**Directory of 3660 16mm Film Libraries** USOE Bulletin 1959 No. 4. Arranged by states, gives number and major types of films carried and special restriction if any. SUPDOC \$1.

For more information circle No. 228 on return postal card.

**Educational Displays and Exhibits 47pp** TEXAS \$2.

For more information circle No. 229 on return postal card.

**Films for Mission Themes 1959-60** folder describes 12 films and 7 filmstrips, for use in foreign, medical, and town and country mission discussions. METHODIST.

For more information circle No. 230 on return postal card.

**Foreign Language Records, Tapes, Filmstrips, Slides.** Recommended for primary, elementary, secondary and college study. 46pp. Free. CMUS.

For more information circle No. 231 on return postal card.

**Fund for the Advancement of Education Report for 1957-59.** Excellent introduction includes discussion of differences between American and Russian educational aims. Review of AV grants, mainly ETV but also White's physics, Baxter's chemistry, and Toynbee's history lectures on film, and teaching machines. Free. Apply direct—477 Madison Ave., New York 22.

For more information circle No. 232 on return postal card.

**Girl Scouts 1959-60** catalog of Audio-visual Aids Service describes and

offers fine utilization suggestions on 16 motion pictures, 20 filmstrips, and numerous flannelgraphs, flip charts, TV spot announcements and other AV media. Also a guidebook: "Using Films and Filmstrips in a Girl Scout Council." While emphasis is on leadership recruitment and training there are quite a number on general public relations and international understanding. Girl Scouts U.S.A., 830 Third Ave., New York 22, N. Y.

For more information circle No. 233 on return postal card.

**The Japanese Film—Art and Industry:** Joseph I. Anderson and Donald Richie. Fundamental changes in social order and interplay of Western and Central cultures mirrored in Japan's theatre screen, while not specifically covering the instructional film, the book makes fascinating reading for anyone concerned with film history, criticism, censorship, technology, and other facets of cinema communication. Excellent historical account 1897 to date; 144 reproductions of movie stills. 456pp \$7.50. Charles E. Tuttle, Rutland, Vt.

For more information circle No. 234 on return postal card.

**Have Language Lab: What Now? Guide to "labmanship" by Dr. Gustave Mathieu.** Single copies free. MRI

For more information circle No. 235 on return postal card.

**Heart Facts on Film** Tells about films on heart ailments available free, and offers exceptionally clear, comprehensive advice on how to show them to best advantage. AHA

For more information circle No. 236 on return postal card.

**Optical Systems and Film Handling Devices** 20pp Pictures and brief description of 27 equipment items including aerial cameras, bomb spotters, telescopes, periscope cameras, visual simulators, etc. Free. MAST.

For more information circle No. 237 on return postal card.

**Questions and Answers,** new free booklet on sound equipment. VICTOR ANIMATOGRAPH.

For more information circle No. 238 on return postal card.

**Television Film Catalog** USDA Handbook No. 131 lists and describes 224 films, with regulations governing their use on TV. Arrangement is alphabetical, with subject heading index. Buy from U.S. Govt. Printing Office, Supt. of Documents, Washington 25, D. C. 20 cents.

For more information circle No. 239 on return postal card.

**Widen Your World,** catalog of 25 filmstrips on religious and social themes. FRIENDSHIP.

For more information circle No. 240 on return postal card.

# Trade News

## Interchurch Center

The Broadcasting and Film Commission and the Department of Audio-visual and Broadcast Education are now located under one roof with many other Protestant church agencies in the new Interchurch Center at 475 Riverside Drive, New York 27, N. Y. Possible confusion will be avoided if just a little extra care is taken to address mail as specifically as possible. Margaret Carter suggests the addition of "Film Distribution Department" on BFC mail intended for her department. Mail flyers are available, free, on currently emphasized mission areas.

## Vinyl for Light Control

"Tox-Shade" vinyl sheeting for application to window glass to "screen out fatigue-producing glare in work areas and prevent excessive temperature build-up from direct exposure to sunlight" is now available in several transparent, translucent and opaque colors, custom cut to exact window dimensions and, now, in sheet size up to 48"x72". Applied without adhesive by simply squeegeeing to the pane, it reportedly produces a perfect bond lasting as long as desired. It is readily stripable, storable, and remains as washable as the glass itself.



"Tox-Shade" vinyl sheeting

## Audiotape Premium

A good example of "multiplier" sales promotion technique is the Audiotape offer of a hi-fi tape recording, stereo or monaural, 7 1/2 ips, with every purchase of a 1200' roll of tape, for the price of just the two reels of blank tape, plus \$1. Two releases, available only under this premium offer, are "Blood-and-Thunder Classics" and "High Spirits."

## Video Tape House Organ

A binder-punched house organ, "Video Talk," has just been launched by Minnesota Mining. The first issue covers special demagnetizing storage and distortion precautions.

### CLASSIFIED

**Visual Words, Brief, \$1.** Thoughtforming Manual, Visually Kinetic Method, \$2. Thoughtforming Screen Exercise, 25 cents. All mimeo, ppd., guaranteed. Sensitron System, Box 1126, St. Augustine, Florida.

# PAT DOWLING PICTURES



## SCIENCE FILMS (IN COLOR)

For Elementary Through High School Grades

— SALE ONLY —

Write for List of New Releases and Study Guides and Previews 1056 So. Robertson Blvd., Los Angeles 35, Calif.

## THE FILM DOCTORS<sup>®</sup> SPECIALISTS in the science of FILM REJUVENATION



RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid** **FILM TECHNIQUE, INC.**  
Founded 1940  
37-02C 27th St., Long Island City 1, N.Y.

## SLIDE MAKING EQUIPMENT

● IDEAL 3 1/4"x4" LANTERN SLIDE MATS

26 Sizes And Shapes!

The Professional Standard For 50 Years!

Package - 25 mats.....50c  
Box - 100 mats.....\$1.85  
1000 in bulk (not assorted).....\$15

● "RIGHT SIDE UP" Red Spot Identification Labels: Quality-White-gummed-Accepts Ink No. 4008 Box of 250.....\$3



● Type Your Own Slides on B&J RADIO MATS Special carbon for writing or typing titles - transparent cellophane and masking mat included. White, amber or green.

2x2" (100 slides) \$2 — 3 1/4"x4" (50 slides) \$1.50

● NEW SLIDE FILE Notebook style—displays 12 slides in full view The VUE-FILE mount fits standard 3-ring binder. No. 4010.

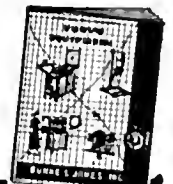
Box of 25.....\$8.75  
Box of 100 \$35.00  
SPECIAL—#G4010 to fit glass mounted slides. Box of 100.....\$40.00



● LANTERN SLIDE FILE BOX Individual slide grippers hold 76-3 1/4"x4" slides. Leatherette-covered wood. Handle. No. 4011.....\$7.50



FREE CATALOG — 132 Pages of Photo Equipment 62nd ANNIVERSARY Greatest Lens Offerings! Cameras — Regular, Industrial and Scientific! Enlargers — Solar etc.! Lighting, etc.! Accessories — Write to: "ESAG 2/60."



**BURKE & JAMES, INC.**  
321 S. Wabash Chicago 4, Illinois

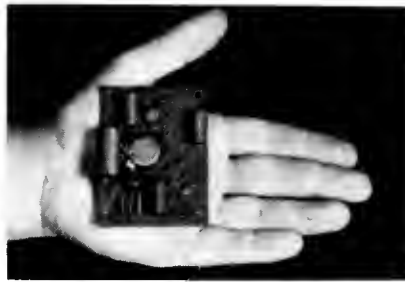
### Kodak's Annual High School Photo Contest Closes March 31

One of the finest examples ever of good promotion combines public relations, building of future markets, and stimulation of over-the-counter photo sales. All students in grades 9-12 are eligible to submit as many entries as they choose, in monochrome or color. Five categories: School Activities; People, All Ages; Animals and Pets; Pictorials; and Color (open classification). Contest closes March 31. Earlier entries are most welcome. For free entry blanks, rules and helps, write Kodak High School Photo Contest, Rochester 4, N. Y.

### Free Sample—King Size

College math teachers can get a 4-foot demonstration slide rule free by requesting same. An exact replica of the Pickett & Eckel, Inc., 10 in. all-metal slide rule, in eye-saver yellow color, large size, duplicate scale arrangement, easy to read and manipulate. Included in the free gift offer are also three advanced math teaching manuals and a teaching outline. We'll forward your request, provided it is made on your college or university letterhead.

<b>SCIENCE FILMSTRIPS</b>	
SINCE 1931	SINCE 1931
MADE BY TEACHERS FOR TEACHERS	
<b>BIOLOGY</b>	<b>ATOMIC ENERGY</b>
<b>PHYSICS</b>	<b>GENERAL SCIENCE</b>
<b>CHEMISTRY</b>	<b>MICROBIOLOGY</b>
<b>BIKE SAFETY</b>	<b>BUS SAFETY</b>
NEW—Elementary Science Series in Brilliant Spectrocolor	
<b>VISUAL SCIENCES</b>	
Box 599E	Suffern, New York



Tiny transistorized pre-amp . . .

### Little But Oh, My!

It's a long cry from the one-time super-heterodynes to the transistorized pre-amplifier that you hold, literally, in the palm of your hand. Built into Executive mikes, tuners and players to boost weak signals and hold down noise.

Another little giant — Sylvania's smallest incandescent ever produced on an assembly line will pass through the eye of a darned needle.

### New NAVA Equipment Directory

The sixth edition of The Audio-Visual Equipment Directory has just been issued by the National Audio-Visual Association, Fairfax, Va. More than 300 new models of all types of equipment will appear in it for the first time, including two entirely new sections on "Language Laboratory Systems" and on "Transparency-Making Equipment." 250 pages, 8½ x 11, plastic-bound, \$4.75 if billed; \$4.25 cash with order.

### Films of the Nations For WPIX

Films of the Nations Distributors, Inc., has taken over 16mm sales and rentals of the historic documentaries of WPIX, New York. Released thus far are **The Russian Revolution, The Secret Life**



. . . and tinier—this "inky."

of Adolph Hitler, and Cold War—Berlin Crisis.

### Lang Lab on TV

The installation of a 32-position Rheem-Califone language laboratory in a California high school was the subject of an on-spot telecast by Station KTLA.

### People in the News

John A. Hawthorne has been appointed manager of industrial distribution for the General Precision Lab line to industrial markets. His background includes experience with GE and RCA on closed-circuit TV equipment.

Dr. J. Michael Hagopian and production assistant Charles Harkey are in Africa producing a series of films on the peoples of Nigeria, Ghana and Liberia. Their "Altantis" productions are Film Festival favorites.

Haskel A. Blair has been elected president of University Loudspeakers, Inc., a subsidiary of Altec Electronics, Inc. Sidney Levy will continue at University as executive vice president and director of engineering.

President Bill Kirtley announces the appointment of the following among NAVA's committee chairmen: educational, Ellsworth Dent; industry, Robert Abrams; religious, Harvey Marks; trade relations, V. C. Doehring.

General Electric has established a new "Audio Products" section, combining the phonograph and audio components operations. Charles J. Coward is general manager of the new section with headquarters at Auburn, N. Y.

W. M. Bastable, for 15 years in charge of Swift & Company's audiovisual services, and past-president of the Industrial AV Association, is the new western manager for Sterling Movies—USA with headquarters in Chicago.

Fran Welsh is the new midwest regional sales manager for Viewlex. Benjamin Friedland has been appointed Acting General Manager of Ozalid. Walter A. Hensel, heretofore Ozalid GM and vice-president of the parent General Aniline and Film Corp. resigned.

President Joseph A. Tanney of the S.O.S. Cinema Supply Corp. announces the appointment of Oliver E. Cain as professional consultant on equipment needs.

## The KEYSTONE Standard Overhead Projector

is available for purchase under the

# National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3¼" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2¼" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.

Write for Further information or a Demonstration by our Local Representative. KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.



# Annual Index of Articles, Editorials, Reviews

## EDITORIALS

- An Editorial Memorandum to Fifty Chief State School Officers—Local and state school authorities may be misguided on NDEA .....Oct. 524
- Anybody and Everybody—Listing of authorities in the AV field who have written for Educational Screen .....Mar 122
- Distinguished Design — On awards to architects for distinguished design in school planning .....Jan. 10
- Effective Teaching—The effectiveness of AV aids in furthering the efforts of the teacher July 332
- Humanity Halted—Ford Foundation withdraws support from Humanities project for secondary schools .....Nov. 586
- Intimate Communication — Closer communication between teacher and students by use of electronic tools ..April 177
- Let's Get Together on Title III —More cooperation desired in seeking allocation of funds from Title III, NDEA .....May 234
- Machines for Your Future?—Exciting glimpses of future provided by 'teaching machines' in use now or planned .....Dec. 636
- Progress Report on Glass—Progress report on use of glass in construction of new school buildings .....June 283
- The Dismaying Lag—Tardiness of education in accepting and putting to use new ideas and new tools .....Sept. 466
- Three R's Out of Four—Value of choice of proper AV equipment and materials — and their proper use .....Aug. 394
- Vantage Points—Educational Screen editors look on the AV scene from positions of authority in the field .....Feb. 69

## ARTICLES

- American Film Festival—Premiere!—The inauguration of the American Film Festival sponsored by Educational Film Library Association April 1-4, 1959 .....May 246
- Ammon, George B., AV Education in the Church—The definite progress made by the church in the use of AV materials .....Dec. 652
- VS—Kodak's "Pilot Plant"—Kodak's Audio-Visual Service moves to new quarters with larger and improved technical facilities .....July 346
- Bahr, Mae, Use AV During Lent!—Season of Lent brings biggest demand for church use of motion pictures and other audiovisuals .....Feb. 72
- oeke, R., Informal Audiovisuals Can Enrich Religious Understanding—Audiovisual aids for Christian teaching abound around us .....Feb. 70
- orza, John, Get AV Out of the Cellar!—Important AV installation in a basement gets

- flooded out in a record rain ..Oct. 533
- Brown, Curtis F., Your Own A-V Center—Next to adequate classroom facilities for AV instruction is an instructional materials center .....Nov. 597
- Calandra, Alexander, and Balanoff, Neal, Intermittent Television—A 25-minute television lecture is followed by a 25-minute discussion of ideas by the instructor .....Feb. 85
- Chauncey, Henry, New Films Present "Horizons of Science"—To increase the understanding and awareness of science and scientists today .....Jan. 20
- Clarke, Marjorie A., Visualizing Different Subjects—Better depiction of difficult science subjects through speeding up and slowing down of action ....Aug. 396
- DeBernardis, Amo, Here To Stay—Sponsored Materials—The expanding use of sponsored materials in the classroom .....Feb. 86
- Diamond, Robert M., "Television As a Teaching Tool"—The experimental project in etv conducted by the Plain-edge, N.Y., school system ..June 284
- Early Movies Reproduced from Paper Prints! — A success story: making copies from old 35 mm paper prints .....Jan. 30
- Fayen, Philip, Criteria for AV Equipment — Need for authoritative articles to help solve problems in setting up an AV program .....Sept. 476
- Fayen, Philip, Criteria for AV Equipment (II)—Continuation of the above: providing here a set of standards for buying AV equipment .....Oct. 543
- Fea, John L., The Resourceful Teacher and AV—This genus can take a minimum of AV equipment and develop a successful program .....Sept. 468
- Ford, LeRoy, Films Should Be Tested—It is necessary to test films with the age or interest group for which they are prepared .....Feb. 75
- Freedman, Florence, Israel, Giant Laboratory—'Educational' ranks high among the many experiments going on in this small country ....March 124
- Frye, Harvey R., Techniques for Making Transparencies — A discussion of the several methods available for making successful transparencies .....June 288
- Grassell, E. Milton, Chalkboards in Action—The problems—and their solutions—in classroom use of the chalkboard .....Aug. 400
- Hagerty, Gilbert, Students Bring History to Light — Hands-and-knees archaeology by a New York teacher and his students .....Oct. 536
- Henrichsen, Edwin E., Teachers Need In-Service AV Training —Educators at every level must keep up with the continual improvement in teaching methods .....Mar. 128
- Hocking, Elton, and Merchant, Robert C., The Fabulous Language Labs—Aural-oral methods of classroom instruction will be boosted by Title III ..April 184
- Jacobson, Daniel, Vitalizing Geography Studies — Using AV techniques in "one of the most difficult" subjects to teach .....Sept. 472

- Jaffarian, P. H., "For Such Time As This"—The audiovisual field has arrived at a time which means opportunity for all .....July 334
- Johnson, Yvon O., True Audio Reproduction — Audiovisual coordinators must be familiar with the characteristics of audio equipment .....Nov. 592
- Kemp, J. Ralph, One Remedy for Reading Problems — Results in experimental work in the field of reading problems. ....Sept. 474
- Kidd, Kenneth P., Dynamic Aids for Teaching Math — A variety of aids helps make mathematics more interesting and meaningful .....Mar. 130
- Kirtley, W. G., A Year of Achievement for NAVA — Results gained through cooperation of business and education .....Dec. 648
- Kone, Elliott, and Jones, Emily, EFLA in 1959 and 1960—A year of bustle and boom for this important group .....Dec. 650
- Kosell, Edward J., AV Coordination in a Large Urban School — Scheduling a film through 60 classrooms in a Chicago public elementary school .....June 294
- Kruse, William F., Not Born Yesterday—A brief history of the use of audiovisual in the churches .....Feb. 76
- Lane, F. Edgar, A Materials Center for Easy Access—The teacher in this school gets all her instructional materials at one location .....Sept. 470
- Lewis, Philip, TV's Exciting Developments—Recognition of TV's values for educational applications .....May 236
- Lewis, Richard B., and Litke, Ray A., San Jose Builds a Microphone Hoist—Use of a hanging microphone in school and college auditorium .....Jan. 24
- Lloyd, Bruce A., Why Not Make Your Own Worksheets?—How to make worksheets of favorite science experiments .....Jan. 31
- Louisville's Hi-Fi Library — A virtually complete audio service offered by the Louisville public library .....April 188
- Meagher, James M., To Help Teachers Teach and Children Learn!—Audiovisual concepts brought into this new high school from its construction ..Jan. 16
- Miller, William C., Bulletin Board Blues — Evaluating the why and wherefore of bulletin boards .....Mar. 135
- Miller, William C., Are Field Trips Worthwhile? — Out-of-school excursions are beneficial to students—and not just in May and June! .....May 245
- Molstad, John, Indiana Rules for AV Facilities—Educators in this state have taken steps to provide for strong AV programs in their schools .....Mar. 132
- Murray, J. Robert, AV Courses for Teachers — Essential or Expendable?—Just how important are courses in AV instruction for the instructor? ..June 291
- Nesbitt, William O., Big Classes in Texas — A teacher-team program gets results in a Texas town .....Nov. 594
- O'Connor, Olwyn, The Art of Listening—AV equipment and materials can help teach the 'art' of good listening .....Oct. 523
- Parsons, Edgar, Preventing Equipment Failure — Good maintenance practices are important in the upkeep of expensive equipment .....Jan. 22

**NOTE: Page numbers run consecutively, with issues starting with the following numbers: January p. 1; February p. 57; March p. 109; April p. 161; May p. 221; June p. 273; July p. 317; August p. 385; September p. 453; October p. 509; November p. 573; December p. 625.**

Peneguy, Lou, Classroom Projectors Find Use in ETV — Importance of overhead projectors in Alabama etv school telecasts .....	April 190
Reed, Paul C., Distributing Sight and Sound—An AV all-in-one facility, the 'sight and sound suite' .....	April 178
Reed, Paul C., Each Room an AV Room — This classroom environment encourages teachers to use an audiovisual approach .....	Mar. 126
Reed, Paul C., Only One Stop for Instructional Materials — A main library reading room is an instructional materials resource center .....	May 240
Roertgen, William F., An Experiment in Pronunciation — A test in the teaching of pronunciation of unfamiliar sounds .....	Nov. 588
Ruark, Henry C., Jr., NDEA Title III in Oregon—Progress made by this state in utilizing its acquisitions .....	Dec. 642
Sanborn, William B., Future in Educational Tools—This is no time for complacency concerning the acceptance of instructional materials .....	Dec. 638
Schmidt, Eunice, How to Plan Film Series—Denominational planning of films in one, three and four year cycles .....	Feb. 74
Skornia, Harry J., Educational Television—How much does etv contribute, not just to education, but to learning? .....	Dec. 646
Snider, Robert C., DAVI and the Future — Past achievements must be related to adjustment to the future .....	Dec. 645
Swineford, Edwin J., Facing Obstacles in the Use of Audiovisuals—Are teacher attitudes contributing to obstacles in the use of AV materials? .....	Jan. 19
Television and Education — Revisited — Review of a symposium on the future of etv carried 10 years ago in Educational Screen .....	Mar. 134
The Alphabet Conspiracy — A nationwide presentation of a color film on the 'murdering' of the alphabet .....	Jan. 26
Trump, J. Lloyd, Images of the booklet presenting ideas for the Future—Excerpts from a booklet presenting ideas for the development of the nation's high schools .....	July 326
Washcoe, W. C., The Versatile Overhead Projector — The versatility of the overhead transparency projector .....	May 242
Wilde, Sim, Music Lessons by Telephone! — A wired loop broadcast system for the Asheville city schools .....	April 182
Williams, Don G., AV in Iran—A new production center for the production and utilization of educational films .....	Jan. 12

## DEPARTMENTS

### Evaluation of Films

A Biologue on the Life and Land of Lincoln .....	Dec. 662
Alphabet Conspiracy .....	July 348
A Newspaper Serves Its Community .....	Dec. 660
Art and You .....	Feb. 88
Beginning Responsibility: Books and Their Care .....	June 296
Burden of Truth .....	May 250
City of Gold .....	Feb. 88
Communication in the Modern World .....	May 252
Explaining Matter: Molecules in Motion .....	Sept. 488
Gateways to the Mind — The Story of the Human Senses .....	Jan. 329
Give Them a Chance .....	April 199
Hawaii — The Fiftieth State .....	Nov. 600

Health In Our Community .....	Sept. 486
How Nature Protects Animals (second edition) .....	June 298
Insect Foods .....	Sept. 487
Israel — An Adventure .....	Jan. 32
Learning About Flowers .....	Mar. 139
Life of the Molds .....	April 200
Man of the Century: Churchill .....	Oct. 555
Moving Things on Land .....	Nov. 600
Navajo — A People Between Two Worlds .....	May 253
Office Supervisors' Problems: The Grapevine .....	Feb. 90
Paraguay: A New Frontier .....	Jan. 34
Pictures Teach at Penfield .....	Mar. 138
Prehistoric Images: The First Art of Man .....	Mar. 138
Principles of the Transistor .....	Nov. 601
Print with a Brayer .....	Feb. 89
Problems of the Middle East .....	April 201
Quetico .....	Dec. 660
Rescue Breathing .....	Sept. 488
Rhythmic Motions in Growing Plants .....	June 298
Spotty the Fawn in Winter .....	Mar. 141
Technology and You .....	July 348
The Colloidal State .....	Oct. 556
The Emperor's New Clothes .....	Nov. 602
The Face of Red China .....	July 352
The House Fly .....	July 352
The Pioneer Burro .....	Oct. 554
The Return .....	Jan. 34
Trees — How We Identify Them .....	Mar. 140
Twentieth Century: Gandhi .....	Oct. 557
Understanding Others .....	April 202
Williamsburg: Story of a Young Patriot .....	Dec. 660

### Filmstrips

Abraham Lincoln's Life Through Postage Stamps .....	July 357
Adventures in Communicating .....	June 300
Alaska — Twentieth Century Frontier .....	Jan. 36
Aluminum .....	May 260
American Colonization .....	Dec. 658
American Authors .....	Jan. 36
American History Series (Set No. 2) .....	Jan. 36
Artists of Holland .....	April 194
Artists of Holland (2) .....	June 300
Atlantic Regions Series .....	Oct. 550
Audio-Visual Language Training — Gloria and David Series .....	Dec. 658
Barbara's Happy Christmas .....	Nov. 604
Basic Primary Science — Group I .....	July 357
Basic Primary Science — Group II .....	Dec. 658
Berlin .....	Feb. 92
Cadet Rouselle and The Raftsmen .....	April 192
Canada and Pacific Coast .....	June 300
Canada: People at Work .....	Feb. 92
Canadian Filmstrips .....	Feb. 92
Cendrillon .....	June 300
J. A. Comenius (1592-1670) .....	Jan. 37
Demand, Supply and Balance .....	Mar. 136
Desert Plants .....	April 192
Eskimo Art .....	April 194
Ferment in Southeast Asia .....	Feb. 93
French Language Series .....	April 194
Heat, Light, Sound .....	Oct. 550
Holiday Filmstrips .....	Nov. 604
How Strong is Russia Now? .....	Feb. 93
How We Get Our Clothing .....	June 301
How We Got Our Christmas Customs .....	Nov. 604
Impressions of Holland .....	May 260
Instruments of the Symphony Orchestra .....	Jan. 36
Journey Down the Great Volga .....	May 260
Land of the Far East .....	July 356
Life in Elizabethan Times .....	Oct. 551
Life Long Ago .....	April 194
Life Story of a Butterfly .....	May 261
Living in the Soviet Union Today .....	Sept. 493
Mary's Pilgrim Thanksgiving .....	Nov. 604
Masters of Modern Art .....	Jan. 37
Modern Art — Henri Matisse (Part II) .....	July 357
Moody Science Filmstrips .....	Mar. 136
Opera and Ballet Stories .....	June 301
Our Caribbean Neighbors .....	May 261
Our Outdoor Friends .....	July 358
Our Sky .....	Nov. 605

Parliamentary Procedure in Action .....	Mar. 137
Pennsylvania Geography Filmstrips .....	Oct. 551
People and Pets .....	April 194
Petroleum in Today's Living .....	May 261
Plantation Life in Colonial Virginia and Planter-State-man of Colonial Virginia .....	Mar. 137
Picture Book Parade — Film-strip Series II .....	Sept. 493
Progress in Southeast Asia .....	Feb. 94
Roots of Religious Freedom .....	April 194
Scandinavia: A Regional Study .....	Feb. 92
Secretarial Training .....	Dec. 659
Seed Plants .....	April 191
Space and the Atom .....	Nov. 600
Tagline for Success .....	Jan. 37
Television Series .....	Oct. 550
The Boy Scientist Series .....	Nov. 600
The British Isles .....	Nov. 600
The Man Without a Country .....	April 194
The Race for Space .....	Mar. 137
The St. Lawrence Seaway .....	Sept. 493
The Story of the Panama Canal .....	Oct. 551
The Story of the Universe — Unit I .....	July 357
The Whooping Crane .....	Dec. 659
This is Central America .....	Feb. 93
Tide Pool Life Study Prints .....	Dec. 658
Trucks Work for Us .....	June 301
True Book Filmstrips of Natural Science and Physical Science .....	June 301
Twentieth Century Bookkeeping and Accounting Series .....	Jan. 37
Understanding Poetry Series .....	Sept. 493
You and Your Driving .....	Oct. 551

### Audio

Alice in Wonderland .....	Mar. 144
The Ancient Mariner .....	Jan. 40
And God Said .....	Feb. 94
Anthology of American Poetry .....	Feb. 94
Art of Listening .....	April 195
Audio Fairs .....	Oct. 546
Audio Investments .....	Nov. 600
Audiovisual Materials and Techniques (second edition) .....	June 303
Aural Program .....	Dec. 654
Av Directors and Centers .....	Dec. 653
Chemistry .....	Oct. 548
Commodore Perry and the Opening of Japan .....	Nov. 608
Comprehensive Music .....	April 197
Five Short Stories by W. Somerset Maugham .....	Oct. 548
Folk Songs of Canada .....	Nov. 608
The Foreign Language Field .....	July 354
Foreign Language Records .....	Feb. 95
George Washington's Farewell Address .....	Nov. 607
George Washington: Frontier Colonel .....	Jan. 40
German Students' Songs .....	Nov. 608
Great Negro Americans .....	Nov. 609
The Instruments of the Orchestra .....	Feb. 96
Intended for Young .....	Dec. 654
John Collier .....	Oct. 548
The Language Laboratory .....	July 354
Learn Fluent Spanish .....	Jan. 39
Let's Experiment .....	Nov. 606
Listen and Play the Piano .....	Jan. 40
The Magic of Music .....	Feb. 96
Many Voices .....	Oct. 547
The Mayflower Compact .....	Nov. 607
The Monroe Doctrine .....	Oct. 549
Music Appreciation and Education .....	May 257
Music for Young Americans — Kindergarten .....	May 257
No Help to These .....	Dec. 654
No Time for Sergeants .....	Nov. 609
Objectives Defined .....	Feb. 94
"Once Upon a Time" .....	July 355
On the Death of Socrates .....	Oct. 548
Original Children's Activity Songs .....	Feb. 95
Palgrave's Golden Treasury .....	Jan. 40
Participation Songs .....	Feb. 95
The Patriot Plan .....	Oct. 548
Perri .....	Oct. 548
Pinocchio .....	Mar. 143
The Poetry of Coleridge .....	Jan. 40
The Poetry of Keats .....	Jan. 40
The Printing of Dorian Gray .....	Nov. 608
Role of Listening .....	Dec. 653
F. D. Roosevelt's Four Freedoms Speech .....	Oct. 549

Rutabaga Stories	Jan. 40
The Scientists Speak: Biology	June 302
Scottish Border Ballads	Nov. 608
Shakespeare Plays	Jan. 40
Shakespeare: Plays and Sonnets	July 355
Singers in the Dusk	Mar. 144
Sources for Audio Materials	Oct. 546
Speed and Speed-up	Mar. 142
Tales from the Four Winds	Jan. 39
Teaching Games	April 199
They Helped Make America	Jan. 39
Thomas Jefferson: Father of Democracy	Jan. 40
Through the Looking Glass	Mar. 144
Through the Looking Glass — To Tomorrow	Dec. 653
Total Audiovisual Understanding	June 302
Values and Functions of Machines in Education	May 238
The Vikings	Jan. 40
With an "Ear to the Ground" at NAVA	Sept. 483
With the Children in the Home in Sunday School	Feb. 94
... in weekday Church School	Feb. 94

**Church Department:**

**Articles and Editorials**

A Producer Explains	Sept. 490
A Study in Perspective by LeRoy Ford	April 204
The AVRG	Jan. 41
AV Training Kit	Feb. 80
AV Usage in a Typical Church	Jan. 44
Back to Green Lake	Jan. 41
Child-Choose Theory	April 206
The Dealer Serves the Church by Roa Kraft Birch	Feb. 82
Editorial Notes	June 304
Filmstrip-Centered Week-Day Teaching by Elizabeth Loughead	Jan. 44
From the Grass Roots	July 359
Green Lake Workshop	July 358
Important Experiment	Oct. 552
Let's Use the AVRG	Feb. 82
Locating Projection Screens	Mar. 145
Notes and Comments	Dec. 656
Opaque Projectors	Mar. 146
Dur Tiny Tots See a Motion Picture	Mar. 145
Pictures Can Help	July 359
Preview & Selection	Feb. 80
Producer Becomes User	Nov. 611
Utilizabath Report	Nov. 610

**Miscellaneous**

Administering Audiovisual Services	May 248
Agricultural Audio-Visual Workshop	July 339
Association of Chief State School Officers	July 337
AV Conference of Medical and Allied Sciences	July 334
AV Instruction: Materials and Methods	April 172
DAVI Convention a Success	May 232
Directory of Audiovisual Sources	July 360
Industrial Training Directors' Association	July 339
NAVA Convention and Exhibit	July 335
NAVA Convention Exhibition	July 340
Quo Vadis — Church Audiovisuals by William F. Kruse	Sept. 491
Religious Audiovisual Conference	July 337
Videotape Its Promise for Education	Oct. 526

**MAJOR REVIEWS:**

**Films and Filmstrips**

ABC of Audiovisual Equipment and School Projectionist Manual	May 255
African Cousins	Oct. 553
Agnes and Stages Series	April 206
Alaskan Discovery	June 304
Ambassadors to the Hungry	June 305
Anger at Work	Jan. 44
Are You Popular?	July 358
As One Family	April 205
Barbara's Happy Christmas	Nov. 611
Basic Primary Science	Sept. 491

Bearer of The Book	June 304
The Beginnings of The Bible	May 255
Block Drama	Jan. 42
Book Making Town in Liberia	Oct. 553
Christmas on Grandfather's Farm	Jan. 44
Cry of the China Seas	Jan. 43
Easter Around the World	Feb. 84
Ezekial — Man of Visions	May 254
Filmstrip for Lent	Jan. 41
Four Presidents and The Bible	May 254
The Harvest	Sept. 490
The House That Hunter Built	June 304
How Do You Love Your Neighbor?	Oct. 553
How Long the Night	Jan. 43
How We Got Our Bible Series	April 207
How We Got Our Easter Customs	Feb. 84
How The Old Testament Came To Be	April 205
I'll Sing, Not Cry	Oct. 553
In Such a Time	Jan. 43
In the Fullness of Time	May 254
Jeremiah — The Reluctant Rebel	May 254
Jimmy Cricket Series	Nov. 611
Lifetime	April 206
The Man Without a Country	May 254
Mary's Pilgrim Thanksgiving	Nov. 611
Middle East Problems	June 305

Mid-East Film	Mar. 254
Nancy Has a Catholic Friend	Oct. 553
A New Day For African Women	Oct. 553
New Faces of Africa	July 358
None Goes His Way Alone	Oct. 553
North American Neighbors	Feb. 84
Our Love—Conflicting Faith	Oct. 553
Padre on Horseback	Oct. 552
Pictures Teach at Penfield	July 359
The Power of Literacy	Jan. 42
The Power of the Resurrection	May 255
The Prophet—Poet of the Exile	May 254
The Proud Years	June 304
Rembrandt and The Gospel	Sept. 491
Rembrandt: Painter of Men	Mar. 146
Rembrandt: Poet of Light	Sept. 491
A School Bell Rings in Angola	Oct. 553
Sketch on Greatness	Oct. 553
Sons & Heirs	Oct. 553
Sound and Fury	Jan. 42
Stories About Jesus for the Kindergarten Series	Feb. 83
Teenager Filmstrips	Dec. 656
The Third Moses	May 254
Tipping in Church	Jan. 41
Tongues of Fire	Jan. 43
Tumbleweed Man	June 304
Understanding Heart	Nov. 610
The Work of the Hawk (African Feature)	Dec. 657



# The Size Of Your Company Makes No Difference

That's because every client's a VIP\* at General Film; there are no "small" producers here!

In General's busy processing laboratories, appropriately located in the heart of the film capital, the same meticulous service is courteously accorded each of our clients, regardless of size, location or job.

From the moment your film arrives until the hour of its as-scheduled completion, every foot is guaranteed our personalized Red Carpet Treatment. A special sales-service representative is assigned to cover your job from start to finish, your assurance of continuous attention all the way through.

\*VERY IMPORTANT PRODUCER

**GENERAL** FILM LABORATORIES CORP.  
1546 ARGYLE AVE. • HOLLYWOOD 28, CALIFORNIA • HO 2-6171



## New Kalart/Victor Improves 16mm Programs 3 Ways

This classroom photograph reveals three common audio-visual problems—and how they are best solved by the new Kalart/Victor.

1. *Hard-to-darken room.* Only a projector with the superior light output of the Kalart/Victor could assure adequate screen brightness. Its redesigned shutter alone increases light output 12%. For even more light, a 1200 watt lamp may be used.

2. *Distracting Projector noise.* The new Kalart/Victor is the quietest running 16mm sound projector ever built. Even students closest to the projector are undistracted.

3. *Choice in speaker placement.* While the speaker is next to the screen in this classroom, the film could have been shown without ever removing the speaker from the projector. Only Kalart/Victor offers the new *door-mounted speaker* which can be left closed on the projector, or detached.

Other major Kalart/Victor improvements include truly magnificent sound quality, once-a-year lubrication, and brighter than ever stills. Choose from models with 15-watt or 25-watt amplifier. Ask your authorized Victor Dealer for a demonstration soon.

newest name in 16mm sound projectors



VICTOR ANIMATOGRAPH CORP., Div. of Kalart  
Plainville, Connecticut

Free booklet, *Treasure Chest of Audio-Visual Ideas*. For your copy, mail coupon to Victor Animatograph Corp., Div. of Kalart, Plainville, Conn. Dept. 100

Name .....

Position .....

Address .....

City ..... Zone ..... State .....

RECEIVED ROOM  
Received  
MAR 1 1960

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

March 1960



from "Adventures in Slidefilm"

—Dukane Corporation

An AV Program in Action--page 116

Teachers' Attitudes on AV--page 119

100 LIBRARY - NO. 1  
DIVISION  
SUPERIOR AV.  
OHIO  
9979-12-59



# Stop the show... *study the still!*

Stop the movie...study and discuss a single frame. Only Bell & Howell's new Filmosound Specialist lets you automatically hold the single frame for as long as you want...the picture stays bright, and there's no danger of damaging the film.

The Specialist lets you reverse film, and go back to discuss a particular scene. It's the most versatile of all sound projectors, and the simplest to run. All critical film handling parts are sapphire jeweled for 400% longer life. Mail the coupon today for your copy of "Teaching and Training with Motion Pictures," and complete information on the new Filmosound Specialist.

FINER PRODUCTS THROUGH IMAGINATION

**Bell & Howell**

Qualifies for purchase under Public Law  
864 (National Defense Education Act).

Bell & Howell,  
7117 McCormick Road, Chicago 45, Ill.

Gentlemen: Please send me a copy of  
"Teaching and Training with Motion Pic-  
tures," and information on the new Filmo-  
sound Specialist.

NAME  
ADDRESS  
CITY & STATE  
ORGANIZATION

## With the Authors

Alan V. Grossberg is fifth grade teacher at Public School 106 in Brooklyn, N. Y. He took Bachelor's and Master's degrees at Brooklyn College, studied for a year at Columbia, and is currently enrolled at New York University where he is matriculating toward a doctorate in educational administration and supervision.

Thomas H. Boardman is assistant professor at the University of Illinois and director of the Visual Aids Service. Previously he was director of the Visual Aids Service for the Freeport, Ill., public schools. He is a past president of the Illinois Audio-Visual Association.

Milton Grassell is with the department of visual instruction, general education division, Oregon State System of Higher Education. He is presently a member of the DAVI legislative committee, has presented a number of demonstrations at DAVI meetings during the past six years. He is a past president of the Oregon Audio-Visual Association.

Joseph F. Hohlfeld teaches at the laboratory school at Iowa State Teachers College, Cedar Falls, Iowa. He has an AB from Hastings College, Hastings, Neb., and Master's from the University of Colorado. He is a Navy veteran of World War II and Korea.

Dr. Gaylen B. Kelley is assistant professor of education at Boston University and coordinator of audiovisual service for the school of education. He has a doctorate from Boston U. (June, 1959). His teaching experience includes high school in Old Town, Maine; University of Maine; Aroostook State Teachers College; and the U.S. Army medical corps.

## Next Month

### "A School Operators Club"

—Why and How

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

March, 1960 Volume 39, Number 3, Whole Number 385

## EDITORIAL

114 Tired Fears

## ARTICLES

116 AV Program in Action *E. Milton Grassell*

119 Study of Teachers' Attitudes *Gaylen B. Kelley*

122 Lesson in Brotherhood *Alan V. Grossberg*

125 New Slant on Projectors *J. F. Hohlfeld*

126 A New Style in Cataloging *Thomas H. Boardman*

## DEPARTMENTS AND FEATURES

107 With the Authors

110 On the Screen

112 News

113 Calendar

128 Film Evaluations *L. C. Larson, Carolyn Guss*

130 Filmstrips *Irene Cypher*

132 Audio *Max U. Bildersee*

135 AV in the Church Field *William S. Hockman*

138 Trade Directory for the AV Field

139 New Equipment and Materials

152 Helpful Books

153 Trade News

154 Directory of Sources

155 Index to Advertisers



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$8.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.

CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

ADDRESS ALL MAIL (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

ENTIRE ISSUE COPYRIGHT 1960 BY  
THE EDUCATIONAL SCREEN, INC.

# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.



**The Vikings**—In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson in Mythology**—Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50. With guide, \$7.80.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$7.00. With guide, \$7.30.

**Knights of the Round Table**—A set of two filmstrips. Part One, black-and-white, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, full color, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50.

**Richard III**—Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**Alexander the Great**—Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe**—In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$4.00.

**Hansel and Gretel**—In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kine-mins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth**—In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Ulysses**—In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

**Shakespeare Series**—Eight black-and-white filmstrips dealing with Shakespeare's life, theatre, and plays. Each of the filmstrips on his plays is made from photographs taken from a photoplay, presenting a complete synopsis of the play, *Introduction to William Shakespeare* (40 frames); *Shakespeare's Theatre* (43 frames); *Hamlet* (62 frames); *Macbeth* (45 frames); *Romeo and Juliet* (62 frames); *A Midsummer Night's Dream* (53 frames); *As You Like It* (50 frames); *Henry V* (42 frames). Set of 8 filmstrips —\$28.00. Each filmstrip—\$4.00.

EDUCATIONAL & RECREATIONAL GUIDES, Inc.

10 Brainerd Road, Summit, New Jersey





*Charlie  
the Destroyer*

# LEVOLOR BOTTOM RAILS CAN TAKE IT!

es, you can depend on the husky .025 metal and the  
riple "U" forming. LEVOLOR bottom rails are truly  
EAVY DUTY—made to take use and abuse.  
nformation that insures the best installation possi-  
ble is a service all LEVOLOR representatives will give

you. They will submit a prospectus covering every  
detail of your Venetian Blind installation—help with  
the specifications and make a final inspection *after*  
the blinds are installed. It is a service that guar-  
antees good specifications and good Venetian Blinds.

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN VENETIAN BLINDS

**AUDIO-VISUAL**

**CONVENTIONAL**

**SKYLIGHT**

Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

# India and Ceylon



**6** COLOR  
FILMSTRIPS

for Elementary and  
Junior High School Studies

See the present-day life and work  
of the people of southwest Asia —  
write for your preview today!

1. FARMING IN INDIA
2. VILLAGE LIFE IN INDIA
3. LIFE IN NORTHERN INDIA
4. LIFE IN SOUTHERN INDIA
5. CITIES AND INDUSTRIES OF INDIA
6. CEYLON

Complete series . . . . . \$31.50  
Individual filmstrips . . . . . 5.75

*The*  
**JAM HANDY**  
*Organization*  
2821 East Grand Boulevard  
Detroit 11, Michigan

## On the Screen

### Cover Scene

"No matter what type of photography, there are a thousand different presentations possible. . ." Thus says the sound on this frame of Du-Kane Corporation's new filmstrip on the various techniques of sound filmstrip (sound slidefilm) production.

### "Bright Spot, Dark Spot!"

An item which drew our particular attention in the mail recently was a 48-page illustrated report to the governor and general assembly of the state of Georgia by Claude Purcell, state superintendent of schools. Topped with the above title, this is an attractive, sharply communicative publication, visualized throughout with apt pencil drawings, photos, charts and iconographs.

The booklet points up some good lessons. 'Half a loaf' may be better than none in some instances, but 'half an annual report on the state school system' fails to use all weapons to reach its objective.

The Georgia presentation is an effective report and must be drawing praise from many quarters.

Of special interest to us is the full page devoted to audiovisual materials. To quote in part: "Georgia schools use 8,000 films a week. Last year, 1430 schools used 238,023. Our film library—started Nov. 18, 1947, and now the largest of its kind in the world—has 4,339 films, with 45,047 prints, that are sent to schools from the four film libraries: Atlanta, Collegeboro, Tifton, and Macon. In 1955, tapes were added and we now have 6,000

tapes of drama, poetry, speeches, music, and discussion topics."

### The Passing Parade in Educational Screening

*10 years ago*

"Best" film lists cannot be a substitute for local appraisal of educational needs, says editor Reed, questioning "award winning" as criterion for purchase . . . Equipment care and repair survey of 33 school systems . . . How the local school tells its story with 2x2s and tapes . . . DAVI calls for new constitution

*20 years ago*

"The most nearly complete 'proceedings' ever published on an annual meeting" of DVI-NEA . . . J. E. Hansen finds "formal verbal continuity prepared by the producers as an integral part of the sound film" more effective than teacher-delivered or other personalized techniques, but calls for more challenging use of words and sound effects . . . Progressive Education Association program includes two sessions on audiovisual . . . Midwest Forum on Visual Teaching Aids two-day meeting . . . "School made Films" (theses).

*30 years ago*

Visual education in Europe IV . . . Minimum standard equipment II . . . McClusky's 1923 survey of visual education administration updated . . . Pathé producing educational sound films for Harvard University . . . AV Bibliography III.

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet B-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California

EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools

MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California

W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia

CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia

EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City

F. EDGAR LANE, Supervisor, Instructional Material Department, Board of Public Instruction, Dade County, Florida

F. DEAN MCCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles

SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington

CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan

ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin

DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia

# THE QUALITY OF LEADERSHIP

No. 2 in a series of messages to all concerned with better education



*Continuous availability of complete or partial footage replacement is assured on all Coronet films . . . an exclusive Coronet feature*

As a part of its continuous service program, Coronet maintains a complete master negative file on every film in the Coronet library.

This assures quick replacement or repair of any Coronet film that is seriously damaged or destroyed—thus eliminating the need for disturbing established audio-visual programs. In effect, this policy has enabled Coronet to maintain its responsibility for every Coronet film ever produced.

A professional staff directly controls the production of new prints and replacement footage, efficiently and at minimum cost in Coronet's own modern laboratory—the finest one in the world devoted exclusively to educational films.

Continuous service throughout the life of each print is just one of the many features of Coronet quality—the quality of leadership.

*This booklet is yours! Send for it today!  
It tells the complete story of Coronet creative quality in its library of more than 900 educational films.*



## CORONET FILMS

To illuminate all facets of learning

CORONET BUILDING

CHICAGO 1, ILLINOIS

## Northeast AV Conference Hosts Regional Leaders

More than 100 audiovisual supervisors and instructional materials experts from all of the New England states, New York and New Jersey gathered January 28-30 at Central Connecticut State College in New Britain for the fourth Northeast Regional Audio-Visual Leadership Conference.

Mrs. Villa Quinn, director of elementary education for the state education department in Maine and Dr. Clarence Bergeson, director of Audio-visual Service at the University of Maine (Orono) were elected co-chairmen by acclamation. They succeeded



At New England AV meeting: from left, Joseph Murphy, Connecticut department of education; Villa Quinn, Maine department of education; Clarence Bergeson, University of Maine; Elliot Kone, Yale University.

the 1959 co-chairmen, Joseph F. Murphy of the Connecticut state department of education and Elliot H. Kone, director of the Yale University Audiovisual Center.

The keynote address, delivered by Alfred Villa, director of the Audiovisual Center at Central Connecticut State College, stressed the opportunities in the broad application of selected audiovisual materials. "The audiovisual media can be effectively used to improve instruction and to enrich learning," he said, "but we know that the tool must serve both the instructor and the student and remain subject to the will of both without replacing either."

Resource personnel for the conference included Dr. William J. Flaherty, Connecticut's deputy commissioner of education; Robert Danilowicz, audiovisual director, state education department, Rhode Island; Mrs. Villa Quinn; Dr. George Champlin, chief, bureau of elementary and secondary education, Connecticut state depart-

ment of education; Dr. Anna L. Hyer, executive secretary, Department of Audiovisual Instruction, National Education Association (Washington); Dr. Allan Rosebroch, director of teacher education and certification, New Jersey state department of education, Dr. Irene Cypher of New York University; and Samuel Cohen, administrative assistant, board of education, Hewlett, New York.

Other major addresses were delivered by Dr. Leslie P. Greenhill, associate director, division of academic research and services, The Pennsylvania State University, and Dr. Harry Becker, superintendent of schools, Norwalk, Connecticut.

## Marks Appointed Chairman of NAVA Convention

Harvey W. Marks, Visual Aid Center, Denver, Colorado, has been named general convention chairman of the 1960 National Audio-Visual Convention at the Morrison Hotel, Chicago, August 6-9, according to an announcement by W. G. Kirtley, president of the National Audio-Visual Association.

The National Audio-Visual convention features the largest single exhibit of audio-visual equipment and materials in the world, according to the association. Some 2500 AV people, including several groups of AV users, are expected to attend the event this year.

Marks, who is the present first vice president of NAVA, recently conducted a survey to evaluate the 1959 convention. "Responses from several hundred audiovisual people who attended last year's convention indicated strong backing for the move in which the hours of our exhibit were extended."

## Illinois AV Association Plots Future Meetings

A meeting of the board of directors of the Illinois Audiovisual Association at Peoria, January 8, set the time, place and format of the next four meetings of the association.

The annual spring meeting, April 8-9 in Peoria, will include tours of the audiovisual section of the public library, radio station WMBE, and the audiovisual center at Bradley University.

In the afternoon of April 8, the Bradley student building ballroom will be the site of a dozen demonstration clinics conducted by assigned audio-

visual specialists for several hundred classroom teachers. The county superintendent has issued instructions that not less than two teachers must attend from each of the county's schools. Nearby schools and community program chairmen are being invited to participate.

The second day will feature concurrent group meetings on teacher education, school building specification, public relations, publications and finance.

The 1960 fall meeting in East Aurora will feature all-day workshop sessions and commercial suppliers' exhibits of equipment and materials.

The 1961 spring meeting will be held in Springfield, timed to avoid the DAVI meeting and the Eastern week. The 1961 fall meeting will be held at or in the vicinity of the University of Chicago.

## College President Resigns To Take EBF Consultant Role

Dr. John R. Everett, president of Hollins College in Virginia for the past ten years, has submitted his resignation to the Hollins board of trustees in order to accept a position as consultant to Encyclopaedia Britannica Films and its assorted educational enterprises.

With EBF, Dr. Everett will head a committee to investigate methods of educational communication including teaching machines, films, language laboratories, educational TV and reference books. The study will have an international scope in covering European as well as American educational methods.

## Citizens' School Information Deposited at NSBA, Evanston

The National Citizens Council for Better Schools, in terminating its activities at the close of 1959, has designated the National School Board Association, 1940 Sheridan Road, Evanston, Ill., as depository for its residual stocks of informational publications.

The council and its predecessor, the National Citizens Commission for the Public Schools, published more than a score of inexpensive pamphlets and books and a number of records, songs and band arrangements. When it started its work in 1949 there were only 17 state and local citizens' school committees; a decade later there were

8,000. Numerous national organizations, furthermore, have developed citizens' school projects of their own. Henry Toy, Jr., president of the council, and Mrs. Toy have entered George Meabody College in preparation for continuing their interest in education by becoming teachers.

The National School Boards Association offers a list of its own of pamphlets, reports and other items of interest to parents, teachers and especially school board members. Its 1960 convention, in Chicago in April, will feature a general session on audiovisuals with Charles Percy, president of Bell & Howell, as speaker and a number of AV clinics headed by other leaders in the field.

### West German Photographic Exports to U.S. Rise

West German exports of photographic products to the United States continued to rise during the first nine months of 1959 and totaled \$12,410,086, according to the Scientific, Motion Picture, and Photographic Products division, Business and Defense Services Administration, U.S. Department of Commerce. This compared with \$10,465,812 in the same period of 1958.

The United States is Germany's principal market for still cameras of all types, and shipments to this country in the three quarters of 1959 totaled 208,702 valued at \$6,999,580, an increase of 26.7 percent in number and 6.4 percent in value compared to the same period in 1958.

### Airborne TV On Agenda At Indiana U. Meeting

Airborne television will receive major attention during the Conference and Workshop in Educational Media to be held at Indiana University, June 27-July 1, 1960. The meeting, devoted mainly to the utilization of television for educational purposes, will discuss open circuit and closed circuit television and other types of instructional materials.

Lectures, demonstrations and group discussions will deal with such specific aspects of airborne educational television as plans and possibilities, the nature and role of the medium as an instructional resource, classroom application, program information, and demonstrations of actual educational uses.

### Colleges Join in Telecasting Science Film on Sun

Rocket astronomy, a completely new technique in solar research, and the new knowledge of the sun it has uncovered for science, was presented on the "Conquest" program *The Mystery of the Sun* on January 24 on the CBS television network.

The broadcast, sponsored by Monsanto Chemical Company, was presented in cooperation with the Naval Research Laboratory, the U.S. Air Force, the University of New Mexico and the University of Colorado. Two of the nation's leading experts on the sun appeared on the program. They are Dr. Walter Orr Roberts of the High Altitude Observatory at Climax,

### Calendar

- Feb. 29-Mar. 3—NEA Department of Audio-Visual Instruction, Cincinnati, Ohio.
- Mar. 6-10—Association for Supervision and Curriculum Development, Washington, D. C.
- Mar. 15—Academy of Television Arts and Sciences, forum on ETV, New York.
- Mar. 21-25—National Association of Photo Equipment Technicians, St. Louis, Mo.
- Mar. 24-26—4th National Conference on Aviation Education, Denver, Colo.
- April 10-13—California Association of Secondary School Administrators, Santa Monica, Calif.
- April 19-22—National Catholic Education Association, Chicago.
- April 20-23—EFLA, American Film Festival, New York, N. Y.
- April 24-28—National School Boards Association, Chicago.
- May 4-7—Annual meeting, Institute for Education by Radio and Television, Columbus, Ohio.

Colo., and Dr. Herbert Friedman of the Naval Research Laboratory.

### Educational Film To Be Included in New Center

The Newhouse Communications Center to be established at Syracuse University by gifts from Samuel I. Newhouse, eastern newspaper publisher, will include a "communications library" containing a variety of research materials in mass media. It will comprise an extensive collection of sound and sight recordings, educational film, plus memorabilia from the communications industry—historical materials that will keep on permanent display the great developments of the past.

### Nebraska Makes Title III Allotments for 1960

Nebraska high schools have been allotted \$479,238 on a 50-50 matching basis for 1960 under Title III of NDEA.

In announcing the 1960 figures, F. K. Alexander, state Title III administrator, noted that the money was being allotted to state high schools this year on the basis of \$10 per pupil.



Two of the members of the teaching team of the University of Wisconsin's new TV education course consult with the director on techniques of presenting the lesson on film strip utilization. Prof. Wittich, left, and Lee Campion, center, talk with director Robert Reed. Telefilming of the 42-lesson course took over three months at the University of Wisconsin and Michigan State University. Over 200 man-hours by a staff of 23 professors, technicians, graduate assistants and clerical workers went into each lesson.

# Tired Fears

*Paul C. Reed*

We probably don't mean that people's fears can get tired as their blood allegedly does. What we are trying to say is that we get tired of hearing about a recurring fear teachers are supposed to have. We just can't believe that teachers really do become as fearful as people say they do about losing their jobs every time a new communications tool comes along.

Here's the kind of thing they say: "Classroom teachers felt threatened by the spectre of their jobs being swallowed up by the mechanical monster." Now what mechanical monster was that? An electronic computer? A guided message machine? A motion picture projector? No, the one meant this time was educational television. The sentence, quoted from a recent distinguished publication, attempts to summarize teachers reactions to the new idea of educational television.

What teachers felt that way? How many of them? When? Where? We're skeptical. We doubt very much that such fears ever were seriously felt by teachers. Maybe such fears are the inventions of phrase makers who write about education. Maybe they are the devices of vested interests. Maybe they are the propaganda of guardians of the status quo who resent any change in traditional methods — especially teaching methods. Regardless, they are tired fears. The fear of teachers losing their jobs is a worn-out reason for denouncing new developments.

Before the "monster" of television became a spectre threatening teacher jobs, there was educational radio. During the thirties there was reference in educational discussions and articles to the danger that this new tool, carrying teaching words into an unlimited number of classrooms, might eventually displace teachers. Twenty-five years earlier, when people began talking about the power of the movies to bring learners information and ideas, teachers then were supposed to be opposing this new development for fear they would lose their jobs.

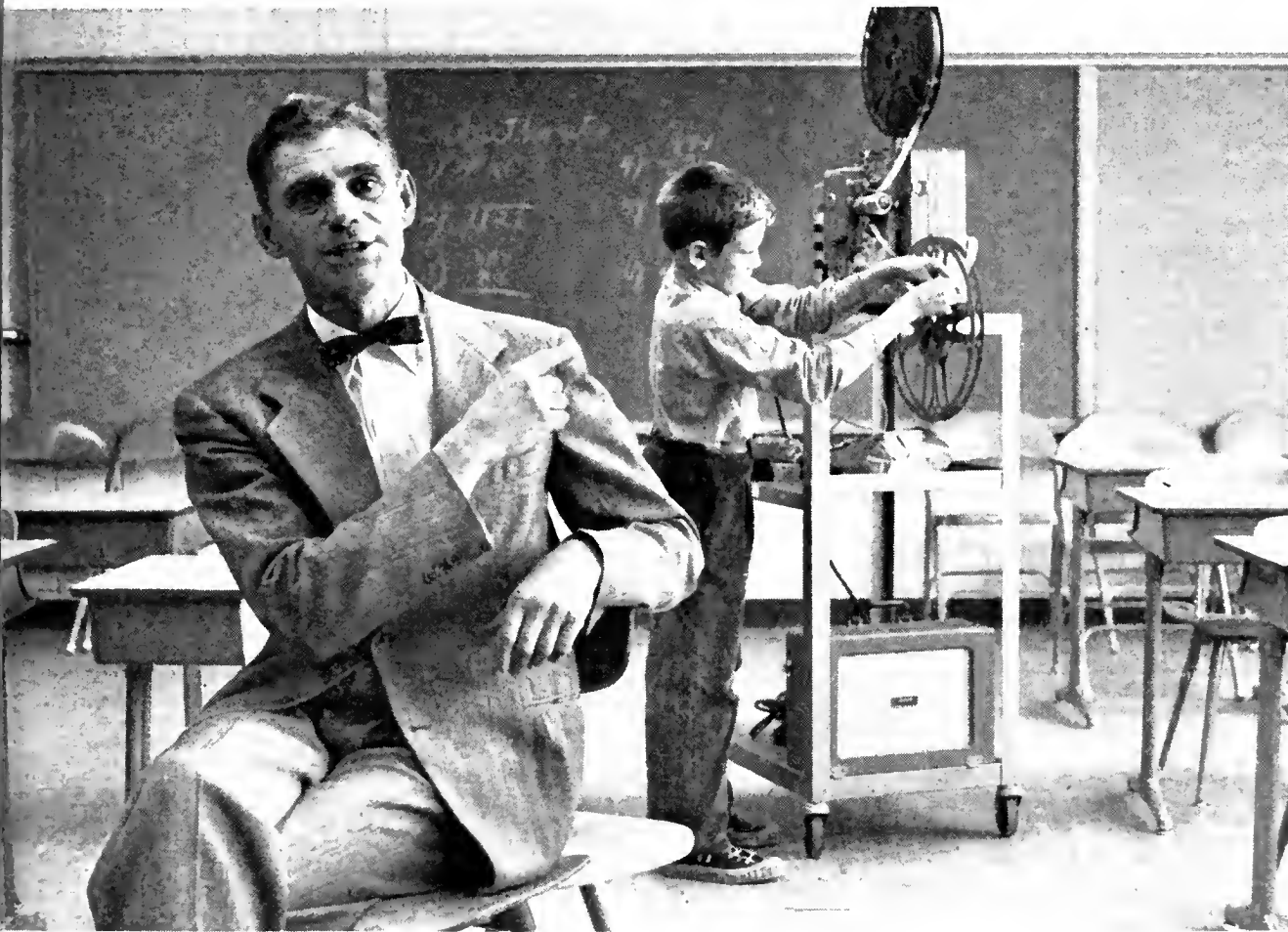
We suspect that this imagined chronic fear of teachers goes back even further than that. Five hundred years ago, when books were first printed, somebody probably said that teachers wouldn't like the idea for fear of unemployment. Learners wouldn't have time to listen to teachers anymore; they'd be busy reading. If that rumor was started then, it could have been a speech teacher who said it first!

We're tired of hearing about teachers fearing the competition of technological improvements in communication and in educational methods. We hope you are too. We hope you will be as impatient with such notions as we are. Challenge the statements! Did you ever know of a teacher who lost his job because of a book? Or an educational motion picture? Or a filmstrip? Or a radio program? Or a television teaching spectacular? Do you think that teachers are so insecure and unsure of themselves that they think the new teaching machines will cause teacher bread lines?

We believe that learning *and* teaching are here to stay. We believe that nothing will ever be invented to surpass a teacher's ability to help another person learn. We also believe that teachers can do their most effective teaching when they have at their command the tools of communication and learning that this technological age has given them.

**Kodak**  
TRADE MARK

*At the New Gardiner Manor Elementary School, Bay Shore, Long Island, N. Y., selected by A.A.S.A. for its exhibit of outstanding school designs, Michael Furin, Visual Aids Coordinator says:*



## **“Even fourth and fifth grade boys operate our Kodak Pageant Projectors.”**

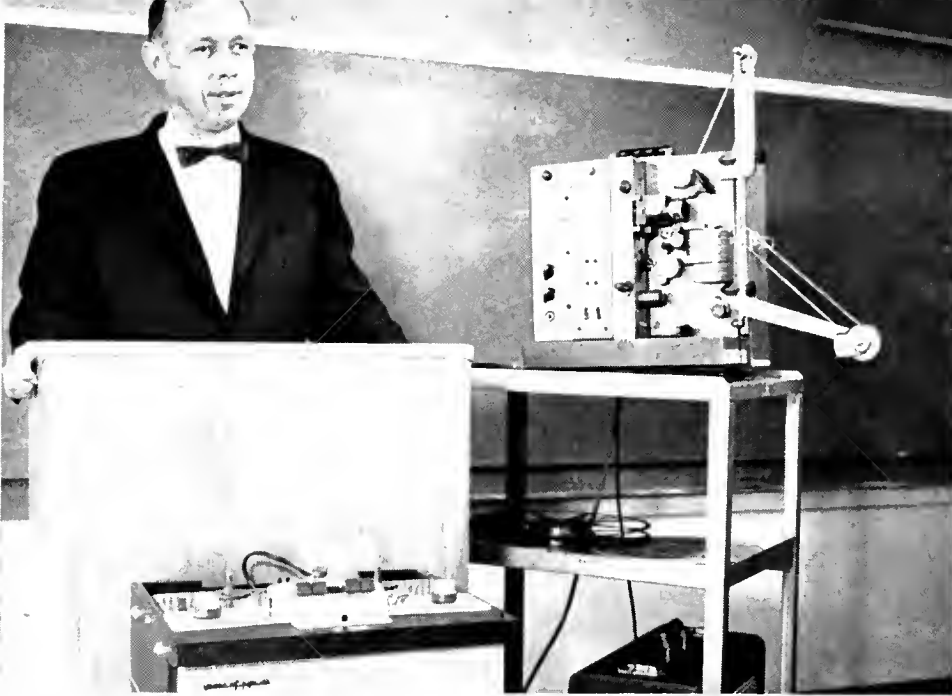
“These nine and ten-year-olds completely set up the projector and get the movie ready to go while the teacher prepares the class for what it’s about to see.

“Our Kodak Pageants long ago proved they were easy enough to operate and could withstand the sometimes overzealous handling by young boys. So, we have given our Audio-Visual Club youngsters the responsibility of not only moving the projectors from room to room, but also of complete operation.”

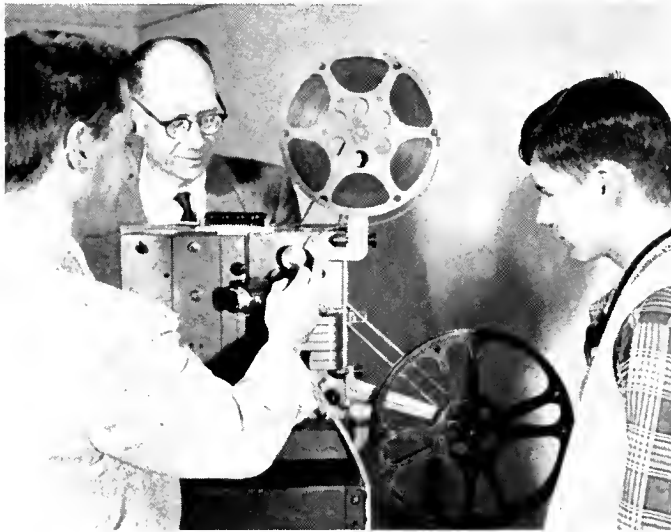
There are three reasons why even children can operate Kodak Pageant 16mm Sound Projectors. 1) No parts to fool with. Reel arms, belts, cords are all permanently attached. 2) Threading is simple. The red-arrowed threading path is printed right on the machine. 3) Operation is a matter of flipping one switch.

*Your Kodak A-V dealer will demonstrate at your convenience, or write for Pageant Bulletin V3-22.*

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY**, Dept. 8-V, Rochester 4, N. Y.



1 No AV program can succeed without the enthusiastic support of the administrative staff. Superintendent Harold A. Beall, Springfield, Oregon schools, continually reminds his staff of the value of AV and their responsibility to use it properly.



2 Utilization of equipment and instructional materials depends largely on an informed faculty. Clarence Strong, supervisor, Instructional Materials Center (in center of picture), accomplishes this through personal visits to each school, by . . .



3 . . . asking teachers and AV building coordinators to participate in the selection of materials and equipment . . .

4 . . . and by providing up-to-date handbooks, catalogs, bulletins.





# An AV Program in Action

by E. Milton Grassell

**H**ow does a good audiovisual program operate? What makes it work? Why is it a success?

These are the questions I had in mind when I went to Springfield, Oregon, to see a top-notch audiovisual program in action. During my visit, Mr. Clarence Strong, audiovisual supervisor, answered these questions and many more. For instance: "To have a successful program," he said, "you must have administrative support, financial support, plus cooperation from the staff and community. This is essential."

"But support alone does not guarantee a successful program," Mr. Strong continued. "The best guarantee is to provide good service. Service—the only reason for the existence of our instructional materials center—is the heart of our program."

photos continued →

## Order-taking

Utilization also depends on the accessibility of equipment and materials. A cheerful, but business-like voice receives and confirms orders immediately from teachers and administrators at the Instructional Materials Center.

## Routing

A routing clerk prepares the orders and delivery instructions immediately.

## 7 Ready for Packing

Requests received before 2:30 p.m. are packed for delivery by 9:00 a.m. next day.





## 8 Delivery

An adult school employee—not a student or milk truck driver—makes daily delivery and pick-up service at each school in the system.



## 9 Inspection

Each aid is thoroughly inspected after each booking.



## 10 Repair

No major repair work is done by the director. A dependable adult repairman—not a student—is hired on a part-time basis.



## 11 And . . . Cooperation

Although they may use student operators, each teacher must be able to handle all the equipment. Both 'types' of operator enjoy working together and pooling their knowledge of AV equipment.

# A Study of Teachers' Attitudes Toward Audiovisual Materials

by Gaylen B. Kelley

WHILE there has been a great deal of research effort expended on the various types of audiovisual materials and the administrative procedures for using them, very few investigations have dealt with the classroom teacher as a part of the learning situation involving instructional materials. The attitude that the teacher holds regarding the use of audiovisual materials will greatly affect the success of any audiovisual program.

"The realization is rapidly growing," noted Remmers, "that attitudes, the way individuals and groups feel about the various aspects of their world, are probably more determinative of behavior than mere cognitive understanding of this world."<sup>1</sup> In a recent study, the writer attempted to find the relative importance of various background factors in determining teachers' attitudes toward the use of audiovisual materials.

Audiovisual directors and others in the audiovisual field point to such factors as a teacher's age or sex, the ease of ordering and using materials, the presence of a building coordinator or school system audiovisual director, and many others as affecting the way in which teachers view the use of these materials.

There is a highly significant relationship between teachers' attitudes toward audiovisual materials and whether or not they have had the encouragement of the various supervisors in the school system. When the attitude continuum was divided into the high, medium, and low attitude groups for the statistical analysis, there were fewer teachers in the low attitude group when the teachers had noted, on the background information sheet, that they had encouragement from their supervisors in their use of audiovisual materials. There were more teachers in the low attitude grouping when they noted that they did not have this encouragement.

The supervisors are key persons in the encouragement of audiovisual usage by teachers. A special effort should be made to insure that supervisors are well trained in the proper use of audiovisual materials.

There is a highly significant relationship between teachers attitudes toward audiovisual ma-

terials and the frequency with which they use them in the classroom. Individuals who are involved in teacher training need to become more concerned with the important part played by attitude when they attempt to encourage teachers to use audiovisual materials.

The relationship between *ease of ordering materials and attitude* toward audiovisual materials is highly significant. When the teachers noted that it was easy for them to order audiovisual materials, there were fewer teachers in the low attitude grouping than would be expected from the theoretical frequency for this portion of the chi-square table. Teachers quickly become discouraged when involved and complicated procedures are necessary for the ordering of audiovisual materials. It is important that this phase of audiovisual utilization be kept as simple as possible.

There is a very high degree of relationship between *attitude toward audiovisual materials and satisfactory experience with their use*. We tend to want to repeat those experiences that are satisfying and, on the other hand, retreat from unsatisfactory experiences. Thus when materials do not arrive on time, equipment does not work, and we have a generally unsatisfactory experience with our use of audiovisual materials, we have a tendency to not place ourselves in the same situation again. Each unsatisfactory experience with the use of these materials is apt to have an effect on teachers' attitudes toward their use.

AS might be expected, there is a highly significant relationship between the *amount of equipment available and the attitudes of teachers toward the use of audiovisual materials*. An analysis of the distribution of attitude seems to indicate that when teachers have access to a great deal of equipment, they are more moderate in their attitudes toward the use of audiovisual materials. When they do not have all of the equipment they need, they tend to hold either highly favorable attitudes or on the other hand, very negative attitudes. It may be that those teachers who do not have the equipment that they need tend to be focused into two attitude groups: those who take the lack of equipment as a stimulus to greater effort, perhaps in using types of materials that do not require equipment, and those who take a negative attitude and simply give up in defeat.

H. H. Remmers, *Introduction to Opinion and Attitude Measurement* (New York: Harper and Brothers, 1954), p. 15.

## Research Method For This Study

In order to test the validity of some of these assumed relationships, an attitude rating scale was constructed by means of the Thurstone technique. An initial pool of statements expressing some sort of attitude toward audiovisual materials was collected from teachers on the various grade levels. These statements were edited and sent to a jury made up of members of the Department of Audiovisual Instruction of the National Education Association. These judges rated the statements on a nine point rating scale according to the degree of negative or positive attitude expressed.

By means of statistical techniques including a determination of the semi-interquartile range of statement judgments for each of the items on the scale and an item analysis, 22 statements regarding attitude were selected which covered the continuum from a very negative to a very positive attitude toward the use of audiovisual materials. A split-half reliability of .64 was obtained after correction by means of the Spearman-Brown formula. The attitude rating scale along with the background information sheet, which requested background data to be used in making the comparisons was administered to 995 teachers from kindergarten through the college level. Twenty-four comparisons were made between background factors and an index of attitude obtained from the attitude rating.

The returned rating scales were scored and placed in rank-order according to size of score obtained. These scores were divided into three categories corresponding to high, medium, and low attitudes toward audiovisual materials.

Chi-square tables were then set up for the various comparisons between attitude as measured by the rating scale and the various background factors. The .05 level of confidence was chosen to determine significance. In the following discussion of the results of the various comparisons, the statement, "highly significant relationship," means that the comparison was significant at the .01 level of confidence. Twelve of the comparisons between attitude and background factor were significant at the .01 level of confidence, while four were significant at the .05 level of confidence.

It should be remembered that the fact that there is a significant relationship between attitude and a specific factor does not mean that there is a cause-effect relationship between the background factor and teachers' attitudes. For example, the fact that the comparison of attitude with the sex of the teacher is highly significant, does not mean that sex determines attitude. For some unknown reason, women tend to score higher on an attitude rating scale relating to use of audiovisual materials than do men.

There is a very high degree of relationship between *teachers' attitudes toward audiovisual materials and the frequency with which they are used by fellow teachers*. This is probably another example of what has been termed "other direction." We tend to take our direction or cue for behavior from our peer group, in this case other teachers who are close associates. It takes courage and extra effort to utilize audiovisual materials when teaching in a system where such techniques are frowned upon by other teachers and administrators.

There appears to be a relationship between the *grade level on which a teacher works and his attitude toward audiovisual materials*. This comparison was highly significant. Kindergarten and elementary level teachers tend to have better attitudes (score higher on the rating scale toward audiovisual materials than do those in junior high and high school. On the college level the distribution of attitude is about normal with the obtained and theoretical frequencies in the various attitude categories closely approximating one another.

The old saying, "teachers teach as they have been taught" comes to mind when it is noted that there is a highly significant relationship between the *type of learning experience the teachers have had during their training and their attitudes toward audiovisual materials*. If their college instructors used these materials often they tended to have a higher attitude toward their use. If college instructors used audiovisual materials only seldom, their students—when they started teaching—tended to have a poorer attitude toward the use of these materials. We should make every effort to encourage the use of audiovisual materials in our teacher training institutions if we want our students to use these materials when they begin their teaching careers.

Such environmental factors as *ease of room darkening, availability of electrical outlets, screens, chalkboards and bulletin boards are highly significant in their effect on teachers' attitudes toward the use of audiovisual materials*. These factors should be considered when older school facilities are being remodeled and new buildings are planned.

IT is interesting to note that there is a highly significant relationship between the *teacher's sex and his attitude toward audiovisual materials*. There is a definite tendency for women to have better attitudes (score higher on the rating scale) toward the use of these materials than men.

When the *materials used by teachers are in poor condition the teachers tend to have lower attitudes toward their use*. Film libraries and others responsible for the circulation of audiovisual materials must make certain that they are in good physical condition. Broken films, torn sprocket holes, tattered maps, charts, and pictures, all contribute to the formation of teachers' attitudes toward audiovisual materials. This was also a highly significant factor in terms of attitude formation.

*College course work in audiovisual materials and training in the production of these materials* are both significant factors in the formation of attitude. Those who have had either formal

course work in audiovisual education or training in the production of these materials tend to have better attitudes toward their use.

There is a significant relationship between a teacher's age and his attitude toward audiovisual materials. Younger teachers seem to have a distribution of attitude between the high, medium, and low attitude groupings that would be expected from the theoretical frequencies for these categories. Those teachers between the ages of forty and fifty tend to have lower attitudes, and those over fifty years of age tend to be more moderate or conservative in their attitudes toward these materials. The older teacher is not, however, the teacher with the poorest attitude toward the use of audiovisual materials.

**T**HERE is a significant relationship between the number of years of formal education and attitude toward audiovisual materials. As a group, teachers with one to four years of training beyond high school have better attitudes toward these materials than do those with five or six years of training.

The factors that have been mentioned thus far have been significantly related to teachers' attitudes toward the use of audiovisual materials. The following background factors were not significantly related to attitude.

The amount of teaching experience is not a significant factor in relation to the development of attitude toward audiovisual materials. It is, then, not necessarily those with long years of teaching experience who have poor attitudes toward the use of the materials.

One often hears teachers and audiovisual people mention that frequent equipment failure inhibits individuals from using audiovisual materials. This feeling was not verified in this study, as the comparison between frequency of equipment breakdown and attitude was not significant.

The subject matter areas in which teachers work is often thought of as being a factor in how they feel about the use of audiovisual materials. The areas of English, social studies, science and mathematics, business, music and foreign languages were differentiated in the study. It was found that the subject matter area in which one teaches is not a significant factor in determining attitude toward the use of audiovisual materials.

The presence or absence of a school system audiovisual director or a building coordinator in a school building has no effect on attitude. Whether the director was a full-time or part-time director was not significant as far as the development of attitude is concerned. It would appear that audiovisual directors are not functioning at a level where they are able to affect attitudes toward the use of audiovisual materials. It is interesting to contrast the effect of the supervisor with that of the audiovisual director in terms of their influence on attitudes. One of the most significant comparisons was between the encouragement of audiovisual usage by supervisors while the least significant relationship was between the presence of an audiovisual director in the school system and attitude.

There is no relationship between teachers' attitudes toward audiovisual materials and the availability of funds for audiovisual materials within the school system.

Teachers were asked to rate their own mechanical ability. When these ratings were compared with scores on the attitude rating scale it was found that there was not a significant relationship between their ratings of mechanical ability and attitude toward audiovisual materials.

The results of this study emphasize the importance of recognizing the place of attitude in any attempt to analyze the utilization of audiovisual materials. The teachers' attitudes may be more important in determining the use of audiovisual materials than both knowledge about materials and skill in their use. The statistical technique and the design of the study itself preclude determining the reasons why the comparisons turned out as they did. While we can only guess causal factors in the various comparisons, the knowledge that certain factors are significant while others are not is important to individuals working in this field.

### A Comparison of Teachers' Attitudes Toward Audiovisual Materials and Various Background Factors

Factor	Chi-square	.01	.05	NS
1. Supervisors' assistance	104.72	°		
2. Frequency of use and attitude	143.27	°		
3. Ease of ordering	68.27	°		
4. Satisfaction with own use of aids	42.50	°		
5. Amount of equipment available	48.35	°		
6. Fellow teacher use of materials	49.58	°		
7. Grade level	40.23	°		
8. College instructors' use of aids	30.22	°		
9. Amount of material available	17.53	°		
10. Physical organization of classroom	21.79	°		
11. Sex of the teacher	11.82	°		
12. Condition of materials	10.06	°		
13. Training in production	8.94		°	
14. Age	15.48		°	
15. Years of formal education	14.68		°	
16. College course work in AV aids	6.43		°	
17. Years of teaching experience	12.37			°
18. Equipment breakdown	11.00			°
19. School system AV director: part-time versus full-time	5.86			°
20. Subject matter area	9.75			°
21. Funds allocated for AV education	3.55			°
22. Teachers' mechanical ability	3.96			°
23. Building coordinator for AV aids	.96			°
24. AV director in the school system	.33			°

.01 = significant at the .01 level.

.05 = significant at the .05 level.

NS = not significant.

Note: The varying degrees of freedom associated with the different comparisons account for factors that are not significant having higher chi-squares than some factors that are significant.



Class 5-5 presents A Lesson In Brotherhood. All the actors are members of class 5-5. Remember that all these scenes are acted out, but that they could be real. We hope that after you watch these slides you will never let prejudice become a part of your life.



The teacher asked the children to bring in two eggs. One egg was brown, the other egg was white. The eggs were shaped the same, felt the same, but were different in color.

## A Lesson in Brotherhood And Slide Making

If we look around us, we see that some children are dark haired, some are fair haired. We all do not want to look exactly alike. Some children are Negro, some are white. We don't dislike a person simply because they have dark hair. We should not dislike a person just because they have dark skin.



Two boys decided to do some research about Negroes. They found out that Negroes such as George Washington Carver, Jessie Owens and Ralph Bunche added a great deal to American History. The future of our country depends on all people working together.





the teacher asked one of the boys to break the two eggs. The boy carefully broke the eggs and looked at the insides. There was no difference. Both eggs now looked the same.

by Alan V. Grossberg

I HAD just finished showing my class some slides taken at Jamestown, Virginia. They reacted very enthusiastically, seeing famous historical sites and history book backgrounds portrayed on the screen in vivid colors. One of the children asked if we could take slides in class. This suggestion set off a chain reaction, and every child wanted to see himself projected on a screen.

We had been discussing brotherhood for the past few days. We had discussed the fact that we work pretty well together even though we come from different backgrounds. The children wanted others to profit from our experiences and our mistakes. Some of the youngsters wondered if we could combine slide making and brotherhood, and they all seized on the idea.

Some of us need help in spelling yet can give help in arithmetic. It is a give and take proposition. It is a great deal of fun to work together.



Just as there is no difference between the insides of the two eggs there is no difference between the insides of people. A Negro and a white boy have the same blood.

They knew that each slide would have to be a separate scene, but it was generally felt that a story was needed to tie all the scenes together. The children worked on this for several weeks. Writing a story is difficult enough, but writing so that individual scenes can be made is very hard and trying. After dozens of revisions the story script was finished, with each scene described on a 5x8 index card.

We now had some technicalities of actual production to cope with. The public library aided in the solution of several problems. Information gathered from photographic guides helped us determine just what film and flash bulbs would be best suited to our needs. The children also learned quite a bit about camera techniques and successful color photography. This information became very useful when we were producing our slide show.

The class wished to purchase their own film. They made craft articles which they sold at a PTA sale. Pot holders were made and sold by the

The teacher asked two boys to hold up their last spelling Retest papers. Both papers were 100%. The color of your skin has nothing to do with the way you think.





These dolls show us that there are many different races and nationalities in this world. If all these people stopped to fight one another because of different colored skin or different clothes there would never be any peace and we would soon destroy each other.

dozens. Some children designed and made ceramic ash trays which were very popular at the sale. They made enough items to pay for the film and the flash bulbs.

The camera equipment was mine. We used a 35mm camera with flash attachment, with the children setting up each scene. Some were arrived at rapidly; others took a long time because all the children involved in production were not satisfied. The children figured out the proper lens opening for each exposure by using the data supplied with the film and flash bulbs.

The culmination of each scene was the bright flash as one of our cameramen pushed the button that captured the picture for us. We took pictures in the classroom, cafeteria, basement, art room and assembly. After two weeks of shooting we were finished. The film was dispatched to a commercial processor and we waited the return of our precious slides.

The entire class agreed to be friends. They shook hands on it. Everyone would join in the games. They would work together to make their teacher proud of them.



The children of Class 5-5 now understood each other. They discussed brotherhood in class. They had a poster contest to celebrate brotherhood week. All the posters in this assembly were done by the class. The ones on the screen were judged to be the best.

The slides came. I knew that until they were viewed nothing would be accomplished in our class. The visual aid teacher sent up a projector and screen. We then saw our slides.

They were perfect — not a poor one among them. We arranged them in proper sequence, numbered them, and once more projected them. We had captured, on 34 slides, a program explaining what brotherhood meant to us.

Our next task was the preparation of a final commentary. We projected each slide for a third time and as we carefully studied it on the screen. The speaking script was written. We taped the script so that the slide projector and the tap recorder could be operated simultaneously.

We shared our production with the remainder of the school. Results were immediate. Letters and comments—the tangible rewards for our hard work poured into the classroom. We had shared our experiences with the other students.

The children seem happy. They work well now that they understand each other. They help each other in their work. Each has something to offer to the other.





# A New Slant on Overhead Projectors

By J. F. Hohlfeld

THIS is a plan for facilitating the use of the overhead and opaque projectors through inexpensive modifications of their accessories.

The overhead projector is probably one of the most effective visual aids in the classroom today. We never cease to discover new applications, new presentations and new developments for its use in meaningful teaching. In my own field of mathematics there is no other device to compare with it. However, one difficulty exists.

The machine operates on a short focal distance, with the machine and the teacher usually in front rather than in the rear of the classroom. With the machine on a high stand as, in Figure 1, and the teacher beside it, the students in the front and center of the room are liable to have a view of the screen as in Figure 2.

Of course, if rearrangement of seating presents no problem, as in the case of a small class, it is very easy to get around this difficulty. But some of the projector's best applications are for large classes. Furthermore few teachers like to reseat their students every time they want to try a new presentation.

The first impulse in attacking this problem is to place the machine low enough that all students can see over it. This either brings the picture down with it or, if the machine is tilted

upward (projecting against a vertical screen), it creates a distortion called the 'Keystone effect'. In this situation the bottom of the image is much smaller than the top, and part of the image will be out of focus regardless of adjustment.

To correct this distortion, one needs simply to place the screen in a position perpendicular to the projection beam. With a permanent screen installation in the room, this correction can be accomplished by hanging the screen on the ceiling rather than on the wall. It should be hung parallel to the wall at the bottom of the screen.

A side view of the classroom in use now looks something like Figure 4. All students in the classroom now have an unobstructed view of the screen.

This development has been made entirely in terms of the overhead projector. The improvement works just as effectively for the opaque projector, using the same screen and cart, and set up exactly the same way.

Prior to publication of this story, *Educational Screen* received the following note from Mr. Hohlfeld:

"I have been told by one of the manufacturers of overhead projectors that the techniques involving the tilting stand and slanting screen have been used by them and by their dealers in the past. At the time of writing the article I thought my idea was original. While this originality is now destroyed, I think the worth of the idea has been indicated, and I believe the value of the story is thus possibly enhanced."

So do we. And we want to add that Mr. Hohlfeld is willing to forward more specific information on the cart and screen installation to those who request it and enclose a stamped return envelope.

—The Editors

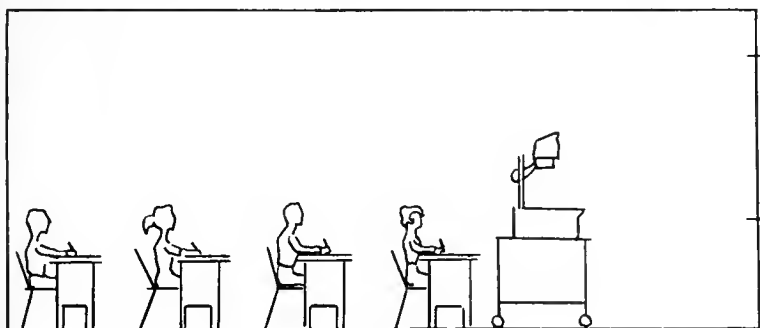


Fig. 1

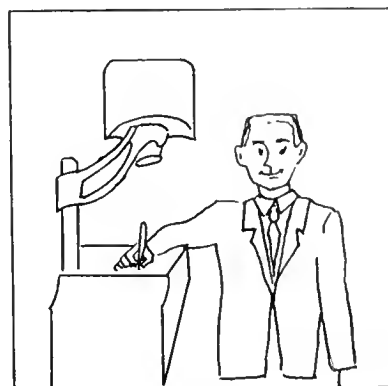


Fig. 2

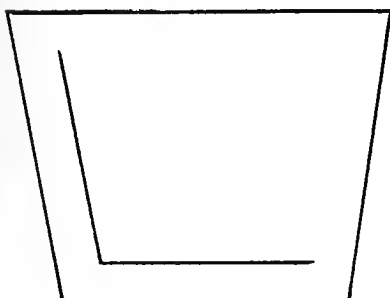


Fig. 3

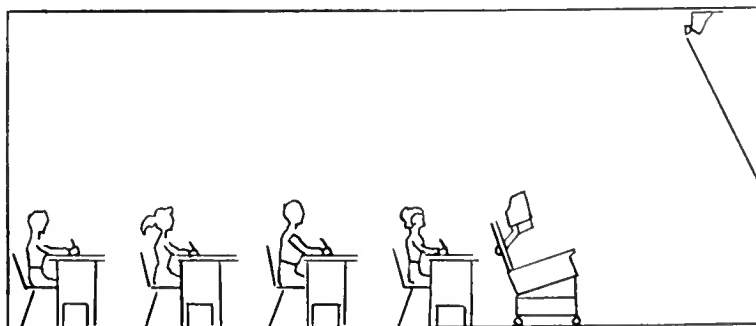


Fig. 4

# A New Style in Audiovisual Cataloging

by Thomas H. Boardman

**T**HE lifeblood of an educational film library is its catalog. This is the artery that reaches the customer, keeping him informed of the material the audiovisual center has to offer. I feel that over the years the film catalog has had less thought given to its improvement than any other phase of the program.

Traditionally the catalog has been an indexed publication with notations as to content, producer, running time, etc. It has always been an expensive budget item, especially if extensive distribution is planned. The very cost of production raises many important questions: Can an expensive catalog be sent to every teacher in the state; just one to a building; just to every principal, superintendent and audiovisual director? Shall it be sent to teachers and schools that don't use our service? What about out-of-state distribution? Can we afford to supply individuals: churches, civic groups or garden clubs who may not more than one or two films per year?

Frequency of revision is another factor to consider. Since a film library is changing constantly through additions and deletions, how often should a catalog be produced? Is it economically wise to revise every two years, and if the interval is longer, are supplements an effective method of keeping the customer informed?

These questions must be answered. But I am afraid that too many times they are answered not by what would be ideal, but by the cost of production.

Aside from the expense and in many cases its sheer bulk, the biggest failing of the all-inclusive catalog is the fact that a relatively small number of the total items listed are of interest to any given customer. This means we are spending money informing customers about materials in which they have no interest and sometimes making it difficult for them to find the materials in which they are interested.

Certainly if expense did not have to be considered, I think it would be agreed that the best catalog distribution would be a new catalog at least every two years to every educator who desired one and to any group or individual who might be a customer. So, to better attain the optimum and yet keep the expense down, the Visual Aids Service of the University of Illinois decided a year ago, when it became necessary to re-issue its catalog, to produce a series of subject area catalogs instead of the usual large, general catalog.

After deciding to produce subject area catalogs, the next major decision was to decide where to make the divisions. It was decided, on the basis of the nature of teaching at the various levels, to produce a single catalog listing all subject areas for the elementary grades (kindergarten through 6th grade) and 16 individual subject area catalogs for those films that were applicable to the junior and senior high schools, college and adult groups. The Primary and Intermediate Film catalog, largest of the series, was printed at a cost of only 33 cents per copy, and the cost of printing the other subject area catalog varied from 11 to 22 cents each. Therefore the cost of supplying all the teachers in an ele-



Here are nine of the 19 subject area catalogs produced by the Visual Aids Service of the University of Illinois. Their tasteful design has been a factor in the ready acceptance of this new concept of AV cataloging.

mentary school with the elementary catalog and distributing the 16 subject area catalogs to all teachers and groups engaged in teaching the individual subjects would not be prohibitive.

The catalog revisions will be scheduled on a revolving basis with a cycle of revisions to be completed in two years. This will enable us to schedule the workload of both preparation and printing more evenly for greater economy. The savings realized from better scheduling will more than offset the increased mailing costs brought about by separate mailings of the subject area catalogs.

I see no reason why subject area cataloging isn't applicable to the county or city audiovisual center as well as to the large rental library. Our main concern is to have teachers use the materials and, of course, use them intelligently (which is another problem). It seems reasonable to assume that the easier we make it for a teacher to know what is available in her subject area, the

more materials she will use in her classrooms.

Since we have had no guide to follow in this new venture, we of course have made many mistakes that we will be able to correct in our first revision. However, in spite of our mistakes, we have received many complimentary letters and comments about our new method—in fact, more than enough to convince us that this type of cataloging is appreciated by the teachers because of its increased usefulness.

We have noticed that shortly following the mailing of a new subject area catalog there has been a marked increase in the requests for films within that area—so much so that we now spend a much greater part of our yearly budget for additional prints to meet the increased demand. This is the most conclusive proof that our decision to abandon the large all-inclusive catalog in favor of less expensive subject area catalogs which could be given wider distribution was a wise one.

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Reading Music: Learning About Notes

(Coronet Instructional Films, Coronet Building, Chicago 1, Illinois) 11 minutes, 16 mm, sound, color or black and white, 1959. \$110 or \$60. Teacher guide available.

### Description

Through teacher demonstration and children's participation, *Reading Music: Learning About Notes* introduces symbols of musical notation and how they are translated into meaningful patterns of sound through melody and rhythm.

The film opens with Sarah and Bob introducing themselves and announcing that they are going to learn a new song, "The Humming Frog," from Mrs. Edwards.

After a few preliminary remarks, Mrs. Edwards asks everybody to imagine a drummer beating his drum since the song to be learned is a song to which one can march. As she says this, the picture cuts to a drummer marching to the beating of his drum and then back to Sarah and Bob beating time with their hands while the teacher sings.

Having thus introduced the song, Mrs. Edwards invites the viewers to look at it. A close-up of the music shows that some notes look alike and when she sings them they sound alike. Also a close-up of the piano shows how notes go up and down or stay the same. The teacher explains that when notes move from one line to the space next to it and then to the line next to the space the notes move in step. Through illustrations, putting to good use a series of close-ups, she explains step up, step down, skip, and same note progression.

Again Sarah and Bob beat the rhythm while Mrs. Edwards plays the first two measures of the song. She calls attention to the fact that each note takes one beat. Going through the song, the children find that sometimes a note gets more than one beat and at other times gets less than one beat. The teacher explains this by us-

ing aural and visual illustrations.

In closing Mrs. Edwards asks viewers to join them as they sing *The Humming Frog*.

### Appraisal

The film should find greatest use in grades three through five as an introduction to the characteristics of notes and in grade six as a review of certain fundamentals in music. With proper orientation it could even be used in junior high. The ages of Sarah and Bob may presuppose the viewers to be of primary and intermediate levels. To some evaluators, however, the little girl is a little too young for the film's content.

The technique of introducing music fundamentals and analysis of its structure from both the visual and auditory standpoints is very effective as is the use of a series of close-ups of the music and the piano to illustrate the characteristics of notes. Thus, elementary education students and teachers could very well profit from this film, too.

—Nita Barcelona

## A Way of Life

(Missouri Conservation Commission, Jefferson City, Missouri) 27 minutes, 16mm, sound, color, no date. \$170.

### Description

*A Way of Life* shows the constant drama of life in the wild—a drama involving prey and predator, including man. None of the actors is a villain because each portrays his own way of life.

The film opens by showing that primitive and pioneer man were predators of wild life by necessity while, in contrast, modern man raises his own prey in the form of domesticated animals. It points out that man has hunted for sport for many years and gives as examples medieval falconry and modern hunting with weapons and man's skill and wariness.

Although man, one of the chief predators, is free from predation, wild animals must struggle to eat and avoid being eaten. The predator survives by being expert at capturing their prey; for example, the weasel uses his quickness and keen sense of smell to capture a field mouse and the slow box turtle catches the slow earthworm.

The film continues by showing that man tends to resent the more efficient predators but some species that he values highly, such as song birds, are predators too. The antics of a bird capturing and eating an earthworm appear funny but it is a most serious business of survival.

Sports fishing is really predation modified to produce sport and recreation. The film shows that the grasshopper is a natural prey for fish but man, the predator, uses grasshopper lures to catch bass. The sportsman values the quail highly and the skunk less; the film pictures a skunk eating quail eggs but points out that the quail will replace the lost eggs late in the season when there is a better chance of survival for the young.

The film then gives the qualifications of a good prey, such as intelligence, wariness and speed. It shows a fox capturing a rabbit and bass catching bluegills as the narrator tells that the surplus population goes to the predators.

All animals must eat to live. Some animals, such as caterpillars and mice, are destructive while others help to keep the harmful predators in check. A hawk, man's aerial defense against small rodents is shown capturing a mouse and a red winged blackbird eating harmful insects is observed. It is also seen that there is predation among the smaller animals; for example, one insect may feed upon another.

The film shows that each animal has its own protection—the pocket gopher burrows underground, the weasel is quick and has a keen sense of smell, the killdeer uses ruse and camouflage. A blue jay is observed warning the animals that a Cooper's Hawk threatens. A mother killdeer

...es its broken-wing act to divert the attention of the hawk from the fledgling kilddeer but one youngster ventures forth and falls prey to the hawk. Thus, the slow, stupid and weak are captured while the alert and healthy survive assuring good stock to keep the race perpetuated.

Domesticated animals such as the chicken have lost their means for protection and fall prey to the so-called destructive varmints." However they are only part time varmints because any of these predators prey upon animals which cause great economic loss. Owls, for example, are man's best defense against rodents.

The film continues by relating that predators are responsible for those qualities in game which the sportsman admires: namely, speed and alertness. A dramatic chase of a coyote after a rabbit is shown. The alert rabbit uses speed and dodging to escape and the coyote must seek a weaker, less cunning prey.

Man's hunting is pictured as a form of super-predation as he trains his predators (dogs) to find the prey and reserves the right to kill for himself. The narrator states that man may change the environment but he sometimes destroys rather than improves.

A *Way of Life* concludes with the statement that we must control predation, not condemn it, because it is an essential instrument in a way of life.

### Appraisal

A *Way of Life* is a fascinating true-life drama of survival, of eat and be eaten, of prey and predator, and of man, with his weapons and intelligence, the super-predator tracking down his prey and controlling the environment for better or worse. With its on-the-spot coverage of some of the struggles for existence, the film assumes an authoritative and realistic demeanor—it actually shows the exciting chase of coyote after rabbit and the capturing of a mouse by a hawk. By the latter example and others, it helps to dispel hasty generalizations adopted by man concerning the degree of notoriety associated with certain animals.

This film will be useful on the junior high, senior high, and college levels in units concerned with the balance in nature, the struggle for survival, the interdependence of living things and conservation. It may also promote discussion concerning the influence of man on various plant and animal communities. It will have some use on the intermediate level and its appealing visuals will maintain

interest for this group throughout its above average length. General audiences will likewise find this film interesting and educational.

—George Vuke

## Volume of Cubes, Prisms and Cylinders

(Delta Film Productions, Inc., 1821 University Avenue, St. Paul 4, Minnesota) 18 minutes, 16mm, sound, color or black and white, 1959. \$150 or \$75. Teacher's guide available.

### Description

Using familiar buildings and objects as examples of solid geometric forms, *Volumes of Cubes, Prisms and Cylinders* employs graphic designs of these forms to illustrate the calculation of their volume through development of the generalization  $V=Bh$ .

As the cargo from an airplane is unloaded by conveyor belt, the shapes of the various boxes and containers are identified—cube, rectangular prism, and cylinder. More examples of these same forms are given in the sugar cube, buildings and a drinking glass. The terms to be used in the film—cubic inch, cubic foot and cubic yard—are discussed before presenting a formal definition of a geometric solid.

In determining how to calculate the number of cubic inches in a rectangular prism, the formula  $V=lwh$  is developed. This formula is used with different kinds of prisms in computing volume until it is found that the base of a prism times the height will give the volume of any prism.  $V=Bh$  is then applied to a parallelogram and a cylinder to calculate their volume.

### Appraisal

Upper elementary and junior high mathematics teachers will find this production a welcome one in teaching concepts of volume. First of a series of three films, *Volumes of Cubes, Prisms and Cylinders* builds up the concepts, proceeds to the definitions or formulas, and then returns to the application from which the concepts were built. The distinction between the definition of an area and the formula used to find the area is an appreciated effort. The committee feels that this film makes a valuable contribution toward teaching the volumes of solids. It takes a well-planned film to present an academic message like this successfully.

—J. Robert McAdam

from afar...

they look alike



but what a difference in picture quality!



Magnified view of lenticular surface—which is in effect a complete sheet of reflective lenses.

One is a conventional screen—the other a new lenticular Radiant Screen. You'll be astonished at the difference this new reflective surface makes. Your pictures have more brilliance, more clarity, rich, more natural colors. In addition—the lenticular screen is extremely effective for projection in darkened or even lighted rooms where no extreme or unusual lighting conditions prevail.

lar screen is extremely effective for projection in darkened or even lighted rooms where no extreme or unusual lighting conditions prevail.

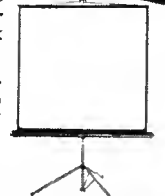
## RADIANT'S new lenticular screens

for lighted or darkened rooms

Available in Wall Roll-up Screen (Model WEDO) with exclusive STRETCH-BAR that provides an instant flat, taut surface. When not in use the lenticular screen can be rolled up. Washable, fungus and flame-proof. In sizes 40" x 40" and 50" x 50".



Also available—lenticular portable TRIPOD Screens—in choice of two lenticular surfaces—Uniglow and Optiglow.



### Screens for every A.V. need

Every type of surface—wall, ceiling and tripod models—automatic electric—every size—are in the new Radiant Screen line—the world's most complete line of screens.



SEND FOR FREE BOOK on the new Radiant lenticular screens—and brochure listing complete Radiant line, as well as your nearest Franchise Dealer.

# RADIANT

MANUFACTURING CORP.  
A Subsidiary of the United States Hoffman Machinery Corp.  
8220 NO. AUSTIN AVE., MORTON GROVE, ILL.

# FILMSTRIPS

by Irene F. Cypher

A few years ago a student teacher, about to go out on his first teaching assignment, asked, "How long should I talk to each frame of a filmstrip?" The other week a veteran teacher with years of experience asked the same question, and it set us to thinking.

By whatever means we have and at all costs we must get across to classroom teachers the fact that filmstrips, with other types of materials, are intended to provide for many types of classroom experiences. We should beware of setting up such hard and fast patterns that we forget the thrill and value of launching out on a new way of explaining matters to boys and girls. It is for this reason that we have always rather deplored the necessity of indicating grade levels in catalog descriptions of materials. Sometimes a filmstrip labeled as intended for 4th grade can be mighty useful with an older class—particularly when there is all too apparent indication that the older ones were not too well prepared when they were introduced to a subject.

We feel like adopting the warning given in a well-known poem-story: "Grade-level labels will get you if you don't watch out, so ignore them once in a while!" Don't talk to a filmstrip; let its picture content talk to you and your class, then you can turn your discussion to related implications rather than to mere picayune dissections of what you have seen on the screen. Use your filmstrips to provide a quick review of material learned in other classes and then move along into new fields where this material is applied in more advanced situations. Be flexible and don't be afraid to say to your pupils, "these pictures do not give the whole story; let's try another filmstrip and see if we can find an answer to our question."

*Central Europe* (6 strips, color; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$36 per set, \$6 each strip.) So much that has happened in the course of world events involves understanding the peoples and countries of Central Europe. With the help of these picture sequences we look in on life in West Germany, the Netherlands, the

mountains and valleys of Switzerland, Belgium and the Rhine Valley. In each instance people are related to the work and resources of the areas. This provides a broad basis for social geography and should stimulate recourse to considerable map and current magazine and newspaper study. Filmstrips of this type should be used in connection with collections of study materials, reports on readings and the watching of television programs dealing with world events. There is a wealth of background information, and they are good for study interests of the middle and upper grades.

*Elementary Science Series, Set No. 7* (6 strips, color; produced by Young America-McGraw Hill Co., 330 West 42 St., New York 36, N.Y.; \$32.50 per set, \$6 each strip.) Any teacher who works with today's young scientists needs to be well supplied with materials to explain the facts illustrated in this series. We go from the contribution of prehistoric animals and the nature of stars to what creates pitch and sound, how our bodies are constructed to fight disease, and the nature of atoms and molecules. The sequences of this set are intended to help clarify concepts and prepare the way for detailed study of scientific data. These strips could be used at any point in text study and are closely related with the science units as now included in the elementary science curriculum.

*Magnets* (6 strips, color; produced by Jam Handy Organization, 2821 E. Grand Blvd., Detroit 11, Michigan; \$31.50 per set, \$5.75 each strip.) No one can be exposed long to a study of science without coming upon a fact related to the use of magnets or the relation of magnetic force to scientific processes. This series goes with considerable detail into the nature of magnets, how they are used and why they act as they do. The strip dealing with the relation of magnetism to molecular and electron theories is particularly good and will be found helpful for science work and also for social studies and world geography. Diagrams indicating how magnets work are also well presented and will be found very

helpful in clarifying what is shown in class science experiments. This series may be used from kindergarten through grade six, and the various strips are so presented that the work gets progressively more detailed and leads to the work of the next grade. A good series to have to meet the needs of the different grade levels indicated.

*Masters of Modern Art—Pierre Auguste Renoir* (single strip, color; produced by Life Filmstrips, 9 Rockefeller Plaza, New York 20, N. Y.; \$5 with manual.) Not even modern art strips could take us to all the places where the works of an artist are to be found, and the student is often at a loss to see certain masterpieces that are scattered in various museums and collections. That of course is one of the strong points in favor of a filmstrip such as this, for it brings together in one sequence 50 examples of Renoir's greatest work. Personally we like it when full advantage is taken of the filmstrip frame to show a painting and we prefer a minimum of captions with such material, for the manual gives quite ample notes. This is a virtual field trip to see an art collection and the viewer should have full opportunity to observe and study pictures, for the selection is good. There are no grade restrictions for such a filmstrip, and it should be used as a reference background whenever the artist or his contribution to our cultural heritage is considered.

*Newswriting* (4 strips, color; produced by Filmstrip House, 347 Madison Ave., New York 17, N. Y.; \$20 per set, \$6 each strip.) A school newspaper should be well written, both from the point of view of the value of news and from the standpoint of quality of writing. Young journalists can benefit from the subject matter of this series, which offers help in learning how to write lead articles, gather news items, plan and write news stories and reporters' accounts of events. Pupils are always interested in the activities of the school news staff, and they should be helped to make their activities fruitful. It is intended for junior and senior high school, and will be found good for use in the classroom and for showing at news staff meetings.

*Reading Series* (41 strips, color; produced by Pacific Productions, Inc., 414 Mason St., San Francisco, Calif.; \$5 per strip, prices vary in sets of 4 to 11 strips each.) The building of both interest and skill in reading is

vital to school work and for personal value. The various strips of this series are so planned that there is material to meet all the facets of building reading skill. One set pertains to learning how to use books efficiently, one deals with learning to use the dictionary and other sets show how to build up reading understanding and how to work with vowels and consonants. The subject content can be adapted to both group and individual pupils needs and it is a good series to have for all units of the reading program.

*The UN Way to Freedom* (single strip, color, with two reading scripts; produced by National Council of the Churches of Christ, in the U.S.A., 475 Riverside Drive, New York 27, N.Y.) In light of many recent happenings it would seem that there is a great need to consider the subject matter of this strip. Pictorial sequences are provided to channel our thinking to the right of all people to live in dignity and without harm from prejudice. There are no captions on the pictures. One reading script is intended for use with club and other lay groups whereas the other script is prepared for United Church Women and church groups. Personally we would not relegate the strip to these groups alone; we think the material of the strip has value for classroom use in schools. The filmstrip calls our attention to the refugee group and their needs and to the problems of providing for the daily rights of peoples all over the world. The photographs are clear and the entire subject matter very timely. If the UN is to survive, the pupils in our schools need to understand the role of the UN in all phases of world living. This strip helps in this respect and is good material.

*The Chronicle of America Filmstrips* (15 units, black and white; produced by Yale University Press Film Service, 386 Fourth Ave., New York 16, N. Y.; \$97.50 for the complete series, \$7 for each unit). This series takes us from the landing of Columbus to the period of the war between the states. It includes sections on the trials of the early settlers, the French and Indian Wars and the opening of the West. It is of course built on a basis of documentary material drawn from the collection used in making the *Chronicles of America* photoplays. As such it provides historical research data of many types—manuscripts, documents and pictures. It has been authenticated by detailed research and the information is voluminous, providing a basis for research and detailed study.

# NEW ARGUS DIRECT WIRE TV CAMERA

*... Feeds directly to antenna posts of any standard TV receiver. Uses normal room illumination, needs no boosters for any line length under 1000 feet. Feed up to five cameras into each receiver if you wish . . . or link multiple receivers to a single camera. Costs just \$595 with turret and 1-inch f:1.9 lens . . . or \$719 with regular, telephoto and wide-angle lenses. Matching receivers, monitors, and accessories make this the most versatile, least expensive closed circuit TV you can buy. Send the coupon today, to Argus . . . the bright new name in audio-visual systems.*



SEND TO:

**argus AV** Audio-Visual Systems Department (Bldg. I)  
Ann Arbor, Michigan

Please send more information about Argus Direct Wire TV to:

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**argus** CAMERAS, INC.   
SUBSIDIARY OF SYLVANIA ELECTRIC PRODUCTS INC.

# AUDIO

by Max U. Bildersee

A university has done it again! And perhaps their accomplishment will be a challenge to other institutions of higher learning.

*Voices of the American Revolution* is one of those rare superb recordings about which you want to "shout from the rooftops," urging your friends to "buy now" before it is too late. The recording can be ordered from the Clements Library, The University of Michigan, Ann Arbor, and is worthy of your immediate action.

*Voices of the American Revolution* is a dispassionate study of the reactions of men to command and war. It is at once both an American document and a document of humanity. The thread of continuity is supplied by Dr. Howard H. Peckham, director of the library. He speaks a simple series of notes which link excerpts from diaries and letters, reports and publications which mirror the political, military and personal trials of famous men of the period.

Through these papers and official documents, American and British soldiers and statesmen relate their reactions to the events of the war years and the Treaty of Paris. The time covered is from Lexington and Concord to the negotiations for recognition as an independent nation. In the former, appropriate voices read from the available diary material of the day, and in the latter we are treated to a reading from Benjamin Franklin's statements concerning the British attitude even as late as 1783.

A word about the Clements library is in order. According to the American Library Directory it is considered a "special" library. The material on the recording has been chosen from among the more than 200,000 manuscripts in the library collection which deals with such subjects as the discovery and exploration of America, colonization and the colonial wars, westward migration, the War of 1812 and so forth. Among the famous persons whose papers have been collected by the library are Columbus, Franklin, Washington, Paine, Lincoln and Theodore Roosevelt.

Obviously the library is equipped to do the job they have done in *Voices of the American Revolution* not only by virtue of the collec-

tion they boast but also through Dr. Peckham's particular ability to select significant items and to prepare and deliver appropriate commentary. It is hoped that this recording will be the first of a long series in this area to be conceived and prepared by Dr. Peckham and produced by the University of Michigan radio service.

We have had the pleasure of observing many people as they listened to this recording. The auditors were students and teachers, representatives of a variety of grades and of professional interests in education. Many immediately expressed a desire to 'hear it again' and some asked to borrow the recording so that it could be introduced to members of the family. More than one took immediate notes and expressed the intent to "buy it for myself" or to "buy it for the children" and even, in one instance, to "buy it for my grandchildren" so that they could hear it when they grow up. It has universal appeal and each age group seemed to get different but real values from the listening experience. It can be used in instruction in junior and senior high schools and may be used for assigned listening by older students or by capable elementary school students.

Three new titles are offered by Ottenheimer: Publishers on their Cabot label. These are *Let's Put On A Play*, *An Introduction to the Ballet* and *Let's Look at Great Paintings*.

*Let's Look at Great Paintings* is different insofar as it is an effort—a successful effort—to give audio scope to a fundamentally visual area. On the single 10-inch 33.3 rpm record, eight

pictures are discussed. These are "The Adoration of the Magi" (Fra Angelico and Fra Filippo Lippi), "Mona Lisa" (Leonardo da Vinci), "The Knight's Dream" (Raphael), "Hunters in the Snow" (Breugel), "The Angel and the Prophet Balaam" (Rembrandt), "Officer of the Chasseur of the Guard" (Gericault), "Road With Cypresses" (VanGogh) and "Three Musicians" (Picasso). In addition the recording includes both an introduction which states the purpose of the recording and emphasizes that each painting summarized is taken from a particular school of art, and is part of a quiz designed to test learning and to motivate further study.

*Let's Look at Great Paintings* (Ottenheimer CAB 4024; 4805 Nelson Ave., Baltimore 15, Maryland) has both school and home study implications. It is intended for younger children and the commentary is the work of Dora Jane Janson who co-authored *Story of Painting for Young People*. The complete album includes not only the recording but also color reproductions of the eight paintings discussed and a booklet with many other illustrations and visual material for use with the recorded quiz.

This unusual recording has two distinct classroom applications. It can, of course, be used in the middle and upper elementary grades for art appreciation instruction and as a device for motivating further art study. It can also be used in teacher training institutions as a device for indicating suitable means for instructing elementary children. In short, here is both a teaching material for elementary schools and a 'model lesson' for teacher training use.

*An Introduction to Ballet* (Ottenheimer CAB 4025), written and narrated by Katharine Sergava, has many parallel characteristics. It can be used effectively at home, with selected students in school and in teacher training in the physical education and dance areas. The well-illustrated book-



Some of the new records reviewed this month.



let accompanying the two records includes a simple statement in answer to the question "What is Ballet" in which Mme. Sergava states that ballet is an advanced form of games children play with their friends and of the feelings we all express in a variety of ways. The booklet also contains a history of ballet and illustrations of the five basic positions of ballet. The recording can be used effectively as suggested in elementary classrooms as a part of health and physical education instruction and may be used, too, in development of attitudes of appreciation of the ballet.

Elementary school students may enjoy hearing and then reacting to *Let's Put on a Play* (Ottenheimer CAB 4026) which is essentially a play-acting course for children written by Lydia Caplan. The recording consists of four skits acted by professional children. These include "Mother Goof's Nursery School," "Have Gum—Will Travel," "At the Railroad Station" and "Indian Talk." These are completely performed and it is anticipated that listening children will get helpful hints on acting. There are three skits, "The Visitors," "The 'Willow-Ware' Story" and "The Stranger," in which parts are deliberately omitted and the listening children are encour-

*Audio* **CARDALOG** Record Reviews on Cards

# 782

**INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!**

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —

aged to join the cast of professional children in the performance.

With the record is a script book with the complete script for each of the playlets enacted in the album. Each script has full stage directions and production notes. There is also an illustrated manual in which Lydia Caplan offers a simple playacting course for children. The manual covers the fundamentals of putting on a

play including reading a script, hints on acting, staging the play, making scenery, using sound effects and simple lighting as well as simple costumes and make-up.

The recordings can be used effectively for play at home or in school in the upper elementary grades as a part of an organized speech program and as a prelude to more difficult productions for either class or auditorium.



"Accurate volume calculations for this sphere-shaped satellite are obtained with the formula . . .  $V = \frac{4}{3} \pi r^3$ ."

Color — \$150.00 each  
B & W — \$75.00 each



**FILM PRODUCTIONS, INC.**

1821 University Ave. (Distribution Office) St. Paul 4, Minn.

## DISCOVERING SOLIDS

A series of three films applying mathematics principles to space perception.

- I VOLUMES OF CUBES, PRISMS, AND CYLINDERS
- II VOLUMES OF PYRAMIDS, CONES, AND SPHERES
- III SURFACE AREAS OF SOLIDS

Art, animation, and model demonstrations help develop formulas for finding volumes and areas of solids. Live footage shows the use of these formulas in practical situations.

Carefully produced under the supervision of Dr. E. H. C. Hildebrandt of Northwestern University's Department of Mathematics, these films meet the demands of the revitalized mathematics curriculum.

Preview Prints Available

## Audio CARDALOG Record Reviews on Cards

Box 1771 — Albany 1, New York

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name .....

Organization or School .....

Address .....

City and State .....

Upcoming in the record field are a number of new language records. RCA Victor plans to release some records next month, and we hope to have more information for you soon. In the language field we are looking forward to seeing and hearing some new Ottenheimer releases, too. Their new titles will include *Gateway to Spanish*, *Gateway to French* and *Gateway to Russian*.

The Ottenheimer records will be edited by Dr. Frederick Eddy of the School of Languages and Linguistics, Foreign Service Institute, Georgetown University. This is not Dr. Eddy's first venture into editing phonograph records—he also edited the earlier H-R-S Language Courses for Children also published by Ottenheimer.

Folkways Records (117 West 46th

Street, New York 36) is offering a set of seven 12-inch 33.3 rpm records prepared by Morris L. Schreiber titled *College Entrance Exams English* (Folkways FI 9108). This is reported as being a comprehensive course in English including Vocabulary Building and Word Analysis, Narrative and Descriptive Writing, Word Relationships, How To Write an Effective Essay and Techniques in Reading Comprehension. The record is reportedly designed for high school seniors and juniors as an intensive review for college entrance examinations as well as for adults who wish to improve their cultural background and knowledge of the language. The publisher further suggests that teachers use the recordings in class to vitalize classroom instruction and that supervisors of English use the recordings for teacher-training.

Since the use of the language is a spoken and aural art primarily there is no more appropriate educational use of recordings than instructions in the proper use of words. We have brush and oils in art, acids and test tubes in chemistry; recordings in the English classroom are a fitting adjunct, to say the least.

## AUDIO-VISUAL INSTRUCTION

By JAMES W. BROWN and RICHARD B. LEWIS, both of San Jose State College; and FRED F. HARCLEROD, Alameda State College

554 Pages, \$7.95

This text on audiovisual methods provides concrete, practical information on the use of instructional materials to plan and carry out learning activities. Examples of use have been drawn from all subject fields, from kindergarten through college. It is the first audiovisual text to use an inventive and stimulating format in which profuse illustrations are correlated with the text. Emphasis throughout is on the principle that learning is most effective when materials are integrated with instruction. A-V Instructional Materials Manual, \$3.50. Teacher's Guide, Free.

Send for Your On-Approval Copy

McGRAW-HILL BOOK COMPANY, INC.

330 West 42nd St.

New York 36, N. Y.

# In the Church Field

by William S. Hockman

## Getting Feed Back

Too much church-talk is one-way communication. Being of that variety, there is some question about its being communication at all. Yet the church goes right on!

Or is it? In my Wednesday morning Bible class I am trying to get feedback from the group and am having considerable success. The best I have had was when I used one of the Methodist TV Talk Back films to point up a problem. Many adult Bible classes across the country could do likewise now and then on Sunday morning as a substitute for the endless droning of some one-way communicator.

Recently I previewed *The Secret* (guilt), *The Little Ball Bounces* (life's breaks, good and bad), and *And Gwendolin, Too*. In the last a mother identifies her compulsive thinking about her handicapped child as the will of God. This one will set any group of adults buzzing and kick up quite a bit of opinion-swapping even by youth (if they have good leadership).

The first can be used to get into feelings of guilt and what to do about it, but the leader will need to focus the film on this problem at the start. *Little Ball*, more amusing than the others, does probe gently the why-did-this-happen-to-me question, and a competent leader can certainly take it from there. At \$4.00 rental from your dealer; or the Methodist Pub. House, Nashville 3, they are bargains as discussion starters—what they are intended to be.

## Light on The South

When I showed the 29-minute color film *Face of the South* to a class of graduate students I heard responses like this: "Worth a whole graduate course in economics to me." "Just the thing for the men of my church. This will show and tell them what the South really is." "Did you ever see such a natural actor as that man Mit-

chell?" (. . . who narrates the film, and who, with his maps, charts, graphs and snatches of live photography, is the film). And, "I have heard the South and its problems discussed often and at great length but this film brought me more understanding in 29 minutes than all I have heard up to now."

Now I know it takes a good film to be that good. This film is that good. George Sinclair Mitchell is a walking and very vocal encyclopedia of knowledge on all phases of the South. He has a gift for lucid and interesting explanation. He captures his audience and holds it. He has given his life to the South, taking time out for a Ph.D. at Johns Hopkins University and for study at Oxford as a Rhodes scholar. Executive Director of the Southern Regional Council for the past ten years, this man of wisdom, acute economic insight, and contagious sense of humor, draws a portrait of the South which leaves you feeling hopeful rather than helpless. His basic contention is that as progress is made toward increased economic opportunity for minority people, so will there be progress toward the attainment of civil rights (for all). Availability: Try your AV dealer; after that the Broadcasting and Film Commission, NCC, 475 Riverside Dr., New York 27.

## When There's A Will

I watched them closely as I ran off the new 29-minute b&w film *Treasures In Heaven* at a private screening in my home. It really held their attention. And who were my guests? Three prominent attorneys, the pastor of a neighbor church, a housewife and prominent church woman, and a retired diplomat. I knew the lawyers would see the film from their professional perspective as would the minister and the others.

Now for the evaluation: They liked it. They thought it would encourage people to make wills and help Christians see the need for remembering

the church and its related institutions in their wills. They thought the acting was good and that the profession of the law was satisfactorily depicted. They found it informative as well as highly motivational. They could think of no one being able to say so much or say it half as effectively in 29 minutes. They did, to the last one, react negatively to the title—How did such a fine film ever get such a misleading title? (I really don't know and join them in wondering.)

On utilization they were enthusiastic about it being shown to all kinds of adult church groups, to service clubs, to fraternal orders, to the professional meetings of attorneys, bankers and ministers. And they wanted to know if there was literature to go with the film. There is, plus a user's guide. Get it from the stewardship department of your denomination, which will also be the source of the film unless it is available locally through local offices such as those of presbyteries, synods, conferences and such. From these sources the film may be available for a small service fee, an offering, or even free. From rental sources it will be \$9.00. It was produced by Family Films, Inc., Hollywood 39, for the Department of Stewardship and Benevolence of the National Council of Churches, with T. K. Thompson acting as technical advisor.

## If Interesting, Entertaining

The above could be a thesis, don't you think?

Take *Retrievers At Work*, which covers the training and performance of certain breeds of dogs. In my previous audience were three adults and two young people. We found it interesting and enjoyable. It entertained us. The same for *By Map and Compass*, which the Boy Scout and his father would surely find interesting, and I thought I might.

But what of the 'girls,' our wives, and the 10-year-old? Would they? They did; we all did. Orienteering was fascinating as explained and demonstrated via beautiful Canadian outdoors in fall. *Begone Dull Care* was on-film painting in fluid lines and jumpy blotches of color by Morman McLaren with a jazz musical background. It afforded us pleasure—entertained. *Poulette Grise*, lovely and expressionistic and filled with beautiful imagery of familiar objects that fade in and fade out on the screen with lullaby softness. Film poetry!

Need I say more? My point is proved: If interesting, entertaining! But too few church people are using these in the context of entertainment

# School Officials Make Modest Starts in Educational TV While Planning School District or College Campus Networks

The complete linkage of college classroom buildings or of schools in dispersed districts requires careful study of the physical layouts of these buildings. Also required is advanced planning for television transmission and reception in future school buildings. And equally important are the preparations for complete programming of ETV courses over a linking network.

Many schools are approaching the situation by making a modest beginning. Closed-circuit TV is used in available individual buildings preliminary to the installation of a linking TV network. This realistic approach is sound, and it furnishes a source of valuable information and experience for use as the ETV program expands.

Through this method a corps of experienced personnel will be developed. This includes the professional staff to coordinate the planning of programs and lessons; the trained technicians to conduct preventative maintenance necessary in keeping equipment in good operating condition.

A modest beginning in ETV also provides the opportunity for experimental and exploratory activity. These explorations may delve into the professional use of equipment for improving instruction in the subject areas of a school's curriculum. Further, the explorations may have to do with the physical aspects of the ETV system: the placement of receivers; proper lighting; acoustics; inter-communication and the location of transmitting equipment.

Another vital phase of planning for ETV concerns the selection of proper transmitting equipment. While the equipment should meet the needs for a beginning system, it should also have the facility for future expansion without obsoleting the original equipment. An ETV system that meets these and other requirements has been developed and is being marketed by the Dage Television Division, Thompson

Ramo Wooldridge, Inc., Michigan City, Indiana.

The Dage concept for Educational Television is based on the modular construction of equipment. It is possible to start with one camera, using the Dage Mobile ETS-1 system, and to add additional cameras without obsoleting the first one. The cameras and control units are housed in a



The Dage Mobile ETS-1 system is modular in construction . . . expansion won't obsolete original equipment.

mobile console so the "mobile" studio can actually be moved from one lesson origination point to another, or it can remain stationary in a studio location. The system further provides for the use of a film pick-up camera. This enables the schools to televise the many excellent educational motion pictures available to them.

While ETV systems should be carefully planned, schools and colleges need not wait for a linking network system. As outlined above, a small start is often the wisest course.

Many schools and colleges planning ETV systems have contacted Dage Television for assistance. As a pioneer in the field of ETV, Dage's engineering and installation experience is of proven value. For further information about Dage ETV systems, or for free consultation write to:

Dage Television Division,  
Thompson Ramo Wooldridge, Inc.  
2603 W. 10th St. Michigan City, Ind.

and fellowship. I've done it many times and you can, too. The resources are vast.

The running times on the above are respectively 11, 27, 9 and 6 minutes. They are available from many dealers and the International Film Bureau, 57 E. Jackson Blvd., Chicago 4, Ill.

## Religion Via Science

In its Science Adventure series the Moody Institute of Science uses some outstanding phenomena from the natural world to point up a spiritual truth. It seems that Uncle Bob, in his rather plush 'repair shop,' is called upon from time to time to settle disputes and answer questions for his junior-age neighbors. They bring him a bat and learn about the bat's radar navigation (and about God); and, two scrapping boys trigger a demonstration of the fact that no two snowflakes are the same and what this tells us about the God of creation and ourselves. All this is brought off in good color with fine little actors and interesting format. These 13-minute films can certainly be used to teach a great deal of religion via natural science if the wideness and depth of God's mercy is not reduced by the films' tendency to formulate and formalize. From your AV dealer, or from MIS, 11428 Santa Monica Blvd., Los Angeles 25.

## Skillfully Made

Any producer who undertakes a historical picture is in for trouble unless he has imagination and great technical skill, a combination not always easy to come by. Perhaps this is why the Presbyterians engaged a Paris concern to produce the 29-minute b&w film *For God's Glory* in connection with the John Calvin and Reformed Church jubilee year. It portrays, through the skillful utilization of still pictures of all kinds, Christianity from the Middle Ages through the years of the 19th century missionary expansion. It held my attention all the way, and it was a good film to the last frame! Available to Presbyterians through their presbytery and synod offices; others inquire of your denominational AV departments. Recommended; the most interesting history I have seen in some time!

## About Growing Up

Family Filmstrips, Inc., has produced a series entitled "Donny Stories: About Growing UP" with four titles: *Surprise*, a story about growing up where Donny plants a sunflower seed; *Something New*, a story showing how

Donny learned a wonderful secret about giving when his baby sister got some presents; *The Jolly-Bus*, how Donny's older brother made a jolly-bus that helped him understand how God's world depends on order; and *The Star*, what father said and did when Donny asked for a star.

The art, running about 22 frames per, is delightful and the commentary needs no adjusting to the kindergarten (four- and five-year-olds) because it is already there. Plenty of teaching can be enriched with these charming visual aids to your curriculum for this age level. Fine for church school, good for weekday kindergartens, they would be tops for vacation schools. Highly recommended when used (and this is important) as the guides suggest. Kit of four, complete with 2 7-inch LP records, \$19.50. From your AV dealer.

### Two FS For The Primary

In the words of the producer, Family Filmstrips, Inc., *Where Jesus Was Born* "is intended to be used with primary children (grades 1, 2, 3) to enrich and supplement curriculum units or lessons dealing with the life of Christ, particularly those sessions dealing with the birth and boyhood of Jesus." To do this we are given 23 frames of good clear color photography and a commentary of simple and meaningful sentences. The running time is 4 minutes.

The second in this little series, entitled "Where Jesus Lived," is *Where Jesus Worked*. A more accurate title might have been 'Where Jesus Traveled' for it shows the locale of incidents and teachings. In this and the above, the concepts are adjusted to the understanding of primary children. Both will help develop a sense of the reality of Jesus. One record accommodates both commentaries. Highly recommended. Both, complete, \$11.00; from your AV dealer.

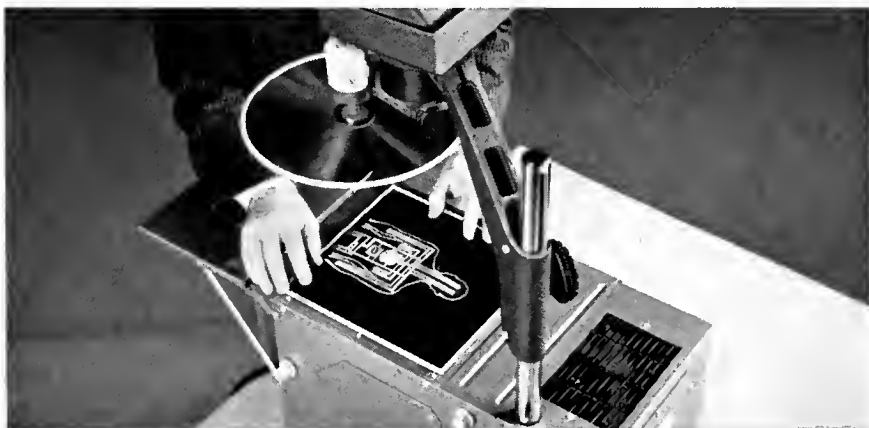
### Growing Up For Tots

In the series "Molly Stories About Growing Up" we have a story teaching that change and growth is a part of God's plan (*The House Next Door*); about Molly sharing her sandpile with Donny (*Sandpile and Trike*); about how Molly still loved her old dollies when she got some new ones (*Molly's Dollies*); and how Molly learned what owning things means (*Molly's Blocks*). Recommended for church school, for nursery schools, and the public school kindergarten. Kit of four, complete, \$19.50. Produced by Family Filmstrips, Inc. From your AV dealer.

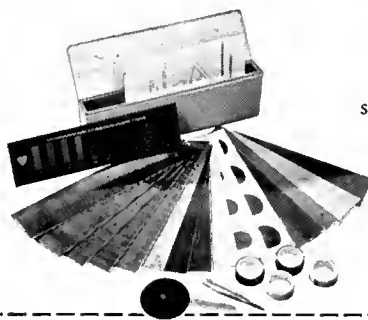
# NOW! add dynamic motion to any still transparency with AO's Do-It-Yourself TECHNAMATION®



**EASY**—Make liquids flow, gases explode, wheels turn, smoke billow . . . add movement and color to any static, black and white transparency. No special tools or skills are required. Simply cut self-adhering TECHNAMATION® material to shape with knife or scissors . . . apply to that portion of the transparency where motion is desired.



**AMAZING RESULTS**—Attach a motorized polarizing spinner (also available from AO) to your overhead projector to activate TECHNAMATION material. The still transparency takes on new drama . . . new dimension . . . new interest. The most complex mechanism, diagram, illustration or chart becomes easier to understand . . . easier to remember.



AO's New TECHNAMATION Materials Kit and the motorized spinner are all you need. Add vibration, speed, radiation, flow, turbulence . . . many other movement forms and color to any still transparency. Write today for full information on this most effective classroom teaching aid.

**American Optical Company**



SPENCER  
INSTRUMENT DIVISION, BUFFALO 15, NEW YORK

Dept. C241

Please forward full information on AO's New TECHNAMATION.

Please advise me where I may view a demonstration on AO's New TECHNAMATION.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# TRADE DIRECTORY FOR THE AUDIO-VISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

## FILMS

**Association Films, Inc.** (PD)  
**Headquarters:**  
347 Madison Ave., N. Y. 17, N. Y.  
**Regional Libraries:**  
Broad at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Bailey Films, Inc.** (PD)  
6509 De Langre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Ideal Pictures, Inc.** (D)  
**Home Office:**  
58 E. South Water St., Chicago 1, Ill.  
**Branch Exchanges:**  
1840 Alcatraz Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 — 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
55 NE 13th St., Miami 32, Fla.  
52 Auburn Ave., N.E. Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
614 — 616 So. 5th St., Louisville 2, Ky.  
1303 Prytania Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
40 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
1915 Chicago Ave., Minneapolis 4, Minn.  
3400 Nicollet Ave., Minneapolis 8, Minn.  
1402 Locust St., Kansas City 6, Mo.  
3743 Gravois, St. Louis 16, Mo.  
6509 N. 32nd St., Omaha 11, Neb.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio  
2110 Payne Ave., Cleveland 14, Ohio.  
West Penn Bldg., Suite No. 204, 14 Wood St. Pittsburgh 22, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 So. Third St., Memphis 3, Tenn.  
1205 Commerce St., Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Beretania St., Honolulu, T.H.

**International Film Bureau** (PD)  
57 E. Jackson Blvd., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Bayshare Dr., Miami, Fla.

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.**

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 13

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**DuKane Corporation** (M)  
St. Charles, Illinois

**Viewlex, Incorporated** (M)  
35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 (FS) Haddon Rd., Woodmere, L.I., N.Y.  
All sizes—immediate delivery

## GLOBES — Geographical

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byron, Inc.**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

**Geo. W. Colburn, Inc.**  
164 N. Wacker Drive, Chicago 6, Ill.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Victor Division, Kalart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co.** (MD)  
315 W. 43rd St., New York 36, N. Y.

**S.O.S. Cinema Supply Corp.** (MD)  
602 W 52nd St., New York 19, N. Y.  
6331 Hollywood Blvd., Hollywood 28, Cal.

## READING IMPROVEMENT

**Psychotechnics, Inc.**  
105 W. Adams St., Chicago 3, Ill.  
Mfrs. of SHADOWSCOPE Reading Pacer

## RECORDS

**Children's Music Center**  
2858 W. Pico Blvd., Los Angeles 6, Calif.  
(send for free catalogs)

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Music Education Record Corp.** (P)  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra)

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## SLIDES

**Key: Kodachrome 2 x 2. 3/4 x 4/4 or larger**

**Keystone View Co.** (PD-4)  
Meadville, Pa

**Meston's Travels, Inc.** (PD-2)  
3801 North Piedras, El Paso, Texas

**Walt Sterling Color Slides** (PD-2)  
224 (ES) Haddon Rd., Woodmere, L.I., N. Y.  
4,000 slides of teacher world travels

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## Local AV Dealers

**Illinois**  
**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

**New Jersey**  
**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark,  
N. J.

**Ohio**  
**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Massillon,  
Ohio

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Sources, page 154. For more information about any of the equipment announced here, use the enclosed reader service postcard.

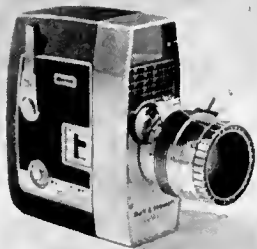
## NEW EQUIPMENT

### CAMERAS: Movie, TV

**Four 8mm Zooms.** Push button automatically glides field from wide-angle to telephoto or reverse; viewfinder image changes with lens; electric eye exposure control; self-setting footage indicator. Four models, from \$179.50. **WOLLENSAK**

For more information circle No. 101 on return postal card.

**Zoomatic 8mm movie camera** permits transition from long shot to closeup without changing lenses; shifts from normal to slow motion while camera is in operation. The speed shift features also the 3-lens turret model. "Varamat" zoom lens f/1.8. Either camera \$199.95, case \$24.95. **B&H**



**Bell & Howell Zoomatic**

For more information circle No. 102 on return postal card.

### CAMERAS: Still

**View Camera—35mm** with the versatility of an 8x10 studio job. Especially suitable for macro- and microphotography. Full frame ground glass viewing, magnifier focus, rotating back; interchangeable magazines removed when replaced by a focusing hood containing ground glass and adjustable magnifier. Standard equipment includes Dallmeyer 4" f/4.5 lens in Compur shutter 1 to 1/500th sec. Other lenses available. **FAIRCHILD**

For more information circle No. 103 on return postal card.

### CAMERAS: Accessories

**Eastman Ektachrome ER Film** is now the name of the recently introduced "Eastman Color Reversal SO 260-270." Your choice of "Daylight" or Type B.

See local dealer.

## PROJECTORS: Still

**Delineascope Model 1000** has 1000-watt lamp, 10"x10" projection aperture, with 18" (5" diam.) high-speed lens \$314; with 22" (4 3/8" diam.) lens \$294. Built-in optical pointer, roll feed attachment. Carrying case \$45; dust cover \$9.75. **AMERICAN OPTICAL**

For more information circle No. 105 on return postal card.

**"Miniature" Filmstrip Projector Model 333;** new type 150-watt lamp; cast aluminum housing; heavy duty fan; 3" f/3 slip-screw lens; 6 1/2" high, 7 1/2"x5", wt. 5 lb. \$39.95 (3 for \$100). **STANPROJ**

For more information circle No. 106 on return postal card.

**"Synchro-Mat,"** combination slide-film-strip projector and tape recorder, for instant do-it-yourself preparation of fully automatic presentations. Completely transistorized. Record and playback model \$350. **DONNLU**

For more information circle No. 107 on return postal card.

**Tutor I—automatic sound tape filmstrip projector;** narration on one channel, electronic advance signal on the other; tape cartridge for repetitive showing. **Tutor II,** same, with tape on reels. 3 3/4 ips standard, 7 1/2 available. 300-watt light output. 28 lb. 3" f/3 projection lens. \$295. **LABELLE**

For more information circle No. 108 on return postal card.

## SOUND EQUIPMENT AND ACCESSORIES

**AM/FM Stereo tuner, preamp, amplifier.** Madison Fielding Series 440, by Crosby Electronics, combines tuners on same chassis with 40-watt stereo preamp, amplifier. Six program sources may be mixed on each channel by push-button selectors. \$325. **BRANDPROJ**

For more information circle No. 109 on return postal card.

**Colored reels for tape recorders,** polished, transparent plastic, red, blue, green, yellow. **MMM**

For more information circle No. 110 on return postal card.

**"Multiplex" audio-communicator.** Four recorder-playbacks, console mounted, feed 30 student headphones through selector panel with individual switches, monitor unit, plastic ducting, microphone, \$1,395. Two recorder-

playback unit \$510; single \$340. Dual-channel tape recorder lang-lab student unit installations start at \$495. **MECOTAPE**

For more information circle No. 111 on return postal card.

**"Stereomaster" Model 339;** combines 40-watt stereo amplifier Model 299 with AM-FM stereo tuner 330D. Readily built into furniture or consoles; connects to standard speakers, phono. \$399.95. **SCOTT**

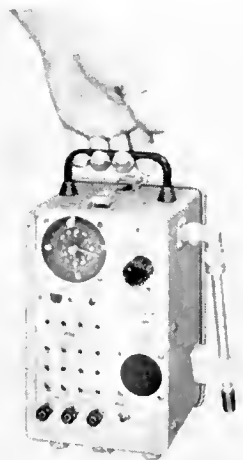
For more information circle No. 112 on return postal card.

**Tenzar-Backed Tape 311.** Reportedly twice as strong as acetate, 15x greater tear resistance. Non-drying, free-running; recommended for classroom, lang-lab, church, duplication, business use. End-of-reel tape clip included; 600 and 1200' reels. **MMM**

For more information circle No. 113 on return postal card.

## MISCELLANEOUS ITEMS

**Secondary Time Standard** synchronizes electronically with U.S. Bureau of Standards signals to activate any timing interval device with complete accuracy, from 15 seconds to 1 hour spacing. 7" wide, 7" deep, 11" high, wt. 9 lb. The 3-band radio is powered by two 6-volt and one 1 1/2-volt battery. Priced at "under \$1,000." **ZENITH**



**Zenith Portable Time Standard**

For more information circle No. 114 on return postal card.

**Flannaroll** spring- or hand-rolled, from \$15 (24x26"). Also **Flannaboard,** gray or black flannel-covered Masonite, (24x36") \$5; (36x48") \$7.50. Flocked cutouts for number, language and music teaching. **WEDBERG**

For more information circle No. 115 on return postal card.

**EVERYTHING IN ELECTRONICS  
FREE ALLIED 1960 CATALOG**

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

**ALLIED RADIO**

100 N. Western Ave., Chicago 80, Ill.

**← TWO WAY →  
POWER DRIVEN FILM REWIND**



Double your film inspection with less effort! Modernize with the proven motor-driven FOSTER REWIND—winds both to the left and right under motor power. Easy to use foot pedal controls both direction and speed of reels (up to 875 rpm). Both hands free for inspection and quick splicing. Capacity to 2000 foot reels. Heavy duty motor—simple design—and rugged construction assure maintenance free operation. Rewinds 16mm—35mm—8mm motion picture film.

Write for details and Special Trial Plans.



*International Film Bureau Inc.*

57 E. Jackson Blvd. Chicago 4, Ill.

**Kinetic Theory Apparatus.** Eighth-inch plastic balls simulate molecules to demonstrate fundamental principles of gas mechanics. College physics experiments re Boyles' Law, Van der Waals' Corrections, Avogadro's Law. CENCO

For more information circle No. 116 on return postal card.

**Malfunction Simulator** sets up any desired combination of 36 different types of field service troubles in educational type TV equipment, which students learn to recognize and correct. DIPOWER

For more information circle No. 117 on return postal card.

**Microfilm Indexing Kit**—Includes flash cards, targets, and other forms for location wanted frames. \$7.50. RECORDAK Branches.

For more information circle No. 118 on return postal card.

**Microfilm Splicer** is specifically designed to non-perforated 16mm microfilm. Operator does not touch face of film. RECORDAK

For more information circle No. 119 on return postal card.

**Phrase-O-Scope** reading rate accelerator with 24 slides and "Reading Rater" tester \$12.50, 40 additional slides for grade school level add'l. \$1. BETREAD

For more information circle No. 120 on return postal card.

**Solid Tak** plastic adhesive, reusable, unaffected by water or temperature. Will not damage walls, blackboard; holds model etc. parts in place, supports display parts on vertical mounts up to 1 lb. DELKOTE

For more information circle No. 121 on return postal card.

**NEW MATERIALS**

**KEY TO ABBREVIATIONS**

- mp—motion picture
- fs—filmstrip
- sl—slide
- rec—recording
- LP—33-1/3 r.p.m. microgroove record
- min—minutes (running time)
- fr—frames (filmstrip pictures)
- si—silent
- sd—sound
- R—rent
- b&w—black & white
- col—color
- Pri—Primary
- Int—Intermediate
- JH—Junior High
- SH—Senior High
- C—College
- A—Adult

■—reviewed in AUDIO CATALOG

**AGRICULTURE**

**Flowers at Their Best** mp UWISC 10 min col \$43.19 r\$1 (in Wisconsin 50c wk). Basic design for flower arrangement, how to make cut flowers last longer, what types best suited. SH A

For more information circle No. 122 on return postal card.

**Panocha: Mexican Brown Sugar** mp AV-ED 15min col \$150. Cane fields, harvesting, crushing, processing, use of by-products. E1 JH

For more information circle No. 123 on return postal card.

**Starting a Vegetable Garden** mp UWISC 12min col \$20.04 r\$1 (in Wisconsin 50c wk). Home garden project from soil preparation to harvesting. JH-A

For more information circle No. 124 on return postal card.

**Summer Feeding** mp UWISC 13min col \$54.06 r\$1 (in Wisconsin 50c wk). Compares feeding cattle stored or green fodder, strip grazing. C A

For more information circle No. 125 on return postal card.

**ARMED FORCES**

**Alternatives** mp FELREC 23min col \$125 r\$7.50. The conscientious objector's legal alternatives when refusing armed military service. Don Murray, narrator. SH C A

For more information circle No. 126 on return postal card.

**X Minus 80 Days** mp UWF 30min col \$177.83. Army film shows exhaustive tests prior to successful orbiting of a satellite. SH C A Earlier titles in same series: **Rocket Instrumentation** (15min \$31.03); **Signals for Missiles** (col 20min \$120.33); **Challenge of Outer Space** (61min \$117.35); **Explorer in Space** (11min \$34.32); **Space Pioneer** (10min \$27.86); **Vanguard I** (11min \$30.83); **Guided Missiles** (26min \$51.27). SH C A

For more information circle No. 127 on return postal card.

**ARTS & CRAFTS**

**Appalachian Spring** mp REMBRANDT

**The KEYSTONE Standard Overhead Projector**

*is available for purchase under the*

**National Defense  
Education Act**



The Keystone Standard Overhead Projector is designed for the projection of Standard (3 1/4" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoscopes (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful—

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.

Write for Further information or a Demonstration by our Local Representative. KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.



31min b&w \$200 r\$20. Full length Martha Graham ballet; Aaron Copland's music. Pioneer couple's wedding, house raising. C A

For more information circle No. 128 on return postal card.

Expression Through Dance mp REMBRANDT 23min b&w \$100 r\$7.50. Sources of motifs for a dance composition, and choreography techniques. Harriet Ann Gray. SH C A

For more information circle No. 129 on return postal card.

The Golden Age of Flemish Painting (series) 8mp REMBRANDT 7-11min col ea \$125 r\$12.40. Series (8) \$700 r\$75. Jan van Eyck; Roger van der Weyden; Dirk Bouts; Hugo van der Goes; Hans Memling; Quentin Metsys; Peter Breughel; Hieronymus Bosch. SH C A

For more information circle No. 130 on return postal card.

Great Art Prints flat pix SVE 18½x23½ to 20½x26. Full-color lithographs on heavy gallery-quality paper. 3 for \$5.85. A score or more of masterpiece reproductions—Van Gogh, Utrilla, Titian etc. E1-A

For more information circle No. 131 on return postal card.

## INSTRUCTIONAL MATERIALS



An Introduction for Teachers

LOUIS SHORES

Florida State University

Just published! This unique guide discusses all major types and subtypes of instructional materials—the whole range of media through which teacher and pupil communicate to advance learning. For each type of instructional material there is a definition, history, list of sources, examples and suggestions for use, etc. After an introduction to the organization of a materials center, the book devotes separate chapters to each major class of materials. It concludes with details of materials center management. 1960. 70 ills.; 462 pp. \$6.50

## AUDIO-VISUAL PROCEDURES IN TEACHING

LESTER B. SANDS

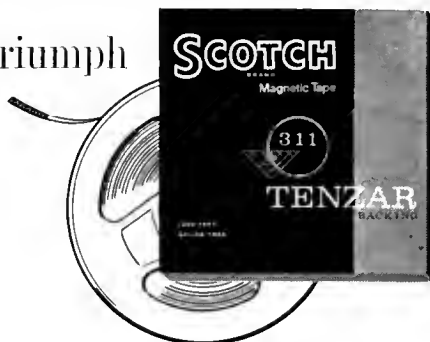
Santa Barbara College  
University of California

An exhaustive survey of audio-visual materials and procedures for every level of education. Each type of audio-visual aid is discussed in a separate chapter, with a full analysis of its uses, possibilities, and limitations. Book relates each kind of instrument and procedure to the whole teaching process with practical examples and illustrations. Includes laboratory exercises and lists of source materials. 1956. 271 ills., tables; 670 pp. \$6.75

THE RONALD PRESS COMPANY

15 East 26th St., New York 10

a reel triumph



# ANNOUNCING A NEW "SCOTCH" BRAND MAGNETIC TAPE WITH EXCLUSIVE TENZAR BACKING

designed for heavy duty use,  
high quality performance

**N**OW YOU NEED WORRY NO LONGER about fraying, breaking, varying tension and other problems that go with heavy tape use. "SCOTCH" BRAND Magnetic Tape No. 311 is *extra tough*—designed for really heavy service in recording and playback applications requiring frequent repeat, continuous play and constant handling.

*It's tear-resistant*—withstands severe usage and handling, won't pop or tear if edges become nicked or scratched.

*It's stretch-resistant*—fast starts, stops or varying drive tension won't distort or curl the rugged backing.

*It's non-drying*—won't become brittle in hot, dry storage. Will not absorb moisture, perfect for all weather use and long time storage.

Add to this, exclusive Silicone Lubrication, impregnated throughout the entire coating, to assure the most effective, lasting protection available for your recorder heads. Plus the finest of uniform, high

potency oxides for the perfect sound reproduction quality that has made "SCOTCH" BRAND famous.

Packed with every reel of No. 311 is a unique new end-of-reel Tape Clip that holds tape securely, prevents spilling or tangling in handling, storage and shipment. *Colored reels are available, too, in four transparent colors: Red, Blue, Green, Yellow.*

The price? "SCOTCH" BRAND No. 311, with its professional quality and exclusive new TENZAR backing, *is priced in the same range as standard acetate-backed tapes!*

And, remember—TENZAR backing is an exclusive development of the 3M Company, whose research pioneered in audible range tapes, as well as video and instrumentation tapes.

See or call your supplier now for "SCOTCH" BRAND Magnetic Tape No. 311 with new TENZAR backing. Standard play, 600 and 1200 foot reels.

MINNESOTA MINING AND MANUFACTURING COMPANY  
... WHERE RESEARCH IS THE KEY TO TOMORROW



"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 5, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

## SCIENCE FILMSTRIPS

SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
**BIOLOGY** **ATOMIC ENERGY**  
**PHYSICS** **GENERAL SCIENCE**  
**CHEMISTRY** **MICROBIOLOGY**  
**BIKE SAFETY** **BUS SAFETY**

NEW—Elementary Science Series in  
Brilliant Spectrocolor

## VISUAL SCIENCES

Box 599E Suffern, New York

## DON'T WAIT - - - VACUUMATE!

TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM

Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

All give - - - at no extra cost to you  
The Famous

# VACUUMATE

## FILM PROTECTIVE PROCESS

The **VAP O RATE**  
**SUPER**  
PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes  
**ONE TREATMENT LASTS**  
**THE LIFE OF THE FILM**

Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process is Available to  
You in Key Cities Throughout the U.S.

Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

# COMPCO

professional quality reels and cans  
are preferred by...



**CORONET  
FILMS**

WORLD'S LARGEST PRODUCER  
OF EDUCATIONAL FILMS

Only CompcO offers "a new dimension in quality" recognized and accepted by leaders in the movie making industry. CompcO's superiority is attributed to a new, major advance in film reel construction—resulting in truly professional reels that run truer, smoother, providing lifetime protection to valuable film. CompcO reels and cans are finished in a scratch-resistant, baked-on enamel, and are available in all 16 mm. sizes—400 ft. thru 2300 ft. For details and prices write to:

**COMPCO** corporation

1800 N. Spaulding Ave., Chicago 47, Ill.

## BUSINESS EDUCATION

Let's Put on a Play rec & scripts  
**OTTENHEIMER** 10" LP and book  
\$4.95. One side of record gives four  
short skits played by professional  
child actors; the flip side has three  
more but with blank time to permit  
students to read in their roles with  
the pros. Book is guide to play pro-  
duction, make-up, costuming etc.  
Elem JH TT

For more information circle  
No. 132 on return postal card.

**Life Situation—Speech Reading** (series)  
5mp USC ea 5min col set \$225 r\$15;  
b&w \$94.50 r\$7.50. Each col \$50 r\$3.50;  
b&w \$24.50 r2. Designed as teaching  
aid with hearing impaired students.  
Titles: **Tommy's Table Manners**; **A  
Lesson in Magic**; **The Little Cowboy**;  
**Barbara's New Shoes**; **Bow Belinda**  
(Singing Dance). TT Elem

For more information circle  
No. 133 on return postal card.

**Mounting Pictures** fs **TEXAS** col \$4.  
Two recommended procedures for  
mounting flat pictures for display,  
opaque projection, filing or desk  
study. TT

For more information circle  
No. 134 on return postal card.

**Special Education Records** rec **FOLK-  
WAYS** Developed expressly for the  
handicapped or "disturbed." **The  
Downtown Story** (for young children)  
10" LP \$4.25. **Learn As We Play** (for  
older children) 12" LP \$5.95, contains  
25 titles with music and dancing for  
group and individual participation.  
TT

For more information circle  
No. 135 on return postal card.

## CINEMA ARTS AND COMMUNICATION ARTS

**Chaplin Comedies** mp **CLASEX** apply.  
These are the classic Chaplins pro-  
duced by Mack Sennett, 8 titles.  
SH C A

For more information circle  
No. 136 on return postal card.

**Communications for Beginners** mp  
**CORONET** 11min col \$110 b&w \$60.  
Small boy plays Indian, compares  
smoke signals with TV, radio, tele-  
phone, etc. Pri.

For more information circle  
No. 137 on return postal card.

**Communication: Story of Its Develop-  
ment** mp **CORONET** 11min col \$110  
b&w \$60. History of the transmission  
of spoken and written language. JH  
SH

For more information circle  
No. 138 on return postal card.

**Early Nickelodeon Mellow Dramas**  
(sic) 12mp **CLASEX** apply. Titles in-  
clude **The Crisis** (Thos. H. Ince 1912);  
**As You Like It** (Rose Coghlan 1913);  
**A Daughter of Old Ireland** (Sidney  
Olcott 1913); **Abraham Lincoln**  
(Frank McGlynn 1913). C A

For more information circle  
No. 139 on return postal card

**The Great Train Robbery** mp **CLASEX**

si b&w r\$10. World-famed "first" dra-  
matic story film (1903). C A

For more information circle  
No. 140 on return postal card.

## EDUCATION

**Elementary Classroom Guidance** fs  
**WEDBERG** 85fr col LP \$7.50. Princi-  
ples of guidance for primary, middle  
and upper grades. TT

For more information circle  
No. 141 on return postal card.

**My Own Yard to Play In** mp **HARRI-  
SON** 8min b&w. Sound record of  
children at play in city streets. No  
narration, all spot sound. Evaluated  
ESAVG 1/60, p34. TT A

For more information circle  
No. 142 on return postal card.

**Pathways to Phonic Skills** rec **AUDAID**  
2LP. Aural program for developing  
phonic readiness skills in reading pro-  
gram. Evaluated ESAVG 12/59 p654.  
TT K-Pri

For more information circle  
No. 143 on return postal card.

**School Days** mp **UMICH** 70min col ap-  
ply. Russia's own film on Soviet edu-  
cation. TT C A

For more information circle  
No. 144 on return postal card.

**Speech Correction in the Primary**  
**Grades 3** rec **STANBOW** LP and song  
book, which lists album, side and  
band number for each of 64 songs em-  
phasizing 25 hard-to-speak consonant  
sounds and 2 of the more difficult  
vowels. TT Pri

For more information circle  
No. 145 on return postal card.

## FEATURES

**Disney Cartoons** mp **HOLFI** 8mm si 50'  
col \$4.95 b&w \$1.95. 100' col \$8.95 b&w  
\$2.95. 200' b&w \$5.95. **Donald Duck**,  
**Pluto the Pup**, **Mickey Mouse**—also  
**Renfrew**, **Roy Rogers** and **Gene Au-  
try**—in 8mm. Pri.

For more information circle  
No. 146 on return postal card.

**The Golden Age of Comedy** mp **CAR-  
OUSEL** 80min b&w 7-yr lease \$325.  
Anthology of comedy film highlights.  
Winner of 6 nominations and 2 Acad-  
emy Awards. Pri-A

For more information circle  
No. 147 on return postal card.

**The Mark of the Hawk** mp **UWF** 100  
min col r apply. Deals with Africa's  
awakening in highly dramatized  
form, contrasting revolutionists, re-  
formist and complacent protagonists.  
Evaluated ESAVG for church audi-  
ence use 12/59 p657. SH A

For more information circle  
No. 148 on return postal card.

**Slapstick Silent Vintage Programs** mp  
**CLASEX** 2-hour show r\$25. Mack

Sennett, Buster Keaton, Harold Lloyd, Laurel & Hardy, Our Gang, etc. A

For more information circle No. 149 on return postal card.

#### GUIDANCE: Vocational

**Make All Things New** mp METHODIST 27min b&w r\$6. The need for Methodist deaconess recruits and the variety of jobs open. SH C A

For more information circle No. 150 on return postal card.

**A Question of Life** mp METHODIST 13min b&w r\$4. A college student wants to become a minister; his parents oppose this choice. SH C A

For more information circle No. 151 on return postal card.

**Reply to Reality** mp METHODIST 30 min col r\$8. A young missionary couple return to their school to challenge the students with the opportunities of the mission field for service. SH C A

For more information circle No. 152 on return postal card.

#### HEALTH—SAFETY

**The Challenge** mp NBFU 10min b&w apply Common causes of fires as shown in the long experience of the fire underwriters. JH SH A

For more information circle No. 153 on return postal card.

**Pay the Piper** mp FAMILY 30min col \$300 b&w \$180. Dramatic presentation showing dangers of alcohol in the home. SH A

For more information circle No. 154 on return postal card.

**Penelope Changes Her Mind** mp NBFU 9min col or b&w apply. A little girl learns about fire hazards. Pri.

For more information circle No. 155 on return postal card.

**Stop Driving Us Crazy** mp MBTEMP 12min col \$125. (May be rented METHODIST \$6) Man from Mars, shaped like an automobile, is flabbergasted at earthmen's "crazy" driving and drinking habits. Religious-moral approach, ultra-modern presentation techniques. Original jazz score on 45rpm at \$1.25. Exceptionally attractive discussion guide and promotion sheet. SH A

For more information circle No. 156 on return postal card.

#### HOME ECONOMICS

**HOW We Get Our Homes** 4fs SVE col set \$16.25 ea \$5 captioned. Titles: Planning the Home; Building the Foundation; Building the Shell; Finishing the Home. SH A

For more information circle No. 157 on return postal card.

**Mealtime Magician** mp IDEAL 14½min col loan. Talking blender, with assist from Sterling Holloway's voice, tells amusing story of its work in meal preparation. SH A

For more information circle No. 158 on return postal card.

#### INDUSTRIAL ARTS

**Automotive Electrical Fundamentals** 5fs JAM 12" LP Set (5) \$49.50 Indiv fs & rec \$10.90. Titles: Introducing Automotive Electricity; The Cranking Circuit; The Ignition Circuit; The

Regulation and Charging Circuit; The Lighting and Accessory Circuits. SH For Auto Shop and Driver Education Classes.

For more information circle No. 159 on return postal card.

**Learning to Set Type** mp BAILEY b&w \$60 r\$3. Basic principles for beginning printshop students explained in step-by-step close-ups and slow-motion sequences. In same series: **Putting a Job on a Platen Press.** SH A

For more information circle No. 160 on return postal card.

ACCLAIMED

At The Seattle DAVI Convention

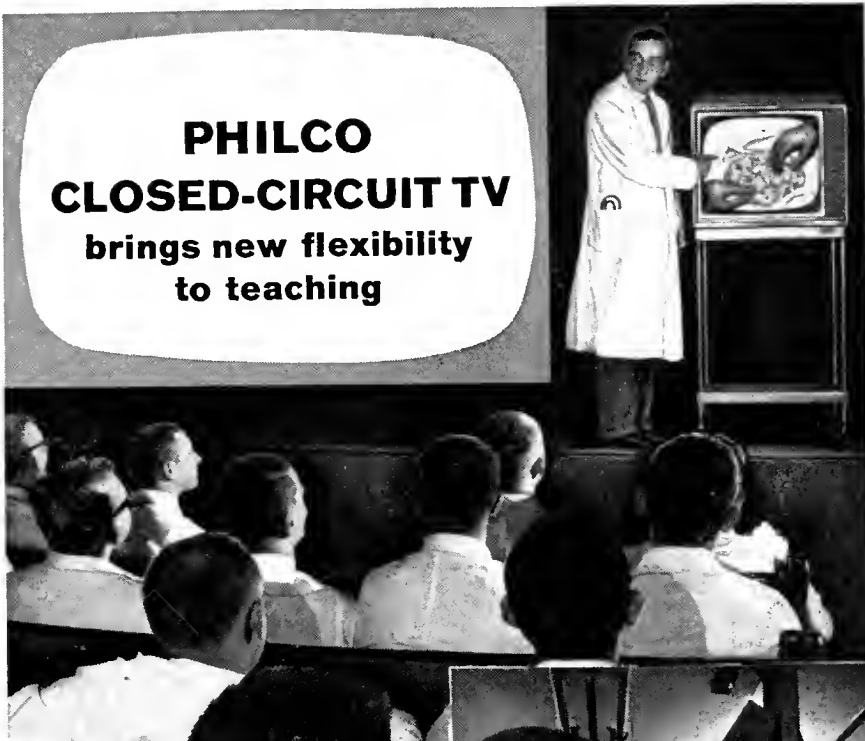
## BETWEEN THE TIDES

16mm Sd. Color 20 Min.  
Rental: \$7.50 Sale: \$175

Send For Our Latest Catalog of Outstanding Films.

CONTEMPORARY FILMS, INC.

267 W. 25th St., N. Y. 1, N. Y.  
Dept. ES Oregon 5-7220  
Midwest Office: 614 Davis St., Evanston, Ill.  
DAVIS 8-2411



**PHILCO  
CLOSED-CIRCUIT TV  
brings new flexibility  
to teaching**

Philco, pioneer in fully-transistorized closed-circuit television, offers completely integrated instructional TV systems for schools and hospitals. Philco systems provide the ultimate in flexibility, incorporating any number of cameras, monitors, receivers and amplifiers, interconnected through a central console or a "patch panel" . . . with provisions for two-way conversations. Philco equipment is reliable, easy to operate and low in cost. Philco will help you design a system to meet your requirements. Write for information and your Philco Closed-Circuit TV Planning Guide.

Government & Industrial Group  
4700 Wissahickon Ave., Phila. 44, Pa.  
In Canada: Philco Corp. of Canada, Ltd., Don Mills, Ont.

# PHILCO®

*Famous for Quality the World Over*



The World's First Integrated Hospital Closed-Circuit TV System was recently installed by Philco at St. Christopher's Hospital for Children, Philadelphia. It links the main operating room, lecture halls, auditorium, pediatric treatment rooms, psychologic observation rooms and the radiology department. Folder describing this system will be sent upon request.

## INDUSTRY: Transportation

**The Busy Harbor** mp CORONET 11min col \$110 b&w \$60. Boy and girl visit friendly tugboat captain, ride with him and see various types of boats and harbor activity. Pri Int

For more information circle No. 161 on return postal card.

**Chemistry of Iron Making** 3mp IFB b&w. Titles: What Goes Into the Blast Furnace (15min \$70 r\$4); **Iron Making** (13min \$65 r\$4); What Comes Out of the Blast Furnace (8min \$45 r\$3. SH C

For more information circle No. 162 on return postal card.

**Copper, Steward of the Nation** mp DAGGETT 12min col \$120 b&w \$60. History and present production techniques; importance in American industry and especially to the economy of the southwest. Int JH SH

For more information circle No. 163 on return postal card.

**Flagged for Action** mp NFBC 30min b&w \$120. State and municipal authorities' plan for "flagging" minor violation repeaters. SH A

For more information circle No. 164 on return postal card.

## MEDICAL & ALLIED SCIENCES

**Experimental Cancer Research** mp THORNE 13½min col \$135 r\$7. Shows research program of Morrison award winners Drs. Edward Crabb and Margaret Kelsall, a study of cellular changes during cancer formation in hamsters, using histological methods. SH C

For more information circle No. 165 on return postal card.

**Medical Mission** mp METHODIST 33 min col r\$10. The work of Methodist medical missionaries in Africa, Sarawak, India and Nepal. SH-A

For more information circle No. 166 on return postal card.

**The Membrane Filter** mp CDCPHS 12min col loan. Advantages and disadvantages as compared with other methods used for the examination of water. Techniques, procedures, equipment. C A

**Waters of Affliction** mp CMC 14min col \$100. Combatting bilharziasis in the Philippines; international teamwork. SH C A

For more information circle No. 167 on return postal card.

## MUSIC: General

**Music for Young People (Series) 4mp**

**INDIANA-NET The Voices of the String Quartette**, 25min b&w \$125. **The String Quartette and Its Music** 28min b&w \$125. **The Classic Guitar** 23 b&w \$100. **Flute and Harp** 23min b&w \$100. SH C A

For more information circle No. 168 on return postal card.

## MUSIC: Instrumental

**The Wiltwyck School Steel Band** rec FOLKWAYS 12"LP \$5.95. A dozen lively tunes directed by Kim Loy Wong. Elem TT

For more information circle No. 169 on return postal card.

**Beethoven: Concerto in D Major Op 61** COLREC 12" LP \$4.98 Stereo \$5.98. Isaac Stern, violin; Leonard Bernstein conducting the New York Philharmonic.

For more information circle No. 170 on return postal card.

**Gershwin: Rhapsody in Blue and An American in Paris** 12" LP COLREC \$4.98 stereo \$5.98. Leonard Bernstein at the piano; N. Y. Philharmonic Orchestra.

For more information circle No. 171 on return postal card.

**Shostakovich: Symphony No. 5, Op. 47**, COLREC 12" LP \$4.98 stereo \$5.98. N. Y. Philharmonic, Leonard Bernstein conducting.

For more information circle No. 172 on return postal card.

**Trumpet, Horn, and Trombone** mp CORONET 11min col \$110 b&w \$60. Demonstrated separately and as a trio. How notes are produced by lips, valves, slide. JH SH

For more information circle No. 173 on return postal card.

## MUSIC: Vocal

**Folk Songs for Young People** rec FOLKWAYS 12"LP \$5.95 with texts. Pete Seeger and his guitar sings number of popular and readily remembered selections. JH-A

For more information circle No. 174 on return postal card.

**Basketball for Boys** 2mp BAILEY ea 11min b&w ea \$60. Titles: **Basketball Fundamentals**; **Basketball Teampay**. JH SH

For more information circle No. 175 on return postal card.

**A Mile High—A World Wide!** mp GSA 20min col \$120. The 1959 Senior Girl Scout Roundup. SH A

See local dealer.

**Fun Playing Volleyball** mp FISH 11min col \$100 r\$5; b&w \$70 r\$3.50. Women seniors, PE majors at Trenton State College, demonstrate rules, skills, tactics. JH-C

For more information circle No. 176 on return postal card.

**1958 Miller Open** mp MILBREW 29min col loan. The professional golf tournament. SH-A

For more information circle No. 177 on return postal card.



NORMAN SINGER, *Dean of the ASPEN SCHOOL OF MUSIC and Director of the ASPEN MUSIC FESTIVAL in Colorado*, uses his NORELCO 'Continental' to play a tape by a young pianist who has applied for admission to the celebrated summer school. "The NORELCO 'Continental' is our choice because the prime requisites for a tape recorder at Aspen are ruggedness, versatility and high fidelity," states MR. SINGER. "A first-rate tape recorder like the 'Continental' is an essential item for an active music school. By studying the tapes, students learn to criticize constructively their own compositions as well as their own instrumental and vocal performances." The NORELCO 'Continental' is a product of North American Philips Co., Inc., High Fidelity Products Division, Dept. 1S10, 230 Duffy Ave., Hicksville, L. I., New York.

**Pride of the Braves** mp MILBREW 29min col loan. The Milwaukee National League baseball team, including world series and other crucial games. JH SH A

For more information circle No. 178 on return postal card.

**Trouble Shooting with Paul Harney** mp MILBREW 16min col loan. Instruction by a "pro." SH-A

For more information circle No. 179 on return postal card.

**PRIMARY GRADE MATERIALS**

**The Big Bluff** mp BRANDON 10min b&w \$50 r\$3.50. Animated silhouette cartoon fairytale in which a hunter is outwitted by his animal adversaries. Pri Elem A

For more information circle No. 180 on return postal card.

**Carrot Nose** mp BRANDON 7min col \$90 r \$5; b&w \$40 r \$3.50. An amusing mystery over who stole the carrot nose of the snow man the children built. Pri.

For more information circle No. 181 on return postal card.

**Harold and the Purple Crayon** mp BRANDON 9min col \$165 r\$12.50. Child's crayon draws him into a magical garden where he has a host of adventures. Animated cartoon, by the creator of "Barnaby." Pri.

For more information circle No. 182 on return postal card.

**Life and Times of a Red Balloon** mp DISRAELI 11min col \$120. A toy balloon escapes from a child and floats over a pond, to the ocean shore, eluding a number of children who try to catch it. Pri

For more information circle No. 183 on return postal card.

**The Secret Way** mp BRANDON 6min col \$90 r\$5 b&w \$40 r\$3.50. Animated puppet tale of boy who got over his desire to trap songbirds when he himself got in a trap and was released with the help of the birds. Pri.

For more information circle No. 184 on return postal card.

**What's So Important About a Wheel?** mp JOURNAL 10min col \$100 b&w \$50. Science readiness film for primary and intermediate grades — principles of the wheel and its many applications in our everyday life. Pri Elem

For more information circle No. 185 on return postal card.

**The Stones Cry Out** mp MOODY 45min col r\$20. Archeological support found in Bible land excavations. A SH

For more information circle No. 186 on return postal card.

**Youth Workers' Audio-Visual Kit** 6sfs BFC 3LPs 12" col set \$69.50 includes 6 fs, 3 rec, 12 user guide and projectionists' script. Designed to aid the recruitment and training of teachers and advisors for the junior- and senior highschool level. TT A

For more information circle No. 187 on return postal card.

**Of Books and Sloths** mp MOODY 29min col r\$12.50. This "Sermons from Science" film shows the sloth perfectly conditioned for his Panamanian environment, and not the "blunder of nature" as sometimes charged. Religious point is made of accuracy of the

Scriptures as compared by passing judgments of man. SH A

For more information circle No. 188 on return postal card.

**The Prior Claim** mp MOODY 43min col r\$17.50. Many highly vaunted inventions of man shown to have been anticipated in the world of Nature, by spiders, fish, birds, snakes and even carnivorous plants. Religious message at end points out God's prior claim not only to man's inventions but on human life. SH A

For more information circle No. 189 on return postal card.

**Children's Story Book** 7fs WESTON col @ \$6.50. Titles: Curious George Rides a Bike; The Five Chinese Brothers; Jenny's Birthday Book; Johnny Crow's Garden; Magic Michael; Pan-

cho; White Snow Bright Snow. Pri (Records, carrying 4 stories each \$4.95).

For more information circle No. 190 on return postal card.

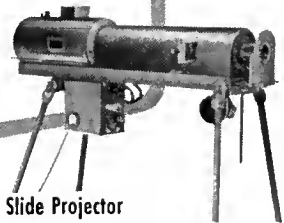
**Easter Stories** 2sfs SVE col LP \$9 fs only \$6. Titles: Mary's Easter Lambs and Mrs. Hen's Easter Surprise. Pri

For more information circle No. 191 on return postal card.

**Learning About People "Shortstrips"** EBF set of 12fs (ea 14fr long) col \$19.90. The strip is mounted parallel to an explanatory-quiz card in a transparent envelope for individual hand viewing, but may be removed

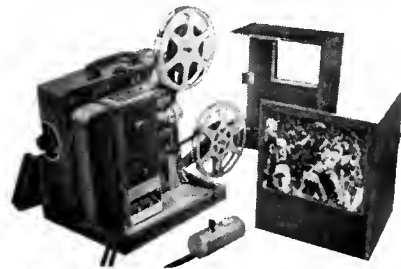


**Our professional Know-how helps solve your AUDIO-VISUAL Problems.**



**Strong Arc Slide Projector**

Projects 2" x 2" and 3 1/2" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.



**Weinberg Watson Analyst Projector**

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

**SALES • SERVICE • RENTALS**

**CAMERA EQUIPMENT CO., INC.**

Dept. E68, 315 West 43rd St., New York 36, N. Y. • JUdson 6-1420

Gentlemen: Please rush me FREE literature on CECO Products for Audio-Visual use:

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



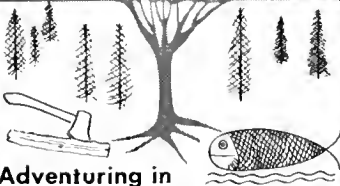
**Single Frame Eyemo**

35mm slide film camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—Trademark of Camera Equipment Company



**4 SPEED  
RECORD &  
TRANSCRIPTION  
PLAYERS**  
Write for illustrated  
catalog  
**AUDIO-MASTER**  
17 E. 45th St., New York



**Adventuring in  
CONSERVATION**  
16mm color  
motion picture

- portrays the balance of nature
- illustrates good conservation practices
- demonstrates responsibilities of campers

INDIANA UNIVERSITY  
audio visual center  
Bloomington Indiana



**"FIBERBILT" CASES**  
"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of "Finest Quality"

For 16mm Film—  
400' to 2000' Reels

Sold by All Leading Dealers



for group projection. Content: primary grade social studies.

For more information circle No. 192 on return postal card.

**Rhythm Records for Children** 21rec WHIT 78rpm ea \$2.25. Animals, boats, trains, Indians, Christmas, Hallowe'en etc. primarily K through 3rd but several up through 8th. Action songs, games, plays, rhythm band.

For more information circle No. 193 on return postal card.

**Social Rhymes for the Very Young** 9fs EYEGATE col set with manual \$25 indiv \$4. Simple vocabulary, rhymed, on experience level of primary graders.

For more information circle No. 191 on return postal card.

**The Story of Cinderella** mp FA 10min col \$90 b&w \$45. As drawn and told by children in a 5th grade school in Toronto. Pri

For more information circle No. 195 on return postal card.

#### SCIENCE: General

**Red River of Life** 2mp MOODY col Part I, 29min r\$17.50; Part II, 33min r\$17.50; both r\$30. Story of circulation, with astounding pictures taken inside the human heart. In Part II radioactive tracer atoms show the speed with which the blood carries food and oxygen to the trillions of body cells. A positive Christian message concludes each film in this "Sermons from Science" series. SH A

For more information circle No. 196 on return postal card.

**Science Opens New Doors** fs NYTIMES 59fr b&w \$2.50. Impact on man's way of life caused by new science discoveries. JH SH

For more information circle No. 197 on return postal card.

**Time and Eternity** mp MOODY 43min col r\$20. The "time microscope" magnified a split second, and the "time compressor" squeezes days and weeks into minutes. Religious message at end presents the reality of eternity as scientific fact. SH A

For more information circle No. 198 on return postal card.

#### SCIENCE: Physics & Chemistry

**Acids, Bases, and Salts.** mp CORONET 22min col \$220 b&w \$120. The classical Arrhenius theory (1887), Bronsted and Lowry, Gilbert Lewis. Preparation of acids, bases and salts in laboratory and commercially, and their household and industrial uses. SH

For more information circle No. 199 on return postal card.

**The Colloidal State** mp CORONET 16 min col \$165 b&w \$90. Particle size relative to solutions and suspensions. Photomicrography and animation illustrate reactions and interactions. Survey of industrial applications of colloidal chemistry. SH

For more information circle No. 200 on return postal card.

**Glass Eyes That See** mp MOODY 13min col r\$6. Demonstrations of nature and properties of light by aid of the elec-

tronic eye, e.g., sound is piped across a room on a beam of invisible light. SH A

For more information circle No. 201 on return postal card.

**God of the Atom** mp MOODY 40min col r\$12.50. Equipment and techniques used in atomic research; actual pictures of the Nagasaki and Bikini explosions. Also Revised Version 28min col r\$12.50 including obliteration of a test city and of a South Pacific isle. Religious note is on man's spiritual bankruptcy and need for rebirth. SH A

For more information circle No. 202 on return postal card.

**Hydrogen** mp CORONET 13½min col \$137.50 b&w \$90. Discovery; three methods of production from water; industrial application; role in nuclear developments. SH

For more information circle No. 203 on return postal card.

**Ionization** mp CORONET 18½min col \$192.50 b&w \$105. Background (Faraday, Arrhenius). Demonstration of how ions form. Electrolytes, dissociation, electrovalence, covalence. Applications in electroplating, Thyatron tubes, Geiger counters. The ionosphere. SH

For more information circle No. 204 on return postal card.

**Nitric Acid Compounds and the Nitrogen Cycle** mp CORONET 18½min col \$192.50 b&w \$150. Laboratory methods of nitrogen fixation, making nitric acid, and the Ostwald process by oxidizing ammonia. Various compounds and their uses—in gunpowder, photography, dyes, fertilizer. The nitrogen cycle in nature. SH

For more information circle No. 205 on return postal card.

**Nitrogen and Ammonia** mp CORONET 16min col \$165 b&w \$90. Laboratory production of ammonia demonstrated. Industrial preparation (Haber). Uses in explosives, refrigerants, cleaning agents, water purification, dry cells, dyes, fertilizers. Other nitrogen compounds. SH

For more information circle No. 206 on return postal card.

**The Science of Sound** rec FOLKWAYS Two 12" LP \$11.90. A Bell Telephone Laboratories production, written and directed by Bruce E. Strasser. Demonstrates extensive range of acoustic phenomena and principles. Basic teaching tool. SH C

For more information circle No. 207 on return postal card.

**Solutions** mp CORONET 16min col \$165 b&w \$90. Nature of solutions. Solute, solvent. How solutions differ from suspensions. Effect of particle size, agitation, temperature, pressure. Examples: solids in liquids, liquids in liquids, gas in gas. Applications in research and industry. SH

For more information circle No. 208 on return postal card.

**A Study of Cystals** mp JOURNAL 17 min col \$180. Dr. Walter McCrone demonstrates fusion methods in chemical research; crystals grow in strikingly beautiful formations under microscope. SH C

For more information circle No. 209 on return postal card.

## SOCIAL STUDIES: General

**The Economics of American Living** 24 wall charts and 168p text RAND McNALLY ea 37x37" set \$39.75. Productivity, profits, prices and why they rise, competition, money, credit, taxes, capitalism compared with its competitors. SH C

For more information circle No. 210 on return postal card.

**The Golden Door (Immigration)** mp BRANDON 15min col \$150 r\$12.50. Our immigration policy as it was, is and might be, told in animated color cartoon. SH C A

For more information circle No. 211 on return postal card.

**Southwest Indian Country** sl DUNCAN 2x2 col packaged 4 to a unit with text. Extensive lists of available resources.

For more information circle No. 212 on return postal card.

## SOCIAL STUDIES: Geography & Travel

**If You Lived in Malaya** fs FRIENDSHIP 63 fr b&w \$3. A young Christian guides not only to tourist attractions but to actual cultural life of his people. Closing scenes focus on Christianity's effects. SH C A

For more information circle No. 213 on return postal card.

**The St. Lawrence Seaway (Series)** 3fs JAM col \$14.95. Titles: Historical Background; Seaway Travel; The Seaway Power Project. Elem JH SH

For more information circle No. 214 on return postal card.

**The Story of the St. Lawrence Seaway** mp MH 13min col \$150. National Film Board of Canada production showing importance of the 2300 mile waterway. JH SH

For more information circle No. 215 on return postal card.

**Village of Switzerland** mp C-W 20min col \$165 b&w \$90. The people of an Alpine village family—a little girl and her grandfather, an engaged couple at a livestock fair, cheese makers, citizen's arms inspection, and a democratic town meeting. JH SH

For more information circle No. 216 on return postal card.

**Alaska: A Modern Frontier (revised)** mp CORONET 11min col \$100 b&w \$50, special price. From busy Fairbanks to the Eskimos at the Bering Sea. Gold, salmon, pioneer farmers of the Mantanuska Valley. Includes admission as 49th state. Int JH SH

For more information circle No. 217 on return postal card.

**Arctic Fashions** mp AV-ED 10min col \$100. Making and designing of parkas, shoes, and other clothing as artistic expression of Eskimo women. El-A

For more information circle No. 218 on return postal card.

**Arctic Super-Charged Sunshine** mp AV-ED 10min col \$100. How spring and summer come to the Arctic. El-A

For more information circle No. 219 on return postal card.

**Australia (Second Edition)** mp EBF 22min col \$240 b&w \$120. Geographic,

social, economic, and cultural aspects; underpopulation; insufficient water. El-A

For more information circle No. 220 on return postal card.

**Bermuda sl MESTON** col 71 packets of 4 slides each. Nassau in the Bahamas 11 packets.

For more information circle No. 221 on return postal card.

**Countries of Western Europe** 9fs EYE-GATE col set with manual \$25 ea \$4. Titles: Austria; Belgium; Germany I & II; The Netherlands; Portugal; Modern Turkey I & II; Yugoslavia. El JH

For more information circle No. 222 on return postal card.

**Customs of the Eskimo** mp AV-ED 10min col \$100. Man the hunter, woman the homemaker. Great celebration of the coming of spring. El-A

For more information circle No. 223 on return postal card.

**Classic Scotland** mp AV-ED 10min col \$100. Castles, homes, villages. JH SH C

For more information circle No. 224 on return postal card.

## SIGNS WE SEE

A set of five color filmstrips of signs of various kinds—road, street, warning, advertising—with enough background to suggest content and provoke discussion.

Enrichment material for lower grades. For remedial reading in Jr. and Sen. High . . . Driver Education . . . Language classes . . . For retarded readers . . . Tachistoscopic material.

Particulars on request

**Long FILMSLIDE SERVICE**  
7505 Fairmount Ave., El Cerrito 8, Calif

## THE FILM DOCTORS® SPECIALISTS in the science of FILM REJUVENATION



RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid FILM TECHNIQUE inc.**  
Founded 1940  
37-02C 27th St., Long Island City 1, N.Y.

## A New Concept in Language Training— TUTORETTE



TUTORETTE, a complete, closed circuit language lab, for individual or group instruction, is a compact, light weight, practical and economical language training unit. TUTORETTE adds amazing LSP (Live Sound Playback) to all standard language records.

LSP  
LIVE SOUND PLAYBACK lets students hear their own voices repeating the recorded material through the individual LSP microphone-earphone system. TUTORETTE is a 12 watt, true high fidelity, 4 speed record player and PA system. Ask your dealer about TUTORETTE.

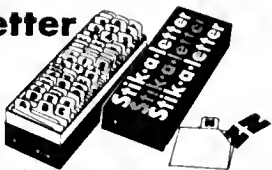
**Audio/ronics**  
Corporation

All ATC products are  
transformer powered  
for complete safety.

Box 505, North Hollywood 6, California

## Stik-a-letter

PROFESSIONAL  
LETTERING  
TECHNIQUE



Write for literature

Stik-a-letter Co. Rt. 2, Box 1400, Escondido, Calif.

# fish-talk

**THE SILENT DEEP... HOW SILENT?**

Development of an underwater microphone, the hydrophone, reveals a new world of sound under the sea.

SCIENCE CONCEPTS in 16 M.M. motion picture —

### “SOUNDS IN THE SEA”

This scientific motion picture in sound and color is a foundation for a study of marine life.

Grade level: Elementary

Write for preview and catalog of 38 titles:

**MOODY INSTITUTE  
of SCIENCE**

LOS ANGELES 25 CALIFORNIA

France—Molly Visits Her Paris Cousins mp FRITH 17min col \$139. American girl does Paris with two teenagers. EI-SH

For more information circle  
No. 225 on return postal card.

Geography of South America; Five Northern Countries mp CORONET 11min col \$110 b&w \$60. Physical geography and principal economic activities of Venezuela, Columbia and the three Guianas. Int.

For more information circle  
No. 226 on return postal card.

Glaciers mp NORTHERN 14min col \$120. Live-action and animation shows how glaciers are formed. Moraines, nunataks, crevasses, eskers. Glacial landscapes of Greenland and Antarctica. Effects of Ice Age on North America, which could reappear in world temperature dropped in average by only 10 degrees. JH SH C A

For more information circle  
No. 227 on return postal card.

### SOCIAL STUDIES: Government

The Bill of Rights: Its Meaning Today 5fs IFB set \$30. Captioned. In a mythical city the people enjoy all rights except those spelled out in our first ten amendments. Dramatized emphasis on Amendments I, IV, V, VI and VIII. JH SH

For more information circle  
No. 228 on return postal card.

The Board of Directors sfs COOP col 12" LP \$35 r\$10. Legal responsibilities, organization and conduct of meetings. Designed primarily for cooperatives but applicable generally. SH C A

For more information circle  
No. 229 on return postal card.

Citizenship and You mp CORONET 13½min col \$137.50 b&w \$75. Civics

assignment leads to discovery the prevoters have many citizenship duties, rights, responsibilities. JH SH

For more information circle  
No. 230 on return postal card.

The Constitution in Action (Decision Series) 6mp CMC ea 30min b&w \$12; Titles: Employment Standards; The Labor Union; The Right to Vote; Censorship; Military Power; Whose Interpretation? SH C A

For more information circle  
No. 231 on return postal card.

Mr. Chairman mp EBF 13min col \$15 b&w \$75. The fundamentals of parliamentary law, origin of Robert Rules of Order, done in cartoon drawing style. SH-A

For more information circle  
No. 232 on return postal card.

Open Your Eyes mp CMC 15min col \$100. Combatting eye disease in Morocco with UNICEF and WHO aid SH C A

For more information circle  
No. 233 on return postal card.

The Pacifist and the Law tape FELREC 44min 3¼ips \$3.50 r\$1.50. Harrold Freeman, Cornell law professor examines the nature of law, government and power with special attention to the place of the pacifist in a legal society. SH C A

For more information circle  
No. 234 on return postal card.

People Like Maria mp CMC 28min b&w \$125. Bolivian nurse attempts to establish health center in the Andes SH C A

For more information circle  
No. 235 on return postal card.

Walk To Freedom mp FELREC 17min b&w \$100 r\$5. Non-violent boycott campaign against racial discrimination led by the Rev. Martin Luther King in Montgomery, Alabama, 1956. JH SH C A

For more information circle  
No. 236 on return postal card.

What 80 Million Women Want mp CLASEX apply. Original 1912 production featuring Emeline Pankhurst and her suffragettes in their struggle for the right to vote. C A

For more information circle  
No. 237 on return postal card.

Women on the March mp CONTEMPORARY b&w 60 min \$250. Available in 2 parts ea 30min @ \$130 r\$7 ea. The struggle for women's rights, back to Victorian days. NFBC production. SH C A

For more information circle  
No. 238 on return postal card.

### SOCIAL STUDIES: History & Anthropology

Our Heritage of Freedom 9fs EYEGATE

## Closing Out • Closing Out • Closing Out

Maintaining and magnifying our reputation for the ultimate in value, we are proud to offer famous F & B Butt Splice & Film Repair Blocks at prices that represent an

### EXCEPTIONAL OPPORTUNITY

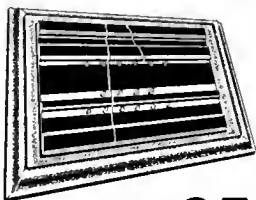
## F & B BUTT SPLICE & FILM REPAIR BLOCKS

#### Magic "Mylar"

This amazing sprocketed splicing tape will repair torn and damaged films, replace torn perforations and allow you to butt-splice without losing a single frame. Splice will never come apart and perforations stay permanently repaired with Magic "Mylar."

Transparent—For Film

	per roll
16mm.—Single Perf.	\$6.00
16mm.—Double Perf.	6.00
35mm.	11.00



Closing Out

This Model at

**\$795**

Original Price .. \$19.95

These excellent blocks make butt splicing and repairing damaged film strips simple as A-B-C. Easy to use, no complicated parts, and solidly constructed.

## FLORMAN & BABB, INC.

68 West 45th Street, New York 36, New York • MUrray Hill 2-2928



col \$25. Men and women who struggled to make democracy a workable way of life. Manual. Elem JH

For more information circle No. 239 on return postal card.

**The United Nations Way to Freedom** fs BFC 70 fr col \$7. Two scripts, one for general use, the other for women's groups. Well being, dignity and love are shown as the ingredients of the free life. SH A

For more information circle No. 240 on return postal card.

**The Background of the Civil War** mp FA 20min col \$200 b&w \$110. Extensive use is made of illustrations of the period, particularly from Harper's Weekly. Period: 1607 to 1860. JH SH

For more information circle No. 241 on return postal card.

**The Byzantine Empire** mp CORONET 13½min col \$137.50 b&w \$75. Location, history, cultural contributions. Photographed principally in Turkey and Greece. JH SH

For more information circle No. 242 on return postal card.

**Challenge for France** fs NYTIMES 57fr b&w \$2.50. History of empires and republics, postwar striving to regain old glories. SH C

For more information circle No. 243 on return postal card.

**Colonization of America** 4sfs WEDBERG 199fr 2LP \$40. Jamestown to the Boston Tea Party. JH

For more information circle No. 244 on return postal card.

**Decline of the Roman Empire** mp CORONET 13½min col \$137.50 b&w \$75. Photographed in Rome, Jordan, Germany. Costumed dramatization. Civil strife, barbarian onslaught. JH SH

For more information circle No. 245 on return postal card.

**Discovery and Exploration in America** 2sfs WEDBERG 31½min 91fr col LP \$20. Marco Polo, Columbus, Cortez, de Vaca, Coronado, DeSoto, Champlain, Marquette, Joliet. Int JH

For more information circle No. 246 on return postal card.

**English History: Nineteenth Century Reforms** 13½min col \$137.50 b&w \$75. Factors influencing evolutionary political adjustment to the economic and social upheavals incident to the industrial revolution. SH

For more information circle No. 247 on return postal card.

**The Explorations of Prince Henry** mp MH 11min col \$150 b&w \$85. Commemorative film marking 500th anniversary of death of Portuguese explorer-prince. JH

For more information circle No. 248 on return postal card.

**Fort Ticonderoga** mp MH 15min col \$175 b&w \$90. Diverse colonization policies of British and French. Maps, dramatization, present-day scenes combine to tell story of the fort under three flags. JH

For more information circle No. 249 on return postal card.

**The Fountain of Jabalia** mp CONTEMPORARY 15min b&w \$35 r\$4. A million Palestinian refugees in the Gaza Strip. The UNRWA rehabilitation program. SH-A

For more information circle No. 250 on return postal card.

**Germany: Feudal States to Unification** mp CORONET 13½min col \$137.50 b&w \$75. Political development 1815 to 1871. Filmed abroad. JH SH

For more information circle No. 251 on return postal card.

**Historic Flags of the U.S.A.** sl COLSLIDE col 2x2. In same series also: States and Territories of the U.S.A.; Flags of the United Nations; Pan American Flags.

For more information circle No. 252 on return postal card.

**Immigration in America's History** mp CORONET 11min col \$110 b&w \$60. Major waves from early 17th century to present, examined in historic, economic and sociological context. JH SH

For more information circle No. 253 on return postal card.

**Information Slides** sl DUNCAN col 2x2; sets of 4 @ \$1.25. Titles include: **Frijoles Canyon** (8) (Bandelier Nat'l Monument); **Acoma Pueblo** (8); **Puye** (4) ancestral home of Santa Clara tribe; **Chaco Canyon** (8); **Taos Pueblo** (4); **Mesa Verde** (8). Each packaged 4 has excellent printed commentary. Larger sets: **Navajo Textiles**; **Pueblo Pottery**; **Navajo Silver**. JH-C-A

For more information circle No. 254 on return postal card.

IN THE INTEREST OF  
EDUCATIONAL  
AV PROFESSIONALS

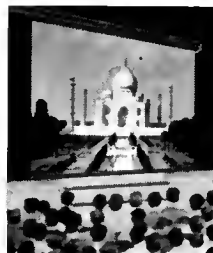
A

V

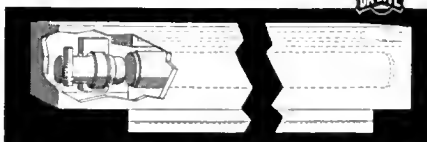
Visual Bulletin

DA-LITE SCREEN COMPANY

**FINAL SUCCESS OF FILMED  
PRESENTATION DEPENDS ON  
QUALITY OF PROJECTION SCREEN**



Good filming, careful projection—yet the picture lacks clarity and colors are weak! This is a case of projecting on an improper surface. Da-Lite engineers have developed a screen surface that protects the audio-visual professional from such a problem. The famous White Magic glass-beaded surface is unequalled in quality. Gives outstanding clarity of picture and faithful reproduction of color. You can seat your audience over a wider area with this new surface, too. For details on screen surfaces available and their application, write Engineering Department, Da-Lite Screen Company, Inc.



**NEW! ELECTRICALLY-OPERATED  
SCREEN FOR AUDITORIUMS**

The exclusive Da-Lite Electrol<sup>®</sup>, is electrically-operated . . . disappears completely when not in use, reappears in seconds at touch of control button.

May be installed in a concealed position—or mounted on wall and finished to match!

*Serving The Audio-Visual Field For Over Half A Century*

**AV  
PROBLEM ?  
WRITE TODAY!**  
We'll be glad to help you find the answer to your audio-visual problem



FOR YOUR CLASSROOM

THE EASY TO USE

SENSATIONAL NEW  
Movie-Mite  
Supreme

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
1/3

THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog E5

THE HARWALD CO.

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

**RADIO-MAT**  
 TALK FROM YOUR SCREEN  
 WITH YOUR QUICKLY  
 TYPEWRITTEN MESSAGES  
 ON  
 RADIO-MAT SLIDES  
 WHITE AMBER GREEN  
 ACCEPT NO SUBSTITUTE  
 THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES on your own TYPEWRITER by using RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—  
**RADIO-MAT SLIDE CO., Dept. V, 222 Oakridge Blvd., Daytona Beach, Fla.**



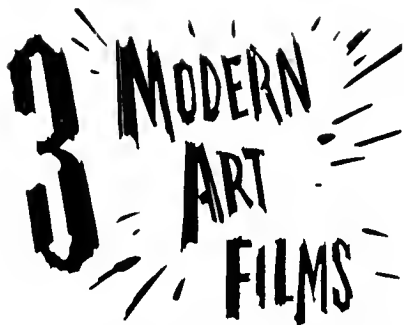
Three FILMSTRIP/RECORD combinations for teaching beginning FRENCH

- 5.1 MDX Les aventures de lea o la ferme (34) .....\$7.95
- 5.2 MDX Cendrillon (42) .....\$7.95
- 5.3 MDX Cadet Rousselle (96) .....\$10.45

Each color filmstrip with 7" 45 rpm record and manual.

New Easy-to-Store Package

WRITE TODAY FOR FREE CATALOG LISTING OUR COMPLETE SELECTION OF FILMSTRIPS



A simple straightforward explanation of these styles of modern painting—

**CUBISM**

**IMPRESSIONISM**

**NON-OBJECTIVE**

Produced by Wayne Thiebaud, Sacramento Junior College, using fine paintings from museum collections. Each film 7 minutes color, rent \$3.00, sale \$70.00

Order your prints today.



**BAILEY FILMS, INC.**

6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

**Island Exile mp CONTEMPORARY** 10min b&w \$25 r\$4. Refugees from the island of Tinos resettled on the outskirts of Athens. SH-A

For more information circle No. 255 on return postal card.

**Lewis and Clark Expedition 2sfs WEDBERG** 91fr LP col \$20. Reproduction of paintings, maps, models, on site photography; culture of many friendly Indian tribes. Elem JH

For more information circle No. 256 on return postal card.

**Life and Land of Lincoln mp IFF** 3r ea 17 1/2min col ea \$180; set (3) \$440. Titles: Lincoln's Youth; The Illinois Years; The War Years. Iconographic technique. Evaluated ESAVG 12/59 p662. SH C

For more information circle No. 257 on return postal card.

**Hawaii—Crossroads of the Pacific** 8fs and kit WEDBERG col 12" LP 8 realia samples, 38p guide, 127p illustrated book, kit \$58. The filmstrips cover volcanic origins, physical environment, industries, fishing, arts and crafts, living. Record provides songs and sounds of Hawaii. Realia include tapa cloth, coral, lava, luahala, shells. Int JH

For more information circle No. 258 on return postal card.

**The Importance of Rivers, mp AV-ED** 10min col \$100. Cradles of civilization. E1-A

For more information circle No. 259 on return postal card.

**In the Sikhote-Aitne Mountains** 20min BRANDON col r\$7.50. Naturalist expedition to northeastern Siberia. Closeups of tiger, bear, elk, snake; the booming city of Artem. Produced by U.S.S.R., English language narration. SH C A

For more information circle No. 260 on return postal card.

**Mexico: Land of Color and Contrast** (revised) mp NEUBACHER 16min col \$155. Development from early Indian culture to modern present. E1-SH

For more information circle No. 261 on return postal card.

**Modern Hawaii** (revised) mp CORONET 11min col \$110 b&w \$60. Geography and geology related to the islands' history and economy. Includes admission as 50th state. Int JH SH

For more information circle No. 317 on return postal card.

**New Zealand: The Land and the People** mp CORONET 11min col \$110 b&w \$60. Ports, live-stock, dairying, activities and recreation of people of European and Maori ancestry. Int JH SH

For more information circle No. 262 on return postal card.

**Northern Land mp COOP** 30min col \$225 r\$10. The people of Norway's most northern land, Finmark. Rebuilding war-devastated areas; life of the Laplanders; reindeer economy role of the cooperatives. SH C A

For more information circle No. 263 on return postal card.

**Primitive Man in Our World mp BAILEY** 12min col \$120 r\$6. Basic pattern of life of primitive man observed in self-sufficient New Guinea tribe. JH-C A

For more information circle No. 264 on return postal card.

**Questico mp CONTEMPORARY** 22mir col \$200 r\$10. Million-acre natural wilderness athwart the Minnesota-Ontario boundary, established jointly by Canada and U.S. JH-A

For more information circle No. 265 on return postal card.

**The Rhine: Background for Social Studies mp CORONET** 11min col \$110 b&w \$60. Historical and economic importance from Roman days to present. Int JH SH

For more information circle No. 266 on return postal card.

**Spain—Valencia Family mp FRITH** 16min col \$130. Two boys 18 and 13, and their 16-year-old sister make the Spanish family understandable to American students. JH SH

For more information circle No. 267 on return postal card.

**Traditional England mp AV-ED** 10min col \$100. London; Shakespeare country; Exmoor; Glastonbury; Tintagel, York, Land's End. JH SH C

For more information circle No. 268 on return postal card.

**Turkey kit ICF** 8fs with coordinated LPs, 16 study prints, 4 realia items, \$58. History, cities, villages, art, geography. E1-SH Evaluated ESAVG 1/60, p31.

For more information circle No. 269 on return postal card.

**Life in Ancient Rome: The Family mp CORONET** 11min col \$110 b&w \$60. Typical day with Roman family, education for boys and for girls, shops, baths. Filmed in Rome. Costumed dramatization. Int

For more information circle No. 270 on return postal card.

**Life of Lincoln fs SVE** col \$2.50. Photographed from the famous diagrams of the Chicago Historical Society. E1-SH

For more information circle No. 271 on return postal card.

**New Currents for Latin America fs NYTIMES** 56fr b&w \$2.50. Growing economic stresses, rise and fall of

dictatorships, upsurge of anti-American sentiment. Discussion manual. JH SH

For more information circle No. 272 on return postal card.

**Our Heritage of Freedom** 9fs EYEGATE col with manual set (9) \$25 indiv \$4. Titles: American, the Beautiful; The Land and the People; The American Way of Life; Our Heritage of Freedom; The Symbol of Liberty; The Sound of Liberty; The Meaning of Democracy; Making Democracy Work. EJ JH

For more information circle No. 273 on return postal card.

**Rise of the Roman Empire** mp CORONET 13½min col \$137.50 b&w \$75. High points of development from the city's beginnings to the establishment of the republic in 509 B.C., and the transition to dictatorship. Costumed dramatization. Photographed mainly in Rome. JH SH

For more information circle No. 274 on return postal card.

**The Saga of the Erie Canal** mp LOEB 11min col \$125. The romance and humor of the great waterway. Song by Oscar Brand. JH-A

For more information circle No. 275 on return postal card.

**We Very Much Regret** mp CONTEMPORARY 14min b&w \$30 r\$4. Refugee camp in northern Germany where families have been forced to exist for years. UN production. SH-A

For more information circle No. 276 on return postal card.

**Westward Growth of Our Nation** mp CORONET 11min col \$110 b&w \$60. Treatment is regional and chronological. The Oregon Country (Spain-Russia-Britain); Texas (Mexico, California, the Gadsden Purchase). Int.

For more information circle No. 277 on return postal card.

**Williamsburg: Story of a Young Patriot** mp COLWIL 34min sd apply. Politically neutral planter elected to House of Burgesses, is gradually won over to the idea of independence. Evaluated ESAVG 12/59 p660. JH SH C

For more information circle No. 278 on return postal card.

**World History: An Overview** mp CORONET 16min col \$165 b&w \$90. History's determinants from its dawn to present are shown as man's physical and spiritual needs, importance of communication. JH SH

For more information circle No. 279 on return postal card.

### SOCIAL PROBLEMS

**As Our Boyhood Is** mp METHODIST 15min b&w r\$3 Development of educational and cultural life of the Negro in the United States. A SH JH

For more information circle No. 280 on return postal card.

**Face to the Future** fs FRIENDSHIP 70fr col \$6. Disruption of family life by migrant male labor and its effect on native African culture. Role of the church in mitigating oppressive labor conditions in South Africa. SH C A

For more information circle No. 281 on return postal card.

**The New Commandment** sfs METHODIST LP or 78rpm b&w \$1 r\$2.50. The problems of human rights in the American way of life. JH-A

For more information circle No. 282 on return postal card.

**Strangers in Their Own Land** fs FRIENDSHIP 75fr col \$5. Discussion presentation of problems of American Indian family moving from reservation life to a big city. SH A

For more information circle No. 283 on return postal card.

**Modern Mounting by the Dry Mounting Process.** Manual. Free. SEAL

For more information circle No. 284 on return postal card.

**Analysis of the World Scene** tape FELREC 60min 3¾ips \$3.50 r\$1.50. A. J. Muste discusses U.S. foreign policy toward USSR in view of a recent visit there, and the effect of exchange of visits by scientists and churchmen. Other tapes in same series: **Deterrence and Limited War and Militarism and Disarmament** (John M. Swomley, Jr.) SH C A

For more information circle No. 285 on return postal card.

**The High Wall** mp FELREC 15min col r\$5. Case history of a young bigot and how he got that way. How prejudice spreads like infection from adult to child. JH-A

For more information circle No. 286 on return postal card.

**Kryfto** mp CONTEMPORARY 20min b&w \$35 r\$4. Life in a war refugee camp near Athens. Children play, an old refugee finds a haven, a young one a job. The film gets its name from the hide-and-seek game played by the children. UN production. SH-A

For more information circle No. 287 on return postal card.

**Lots for Sale** mp UWISC 18min col \$79.39 r\$1 (in Wisconsin 50c per week). Problems of new housing areas—streets, drainage, sewage disposal, gas, electricity, telephone, mail, schools, zoning. SH C A

For more information circle No. 288 on return postal card.

**Not By Might** mp FELREC 17min b&w \$35 r\$2.50. A. J. Muste proposes a child-centered world as means of ending war. Filmed address. SH-A

For more information circle No. 289 on return postal card.

**Out** mp UN 25min b&w loan. Hungarian widow and her two children housed in refugee camp in Austria under deplorable conditions because American immigration quotas are full. SH C A

For more information circle No. 290 on return postal card.

## ETHNIC FILM LIBRARY

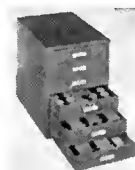
### FIVE-STRING BANJO

Instructional film, by Pete and Toshi Seeger, including adoption of guitar techniques, "hammering on," double thumbing, froiling, blues and jazz, etc. Manual of instructions. 40 min. b&w \$200; rental \$18.50.

## FOLKWAYS RECORDS

117 W. 46th St., New York, N. Y.

## ... library plans and materials for—



- filmstrips
- sound filmstrips
- disc records
- 2" x 2" slides
- recording tape

MOBILE PROJECTOR TABLES  
PROJECTION EQUIPMENT STORAGE  
ADD-A-UNIT FILMSTRIP LIBRARY

Complete catalog mailed upon request

CATALOG DEPARTMENT

**JACK C. COFFEY CO., INC.**  
710 Seventeenth St. NORTH Chicago, Ill.

- FACTS ABOUT FILM (2d Edition)
- FACTS ABOUT PROJECTION (2d Edition)
- THE AUDIO-VISUAL SUPERVISOR

Three films containing complete essentials of audio-visual training and guidance. Every phase of 16mm film work—**FILM HANDLING—FILM PROJECTION**—the **OBJECTIVES and RESPONSIBILITIES** of the **SUPERVISOR** are examined. This new and completely revised **COLOR** series covers the methods, physical requirements, and special techniques expected of first-rate audio-visual practice.

*A complete list of more than fifty graded FOREIGN LANGUAGE films, recommended for purchase under Title III of the National Defense Education Act is available upon request.*

Also ask for International Film Bureau's 1960 general film catalog.



*International Film Bureau Inc.*  
57 E. Jackson Blvd. Chicago 4, Ill.

Advertisement

# HELPFUL BOOKS

**ADMINISTERING AUDIO-VISUAL SERVICES.** By Carlton W. H. Erickson. Covers administrative, supervisory, and technological problems, emphasizing competent performance in all service aspects. 479 pp., illustrated. Macmillan Company, 60-5th Ave., New York 11, N. Y. \$6.95.

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arna Wittich and Charles F. Schuller. 570 pp. 249 illustrations 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Harkheimer and John W. Diffar. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Harkheimer and John W. Diffar. Educational Consultant, John Guy Fawkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**STANDARDS OF PHOToplay APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

**Press, Film, Radio, TV Folder** lists 26 publications including **Professional Association in the Mass Media** 1959, 208pp, \$5 cloth, \$3.50 paper; **Education by Radio: school broadcasting** 1953, 72pp, 40c; **The Entertainment Film for Juvenile Audiences** 1952, 240pp \$1.25; **International Rules for Cataloguing of Educational, Scientific and Cultural Films and Filmstrips on 3x5 Cards** 1956 preliminary edition 40c, 801 Third Ave., New York, N. Y., **Manual for Evaluators of Films and Filmstrips** 1956 40c. UNESCO

For more information circle No. 291 on return postal card.

**Where Will You Hide** mp FELREC 22 min col r\$2.50. Grim portrayal of present-day warfare—nuclear, chemical, bacteriological. JH SH A

For more information circle No. 292 on return postal card.

## NEW PUBLICATIONS

**The Alpa Camera handbook** on 35mm photography with special emphasis on Swiss-made "Alpa." 124pp, 135 illustrations. \$4.95. HEITZ

For more information circle No. 293 on return postal card.

**Australian Films 1940-1958.** 1,537 film titles from 338 sponsors or producers. Excellent subject indexing, Film Division, Commonwealth National Library, Canberra.

For more information circle No. 294 on return postal card.

**Basic Microfilm Indexing and Filing Techniques.** Roll, jacket and aperture card filing advantages and disadvantages; printed indexing targets; retakes; indexing; 20pp, free. BRUNING

For more information circle No. 295 on return postal card.

## PAT DOWLING PICTURES



### SCIENCE FILMS (IN COLOR)

For Elementary Through High School Grades

— SALE ONLY —

Write for List of New Releases and Study Guides and Previews 1056 So. Robertson Blvd., Los Angeles 35, Calif.

ANY FILMSTRIP CAN BE TURNED INTO A SLIDE SET WITH - EMDE - 2x2 SLIDE BINDERS

Enjoy greater flexibility, greater freedom of choice... eliminate objectionable frames!

Write today for FREE sample and catalog describing the complete Emde line of slide binders for the audio-visual teacher.



**EMDE PRODUCTS** 2040 Stoner Avenue Los Angeles 25, Calif.

**Better Movies in Color** 24pp 35c. KODAK.

See your local dealer.

**Correction**—The 1960 Allied Radio catalog has 444 pages, not 232 as previously announced.

For more information circle No. 296 on return postal card.

**Film Programmes for the Young.** Report on children's film festival arranged within the framework of the Brussels World Film Festival. 30pp 75c. UNESCO Publishing Center, 80 Third Ave., New York.

For more information circle No. 297 on return postal card.

**Filmstrip Catalog 1959-60** school year 38pp free. EYEGATE

For more information circle No. 298 on return postal card.

**French, German, Spanish Teaching Films.** Free catalog. IFF

For more information circle No. 299 on return postal card.

**Handbook for Canadian Film Societies.** Jean Beauvais and Guy L. Coté. Interesting workbook and valuable directories of organizations, sources authorities. 116pp \$1.00. Canadian Federation of Film Societies, 1762 Carling Ave., Ottawa 3, Ont., Canada.

For more information circle No. 300 on return postal card.

**How To Do It: Tips on figuring recording time, use timing and leader tape, edit and splice, thread, select, etc.** MMM

For more information circle No. 301 on return postal card.

**Images of the Future,** a report to the 1959 meeting of the National Association of Secondary School Principals, predicts radical changes in the schools of tomorrow. Write direct to: Commission for the Experimental Study of the Utilization of the Staff of the Secondary School, 200 Gregory Hall, Urbana, Ill.

For more information circle No. 302 on return postal card.

**Pathe Educational Films: The Key To Better Understanding.** Catalog of 103 motion pictures, including award-winning Pathe News subjects, now available in 16mm. Subjects mostly 5 to 9 minutes long, priced at \$5 per minute. 32pp free. PATHE

For more information circle No. 303 on return postal card.

**Science Materials for Title III NDEA.** List, order blank, free examination offer. CHILPRES

For more information circle No. 304 on return postal card.

# Trade News

## 8mm Sound-on-Film by Fairchild

The Fairchild Camera and Instrument Corporation, long one of the biggest names among suppliers of photographic and instrumentation equipment for the armed forces, now enters the consumer market with an 8mm sound-on-film camera and projector.

The Fairchild "Cinephonic Eight" camera weighs about 4½ pounds and is completely self-contained, with an integral hermetically sealed nickel cadmium battery as a power source, rechargeable from any house lighting socket. The sound is recorded on Ansco-made color film bearing a 25 mil magnetic stripe. The striped film costs \$7.50 (not including processing) for a 50-foot roll of double 8, twice the length of the conventional 8mm roll. Black-and-white striped film is promised, and existing silent 8mm film will be striped to order so that silent 8mm can be sounded in the companion Fairchild 8mm sound-on-film projector. The color film speed is rated ASA 12 Tungsten, and (with 85-B filter) ASA 10 Daylight.

The camera mounts a 3-lens turret. Standard equipment is a 13mm f/1.8 fixed focus Cinphar lens. Other lenses now available are the 38mm f/1.8 telephoto and the 8.5mm f/1.8 wide angle; both fixed focus; each priced \$39.95. The camera price is \$239.50.

Basic equipment includes the built-in recording unit, earphone monitoring system, low impedance dynamic microphone and stand, lavalier neckband, rechargeable battery and recharge cord. A direct-reading exposure meter (\$18.75) fits one of the turret openings on the camera.

The projector (\$249.50) has built-in sound amplifier, recording and erase head, separately housed (6-in., 8-ohm) speaker unit and microphone. Sound can be recorded and played back at either 16 or 24 speed. Its volume is reportedly "sufficient to comfortably fill



Sherman Fairchild examines his camera.

a large classroom." The pre-focused 150-watt "True-Flector" lamp reportedly "casts a beam equivalent to 750 watts on the screen." The projector not only records and plays back, but is designed to "overlay" sound on previous recording without erasing the original track where this is desired.

The market primarily visualized by Fairchild's merchandising experts is the "25 to 40-year-old married male with a college education, one or more small children, earning over \$10,000 as an executive or professional man . . . (and as gifts) parents of talented college students and newlyweds." But Charles E. Cherry, Jr., marketing manager, when introducing the new product, "suggested also that teachers, salesmen, and scientists will adopt this audiovisual tool because of its low cost."

Assuming that voice and major sound effect recording and reproduction is adequate for medium-sized groups, there is every reason to anticipate that conveni-

ence, as well as cost, will create a sizable educational, religious and commercial demand for this new member of the AV family.

## UWF Continues Government Service

The annual contract for printing and distributing more than 4,000 U.S. government films and filmstrips once more goes to United World—which has performed this service without a break ever since 1941. While most of this material was created originally for specific government purposes, a large portion has been found highly useful for classroom and personnel training use. Free catalogs are available from UWF Government Department.

## Automatic Threading

Revere announces its new automatic threading 8mm projector, 750-watt, 15-25mm "zoom" lens, \$147.50. Now where's that self-threading 16mm sound-on-film projector?

## Multiple Prints for Easter Peak

To help religious film libraries meet the annual peak demand for Lenten seasonal subjects, Family Films offers extra prints, sometimes used, at reduced cost, with three years to pay. Promotional materials packaged for the use of the individual church are also available. "Power of the Resurrection" is the current seasonal leader. An older film, "The Road Back," also carries a special Easter message. Biblical films are also in top demand at this season.

## List of Pre-Recorded Tapes

Hats off to Ampex, whose subsidiary, United Stereo Tapes, publishes and keeps current a composite roster of pre-recorded stereo tapes ranging the whole gamut of music from classics to boogie. Current list offers over 350 titles, from 29 sources, at prices ranging from \$3.95 to \$11.95.

## College Tests Go Audio

Pathscope Educational Films advises that the College Entrance Examination Board will provide foreign language listening comprehension tests beginning March, 1960, for high schools wishing to use them.

## 8mm With Superimposed Titles

United Artists Associated claims second place in the 8mm entertainment film market, with distribution through 2000 of the industry's 6000 retail outlets. Titles are superimposed over picture footage instead of insert cards as in the old silent film days. The UAA library includes Warner's, RKO's and other releases.

## Gospel Films' 10th Anniversary

Gospel Films, Muskegon, Michigan, marks "Ten Years of Ministry" with an 8-page illustrated catalog of its films and filmstrips, including a number of National Evangelical Film Foundation award winners. Since 1955 Gospel Films



New Fairchild sound movie projector

has been closely associated with Youth for Christ International and some of its films are made available without charge for high-school showing during school hours.

## Dates for Industrial A-V Meet

Herb Rosen advises that new dates for the 4th Annual Industrial Film and A-V Exhibition are set at October 10 through 13, in order to avoid clash with travel time from the Cologne, Germany, Photokino. This two-week postponement became advisable because the dates of the big international fair were changed. For further information, write Industrial Exhibitions, Inc., 17 E. 45th St., New York 17, N. Y.

## Beseler Serves ETV

The Beseler Vu-Graph is used for both front and rear projection by Milwaukee's non-commercial educational station WMVS in the presentation of low-budget educational programs. The acetate roll carrying pre-drawn visuals and the flat plate from which cut-outs and ad lib drawings are projected provide economical and effective visualization.



Beseler Vu-Graph Overhead Projector

## 650,000 Tape Recorders in 1959

The Magnetic Recording Industry Association reports that 650,000 tape recorders, valued at \$140,000,000, were produced in 1959. Forecast for 1960 is another 750,000 machines, valued at \$170,000,000.

## People

Leonard Sims has been named director of sales promotion by Sam Hersh, president of Family Films. Sims is a former U.S. Navy photography C.P.O. and an active Sunday School superintendent. Leonard Skibitzke, his predecessor in the Family Films' post, has moved up to assistant sales manager for the company.

Lt. Col. Christian S. Bauer has been appointed chief of the Photographic Division, Headquarters, Air Photographic and Charting Service, Orlando, Florida. Col. Bauer, a career officer of 17 years service, spent several years in advertising-photography before entering the service.

L. Byron Cherry has become general manager of the Ozalid Division of General Aniline and Film Corporation, succeeding Walter A. Hensel, retired. Mr. Cherry has previously held high executive posts with Cinerama, Inc., General Electric and CBS.

## Directory of Sources and Materials

Listed on pages 139-152

**AMERICAN OPTICAL**, Buffalo 15, N. Y.  
**AV-ED**—7934 Santa Monica Blvd., Hollywood 46, Calif.  
**BAILEY Films Inc.**, 6509 DeLongpre Ave., Hollywood 28.  
**BETREAD**—Better Reading Program, Inc., 230 E. Ohio St., Chicago 11.  
**BFC**—Broadcasting and Film Commission, National Council of Churches of Christ in the USA, 475 Riverside Dr., New York 27, N. Y.  
**B&H**—Bell & Howell Co., 7100 McCormick Rd., Chicago 45.  
**BRANDON Films Inc.**, 200 W. 57th St., New York 19, N. Y.  
**BRANDPROD**—Brand Products, Inc., a/c Madison-Fielding, 39 W. 55th St., New York 19, N. Y.  
**CAR**—Carousel Films, Inc., 1501 Broadway, Suite 1503, New York 36.  
**CDCPHS**—Communicable Disease Center, Public Health Service, P.O. Box 185, Chamblee, Ga.  
**CENCO**—Central Scientific Co., 1700 W. Irving Park Road, Chicago 13, Ill.  
**CHILPRESS**—Children's Press, Inc., Jackson Blvd. & Racine, Chicago 7, Ill.  
**CLASEX**—Film Classics Exchange, 1977 Vermont Ave., Los Angeles 7, Calif.  
**CMC**—Center for Mass Communication, 1125 Amsterdam Ave., New York 25.  
**COLREC**—Columbia Records, 799 Seventh Ave., New York 19, N. Y.  
**COLWIL**—Colonial Williamsburg, Film Distr. Office, Williamsburg, Va.  
**CONTEMPORARY Films, Inc.**, 267 W. 25th St., New York 1, N. Y.  
**COOP**—Cooperative League of the USA, 343 S. Dearborn St., Chicago 4, Ill.  
**CORONET Films**, 65 E. South Water St., Chicago 1, Ill.  
**C-W**—Churchill-Wexler Film Productions, 801 N. Steward St., Los Angeles 38, Calif.  
**DAGGETT**, Avalon, Productions, 441 N. Orange Drive, Los Angeles 36, Calif.  
**DELCOTE, Inc.**, P. O. Box 1335, Wilmington 88, Delaware  
**DIPOWER**—Diamond Power Specialties Corp., Electronics Div., Box 415, Lancaster, Ohio  
**DONNLU**—Siegel Corp., Jackson, Mich.  
**DUNCAN**—William Ireland Duncan Films, Western College, Oxford, Ohio  
**EBF**—Encyclopedia Britannica Films, Inc., 1150 Wilmette Ave., Wilmette, Ill.  
**EYEGATE House, Inc.**, 146-01 Archer Ave., Jamaica 35, N. Y.  
**FA**—Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25, Calif.  
**FAIRCHILD Camera and Instrument Corp.**, 5 Aerial Way, Syosset, L.I., N.Y.  
**FAMILY Films, Inc.**, 5823 Santa Monica Blvd., Hollywood 38, Calif.  
**FELREC**—Fellowship of Reconciliation, Box 271, Nyack, N. Y.  
**FISH**—Marjorie E. Fish, 1723 Oak St., Orange Gardens, Kissimmee, Fla.  
**FOLKWAYS Records and Service Corp.**, 117 W. 46th St., New York 36, N. Y.  
**FRIENDSHIP Press**, 257 Fourth Ave., New York 10.  
**FRITH Films**, 1816 N. Highland Ave., Hollywood 28, Calif.  
**GSA**—Girl Scouts of the U.S.A., 155 E. 44th St., New York 17, N. Y.  
**HARRISON**, Edward, 1501 Broadway, New York City  
**HOLFI**—Hollywood Film Enterprises, 6060 Sunset Blvd., Hollywood 28, Calif.  
**ICF**—International Communications

Foundation, 9033 Wilshire Blvd., Beverly Hills, Calif.  
**IDEAL Pictures**, 58 E. South Water Chicago 1, Ill.  
**IFB**: International Film Bureau Inc., E. Jackson Blvd., Chicago 4, Ill.  
**IFF**: International Film Foundation E. 42nd St., New York 17  
**JAM Handy Organization**, 2821 E. Grand Blvd., Detroit 11  
**KODAK**—See Local Dealer.  
**LABELLE Industries, Inc.**, Oconor, Wis.  
**LOEB**—Leon Loeb Associates, 306 St. St., N. W., Washington 1, D. C.  
**MBTEMP**—Methodist Board of Temperance, 100 Maryland Ave., N. E., Washington 2, D. C.  
**MECOTAPE Division, Modern Electronics**, 2000 Broadway, San Antonio, Tex.  
**MESTON'S Travels Inc.**, 3801 N. Pecos, El Paso, Texas  
**METHODIST Publishing House**, 201 Ave. S., Nashville 2, Tenn.  
**MH**—McGraw-Hill Book Co., 330 42nd St., New York 36, N. Y.  
**MILBREW**—Miller Brewing Co., Milwaukee, Wis.  
**MMM**—Minnesota Mining and Manufacturing Co., 900 Bush St., St. Paul  
**MOODY Institute of Science**, 114 Santa Monica Blvd., Los Angeles Calif.  
**NEUBACHER Productions**, 10609 Burbury Road, Los Angeles 64  
**NFBC**—National Film Board of Canada Canada House—Suite 819, 680 Fifth Ave., New York 19, N. Y.  
**NYTIMES**, Office of Educational Activities, 229 West 43rd St., New York  
**OTTENHEIMER Publishers**, 4805 Nels Ave., Baltimore 15, Md.  
**PATHE News, Inc.**, 245 W. 55th St., New York 19, N. Y.  
**RAND McNALLY & Co.**, Box 7600, Chicago 80, Ill.  
**RECORDAK Div.**, 415 Madison Ave., New York 17, N. Y.  
**REMBRANDT Film Library**, 13 E. St., New York 16  
**SCOTT**—H. H. Scott, Inc., Dept. P., Powdermill Rd., Maynard, Mass.  
**STAN BOW**—Stanley Bowmar Co., Inc., 12 Cleveland St., Valhalla, N. Y.  
**STANPROJ**—Standard Projector Equipment Co., 7106 W. Touhy Ave., Chicago 31, Ill.  
**SVE**: Society for Visual Education Inc., 1345 W. Diversey Pkwy., Chicago  
**TEXAS**—University of Texas, Visual Instruction Bureau, Austin 12  
**THORNE Films, Inc.**, 1707 Hillside Road, Boulder, Colo.  
**UMICH**—University of Michigan, Administration Center, 4028 Administration Bldg., Ann Arbor, Mich.  
**USC**—University of Southern California, Dept. of Cinema, University Park, Los Angeles 7  
**UWF**—United World Films, 1445 Park Ave., New York 29, N. Y.  
**UWISC**—University of Wisconsin, Madison, Wis.  
**WEDBERG and Associates**, 4715 Normandie Ave., Los Angeles 37, Calif.  
**WESTON Woods Studios Inc.**, Westport, Conn.  
**WHIT**—Whitney's, 150 Powell St., San Francisco 2, Calif.  
**WOLLENSAK Optical Co.**, 320 E. 21 St., Chicago 16  
**ZENITH Radio Corp.**, 6001 W. Dickerson Ave., Chicago 39, Ill.

Received  
MAR 30 1960

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

IDE

April, 1960



Language Lab in a Chicago high school

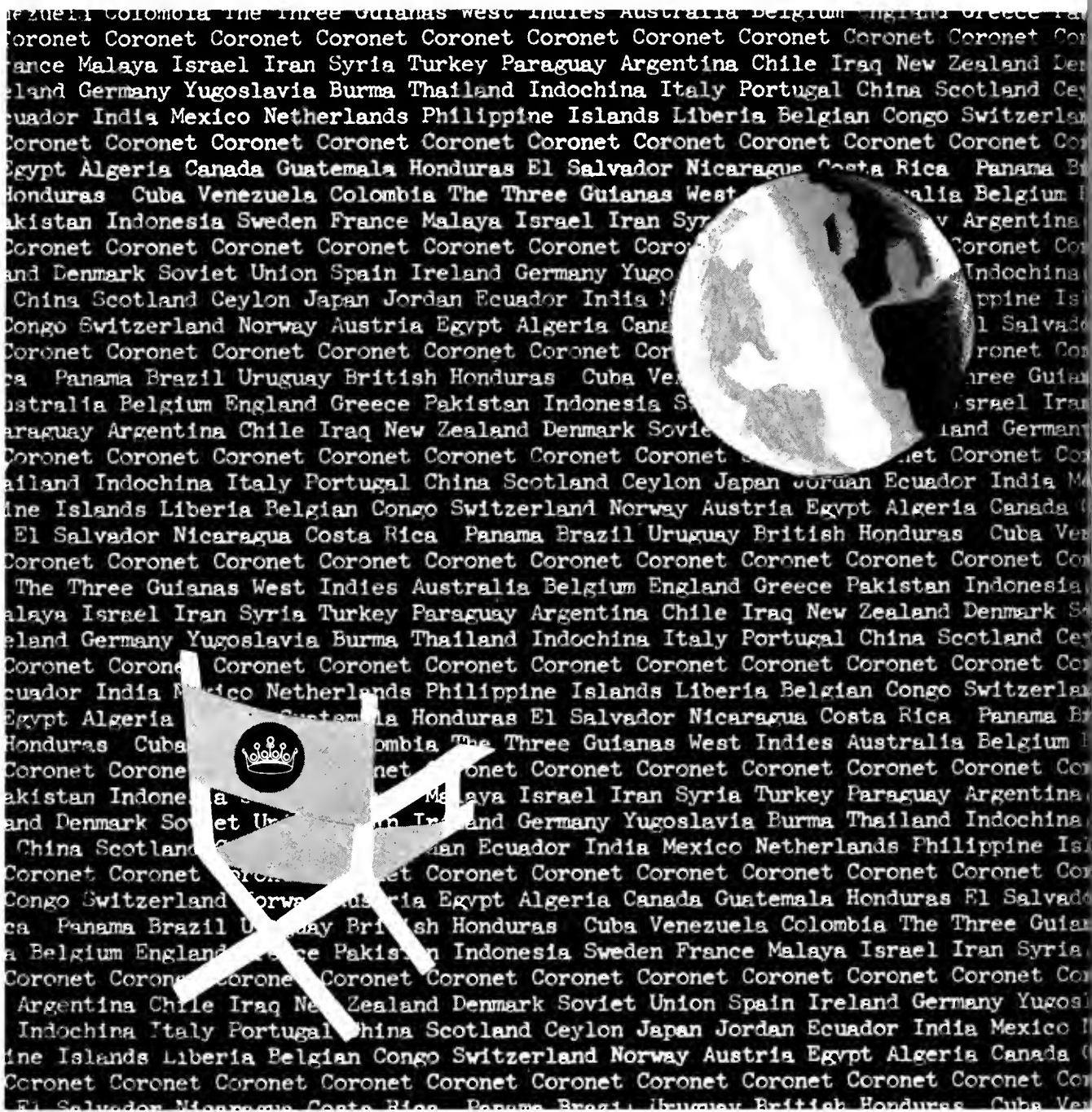
*Special Audio Issue . . .*

Foreign Language Correspondence--page 174

Language Lab at M. I. T.--page 176

# THE QUALITY OF LEADERSHIP

No. 3 in a series of messages for all concerned with better education



## The World is Our Stage

Regularly, for more than twenty years, Coronet Films has sent skilled camera crews throughout the world whenever the subject of an educational motion picture requires authentic film footage.

This long term program of "shooting on location" has contributed to Coronet's unparalleled reputation for accurate, rich-in-content films . . . and created in them the special quality of *authenticity* so essential to capturing interest and converting it to enthusiasm for more learning.

Films on geography, history, world literature, foreign languages, art and music appreciation are among the regular assignments being performed by camera crews in the more than 60 countries shown . . . some located permanently, others on regular shooting schedules. Every continent except Antarctica has been at least temporarily "home" for a Coronet camera crew.

The authentic, "on location" scenes in more than 150 Coronet films bring students closer to their subject matter than do other teaching aids—another important element that gives to Coronet Films its quality of leadership.

*This booklet is yours! Send for it today!  
It tells the complete story of Coronet creative  
quality in its library of more than 900 educa-  
tional films.*



## CORONET FILMS

To illuminate all facets of learning

CORONET BUILDING

CHICAGO 1, ILLINOIS



## With the Authors

Bernard T. Hanley is AV director Central School District II, Cereach, N. Y., and a member of the board of the Long Island Audio Visual Council. Previously he was AV head of a school system in Indiana.

Elizabeth M. Grimes is head of the story department at Glen Ridge High School, Glen Ridge, N. J. She has an MA from Columbia University in history, has traveled extensively in Europe.

Harry J. Skornia is executive director of the National Association of Educational Broadcasters, and is a nationally-known figure in the field of radio and television education.

Joseph R. Applegate is a member of the department of modern languages at Massachusetts Institute of Technology, works also in the school's electronics research laboratory.

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

MUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations.

### BUSINESS STAFF

S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. COWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
MO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
V. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
WILLY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
EDGAR LANE, supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
EERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
RON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

April, 1960 Volume 39, Number 4, Whole Number 384

## EDITORIAL

172 Visual Without Audio

## ARTICLES

174 Foreign Language Tapes *Bernard T. Hanley*

176 New Lab for M.I.T. *Joseph R. Applegate*

179 The Voice of Silence *Harry J. Skornia*

180 Interviews by Telephone *Elizabeth M. Grimes*

## DEPARTMENTS AND FEATURES

159 With the Authors

164 News

166 Calendar

183 Audio *Max U. Bildersee*

186 Filmstrips *Irene Cypher*

188 AV in the Church Field *William S. Hockman*

190 Film Evaluations *L. C. Larsen, Carolyn Guss*

193 New Equipment and Materials

194 Trade Directory for the AV Field

202 Helpful Books

205 Trade News

206 Directory of Sources

207 Index to Advertisers



Founded in 1922 by Nelson L. Greene

**BUSINESS & EDITORIAL ADDRESS:** EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

**SUBSCRIPTION PRICE** (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—30 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.

**CHANGE OF ADDRESS** should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

**EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE** is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

**ADDRESS ALL MAIL** (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

**ENTIRE ISSUE COPYRIGHT 1959 BY**

**THE EDUCATIONAL SCREEN, INC.**

# HOW TO TEACH MORE EFFECTIVELY WITH AN OVERHEAD TRANSPARENCY PROJECTOR

*An important visual aids primer -- clip and save it*

As a person who uses and is often called upon to advise in the selection of visual aids equipment, it is essential that you become familiar with the many advantages of overhead projection techniques—how it can make your teaching even more effective, how it helps the student to grasp and to retain ideas, how it increases the scope of your subject matter.

For many teachers the prime advantage of the overhead transparency projector is the fact that it is the only type of projection equipment that is designed to be operated in broad daylight. The ordinary classroom becomes a theater without turning out the lights or drawing the shades. Of course, you must have a projector that provides the maximum screen light required to retain detail and color. Projection Optics' Transpaque Jr., for instance, provides up to three times more light on the screen than any other projector of its type. Transpaque Jr.'s exclusive optical system has completely eliminated a serious overhead projection problem — the distracting rings that have always appeared on the screen.

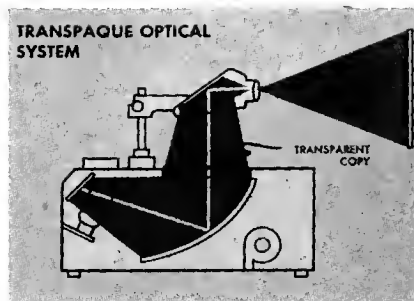
## Up-Front Projection

With this teaching tool, both you and the projector are at the head of the class. As you teach, you face your students. You can gauge their reactions, spot questions immediately; students can take notes and you can refer to yours. Remember, the lights are on! In short, with the Transpaque Jr. you retain all the advantages of a classroom environment.

The very small profile of Transpaque Jr., especially the projection

head, makes every seat usable. There is nothing obstructing your view of the class. Every student is able to see both you and the screen. The more compact Transpaque Jr. is also easily portable.

Superimpose transparency over transparency, building a progressive story before the eyes of your class. Transpaque Jr. retains the brilliance



and color even through multi-colored overlays. Each transparency has a large 10" x 10" format. You can tailor-make them yourself, simply and inexpensively. You can buy them already prepared, covering a multitude of subjects.

## Write As You Speak

To create large screen images of your notes or ideas, just write in your normal size script on a transparency. It is projected as you write,



just behind you on the screen. You can draw lines, write clarifying remarks, circle areas of special interest. Your individual technique is as unlimited as your own imagination. There is no squeaky chalk or tiresome blackboard work. Use the roll of transparent film. Write on it and roll it away for a continuous supply of clean writing surface.

Transpaque Jr. is UL-CSA approved. It is easy to operate and trouble-free. For a free demonstration or additional information write to

**Projection Optics Co., Inc.**  
276 Eleventh Avenue  
East Orange, New Jersey

In Canada, Anglophoto, Ltd., 880  
Champagne Ave., Montreal, Quebec



student-proof operation, yet their "Tri-Cooustic" Speaker systems reproduce sound with high fidelity realism. RCA Stereo Cartridge Tape Recorder operates with push-button ease. Cartridges snap into place instantly, ready to play or record stereo or monaural sound.

With RCA Language Laboratories, a *spoken* as well as written language is learned. Tape recorded lessons that *talk* stimulate student interest and breathe new life into foreign languages.

Consider any subject in *your* current curriculum. Your RCA Audio-Visual Dealer can show you exactly the Audio-Visual Aid which makes it easier to teach, easier to understand. Look in your Classified Directory under "Motion Picture Equipment and Supplies." Now's a good time to call . . . or write us for informative literature.

EDUCATIONAL SCREEN AND AUDIOVISUAL GUIDE—APRIL, 1960

*\*Rigid endurance standards have been set for RCA "LIFE-TESTED" Projectors. Individual components as well as finished projectors are subjected to continuous testing to evaluate the durability and efficiency of all operating parts. "LIFE-TESTED" at RCA means better, more reliable performance from RCA Projectors.*

(left to right) Junior Projector; Porto-Arc Projector; "Scholastic" Portable Record Player; Senior Projector; Language Laboratory Components; Stereo Cartridge Tape Recorder.



**RADIO CORPORATION of AMERICA**

AUDIO-VISUAL PRODUCTS • CAMDEN 2, N. J.

## Audiences To Contribute at EFLA Film Festival

EFLA's second annual American Film Festival, convening April 20-23 in New York City, will feature not only 250 of the best and most interesting 16mm films and filmstrips recently released, but also 34 of the best and most interesting audiences ever assembled. Immediately after the blue ribbon juries have marked their ballots at the end of each of the 34 competitive screenings on the festival schedule, the audiences will take over in wide-open discussions with producers, distributors, film program directors and subject-area specialists.

A highlight of the 1960 festival is an evening symposium at which EFLA will invite festival registrants to "Meet the Film-Makers"—a group of first rank producers, including some of last year's Blue Ribbon winners, who have done work of particular distinction in the AV field. These film-makers will lead a formal discussion on 16mm film and filmstrip projects, problems and prospects and have also consented to meet the guests in informal parleys at this and other festival sessions.

Persons attending the Festival will have an unparalleled opportunity, it is said, to see many carefully selected films and filmstrips in every area, from such festival competition categories as "Science—History, Background, and Incentive" to "Film As Art"; "Public Relations—Adult, Community, or National Non-Profit Organizations"; "Safety and First Aid"; or the religious films on "Doctrinal and Denominational Subjects"—all notable for especially large numbers of entries submitted this year.

Applications for festival jury assignments, details of the program and other information on the festival may



The Blue Ribbon award trophy of the American Film Festival.

be obtained from EFLA, 250 West 57th Street, New York 19, N. Y.

## USDA Reports Showings to Audience of 106 Million

The Motion Picture Service ann

**RADIO-MAT**  
SLIDES

TALK from your SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES  
on  
RADIO-MAT SLIDES  
WHITE AMBER GREEN  
ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES on your own TYPEWRITER by using RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2 x 2.  
Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—  
**RADIO-MAT SLIDE CO., Dept. V,  
222 Oakridge Blvd., Daytona Beach, Fla.**

## AUDIO-VISUAL INSTRUCTION

By JAMES W. BROWN and RICHARD B. LEWIS, both of San Jose State College; and FRED F. HARCLEROD, Alameda State College

554 Pages, \$7.95


This text on audiovisual methods provides concrete, practical information on the use of instructional materials to plan and carry out learning activities. Examples of use have been drawn from all subject fields, from kindergarten through college. It is the first audiovisual text to use an inventive and stimulating format in which profuse illustrations are correlated with the text. Emphasis throughout is on the principle that learning is most effective when materials are integrated with instruction. A-V Instructional Materials Manual, \$3.50. Teacher's Guide, Free.

Send for Your On-Approval Copy

McGRAW-HILL BOOK COMPANY, INC.

330 West 42nd St.

New York 36, N. Y.



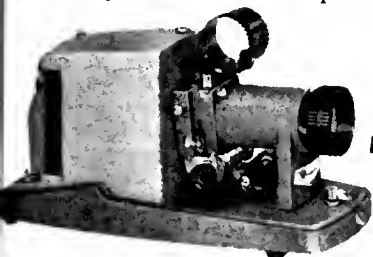
# Viewlex

## PUTS *You* IN THIS PICTURE




# WIN A FABULOUS FREE HOLIDAY IN EUROPE VIA **TWA** INTERCONTINENTAL **BOEING 707 JET**

As simple — just tell us in as many words as you wish how Audio-Visual Aids Make Teaching and Learning Easier". Your own everyday teaching experiences with our VIEWLEX Projectors and other A-V Equipment can win a round trip for 2 to Paris and put you in the "Vacation Picture" you've dreamed of! It begins the thrilling moment you board a fabulous TWA Intercontinental Boeing 707 JET, the world's fastest, largest non-stop jetliner flying from America to Europe, and you're literally whisked to Europe's vacation wonderland.



World's Largest  
Exclusive Manufacturer  
of Slide & Filmstrip  
Projectors.

**PLUS** More than 50 additional awards including: An all-expense-paid trip to the 1961 DAVI Convention in Miami for the 1st Prize Winner's A-V Director, U.S. Savings Bonds for 2nd and 3rd prizes, Viewlex Projectors given in the name of major prize winners to their schools, and free DAVI memberships and A-V Instructor subscriptions to all Honorable Mention Winners.



**Viewlex Inc.**  
35-10 Queens Boulevard, Long Island City 1, New York  
Please send full details on Viewlex Audio Visual Teaching Award and official entry blank.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Specify AMPEX 351



## ... FOR HIGH QUALITY AND LASTING ECONOMY

It is a recorder that meets the most exacting sound-quality requirements. And because the Ampex's long, trouble-free life means true economy, it is one of the best equipment investments your school or district can make.

One Ampex 351 can do all the high quality recording jobs for the school: original teaching tapes, language master tapes, recordings for speech evaluation and correction, rehearsal assistance for band and orchestra, and any tapes that will be duplicated for distribution to other schools.

Inevitably the Ampex also becomes the school's one heavy-duty "workhorse" giving far more hours of service than any of the school's other recorders. Why? Because the Ampex can give continuous year-round service with minimum maintenance.

These are the same qualities that have firmly established the Ampex 351 as first choice of broadcasters and professional recording studios — and of knowledgeable educators interested in producing tape masters to high standards.

*The use of professional recorders in education has been documented in a new brochure which this coupon below makes available to you.*

**AMPEX**

AUDIO PRODUCTS DIVISION  
AMPEX PROFESSIONAL PRODUCTS CO.  
934 Charter Street • Redwood City, California

Please send me your analytical study: MASTER RECORDERS IN EDUCATION

NAME: \_\_\_\_\_ SCHOOL OR ORGANIZATION \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY AND STATE \_\_\_\_\_

## Calendar

- April 10-13—California Association of Secondary School Administrators, Santa Monica, Calif.
- April 19-22—National Catholic Education Association, Chicago.
- April 20-23—EFLA, American Film Festival, New York, N. Y.
- April 24-28—National School Board Association, Chicago.
- May 2-6—American Society of Training Directors, St. Louis, Mo.
- May 4-7—Annual meeting, Institute for Education by Radio and Television, Columbus, Ohio.
- June 26-July 1—National Education Association, Los Angeles.
- July 30—August 4—National Institute for AV Selling, Bloomington, Ind.
- August 6-9—National Audio-Visual Convention, Chicago.
- August 17-23—International Religious Executive Consultation, Boulder, Colo.

film distribution report reveals that in the last fiscal year, U. S. Department of Agriculture films were seen by an audience of 106 million persons.



### EXCEPTIONAL REAR SCREEN FOR DAYLIGHT USE

LENSCREEN Panel Materials of Glass or Plexiglas for In-Wall or Custom Rear Screen Installation

- Adapts to your projector
- Eliminates room darkening
- Conceals projection equipment
- Facilitates learning

Complete choice of rear screen equipment including portable screens for classroom, auditorium, the T-V Studio. Many modern, effective uses.

Send for Kit of A-V Ideas

**POLACOAT, INC.** 9710 Conklin Road, Blue Ash, Ohio

# SOCRATIC INDEED

...and in need!

The name of **RHEEM CALIFONE** stands out in the development of audio visual equipment with its singular devotion to current problems in the field of learning and its ideals. It is in education's advanced concepts that **RHEEM CALIFONE** has dedicated the sum of its forces in offering the tools of learning to provide mass education with the time proven effectiveness of individualized training.

**LANGUAGE LABORATORIES**



**AUTOMATED TEACHING DEVICES**

**PHONOGRAPHS, TRANSCRIPTION PLAYERS, SOUND SYSTEMS**



**TAPE RECORDERS**

To keep up with the most modern advances in teaching methods, it will be to your advantage to indicate your fields of interest on the coupon below. Mail it to us and we will send you our most current literature.



**rheem califone** CORPORATION  
1020 No. La Brea Avenue • Hollywood 38, Calif.

RHEEM CALIFONE CORP. 1020 N. La Brea Ave., Hollywood 38, Calif.  
Please send me information as checked.

	LITERATURE	DEMONSTRATION
LANGUAGE LABORATORIES	<input type="checkbox"/>	<input type="checkbox"/>
PHONOS, TRANSCRIPTION PLAYERS	<input type="checkbox"/>	<input type="checkbox"/>
TAPE RECORDERS	<input type="checkbox"/>	<input type="checkbox"/>
AUTOMATED TEACHING DEVICES	<input type="checkbox"/>	

Name (& Title) \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

Address Dept. ES-4 for prompt attention.



*Charlie  
the Destroyer*

## WHAT'S GOING ON HERE?

Why, Charlie the Destroyer is trying to rip the tape, but he can't because LEVOLOR plastic tape is re-enforced two ways. Take a plastic fabric, impregnate this under pressure with more plastic, and you have LEVOLOR two-way re-enforced tape, a tape to resist the efforts of the most mischievous student in the school.

Information that insures the best installation possible is a service all LEVOLOR representatives will give you. They will submit a prospectus covering every detail of your Venetian Blind installation—help with the specifications and make a final inspection *after* the blinds are installed. It is a service that guarantees good specifications and good Venetian Blinds.

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN VENETIAN BLINDS  
**AUDIO-VISUAL CONVENTIONAL SKYLIGHT**

Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.



# DAVI Convention Draws Cheers

More than 2,500 (the figure is unofficial at the time of this writing) audiovisual teachers and specialists gathered in Cincinnati from February 9 to March 4 at the annual convention of the Department of Audiovisual Instruction, NEA.

This crowd, which jammed hotel corridors and swelled the hearts of DAVI officials, listened in on discussions ranging from use of the new teaching machines to the status of AV equipment in international education. And they ranged through exhibits and displays acknowledged almost unanimously as the "best ever."

Opening the first general session on March 1, Dr. Ernest O. Melby, professor of education, Michigan State University, delivered the keynote address, "Focus on Vision," in which he scanned the educational system of the future and posed some questions for delegates to puzzle over in follow-up discussion sessions.

Teaching machines, one of the current controversial issues in education, was the subject of a session conducted by Dr. A. A. Lumsdaine, program director, training and education, American Institute for Research, in Pittsburgh, Pa.

Other sessions covered language labs, the National Defense Act of 1958, teacher education, school building design, production and research. Other general session speakers include such top-ranking educators as Dr. John E. Ivey, president of Learning Resources Institute, New York City, who alerted delegates to the progress and trends in communication, particularly that of television and its implications



Top DAVI officers, from left: Walter S. Bell, immediate past president; Dr. James D. Finn, president; Dr. Ernest Tiemann, president-elect; Clyde K. Miller, vice president.

for the educational field, and Dr. Edgar Dale, professor of education at Ohio State University, who gave delegates a broad view of the international picture in "Avenues of International Cooperation of the New Educational Media Field."

## Finn Named to Head DAVI

The new president of DAVI is Dr. James D. Finn, professor of education at the University of Southern California. In the following statement, prepared exclusively for *Educational*

### COMMAND THEIR ATTENTION

In your Vacation Bible School they will SEE what you're SAYING with motion pictures — tools that teach them more.

Family Films visualize the message of Christ for personal Christian living — and with Bible stories.

Appealing to children — to make your VBS the best ever!

Complete utilization guides available for the most effective use.

*Family Films*

5823 Santa Monica Blvd.  
Hollywood 38, California

## FOR BETTER PRESENTATIONS

# OPTIVOX

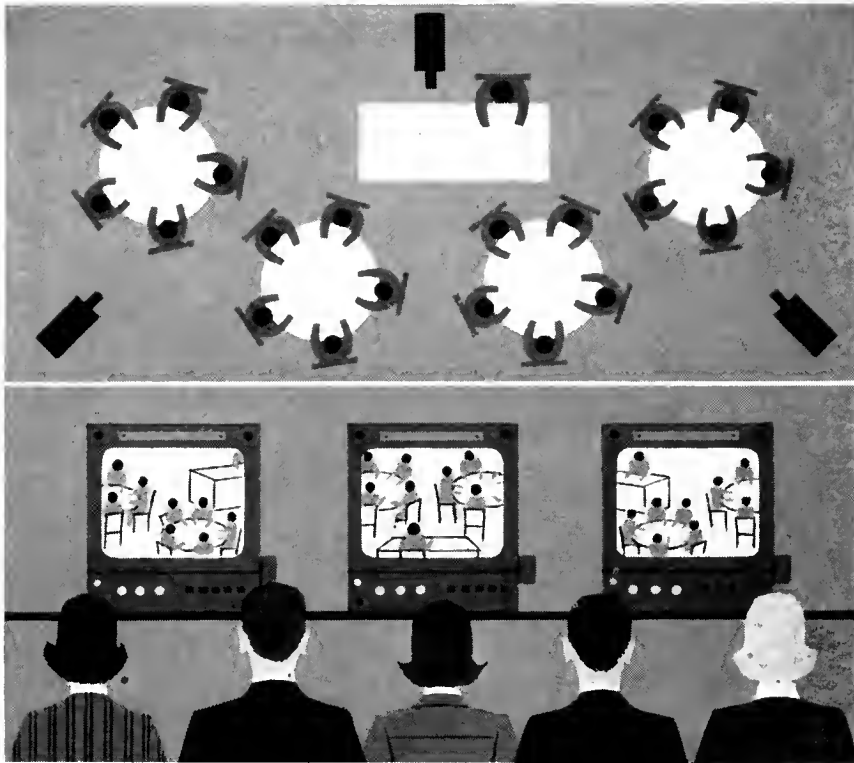
### PORTABLE EASEL

The newest thing for visual aid is this lightweight, portable **Optivox** easel. 29" x 39½" steel board finished in "rite-on" green, adaptable for chalk, charts, or magnets. Aluminum legs fold to convert from 70" floor easel to table model. Net weight, 17 lbs. Comes with eraser, crayons, chalk, pointer, and removable chalk tray. **Only \$44.95** Carrying case and lamp fixture are extra equipment.

## PIXMOBILE PROJECTION TABLE

Save time... save storage space. Prepare your visual presentation in advance on the portable **Pixmobile**, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. **42" table only \$32.95.**

**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS



## Demonstration of Teaching Methods Facilitated by Closed-Circuit TV

Educators are well acquainted with the methods of instructing student teachers: actual visitation to elementary classrooms and observation of model classrooms from balconies equipped with one-way glass partitions. While both methods have advantages, there are also certain limitations or objections to each. Classroom visitations are distracting to elementary pupils and their teachers. Model classrooms with mezzanine observation points are very costly to construct, and also limit the area for observation.

Many colleges of teacher education are overcoming the basic problems of classroom observation through the use of Dage television systems. While the physical layout of educational buildings will determine to some extent the type of equipment and system to be used, the one as diagrammed above is symbolic.

Dage cameras cover the entire classroom area. Each of the cameras can be remotely controlled from the

observation room. In this room student teachers and their instructor observe the demonstration teaching on television receivers. Thus observation and interpretative discussion can go on without distracting classroom procedures.

As a pioneer in the field of ETV, Dage Television has worked closely with educators to develop a wide range of systems and equipment for educational purposes. The teacher training system is but one example. Each institutional requirement is treated as a special installation with the equipment system being customized to meet local need.

When considering your requirements for closed-circuit ETV, request the consultation of a Dage representative. He is well qualified to discuss and advise on all phases of ETV. Write for complete information about Dage television cameras and systems for every educational purpose. No obligation, of course.



**DAGE TELEVISION DIVISION**

*Thompson Ramo Wooldridge Inc.*

2604 W. 10th Street, Michigan City, Indiana



Export Representative — Rocke International Corp., 13 E. 40th St., New York 16, New York

Screen and Audiovisual Guide, D. Finn presents some of his thoughts on American education and the role DAVI will play in it.

"The audiovisual field today is effervescent, changing, growing, evolving, and is moving into what is, without doubt, its 'golden decade'. Instructional technology—the use of communication devices and materials of all kinds such as television, teaching machines, films, tapes—and language laboratories will be used increasingly to improve the quality of instruction in American education and to make the teacher a true professional.

"In a sense, the old cry from World War II, 'give us the tools and we will do the job!' is being answered for the first time in American education. In the next ten years inventions, improvements upon older devices and whole instructional systems will be made available to the teaching profession in quantity and quality never before dreamed of. With these devices will go new materials of all kinds.

"The role of DAVI is clear in this coming decade. We must exercise great leadership in order to insure that these materials and devices will be used properly to further the education of human beings by human teachers."



### "FIBERBILT" CASES "THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of "Finest Quality"



For 16mm Film—  
400' to 2000' Reels

Sold by All Leading Dealers

# Camera Notes at the Convention

"Will you regard this convention as time well spent?"

*Joe Eubanks, supervisor, Laurens County Schools, Dublin, Ga.:*

Yes, it's wonderful. This is my first one, and I certainly haven't seen any bad features. I like especially the exchange of ideas, meeting fellow AV people, and the fine display of equipment and materials.



*Eleanor Kalman, examiner, Cincinnati School Board:*

It seems to be doing what it's designed to do—get the people to meet each other, spread new ideas, hear authorities on various topics, and show new equipment. I've just finished an AV course at the University of Cincinnati, and I think all this equipment is fascinating.



*Carlyle Frederick, audiovisual coordinator, Nappanee High School, Nappanee, Ind.:*

I'm impressed, and I'm taking a lot of ideas home. But I'm disturbed about one thing: there is not enough interest shown in the actual audiovisual classroom problems of the small school. There is much time given to high level administrative discussions, but I think DAVI could profit by getting down to the grass roots more than they are doing.



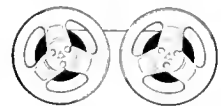
*Ed Minor, instructor, Florida A&M University, Tallahassee:*

I used to teach graphic arts at Indiana University and feel especially close to the progress being made in equipment. The convention talks and exhibits continue to get better, and I have taken a lot of worthwhile notes in the things I've seen and heard.



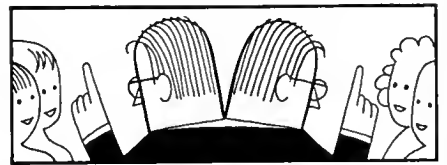
*E. B. Nowicki, (r.), head of audiovisual training, and Robert R. Pomeroy, both of the U. S. Navy training device center, Port Washington, N. Y.:*

There is a lot new here in the exhibits that are being shown, especially in teaching machines. The meetings have been good. These, plus the contacts we make, give us a chance to see what the other service training areas are using in the way of techniques, budgets, and so forth.



## reel TRIUMPHS

**TLC . . .** Tender, loving care from a tape recorder? It isn't unheard of. One boy approached learning with fear and hesitation because the idea had been drummed into him that his oral reading was poor. A school social worker, realizing that his reading was not really deficient, had him record a story. When he heard it played back, he gained some of the reassurance that comes from warm, gentle guidance.



**CROWD . . .** Teachers with overloaded classes have solved some of their problems with a two-platoon system involving tape recorders. They record questions for a quiz or routine instruction and play the tape for one section of the class while giving close attention to another section.

**TOUGH JOB . . .** Few jobs in education are "easy," and tapes used for instruction must be as durable as the teachers who use them. New "SCOTCH" BRAND No. 311 Tape with TENZAR backing is extra-tough. It's designed to withstand abuse resulting from constant handling—can be erased and re-recorded time and again on any kind of recorder.

**BLANK . . .** Lower grade teachers can ease their fear of pupils forgetting lines in plays and assemblies by using tape. The children pre-record the lines, which are played on the PA system during the performance. Pupils simply act out their roles, mouthing the words.

**FREE . . .** 99 Tape Recording Terms, an interesting, descriptive booklet, is yours free by writing Magnetic Products Division, Dept. MCG-40, 3M Company, 900 Bush Ave., St. Paul 6, Minn.

"SCOTCH" BRAND  
MAGNETIC TAPES



MINNESOTA MINING AND MANUFACTURING COMPANY  
... WHERE RESEARCH IS THE KEY TO TOMORROW



"SCOTCH" is a registered trademark of the 3M Co., St. Paul 6, Minn.

# Visual Without Audio

*Paul C. Reed*

The April issue of *Educational Screen and Audiovisual Guide* traditionally gives special emphasis to the "audio" in "audiovisual." On a recent school holiday, while thinking about this, we thumbed through the pages of Volume XIV. That was 1935's volume and there was no "audio" in the title. It was "Education Screen combine with Visual Instruction News."

Ellsworth Dent, secretary of The Department of Visual Instruction of the N. E. A. reported that the winter conference in Atlantic City had been "small but fruitful."

A news note headlined that a "Pennsylvania High School Successfully Uses Talking Pictures."

Most every month Erpi Picture Consultants announced new talking pictures. Over a hundred films in nine categories had been produced.

Eastman Kodak Company announced over 200 silent films from their Teaching Films division.

In an article on "Trends in Visual-Sensory Instruction," F. Dean McClusky saw the most pressing issue as "whether or not money for equipment should be invested in silent or sound projectors." He perceived "the development of a critical attitude among school people toward the quality of visual aids," and a concern among teachers that "robot instruction will supplant the person of the teacher."

RCA announced the first amateur sound camera.

Victor Animatograph celebrated its 25th anniversary.

SVE sold its "latest improved Model D Picturol Projector for \$38.50 complete with carrying case."

The discovery of the Eastman Kodachrome process for color movies was heralded editorially.

Edgar Dale, in discussing a plan for a proposed American Film Institute, believed that "the motion picture and allied visual and sensory aids have a vast unrealized contribution to make to American education."

Dunn and Schneider reported in detail on the visual materials centers in states.

One speaker at the winter meeting spoke on "The Use of Visual and Aural Aids in the Teaching of Literature in the High School."

A teacher wrote, "Since the coming of sound and talking pictures in the theaters, the novelty of motion pictures in the classroom has worn off rapidly."

A brief note told about "a pioneer demonstration in visual-radio instruction in art" in Philadelphia. Still pictures were projected in classrooms in synchronization with a radio program.

That was 1935, and two things strike us from this excursion back to the visual instruction world of 25 years ago. First. What causes the tremendous lag? Why have we made so little progress? Practically all we know and say about visual instruction was said years ago.

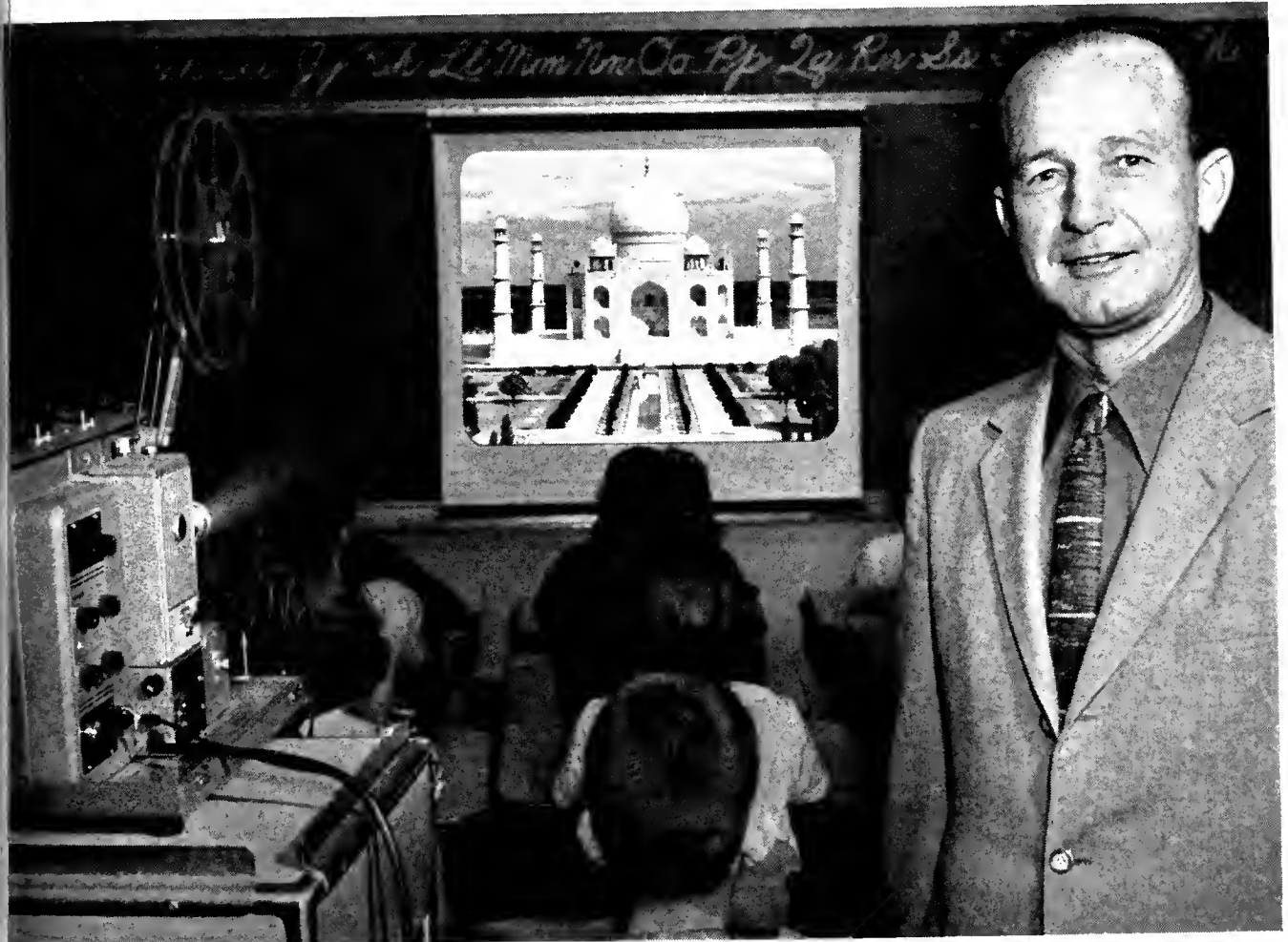
Second. Where was the term "audio" 25 years ago? You don't find "audio" or "audiovisual" anywhere in the 308 pages of Volume XIV. The audio components are there. Sound pictures, radio, television, everything but tape recording. But audio had not yet been tied verbally to visual. Maybe that's what was holding things back!

Next time there's a coincident of a school holiday and a reminiscent mood, we'll have to try to find when "audio" first appeared in the pages of *Educational Screen*. Or can someone tell us?



**Kodak**  
TRADE MARK

*At the new Kaibab Elementary School, Scottsdale, Arizona, selected by A.A.S.A. for its exhibit of outstanding school designs, Mr. Marvin Osborn, Audio-Visual Director says:*



**“In operation 75% of the school day, these Kodak Pageant Projectors just keep running...without fail!”**

“Once-a-year checkups seem to be all they need to keep them operating the way we like, with no breakdowns, no disruptions of classroom order.

“Projection Club, 6th, 7th and 8th grade students handle showings. They catch on fast to the Pageant’s simple operation.”

Stresses on audio-visual equipment are extraordinary, even in normal use. Constant usage, hard usage, and usage by many different people mean that projection equipment must be built specifically for Audio-

Visual work, if it is to endure.

That’s the way we have constructed Kodak Pageant Projectors. First, to be sturdy . . . with quality sound and screen image for all types of A-V usage. Then, to be simply operated . . . even by children. Finally, to be easily maintained . . . with only occasional checkup.

*Kodak Pageant Projectors are sold through Kodak Audio-Visual dealers, who will demonstrate at your convenience. Or, you can write for Bulletin V3-22; no obligation, of course.*

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N.Y.**

hello

hallo

hola

**Student tapes take  
foreign language  
correspondence  
to other areas,  
to other states,  
to foreign countries**

by Bernard T. Hanley

The casual comment of a student started ball rolling. It was an idea of using student-made tape recordings in a foreign language as a method of student-correspondence.

For some time we had been experimenting with tape recorders in an effort to decide whether a language laboratory would be a worthwhile item to install in our schools. While working with the first unit of such a laboratory a student made a remark which provoked the whole train of thought leading to students' inter-school foreign language tape recordings. When asked whether he would like to have his second made French tape played so that his fellow students could hear what he himself had been hearing through his earphones, the student's reply was: "No! they will notice all my mistakes. I'd work harder and make a better tape if I knew from the beginning that they were going to listen to it."

There was the beginning of the idea . . . if few low students could stimulate a student to work harder and more attentively, why wouldn't someone with whom he corresponded be an equally efficient stimulus. As the idea germinated, more and more possibilities seemed to evolve. Here was the chance for students in one part of the country to talk with students in another. If, while conversing, they were to use a foreign language which each was trying to learn, a double purpose could be served. Most desirable of all, as all teachers would recognize, was the stimulation to self-activity, motivation to mastery, and the "pursuit of excellence" in the use of the foreign language. This was an efficient student challenge.

The students in the French and Spanish classes were asked, "Would you like to talk with other teenagers about the things that you are doing in school, about your dances, your basketball games, your various activities? Would you like to do this in the language you are studying and to receive an answer in the same language?" At first they were skeptical. Would it work? How would we do it? Do we have time? How do we know that they will answer? I had already contacted teachers in other cities and these teachers were confident their own students would be interested. With this assurance a small group decided to give the idea a chance.

Students of the French class were the first to try. They decided, first, to write in English what they intended to say; second, to put it in grammatically correct French; third, to practice reading aloud, and finally to record it on tape.

In the actual recording, a girl acted as the moderator. She introduced herself and the various students taking part. Each student told a little about himself, his family, his father's occupation, the various industries in the area or similar items of personal interest to students. As an added feature for the opening and closing

f the recording, a student brought a record of *le Marseillaise*. While the tape was being produced, we opened with this record. Having timed the final section of the record, we held it until the last student was speaking; then by "fading in" we timed it so that the final bars of the number could be brought up to peak just after the last voice finished. The students were most happy.

Anticipating this student interest, I had contacted friends in schools of the Buffalo-Lackawanna-North Tonawanda, New York, areas. These teacher friends were awaiting the tapes which arrived by mail. The teachers arranged for their students to hear our students speaking in French and telling of their activities (in addition a Spanish recording was sent for Spanish classes). The immediate response was: "Why can't we tell them what we are doing?" "You can" was the answer, and the whole idea turned into an inter-school working project.

For students in western New York, the spinning tapes brought a first hand account about Long Island, its activities, expanding economy, sports and other student interests. Here was opportunity for a more intimate appreciation of what Long Islanders were like, what they did and how they thought. For the western New York teenager, this was an enjoyable experience.

The students of Long Island, on the other hand, learned by word of mouth (in French or Spanish, of course) just what went on in the Niagara Frontier. They learned about the huge power projects, the steel mills, the area's many industries—not an easy task to translate many of these items into a foreign language, the social activities of students of their own age, sports, dreams and future school plans. One student remarked, "what an easy way to learn social studies; the Niagara Frontier seems real to me now." This, of course, made the social studies teachers happy, and at the same time the foreign language teacher was finding less difficulty when she requested correct grammar and proper inflections from her students.

The following question was inevitable. How to expand the correspondence-tape project so that students might talk with their confreres in other areas and in other states? I contacted several out-of-state audiovisual directors with whom I was acquainted and, at state and national conventions, began to ask others whether teachers and students of their school might be interested in this project. The response was the same in most instances. At first it was "Hmmmmmm . . . a possibility!" Then, as the many facets of the idea caught their attention, they said "Yes, let's try it."

Possibilities of sending tapes to foreign countries was a natural next step in the plans. Almost everyone has an acquaintance overseas. For example, I contacted a former co-worker of mine who was teaching in Germany. In addition, there were friends in colleges of foreign countries with whom I had studied at a university summer session; I had also met teachers while visiting in Mexico. Here were friendly contacts who proved to be graciously interested in the tape project. For those without personal contacts, of course, there always is the local embassy of the

country with whose students a teacher may wish to direct tape correspondence.

There was one important rule we learned to keep in mind while making tapes. We eliminated anything which directed the correspondence to a specific destination or which dated the tape—the exception of course was the singing of Christmas carols and similar items which the students liked so much to send to others and which in turn they enjoyed hearing others sing in the various languages. By omitting a specific destination or date we were able to send the same recordings to several locations. We found that we were obliged to make several copies of such tapes as new contacts were made.

There was one problem in contacting students of non-English speaking countries. These students presently are studying English. They are not particularly interested, therefore, in hearing their own language from other students—although teachers of such students do have an excellent opportunity for pointing out the invaluable aid in learning better one's own language merely by helping to correct the efforts of one who is just learning the idiom.

To maintain the interest of these students of non-English speaking schools, we will provide the English as well as the language spoken in that country. They will be requested, in turn, to send their news or information in their own language and also in their newly learned English.

Thus each group of students will have the opportunity of speaking and hearing a foreign language. As suggested previously, each group hearing its native language also would benefit by critical attention to the accent, grammatical construction, and idiomatic efforts of foreign students.

Through the project, therefore, the students have been learning about people, how they live, what and how they think. It was no little revelation for growing youngsters to learn that many problems of their "tape-pals" were similar to their own, that strangers could cease to be strange, and could be friends by learning to talk with one another. The project is the next best thing to actually visiting these people.



Miss Berth Petit, chairman of the language department of Central School District II in Centereach, N. Y., helps Lois Kingsley and Viola Wilkinson tape a 'letter.'

# New Lab for M. I. T.

by Joseph R. Applegate

THE development of language laboratories can be traced to the increasing interest of students in learning to speak, as well as to read and write, foreign languages. In order to use and to understand the spoken language, a student must have more practice than he can usually get in class. The size of the class often severely limits the amount of time available to each student for speaking the language in class. For this reason, language teachers have been looking for effective ways of increasing the amount of time available to students for practice in hearing and using a foreign language.

The mass production of magnetic recording devices made it possible to install recording and listening rooms for language practice in many schools. Although these did provide additional time for practice, they were not entirely satisfactory. The initial cost was high, and maintenance was expensive. Furthermore, the students usually had to manipulate several controls in the proper sequence, and this often served to distract their attention from the more important task of learning the foreign language.

One of the reasons for the lack of efficiency in early language laboratories was the fact that the equipment used was not designed for teaching but for other uses. To correct this situation, Prof. W. N. Locke, head of the department of Modern Languages at Massachusetts Institute of Technology, conducted extensive surveys of the needs of language teachers. Then after much consultation with electrical engineers he prepared a set of mechanical and electronic specifications for language laboratory equipment.

The first installation of the equipment prepared according to those specifications was installed at M.I.T. in March, 1959. This was the pilot model of an electronic language laboratory system, the Linguatrainer (trade name for the system produced by General Electronic Laboratories, Inc., Cambridge, Mass.). The pilot model consisted of 14 student positions; the system at M.I.T. has now been expanded to a 30-position system.

The system consists of three major components: the student booth, the teacher's console and the remote-control tape unit. The sides of each booth are lined with fiberglas covered with

masonite pegboard to shut out extraneous noise; and the front panel can be raised to provide greater privacy during practice sessions or lowered to permit the student to see the front of the room when necessary. The only moving parts in the student's booth are a headset consisting of earphones with a boom-mounted microphone attached, a record-listen switch, and a volume-control knob. (The selection of the recording that a student is to hear and the movement of tapes in the tape recorder are controlled by the teacher.)

The teacher's console contains all of the controls that are necessary for operating the system. From the console the teacher can start and stop tapes, select the master-recording that a student is to hear, speak to the class as a group, monitor individual students, and speak to students individually. The reduction of controls at the student position to a minimum results in a substantial reduction in maintenance costs. Furthermore it leaves the student free to concentrate on the task of learning the language rather than on manipulating various controls.

All the recording and playback equipment for the system is contained in the remote control tape unit in an adjoining room. There are 30 dual track tape recorders, one for each student position. The tapes are endless loops kept in plastic cartridge tape handlers. The use of endless loops eliminates the necessity for a high speed rewinding mechanism. This, in turn, reduces the amount of damage to tapes, for most tape breakage and spilling occurs when the tape is moving at high speed.

Use of the cartridge tape handler also eliminates the necessity of threading tapes carefully across the recording and playback heads. The cartridge is merely inserted into the proper slot, the connecting rod is pulled out to press the tape between a roller and a revolving capstan, and the machine is ready to start.

Eight of the tape recorders in the system are wired so that recordings on the upper track of tapes in those machines can be broadcast to any booth in the system. These are the playback machines for the eight master channels. In addition it is possible to have each student hear the upper track of the tape that is in his own recorder. There are, in effect, nine master channels available for each student (except those in the eight positions used for master channels). Only the lower track of a tape can be used for student recording. This arrangement prevents accidental erasure of a master recording.

Before the beginning of a lesson, the instructor inserts the master tape for his class into one of the eight master positions. Into the other

---

Dr. Applegate is a member of the department of modern languages and research laboratory of electronics at M.I.T. The work of the research laboratory is supported in part by the U.S. Army (Signal Corps), the U.S. Air Force (Office of Scientific Research, Air Research and Development Command), and the U.S. Navy (Office of Naval Research).



positions, he puts blank practice tapes. Then, at the console, he turns the channel selector switch for each student position to the number of the master channel to be used. When the students come into the room they take their places in the booths and put on their headsets. The teacher can give instructions to the entire group by using the intercommunication system.

Each student pushes his record-listen switch to 'Record', and as he does so a pilot light goes on in his booth and in the small rectangle containing the master selector switch for his position on the teacher's console. By glancing at these lights on the console, the teacher can see that all students are in the 'Record' position. He then pushes the switch that starts all of the tapes, and the students will begin to hear the master-recording. After a few seconds he can move the top-start switch to the 'Auto-Stop' position so that each tape will stop automatically when it reaches the end.

As each student hears the master-recording through his earphones a copy of it is being made on the lower track of his tape. (Any previous recording on this track is automatically erased as this is done.) During the pause that occurs on the tape after each sentence or phrase, the student makes an appropriate response, which is also recorded on the lower track of his tape.

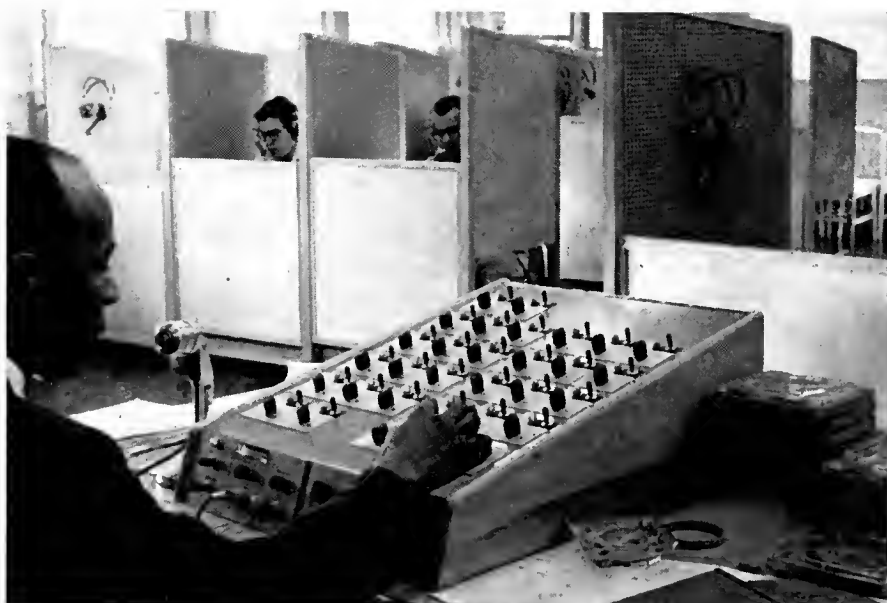
While the students are listening and recording, the teacher can monitor any position by using the talk-listen switch for that position on the teacher's console. When he pulls the switch toward him, he hears whatever the student is hearing, that is, the master-recording or the student's response. If, as he listens, he hears a serious mistake, he can push the switch in the opposite direction and speak to the student individually. If the student's record-listen switch is at 'Record', the correction or comment will also be recorded on the student's tape.

After the student has heard the entire master-

Students' booths. The front panel can be raised during practice sessions or lowered for personal classroom participation.



The teacher's console. A feature of this unit is the reduction of controls it makes possible at the student post.



recording, he pulls his switch back to 'Listen'. The pilot light in his booth and the light for his position on the teacher's console go out. If the stop-start switch has been set at 'Auto-Stop', each tape will stop automatically when the end of the loop is reached. In order to start the next phase of the lesson, the teacher must push the switch to 'Start'. Before he does this, he may make comments about the performances.

During the next phase, each student hears a playback of his individual recording, which includes a copy of the master-recording, his responses, and any comments made by the teacher. As he listens, he can compare his responses with the master-recording and note any discrepancies. He can evaluate his responses by using the criteria supplied by the teacher, thereby recognizing his own mistakes. The instructor can also monitor during this phase of the lesson and speak to any student individually, as before, but his comments will not be recorded. When all tapes have stopped, the instructor can have the students repeat the cycle or he can conduct the rest of the lesson as he would in an ordinary classroom.

The system is very flexible, as one can see from the description given above. Additional flexibility is provided by an auxiliary input jack that makes it possible to connect a standard tape recorder, record player, radio, or sound track of a motion picture to the system. The laboratory may also be used by the students for practice sessions. In this case, each of the eight master channels can be used for a different master-recording, so that eight groups can work simultaneously. A number of students can work on individual assignments at the same time.

This system is the result of careful study of the special requirements that an electronic language laboratory system must meet. While it is true that the Linguatrainer comes closer to satisfying these needs than many other systems, more research is needed. One of the problems that requires special attention is that of determining the optimum frequency response of language laboratory equipment. Work in speech perception of speech transmitted over voice communication has shown that perception of speech transmitted over voice communication systems is affected by the bandwidth of the system.\* As the higher frequencies are eliminated, the speech becomes less intelligible; that is, there is more confusion of one sound with another because information necessary for identification of certain features has been eliminated. Furthermore it is possible to determine at what frequency levels various phonetic features disappear.

Heretofore almost all of the work on speech perception has been done with subjects who were native speakers of the language that was transmitted. In language laboratories, we are not concerned with the perception of contrasts in speech by native speakers. It is possible, therefore, that

\*A more detailed discussion of some of these problems can be found in *An Analysis of Perceptual Confusions Among Some English Consonants*, George A. Miller and Patricia Nicely, *Journal of the Acoustical Society of America*, Vol. 27, No. 2, pp. 338-352, March 1955.



The remote control tape unit. This instrument, kept in an adjoining room, contains 30 dual track tape recorders.

the results of previous studies are not applicable to the determination of electronic specifications for language laboratory equipment. A non-native speaker may need more information in order to identify sounds than does the native speaker. It is probably true, however, that even for non-native speakers, increasing the bandwidth beyond a certain point does little to reduce the confusion of one sound with another. The problem in designing language laboratory equipment is therefore to define the optimum bandwidth for the system.

It is easy to see that this problem is important, for high fidelity equipment is expensive. But if such equipment is necessary for effective learning, money spent for less expensive systems that do not provide an adequate frequency response is wasted. Because of its importance, an investigation of the problem has been started at M.I.T. The research, supported by a grant from Educational Facilities Laboratories, a Ford Foundation agency, will be conducted over a two-year period by the author. It is the first step in the development of a research program which, it is hoped, will continue to test the application of recent advances in linguistic theory to the special problems of language teaching.

# The Voice of Silence

by Harry J. Skornia

*These notes are based upon an article I read in the Cahier d'Etudes de Radio-Television, Volume 20; published by Flammarion for Radiodiffusion-Television Francaise.*

The article is by Jean Claude Piguët. It is entitled simple "Le Silence." M. Piguët points out that in all teaching situations there are really three voices at work: the voice of the teacher, the voice of the student, and in the silences, the voice of the subject under discussion—truth. Just as white space is essential in art or print, in sound communication silence is essential to learning, appreciation, understanding, the making of decisions, the comprehension of meaning.

It is difficult for some teachers to realize—especially the ones who want to talk continuously on a television program—that the objective of the program, in fact, the role of the teacher, is not to teach, but to help others learn. Teachers' words, which sometimes seem to flow compulsively, play only a part of the role or function demanded in the learning process. Visuals, and frankly silence, have equally important roles to play.

We have lids on our eyes. We can blink out visual distractions and images. We have none on our ears. In the bombardment now occurring, in which the noise level of our mass media, industry, advertising, are pitched a tincreasing higher volume and tone, the turn-off switch has to be 'farther up the line'—in the mind. Unfortunately we're likely to find it turned off at times when it should be on. Then we say "What did you say?" or we just skip it.

To return to the article: M. Piguët points out that the truth 'heard' in the silence is not any one person's truth, but truth as an invisible spirit. In Quaker meetings there are great blocks of silence. But this doesn't mean nothing is happening. I personally believe that more happens to the individual concerned in a meaningful, worshipful sense than would have occurred in another service in which silence has been reduced to a minimum. This calm communion of spirit to spirit that silence can bring is much too infrequent in today's world.

In music, sounds and tones sparsely strewn on a desert of silence have a special effect. Comparable effects are possible in poetry. Music, without silences and pauses, would not be music. (And much of course isn't, now-

adays!) But the silence which surrounds discourse or music should not be confused with the silence which either can include.

Such *included* silences are not the absence but the presence of an essential part of the dialogue, the communication, the work itself. The pauses and silence of a great speaker are sometimes the most effective parts of his speech. Sometimes more can occur in listeners' minds during those silences than during the shouting and emphasis we normally think of as 'the speech'. In the written word, punctuation and white space play the role of silence.

Mass media in the United States have accomplished one thing: by blaring example they have convinced too many people that silence is something to be abhorred. Like solitude, silence has become socially unacceptable. Our children study with radios or records blasting at full volume. After hearing a challenging program, which we should then think over, we instead yield to the urge not to miss the next one. With one idea driven out by the next, we rarely settle down to silent concentration. The 'third voice', the voice of the subject or problem, is never heard. Our mind is kept floating on the surface of problems and never has the silence and concentration needed to really explore or probe them. Great documentaries on radio and television should be followed by enforced silence.

There is much to learn from oriental philosophies and religions. We could well begin to learn that silence is not only useful but essential. The constructive and the sublime alike are generally created out of silence and contemplation. Not out of filling each waking moment with talk, noise, tranquilizers, late movies, Westerns, and 'thrills' which each year lose their bite for lack of 'white space.'

M. Piguët points out that to be silent is not only not to talk. It is to allow reality to come to us. For man is a very special creature.

Do we as teachers and communicators and those who have the power and responsibility to stimulate thought—do we have the courage to help create silence for those who would learn? Do we dare to create more silence within our communications, and to provide an environmental setting of silence to surround our sounds? Can we discover the effectiveness of the blank screen and dead air? Can we let the voice of silence speak?

# Classroom

# Interview

# By

# Telephone

by Elizabeth M. Grimes

**B**ULL's father is president of a machine tool company, Marjorie's is a truck driver, Judy's owns a small retail store, Jan's is a lawyer, Dan's is a Democratic committeeman, Joe's is on the town council, Anne's is an importer, Ted's is a bank teller and Jim's, a policeman. What a wealth of information and experience there is here—far beyond the ken of teachers, textbooks, or school library facilities! Yet this is but a fraction of the knowledge held by the parents of any senior class. Too seldom is it tapped for the course where such enrichment is appropriate.

In Glen Ridge High School our twelfth grade social studies course consists of five months of economic theory, together with American economic history. For the rest of the year, we study United States government. Such a course needs to be related to reality insofar as possible. Devices such as the school bank, Junior Achievement, the Student Council and Court are helpful activities but they are, at best, only facsimiles. Even if well developed, they remain a kind of play-acting far removed from the actual experience of a man who spends his whole time at business or profession.

All of us try to use this knowledge. "Ask your dad what he thinks, Jack. He'll know from his work at the bank," is a common way to do it. Having Jack's father come to talk to the class would be the best way were it not for the difficulty of fitting it in his busy schedule. The taped recorded interview has been used with great success, but it involves getting equipment, students and interviewer together and will sometimes kill several hours of a man's time. Most parents are very gracious and willing to help when approached by the students, but it seems an imposition to request a lot of preparation.

"Let's call him on our phone" is our method. It has resulted in spontaneity, convenience, and wider use of a classroom telephone, an amplifier which enables the class to hear the conversation through two jacks, an office switch which cuts us in to one of the central office telephone lines, a "beeper," and a tape recorder if other classes are to hear the conversation later.

The total installation charge was \$36.90 and the monthly charge \$6.55. The latter figure could be reduced to \$4.55 if it were possible to make one of the office phones portable. Toll charges are kept at a minimum. On the whole, the cost is reasonable in relation to results.

Whenever possible those interviewed are parents. A poll of class members on the subject of parent occupations must be taken early in the year. It requires some probing to get useful answers. A student may simply say "foreman" and if prodded will add "in the Excel Company." Yet what the company makes, plus other details must be known to make the picture clear.

Sometimes there is no parent who meets the requirements. We had none who were Congressmen, or state legislators, or labor leaders. Yet classes wished to phone these men. Letters from students brought quick response in every case, even from strangers, and the dates were set.

Usually a specific time is planned in advance.

*Reprinted from New Jersey Education Association Review.*

with the person we wish to interview. How convenient this arrangement is for him is often illustrated. "But I couldn't possibly come to the school at 2 o'clock Monday. I have a management meeting at 2:30. . . Oh, you mean just over the phone from my own desk? That presents no problem. I'll be glad to do it."

A few, who somehow believe high school students might embarrass them by their questions, are a bit reluctant at first and ask for samples. When it is apparent from these that they will be asked only for their opinions and the knowledge gained from their experience, none hesitate.

Our calls are made only when directly related to the unit at hand. We have never called anyone without prior study of the matter since our need for an interview is a product of that study. The interviewer, who is always a student, must be familiar enough with the subject to discuss it intelligently. Questions have been submitted by members of the class and sifted by a committee in advance.

Consequently they may be penetrating. "Is subliminal advertising morally defensible?" caused a good deal of hedging by an advertising man. "Do you approve of the Federal Reserve's tight money policy?" gave us a thoughtful answer from a banker.

Questions inevitably include the naive, too. "What do you have to do to start a small business?" brought a laugh from a retail store owner who said, "Well, son, I'd say the first thing is to get a loan." "Can you get rich in penny stocks?" resulted in a lengthy warning from a broker who surprised them with the information that his firm will not buy unlisted stocks selling for less than \$2.00 for any customer.

In addition to prepared questions, spontaneous ones are encouraged. As the conversation de-

velops, the interviewer should not stick too closely to his plan. Quite naturally an answer may draw impromptu questions from the interviewer, other members of the class, or the teacher.

There is no doubt that through this device student horizons were broadened. Their eyes were big as they heard the vice-president of a company with resources of over \$14 billion speak of anything up to \$6 million as a "small loan" and say they keep about \$200 million in the bank "just to run the company" from day to day.

The school superintendent was asked to explain why the price of milk in our cafeteria is at its present level and what the cost of a new gymnasium would be per family tax bill.

To "Is advertising worth all the money spent?" the reply started with "I prefer to use the word invested" and went on to present a viewpoint novel to them.

When an importer talked casually of tramp steamers, African and Asian ports, average elapsed time from order to delivery, and how Belgian steel wire can undersell American, he spoke a magic tongue.

They were intent as a Congressman told of his typical day, of the favors his constituents expect, and how much his mail influences his actions. It was to be expected that he would take the chance to speak of their responsibilities as future voters just as an insurance broker took the reckless teenage driver to task in discussing rate making.

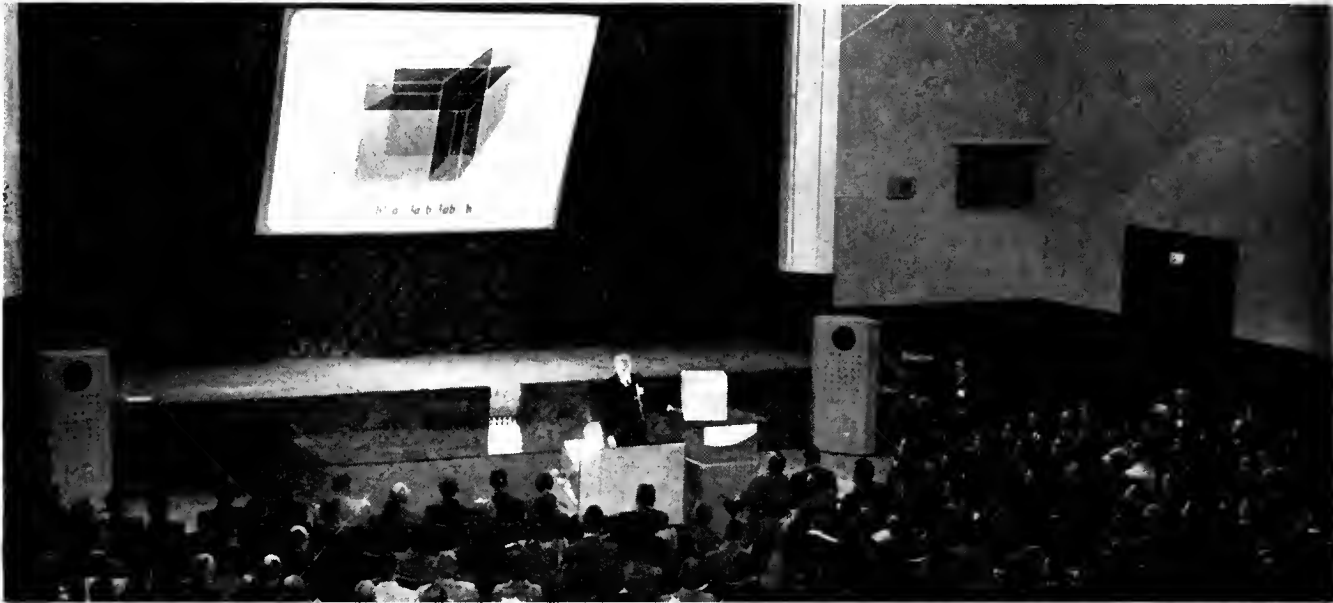
Though still in the experimental stage, our phone has been a success. It has stimulated student interest, varied routine, helped to bridge the gap between books and experience, and utilized parental talents with minimum effort. If such a device is used with discrimination, its potential is limited only by the imagination of teacher and students.

Glen Ridge High School seniors using telephone, tape recorder and loud-speaker to interview valuable members of the community on questions under study in their social studies class.



# YOURS FOR THE ASKING!

Tecnifax Corporation is continuously developing in its Visucom Laboratories new and interesting techniques for using the "overhead" projector. Training in these techniques is available to you, without charge for materials, facilities or instruction, through the following services:



**SEMI-ANNUAL SEMINAR-WORKSHOPS** . . . at these hard-working, three-day seminar-workshops, over 500 attendees acquire information, exchange ideas, and use new visual techniques to solve communication problems . . . 16 held to date.



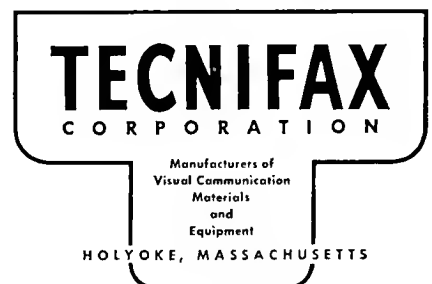
**VISUCOM PROGRAM** . . . this continuing training program provides first-hand experience in the preparation of "overhead" projectuals . . . five-day course . . . small classes . . . facilities for working out specific projects.

**TECNIFAX LITERATURE** . . . a series of brochures published by Tecnifax to provide useful and interesting information for workers in the field of visual communication.

FOR ADDITIONAL INFORMATION, call or write Tecnifax Corporation, Holyoke, Massachusetts.

Tecnifax equipment and materials are approved for purchase under the National Defense Education Act.

**BRANCH WORKSHOPS** . . . projectual-making workshops are also conducted at Tecnifax' twenty-six sales branches . . . registrations are accepted for groups or individuals.



# AUDIO

by Max U. Bildersee

Three separate requests for assistance, but the invitations were remarkably similar! The librarian who called said, "We are inaugurating a program of lending records to our patrons. We need advice on both equipment for our use here and on the selection of records for our loan collection. Can you help us?"

The school superintendent wrote, "We are looking for someone who can spend some time with us and help us understand the place of tape recorders and phonographs in instruction. We are particularly interested in the needs of our gifted children. Can you help us?"

The teacher training specialist said, "We must expand the audio aspects of our audiovisual program. But we have a minimum background of information and we don't know where we can seek aid. Can you help us?"

The invitations were remarkably alike—we need help! The implied question was not "Can you help us?" but rather "will you help us — and what do you propose to do?"

It is not strange that the answers were equally parallel—"Yes!" And it is not strange, either, that the proposed activity in each instance involved more listening than talking, more experimentation than exploration.

## In The Library

The visit to the library was pleasant but very brief. We spent an evening with the librarian, her assistant and several members of a local board representing community organizations. We carried just a few samples: an inexpensive phonograph, a pair of commercial headphones and a heavy armful of records.

We started the evening by mentioning that great varieties of non-musical recordings are available for library collections. We reminded our friends in the library that poetry was available in tremendous quantity, plus drama, historical events and re-enactments, stories read 'word-for-word' as well as stories presented dramatically. Then we introduced the idea of library collections of language recordings for home study enthusiasts. Going a bit afield from the purely spoken record there are a number of American

folk-song recordings as well as other folk-song recordings from all over the world.

In response to a question about the publishers we informed the group the records were produced by well-known as well as lesser-known producers. There was, for instance, the comparatively new JB (RCA Victor LD 6075) and the much older and yet delightful *Death of A Salesman* (Decca DX-102) and *John Brown's Body* (Columbia SL 181). Lesser-known producers have offered *School for Scandal* (Angel 3542-5S) and *Merchant of Venice* (Caedmon 2013). And then there are such recordings as Ibsen's *Hedda Gabler* (Theatre 3) and the *Hamlet* produced by Word Recordings.

We went further, and talked of some independent producers who offer small but very select catalogs. These included Lexington and such book publishers as Harcourt, Brace.

"But," we were asked, "aren't these all adult recordings?" We admitted they were, but pointed to the recordings of stories for children—straight readings with appropriate musical backgrounds—produced by Weston Woods, the simple poetry for the younger group in the Harcourt, Brace catalog of recordings, the tremendous literature produced by major producers already cited, and other producers including Disneyland, M-G-M, Capitol and more.

We made special mention of the

broad offering included in the Folkways catalog, which covers all the areas mentioned and others as well.

We stressed the audio contributions of Enrichment Materials not only to classroom instruction but to library listening programs and to home listening. We mentioned the National Association of Broadcasters and, to give adequate attention to the records, we introduced side 1 of their album *The Ways of Mankind*. Side 1 is subtitled "A Word in Your Ear" and discusses in detail the functions of language.

We didn't talk much after that because our friends wanted to listen to spoken records. And they did. They sampled many of the records already mentioned and more from the catalogs of Spoken Arts, Caedmon, Period, Spoken Word and others. To cap the evening we offered the idea that libraries could become important record producers.

My friends were skeptical. They viewed their own facilities and thought this impossible. But we told of Yale University's new venture in offering many records of modern American poets reading their own works. And then we suggested that they listen to a bit of what the Clements Library at the University of Michigan had already done, and we played a side of *Voices of the American Revolution* for them.

The one hour meeting broke up—after two hours—only because the library had already closed and the building superintendent wanted to get home. But as we left, one of the participants remarked, "You've opened up a whole new world for us."

## Visiting the Teachers

Visiting the teachers was quite different. To begin with, we carried no equipment. The school supplied it all.

*Audio* **CARDALOG** Record Reviews on Cards

# 823

**INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!**

**SUBSCRIBE NOW — \$25.00 a year**

**Audio CARDALOG — Box 1771, Albany 1, New York**

**— A WORLD OF SOUND ON FILE —**

In the second place, we needed a battery of machines—not just one—and ample room so that several groups could listen at one time and so that a much greater variety of materials might be demonstrated.

Further, literally, we had all day. We were shown into a large room, a classroom and a half in size, and in addition to the usual classroom furniture there were tables for showing records, a number of strategically placed record players and a supply of chairs for those who might be visiting.

In addition teachers of neighboring schools had been invited to participate 'after hours'. We not only had 'all day' but we had all day to be busy.

Teachers having free periods would wander in and ask about records for particular study areas, for particular smaller groups, plus questions about particular items. We had a variety of records—the variety which has been reported in these columns over a period of more than ten years.

The language teachers were especially interested for they were facing increased challenges and increased opportunities. What have you in Spanish (or French) for the elementary grades? Is there anything to go with this textbook, or that one? Are there any French plays on records? How about French poetry, is there any? My children want to hear some French children's songs. Have you any? My brighter students need additional challenge; can records help them?

Of course the answer to most of these questions is 'yes.' And in many instances the records were on the table for these teachers to see, to handle, to audit and appraise, to ask their audiovisual director to buy. For elementary school languages we could show the product of three companies with assurance that they would be usable.

These companies are Ottenheimer, McGraw-Hill and Encyclopaedia Britannica. The latter two offer both records and coordinated filmstrips, the former records and coordinated work books.

Teachers seeking records to go with textbooks were referred to Oxford University Press, Appleton-Century-Crofts, Houghton-Mifflin and Company, Ginn and Company, Henry Holt and D. C. Heath. French plays and poetry, recorded, are available from a great variety of sources including the major companies mentioned earlier, some of the less well-known companies and others including Period Music and the Spanish Music Center.

Teachers seeking stimulus for advanced language students as well as additional information for gifted students were referred to such producers as Wilmac and the many producers of self-study language courses including RCA Victor, Columbia, Decca, Cortina Academy, Berlitz, Lingua-phone, Funk and Wagnalls, Folkways and Educational Services.

There was plenty for the language people, and the English teachers were similarly delighted with what they found. One borrowed the NAEB *A Word in Your Ear* to present to his senior class. Another begged for *A Tale of Two Cities* (Decca DL 9059) because her class was just reading it. We, of course, were delighted to oblige, and let another teacher borrow *A Man Without A Country* (Decca DL 8020) for immediate presentation to her students.

The history and social studies teachers were delighted to find audio materials to aid them in their efforts to strengthen instruction in a variety of areas. Enrichment Materials, Folkways, Columbia, Coral and other labels were there for them to see and hear. There were three reactions, all positive. Teachers expressed their in-

terest by saying "I could use this next week," or "If we owned this record could use it right now," (they borrowed it for 'right now') and "I wish we had had this last week."

The music instruction people were looking for musical performance and found none. But they found excerpts galore in the recordings intended for music instruction and designed to introduce the instruments and the orchestra to students. They didn't know that so much was available. Particularly they liked recordings by Jam Handy (with filmstrips) and the Music Education Record Corporation.

As the day progressed considerable attention was given to the needs of the gifted students who had both the talent and the capacity to study alone. Much conversation was given over to talk about their interests and needs to opportunities available to them for particular enrichment through listening to recordings by Audio Education, Caedmon, Spoken Arts, Spoken Words, Folkways and other publishers. There were the students who could 'go it alone' if the material was available. And the teachers discovered that it was—on records—and could be made available for small group listening as well as for individual audit.

We could only stay the day and could not immediately assess results. We felt that enthusiasm had been generated. We did not anticipate the ultimate reaction. Our host, the school superintendent, wrote us some weeks later that it was all very fine "except for the fact that next year I will have to increase my audiovisual budget to include much more for recordings." He added that he considered this "an easily defensible budget item."

And once again the wealth of materials on records, the impact of hearing even a bit of it, had carried the day and won a new following.

## At the Teachers College

Our task at the college for teachers was double-barrelled. We not only had to discuss with the faculty audio contributions to college instruction but we had to demonstrate records for the undergraduates.

In order to satisfy the latter need we set up an audition room similar to that described for our visit with teachers. Because this college dealt with the preparation of elementary school teachers particularly, we carefully included in our traveling collection records from Stratco, Weston Woods, Bowmar, Young Peoples Records, the Childrens Record Guild, Audio Education and other producers already cited. This room was left in the charge

## Audio CARDALOG Record Reviews on Cards

Box 1771 — Albany 1, New York

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name .....

Organization or School .....

Address .....

City and State .....



of the students, and they conducted their own listening laboratory without supervision.

For our meeting with the faculty we had included some more adult recording by major and minor producers. In the meeting with the faculty we suggested a tri-faceted audio program involving the instructional use of recordings, experimental use of elementary recorded materials and a leisure listening program revolving around the college library.

We pointed to many recordings suitable to college instruction. Among these were *The Jeffersonian Heritage* (National Association of Educational Broadcasters), *The Ways of Mankind* (NAEB) and the NAEB's *People Under Communism*. We stressed the great variety of fine reading of prose and poetry as well as the gamut of literary and historical recordings available. We pointed out that such recordings can be effectively used in appropriate segments for group listening and in larger segments by individuals listening alone.

The materials on display in the improvised listening laboratory were mentioned and discussed in terms of sample lessons, examples of good procedures, demonstrations of performance and careful selection of material for the intended audience. Simplicity, so essential in the child's recording, was stressed.

In addition to a somewhat easy-going leisure listening program recommended for the library, which would include many of the discs already mentioned, Broadway shows, show tunes and selected popular and classical music, we pointed up a formal program which libraries could readily undertake. This would involve selected readings and performances spotlighting either the author or the performer.

Thus there could be special programs involving the works of Millay, Longfellow, Tennyson, Keats, Shelley, Shakespeare and many other writers. Indeed, we pointed out that programs could be evolved to deal with American writers, English writers, Romantics, Elizabethan writers and so forth. The variety is broad.

Then we added to this the importance of the artist. An evening of readings by Orson Welles, Boris Karloff, Siobhan McKenna, Walter Starkie, S. J. Perelman, Dr. Frank Baxter and many others. A broad program of audio appreciation involving the spoken word lies immediately within the grasp of every library and this was stressed both as an opportunity and as a responsibility.

And, as is inevitable, we anticipated and had the satisfaction of introducing

these aspects of education to undergraduates.

To these students approaching their responsibilities as teachers we could point out the advantages and disadvantages of tape and disc record players as well as of recorders. We discussed the typical uses they could make of these machines in instruction and in remedial work in speech, music and reading. We went on to point out the many applications of such equipment in speech and language arts instruction programs, in creative work, in physical education and in other aspects of the elementary school instructional program.

We challenged these new teachers to be their own best friends and most demanding critics. We suggested to them that they set a tape recorder in their classrooms and actually record a period of instruction directed by themselves so that each could hear himself and herself as a teacher and could then analyze and appraise individual strengths and weaknesses. This—self recording and self evaluation—may be one of the most neglected areas of teacher training.

One student teacher raised the interesting question of the function of the recording in tantalizing and developing imagination. This student pointed out that many books and all films and TV programs supply or attempt to supply the whole experience and do not give the viewer/reader an opportunity to participate except as a passive receiver of information.

The student went on to point out that many areas of communication are incomplete because this personalized

multiplicity of information and stimuli and individualized reaction is either non-existent or is stunted by the very thrust upon the student. He stressed that students can supply totally different, equally relevant, highly personal, imagined illustrations and in so doing they give the heard experience—the listening experience—a depth and breadth unattainable through other instructional devices.

We came away from these experiences happy that we had accepted the invitations. We came away hopeful that we had, in each case, been able to help. And finally we came away from the training college for teachers convinced that, amid the welter of claims and counterclaims, our young people have adopted most intelligent and questioning attitudes, particularly toward those who prophesy that mass education will undermine the proper relationship of the individual student and teacher in the learning process.

We came away convinced that these young people will carry forward the traditions and the attitude of progress and instructional improvement which has marked American education throughout its history. We are also convinced that they will not surrender their prerogatives as teachers to become monitors and minor mechanics to electronic instruments or teaching machines.

---

*Addresses of the record producers mentioned in this column may be secured by writing Educational Screen and AV Guide's Audio Editor, Max U. Bildersee, Box 1771, Albany 1, N. Y.*



At the 'record fair', with Audio Editor Bildersee in the dark jacket facing the camera.

(Photo courtesy Indiana State Teachers College)

# FILMSTRIPS

by Irene F. Cypher

Photographically speaking, it is possible today to provide such truly beautiful color or black and white pictures that it seems pathetic to us to offer anything but the very best for teachers and pupils to use in their classroom work. Children love color; they react to intriguing design and well organized composition and lay-out; they respond so spontaneously to sincere, honest story presentations.

The best proof of this is to observe the eyes of any group as they watch a film, filmstrip, slide or television presentation. Many projected pictures elicit a warm chuckle, a sparkle of the eyes, a slow gasp of appreciative understanding, and this is a wonderful phenomenon to see. It seems to us that no producer—professional or amateur—has a right to offer pictures that are trite, "wishy-washy" in tone qual-

ity or stodgy and dated. And no user of these same materials should select or accept ineffective visuals. The pictures we bring into our classrooms should truly be the means whereby we introduce pupils to trees, animals, buildings, people and anything else you care to name. Some of the newer materials that are coming to us are really excellent and that is why we take the liberty once again of including in this column a unit of slides (after all slides and filmstrips are closely related and should be used together more frequently).

*French Civilization as Reflected in the Arts* (a series of 30 slide lectures, with narrative tapes in French and English; produced by Cultural History Research, Inc., Harrison I, N. Y.; units of 50 slides, \$48.75, with tape in either language \$8.00; price selections listed in folder.) Both subject content and photographic quality of these slides is superb. It is a long time since we have seen slides of such beauty and excellence and it is a pleasure to recommend really good materials. The units provide, as the producers say, "an integrated approach to the cultural life of France" and this includes visual dealing with political, economic, social and art materials.

The tone quality and enunciation of the tapes is good in both the English and French versions. We could get excited over using these slides, for there is so much to see in them, and the photography is so good that you feel as though you were on the spot. To be recommended for art, social studies, cultural appreciation; certainly language classes will both enjoy and benefit from the comparison possible by using the tapes for study, and for conversation.

*American History Series, Set No. 3* (6 strips, color; produced by Young America Films, McGraw-Hill Co., Inc., 330 West 42 St., New York City 36; \$32.50 per set, \$6 single strips.) This unit carries us forward from the time of the post-Civil War and Reconstruction period to the end of the 19th century, when the United States becomes a world power. This is curriculum enrichment material, and suggestions are made for the use of many types of materials and projects in con-

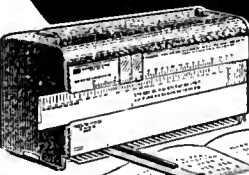
nection with use of the filmstrips. Basic vocabulary sections highlight names and terms to be studied and considered, and the content is specifically appropriate for grades 7 to 12.

*The Cowboy: Rodeo and Ranch* (single strip, color; produced by Vista Films, P.O. Box 2406, Sepulveda, Calif.; \$5.) This title alone is enough to intrigue boys and girls, but the picture content, too, is intriguing. We are taken to see the way cowboys work a the ranch to prepare for a rodeo and then to see the rodeo itself, with its program of special events and activities. Visual presentations of the branding and roping are interesting, and the picture sequences clearly illustrate how the cowboy handles himself and the animals. The strip has considerable interest potential for pupils and is good factual resource material for study of western life.

*Founders of America* 6 strips, black and white; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Illinois; \$18 per set, \$3 single strips.) To understand much of the development of the United States one must know the men who helped to found the nation. In this pictorial biography series we are introduced to Washington, Hamilton, Franklin, Marshall, Williams and Jefferson. The story treatment deals with the periods during which the men were active in the military and political affairs of the country and they are shown in relation to the events of the period in which they lived. Useful for any consideration of personalities and episodes in the American Revolution. The picture-story content can be adapted to classroom discussion and follows standard curriculum unit outlines.

*How We Get Our Homes* (4 strips, color; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$16.25 per set, \$5 single strips.) Home is a very important place to all of us, and we know that a good home is the work of many people. In this series, our attention is focused on how a home is planned, constructed and made ready for its occupants. Particular attention is given to the things a family looks for when they choose a home, in terms of building site, neighbors and community facilities. The material is listed as related to social studies units; we also think it is to be recommended for language arts work, for pupils love to talk about things close to them, and a home is certainly closely related to a major portion of their interests and activities. The material is also good for study of community workers, for it

NOW IN THOUSANDS OF CLASSROOMS!



**BEST . . .**  
because it has passed the classroom test

AT A  
COST AS LOW  
AS **37c**  
PER PUPIL\*

AVR  
RATEOMETER

**Tops the list of America's Reading Learning Aids because of its proven performance**

**IT'S VERSATILE . . .** fits into any reading improvement program.

**IT'S ACCURATE . . .** Lifetime electric motor provides clock accuracy, trouble-free service.

**STUDENT CENTERED . . .** requires minimum assistance. Students master its use in minutes.

**EASY ON BUDGET\* . . .** Actual classroom experience over a 5-year period shows that costs run as low as 37c per pupil.

**Teachers say:** "Pupils love working with them" . . . "best of its type" . . . "more convenient" . . . "so quiet" . . . "flexible and adaptable" . . . "rate increase 70 to 300%."

Save Now! Buy at 1953 prices through April 30, 1960.

Satisfaction guaranteed or money refunded  
Send orders to

AUDIO VISUAL RESEARCH

Dept. U04    523 S. Plymouth Ct., Chicago 5  
FACTORY: Box 71, Waseca, Minnesota

SIMPLE | EFFECTIVE | DURABLE!

clearly illustrates the importance of builders, bricklayers, electricians, carpenters and plumbers. Good for the primary grades.

*Number Experiences* (6 strips, color; produced by Curriculum Materials Corp., 10031 Commerce Ave., Tujunga, Calif.; \$3.95 each strip.) Number work includes many things, from learning to use numbers and build number sequences to telling time and using money. The practical application of numbers is important and this material is designed to give the viewer opportunity to apply what he has learned about them. The presentations are developed in terms of the learning needs of grades 1 to 3. Every opportunity is provided to encourage discussion about numbers. Objects and symbols are shown in number groupings while coins and clocks emphasize the practical value of knowing how to use numbers. The viewer should be able to spend some interesting moments with this material.

*The Polar Bear* (single strip, color; produced by National Film Board of Canada and available from Stanley Bowmar Co., Valhalla, N. Y.; \$5.) Anyone who has ever visited a zoo knows how popular the polar bear is to young visitors. This strip takes us to see this great Arctic animal in its native home. We watch a mother bear help the cubs as they learn to swim and we see how polar bears find their food. Sequences give us an excellent picture of the islands and ice packs of the Arctic regions and we also see why the polar bear is important to the Eskimo. The visuals are clear and interesting, with a high degree of picture appeal for pupils of all ages.

*Use Your Library* (single strip, black and white; produced by American Library Association, 50 E. Huron St., Chicago 11, Ill.; \$6.) Intended for junior and senior high school students, this strip gives a lengthy explanation of how to use library resources to find the books, pamphlets and magazines you are seeking. There is a subtitle to the filmstrip as follows: "For Better Grades and Fun Too!" This part of the strip will need strengthening on the part of the discussion leader, for it is not made too clear that books do have a great potential for such goals. The strip is divided into sections, and is adapted for use when library facilities are explained to students and for discussion of how to use library files, card catalogs and information files.

*Communications to the Filmstrip department should be sent direct to the Filmstrip Editor: Irene Cypher, New York University, 26 Washington Square, New York 3, N. Y.*



## AO OPAQUE DELINEASCOPE

### LIGHTER AND BRIGHTER

AO's New High Speed Opaque Delineascope projects a brighter image than any other opaque projector. Improved, large-diameter, coated projection objective delivers a full 145 lumens to screen. You have clearer image definition in tone, contrast and detail... from edge to edge, from corner to corner of the screen. And, it's lighter than ever...only 29 lbs.

### RIGHT SIDE CONVENIENCE

New, modern styling and design places all adjustments on the right side of the instrument...where they belong. You operate switch, focus knob, optical pointer and handy roll feed...quickly and easily. Extra deep copy platform positions and locks instantly at any desired level...accommodates material up to 2½ inches thick. Every detail has been planned for your convenience.



### SERVICEABILITY

Large hinged access door makes it easy to replace bulb and clean reflecting mirrors. All-glass reflecting mirrors will not tarnish or deteriorate. AO's exclusive glass reflecting surfaces plus sturdy "unitized" construction assure projection precision that will withstand vigorous classroom use. You can be sure that your AO Opaque will still produce the brightest screen image, even after years of service.



American Optical  
Company

INSTRUMENT DIVISION, RUFFALO 15, NEW YORK

Dept. D241

- Please send full information on AO's New Opaque Delineascope by return mail.
- Please have my AO Sales Representative set up a demonstration.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

IN CANADA write—American Optical Company Canada Ltd., Box 40, Terminal A., Toronto, Ont.

# A-V

## In the Church Field

by William S. Hockman

### Youth Workers AV Kit

How can I keep to one page all the nice things I would like to say about the content and format of those six-color filmstrips which the Broadcasting and Film Commission, 475 Riverside Drive, N. Y. 27, has just produced and released under the title "Youth Workers Audio-Visual Kit"?

First, the content is fine all the way; being the distilled wisdom and insight of the practitioners and researchers in the leadership of church youth. Mighty few flies in this ointment, if any! Here is guidance, enrichment, inspiration and motivation for everyone from junior high teacher to senior pastor.

Art-wise, a bang up job. While the six are similar, each is different although the art for two is by the same person. Among styles there ought to be only preference, not judgment, and I must say that I liked best the art of John Hearn Bear in *Decision Saturday Night*. The best commentary job, I believe, among six good ones is that of Helen Kromer in *You For Youth*, although her work in *Double Identity* and *Decision Saturday* is very competent. Marjorie Thompson (art) and Frank Donovan team up to do a fine job in *Through Faith and Fellowship*, and Wilbur Sweny and Donovan do an equally satisfactory piece of work in *A Friend To Youth*. *That Youth May Know* (the ways youth learns) was a tough assignment for Donovan (script) and Harry Singleton (art) but they sail through it in fine shape.

Seeing all six titles at one sitting was a lot of filmstrips for me and Mrs. Hockman, my faithful helper and wise advisor, but there was so much variety of treatment of content and format in the communicative art that we found it no trouble at all to keep going. Get a folder on this kit from the BFC. It is tops. It even follows the proposed new standards for filmstrip specifications, and how nice it is to handle these well-marked materials. Out of three decades of intimate work with church youth, and out of a familiarity with most of the visual material in the church field, and despite



"You for Youth"



"A Friend to Youth"

a definite tendency to be hard to please, I can write, "Highly recommended" for this fine and useful kit. Complete from BFC for only \$69.50.

### Filmstrip Reviews and Notes

Family Filmstrips, Inc., has produced a good and useful quartet of filmstrips under the title "Young Teens and Dating." The target audience is the junior hi bracket, their parents and, with care, boys and girls on the threshold of the teens.

*First Dates* gives useful guidance for those just starting out on the 'friendship adventure', and does so in a manner that teenagers will accept and respect. The same for *Whom Do I Date?* It gives sensible criteria for choosing persons whom it will be fun to be with. *Is It Love* helps boys and girls understand the nature of mutual attraction and the qualities of real love and friendship. *How To Act On*

*A Date* tells how to get ready, what to do, what to talk about, and how to maintain good standards of conduct. Each filmstrip has forty-odd frames of pleasantly stylized cartoon drawings and LP recorded commentaries. Highly recommended. Good buy for church's AV library at \$25.00 for the kit of four complete.

*Devotional Filmstrip Number One* is Cathedral Films' first venture in providing visual and recorded resources for devotional and worship use. The producer warns us that it is not designed or intended to supplant materials in some other format but rather to assist the person with a sanctified and creative imagination and enrich worship and devotional programs and services. Part I, *Passages From The Old Testament*, is illustrated by pictures of the Prophet Isaiah; Part II, *Selections From the Psalms*, is supplemented by fine color photographs of the Grand Canyon country; Part III, *Passages From The New Testament* are enriched by scenes in the life of Jesus. On side two of the disc we are given seven familiar anthems and hymns as sung by the Whittenberg University Choir. The recording is technically excellent and the pictures good, giving us a fine audiovisual resource. Complete with record, \$9.00. From your dealer or Cathedral Films, 2921 Alameda Ave., Burbank, Calif.

With the production of a 48-frame, full color art filmstrip with LP recorded commentary, *The Living Tree*, World Wide Pictures, Box 1055, Sherman Oaks, Calif., enters the filmstrip field. (Welcome, and may future productions keep to the high standards set in your first!) The story of Winfried, Apostle to the Germans, is nicely visualized and told. The climax of the story deals with the Christmas Eve encounter of Winfried (also known as Boniface) with Hunrad, priest of the god Thor, beneath the great branches of the Thunder Oak. Here is a story for juniors and junior highs in church school, in summer camps, in vacation church schools, clubs of all kinds and fellowship meetings. Based as it is on Van Dyke's *The First Christmas Tree*, it is far from a seasonal filmstrip. It is highly recommended. From the producer, \$10.00 complete with disc and user's guide.

In a 76-frame full color stylized cartoon filmstrip, *Stewart The Steward and the Magic Offering Plate*, Stewart goes round the world—on his flying offering plate—with some friends to find out where the money goes that they give to the church. Here is a whimsical treatment of the stewardship theme which will interest and in-

orm primary and junior children. Excellent for vacation and week day schools also. Produced by and available from United Lutheran Church, 900 Queen Lane, Philadelphia 29, Pa., for \$9.00 complete.

I have seen no other filmstrip which deals with the tabernacle of the Old Testament as competently and attractively as one just produced and released by the AV department of the Union of American Hebrew Congregations (UAHC), 838 Fifth Ave., N. Y. 21—*The Tabernacle As Described In The Bible*. The first ten frames sets the context and the next 16 give us, in fine photography by Dr. Nahum T. Gidal, views of the superb model tabernacle created by Rev. L. Schouten, a Protestant minister of Utrecht, The Netherlands, about 100 years ago. As the camera moves over this splendid model, we learn about the worship and sacrifices that took place in this ancestor of the Great Temple. Highly recommended for synagogue and church schools. Price \$7.50 from UAHC.

In the first frame of a remarkably beautiful filmstrip, *Yochanan Ben Zakai: Teacher of Peace*, we see the great and aged Hillel choose Zakkai to be the spiritual leader of the Jewish people and hand to him the scroll of the Torah. In the next 35 lovely color pictures we are told the story of this great leader of the Jews in the days of the Roman occupation and conquest of Jerusalem and how he struggled to establish an Academy of Jewish Learning to perpetuate Judaism when it was threatened by Roman annihilation.

William Steinfel's art is pleasing and effective, and the commentary of Rabbi Ely E. Pilchik concise and interesting. The guide for the user is made more useful by the inclusion of b&w reproductions of the frames of the filmstrip. Since this deals with times, people, and events little known at the lay level in most churches, this filmstrip is highly recommended for use with young people and adults in their various study and fellowship groups. Certainly all Jewish educators will keenly appreciate the excellence and utility of this fine production. Complete, from UAHC \$7.50.

Jerry, eighth grader, had an assignment to report on what makes our family Christian? He began to look around. He was confused by what he saw. Boy, what a family! It comes together for meals (mostly) and goes to church together (just about all the time) but how it flies apart after supper! Yet, they do have something. What is it. Jerry tries to figure it out. So will you as you see this 85-frame

stylized cartoon color filmstrip unroll before your eyes.

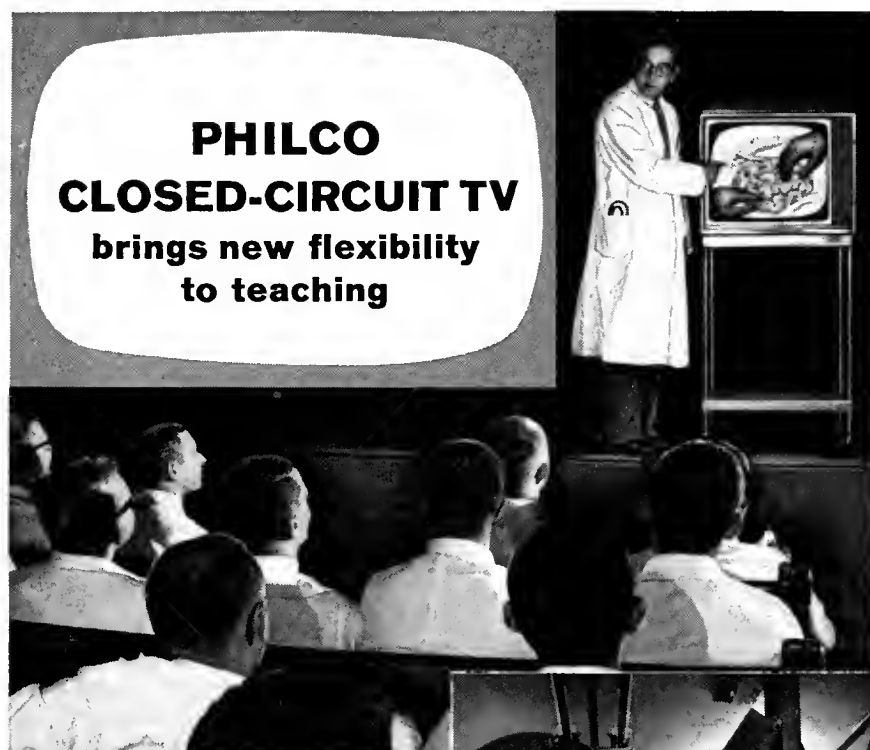

Oh yes, the title is *Playing It Square In The Family*, and it was produced by Christian Education Press, 1505 Race Street, Philadelphia 2, Pa., and comes complete for (I assume) \$7.50. Useful with all sorts of groups, children, youth and adults, and in many contexts.

*Communications to the Church department should be sent direct to the church editor: William S. Hockman, 12 June Drive, Glens Falls, N. Y.*

Beloved  
**WALT DISNEY**  
© WALT DISNEY PRODUCTIONS  
 characters in new  
**Sound Filmstrips**  
 Study guides show religious teaching applications. Send for FREE master study guide  
 now in **Cathedral Filmstrips**  
 Dept. 27 2921 West Alameda Ave., Burbank, Calif.



**PHILCO**  
**CLOSED-CIRCUIT TV**  
 brings new flexibility  
 to teaching

Philco, pioneer in fully-transistorized closed-circuit television, offers completely integrated instructional TV systems for schools and hospitals. Philco systems provide the ultimate in flexibility, incorporating any number of cameras, monitors, receivers and amplifiers, interconnected through a central console or a "patch panel" . . . with provisions for two-way conversations. Philco equipment is reliable, easy to operate and low in cost. Philco will help you design a system to meet your requirements. Write for information and your Philco Closed-Circuit TV Planning Guide.

**Government & Industrial Group**  
 4700 Wissahickon Ave., Phila. 44, Pa.  
 In Canada: Philco Corp. of Canada, Ltd., Don Mills, Ont.

**PHILCO**<sup>®</sup>  
*Famous for Quality the World Over*

**The World's First Integrated Hospital Closed-Circuit TV System** was recently installed by Philco at St. Christopher's Hospital for Children, Philadelphia. It links the main operating room, lecture halls, auditorium, pediatric treatment rooms, psychologic observation rooms and the radiology department. Folder describing this system will be sent upon request.

# FILM EVALUATIONS

by L. C. Larsen and Carolyn Guss

## What's Inside the Earth?

(*Film Associates of California, 11014 Santa Monica Blvd., Los Angeles 25, Calif.*) Produced by Film Associates, 13 minutes, 16mm, sound, color or black and white, 1959. \$135 or \$70. Teacher's guide available.

### Description

*What's Inside the Earth* is a resume of the methods whereby man has acquired a knowledge of the structure and composition of the interior of the earth. Both animation and live action photography are used to help explain the concepts presented.

The film opens with a question concerning what might be found if one were able to drill a hole through the earth to China. Since such a hole is impossible, the narrator suggests a study of some holes which have been made to see whether anything can be learned from them regarding the interior of the earth.

Digging a hole with a hand shovel is first shown, so that the top soil and a bit of the subsoil can be seen. However only a very shallow hole can be dug with a hand shovel. To look into a deeper hole, the film pictures a site where a mechanical shovel is digging a ditch for a water pipe. Here the hole is several feet deep, the top soil, subsoil and a layer of decayed rock are clearly evident.

"What," asks the narrator, "goes deeper?" The next sequence shows a water well on a farm with a windmill pumping water. The layers of earth and rock, through which the well passes, are shown by animation. In this sequence it is established that there are layers of hard rock called strata underlying the layer of decayed rock which was previously shown. The well penetrates many layers of the hard rock to reach the water table.

The well, however, is less than 100 feet deep. To learn more about the earth a deeper hole must be examined so a mine shaft is visited next. Here a lift is seen descending into the mine shaft. Again animation is used to show the many layers of rock which are penetrated by the mine shaft in order to reach the layer of coal. The narrator explains that it is very warm at the bottom of deep mines because of the

temperature increase of several degrees per thousand feet as one penetrates deeper and deeper into the earth. At this point the film presents several scenes showing coal mining operations. It is pointed out that the deepest that man has penetrated the earth is to the bottom of our deepest mine shafts, a few hundred feet deep.

Although man has not been deeper than mines, he has sent tools down much deeper, as the next sequence shows. The drilling platform of an oil well is next shown. Animation is used to picture the underlying strata through which the well passes to reach the oil bearing formation which may be as much as 20,000 feet beneath the surface of the earth. From the materials taken from such oil wells, man has learned much about the earth's structure.

Nature has, in effect, made available much deeper holes for study: volcanos. Animation is used to show the hot, molten rock more than 200 miles below the surface which is the source of hot lava. The probable cause of volcanos is explained and pictures of the hot, molten lava pouring from the volcano are shown.

Still another way that man has explored the depths of the earth is by study of seismograph records. The film shows a seismograph as it records an earthquake shock. The narrator explains briefly how scientists are able to determine, from the shock waves, the structure and probable composition of the interior of the earth. The cause of earthquakes is shown and the resulting shock waves traced as they radiate out to be picked up by seismographs over the earth.

Animation is used in the next scenes to show the crust, mantle, and core of the earth as determined by seismological investigations. The structure and composition of the crust is explained as it is shown by diagram. Next, the mantle is described in detail and its structure, composition and temperature are indicated. The core is indicated as consisting of two distinct layers. Each of these is discussed briefly, and the narrator alludes to the methods of determining the composition and structure of the core.

The film then reviews the various ways by which man has been able to

increase his knowledge of the earth. It is emphasized, however, that exploration of the structure of the earth has barely begun. The film ends as the narrator suggests that many of the boys and girls seeing the film may some day contribute to our knowledge of what's inside the earth.

### Appraisal

The preview committee rated this film as above average. The photography, animation and diagrams are of superior quality. The vocabulary and visuals are of such a level and so clearly presented that elementary children should fully comprehend a large portion of the content. Some of the concepts alluded to, however suggest areas of further study even for the high school student. The upper elementary and junior high general or earth science classes will derive the greatest benefit from the film. The teacher will find it extremely helpful in explaining concepts relating to the structure of the earth, faulting, earthquakes and volcanos.

—Donald Nicholas

## Wilderness Alps of Stehekin

(*Sierra Club, 1050 Mills Tower, San Francisco 4, Calif.*) 29 minutes, 16mm, sound, color, no date. \$175.

### Description

With spectacular alpine vistas and warm glimpses of human interest close-ups found only in unspoiled natural settings, plus organ and choral music, *Wilderness Alps of Stehekin* makes a plea for leaving some of our natural scenic heritage untouched by human influences. The narrator is a father taking his two pre-teen sons on a trip of discovery through the Stehekin range of the Cascade mountains in northwestern Washington.

Reviewing those portions of our natural heritage already preserved, the film visits Mount Rainier, the rain forest of the Olympic Mountains, Yosemite, the Grand Canyon, Dinosaur Echo Park, and Monument Valley. While tracing the history and need for wilderness preservation, the theme mentioned in the opening scenes is

being continually reinforced:

*"The wild shining sea shaping the earth through the ages, never the same, yet not to be changed by man, who long ago learned to accept it for what it is—even as we now are learning not to change some of the wild land, but to keep it natural, to seek from it answers to questions we may yet learn to ask."*

After pointing out some of the scars left on the fringes of the Stehekin area by man's past exploitation, the boys and their father begin the boat trip up Lake Chelan on the excursion boat "Lady of the Lake" passing 1,500 foot cliffs and mountains over 9,000 feet high on their way to Stehekin Landing. From this point easy trails lead to many scenic points; the landing is also the lower end of a primitive road that connects with no highways, on which its few cars "know each other by their first names."

At the road's end the boys and their father meet Chuck and Mariam Hesse who have lived in, explored and photographed this country. Among the scenes they have witnessed is the cloud cap on Glacier Peak, the lenticular cloud that through time-lapse photography is seen to spin about the top of the mountain as the wind blows through it and creates the illusion of a giant top whirling on a pedestal. Mountain goats, ptarmigans and the cycle of the seasons have all been photographed by the Hesseys.

Again the boys resume their hike through the mountains. Caught in a sudden mountain shower they walk through a sheltered valley, and the father re-discovers what the boys already know ". . . that the rains bring out new patterns and freshness," and he observes that while they got wet, "We never came back wishing we hadn't gone out, and . . . feeling only half alive . . . the boys knew it all the time, that epidermis is waterproof! . . . that strange tingling! . . . that was my circulation circulating. I had almost forgotten the feeling."

In closing, the plea is made again for keeping unspoiled the areas where our children and theirs can rediscover the wilderness "that the ages have made perfect."

**Appraisal**

*Wilderness Alps of Stehekin* is a beautiful and moving filmic essay on the aesthetic values that are found in unspoiled nature. The plea for preservation of the few remaining such places is forcefully delivered. There is an unmistakable identification available to most audiences either in the three children, the fathers or those on the Sierra Club hike.

The original organ music by Clair Leonard used during the opening views of scenic grandeur and the children's choir backgrounding the hiking sequences with such tunes as the "Happy Wanderer" reinforced the intended mood.

The only objection raised by the committee was directed at the heavy emphasis on the need for preservation of wilderness at the film's beginning. The message at the end was felt to come across more effectively since the viewers have then traveled through mountains and meadows and have observed unspoiled nature. Then, with this filmed experience as a background, the need for action in preservation becomes apparent.

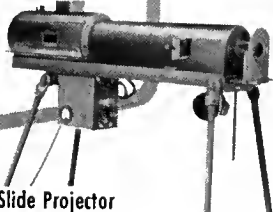
Scouting groups, conservation and other outdoor clubs would find this film a stimulating experience. Junior and senior high school classes and adult groups studying conservation and recreation problems might use this film either to develop an appreciation of untouched nature or to serve as a stimulus to a study and discussion of the problems entailed in the establishment of primitive recreational areas.

—Richard Gilkey

*Communications to the Film Evaluation department should be sent to Audio-Visual Center, Indiana University, Bloomington, Ind.*

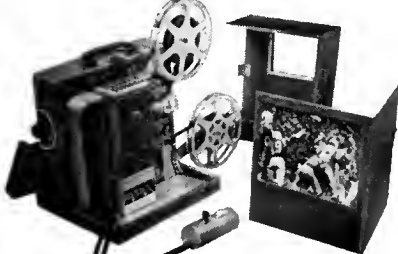


**Our professional Know-how helps solve your AUDIO-VISUAL Problems.**



**Strong Arc Slide Projector**

Projects 2" x 2" and 3½" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.



**Weinberg Watson Analyst Projector**

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

**SALES • SERVICE • RENTALS**

**Camera Equipment Co., Inc.**

Dept. E88, 315 West 43rd St., New York 36, N. Y. • JUdson 6-1420

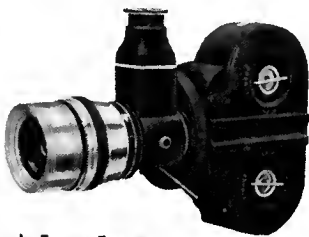
Gentlemen: Please rush me FREE literature on CECO Products for Audia-Visual use:

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**Why is CECO the Audio Visual Equipment Center?**

Because CECO spans the entire complex field. We sell and service every professional type equipment on the market—cameras, projectors, screens, slide projectors, animation equipment, sound recorders, timers, tripods, etc.

More important, we provide solutions to problems, no matter how intricate. We charge for the products. We make no charge for our experience. That's why most AV experts come to CECO.



**Single Frame Eyemo**

35mm slide film camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—Trademark of Camera Equipment Company

*"Ecoutez!"*

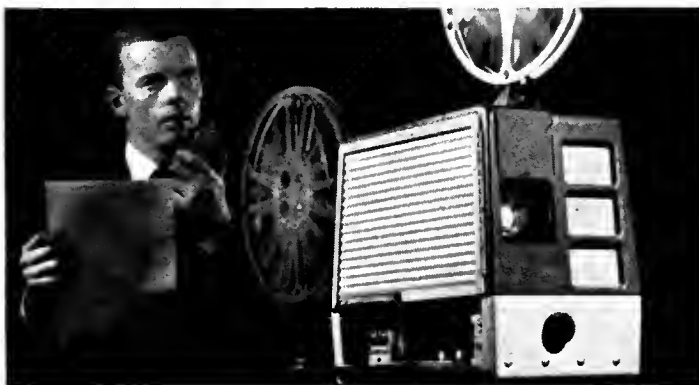
*"Répondez!"*



## Now—Question and Answer language teaching with new Bell & Howell 2-channel recorder!

This new language recorder enables a teacher to record translation "questions" on one channel of the tape. The student listens, and records his "answers" on the second channel. When the lesson is completed, the teacher and student can listen to both channels simultaneously for critical comparison. Student can re-record as often as necessary to master the lesson. Tape can be re-used

indefinitely by any number of students. Accidental erasure of "question" channel is prevented by concealed switch. This recorder is the basic unit for any language lab. It serves equally well for speech, drama and music instruction. Compact, portable design, traditional quality. Mail coupon today for more complete information.



### **DOUBLE** the value of Language-Teaching Films!

This Bell & Howell movie projector lets you put a sound track on any 16mm film, sound or silent! Show a foreign language film, then show it again with English translation. Add foreign language commentary to silent films. The Filmosound 302 Magnetic Recording Projector lets you back up, erase, re-record as often as you like. Famous Bell & Howell quality assures finest performance in all 16mm projector uses.

FINER PRODUCTS THROUGH IMAGINATION

**Bell & Howell**

Qualifies for purchase under Public Law 864 (National Defense Education Act).

Bell & Howell,  
7117 McCormick Road, Chicago 45, Ill.  
Gentlemen: Please send me information on the new 786-AV-1 Specialist Tape Recorder, and the Filmosound 302, and a copy of "Teaching and Training with Motion Pictures."

NAME .....

ADDRESS .....

CITY & STATE .....

ORGANIZATION .....

I would like a complete classroom demonstration at no cost or obligation.



# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Sources, page 206. For more information about any of the materials announced here, use the enclosed reader service postcard.

## NEW MATERIALS

### KEY TO ABBREVIATIONS

- p**—motion picture
- f**—filmstrip
- s**—slide
- r**—recording
- P**—33-1/3 r.p.m. microgroove record
- m**—minutes (running time)
- f**—frames (filmstrip pictures)
- silent
- sound
- r**—rent
- bw**—black & white
- cl**—color
- pr**—Primary
- it**—Intermediate
- JH**—Junior High
- SH**—Senior High
- C**—College
- A**—Adult

—reviewed in AUDIO CARDALOG

### AGRICULTURE

Wheat Rust mp EBF 15min col \$150

b&w \$75. Parasitic fungus that must live on two host plants. Applicable to biology as well as agricultural study. SH-C-A

For more information circle No. 101 on return postal card.

The World at Your Feet mp IFB 22min col \$195 b&w \$100 r\$8.50. The soil shown as a thriving community of plant and animal life; interrelationships; conservation. NFBC production. SH C A

For more information circle No. 102 on return postal card.

### BUSINESS EDUCATION Industry Training

Pattern for Instruction mp ROUND-TABLE 21min col \$240 b&w \$140 r\$25 wk (b&w only). A group of training supervisors are brought to realize that job instruction training is kin to football coaching in 4-step procedure—Prepare, Present, Try-out Practice, Follow-up. C A TT

For more information circle No. 103 on return postal card.

Secretarial Training 6sfs MH 3LP.

### DON'T WAIT - - - VACUUMATE!

TO PROLONG  
THE LIFE OF  
YOUR  
MOVIE FILM

Coronet  
National Film  
Board of Canada  
S. V. E.  
McGraw-Hill  
Young America

All give - - - at no extra cost to you  
The Famous

# VACUUMATE

### FILM PROTECTIVE PROCESS

The  
SUPER VAP O RATE  
PROTECTS AGAINST Scratches, Finger-  
marks, Oil, Water and Climatic Changes  
ONE TREATMENT LASTS  
THE LIFE OF THE FILM

Brittle Film Rejuvenated  
Look for Vacuumate on the Leader!  
The Vacuumate Process Is Available to  
You in Key Cities Throughout the U.S.

Write for Information Now  
Vacuumate Corp., 446 W. 43rd St., N. Y.

*the first in a dramatic new  
series on the world's religions!*

## THE CRESCENT and the CROSS

A Film on the Religion of ISLAM

An unusually objective treatment of Islam filmed with the cooperation of Middle East Governments and the authoritative counsel of J. Christy Wilson, Dean of Field Service, Princeton Theological Seminary. Against a backdrop of ancient religions in the land of the Pharaohs two young Americans learn about Islam which burst from its desert birthplace to spread like wildfire thru Africa, Asia and Europe. Actual on-location scenes, *filmed in the heart of today's Middle-East*, presents with pictorial eloquence history, travel and religion.

*Filmed in the Middle East in Exotic color*

16 mm sound - 32 minutes  
Full color . . . . . \$280.00  
B & W . . . . . \$140.00



Write today for preview print

**FILM PRODUCTIONS, INC.**

(distribution office)

1821 University Ave. • St. Poul 4, Minn.



# TRADE DIRECTORY FOR THE AUDIO-VISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicalor" dealer

## FILMS

**Association Films, Inc.** (PD)  
Headquarters:  
347 Madison Ave., N. Y. 17, N. Y.  
Regional Libraries:  
Broad at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Bailey Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Ideal Pictures, Inc.** (D)

### Home Office:

58 E. South Water St., Chicago 1, Ill.

### Branch Exchanges:

1840 Alcatraz Ave., Berkeley 3, Cal.

2408 W. Seventh St., Los Angeles 57, Cal.

714 — 18th Street, Denver 2, Colo.

1331 N. Miami, Miami 32, Fla.

55 NE 13th St., Miami 32, Fla.

52 Auburn Ave., N.E. Atlanta 3, Ga.

58 E. South Water St., Chicago 1, Ill.

614 — 616 So. 5th St., Louisville 2, Ky.

1303 Prytania Street, New Orleans 13, La.

102 W. 25th St., Baltimore 18, Md.

40 Melrose St., Boston 16, Mass.

15924 Grand River Ave., Detroit 27, Mich.

1915 Chicago Ave., Minneapolis 4, Minn.

3400 Nicollet Ave., Minneapolis 8, Minn.

1402 Locust St., Kansas City 6, Mo.

3743 Gravais, St. Louis 16, Mo.

6509 N. 32nd St., Omaha 11, Neb.

1558 Main St., Buffalo 9, N. Y.

233-9 W. 42nd St., New York 36, N. Y.

1810 E. 12th St., Cleveland 14, Ohio

2110 Payne Ave., Cleveland 14, Ohio.

West Penn Bldg., Suite No. 204, 14 Wood St. Pittsburgh 22, Pa.

1201 S.W. Morrison, Portland 5, Ore.

18 So. Third St., Memphis 3, Tenn.

1205 Commerce St., Dallas, Tex.

54 Orpheum Ave., Salt Lake City, Utah

219 E. Main St., Richmond 19, Va.

1370 S. Beretania St., Honolulu, T.H.

**International Film Bureau** (PD)  
57 E. Jackson Blvd., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Bayshore Dr., Miami, Fla.

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE**, 2000 Lincoln Park West Bldg., Chicago 14, Ill.

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversy Parkway, Chicago 13

**Teaching Aids Service, Inc.** (PD)  
Lawell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**DuKane Corporation** (M)  
St. Charles, Illinois

**Viewlex, Incorporated** (M)  
35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 (FS) Haddon Rd., Woodmere, L.I., N.Y.  
All sizes—immediate delivery

## GLOBES — Geographical

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byron, Inc.**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

**Geo. W. Colburn, Inc.**  
164 N. Wacker Drive, Chicago 6, Ill.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Victor Division, Kelart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co.** (MD)  
315 W. 43rd St., New York 36, N. Y.

**S.O.S. Cinema Supply Corp.** (MD)  
602 W. 52nd St., New York 19, N. Y.  
6331 Hollywood Blvd., Hollywood 28, Cal.

## READING IMPROVEMENT

**Psychotechnics, Inc.**  
105 W. Adams St., Chicago 3, Ill.  
Mfrs. of SHADOWSCOPE Reading Pacer

## RECORDS

**Children's Music Center**  
2858 W. Pica Blvd., Los Angeles 6, Calif.  
(send for free catalogs)

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Music Education Record Corp.** (P)  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra)

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## SCREENS

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Morton Grove, Ill.

## SLIDES

Key: Kodachrome 2 x 2. 3/4 x 4/4 or larger

**Keystone View Co.** (PD-4)  
Meadville, Pa.

**Meston's Travels, Inc.** (PD-2)  
3801 North Piedras, El Paso, Texas

**Walt Sterling Color Slides** (PD-2)  
224 (ES) Haddon Rd., Woodmere, L.I., N. Y.  
4,000 slides of teacher world travels

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## Local AV Dealers

**Illinois**  
**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

**New Jersey**  
**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark,  
N. J.

**Ohio**  
**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Massillon,  
Ohio

Skills and planning. SH C Evaluated ESAVG 12/59.

**CINEMA ARTS  
AND COMMUNICATION ARTS**

**The Seventh Seal** mp CONTEMPORARY 96min b&w apply. Ingmar Bergman's tale of medieval plague. C A

For more information circle No. 104 on return postal card.

**Song of the Prairie** mp REMBRANDT 19min col \$175 r\$10, b&w \$75 r\$5. Jiri Trnka satire on stereotyped Hollywood musical western; award-winning puppetry. Pri-A

For more information circle No. 105 on return postal card.

**Time Lapse Photography** mp IFB col \$100 r\$5. John Nash Ott, Jr. demonstrates his techniques. Also, same field, **Glory of Spring** showing results obtained by Ott. In same series: **Miracle of the Trees and Plant Oddities**. Pri Int A

For more information circle No. 106 on return postal card.

**EDUCATION**

**The Stanford-Binet Test** mp MH 17min col. Administration, scoring, limitations as test of mental aptitude. TT

For more information circle No. 107 on return postal card.

**Teaching Arithmetic** sfs col WEDBERG 10fs 6 LP 12" \$65. Six lessons for grades K through 2; six concept treatments for grades 3 & 4. Produced for teacher training by the Los Angeles city schools' A-V center. TT

For more information circle No. 108 on return postal card.

**Teaching Language Skills** sfs col WEDBERG 8fs 6 LP 12" set \$52. Produced for teacher training by Los Angeles city schools' A-V center. Oral language, spelling, written expression, improvement and maintenance of language skills; grades K through 6. TT

For more information circle No. 109 on return postal card.

**Teaching Science** sfs col WEDBERG 4fs 2 LP 12" \$26. Produced for teacher training by Los Angeles city schools A-V center. Titles: **Young Children Explore the World of Science I & II**; **Together We Learn About Sound** (Grades 3 & 4); **Guiding Children Through a Science Lesson** (Grades 5 & 6). TT

For more information circle No. 110 on return postal card.

**GUIDANCE: Personal**

**Beginnings of Conscience** mp MH 16min b&w. Life situations used to illustrate conscience development. C TA A

For more information circle No. 111 on return postal card.

**So You're a Young Adult** 6fs CREATIVE col approx 50fr ea apply. Titles: **Being a Good Baby Sitter**; **Being a Young Lady**; **Family Citizenship**; **Being a Good Hostess**; **Being a Good Guest**; **Beginning Dating**. SH

For more information circle No. 112 on return postal card.

**SCIENCE FILMSTRIPS**  
SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
**BIOLOGY** **ATOMIC ENERGY**  
**PHYSICS** **GENERAL SCIENCE**  
**CHEMISTRY** **MICROBIOLOGY**  
**BIKE SAFETY** **BUS SAFETY**  
NEW—Elementary Science Series in  
Brilliant Spectrocolor  
**VISUAL SCIENCES**  
Box 599E Suffern, New York

For Teachers of  
SOCIAL STUDIES,  
GEOGRAPHY,  
SCIENCES, HISTORY  
and others  
**FILMS FROM AUSTRALIA**  
FOR RENTAL OR PURCHASE  
A wide choice of sound films in color and black & white, about the fascinating land "Down Under." Free illustrated catalog  
**AUSTRALIAN NEWS & INFORMATION BUREAU**  
630 Fifth Ave., Suite 414 • New York 20, N. Y.  
Illustrated pamphlets and brochures also available



**premium**

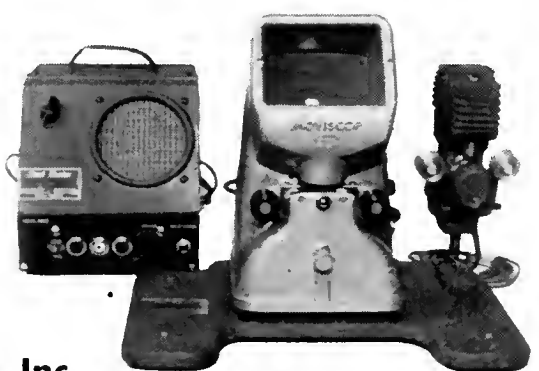
A new recording tape bursts upon the audio scene. The name—Triton. The quality—ne plus ultra. The price—a bit higher than others, but well worth it. Yes, in recording tape, too, quality always costs a little more. Your evaluation will be the proof. And Triton's unprecedented satisfaction guarantee is your assurance of premium quality.



**TRITON TAPE COMPANY, WOODSIDE 77, N. Y.**  
For complete information write:  
**BRAND PRODUCTS INC.**  
256 East 49th Street  
New York 17, N. Y.  
National Marketing Organization for Triton

**CAMART DUAL  
SOUND EDITOR  
Model SB-111**

Complete with optical sound reproduction head for choice of magnetic soundhead! base plate, amplifier-speaker. For single or double system sound. An unbeatable combination with Zeiss Moviscop 16mm precision viewer, sharp brilliant 2 1/4 x 3 1/4 picture.



**The Camera Mart, Inc.**  
1845 Broadway, New York 23, N. Y.  
Plaza 7-6977

**Zeiss Moviscop Viewer \$89.50**  
**Camart Dual Reader \$195.00**

## OUTSTANDING 16MM

### SCIENCE FILMS IN COLOR FOR ELEMENTARY AND HIGH SCHOOL GRADES

#### ANIMAL LIFE AT LOW TIDE

11 Min. \$110.00 Elem-Int-J.H.

#### AQUARIUM WONDERLAND

11 Min. \$110.00 Elem-Int-J.H.

#### COPPER MINING

14 Min. \$135.00 Elem-Int-J.H.

#### DAMS

14 Min. \$125.00 Int-JH-SH.

#### DRILLING FOR OIL

22 Min. \$200.00. Int-JH-SH.

#### EARTHWORMS

11 Min. \$110.00. Pri-Elem-JH-SH.

#### HAWAIIAN ISLANDS, THEIR ORIGIN AND NATURE TODAY

10 Min. \$100.00. Elem-Int-JH-SH.

#### HOW ELECTRICITY IS PRODUCED

11 Min. \$110.00. Elem-Int.

#### INSECT COLLECTING

14 Min. \$135.00 Elem-Int-JH-SH.

#### INSECT FOODS

14 Min. \$135.00. Int-JH-SH-Col.

#### LADYBIRD STORY, The

11 Min. \$110.00. Int-JH-SH-Col.

#### LITTLE ANIMALS

11 Min. \$110.00. K-Pri-Elem.

#### MICROSCOPIC WONDERS IN WATER

11 Min. \$110. Int-JH-SH.

#### TOADS

10 Min. \$100.00. Elem-Int-JH-SH.

#### WIND AT WORK

11 Min. \$110.00 Elem-Int.

#### WORKING WATER

14 Min. \$125.00. Elem-Int-JH.

—SALE ONLY—

Write for descriptive catalog,  
Study Guides and Previews to

## PAT DOWLING PICTURES

1056 S. Robertson Blvd.  
Los Angeles 35, Calif.

Rentals available from many University,  
State, Regional and Public Libraries.

### HEALTH—SAFETY

**Bike Behavior** sfs CATHEDRAL b&w  
78rpm 12min \$7.50. Cartoon treatment  
of carelessness and its harmful re-  
sults. E1-SH

For more information circle  
No. 113 on return postal card.

**Billy Meets Tommy Tooth** fs SVE col  
captioned Service Charge \$1. Diet,  
cleansing teeth, dental care. Spon-  
sored by American Apple Institute. Pri

For more information circle  
No. 114 on return postal card.

**Dollars for Health** fs INSTLIFE col \$3  
loan. Effects of ill health on the fami-  
lies of three high school students.  
Others in this Dollars Series: **Direct-  
ing Your Dollars** (money manage-  
ment); **Dollars for Security** (three  
teen-agers learn how life insurance  
affects their families). SH A

For more information circle  
No. 115 on return postal card.

#### MICROBIOLOGY

Source Data Information on all phenomena.  
Mature single-purpose films presenting the  
most significant microbiological phenomena  
disclosed in living organisms by the Nobel  
winning Phase-Contrast method.

Write for descriptive folders

**ARTHUR T. BRICE**

Phase Films Sonoma, California

## WHEELIT IS ALWAYS READY!



—ready to use  
—ready to move  
ANYWHERE!

Saves time and effort in transport-  
ing projectors, amplifiers, tape re-  
corders and other heavy equipment  
from room to room, floor to  
floor, building to building. Beautiful-  
ly designed. Perfectly balanced. Pre-  
cisely engineered. Durably construct-  
ed.

#### Folding and Non-Folding

Folding type  
Wheelit fits easily  
into auto trunk,  
with ample room  
for other equip-  
ment. Non-folding  
model for interior  
use. Either may be  
locked in stationary  
position to serve as  
projection table.  
Prices—\$29.95 to  
\$79.50.



See your supply dealer  
or write Dept. EP

**GRUBER PRODUCTS CO.**  
Toledo 6, Ohio

**Driver Education** (TV series) 29mp IN-  
DIANA ea 30min b&w \$125. Titles:  
Overview; Physical Characteristics of  
the Driver; Personality of the Driver;  
Attitudes, Emotions, Habits; Alcohol  
and Drugs; The Driver's License; Me-  
chanics of the Car; Safety Features;  
Nature of the Roadway; Traffic Con-  
trol; Natural Law; Man-Made Laws;  
Laws, Enforcement, and Courts; Pre-  
paring to Start & Stopping-Steering-  
Stopping-Backing; Down Shifting,  
Emergency Stops, Turns; Parking  
Standard Shift Driving & Practice  
Driving in Traffic; Defensive Action;  
Defensive Driving; City Driving;  
Highway Driving; Pedestrians and  
Cyclists; Other Users of the Highway;  
Adverse Conditions; Night Driving  
and Emergency Situations; Purchase  
and Use of the Car; Maintenance; Li-  
ability and Insurance; Accidents. SH  
A

For more information circle  
No. 116 on return postal card.

**Fire and Fire Prevention** 9fs EYEGATE  
col set \$25. Made in cooperation with  
the NY and other fire departments.  
E1

For more information circle  
No. 117 on return postal card.

**First Aid on the Spot** mp EBF 10min  
b&w \$60. Revised (third) edition. Six  
common types of injuries and the  
first aid techniques recommended by  
American Red Cross. Includes mouth-  
to-mouth resuscitation, shock, wounds,  
bleeding, fractures, burns. SH A

For more information circle  
No. 118 on return postal card.

**Improving America's Health** mp COR-  
ONET 11min col \$110 b&w \$60. How  
expanded health and medical services  
have increased well being and life ex-  
pectancy. Importance of education  
and individual responsibility. JH SH

For more information circle  
No. 119 on return postal card.

## NEW 1960 HANDBOOK OF PRIVATE SCHOOLS

41st edition, 1280 pages illus. red  
cloth, \$10.00.

Features new facilities find-  
ing lists, Who's Who and full  
current descriptive data for  
over three thousand inde-  
pendent schools.

"A real service to education"  
—C. S. Monitor

Order or write for lists:  
**PORTER SARGENT  
PUBLISHERS**

11 Beacon St. Boston 8, Mass.

**In Case of Fire** mp EBF 20min col \$240 b&w \$120. How fire drills at school prevent loss of life; how a crowded theatre is emptied without panic; how a girl awakens her family and saves her pet when there is a fire in her home. JH-A

For more information circle No. 120 on return postal card.

**LANGUAGES**

**Accent Aigu** (series) mp IFB b&w. Produced by Benjamin M. Taylor, Focus Films. Titles: **L'Arrivee a Paris** (11min \$60); **Au Restaurant** (11min \$60); **Courses et Achats** (11min \$60); **Visages de la Ville Lumiere** (22min \$120). American boy and girl find their knowledge of French most rewarding when visiting Paris. SH C A

For more information circle No. 121 on return postal card.

**Beginning French Conversation** 2mp IFB ea 10min b&w @ \$60. For second semester students. **L'Entente Cordiale** and **Quelle Chance**. Dialogue text, single copy free, in quantity @ 10c.

For more information circle No. 122 on return postal card.

**French Film Reader** (series) 3mp IFB 11min b&w \$60. Middle class family on vacation: **Depart de Grandes Vacances** and **Histoire de Poissons**. Also **La Famille Martin** (18min \$110) showing the family at home in Paris.

For more information circle No. 123 on return postal card.

**French for Beginners** mp IFB 10min b&w \$50. Slowly paced, easy French narration over scenes in French Quebec. Commentary, single copy free, in quantity @ 5c.

For more information circle No. 124 on return postal card.

**French Language** (series) 40sfs PATHSCOPE col LP. Berlitz approach, aural-oral, conversational, 8 sets of 5 lessons, each filmstrip with accompanying recording. SH C A

For more information circle No. 125 on return postal card.

**Hamburg, die Hansestadt** mp IFB 10min col \$120. Film and guidebook designed for use in second semester German, narration simple, slow. In same series: **Unsere Strasse**, 20min b&w \$95; **Singendes Deutschland** 20min b&w \$95, featuring 15 popular folk songs in appropriate setting, words of

the songs available at 2c ea in quantity, 1 copy free.

For more information circle No. 126 on return postal card.

**MENTAL HEALTH AND PSYCHOLOGY**

**The Human Side** mp CONTEMPORARY 24min b&w \$125 r\$5. Role of professional and volunteer workers in a State mental hospital, and in re-establishing patients when released. SH C A

For more information circle No. 127 on return postal card.

**There Was a Door** mp CONTEMPORARY 30 min b&w \$145 r\$7.50. Care of the mentally retarded within the general community rather than in large and remote institutions, Occupational center training. Produced in England. SH C A

For more information circle No. 128 on return postal card.

DIE-CUT

CONSTRUCTION PAPER

ALPHABETS

# Visual letters

2, 3 & 4 INCH SIZES • 10 COLORS

A quality product by the makers of STIK-A-LETTER

Write for FREE samples & literature

**Stik-a-letter Co.** Rt. 2, Box 1400, Escondido, Calif.

**ETHNIC FILM LIBRARY**

The Many-Colored Paper Brilliant dyes make fantastically beautiful Christmas wrappings out of ordinary newspaper. Fascinating family or classroom art project. Produced by Pete and Toshi Seeger. 13 min. color \$175; rental \$15. Brochure included.

**FOLKWAYS RECORDS**

117 W. 46th St., New York, N. Y.

**MUSIC: General**

**A Pictorial History of American Music** sl MUSICAMARA 2x2 100 slides set \$50. **George Frederick Handel** fs 30fr \$15. C A

For more information circle No. 129 on return postal card.

# COMPCO

*professional quality reels and cans are preferred by...*

*the customers of...*

**GEO. W. COLBURN LABORATORY, Inc.**

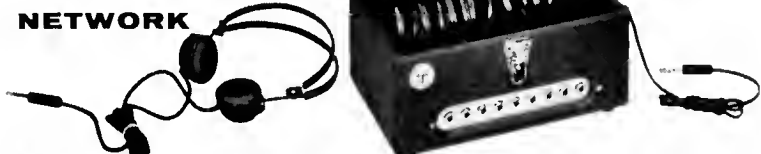


We most "Quality Conscious"  
16 mm film laboratory in America

Only CompcO offers "a new dimension in quality" recognized and accepted by leaders in the movie making industry. CompcO's superiority is attributed to a new, major advance in film reel construction—resulting in truly professional reels that run truer, smoother, providing lifetime protection to valuable film. CompcO reels and cans are finished in a scratch-resistant baked-on enamel, and are available in all 16 mm. sizes—400 ft. thru 2300 ft. For details and prices write to:

**COMPCO corporation**  
1800 N. Spaulding Ave., Chicago 47, Ill.

**RUGGED  
LOW COST  
EIGHT STATION  
LISTENING  
NETWORK**



**ALL-IN-ONE CONVENIENCE AND ECONOMY**

The ATC HB-2 is a compact all-in-one unit featuring a built in 8 station listening network with an extra jack to link several units together. It is equipped with 8 light weight, U.S. made Alnico magnet double headsets with vinyl covered headbands. Both the headsets and the 10-foot input cable are furnished

with standard phone plugs. Other fittings are available upon request. The rugged 3/8" plywood case is fully covered in a durable rust tone textured material that matches other ATC sets. Ask your dealer about the complete Audiophonics line of Audio Teaching Components, or write for the new ATC Catalog.

*Audiophonics* CORPORATION  
11057 WEDDINGTON STREET, NORTH HOLLYWOOD, CALIFORNIA

**New Science Filmstrips!**  
*Elementary*  
**BOY SCIENTIST SERIES**

A unique set of colored filmstrips in cartoon style, using child characters to illustrate fundamental scientific principles of space and matter, with just enough humor to make them very interesting to children. Vocabulary frames are added.

- BOB BUILDS A TELESCOPE
- BOB'S ROCKET
- BOB VISITS THE MOON
- BOB'S MICROSCOPE
- BOB VISITS AN ATOM

Write for descriptive literature

*Long* FILMSLIDE SERVICE  
7505 Fairmount Ave. El Cerrito 8, Calif.

**Reading Music** (series) 3mp CORONET ca 11min col \$110 b&w \$60 ea. Titles: **Finding the Melody; Finding the Rhythm; Learning About Notes.** Int.

For more information circle No. 130 on return postal card.

**Stephen Foster and His Songs** mp CORONET 16min col \$165 b&w \$90. The composer's life story shown as back-

ground against which his songs were created. JH SH

For more information circle No. 131 on return postal card.

**Storysong Records EYEGATE** 45rpm set (6) \$5.40 ea \$1. Catchy tunes, simple lyrics: Pony Express; Abe Lincoln; Betsy Ross; Captain John Paul Jones; Pocahontas; Declaration of Independence; Robert Fulton; Transcontinental Railroad; Col. Teddy Roosevelt; Alexander Graham Bell; George Washington; Paul Revere. Pri EI

For more information circle No. 132 on return postal card.

**MUSIC: Vocal**

**Folk Songs of America's History** mp CORONET 13½min col \$137.50 b&w \$75. Costumed dramatizations provide historical setting for important songs from early colonial period to recent westward expansion. Int JH SH

For more information circle No. 133 on return postal card.

**Songs of Nova Scotia** mp CONTEMPORARY 11min b&w \$40 r\$3. Helen Creighton tapes Irish and French work and folk songs. NFBC production. JH-A

For more information circle No. 134 on return postal card.

**RELIGION AND ETHICS**

"... And on Earth Peace" fs BROADMAN 30fr col script, guide, \$5. Nativ-

ity story told through visualization of King James text. JH-A

For more information circle No. 135 on return postal card.

**Around the World Easter Party** fs SV, 40fr col \$2.50. A party at school give children a chance to show custom and costumes of many lands. Pri-A

For more information circle No. 136 on return postal card.

**The Bible Speaks on Segregation** tap FELREC 60min 3¼ips \$3.50 r\$1.50. Dr. Lowell Hazzard exposes racist claim of biblical justification. Other pre-recorded tapes in this series include **Theory and Practice of Non-Violence** and **Theory and History of Non-Violence** (Richard B. Gregg). SH C A

For more information circle No. 137 on return postal card.

**Blessed Are the Peacemakers** mp FELREC 17, om b&w \$35 r\$2.50. Dr. Martin Niemoller maintains East-West peaceful coexistence has become necessity. SH C A

For more information circle No. 138 on return postal card.

**Christmas for All Ages** (series) 5fs CA THEDRAL col LP 15min. Series (5) \$48.15; indiv fs \$6.50-\$10, rec ea \$2.50 \$3. Titles: **Christmastide; The Christmas Story; Holy Night; Littlest Camel; Kneel; Christopher Mouse.**

For more information circle No. 139 on return postal card.

**EVERYTHING IN ELECTRONICS**  
**FREE ALLIED 1960 CATALOG**  
 Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.  
**ALLIED RADIO**  
 100 N. Western Ave., Chicago 80, Ill.

**POLY-CONS** MODERN FILMSTRIP CONTAINERS

First with hinged lid.

First unbreakable, moisture-proof, polyethylene filmstrip container. Lightweight. Six colors. Labels printed for all filmstrip containers. Send copy for quotation.

Specify POLY-CONS FOR PROTECTION PLUS SALES APPEAL

Send quantity for quotation and FREE sample.

**RICHARD MFG. CO.**  
 P. O. BOX 2041, VAN NUYS, CALIF.

**OVER A MILE OF MYLAR\***  
**F&B RECORDING \$6.85**  
**TAPE for only 6.85**

Not only do you get more for your reproduction dollar . . . you get better reproduction, too! Mylar is the type of tape you've always wished you could afford. At Low F&B prices . . . you can!

Top Quality—Freq. Resp. 30—15,000 Cycles

1200 ft. on 7" reel	3 for \$3.95
1800 ft. on 7" reel	3 for \$5.25
2400 ft. on 7" reel Mylar*	3 for \$10.60

1800 ft. on 7" reel  
**MYLAR\* . . . 3 for \$6.85**

3 hours recording on 3¾ double track. Other Standard Sizes Available at Bargain Prices, Too!

Mail orders promptly filled . . . Please add 15c per reel for postage and handling. \*Mylar is duPont's polyester film at least three times stronger than regular acetate base.

**FLORMAN & BABB, INC.**  
 68 West 45th Street New York 36, New York

**NOW!**

**Primitive Man in Our World...**

Shows the basic pattern of primitive life as it still exists in the Sepik River region of New Guinea. Here is a self-sufficient people living in a world almost untouched by modern civilization. The film pictures the daily lives of these people, showing how the jungle furnishes them with food, clothing, shelter, and transportation. For upper elementary and secondary social studies. An Americana production.

12 MINUTES. COLOR \$120, RENT \$6

Order your print today!  
 Write for free catalog.

**BAILEY FILMS, INC.**  
 6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

**Easter in Jerusalem** sfs FAMILY col LP \$10. Color photos by Rev. Donald R. Lantz. E1-A

For more information circle No. 140 on return postal card.

**Easter Series** 5sfs CATHEDRAL col LP Series (5) \$40. Indiv fs @ \$6.50; rec @ \$3.50. Titles: The Last Supper; Gethsemane; Arrest and Trial; Judgment and Crucifixion; The Resurrection. JH-A

For more information circle No. 141 on return postal card.

**Getting Ready for the Countdown** sfs METHODIST 64fr LP \$10. Rocketry and satellite concepts serve as similes for Methodist youth group programs. JH

For more information circle No. 142 on return postal card.

**Great Stories from the New Testament** 8fs EBF col script set \$48 ea fs \$6. Nativity; Jesus Prepares for His Work; Teaching Ministry; Healing Ministry; Triumphant Entry and Last Supper; Trial; Crucifixion; Resurrection. Fibocolor of Holland production. Int JH A

For more information circle No. 143 on return postal card.

**Great Stories from the Old Testament** 8fs EBF col script set \$48 ea \$6.

*Even in classrooms sunshine bright...*



## AO's NEW OVERHEAD DELINEASCOPE

*gives the clearest image you've ever seen!*

This revolutionary new overhead projector, by American Optical Company, was developed around a powerful 1000 watt light source to give you the brightest... biggest projected screen image you've ever seen. Even the extreme corners are sharp and clear because a specially designed Fresnel lens affords perfectly balanced illumination to every square inch of screen area.

This precision teaching instrument will project all the line, form and color of a 10" x 10" transparency up to a huge 177 sq. ft. screen image... in crisp, accurate detail.

You'll enjoy using this instrument because you face your class at all times... observe every movement and expression of subject reception and understanding.

AO's Overhead Delineascope helps give your program an unlimited flexibility that is not possible with any other AV medium. You can emphasize or dramatize by adding to your prepared teaching material on-the-spot.

You'll want to see all the new, exclusive features that make this instrument a practical investment in creative teaching. Your AO Salesman or Audio-Visual Dealer will be happy to arrange a demonstration at your convenience.

## fish-talk

**THE SILENT DEEP... HOW SILENT?**

*Development of an underwater microphone, the hydrophone, reveals a new world of sound under the sea.*

**SCIENCE CONCEPTS in 16 M.M. motion picture —**

**"SOUNDS IN THE SEA"**

This scientific motion picture in sound and color is a foundation for a study of marine life.

*Grade level: Elementary*

*Write for preview and catalog:*

**MOODY INSTITUTE of SCIENCE**

LOS ANGELES 25 CALIFORNIA

American Optical Company



INSTRUMENT DIVISION, BUFFALO 15, NEW YORK

Dept. D241

Please send complete information on AO's New Overhead Delineascope.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

IN CANADA write — American Optical Company Canada Ltd., Box 40, Terminal A, Toronto, Ontario

Titles: Creation; Noah; Abraham and Joseph; Moses in Egypt; Moses in the Wilderness; Samuel and Saul; David and Solomon; The Prophets. Fibocol or of Holland production. Int JH A

For more information circle No. 144 on return postal card.

Heroes for God 6sfs CATHEDRAL col LP set (6fs, 3rec) \$33.75; indiv rec \$5, rec \$2.50. Titles: Patrick; Margaret of Scotland; Christopher; Martin of Tours; Nicholas; Francis of Assisi.

For more information circle No. 145 on return postal card.



JOHN BROWNLEE teaching with NORELCO Tape Recorder: The world-famous Australian baritone, beloved "Don Giovanni" of the 1930's and 40's and now Director of the MANHATTAN SCHOOL OF MUSIC, tape records with his NORELCO "Continental" a difficult passage sung by pretty student JUDITH INGRAM. Afterwards MR. BROWNLEE played back this section of the tape to show his pupil precisely what needed further vocal polishing. "A high-quality tape recorder enables the teacher to let his pupils hear themselves as others hear them," says MR. BROWNLEE. "I find my NORELCO 'Continental' three-speed tape recorder an extremely versatile teaching tool, especially as it is capable of outstanding faithful, undistorted reproduction of vocal and instrumental timbres." The NORELCO "Continental" is a product of North American Philips Co., Inc., High Fidelity Products Division, Dept. 1S9, 230 Duffy Avenue, Hicksville, Long Island, N. Y.

The KEYSTONE Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Standard (3 1/4" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiology, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

Jiminy Cricket, Tales of 6sfs CATHE- DRAL col LP set (6fs, 3rec) \$41.85; indiv fs and manual \$6.25; rec \$3. Beloved Walt Disney characters in church series that examines human relationships in the light of the Gos- pel. Titles: The Tortoise and the Hare; Brave Little Tailor; Little Hiawatha; The Ugly Duckling; Pluto's Fledging; A Ducky Decision.

For more information circle No. 146 on return postal card.

Land of Jesus' Later Ministry sfs FAM- ILY col LP \$10. Recent color photo- graphs taken by the Rev. Donald Lantz in ancient Judea. EL-A

For more information circle No. 147 on return postal card.

Life of St. Paul Maps 5fs CATHEDRAL b&w set \$12.50 ea \$3. Separate strips on early life, three journeys, and to Rome. Text on each frame.

For more information circle No. 148 on return postal card.

The Living Christ (series) 12mp CA- THEDRAL 30min ea col r\$13 b&w \$9 subject to certain seasonal premium rates. Titles: 1, Holy Night; 2, Escape to Egypt; 3, Boyhood and Baptism; 4, Men of the Wilderness; 5, Challenge of Faith; 6, Discipleship; 7, Return to Nazareth; 8, Conflict; 9, Fate of John the Baptist; 10, Retreat and Decision; 11, Triumph and Defeat; 12, Crucifixion and Resurrection.

For more information circle No. 149 on return postal card.

Peace on Earth fs DISCIPLES 58fr col script \$5. Nativity story related to visualized consideration of need and urgency of peace on earth, spiritual rebirth and rededication. JH-A

For more information circle No. 150 on return postal card.

Poverty, Chastity and Obedience mp CONTEMPORARY 30min b&w \$k45 r\$12.50. Anglican monastery at Mir- field, England. BBC production. SH C

For more information circle No. 151 on return postal card.



**4 SPEED  
RECORD &  
TRANSCRIPTION  
PLAYERS**

Write for illustrated  
catalog

**AUDIO-MASTER**  
17 E. 45th St., New York

## TRIPLE THE LIFE OF YOUR MOVIES and SLIDES



## PERMAFILM

The Amazing Preservative PREVENTS scratches, brittleness, torn sprocket holes, color fading, fungus, warping and popping. Easy to use. Just wipe it on.

1 oz. treats  
400 ft. 16 MM  
for only

**89¢**

Ask your dealer for Permafilm  
1 oz. 89¢; 8 oz. \$4.95; 16 oz. \$8.25

Edwal Scientific Prod. Corp. Chicago 28, ILL.



# RCA PRESENTS THE "PRECEPTOR" SYSTEM



*... world's most advanced  
language laboratory equipment!*

This is the RCA "Preceptor"—an exciting new concept in language laboratories. Most advanced because it opens fresh new avenues for creative teaching . . . most advanced because it gives the teacher full control of the laboratory. Most advanced, too, because it's *transistorized* and because its *modular design* simplifies installation and makes expansion easy.

Transistors add many extra advantages to RCA's new "Preceptor" System—providing instant action, longer life, simpler wiring, and lower operating costs. These are but a few of the superior features RCA sound engineers have designed into the "Preceptor" to make it the world's most advanced and most wanted language laboratory system.

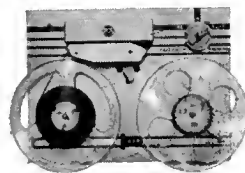
Write for complete information package explaining how RCA "Preceptor" System can vitalize your language curriculum. Also, ask for the name of your nearest RCA Language Laboratory Dealer: Address: Radio Corporation of America, Language Laboratory Sales, Building 15-1, Camden 2, N.J.

The RCA "Preceptor" console (above) with its master control panel puts the teacher in complete command. It allows: 1) monitoring of any student; 2) listening in on master tape and student's voice; 3) two-way conversation with any student; 4) recording of student on central tape recorder; 5) insertion of comments on the recording; 6) communication with whole class through "all-call" control. The teacher controls tape selection and can play up to 10 different tapes.



Sturdy RCA "Preceptor" booths can be installed singly, with or without flip-top desk to serve as writing surface, or in modules of two or three attractive economy booths.

**World's Most Advanced  
Components . . . from RCA!**



Expansion? Just add a pre-wired SelectorCom panel with a bank of 10 selector switches.

RCA tape decks for the "Preceptor" System may be either half-track, or dual-track. Single-knob control makes them ideally simple to operate at the console or in student booths, as a program source or for student recording. Convenient new cartridge type tape decks are also available.



Tmk(s) ®

**RADIO CORPORATION of AMERICA**

**CAMDEN 2, NEW JERSEY**

# HELPFUL BOOKS

**ADMINISTERING AUDIO-VISUAL SERVICES.** By Carlton W. H. Erickson. Covers administrative, supervisory, and technological problems, emphasizing competent performance in all service aspects. 479 pp., illustrated. Macmillan Company, 60-5th Ave., New York 11, N. Y. \$6.95.

**THE AUDIO - VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO - VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

**Star of Bethlehem mp CATHEDRAL** 13min col r\$8. Animated film shows Holy Family, appearance of the star, three kings adoration, host of angels descend from sky. Pri-A

For more information circle No. 152 on return postal card.

**Venturing Beyond Violence sfs FEL-REC** 58fr col 7½ips tape. \$7.50 r\$2.50 Cartoon treatment shows many ways to meet threat of violence and points up the psychological basis of non-violence. JH-A

For more information circle No. 153 on return postal card.

**Exploring With Science "shortstrips"** EBF 12 fs (ea 14fr) col set \$19.90. Filmstrips are mounted in transpar-

**A NEW SCIENCE FILM**

about scientific time determination, timekeeping, time zones, Daylight Saving Time, Greenwich Time and the International Date Line

PRODUCED BY INDIANA UNIVERSITY audio-visual center BLOOMINGTON IND

ent envelope parallel with qu explanatory card for individual ha viewing; but may be removed f group projection. Pri.

For more information circle No. 154 on return postal card.

**General Science L 6sfs WEDBEB** b&w LP discussion control. Title Energy of Muscles; Energy of Air at Water; Heat—Conduction and Co vection; Heat — Radiation; Making Thermometers; Reading Thermometers. JH

For more information circle No. 155 on return postal card.

**Horizons of Science 10mp ETS 22m** ea col set \$2,000. Produced in association with the National Science Foundation. Titles: Visual Perception; The Worlds of Dr. Vishniac; Exploring the Edge of Space; The Mathematics and the River; Project Mohol "Thinking" Machines; Rocket Combustion; New Lives for Old; The Astronomer's Universe; The Capillaries Bed and Microcirculation of the Blood. JH SH

For more information circle No. 156 on return postal card.

## NEW PUBLICATIONS

**Improving Instruction—Budgeting Your A-V Program.** Prepared by Dr. K. C. Rugg for the Audiovisual Commission on Public Information and mailed by the U.S. Office of Education to 20,000 school administrators. Detailed study of 28 good AV programs in 7 sections of U.S., and on variety of economic levels. 90pp. Single copies free from Audiovisual Center, Indiana University, Bloomington, Ind.

For more information circle No. 157 on return postal card.

**You Are IN THE DARK** while presenting Audio-Visual programs

WITH **Forse** DARKENING DRAPERIES & SHADES

Finest materials—decorative colors  
Made to fit any size windows  
Guaranteed for 10 years  
Used throughout the United States since 1917

Write for literature and fabric samples. They're free.

**FORSE MANUFACTURING COMPANY**  
2347 Sullivan Ave. • St. Louis 7, Mo.

Modern Teaching Aids 1960 catalog of visualboard (sic) cutouts. 64pp 50c. VISPEC

Write direct

DEA Conversion List correlates "Purchase Guide" with Science equipment catalog. 16pp. Free. CENCO

For more information circle No. 158 on return postal card.

Science Study and Enjoyment. List of university-made and other unusual science films. Free. IFB

For more information circle No. 159 on return postal card.

Stereomaster Hi-Fi Components for 1960. 20pp. free. SCOTT

For more information circle No. 160 on return postal card.

Subject Area Film Catalogs—separate listings of titles, content descriptions, prices and other data are available in a new breakdown of Coronet Films catalogs: Guidance Grades 1-12 (16 pp); U.S. and American History Grades 5-12 (4pp); Language Arts Grades 7-12 (6pp); Modern Foreign Languages Under Titles III and VI of NDEA (6pp). Free. CORONET

For more information circle No. 161 on return postal card.

Teacher's catalog of 179 Filmstrips. UWF

For more information circle No. 162 on return postal card.

This Is Stereo High-Fidelity 36pp. 8½ x11" illus. 25 cents. ALLIED

For more information circle No. 163 on return postal card.

Time Table for the Classical Repertoire lists average performance times for over 1200 classical compositions as a guide to "serious tape recordists." Price \$2.75, 34pp. Copyright 1959, William Colbert.

Write direct

## THE FILM DOCTORS®

SPECIALISTS  
in the science of  
FILM  
REJUVENATION

RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid** FILM TECHNIQUE, INC.  
Founded 1940  
37-02C 27th St., Long Island City 1, N.Y.

Trip Through a Film Processing Lab. 10pp free. Receiving, preparation, cleaning, timing, printing, chemical control, handling, shipping. Instructions on preparing originals for invisible scene changes, dissolves, fades. PREFILAB

For more information circle No. 164 on return postal card.

Visual Aids in Fundamental Education and Community Development, Romesh Thapar. Report on Unesco Seminar. New Delhi, India, Sept. 8-27, 1958. 36pp. UNESCO

For more information circle No. 165 on return postal card.

Your Best Audio-Visual Rx for 1960. Catalog of 119 filmstrips, some with sound, including advance schedule of 1960 production. 16pp. free. FH

For more information circle No. 166 on return postal card.

## NEWS! In Teaching and Self-Training With Tape Recorders!



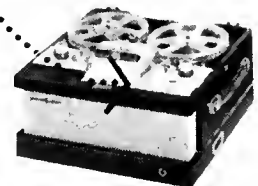
"ADD+A+TRACK"  
... by V-M



Dramatic new development for modern teaching techniques

- develops oral skills
- promotes retention
- accelerates student's progress

Exclusive V-M "Add-A-Track" is the big new feature in tape recorders! Record on one track, rewind the tape and record again on a second track while listening to the original recording through another speaker system. Then play-back again and you hear both recordings simultaneously! You can even play a duet with yourself!



V-M/"Add-A-Track" 'tape-o-matic'® 4-Track Stereo-Play Tape Recorder: Records and plays-back up to four hours monophonically on four tracks. Plays recorded stereophonic tapes. High-Fidelity Speaker System. Simple Push-Button Controls. Complete simplicity of operation!  
Model 720—\$225.00\*

Here in one complete unit is a portable, modern language laboratory—no additional equipment is needed!

See your V-M Dealer for a thrilling demonstration of "Add-A-Track"—a new development that offers limitless opportunities for powerfully effective teaching methods!

\*Slightly Higher West

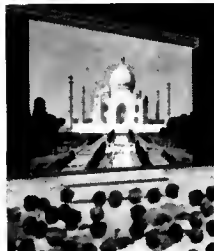
the Voice of Music

V-M CORPORATION, BENTON HARBOR, MICH.  
World Famous for the Finest in Tape Recorders, Record Changers and Phonographs

IN THE INTEREST OF EDUCATIONAL AV PROFESSIONALS

**Audio Visual Bulletin**  
DA-LITE SCREEN COMPANY

FINAL SUCCESS OF FILMED PRESENTATION DEPENDS ON QUALITY OF PROJECTION SCREEN



Good filming, careful projection—yet the picture lacks clarity and colors are weak! This is a case of projecting on an improper surface. Da-Lite engineers have developed a screen surface that protects the audio-visual professional

from such a problem. The famous White Magic glass-beaded surface is unequalled in quality. Gives outstanding clarity of picture and faithful reproduction of color. You can seat your audience over a wider area with this new surface, too. For details on screen surfaces available and their application, write Engineering Department, Da-Lite Screen Company, Inc.



NEW! ELECTRICALLY-OPERATED SCREEN FOR AUDITORIUMS

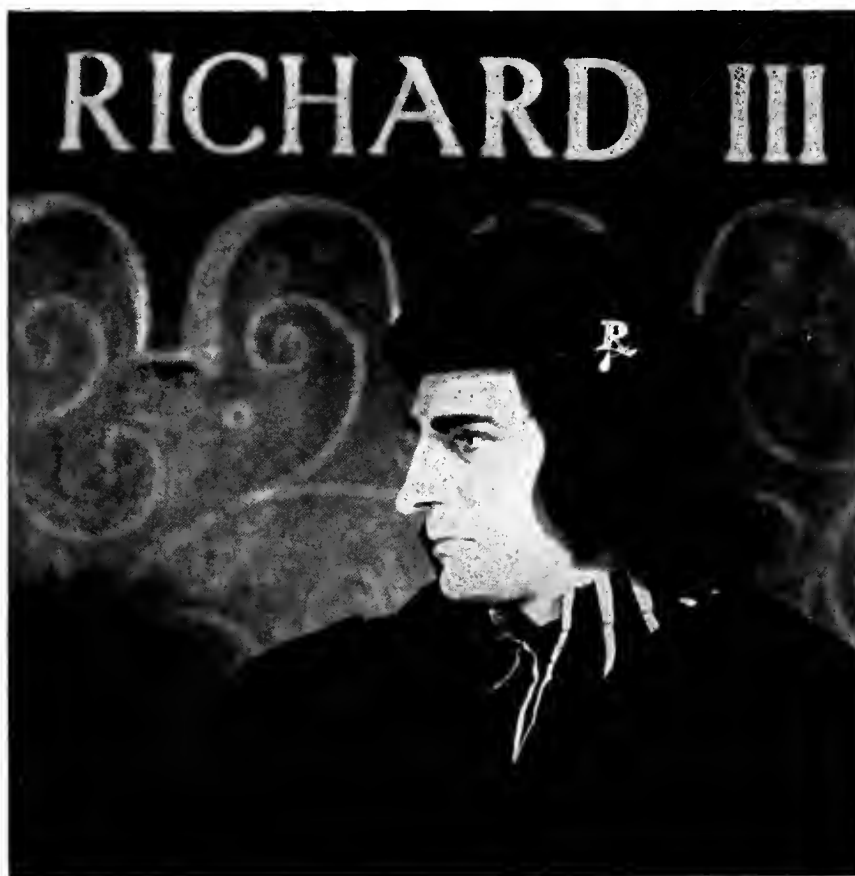
The exclusive Da-Lite Electrol®, is electrically-operated . . . disappears completely when not in use, reappears in seconds at touch of control button.

May be installed in a concealed position—or mounted on wall and finished to match!

Serving The Audio-Visual Field For Over Half A Century

AV PROBLEM? WRITE TODAY! We'll be glad to help you find the answer to your audio-visual problem

**Da-Lite**  
SCREEN COMPANY, INC.  
Warsaw, Indiana



## PHOTOPLAY FILMSTRIPS

**Richard III**—Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Alexander the Great**—Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**The Vikings**—In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson in Mythology**—Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50. With guide, \$7.80.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$7.00. With guide, \$7.30.

**Knights of the Round Table**—A set of two filmstrips. Part One, black-and-white, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, full color, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**Adventures of Robinson Crusoe**—In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$4.00.

**Hansel and Gretel**—In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kine-mins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth**—In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Ulysses**—In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

Prepared by William Lewin, Ph.D.

EDUCATIONAL & RECREATIONAL GUIDES, Inc.

10 Brainerd Road, Summit, New Jersey

# Trade News

## TFC Aids DAVI Field Program

Teaching Films Custodians, Inc., educational services subsidiary of The Motion Picture Association of America, picked up a \$1,500 tab for four audiovisual education surveys in the 1958-59 school year, and has upped the budget to \$1,600 for the current school year. Last year's surveys were made in the Fairfax County (Va.) schools; Miami University, Oxford, Ohio; Rutgers State University of New Jersey; and Nebraska Wesleyan University. Among those in 1960 is one to be made in the St. Louis (Mo.) county schools.

Altogether, since 1955, these surveys, under direction of the Field Services Committee of the Department of Audiovisual Instruction, N.E.A., have been made in two city and two county school systems and in seven colleges and universities.

The TFC supports also an annual top level audiovisual "brainstorming" session at Lake Okoboji grounds of the State University of Iowa, covering all costs of the meeting except travel and salaries of those invited by DAVI to attend.

Teaching Films Custodians, Inc., is the agency through which motion pictures originally produced for theatre entertainment and then found suitable by authoritative educators for classroom use are made available to schools by the motion picture industry.

## Back to the Peep Show

Thomas A. Edison never thought much of showing movies to a mass audience. He preferred the peep-show, where you put your penny in the slot to enter briefly a flickering world all your very own. Hundreds of thousands of children today enjoy that type of show when they turn the cardboard wheels of their "Viewmaster"—a succession of 16mm frames now adapted to educational uses by Sawyer's, and, primarily to religious purposes, by Glenn McMurray.

Encyclopaedia Britannica Films joins the trend with its so-called "shortstrips" (35mm filmstrips, each 14 frames in length, a dozen to the set). Film and Slide Lab of Toronto have been featuring approximately this length for some time, but in "Hymnslips" intended for group projection, with each hymn a unit. A dozen EBF "shortstrips, with one plastic hand-viewer, are priced at \$19.90; additional strips at \$1.66 each; additional viewers at \$1.00 each.

## New Job for Gen. Medaris

Major General John B. Medaris, retiring from the U. S. Army 37 years' active service, has been elected chairman of the board of Electronics Teaching Laboratories of Washington, D. C., makers of Monitor language laboratories. Gen. Medaris directed all of the army's missile and space programs.

**FOR YOUR CLASSROOM**

**THE EASY TO USE**

**SENSATIONAL NEW**  
**Movie-Mite**  
*Supreme*

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

**SAVE**  
**1/3**



### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

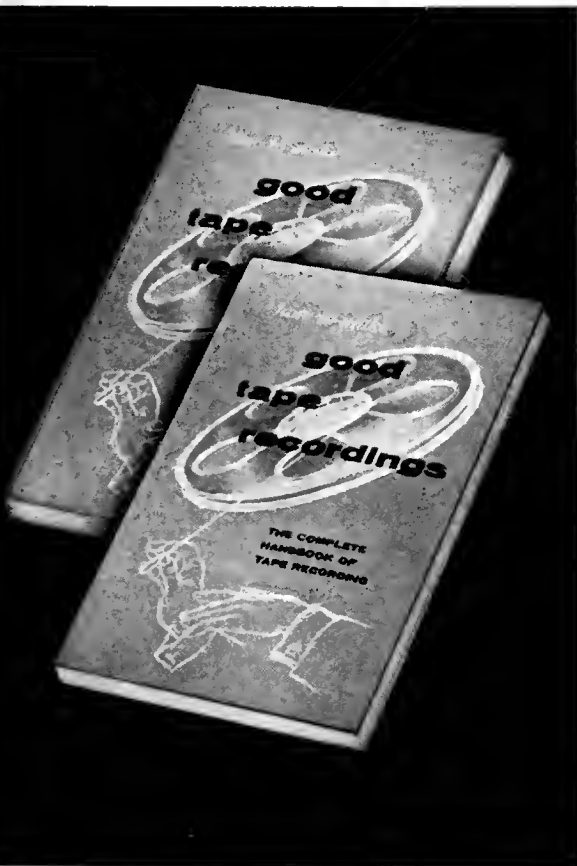
Complete **\$349.50**

Write for Free Catalog

ES

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070



# NEWLY REVISED!

## "HOW TO MAKE GOOD TAPE RECORDINGS"

by C. J. LeBel, Vice Pres., Audio Devices, Inc.

This completely revised handbook of tape recording contains up-to-the-minute information of practical value to every tape recordist. Profusely illustrated with photographs, charts and diagrams, it contains 150 fact-filled pages.

"How To Make Good Tape Recordings" can be read and easily understood from cover to cover by an amateur recordist. Yet it contains a wealth of practical information that makes it a valuable aid to experienced teachers and musicians.

Available either cloth-bound, or paper-bound. Get a copy from your Audiotape dealer or order direct from Audio Devices, Inc.

Makers of **audiotape** magnetic recording tape

**AUDIO DEVICES, INC.** 444 Madison Ave., New York 22, N. Y.  
In Hollywood: 840 N. Fairfax Ave. • In Chicago: 5428 N. Milwaukee Ave.

**AUDIO DEVICES, INC., Dept. EV, 444 Madison Ave., New York 22, N. Y.**

Enclosed is  Check  Money Order for \$\_\_\_\_\_ for which please send me, postpaid, "How To Make Good Tape Recordings" as follows: \_\_\_\_\_ paper-bound copies at \$1.50 \_\_\_\_\_ cloth-bound copies at \$2.50 each

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



Donald Ickes, AV director at New Trier, laminates illustrated football plays for the athletic department.

### Laminator for AV Dept.

A new laminating machine is one of the features of the remodeled audiovisual department of New Trier high school in Winnetka, Ill.

The unit is the "Ply-On," manufactured by American Photocopy Equipment Company, Evanston, Ill. It is utilized by the entire school, with material channeled through Donald Ickes, audiovisual director. He plans to set up a regular schedule of laminating services for each of New Trier's departments, along with other services that will be offered at this central location.

Current applications for the laminator include passes, signs, important records, diagrams—both academic and for use by athletic teams—also sheet music and library uses such as book jackets.

### Filmstrip Standards Finalized

A committee headed by Robert H. Larson, chief engineer of Dukane Corporation's audiovisual division, has submitted a final report on technical specifications for filmstrips which states: "The filmstrip (or slide film) with or without accompanying sound has become such an important media of communication with users spread throughout industry, commerce, religion and education that it is imperative that the arrangement of the filmstrip be standardized so that all confusion is elimi-

nated in the actual utilization of the media."

These specifications provide that, following a square cut midway between two sprocket holes, the first three frames carry the word "Start" in light letters against a darker background, and that a white dot not less than 1/8 in. in diameter appear in the upper left-hand corner of each of these "Start" frames. The next four frames are for title and other identification data, "preferably parallel to the film edge."

The tenth ("Focus") frame is to carry a simple design pattern "so that the projected picture can be accurately located and sharply focused on the screen," and if a sound medium accompanies the strip this focus frame is also to carry definite instructions to the operator as to the proper frame on which to start the sound. The eleventh frame carries the first main title, intended to be seen by the audience.

As a precaution against scratching, the final frame (usually "The End" title) is to be followed by a length of film "at least equal to the circumference of the container in which it will be stored." The two last frames in this tailpiece are to bear the word "End" in light letters on dark background; in the case of color films, white letters on red background.

Members of Mr. Larson's technical committee included Robert S. Throop, William H. Smith, William F. Kruse, H. S. Van Deren, Jr., Eric Bender, and Walter Johnson.

### People

Thomas Stuart Masterson has been appointed director of photography at Stanford University. He has been director of the Visual Aids Department of the UCLA medical center. His post as vice president of the Southern California chapter of the Biological Photographic Association will be filled by Maurice LeCover, director of visual arts, Cedars of Lebanon Hospital, Los Angeles, Calif.

Dr. William C. Leone has been named vice-president and general manager of Rheem Califone Corporation. Dr. Leone was with Hughes Aircraft since 1953 and for seven years was on the faculty of Carnegie Institute of Technology.

## Directory of

## Sources and Materials

### Listed on Pages 193-203

- BROADMAN Press**, 127 Ninth Ave., N Nashville 3, Tenn.
- CATHEDRAL Films Inc.**, 140 N. Hollywood Way, Burbank, Calif.
- CENCO**—Central Scientific Co., 1700 W Irving Park Road, Chicago 13, Ill.
- CONTEMPORARY Films, Inc.**, 267 W 25th S., New York 1, N. Y.
- CORONET Films**, 65 E. South Water St Chicago 1, Ill.
- CREATIVE Education, Inc.**, 340 N. Milwaukee Ave., Libertyville, Ill.
- DISCIPLES of Christ (United Christian Missionary Society)**, 222 S. Downey Indianapolis 7, Ind.
- EBF**—Encyclopaedia Britannica Films Inc., 1150 Wilmette Ave., Wilmette, Ill.
- ETS**—Educational Testing Service Princeton, N. J.
- EYEGATE House, Inc.**, 146-01 Archer Ave., Jamaica 35, N. Y.
- FAMILY Films, Inc.**, 5823 Santa Monica Blvd., Hollywood 38, Calif.
- FELREC**—Fellowship of Reconciliation, Box 271, Nyack, N. Y.
- IFB**—International Film Bureau, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.
- INDIANA University, Audio-Visual Center**, Bloomington, Ind.
- INSTLIFE**—Institute of Life Insurance, 488 Madison Ave., New York 22, N. Y.
- METHODIST Publishing House**, 201 8th Ave. S., Nashville 2, Tenn.
- MH**—McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y.
- MUSICAMERA**, Box 330, Chicago 90, Ill.
- NFBC**—National Film Board of Canada, Canada House—Suite 819, 680 Fifth Ave., New York 19, N. Y.
- PATHESCOPE Educational Films, Inc.**, Coliseum Towers, 10 Columbia Circle, New York 19, N. Y.
- REMBRANDT Film Library**, 13 E. 37 St., New York 16, N. Y.
- ROUNDTABLE Productions**, 139 S. Beverly Drive, Room 133, Beverly Hills, Calif.
- SCOTT**—H. H. Scott, Inc., Dept. P, 111 Powdermill Rd., Maynard, Mass.
- SVE**—Society for Visual Education, Inc., 1345 W. Diversey Pkwy., Chicago 14, Ill.
- VISPEC**—Visual Specialties Co., 835 S. State St., Caro, Mich.
- WEDBERG and Associates**, 4715 S. Normandie Ave., Los Angeles 37, Calif.

### CLASSIFIED

**VISUAL WORDS**, actually seen when spoken, aid Kinetic Thoughtforming Instruction. How to use, and Examples, \$1 ppd. Also Teaching Text of Kinetic Thoughtforming, \$2. Sensitron System (of Thoughtforming), Box 1126, St. Augustine, Florida.

**COLOR SLIDES**, two-inch. Western national parks, monuments, mountains, Indians, animals, birds, weather, flowers, geology, ranching, and trees. Choose from approval selections. Free Lists. Quality Slides, 711 Columbia Road, Colorado Springs, Colo.

# AUDIOVISUAL

GUIDE

May, 1960



From "Chaparral Classroom"  
—Balley Films

AV Materials in Guidance—page 220  
Tape Recorded Teaching—page 226

FOLIO LIBRARY-NO. 2  
 ORDER DIVISION  
 325 SUPERIOR AV.  
 CLEVELAND 14, OHIO  
 GRC-4329-2460



*Charlie  
the Destroyer*

# HE CAN'T PULL A LEVOLOR VENETIAN BLIND DOWN

Because, not only are LEVOLOR installation brackets made of heavier, stronger metal, but LEVOLOR installation brackets have a two-way safety catch. Even when not completely locked, the blind cannot come down.

Information that insures the best installation possible is a service all LEVOLOR representatives will give you. They will submit a prospectus covering every detail of your Venetian Blind installation—help with the specifications and make a final inspection *after* the blinds are installed. It is a service that guarantees good specifications and good Venetian Blinds.

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN VENETIAN BLINDS  
**AUDIO-VISUAL                      CONVENTIONAL                      SKYLIGHT**

Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.



## With the Authors

The collaborators on *AV Materials & Guidance* are on the staff of Eastern Illinois University, Charleston, Illinois. Dr. Verne Stockman is an associate professor of education and is director of the school's audiovisual center.

Dr. Donald Moler is an associate professor of education and is director of the guidance training program at Eastern Illinois. James Lister is an assistant in the audiovisual center and is studying toward a doctorate in guidance at the University of Illinois.

Pearl C. Snively is a studio teacher at the Washington County (Md.) Closed Circuit Educational Television project. She has a master's degree in education from University of Maryland and studied dramatics and radio at Peabody Conservatory of Music and other schools.

Melvin C. Carpenter is in his 24th year as district superintendent of schools in South Kortright, N. Y. He has a bachelor's and master's degree from the State University Teacher's College at Albany.

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

May, 1960 Volume 39, Number 5, Whole Number 385

## EDITORIAL

218 Cliché Blocks to Progress

## ARTICLES

220 AV Materials in Guidance *Verne Stockman, Donald Moler, James Lister*

224 Tapes in Multiple Classes *Melvin C. Carpenter*

226 Tape Recorded Teaching *Pearl C. Snively*

229 Planning an AV Conference?

## DEPARTMENTS AND FEATURES

211 With the Authors

214 News

216 Letters

216 Calendar

230 Filmstrips *Irene Cypher*

232 AV in the Church Field *William S. Hockman*

237 Film Evaluations *L. C. Larson, Carolyn Guss*

240 Audio *Max U. Bilderssee*

244 Trade Directory for the AV Field

245 New Equipment and Materials

256 Helpful Books

257 Trade News

258 Directory of Sources

259 Index to Advertisers

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

AUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, editors for Film Evaluations. MAX U. BILDERSEE, editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical editor. WILLIAM F. KRUSE, Trade and Public Relations. IRENE THORSON, Editorial Assistant.

### BUSINESS STAFF

J. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. OWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet B-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
JMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
V. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00. CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

ADDRESS ALL MAIL (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

ENTIRE ISSUE COPYRIGHT 1960 BY  
THE EDUCATIONAL SCREEN, INC.



# Is he learning...

*or just being entertained?*

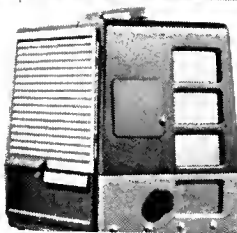
*He's learning...* if the classroom audio-visual equipment is designed, as only Bell & Howell equipment is, to be an active educational aid rather than a medium of entertainment. The full benefits of teaching with audio-visuals can be achieved only through built-in features and controls that make the teacher the *complete master* of the lesson rather than a by-stander. Only Bell & Howell gives these to you, along with unmatched ease of operation.

The school administrator gets the assurance of long, trouble-free equipment operation, and the certainty that the school has

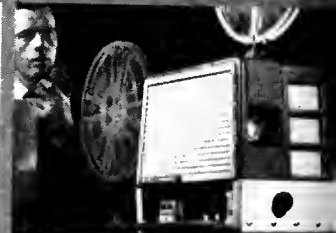
gotten the best value for money. Program assistance service is provided by an experienced Bell & Howell Audio-Visual Representative in your area.

If you're going to specify audio-visual equipment soon, if you're interested in the added teaching power audio-visuals can give your school... write today. There's no obligation. Write: U.S. Education Dept., Bell & Howell, 7117 McCormick Rd., Chicago, Ill.

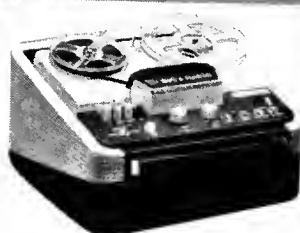
*Qualifies for purchase under Public Law 864. (National Defense Education Act).*



**399AV.** Stops on single scene for class discussion. Reverses instantly, lets you repeat scenes until they are clearly understood.



**Filmosound 302.** Add high-fidelity magnetic sound to any 16mm film, automatically. Doubles the value of language teaching film.



**786AV-1.** 2-Channel Tape Recorder. Teacher records lesson on one channel. Student listens, records answers on second channel.



**724 Slide and Filmstrip Projector.** Simple instructions on projector. Projects even in semi-lighted room to permit note-taking.

FINER PRODUCTS THROUGH IMAGINATION



**11:00 A. M.**

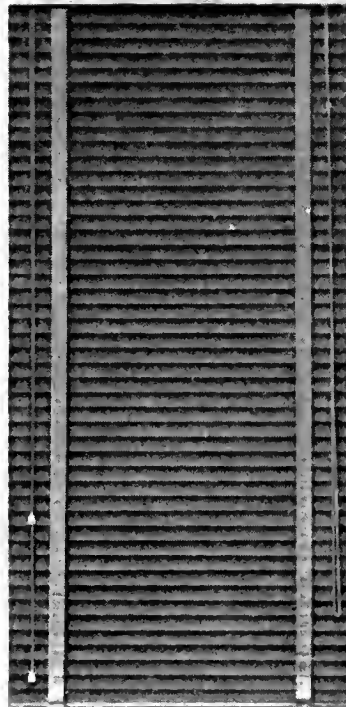
**This movie is really sharp! Not a light leak anywhere.**

REASON: The windows in this room are light-controlled with Flexalum Audio-Visual Blinds. These blinds make any room theatre-dark anytime. Here's why: (1) more slats per height plus (2) patented notch in each slat that permits adjacent slats to touch, equals (3) no between-slat light leaks. (4) Light-trap channels eliminate around-the-edge light leaks.

**11:10 A. M.**

**The slides look great. Just enough light to take notes.**

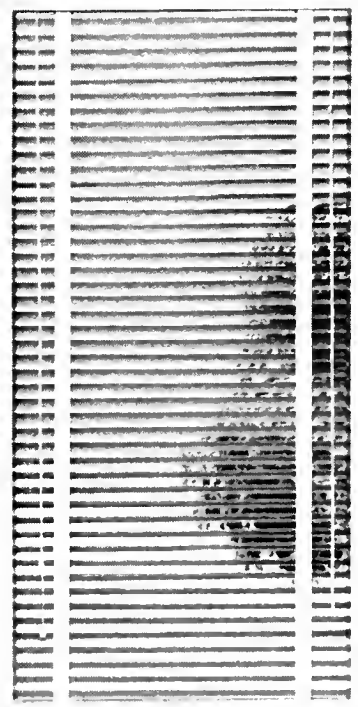
REASON: You get just the degree of light control you need with Flexalum Audio-Visual Blinds. No other form of blackout covering allows you this flexibility. And Flexalum Audio-Visual Blinds will always stop and stay just where you want them. They're precision engineered to operate smoothly. They're guaranteed for five full years.



**11:20 A. M.**

**Back to groupwork. Full daylight, instantly—no glare.**

REASON: Nothing to take down, nothing to tug back. No wasted money for multiple coverings, no wasted classroom minutes. Flexalum Audio-Visual Blinds do the whole job — taking you from projection darkness to full light (or anything in between) with just a flick of a nylon cord. The plastic lined side channels eliminate all noisy flutter!



**Get full-range light control—at low cost—with *Flexalum*® Audio-Visual Blinds!**

Bridgeport Brass Co., Hunter Douglas Division, 30 Grand St., Bridgeport 2, Conn.

## Wisconsin College Gives Master's in AV

Now under way at Stout State College, Menomonie, Wisc., is the only master of science degree program in audiovisual instruction at any college in the state.

To obtain the new master's degree in audiovisual instruction, graduate students, after having taught a minimum of one year, are required to enroll in three basic courses: research procedures, applied research, and educational statistics. These students are also required to obtain a minimum of eight semester hours and/or a maximum of 15 semester hours from a list of 20 recommended graduate courses.

For example, students may select advanced photography, audiovisual administration, applied electronics, motion picture production, to name a few subjects, as well as more general courses in curriculum, conference leading, psychology of learning, supervision, and administration.

Upon completion of Stout's \$925,000 shop-laboratory-classroom building now under construction, the audiovisual center will move to enlarged, renovated quarters in space now occupied by the Stout printing department.

Officials of the college foresee considerable interest in the course.

## Australia Library Has Large Film Archives

The Commonwealth National Library at Canberra, charged "with the responsibility of collecting and preserving Australian historical records," has a film division which has published a catalog of 1,537 documentary and educational motion pictures from 388 Australian producers and sponsors, some 800 of which are already in the national library's film collection.

According to its preface, "this catalogue is only part of the film division's project to compile a complete record of Australian film production and, wherever possible, to obtain prints of all significant films for deposit in its historical film collection." Feature films are omitted from the catalog although efforts are being made to acquire copies of early productions of this type.

## Eugene W. Castle

1897-1960

"Gene" Castle, one of the most dynamic figures in the non-theatrical film field, was best known as founder of the film line that still carries his name. The company was started in 1924 with a reported investment of \$10,000. By 1947, when it was sold

## Cover Scene

A glimpse of the activities of a 6th grade class during a week at school camp. Chaparral Classroom is a 19-minute color film produced by Los Angeles City Schools and distributed by Bailey Films, Inc.

to Universal Pictures, Castle Film had grossed \$130,000,000.

After disposing of his holdings, Castle spent much of his time travel and in campaigning against what he considered misuse of government funds in foreign aid and miscellaneous propaganda efforts. His death after surgery, came on Feb. 9 in New York City. His only immediate survivor is his wife, Mildred Kuhnhe Castle.

## Chicago Teachers Get TV Science Instruction

The Chicago Public School system has entered another term, its fourth semester of instructional programs for teachers over WGN-TV in Chicago.

The Monday through Friday programs, extending from February through May, are titled "Science Our World Today" and are devoted to improving instruction in science in the elementary grades. Previous series have been devoted to improving instruction in reading, arithmetic and social science. Teachers watch the programs on television receivers installed in Chicago area schools.

The new science series brings television many of the outstanding scientists and engineers in this area. All facets of the science curriculum are covered by specialists in their respective fields.

## AV Director Lectures at Journalism Meeting

Carl B. Manner, director of the audiovisual department of the Vallejo, Calif. for Vallejo Unified School District spoke at the California Collegiate Press Conference March 11, 12 at San Francisco State College.

Also speaking were George Leonard, San Francisco editor of *Look* magazine and Jack Fields, San Francisco freelance photographer, who explored the nature of photo-journalism.

Manner gave a lecture-demonstration of the Polaroid Land camera.  
(Continued on page 216)



Three faculty members with prominent roles in the establishment of the master's program in AV instruction at Stout State College: (from left) Dr. Ray A. Wigen, dean of graduate studies; Silas S. Stamper, assistant professor of audiovisual education; Dr. David P. Barnard, professor and head of the audiovisual department.

# HOW TO TEACH MORE EFFECTIVELY WITH AN OVERHEAD TRANSPARENCY PROJECTOR

*An important visual aids primer -- clip and save it*

As a person who uses and is often called upon to advise in the selection of visual aids equipment, it is essential that you become familiar with the many advantages of overhead projection techniques—how it can make your teaching even more effective, how it helps the student to grasp and to retain ideas, how it increases the scope of your subject matter.

For many teachers the prime advantage of the overhead transparency projector is the fact that it is the only type of projection equipment that is designed to be operated in broad daylight. The ordinary classroom becomes a theater without turning out the lights or drawing the shades. Of course, you must have a projector that provides the maximum screen light required to retain detail and color. Projection Optics' Transpaque Jr., for instance, provides up to three times more light on the screen than any other projector of its type. Transpaque Jr.'s exclusive optical system has completely eliminated a serious overhead projection problem — the distracting rings that have always appeared on the screen.

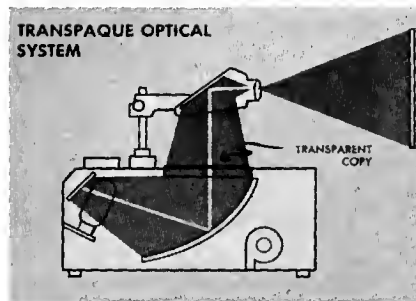
## Up-Front Projection

With this teaching tool, both you and the projector are at the head of the class. As you teach, you face your students. You can gauge their reactions, spot questions immediately; students can take notes and you can refer to yours. Remember, the lights are on! In short, with the Transpaque Jr. you retain all the advantages of a classroom environment.

The very small profile of Transpaque Jr., especially the projection

head, makes every seat usable. There is nothing obstructing your view of the class. Every student is able to see both you and the screen. The more compact Transpaque Jr. is also easily portable.

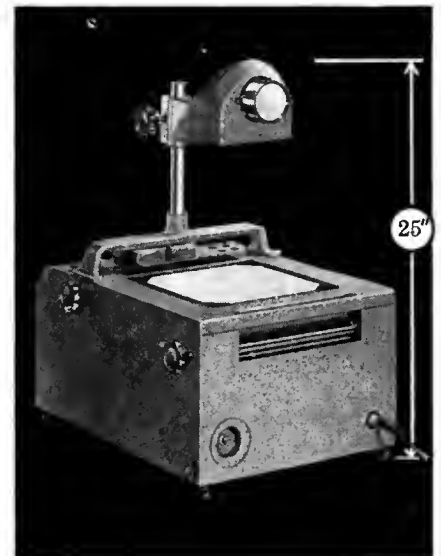
Superimpose transparency over transparency, building a progressive story before the eyes of your class. Transpaque Jr. retains the brilliance



and color even through multi-colored overlays. Each transparency has a large 10" x 10" format. You can tailor-make them yourself, simply and inexpensively. You can buy them already prepared, covering a multitude of subjects.

## Write As You Speak

To create large screen images of your notes or ideas, just write in your normal size script on a transparency. It is projected as you write,



just behind you on the screen. You can draw lines, write clarifying remarks, circle areas of special interest. Your individual technique is as unlimited as your own imagination. There is no squeaky chalk or tiresome blackboard work. Use the roll of transparent film. Write on it and roll it away for a continuous supply of clean writing surface.

Transpaque Jr. is UL-CSA approved. It is easy to operate and trouble-free. For a free demonstration or additional information, write to

**Projection Optics Co., Inc.**  
276 Eleventh Avenue  
East Orange, New Jersey

In Canada, Anglophoto, Ltd., 880 Champagne Ave., Montreal, Quebec.

pointing up its adaptability to photo-journalism. The conference was attended by more than 300 student editors from four-year and junior colleges throughout the state.

## Israel Education Leader Is U. S. Visitor

A recent visitor to the offices of the American Council on Audio-Visual Education in Israel was Dr. Noah Nardi, director of the Pedagogic Center of the Ministry of Education and Culture in Israel. Dr. Nardi is engaged in a project with the Jewish Education Committee in New York and plans to visit school systems as he travels across the United States before returning to Israel.

## Ford Foundation Grant For Radio Exchange

The Ford Foundation has announced a grant of \$500,000 to expand the exchange of educational and cultural radio programs between the United States and countries throughout the world.

Under the grant, the Broadcasting Foundation of America (B.F.A.) will integrate all its operations with the National Educational Television and Radio Center's (N.E.T.R.C.) new International Exchange division.

Since the Ford Foundation granted it \$200,000 in 1958, B.F.A. has expanded; it now supplies about 18 hours of cultural, musical, and educational programs weekly from radio stations in 40 foreign countries to more than 200 American commercial and educational radio stations.

## Letters

To the Editor:

Your October, 1959, issue has again come to our attention and I think warrants comment, even at this late date.

It should be very gratifying to you to find that your publication is followed so avidly. Unfortunately we are finding it embarrassing. The article "Criteria for AV Equipment" by Philip Fayen contains several implications which we do not believe are justified.

Mr. Fayen asks the question, "Does the projector have a rating of 350-500 watts?" A 300-watt projector with a good optical system could conceivably put more light on the screen than a 500-watt projector with a poor one. Wattage is not necessarily a measure of a projector.

Mr. Fayen asks that 10 foot lamberts be registered on a light meter focused on the screen. This is a rating applied to movie projection. The ASA standards for still projection suggest 5 foot lamberts instead of 10. The

whole discussion is rather out of place under a projection test because it is more a test of a screen than a projector.

Under "Tape Recorder," Mr. Fayen asks "Does the amplifier have a power rating of 10 watts, or at least 7 watts as absolute minimum?" Although wattage is a factor in amplifier performance it is not the whole story, and Mr. Fayen's implication that 7 watts should be considered a minimum is extremely misleading.

Mr. Fayen asks "Is this a four track or a two track recorder?," implying that it should be one or the other. With the possible exception of use as a play-back machine in music appreciation courses, it is hard to think of any use for either machine. The problems of stereo recording are such that the usage will probably not occur in academic circles, and the cost of such equipment would not be justified.

Leonard W. Coulson  
LaBelle Industries, Inc.

(1) Light output today cannot be measured in lamp wattage, true. (2) Comparative screen brightness is a fair gauge if rival machines are tested on the same screen. (3) Wattage output (re distortion factor) is an acceptable yardstick in selecting an amplifier for the job it will be asked to do. (4) Dual track recorders have other educational applications besides stereo music.

Mr. Coulson's comments re "speaking around" will be run next month.—Ed.

## Calendar

- May 1-7—Society of Motion Picture and Television Engineers, Los Angeles.
- May 2-6—American Society of Training Directors, St. Louis, Mo.
- May 4-7—Annual meeting, Institute for Education by Radio and Television, Columbus, Ohio.
- June 19-24—American and Canadian Library Associations, Montreal, Quebec.
- June 26-July 1—National Educational Association, Los Angeles.
- July 5-Aug. 12, August 15-26—Syracuse University Summer Workshops on A-V Materials in Libraries, Syracuse, N. Y.
- July 8-9—New York State Audio-Visual Council, Schenectady, N. Y.
- July 30-August 4—National Institute for AV Selling, Bloomington, Ind.
- August 6-9—National Audio-Visual Convention, Chicago.
- August 17-23—International Religious Executive Consultation, Boulder, Colo.



Some of the educators who met at a recent AV workshop on overhead projection in Salt Lake City: from left, Dr. W. Donald Brumbaugh, president of Utah State Audiovisual Directors association; Eric F. Burtis, Ozalid Co.; G. Leon Beutler, Utah State University; Dr. Eldon Drake, Utah State University; R. LeRoy Lindeman, audiovisual director, Brigham Young University; G. C. Cooper, audiovisual director, Idaho State College.

# American History . . . .



# at its brilliant best

presented in an unusual program of filmstrips and books carefully planned and developed by top-ranking specialists for use at all levels. Never before has a program embodied such excellence. COMPARE these teaching tools with any others in their field for AUTHENTICITY, DEPENDABILITY, QUALITY and UTILITY, then realize that they are, in fact, UNIQUE among the best that America has produced.

## THE FILMSTRIPS

Created under the editorial direction of RALPH H. GABRIEL  
Sterling Professor of History Emeritus, Yale University

### ● THE CHRONICLES OF AMERICA FILMSTRIPS, 15 units

Inspired by the famous CHRONICLES OF AMERICA volumes and based largely on the celebrated motion pictures of the same name, these amazingly realistic filmstrips re-create, with minute historical accuracy, important milestones in the early formative years of our national life. Only recently completed, the series is already winning acclaim across the nation.

\$97.50 complete or \$7.00 each  
Comprehensive TEACHER'S GUIDE free

### ● THE PAGEANT OF AMERICA FILMSTRIPS, 30 units

Epic in scope, this accurate and authoritative award-winning series covers five centuries of America's growth from the aboriginal Indian to our Atomic Age and has proved to be an invaluable teaching instrument in nearly every phase of the curriculum. A natural supplement to THE PAGEANT OF AMERICA volumes, the series is widely and successfully used as a source of indispensable information.

\$195.00 complete or \$7.00 each  
TEACHER'S GUIDE free with each unit

## THE BOOKS

### ● THE CHRONICLES OF AMERICA, 56 volumes

Edited by Allen Johnson and Allan Nevins

Full-bodied, timeless narratives, written with authority by eminent specialists in persuasive, interest-compelling style, tell the full story of America from the Red Man to the aftermath of World War II. Especially distinguished for a freshness and originality of treatment, here is authentic history with all the exciting appeal of good fiction.

\$199.00 complete or \$3.95 per volume

### ● THE PAGEANT OF AMERICA, 15 volumes

Edited by Ralph H. Gabriel

This magnificent pictorial history, packed with accurate, useful, well-organized information—expressed in terms of human interest and enjoyment—reveals the vast panorama of America's progress through 11,500 authentic historical illustrations expertly linked by scholarly text. A basic essential for every school and library.

\$147.75 complete or \$10.75 per volume

ORDER NOW FOR A FULLY ENRICHED PROGRAM

# YALE UNIVERSITY PRESS FILM SERVICE

# YALE UNIVERSITY PRESS

86 Fourth Avenue

New York 16, N. Y.

# Cliché Blocks To Progress

*Paul C. Reed*

We doubt that there's an audiovisual administrator anywhere who hasn't at one time or another been frustrated by the cliché block of his "superior." You know that kind of boss man who says to you, "Your proposed idea cannot be used because 'We tried it once, and it doesn't work.'" Or, "There isn't enough money." Or, "The people aren't ready for an idea like that." Or, "We just don't do things that way." In a recent talk, Dr. Don Williams of the University of Kansas City, listed a whole file catalog of such clichés and discussed them as major blocks to progress.

Certainly it's a trying and baffling situation when an AV director's plans and ideas are turned down for such reasons. But it's even much worse when he blocks his own progress by that same kind of exclusive reasoning. Take the case of the Director of Instructional Materials in Northeast City, for example.

He thought he had an insoluble problem in the distribution of filmstrips. His own cliché block to reasonable action was the notion "You have to treat all schools alike." Or he sometimes told himself, "What you do for one school in the system, you have to do for all." Who said so, and upon what authority? Maybe like schools should be treated alike, but schools aren't alike just because they're in the same school system. This Director had trapped himself and blocked his own program. But let's be more specific.

There was a good centralized film library and motion picture distribution system in Northeast City. When filmstrips began to be available in quantity and quality, it was simple enough, and logical too, to add these to the existing film distribution system. Filmstrips being much cheaper than motion pictures, you could even buy five or six copies to serve Northeast's fifty-some schools. But the economics of this method of distribution bothered the director.

True, a filmstrip cost only a few dollars, but in a few years it would cost several times that to distribute it. Each one had to be listed, and ordered, and delivered, and picked up, and inspected, and shelved over and over again while distribution costs mounted. On the other hand, if Northeast Director were to have to buy fifty copies of one filmstrip title, his current budget would be nowhere near adequate.

The clue that permitted him to break free from his cliché created block came when he was reviewing the statistics of filmstrip usage. The figures made clear that all schools were *not* alike. The top school had used more than three times as many filmstrips as the school at the bottom of the list. Maybe filmstrips collections should be provided for *some* schools, and not for all, at least not all at once. Why not start decentralized collections for those schools that made most use of filmstrips? Five schools first. Five more next year. Then half the schools had their own filmstrip libraries. If you are going to serve schools best, maybe they should never all be treated alike. The solution for one school is not the solution for all schools.

There was another fallacy Northeast Director discovered in his thinking about filmstrips. When he really thought the problem through, he knew that in terms of unit cost, methods of use, and the way they should be distributed, filmstrips were much more like books than like motion pictures. One of these days in Northeast City, those individual school collections will become decentralized, and there'll be filmstrips in every classroom just as there should be.





*At the Blue Island, Illinois, Community High School, District 218, William Liska, Audio-Visual Coordinator says:*



**Our Kodak Pageant Projectors stand up to 160 boy operators, run 5000 showings a year without oiling."**

"Projectors get a severe workout under our heavy audio-visual schedules. Youngsters who run them have varying attitudes about care. So the operating simplicity and ruggedness of a Pageant are important features to us.

"Constant hard usage by so many people would also make it next to impossible to keep up with lubrication and maintenance records. That's why we place such high value on the lubrication-free feature of the Pageant."

Perhaps you would like to see how easy it is to operate this sturdy projector that ends oiling headaches forever. Your Kodak A-V dealer will demonstrate. He'll also show you how the Pageant throws 40% brighter pictures on the screen at sound speed . . . how it fills the hall with distinct *sound that you can control*. Or write today for Bulletin V3-22 that tells you all about Kodak Pageant 16mm Sound Projectors.

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

# AV Materials In Guidance

by Verne Stockman

Donald Moler

James Lister

**H**AVE audiovisual directors recognized the growing importance of the use of audiovisual materials in the field of guidance? To find an answer to this question, the Audio-Visual Center at Eastern Illinois University surveyed all those guidance directors in the United States whose names appeared in the April, 1958, directory of Local Directors of Guidance published by the U. S. Department of Health, Education, and Welfare. Of the 1,452 directors listed, 791 (54 percent) responded to the inquiry.

Although writers in the fields of audiovisual education and guidance have frequently referred to the use of audiovisual materials in guidance programs, very little has appeared in print dealing specifically with the use of audiovisual materials in the various areas of guidance. With emphasis upon guidance under Title V of the National Defense Education Act, the use of materials in guidance becomes more and more the concern of audiovisual directors.

In this survey of guidance programs, inquiry was made regarding the use of the following audiovisual materials: charts, graphs, posters, motion pictures, bulletin boards, slides, filmstrips, field trips, opaque projectors, tape recorders and overhead projectors.

Group guidance situations accounted for most of the use of audiovisual materials. Group guidance situations in the study were considered to be group-centered guidance activities such as orientation, providing occupational information, and exploratory courses or guidance units taught within academic courses.

The next largest category using audiovisual materials involved community groups and staff members. Included were those activities of a guidance nature which were directed toward presenting guidance information to the community, in-service training of the faculty, and obtaining information from the community which could be used in working with the students. Audiovisual materials were used least in individual counseling situations. This probably is not unusual, considering the nature of the counseling situation. Comparatively few audiovisual materials were used in addition to those listed. Those additional materials most frequently used were television, radio, recordings, flannel boards and photographs. In virtually all cases the additional audiovisual materials were being used in group guidance situations.

---

Photos by Robert C. Wiseman, assistant director, Audio-Visual Center, Eastern Illinois University.

Participants in the survey were asked whether they would like to use additional audiovisual materials. Nearly 60 percent replied in the affirmative. A large majority of these stated they would like to use more motion pictures in guidance. Other materials which participants indicated they would like to use were: filmstrips, tape recorders, slides, television, pre-recorded tapes, opaque projectors, field trips, overhead projectors, 16mm motion picture cameras, flannel boards, sociodramas and radios.

In order to determine the attitudes held by guidance directors toward use of audiovisual materials in their programs, participants were asked to check whether they considered them "very valuable," "valuable," "of limited value" or "of no value." Nearly 90 percent of all participants indicated they considered audiovisual material valuable to their programs. One-tenth of the directors believed them "of limited value" and there were only two "of no value."

Directors who had a wide variety of audiovisual materials *available for use* in their programs tended to give them a high rating. Those who *used* most of the materials available placed a higher value upon them than did those who used few. Those who indicated a desire to use additional materials believed, as would be expected, audiovisual materials to be valuable. Those individuals who listed new or unusual uses of audiovisual materials within their programs tended to consider their value even higher.

Compared with the group rating audiovisual materials of limited value, those rating them highly tended to have more materials available and they tended to use them more extensively. They also indicated a desire to use additional materials and were finding new and unusual uses for audiovisual materials.

Guidance directors were asked "What new or unusual uses are you now making of audiovisual materials?" Comparatively few were exercising this initiative in this vein; only about five percent of the directors reported finding uses which they considered new or unusual. Some of the participants listed uses of the tape, motion pictures, slides and photographs.

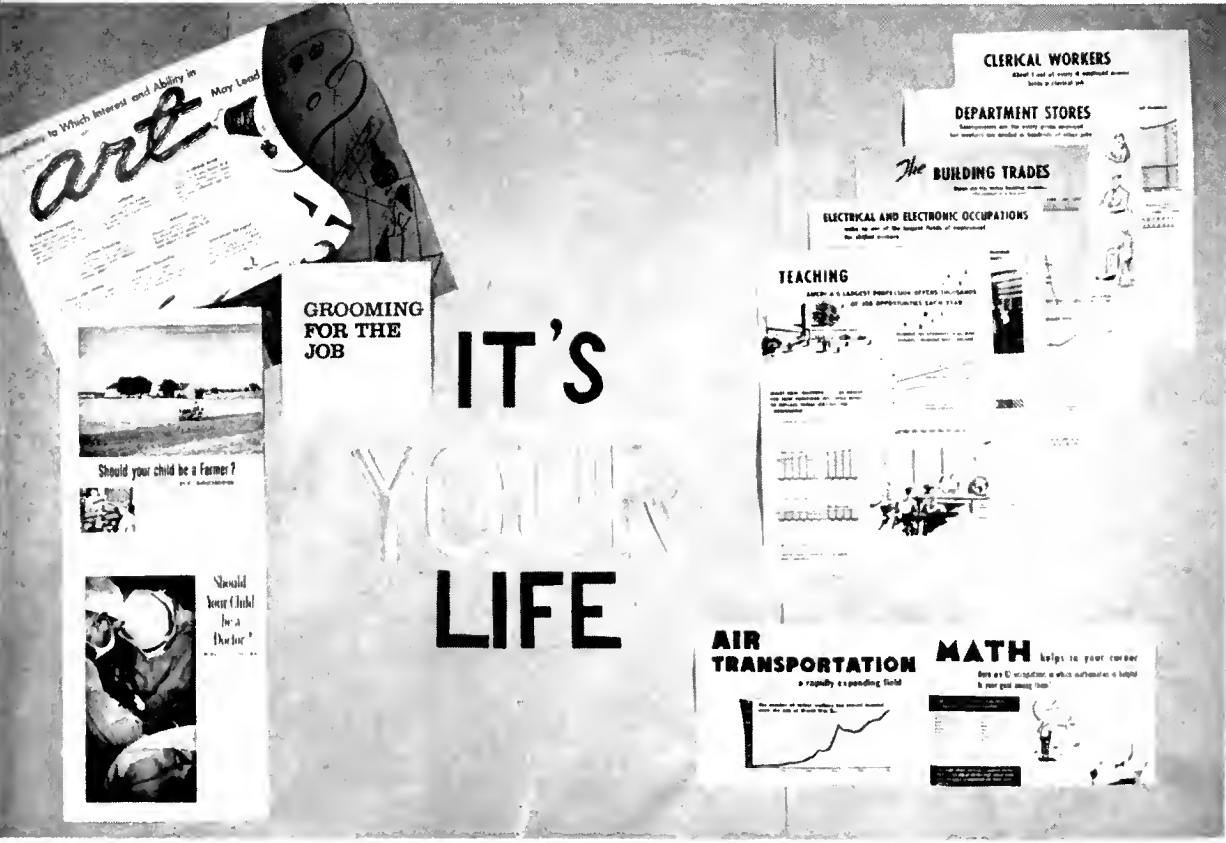
An outgrowth of this survey was the formulation of recommendations for more effective use of audiovisual materials in guidance programs. The uses recommended below are taken in part from uses suggested by participants and in other instances uses are suggested which are believed to be of potential value in guidance situations. It is hoped that these will be modified or expanded to meet specific purposes and that they will suggest new applications.

## Motion Pictures

Inexpensive, simple 16mm motion picture cameras (and now 8mm sound cameras and projectors) enable schools to produce their own films. School-produced orientation films are especially valuable in introducing school activities to enter-



Visiting college deans often use the overhead projector to explain the college curriculum and requirements to senior high school students.



The future career of high school students may be developed through the use of attractive bulletin boards.

ing students. One publication lists 50 colleges that have produced their own orientation films. Scenes taken from various college campuses can be helpful to high school students planning to attend college. School-produced films can be used in presenting occupational information, since the 16mm camera enables guidance personnel to take film surveys of community occupations. This information can be presented to classes studying occupations.

Such films may also be valuable in the area of public relations. A film describing school guidance activities can be used in presenting guidance services to parent and community groups. Most audiovisual directors are aware of the many commercial motion pictures available for dealing with problems of school, family and personal adjustment, as well as those designed to present occupational information. Typical classifications of these films are readily available in the various film catalogs. Some examples are Counseling, Personnel Service, Vocational Guidance and Personal Guidance. Guidance directors need help from AV specialists in selecting appropriate films in these areas.

### Bulletin Boards

Bulletin boards have many uses in guidance. Directors (as well as anyone using bulletin boards as a teaching device) should develop a tear sheet file. In this way many articles and other materials of significance can be collected and filed for later use. Bulletin boards can be used to inform students of the present occupations of graduates and former students. Photographs can be displayed, accompanied by a short paragraph describing the individual's work, address, or plans for the future. In the area of occupational information, local help-wanted ads can be displayed under appropriate headings. Occupational descriptions can be presented. Bulletin board displays are effective in publicizing college and career conferences.

Student committees may be encouraged to contribute to bulletin board displays on such topics as manners, dating and family adjustment. Contributions by student cartoonists can add appeal in this area. Bulletin boards provide an excellent means for presenting to the student body the re-

sults of community occupational surveys and follow-up studies. A few carefully selected photographs help to make the survey an interesting and effective bulletin board display.

### Charts, Graphs and Posters

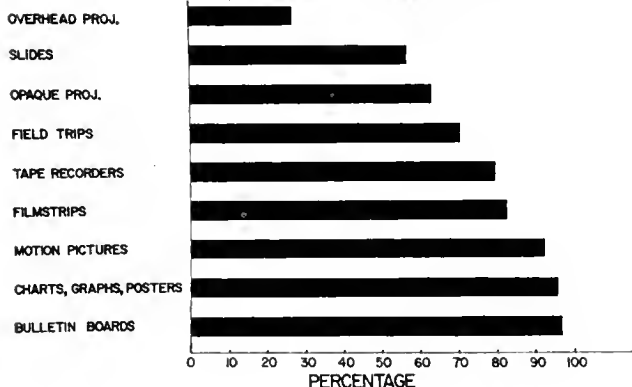
Closely related to bulletin boards is the visual area of charts, graphs and posters. Summaries of community occupational surveys or follow-up studies can be presented graphically for bulletin board display or for use with the overhead or opaque projectors. Colleges can be compared graphically with reference to cost of living, curricula, degrees granted and activities. Occupations can be compared graphically with reference to earnings, training required, and supply and demand of workers. Posters prepared by student committees can be used extensively during orientation to welcome new students. Students should be encouraged to improve their achievement in school subjects by keeping a personal chart on which they record their daily or weekly progress.

### Filmstrips, Slides and Photographs

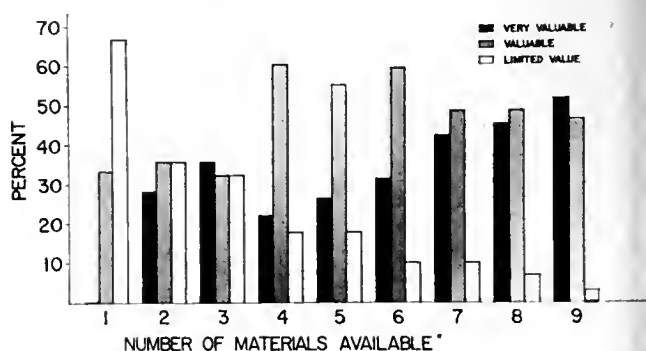
The use of commercial filmstrips dealing with problems of school, family, personal adjustment and vocational guidance are increasingly available. Sources are readily found in the commercial guides and catalogs. It was recommended by the participants in the survey that, when possible, students, counselors and teachers make their own filmstrips of guidance activities. A tape recorder might be used to produce a tape-recorded narration to accompany school-produced slides and filmstrips.

Viewers may be used by individual students to study filmstrips and slides in the guidance office, home room, library or in the study hall. Files of filmstrips, slides or photographs can be made in connection with follow-up studies of graduates and former students. Photographs and slides might provide a simple way of recording field trips. These materials can then be used to introduce such field trips when they are repeated with other groups. Filmstrips and slides for use in inservice training in the administration and interpretation of group and individual tests can be easily and inexpensively prepared. These ma-

PERCENTAGE OF AUDIO-VISUAL MATERIALS AVAILABLE FOR GUIDANCE PROGRAMS



VALUE RATING OF AUDIO-VISUAL MATERIALS IN THE GUIDANCE PROGRAM\*



\* ACCORDING TO THE NUMBER OF A-V MATERIALS AVAILABLE IN THE REPORTING SCHOOLS

## THE AV DIRECTOR'S RESPONSIBILITY

Most audiovisual directors will find that directors of guidance are willing to learn more about the use of AV materials. This study indicates that one of the important problems facing guidance directors is "lack of time." The audiovisual director can render a real service to the guidance program by offering his services when the director of guidance plans his activities. He may be able, for example, to identify areas in which audiovisual materials can make significant contributions to the guidance program.

Materials provide an excellent way of showing working conditions within the various occupations in the community.

### Field Trips

Guidance directors should be encouraged to prepare students for the field trip and excursion opportunities available to them within their communities. Teachers should be encouraged to point out vocational implications of any field trips taken in connection with their courses. Through the cooperation of school officials and community agencies it is possible to compile a handbook of field trip opportunities such as the excellent handbook prepared for the schools of Dearborn, Michigan. A handbook of this kind enables counselors and teachers to plan more effectively for field trips. It could include, for example:

- a. The name and brief description of the business, factory, or office to be visited.
- b. The location of the place to be visited with specific directions for finding it.
- c. The age and number of students permitted at one visit.
- d. The most desirable hours for visit.
- e. The name, address, and phone number of the person to contact for reservations.

### Tape Recorder

The tape recorder can be used by counselor in improving his interview techniques. Recordings of case conferences can be filed for future reference, and sample interviews and other guidance activities can be recorded. Interviews of former students in on-the-job situations can also be used in occupations classes.

Recorded sociodramas can be catalogued by topics and used in individual counseling and group guidance situations. By omitting solutions, these can also be employed as projective devices. As a part of an in-service training program for counselors, tape recorded counseling interviews can be exchanged so that various techniques can be reviewed by several counselors in large school systems.

Tape recordings can be made of music and/or narration to accompany slides, filmstrips or motion pictures. Commercial radio or television programs with guidance significance can be recorded for later use with individuals or groups. Field trip interviews can be recorded and used to introduce such field trips when they are repeated.

### The Opaque Projector

The opaque projector was used in a limited fashion by the participants in this survey. It can be helpful in presenting occupational literature to groups when limited copies prevent group distribution of the available material. In school board and community meetings, the opaque projector may be used in presenting data on guidance services. It can also be used to facilitate the interpretation of test profiles to teachers, parents, and students, and projection of cumulative records will enable group evaluation of available data.

The opaque can be used in presenting course descriptions, schedules, and samples of students' work on parents' night. In presenting materials designed for instructing teachers and counselors in the administration and scoring of tests in in-service training situations, the opaque projector is time saving and helps to give common understanding. It can be used, too, in presenting summarized data on occupational surveys and follow-up studies.

### The Overhead Transparency Projector

The overhead projector was the least used by participants of any of the audiovisual materials listed in the survey. In order to enable guidance directors to utilize the overhead projector more fully the following uses are suggested:

- a. The overhead can be used to present guidance information in school board meetings in a dramatic way.
- b. It can be used in presenting summarized data on occupations or follow-up studies in occupations classes.
- c. It will help to facilitate the administration of group tests by using prepared overlays.
- d. Projecting prepared overlays can help in the registration and orientation process.

In comments volunteered by the participants, several individuals indicated that their immediate concern was not the use of additional materials but more effective utilization of those audiovisual materials currently available to them. When asked how they would rate audiovisual materials in their programs, many qualified their answers with such statements as "in certain situations," "if properly used," or "it depends." These qualifications indicate that guidance directors do realize that the value of such materials depends to a large extent upon their proper utilization.

# Tapes Meet Multiple Class

## Needs in Small Schools

by Melvin C. Carpenter

**T**HE Catskill Area Project in Small School Design, now enlisting 27 school districts on the northwest watershed of the Catskills, was launched in 1957, supported by a grant from the Fund for the Advancement of Education. The project's purpose is to search for educational theories, techniques and practices that will help rural schools improve the variety and quality of educational opportunity provided for girls and boys.

Several study groups, consisting of teachers and administrators (including district superintendents) from the participating schools, are constantly at work, trying out new techniques and approaches, refining old ones, pooling and sharing their experiences. Among these study groups is one concerned with multiple class operation. Its members are searching for ways and means to provide more effective teaching-learning situations in multiple classes—where two or more levels of the same high school subject are studied or where two or more separate high school subjects are studied in the same room at the same time with the same teacher.

The purpose behind this experimenting is to find out if multiple classes can be as effective at the high school level as they are in the lower

grades. If experimentation shows positive results then multiple classes may be a means where small schools, with their small staffs, can provide more courses and higher calibre learning.

Consistent, carefully planned use of electronic equipment, especially of tape recordings and recorders, appears to be one likely cue to successful multiple class operation.

At Franklin Central School, for example, L. Verne Thomas has used tape recordings in his multiple mathematics classes for several years. Tapes he cuts himself, together with comprehensive "Learner Guides" he has developed, accompany as well as supplement textbooks his pupils use, provide the essential learning materials and directives. These are used by the pupils in three separate classes that meet regularly with Mr. Thomas in the same room during the same period to study advanced mathematics, trigonometry and intermediate algebra.

Each of these "classes" works in its own section of the room. Each is equipped with Learner Guides, textbooks, tape recorders and tapes he has cut. These carry explanations and instructions. Fast learners proceed at their own best speeds; slower learners "rehear" the tapes to the point of mastery. The teacher therefore is not obliged to devote so much time to slower learners—the tapes he has cut do this for him.

Reprinted from *New York State Education*



Mrs. Margaret Law, teacher of foreign languages in the Central School, Franklin, N. Y., uses commercially prepared disc and tape recordings, as well as tapes she cuts herself.

Sometimes he works with an entire "class," as introducing a new topic or theory; he also works with sub-groups and with individuals as he moves about the room from "class" to "class." He believes he is thus enabled to give more individual attention, when and if such is needed, to talented pupils as well as to slower learners than he would be apt to provide in a class taught by conventional methods in the conventional one-subject pattern. It is certain that he is able to meet more classes than he could, were each subject scheduled for a separate period.

Mrs. Margaret Law, teacher of foreign languages at Franklin, two years ago picked up the tape-recording technique from her colleague in mathematics. She has since been using it consistently in her multiple class where Latin II, French I and French II "classes" meet with her in the same room during the same period each day. Some of the tapes her pupils use were cut by native French or Spaniards. Other tapes she cuts herself to provide instructions that augment those in the textbooks her pupils use or on the worksheets she has developed to accompany textbooks and tapes.

These tapes enable her pupils to audition the lesson or the drill materials over and over again, thus freeing her from routine instructional duties and giving her more time for individual and group instruction. Her pupils, moreover, cut tapes themselves and play back their own recorded pronunciations. Thus pupils and teacher can compare these efforts consistently and objectively.

These two teachers, one of mathematics and one of foreign languages, report that their pupils learn as well, if not better, than pupils in classes organized in conventional per-subject classes and taught by conventional methods. They say they require more time initially for making lesson plans and auditioning tapes and cutting tapes of their own. Both say that they prefer multiple-class operations and that their pupils seem to be more alert, possessed of more initiative and acquire better study habits than do pupils in conventional classes. Such outcomes appear to characterize well-planned use of tapes and related

learning materials in multiple classes in other schools participating in the Catskill Area Project in Small School Design.

Tape recordings properly used free teachers of much routine drill duty, encourage pupils to re-use these learning materials as often as needed, help returned absentees make up missed lessons without drawing heavily on the teacher's time and, in foreign languages, tapes increase opportunity for pupils to learn proper pronunciations by repeated hearing of native-speaking voices. Moreover, some experimentation suggests that a teacher of foreign languages can guide the learning of pupils in foreign tongues not known to the teacher, where adequately developed and paced tape recordings with related learning materials are available.

Costs of tapes and tape recording equipment are negligible when compared to pupil needs so met and teacher-time more effectively distributed and efficiently used. Teachers say that groups in multiple classes quickly adjust to this kind of learning situation and are not bothered by activities of other groups in the room or by the tape recordings in use. Headphones for each pupil, where tape recorders and other amplifying equipment are used, are not essential although these may be desirable.

Costs per pupil for *individual* "listening stations," equipped with (1) headphones, (2) multiple "channels" for auditioning separate recordings, and (3) volume controls, are not large either. Donald Gould, teacher of industrial arts at the Andrew S. Draper Central School, Schenectady, has constructed 15 types of auditioning apparatus, any one of which can be assembled and installed by industrial arts pupils at costs for parts per individual listening station ranging from \$3.65 to \$7.90 per station.

Such equipment designed by him and assembled and installed by his pupils has been in use in the business education class at Schenectady for the past year where multiple classes, taught by Mrs. Mary Scott, have proved to be effective and efficient.



Mrs. Mary Scott meets three 'classes' at the same time, helped by electronic listening posts installed by boys in vocational arts classes at the Andrew S. Draper Central High School, Schenectady, N. Y.

# Tape Recorded Teaching at Hagerstown

by Pearl C. Snively

**T**ELEVISION tape recording, which has revolutionized the television broadcasting industry more than other technological development, is becoming increasingly important on the national education scene.

One of the crowning achievements of teaching by television tape is that it has inspired a most critical evaluation of every phase of education. This runs the gamut of what, how, why and when to teach what to whom. It involves decisions of where the responsibility should lie for the development and maintenance of specific skills. It involves ways to develop the maximum potential of every child into an intelligent, useful, thinking citizen in a country with a democratic form of government. By means of the Videotape\* television recorder, it is now possible for an individual teacher to envision herself in this role of television teacher, where her effectiveness or ineffectiveness is so far-reaching.

I am one of 28 studio teachers to become actively involved in the county-wide experimental closed-circuit television project at Hagerstown (Washington County), Maryland. This five-year project, which began in September, 1956, is under the direct supervision and control of the Washington County Board of Education. Four organizations have cooperated with the board in this program. They are the Fund for the Advancement of Education (Ford Foundation), Electronics Industry Association, Ampex Foundation, and the Chesapeake and Potomac Telephone Company. Their invaluable contributions

have included equipment, funds for system designing and assembly and assistance with production problems, training of personnel and development of an evaluation program.

The supervisor of televised instruction, the art department, and we 28 studio teachers have desks in the teachers' office building at the Television Center. Adjoining our building is the studio building which houses the five studios from which our telecasts are sent. Also in the studio building are the coordinator of the television project, the secretaries, the engineer and his assistant, the production supervisor and his assistant, a film room and of course a room for the television tape recorder. Across the driveway is the Board of Education building with the offices of the superintendent and other administrative personnel. They also work in supervision of studio teaching. I describe this physical arrangement so you can picture the close proximity of the core of studio teachers to the administrative and supervisory staff and to the studios from which approximately 125 lessons are sent weekly.

Each school day about 92 percent of the pupils of the county receive part of their instruction by television; the other eight percent are attending small elementary schools which are not yet connected to the television circuit.

Television has made every pupil a private pupil. The television teacher can now look into the eye of every pupil. No one is ignored. This eye-to-eye contact brings a different kind of intimacy, a different kind of sharing that is difficult to understand until experienced. The studio teacher, too, freed of trivia that harasses most classroom teachers, can bring a certain

\*TM Ampex Corp.



creasing friendliness to each pupil during every lesson. As one pupil who had never seen his studio teacher in person said, "She likes us."

When the pupils are viewing in large groups, as in the junior high schools, there is still another kind of "group belongingness" that is difficult to describe. There is a close teaching-learning bond between the studio teacher and each pupil plus the togetherness-bond of the pupil and his large group. Thus television brings something unique which our coordinator of televised instruction refers to as "individualized instruction in a group situation." This is in addition to and therefore does not displace, the long recognized values of the live, personal relationship between the classroom teacher and the pupil.

The Videotape television recorder has aided greatly in achieving the objectivity needed for developing that wholesome feeling of self-confidence that is so necessary to all without the magnifying effect of self-satisfaction. With the criteria for evaluating a TV lesson in hand, the studio teacher can sit alone, view the taped lesson on the screen as it is played back and judge her own teaching. Thus she can escape the curious scrutiny of others to see how she is "taking" the criticism. This form of evaluation eliminates her suspicion of possible bias on the part of the critic. The teacher can concentrate on her teaching and not on why others are criticizing her.

The recorder lets her judge for herself whether she talks too much. It lets her see for herself that a good visual aid can replace many repetitious words. She recognizes the reasons why many pupils become deaf to teacher's directions. Teachers repeat them too often. A principal once told me of counting the number of times a teacher had repeated the directions for a certain assignment: 14 times. Of course this was a rare case. But children listen only if there is a need to listen. This television has taught us. Listening skills are making tremendous growth.

The pacing of a lesson can be checked. The criticisms from teachers can become confusing when one says it was too fast while another says it was too slow—if one says there was too much while another says there was too little. By seeing a taped lesson we can judge according to our own goals for each particular portion of the lesson. This aid in pacing involves the speed with which the material is presented; the amount of content; the rate of speech; the time allotted for pupils to think or to write; and the amount of time allowed for the development of a particular concept.

The teacher can see what really is important and learn not to become too much concerned over relatively unimportant items. Some discovered they were bickering over words unimportant to the lesson that slowed an otherwise good tempo. It helps develop a better sense of value, of proportion.

Writing can be checked from the pupils' point of view. We can see if the letters or words are too close together for ease in reading. We can see the importance of the proper forming of each letter for legibility, for example.

Seeing ourselves has lent encouragement to



A helicopter landing caught on tape: from left, James Spear, TV director; Major Guy Brunacci; Mrs. Snively; Lt. John Weingandt.



Mrs. Pearl Snively presenting the television portion of a 7th grade core lesson.



Left to right: John Wahlfeldt (former assistant engineer) and John R. Brugger, chief engineer for the TV Project.

some. It has been possible to see our strengths so we can capitalize on them until our weaknesses are remedied. We have seen the effectiveness or ineffectiveness of specific techniques and know what to work on.

The Videotape recorder is an objective, impersonal device rather than a personal weapon. Thus it has provided a highly improved form of evaluation.

Some of us saw that we were guilty of the same defects we had been trying to correct in our students: faulty phrasing, monotonous droning, halting style, superfluous uh's, ah's and anda's, unpleasantly high pitch, shrillness of quality, and a pace too slow to maintain interest or too fast for thought and absorption. Of course some teachers found their quality of speech good and thus gained more poise and confidence.

Viewing ourselves on the screen has helped us see those little personal mannerisms or eccentricities that even our best friends won't tell us. As one teacher commented after seeing herself, "I make me sick." We can analyze ourselves from a personal standpoint and can check if we are looking into the camera and thus making eye-to-eye contact.

A teacher can sit with a supervisor and view another teacher's tape and analyze the principles of good teaching within it at a mutually convenient time.

**T**HE taped lessons can be shown to PTA's, civic groups and visitors as an aid to the interpretation of the school program—to more complete understanding.

By having a lesson taped before time for presentation, it has become possible for studio teachers to be away for important meetings such as the convention of the National Science Teachers Association held in Atlantic City. Another was able to attend a son's college graduation. Another studio teacher was freed to administer a test in another subject matter field. Thus a professional person was made available for the testing job and the lesson was also taught. Dollars were saved.

One of the great advantages of using the recorder is related to the overcrowded conditions in one school while a new school is being constructed. The older building is used by the senior high school students in the morning and by the junior high school in the afternoon. Since my seventh grade core-lessons are telecast in the morning, we tape those lessons during the live telecast and play them at a convenient time for the second-shift students in the afternoon. Thus the televised program can continue for all uninterrupted.

Tape gives us an opportunity to observe the reaction of a class as the lesson is being taught—the interest of the pupil in the subject matter, the effectiveness of different types of student participation, the need for variety in the pacing of a lesson, the ability of pupils to take notes and to recognize their problems in note-taking, the effectiveness of teaching aids, different types of camera shots and lighting effects.

By means of the recorder, the studio teacher can be in two places at the same time. She can

be on the TV screen and still be present at school in a remote place for a follow-up. The studio teacher is able to keep in touch with the reality of the classroom situation, to see the problems, to get suggestions firsthand from the classroom teacher. It enables the student to know the studio teacher as a real person rather than as a picture on a screen.

It is now possible for us to use, and keep for future use, resources far beyond a teacher's greatest dream. In the spring of '59, students from countries spent a week in Hagerstown studying the educational set-up. These students were used on our telecasts in interviews, discussions, in traditional dances, in games, in singing, in playing musical instruments common to their countries in making handicrafts, and wearing their national dress. Many of these experiences were taped for future use.

An expert, such as a leather carver, can come from a distant point and tape a demonstration of leather carving, another can demonstrate tape weaving and judging of oriental rugs, another the importance of map reading to the defense of our country, and still others how they cross the Sahara by motor scooter. These can be preserved indefinitely for timely telecasting.

How has my teaching ability improved with television? Television has made it possible for me to look each pupil in the eye and talk and think together with him until we have made the problem clear. Whenever we need some sketched some model, some map, some clever moving gadget to make the difficult part clearer, we have it as quickly as the Genie of the Camera can produce it and that is at the precise instant we wish it.

My pupil (each one of the 1,900) can always see it quite clearly from his "front row" seat. If it is something too precious to move from the glass case, there it is right out where he can see it and have it turned around. If it is something like a loom from Iran, it doesn't just sit there—someone who knows shows how it is used. And if it's an oriental rug, it doesn't just hang there; he hears why those particular colors and designs are in it, what makes it such a valuable one. He sees films and tapes showing the way people live in the country where it was made.

What do I think of teaching by television? Television has made the most challenging demands on teachers and teaching, but in so doing it has softened the arteries of thought. I see for the School of the Future as little likelihood of teaching without television and the recorder and there is likelihood of books without pictures. It has revealed new horizons that stimulate us to further study of how to use this powerful resource for improving the quality of our teaching. Through the use of the recorder, teaching has been revealed in stark reality. An electronic device exposed me and my teaching without our protective shields of good intentions and conscientious endeavor. I stand with my rationalizations, prejudices, and weaknesses clearly revealed before me for just what they are. For, as Robert Burns might have said:

"Now some Power the gift hae giv'n us—  
We see oursels as ithers see us!"

# Planning An AV Conference?

*This Florida State University conference on instructional materials in modern languages was only one of many regional AV meetings during recent months. But it was so well planned—and had such fruitful results—that Educational Screen and AV Guide decided to carry a brief rundown of its scheduling.*

*Submitted through the courtesy of Dr. Otis McBride, head of Department of Audio-Visual Education, Florida State University.*

## Thursday

7:00 p.m.

The conference opened Thursday evening with registration, and a social hour, in the lecture hall and lounge of the School of Education.

## Friday

8:30 a.m.

Dr. Oelschlager presented the president of Florida State University, Dr. Robert Strozier, who greeted the group and wished it well in the conference.

Ten modern language laboratory setups were established around the walls of the lecture hall—in which the meetings were held. This worked out to be a rather ideal situation. At every coffee break and before and after sessions, conference participants had opportunity to look at the modern language laboratory equipment and talk with the representatives.

9:00 a.m.

At this session Mr. Barry Morris, chairman, presented Dr. Oelschlager who reviewed modern trends in language teaching, followed by Mr. O. E. Perez, who discussed thoroughly the modern language curriculum in the elementary and secondary schools.

10:20 a.m.

This session presented a symposium on NDEA—its immediate and potential effects on language teaching. The members of the panel discussed some of the phases of modern language teaching in public schools, junior colleges, and county-wide basis.

1:30 p.m.

The chairman of the session, Dr. Max Oppenheimer, presented first Dr. Joseph Hutchinson,

NDEA, U. S. Office of Education. Dr. Hutchinson, the specialist for the NDEA office on modern language laboratories and their operation, discussed some of the aspects and problems in the whole area.

2:30 p.m.

Next came Dr. Ted Mueller, associate professor, Department of Modern Languages, University of Florida. In his presentation, he dealt primarily with the material for the modern language laboratory, the tapes to be used, the production of those tapes, learning through repetitive procedure as done with a language tape.

3:20 p.m.

Mr. James Harbin, director, Materials of Instruction, Leon County Schools, chairman of the 3:20 session, presented Dr. Ted Mueller in a demonstration, play-by-play account of the working of the modern language laboratory.

## Saturday

9:00 a.m.

At this time AV dealers were given a space of ten minutes to explain briefly the operation and favorable characteristics of the equipment he was selling. A great many questions were asked and a great deal of information regarding modern language laboratories was brought forth.

11:35 a.m.

This session consisted of Presentation and Discussion of Visual Materials for the Teaching of Modern Languages, with Miss Mary Alice Hunt; and The Place of Educational Television in Modern Language Teaching, Dr. Joseph Hooten.

12:00 noon

Dr. Oelschlager presented Dr. Karl S. Pond, director of Modern Language Laboratories, University of Miami, who, using a number of slides for the overhead projector, presented laboratory lists, introduced shortcuts and studied drill methods which would aid in the acquisition of a workable vocabulary and the correct handling of the problem of grammar. Following his presentation the conference was summarized by Dr. Oelschlager and Mr. O. E. Perez.

# FILMSTRIPS

by Irene F. Cypher

If one picture is to be worth the thousand words we are always hearing about, then it had better be a good picture. Personally we think this is a much overrated statement, and one that has done as much harm as good. We have seen many pictures that were not worth ten words, and they did more mischief than good.

For instance, those pictures that include all possible details of a situation and include every item that has any bearing upon the subject. Crowded into this picture will be houses, trees, animals, people, grass, flowers, children, adults, homes, boats, trains, airplanes and every creeping thing that can possibly get into the picture.

The viewer is at a loss to identify any specific point of focus until he has spent considerable time letting his eyes roam over and around the mass of details. When said eyes finally come to rest on some particular corner, they will probably be so tired trying to take in the mass of minutiae, that they fail to convey a clear message to the brain and the picture is passed and forgotten. Instead of leaving a vivid impression on the mind of the viewer, there

will hardly be a memory or impression of anything beyond a sort of recollection of some vague shapes and colors.

It is time the ones controlling the focusing of the lens of a camera or the brush or pen that delineates a picture realize something of what we have tried to say above, and give us simple, clear pictures; pictures that one can recognize without an hour of puzzlement over details; pictures that attract the eye and invite the viewer to examine and enjoy a representation of something that has meaning for him as part of a course of learning. Certainly when it comes to the matter of filmstrips, with the already small area available for a picture, the meaning and purpose of the pictorial content should be kept in mind. Each frame should show its story in such a way that we can recognize objects and people; nonessential details should be omitted; major details should be highlighted, and a bit of beauty included in the color presentation. Then the pictures might really be worth using.

*Wild Animals of Pioneer America* (a set of 8 study prints; produced by Audio-Visual Enterprises, P. O. Box 8686, Los Angeles 8, Calif.; \$9.75 per set). The animals of the new world were very important in the exploration and settlement of the colonies and played a very prominent role in the life of the early settlers. This set of lithograph pictures gives us large, clear pictures, easy to identify, well organized as to background and details. The animals included are the wild horse, sea otter, beaver, American bison, deer, grizzly bear, gray wolf. The artist responsible for the work has prepared habitat groups for museums, and brings to the prints the same technique of presenting animal and natural habitat in such a way as to give some concept of the value and importance of each. The material will be useful for any units of work in social studies, nature science, natural history; it is a type of picture presentation with appeal and can be used for bulletin displays, study and discussion.

*Leaders of America* (6 filmstrips, black and white; produced by Encyclopaedia Britannica Films, 1150 Wil-

mette Ave., Wilmette, Ill.; \$18 per set, \$3 single strips). The third in a series of sets dealing with outstanding figures in the history of our country, this set focuses attention on Lincoln, Jackson, Webster, Calhoun, Lafayette and John Quincy Adams. These are not personal biographies but an attempt to give those episodes in the lives of the men that serve to show us what they contributed to the development of our country. You might call them biographical vignettes, and they can be made to serve as the basis for lengthier studies of social events, political campaigns and economic developments. The personalities are painted against the background of their careers and work. Intended for use in the middle grades and higher, especially for social science and history.

*India and Ceylon* (6 strips, color; produced by Jan Handy Org., 282 E. Grand Blvd., Detroit 11, Michigan; \$31.50 per set, \$5.75 single strips). The specific areas included in these studies are Ceylon, the farm and village sections of both northern and southern India, Delhi and New Delhi, the Vale of Kashmir, the Ganges Valley and the Malabar Coast. Major industries and ways of earning a living are highlighted. Special attention is given to the contrasts to be found between ancient and modern ways of living and the problems encountered by those who would assist in improving both agricultural and industrial life. The photographs have been well selected and they show a good cross section of the people in this part of the world. The material is good for social studies and for international affairs units.

*Our Ever-Changing Earth* (6 strips, color; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$32.40 per set, \$6 single strips). Our earth is in a constant state of change, the work of running water, wind, ground water, the sea, snow and ice and internal forces. It is fascinating to consider the many forces which are always at work in this process of change and to see how it all affects our way of life. There are many diagrams and charts to help explain such things as erosion, water table, stalagmite, runoff, etc. Basic facts are grouped and well presented; scientific terminology is simplified. The material can be used in conjunction with standard textbook work or as preparation for field trips and further research. It is best suited to the upper grades and will hold the interest of pupils at this grade level.

## IMPORTANT NOTICE

TO USERS OF

3 1/4 x 4 SLIDE PROJECTORS

If you use a Slide King, a Galde, a Delineascope or a Strong Arc slide projector, you can now adapt to it:

THE GENARCO ELECTRIC SLIDE  
CHANGER FOR 70 SLIDES

Illustrated Literature From:

**GENARCO INC.**

97-03 Sutphin Blvd.

Jamaica, N. Y.

*The Canadian Parliament* (single strip, color; produced by National Film Board of Canada and available from Stanley Bowmar Co., Valhalla, N. Y.; \$5.) If ever you have stood on the steps of the Houses of Parliament in Ottawa, you realize how many Americans visit this neighboring capital city. Yet all too few of them really know very much about the details of the Canadian form of government or the center of the government. It would be a good thing to show this filmstrip during our social period classes, when attention is centered on democratic forms of government and leading world centers. The filmstrip is really a field trip to visit the Canadian House of Commons and the Senate Chamber. We are also given some idea of how the Canadian parliamentary system differs from our own form of government. This is a very interesting trip for social studies, world history and for any group interested in knowing more about Canada.

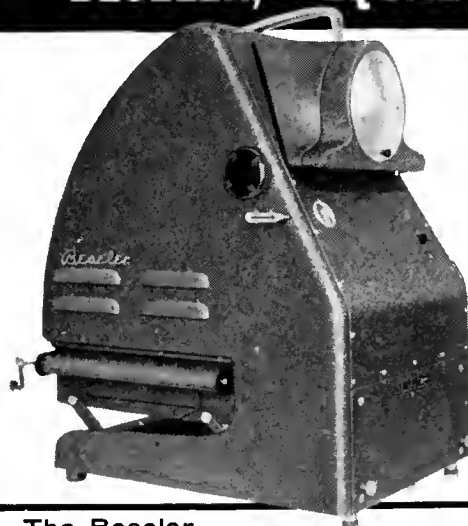
*The Solar System* (6 strips, color; produced by Films for Education, Audio Lane, New Haven, Conn.; \$42 per set, \$7.50 single strips). The producers of this series have already given us some excellent material dealing with the astronomical system, and this set continues with studies of the solar system and its parts. It is more important than ever today to understand something of the way the solar system functions and what we mean when we talk about the effect of the sun on the earth, the planetary system, comets, meteors, asteroids and space travel. These strips are well suited to class work in astronomy, natural science and physics, and also to be recommended for camps, astronomy clubs and groups interested in the study of astronomy as a hobby.

*The Wonder of Crystals* (single strip, color; produced by Moody Institute of Science, 11428 Santa Monica Blvd., West Los Angeles 25, Calif.; \$6). This is one in a series of filmstrips for the elementary grades. The particular strip here considered is devoted to a close examination of how crystals are formed. The color quality and photography are excellent and you have a feeling that the crystals are right before you and could be handled.

Communications to the Filmstrip department should be sent direct to the Filmstrip Editor: Irene Cypher, New York University, 26 Washington Square, New York 3, N. Y.

when you specify:

**"BESELER, or EQUAL"...**



The Beseler

## VU-LYTE II

OPAQUE PROJECTOR

When your specification sheet for Opaque Projectors reads, "Beseler, or Equal" it can only mean Beseler Vu-Lyte II. We are proud that our name is used as a standard. But, we take even more pride in the fact that Beseler Vu-Lyte II Opaque Projectors have not been equalled, though often imitated.

### Here is the proof:



**1. UNIVERSALLY ADJUSTABLE PLATEN.** Vacuumatic platen\* holds single sheets flat, without flutter — eliminating copy holders. Platen mechanism lowers parallel to desired copy plane. Holds steady in preset position without locking — no fear of snapping closed. The problem of annoying light leaks around the platen has been solved by the new Beseler Flashield which attaches permanently in one minute and holds in every ray of light.



**2. PROJECTS ALL SUBJECTS.** Feed-O-Matic\* conveyor belt, crank-feeds continuous copy. Built-in drawer accepts glass plate for projection of books and glossy photographs. Large rear door for oversize specimens and easy access to projection lamp. Heat reflecting filter available for projection of temperature-sensitive materials.



**3. SPECIALLY DESIGNED LENS.** 5" diameter, 18" focal length f3.6 color-corrected, coated anastigmat for overall sharp image, with Double Rack and Pinion focusing. Permanently attached lens cap offers permanent lens protection.



**4. LIGHTWEIGHT, RUGGED CONSTRUCTION.** All wrought and riveted aluminum construction, contoured to hug optical path, for maximum compactness. Weight only 29 lbs., with two carrying positions. As an added convenience it has a permanently attached 15 ft. power cord with molded on right angle plug, and storage space provided in the projector.



**5. HIGH LUMINOSITY OPTICAL SYSTEM.** Delivers 140 lumens, for uniform projection even in lighted rooms. Secondary reflection system features unbreakable "Alzac" mirrors. Cooling system reduces heat to minimum. Virtually no fan noise!



**6. BUILT-IN PROJECTION POINTER.** Dust-proof Pointex produces bright, sharp arrow image that moves anywhere on screen. Optical system\* utilizes same lamp for projection and pointer — no extra lamps or external wiring.

\*Patent or Patent Applied For

There's only one way to get Beseler Quality on all features and to get these 6 advanced design "exclusives". When you order Opaque Projectors specify: "Beseler Vu-Lyte II — No Substitutes Accepted."



WRITE FOR COMPLETE SPECIFICATIONS & CATALOG  
**CHARLES BESELER COMPANY**  
212 So. 18th Street, East Orange, New Jersey

# AV in the Church Field

by William S. Hockman

## Sell Utilization As Well

About one year after enthusiastically previewing that remarkable film *Rembrandt: Painter of Man*, I tried to book it for use in a Lenten program of one of our couples clubs. Do you think I could find a color print! two tries in New York; one at a big university; another big film library. No luck.

In desperation I phoned Coronet Films in Chicago, the concern which made this Dutch-produced masterpiece available in this country. That Grand - Man - of - Films, Ellsworth C. Dent, was called to the phone and I learned that the film had not sold widely. "But," I said, "it is a great document, why didn't you sell it?" Among the reasons he gave was one that hit me hard—"People just assumed that it was another 'art' film, I suppose, and thought they had enough in that category."

As I thought over my conversation with this great AV salesman and educator, I began to think that one has to

do more than sell films. He must sell utilization, too. He must sell it as good for some use; as good for some group; as good for some occasion. And this selling must begin at the top and go all the way to the bottom—the user.

Now this Rembrandt film is great! It's a human document of power. I know. I have seen it four times, used it once. I am not fooled—too old for that! Here is a film that church people ought to see for two reasons, among dozens: it is great art that they will see, and they will see it better than if they went from museum to museum and confronted the pictures themselves. (This was the comment of a much-traveled member of that Lenten audience).

After the art comes the second reason: It is the power of this film, when given a proper setting and context, to give people a valid religious experience. You should have seen that audience on March 2nd! It was a number of seconds before it could get its objectivity back, and then it just had to applaud. And I have never had more

appreciative comments about a film than about *Rembrandt: Painter of Man*.

The university library said it had had some calls for the film, but they had not bought it. They may have felt they were already heavy on art films. Another New York City library said they had a black and white print, if I could use that. Black and white for Rembrandt! How much of the real Rembrandt can you convey in b&w? Some, of course, but not enough for use with a general audience.

Well do I realize that such a film comes at a pretty stiff print-price and that the library must consider how and when it will get its money back from rentals and earn something on its investment of capital and overhead. But my point is that such a film must not only be sold to the library as good for something but the library must 'sell' it to its user clientele. It is not enough to announce such a film. Certainly you'd never say to a church, school, club or any potential customer: "We've another art film, this one's on Rembrandt. Hope you can use it some time."

I hope I have made my point: Films must be sold and rented in terms of their usefulness, and both producer and library must go beyond title announcements in these times when hundreds of good titles compete for attention. For users have none too much imagination when it comes to setting audio visual aids of all kinds into some on-going program, be it church, synagogue, school, or community organization.

## Catholic AV on Increase

"The use of audiovisual material in Catholic religious education has increased some 200 percent in the past ten years, and approximately two out of every three parishes in the country are using some type of films or filmstrips in their religious education program," stated Rev. Michael F. Mullen, C.M., of the faculty of St. John's University, Jamaica, N. Y., vice president and chairman of the evaluation committee for the Catholic Audio Visual Educators Association (Box 618, Church Street P. O., New York 8).

"Although Catholics are relative newcomers in the field of audiovisual education, it is interesting to note that there are now over 235 films and some 736 filmstrips available for use in the classroom," he stated. The source availability and cost of this material has been listed in the second annual edition of CAVE's Evaluation and Directory, Father Mullen indicated. CAVE has already reviewed more



Kenneth J. Anderson, director of Christian education, Lutheran Church of the Good Shepherd, Minneapolis, is seen discussing the use of the AV training kit, "Using Audio-Visual Aids In A Church," with Mrs. Sihler, film supervisor for the church. All four titles in this series were produced by Family Filmsrips, Inc. They were widely used in this church to 'sell' the idea of visual aids as well as train the teachers of the various departments.

in 100 items.

According to a film executive noted in the current annual report of Film World, the church audiovisual field is growing so rapidly that it will soon outstrip the educational field in the amount and variety of audiovisual materials," stated Father Mullen. "In keeping up with this tremendous growth, CAVE for the past three years has been evaluating the worth of film and filmstrip material as a guide to religious teachers throughout the world.

"Our organization has a 15-member evaluation committee with members located in New York, Chicago and Buffalo, and we use a ten point criterion for evaluation based on Catholic theology, philosophy, and psychology, together with film objectives and technical excellence, to rate productions," he indicated. The Directory is a summary of the findings of the committee.

"CAVE sincerely hopes that Catholic educators throughout the country will take advantage of the work which has been done in the audiovisual field and become acquainted with the tremendous opportunities afforded them to increase the effectiveness of their teaching by these new methods," Father Mullen concluded.

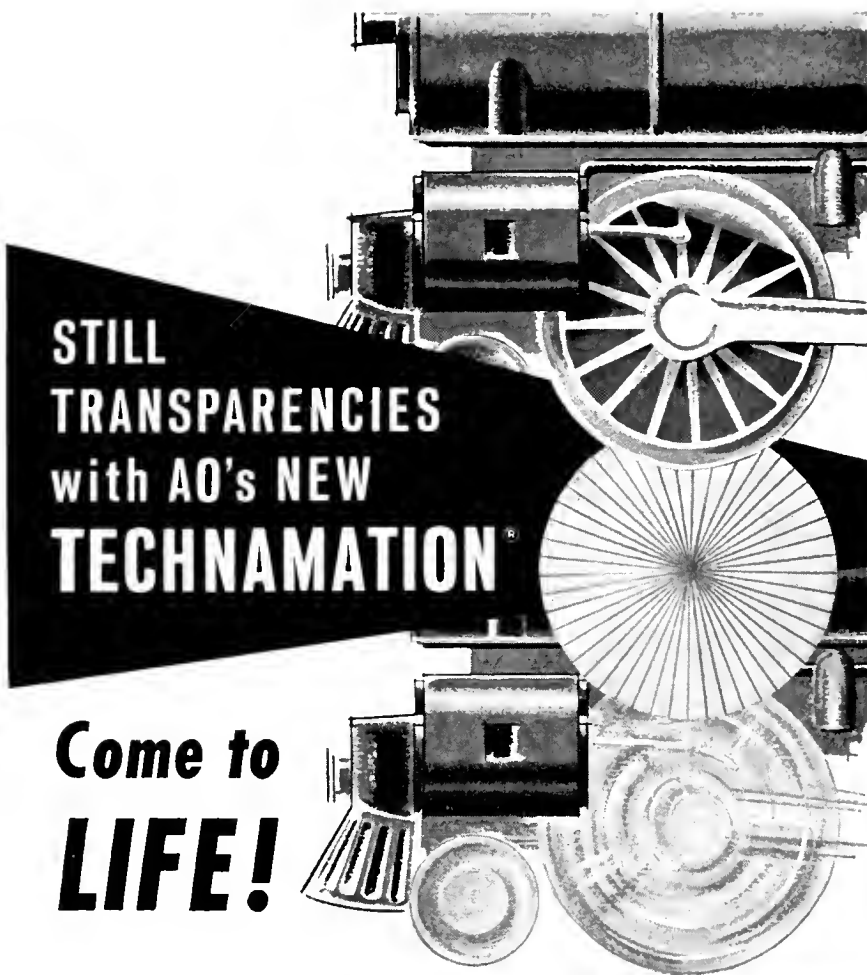
### Outstanding Film

Having seen most of the 'human production' films and finding many of them of the nuts-and-bolts variety, it is good to come across one which is both artistic and solid science. If there is any subject which needs to be treated as beyond plain facts it is the great and beautiful and divine story of human love and reproduction. This treatment is found in *From Generation to Generation*.

In it there are three categories of photography—exquisitely beautiful nature scenes, beautiful and appealing shots of a family amid these scenes and at home, and the sensitively beautiful animations of an artist who was well aware of the beauty, wonder, mystery of the subject matter under his hand.\* (Released to the religious field by the Broadcasting and Film Commission, with general distribution rights going to McGraw-Hill, N. Y. 5.)

And what is this good film good for? For just about every one over 12

*Philip Stapp will be especially remembered for his beautiful and meaningful animations in the films Boundary Lines, Picture in Your Mind and others.*



# STILL TRANSPARENCIES with AO's NEW TECHNAMATION

## Come to LIFE!

Make liquids flow, wheels turn, gases explode... show vibration, speed, turbulence and many other movement forms. You do-it-yourself with AO's New TECHNAMATION® Materials Kit. Includes everything you need to give action or color to any static, black and white transparency.

Simply cut self-adhering material to shape with knife or scissors and apply to any portion of the transparency where motion is desired.

Attach a motorized polarizing spinner (also available from AO) to your overhead projector and view the amazing results. The easy addition of dynamic motion simplifies the most complex subject... makes it easier to understand and remember. Write today for complete information.

© Tm Reg. Technical Animations, Inc.



Dept. E241

Please forward full information on AO's New TECHNAMATION.

Please advise me where I may view a demonstration on AO's New TECHNAMATION.

Name \_\_\_\_\_

Address \_\_\_\_\_

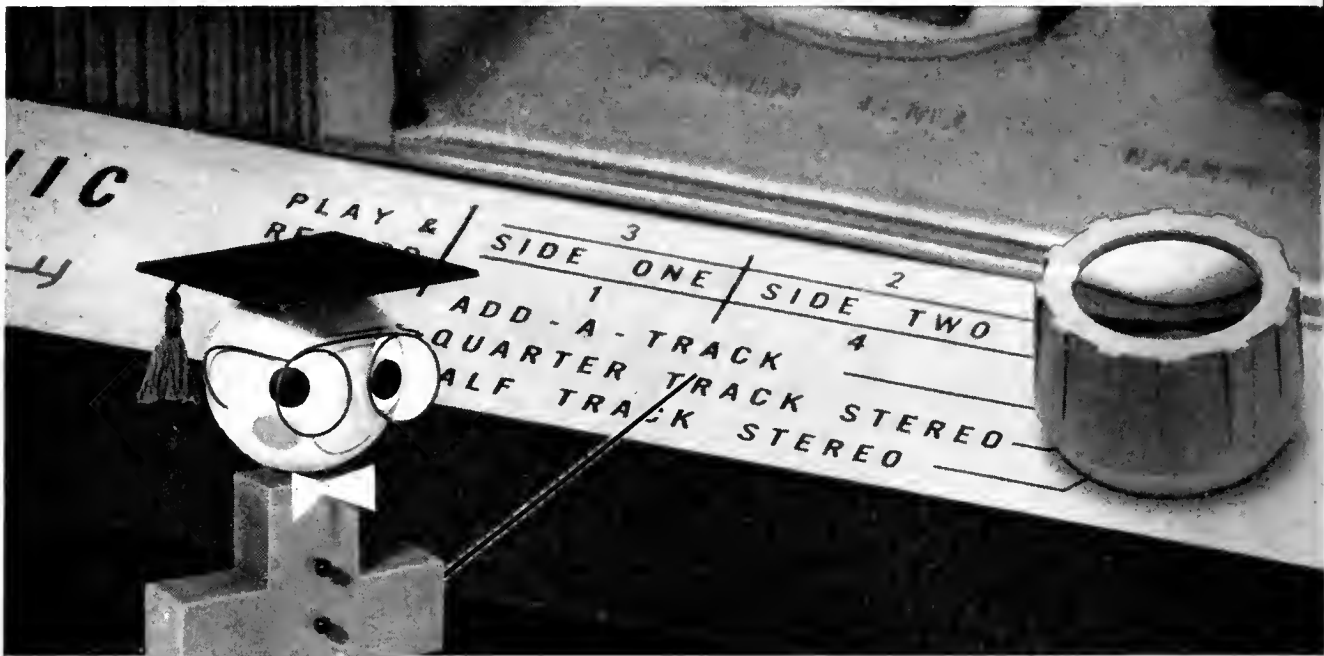
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## American Optical Company



INSTRUMENT DIVISION, BUFFALO 15, NEW YORK

# NOW! TEACHING AND SELF



MODEL 720

## "ADD+A+TRACK"

by **V-M**

- Dramatic new development for modern teaching and learning techniques develops oral skills and promotes retention!
- Excellent for language and speech students—speeds learning!
- Helpful to music students—helps improve technique!
- Benefits teachers—saves time and energy!

Exclusive V-M "Add-A-Track" is the big *new* feature in tape recorders! Opportunities for powerfully effective teaching methods are limitless! Record on one track, rewind the tape and record again on another track *while listening*

to the first recording through the V-M recorder's own speakers or through another speaker system. Then play-back again and you hear *both* recordings *simultaneously!* The student can re-record his voice or instrument, repeatedly, without affecting the first (or master) track in any way. He can even play a duet with himself!

For budget-conscious administrators, here is the economical way to begin a completely effective modern language laboratory! Here, in one compact portable case, simplicity of operation is combined with practical versatility for the many uses it will find in every school.

V-M/"ADD-A-TRACK" 'tape-o-matic'® 4-TRACK STEREO-PLAY TAPE RECORDER—Records and plays-back monophonically on four tracks. Plays stereophonic tapes. High-Fidelity Speaker System. Simple Push-Button controls assure complete simplicity of operation.

MODEL 720.....\$225.00 List\*

MODEL 166 AUXILIARY AMPLIFIER-SPEAKER for stereo play-back.....\$75.00 List\*

MODEL 166

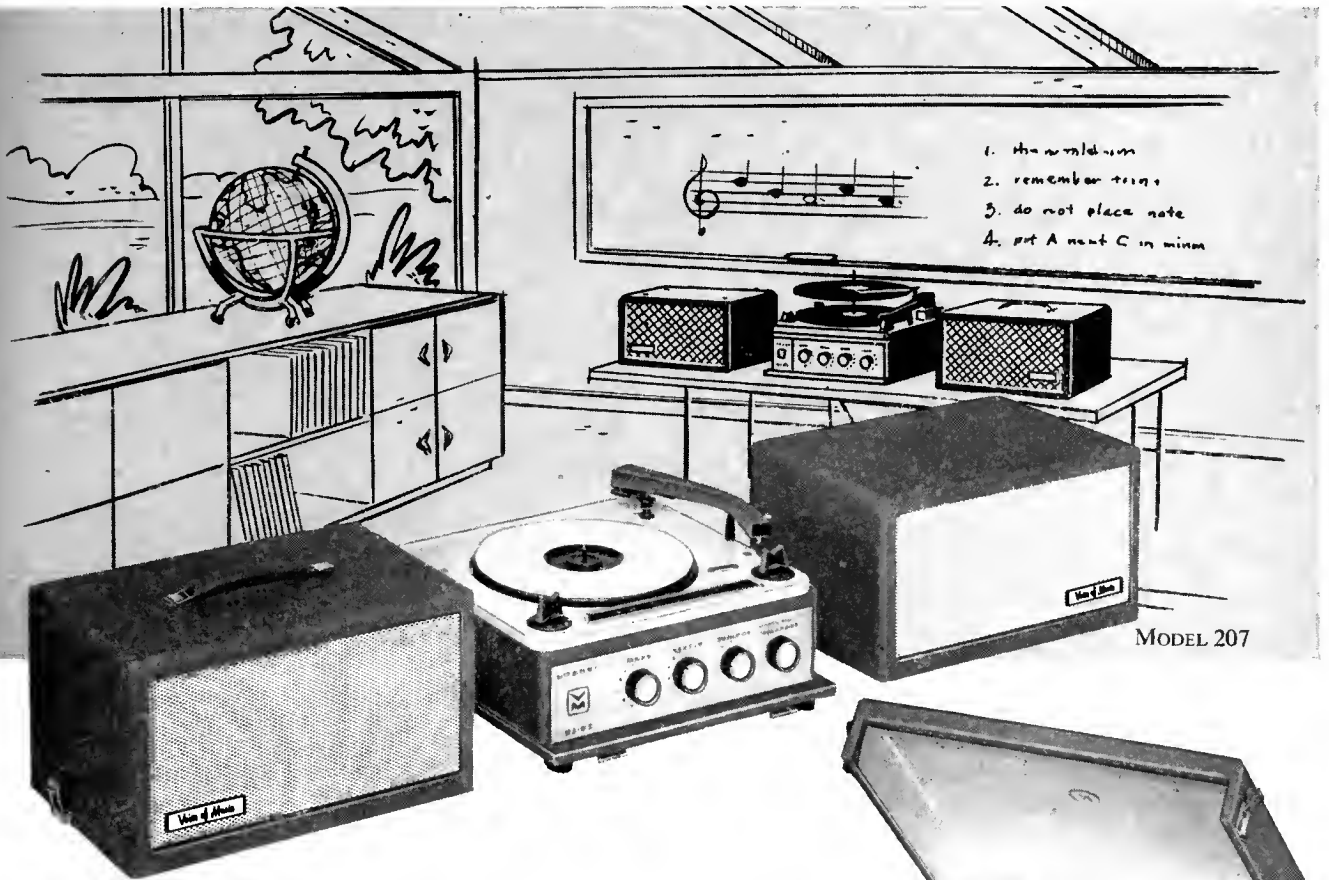


the **V**oice  of Music®

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS FOR THE FINEST IN TAPE RECORDERS, PHONOGRAPHS AND RECORD CHANGERS



# -TRAINING MADE EASIER!



MODEL 207

## V-M "VOICE OF MUSIC," PHONOGRAPHS FOR CLASSROOM AND ALL SCHOOL USE

Versatility and functionalism are the characteristics which mark these fine V-M instruments. There is a multiplicity of tasks these professional quality V-M phonographs can perform. They serve both home and institutional purposes in a variety of ways and possess many of the fine features found in V-M's most expensive phonographs.

V-M/PORTABLE 'COMPONENT' STEREO PHONOGRAPH SYSTEM—MODEL 207 • Detach both powerful speaker sections and you have in the central section V-M's famous 4-Speed Manual Play Turntable • Full complement of controls • 'Tone-o-matic'® Loudness, Balance, separate Bass and Treble Controls • Plays all stereo and monophonic records • All records sound better than ever! Professional V-M Institutional styling in sturdy, completely self-contained Gray Pyroxylin Case.....\$119.95 List\*

\*Slightly Higher West

**SEE—HEAR—COMPARE  
THESE AND OTHER  
FINE V-M PHONOGRAPHS!**



MODEL 155

V-M/PORTABLE 4-SPEED MANUAL PHONOGRAPH—MODEL 155 • Four-speed control • External Amplifier Jack • External Speaker Jack • Separate Tone and Volume Controls • Exceptional Amplifier Performance • Washable Tan Leatherette Case .....\$49.95 List\*

V-M CORPORATION—Dept. ES  
305 Territorial Road  
Benton Harbor, Michigan

*Please send me without obligation, your booklet giving additional information on "Add-A-Track"*

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

years of age, and some parents will want their Juniors to see it. It tells the story from conception onward and places the coming of the New Life amid the rhythms of nature and the love-circle of mother, father and an older child. This film can be shown to the family group, and you can say this of few others. It can be shown to girls, young women, couples both married and unmarried. It makes more than factual impact. It carries the overtones of the human; rises above disgustingly candid.

While highly recommending this film to the churches for use with youth fellowship groups, youth clubs, young adults, and adult groups, one word of caution may not be out of place. Please give such a film the right kind of context—serious, quiet, artistic, spiritual; not casual, flippant, or worst of all matter-of-fact. If you can't set it in a suitable context, send it back; don't run it.

### Meet The Press Secretary

Meet not only her but a lot of fine ideas about how to get publicity for your church in the film *Making It Work*. How you are going to keep that

title associated with the contents of this fine film, I don't know!

Produced by the Seventh Day Adventists, this film is a polished performance both technically and in content. Ministers should see it to help motivate them to appoint a 'press secretary' for their church. Official boards should see it so they will appropriate a little budget-money for this type of effort. All those who now perform the duties of press secretaries for their churches or any groups within the church should see it to get wised up on how to approach the newspapers, the radio and the TV stations. In 20-some minutes there's a lot of elucidation. (Availability not known at this writing; try Broadcasting and Film Commission, 475 Riverside, N. Y. 27)

### Siam On The Sampan

You will chuckle every time you remember the cat fight, of all places, in the primeval ooze of a riverbank. You will see it in the 31-minute color film *Siam*. You will see people, rice farming, sampan commerce, religious festivals, royal pageantry, working elephants, and—that cat fight! When they

come up out of that mud! I still shake with laughter!

This is a Walt Disney package. It has nothing to do with missions. Don't look at it for that. See it for its humanity, God's humanity. See your neighbors, now just around the corner in this atomic age. After all, every intelligent person wants to know something of his neighbors and via this film, your acquaintance with the folks of (Siam) Thailand is a pleasant experience. You'll not forget about the charming Thai people, their rivers and their floods, the rice, and sampans and Buddhist monks begging their breakfasts, and that fancy and ferocious Thai boxing, and—that cat fight.

What a fine film for the family night, the couple's club, the men's fellowship group! Ask the 16mm division, Walt Disney Productions, Burbank, if there's a print near you. If N. Y. can serve you, write to 447 Madison Ave., N. Y. 22.

*Communications to AV in the Church Field should be sent direct to the department editor: William S. Hockman, 12 June Drive, Glens Falls, N. Y.*



*the first in a dramatic new series on the world's religions!*

## THE CRESCENT and the CROSS

A Film on the Religion of ISLAM

An unusually objective treatment of Islam filmed with the cooperation of Middle East Governments and the authoritative counsel of J. Christy Wilson, Dean of Field Service, Princeton Theological Seminary. Against a backdrop of ancient religions in the land of the Pharaohs two young Americans learn about Islam which burst from its desert birthplace to spread like wildfire thru Africa, Asia and Europe. Actual on-location scenes, *filmed in the heart of today's Middle-East*, presents with pictorial eloquence history, travel and religion.

16 mm sound - 32 minutes  
 Filmed in the Middle East in Exotic color Full color . . . . . \$280.00  
 B & W . . . . . \$140.00



Write today for preview print

**FILM PRODUCTIONS, INC.**

(distribution office)

1821 University Ave. • St. Paul 4, Minn.

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## The A Traffic Policeman

Portafilms, Orchard Lake, Michigan)  
10 minutes, 16mm, sound, color or  
black and white, no date. \$100 or \$55.

### Description

Through animation and incidental audience-establishing shots involving actual photography, the film functionally defines traffic, traffic rules and the application of traffic rules. In so doing it relates these three concepts to the everyday activities of young children and places the responsibility for safe and courteous traffic behavior on them.

Even before the title appears, a friendly policeman is shown discussing traffic with a boy and girl of nine or ten years of age. The title fades out as animated figures illustrate how the protagonists in the film become a part of traffic by going to school, to the library, to the store, and to the playground. Various types of traffic are shown as bicycles, cars, buses and pedestrians go their various ways.

The friendly policeman—now only an off-stage voice—comments that there are certain things all people must do in order to be safe and to get where they are going. The young children volunteer that these procedures are called rules and they give us examples of rules they already know: look both ways when you cross a street; stop, look, and listen at a train crossing; and signal when you are going to turn the corner on your bike.

The traffic policeman agrees that these are "rules" and that each person must know and apply them. He reminds the boy and girl that they are responsible for their own safety and for helping make traffic safe and enjoyable for others. They agree that it would be impossible, even silly, for each person to have a traffic policeman over him. They further agree that it is much better for each person to be his own traffic policeman. Animation shows how the brain which carries the image of each person is the control center of behavior.

To test the idea of each person being his own policeman, an actual view of the policeman and his youthful friends introduces three or four

"let's pretend" situations which reveal how each person can control his own behavior and be attentive to the safety and feelings of others. They show incorrect and correct ways of walking along a road which has no sidewalks, playing ball (not in the street but on a playground), and roller skating on the sidewalk.

The concluding sequence which again has the real policeman and children shows how they agree that knowing the rules, being conscious of their importance and application, as well as behaving accordingly result in everyone being safer and happier. The question of "how about you" is flung out to the viewers of the film.

### Appraisal

Audience identification and high motivation of youngsters to do something about traffic safety as a result of seeing the film were clearly demonstrated in the classes of the primary and intermediate teachers who tried the film on an experimental basis. The youngsters wanted to set up their own "let's pretend" situations and eagerly shared their observations of, reactions to, and suggestions for traffic behavior around the school and in the community. The previewing committee rated the film very high in terms of its psychological approach to learning, its creative and imaginative treatment of content, and its selection and organization of ideas. Both the teachers and the evaluating group reacted very favorably to the "self-discipline" concept which they felt was very clearly and convincingly portrayed in the film. They felt the idea could be transferred to other situations. The film is highly recommended for use by pre-school groups and the first four or five grades.

### You And Your Eyes

(Educational Film Division, Walt Disney Productions, 477 Madison Avenue, New York 22, New York) Produced by Walt Disney. 8 minutes, 16mm, sound, color, 1956. \$100.

### Description

Through the use of animation and cartoon characters, *You and Your*

*Eyes* presents the structure and function of the human eye. It depicts the similarities between the eye and the camera, compares the human eye with the eyes of several other animals, and stresses the importance of proper care of the eyes.

Jiminy Cricket points out that man has always been a seeing animal, depending upon his eyes for survival. To illustrate this point, a cartoon caveman is shown getting a head start on a mastodon by use of his superior vision. Today the eyes still aid in our survival by helping us to keep out of the way of automobiles and other conveyances.

In the next sequence the eye is compared to a camera as Jiminy Cricket shows that both need a lens and a substance on which to record the image. The inversion of the image by the lens is indicated. The fact that we do not see things up-side-down is illustrated as a finished picture is turned upright for viewing. In the same way the brain inverts the image it receives to enable us to see things in proper perspective. A sequence showing everything up-side-down portrays the problems which would be encountered if this were not so.

Another important structure of the eye which is similar to that in a camera is the diaphragm. Jiminy compares the diaphragm in the camera with that in the eye, showing that each serves the same purpose.

The film then shows that the light receptors of the human eye are composed of rods and cones. Chickens, as is indicated, have only cones in their eyes and can see only in daylight. The bat, on the other hand, has only rods and can see best at night. The human eye, having both rods and cones, can see both by day and night.

Jiminy then discusses the parts of the eye which serve primarily as protective devices. The tear gland acts as the windshield sprinkler on an automobile. It constantly washes the eye and the eye lid wipes any foreign matter away. The eye lashes act as screens to keep out dirt and insects. The brows serve in the same capacity as the eaves of a house, keeping out rain and perspiration.

Optical illusions are touched upon briefly as Jiminy Cricket draws two

lines on the chalkboard. One appears longer than the other although both are of the same length. Jiminy explains that we do not always see things as they really are.

The eyes of some animals are quite different from the human eye. The eagle, for example, is able to see things at great distances. The frog is able to see only those things in his immediate surroundings and even then only when they move. The bee has about 12,000 eyes and thus sees many images at a time. The human eye is depicted as a much more efficient organ of sight than other animals' eyes.

The film is concluded as Jiminy Cricket suggests certain things which should be done to help conserve eyesight.

### Appraisal

*You and Your Eyes* will do much to help intermediate grade youngsters understand the structure and function of the human eye. The film is well organized and the cartoon characters help immensely to illustrate the points covered. Some of the concepts pre-

sented are quite advanced; the excellent use of visuals, however, makes them easily understood. The film will be most useful at the intermediate grade level, but primary grade children will enjoy and get much from the film. It could also be profitably used as a review for junior high students. The technical quality of the film is excellent, further contributing to the value of *You and Your Eyes* as a teaching aid.

—Donald L. Nicholas

### In Case of Fire— Fires and Fire Drills

(*Encyclopaedia Britannica Films*, 1150 Wilmette Avenue, Wilmette, Illinois) 19 minutes, 16mm, sound, color or black and white, 1959. \$240 or \$120. Teacher's guide available.

### Description

*In Case of Fire—Fires and Fire Drills* is divided into three major sequences. The first illustrates the correct methods of dealing with a fire in school; the second shows the correct and incorrect procedures of coping

with an emergency in a theater; the third part is an illustration of a little girl applying what she has learned about fires when she is trapped one in her home.

Exciting scenes of fire-fighting activity open the film. Sounds of sirens, search lights playing over the area, men dragging hoses, and the fire titles superimposed over a close-up of the flashing emergency light on a fire engine create an aura of intense excitement. The narrator asks, "Do you know what to do in case of fire?"

The excitement of these first few scenes is leavened somewhat by the tranquility of the next few. A playground is seen from the window of a classroom. The class is interrupted by a fire drill. The children quickly and calmly vacate the building and the narrator reminds the audience that the lessons we learn from fire drills may be the most important we learn.

We are then taken through a sequence of events in the same school when there is a "real" fire. We see the value of fire drills and preplanning of alternate courses of action to meet emergencies which might come about due to fires. One group of children

# Carousel FILMS INC.



proudly presents the finest in educational film . . . gathered from the CBS Television presentations of CONQUEST, CBS REPORTS and 20th CENTURY!

© 1960 COLUMBIA BROADCASTING SYSTEM

NOW AVAILABLE ON 16MM SOUND FILM!

**THE POPULATION EXPLOSION**  
**BIOGRAPHY OF A MISSILE**  
**SECRETS OF A VOLCANO**  
**MYSTERY OF THE SUN**  
**THE FALLOUT ATOM**  
**MOTHER LOVE**

**REACHING FOR THE MOON**  
**WAVES OF THE FUTURE**  
**ORIGIN OF WEATHER**  
**VOICE OF THE INSECT**  
**LIFE BEFORE BIRTH**  
**THE BLACK CHAIN**



**PROGRESS!**



For Information Regarding Sales and Rental, Write To:

**CAROUSEL FILMS, INC. 1501 BROADWAY, N.Y. 36, N.Y. BRYANT 9-6734**

forced to use an alternate exit when their path is blocked by flames. Another group is trapped in their classroom and forced to wait until they are rescued by the firemen. The proper procedures for evacuating a school building in case of fire and the value of remaining calm are illustrated throughout the first sequence.

The second major sequence deals with the correct and incorrect methods of coping with a fire in a theater. "Saturday matinee" is in progress when a girl smells smoke, stands up and screams "fire!" Panic ensues as people fight to get out of the main floor of the theater. The same event is shown again, but this time the girl notifies an usher who calmly evacuates the audience from the building. What she learned about fires in school helps a little girl save her life and possibly that of her family when she is trapped in their burning home. The family dog is awakened by the smell of smoke. The dog manages to wake the girl but she can't leave her room because of flames at the door. She calls to her mother and father, and eventually her father rescues her just as the firemen arrive. There is a tense moment while the firemen are putting out the fire when the little girl remembers that the dog is still trapped in her room. The firemen save the dog, and the remainder of the film shows some extensive interior fire damage to the house. The point is clearly made that the little girl is safe because she remembered what to do in case of fire.

**Appraisal**

*In Case of Fire—Fires and Fire Drills* is highly recommended for use in first to eighth grade classes. By ingenious editing, excellent photography, and framing the lessons within the context of a simple plot and much drama, this film emphasizes the importance of drills and planning. Above all, it shows that there is something that the individual can do to help himself before the firemen arrive. The review committee indicated that there is enough vital information contained within this film to warrant every elementary school pupil seeing it. Teachers of primary grades may find it necessary to prepare their pupils for the film in order to avoid undesirable exciting effects.

—Philip Morrison

Communications to the Film Evaluation department should be sent to Audio-Visual Center, Indiana University, Bloomington, Ind.

# NEW ARGUS DIRECT WIRE TV CAMERA

*... Feeds directly to antenna posts of any standard TV receiver. Uses normal room illumination, needs no boosters for any line length under 1000 feet. Feed up to five cameras into each receiver if you wish . . . or link multiple receivers to a single camera. Costs just **\$595** with turret and 1-inch f:1.9 lens . . . or \$719 with regular, telephoto and wide-angle lenses. Matching receivers, monitors, and accessories make this the most versatile, least expensive closed circuit TV you can buy. Send the coupon today, to Argus . . . the bright new name in audio-visual systems.*



SEND TO:

**argus AV**

Audio-Visual Systems Department (Bldg. P)  
Ann Arbor, Michigan

Please send more information about Argus Direct Wire TV to:

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**argus** CAMERAS, INC.   
SUBSIDIARY OF SYLVANIA ELECTRIC PRODUCTS INC.

# AUDIO

by Max U. Bilderssee

We've been up to our ears—in sound, of course—for the past month. And much of it has been good, and equally much has been interesting from your standpoint and mine.

We wandered slowly through the several exhibit halls in Cincinnati at the DAVI meeting. More sound was evident than at any previous exhibit we've been at and this was gratifying.

Equipmentwise, the language laboratories were there in full force. There was Audio Teaching Center, Audioelectronics, Cousino Electronics Corporation, Instructomatic, Langua-Lab, Magnetic Recording Industries, March and Associates, Mobile-Tronics, Monitor Language Laboratories, RCA-Victor, Rheem-Califone, Science Electronics and Universal Language Laboratories Corporation. Each of them showed the advantages of audio language instruction and each spoke in terms of the use of tape as a medium for language instruction.

And this year there were more record producers present, too. This list includes the American Book Company, Cultural History Research, Inc. (featuring recorded lectures on art), Encyclopaedia Britannica Films, Folkways Records, Jam Handy, Linguaphone, McGraw-Hill and Stanbow Productions.

Then there were a number of record players and tape recorders being shown by Audio-Master, Bell and Howell, Dukane, Foringer and Company, Miles Reproducer Company, Newcomb Audio Products, North American Philips Corporation, V-M Corporation and Webcor. This simple list represents about a quarter of the exhibitors, a good showing far ahead of previous years.

It was interesting to follow the crowds as they examined the materials and equipment at the show. Previous 'glamor' exhibits were somehow less attractive. The language laboratories, still a challenge in many communities, drew many spectators. There was considerable interest in Instructional Materials for the language laboratories and many questions were asked in this direction. But the really busy exhibitors were showing teaching machines. These were simple ma-

chines, some of them, which required the skills of reading, writing and pushing buttons. Others were highly complex electronic equipment that even timed the responses and scored the student accordingly.

But, as in the case of language laboratories not too long ago, there was an admitted need for more and still more program material for the teaching machines. Just as each new complex machine comes into the market there is demonstrated again the need not only for equipment but also for adequate and superior materials. Machines are lasting, materials are used and gone insofar as the individual student is concerned, and new materials must be supplied all the time.

Material for language laboratories is beginning to emerge on the market in greater quantity. The major suppliers today are Folkways Records (the disc recorded material is available on tape), Henry Holt (disc or tape can be secured, but the same material is on each), Linguaphone (reissuing material previously available only on disc) and EMC. There is still a great need for more specially prepared tape recorded material for language laboratories.

From Cincinnati we journeyed east through Washington to Baltimore where we audited the tapes of some new language records soon to be offered by Oppenheimer: Publishers (4805 Nelson Avenue, Baltimore 15). You will recall that, using the Cabot label, Oppenheimer introduced the



For language studies.

very popular H-R-S (Hear-Repeat-Speak) language records for children in French, Spanish, German, Italian, Hebrew and Russian that have been

so widely accepted and used for preliminary language instruction in the grades. Now they are offering more advanced material using Gateway as the keyword. We heard *Gateway to French* (Oppenheimer: Publishers catalogue number 4201) which can be used on the junior and senior high school level by students who have had some work in the language. Two aspects which are important are added: language recognition in the printed form through the accompanying student manual, and rapid audio response to the record. Students working alone—and classes working in unison—can use these records for vocabulary building, aural comprehension and speech practice.

These records are sufficiently inexpensive that they can be added to school library collections and loaned overnight and over weekends to students who want to practice on their own. And of course their parents will want to practice, too.

We were interested to note that *Let's Look At Great Paintings* (Educational Screen, March 1960) attracted the attention of the Dave Garroway station and was the subject of part of one of their telecasts. We learned when we were in Baltimore that this superior recording had had excellent press reception and that both public and school acceptance was higher than the producer had anticipated.

We went on to New York to 'lend an ear' to the new *The Anatomy of Language* (Folkways FI 9108) which is an instructional tool deliberately designed for high school seniors and juniors. This is primarily an intensive review for college entrance and scholarship examinations. It can, of course, be used in regular English classes.

Included is a selection from literature: "The Breaking of the Wind-Cask" which you will recognize as a short excerpt from Charles Dickens' *Tale of Two Cities*. This is read for literary values as a portion of the lesson on "How To Write an Effective Composition" and the listener is warned to seek the devices used by the author to arrest attention, develop interest in his characters and appeal to the senses and emotions.

This reading is part of the section in the record series devoted to composition. Under this heading, "Narrative and Descriptive Writing" precedes a discussing of "Exposition: Organizing and Writing an Essay." In addition to composition, attention is directed to reading comprehension and word relationships in special sections. By far the greatest proportion of the series of 14 lessons is devoted to i

ensive study of vocabulary and sentence completion. In this area the topics discussed stress the importance of language in "The Measurement of Time," "Number," "Place," "People" and "Things." Under the general heading "People" there is study of both the physical aspects of man as well as his mental and spiritual aspects. Family and religion, education and government, senses and emotions and work are all subjects of special lessons in this series. Finally there is a vocabulary review and mastery test.

This does not represent 'passive listening' in any respect. The listener, to profit from these recordings, must pay close attention to the script and instructions contained in an accompanying book. The recordings call upon the student to offer direct response and, finally, there are additional lessons printed in the book which the student is expected to complete.

It is almost impossible to summarize effectively this very useful, very unusual album. But it is hard to imagine a high school senior facing the inevitable series of examinations which have become part of that last semester who cannot profit tremendously from this album. It can be used in class—yes, and it can be used by individuals. And—small groups can listen to selected portions together.

We haven't discussed here the uses of these recordings by adults seeking renewal of language skills or who do not claim an adequate background in this area. Suffice it to say that libraries will discover this application as will teachers of freshman English the country over, and they will be happy that they did.

Just a word about the author is appropriate here. Morris Schreiber who created the scripts and narrates them is the principal of a school in New York City and a lecturer in the field of English on the college level. Consequently his planning and presentation become models which can be used in teacher training classes.

Stanbow Productions (Valhalla, N. Y.) has a real 'sleeper' in their *We Speak Through Music* which is the creation of Sister Mary Arthur and Sister Mary Elaine from Our Lady of the Lake College in San Antonio, Texas. Sister Mary Arthur, as director of the Speech and Hearing Clinic, must have recognized the great need for material deliberately planned to help children learn to pronounce the variety of sounds which make up our language. The records have "been designed to provide practice material to be used by the speech correctionist

## Audio CARDALOG Record Reviews on Cards

# 863

INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!

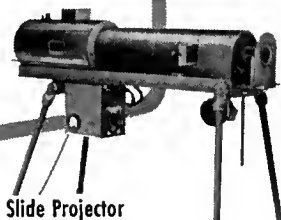
SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —



Our professional  
Know-how helps  
solve your  
AUDIO-VISUAL  
Problems.



**Strong Arc Slide Projector**

Projects 2" x 2" and 3½" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.

### Why is CECO the Audio Visual Equipment Center?

Because CECO spans the entire complex field. We sell and service every professional type equipment on the market—cameras, projectors, screens, slide projectors, animation equipment, sound recorders, timers, tripods, etc.

More important, we provide solutions to problems, no matter how intricate. We charge for the products. We make no charge for our experience. That's why most AV experts come to CECO.



**Weinberg Watson Analyst Projector**

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

**SALES • SERVICE • RENTALS**

**CAMERA EQUIPMENT CO., INC.**

Dept. E88, 315 West 43rd St., New York 36, N. Y. • JUdon 6-1420

Gentlemen: Please rush me FREE literature on CECO Products for Audio-Visual use:

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**Single Frame Eyemo**

35mm filmstrip camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—trademark of Camera Equipment Company

## Audio CARDALOG Record Reviews on Cards

Box 1771 — Albany 1, New York

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

# PRICES CUT ALMOST $\frac{1}{3}$

on Audiotape on 1½-mil **MYLAR**\*

THAT'S RIGHT! *Audio Devices* has cut at least 31% off the price of its premium-quality Audiotape on 1½-mil "Mylar." Now educators can have all the advantages of DuPont's fabulous "Mylar" for little more than the cost of an ordinary plastic-base tape.

Audiotape on 1½-mil "Mylar" is the finest tape in the Audiotape line. Its tough, durable "Mylar" base and professional-quality oxide make it the perfect tape for schools. (Similar price reductions have also been made on Master "Low Print-through" Audiotape on 1½-mil "Mylar.")

\*"Mylar" is DuPont's trademark for its polyester film—the toughest, most durable recording tape base material known to man. "Mylar" cannot dry out or

become brittle with age. Recording tapes on "Mylar" can't break or stretch in normal use, regardless of temperature or humidity. Most importantly, "Mylar" is a known, tested base material—proven by years of use in telemetry, automation and electronic computing applications. Millions of feet have been recorded by professional and amateur sound recordists, too.



# audiotape

AUDIO DEVICES, INC., 444 Madison Ave., N. Y. 22, N. Y.

In Hollywood: 840 N. Fairfax Ave. • In Chicago: 5428 N. Milwaukee Ave.

with the child who has an articulatory disorder." The child is given an opportunity to hear the sounds through songs—simple and pleasing songs delivered by male and female voices and written by Sister Mary Elaine, and because these are so attractive the child enjoys stabilizing these sounds through practice. The sounds involved are all the difficult ones including m, p, b, d, l, k, ng, f, v, fl, kl and others.

These records are intended for—and will be thoroughly enjoyed by—pre-primary and kindergarten children as well as their older brothers and sisters in the first grade. And the learning will take place in an environment of pleasure and participation ideal to the goals sought by the speech correctionist. We should add that in addition to three 12 inch 33.3 rpm records, there is a useful manual containing not only use suggestions but also all the words and music.

When we teach the story of the 1920's and 1930's we are too prone to overlook the statuesque minor political figure, Norman Thomas. But we don't have to make this error again. Spoken Arts (95 Valley Road, New Rochelle, N. Y.) has recently released *Norman Thomas Reminisces* (Spoken Arts 759) which can only be described as another of the 'must' records for schools and libraries. In it Mr. Thomas recreates his political career as perennial campaigner not only for major political office but also for the recognized rights of the individual. He repeats portions of some of his speeches in the course of his reminiscences, and we are reminded that today's conservative and broadly supported social welfare programs were once, and not too many years ago, the program of the Socialist party and the subject of Mr. Thomas' campaigns.

Still with an 'ear to the ground' we heard T. S. Eliot reading *Old Possum's Book of Practical Cats* (Spoken Arts 758) and we found this delightful. There are no surprises in it, and many young and old alike will enjoy hearing such favorites as "The Old Gumbie Cat," "Mr. Mistoffelees," "Gus: the Theatre Cat," "Skimble-shanks: the Railway Cat" and all the others. We have been informed that the publishers, "had prepared erudite notes for this record but they appear to have been intercepted on the way to the printers by Macavity (the Mystery Cat). Too bad! We would have so thoroughly enjoyed purrusing them

Communications to the Audio Department should be addressed to the department editor: Max U. Bildersee, Box 1771, Albany 1, N. Y.



# COLORFUL PHOTOPLAY FILMSTRIPS

Write for Free Illustrated Catalog



**Ulysses**—In full color, 64 frames, a pictorial guide to the Paramount screen version of Homer's *Odyssey*, produced in Italy, starring Kirk Douglas. An invaluable aid to the study of the classic.  
\$7.50. With guide, \$7.80.



**Greatest Show on Earth**—In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames.  
\$7.50. With guide, \$7.80.



**The Glass Slipper**—The charming fairy tale of *Cinderella*, told in a new way, based on the M-G-M photoplay, starring Leslie Caron. 36 frames in full color.  
\$7.50. With guide, \$7.80.



**Hansel and Gretel**—In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kinemins of Michael Myerberg's screen version, released by RKO Radio Pictures.  
\$7.50. With guide, \$7.80.



**The Vikings**—In full color, based on the Kirk Douglas production, released by United Artists. 47 frames.  
\$7.50. With guide, \$7.80.



**Columbus**—55 frames, black-and-white, \$4.00. Based on production starring Frederic March.

Order from **EDUCATIONAL & RECREATIONAL GUIDES, INC.**

10 Brainerd Road

Summit, New Jersey

**Money-Back Guarantee**

# TRADE DIRECTORY FOR THE AUDIOVISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

## FILMS

**Association Films, Inc.** (PD)

### Headquarters:

347 Madison Ave., N. Y. 17, N. Y.

### Regional Libraries:

Broad at Elm, Ridgefield, N. J.  
561 Hillgrave Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)

636 Fifth Ave., New York 20, N. Y.

**Balley Films, Inc.** (PD)

6509 De Longpre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)

729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)

127 Ninth Ave., North, Nashville 3, Tenn.

**Coronet Instructional Films** (P)

Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)

5823 Santa Monica Blvd., Hollywood 38, Calif.

**Ideal Pictures, Inc.** (D)

### Home Office:

58 E. South Water St., Chicago 1, Ill.

### Branch Exchanges:

1840 Alcatraz Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 — 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
55 NE 13th St., Miami 32, Fla.  
52 Auburn Ave., N.E. Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
614 — 616 So. 5th St., Louisville 2, Ky.  
1303 Prytania Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
40 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
1915 Chicago Ave., Minneapolis 4, Minn.  
3400 Nicollet Ave., Minneapolis 8, Minn.  
1402 Lecust St., Kansas City 6, Mo.  
3743 Gravois, St. Louis 16, Mo.  
6509 N. 32nd St., Omaha 11, Neb.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio  
2110 Payne Ave., Cleveland 14, Ohio.  
West Penn Bldg., Suite No. 204, 14 Wood St. Pittsburgh 22, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 So. Third St., Memphis 3, Tenn.  
2434 S. Harwood, Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Beretania St., Honolulu, T.H.

**International Film Bureau** (PD)

57 E. Jackson Blvd., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)

Visual Education Center Bldg.,  
Floral Park, N. Y.

**Mogull's, Inc.** (D)

112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)

1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Bayshore Dr., Miami, Fla.

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIOVISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.**

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Christian Education Press Filmstrips** (PD)  
Religious Subjects  
1505 Race St., Philadelphia 2, Pa.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 13

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**DuKane Corporation** (M)  
St. Charles, Illinois

**Viewlex, Incorporated** (M)  
35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 (FS) Haddon Rd., Woodmere, L.I., N.Y.  
All sizes—immediate delivery

## GLOBES — Geographical

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byran, Inc.**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

**Geo. W. Colburn, Inc.**  
164 N. Wacker Drive, Chicago 6, Ill.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Victor Division, Kalart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co.** (MD)  
315 W. 43rd St., New York 36, N. Y.  
**S.O.S. Cinema Supply Corp.** (MD)  
602 W 52nd St., New York 19, N. Y.  
6331 Hollywood Blvd., Hollywood 28, Cal.

## READING IMPROVEMENT

**Psychotechnics, Inc.**  
105 W. Adams St., Chicago 3, Ill.  
Mfgs. of SHADOWSCOPE Reading Pacer

## RECORDS

**Children's Music Center, Inc.** (D)  
5373 W. Pico Blvd., Los Angeles 19, Calif.  
**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.  
**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.  
**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.  
**Meriloom Records** (PD)  
Brookhaven, N. Y.  
(History through Ballads & Folksongs)  
**Music Education Record Corp.** (P)  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra)

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## SCREENS

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Morton Grove, Ill.

## SLIDES

Key: Kodachrome 2 x 2. 3/4 x 4 1/4 or larger

**Keystone View Co.** (PD-4)  
Meadville, Pa.  
**Moston's Travels, Inc.** (PD-2)  
3801 North Piedras, El Paso, Texas  
**Walt Sterling Color Slides** (PD-2)  
224 (ES) Haddon Rd., Woodmere, L.I., N. Y.  
4,000 slides of teacher world travels

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## Local AV Dealers

**Illinois**  
**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

**New Jersey**  
**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark,  
N. J.

**Ohio**  
**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Massillon,  
Ohio

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Sources, page 258. For more information about any of the equipment and materials announced here, use the enclosed reader service postcard.

## NEW EQUIPMENT

### Kodak 8mm Sound Projector

A new 8mm magnetic sound-on-film projector, unveiled by the Eastman Kodak Company at the Master Photo Dealers convention, promises a versatile, low-cost means of producing sound movies by any school, church, industry, government agency or community group. Amateur shooting of silent 8mm movies has kept pace with the prevailing boom in still photography. Now this new means of producing movies in sound as well as color clears the way for similar boom in school-made as well as home-made "talkies."

Any 8mm film, new or old, may be "Sonotrack" coated, a service handled through Kodak dealers. The magnetic oxide coating, applied between the film edge and the perforations, is activated by an "Alfenol" metal head slightly narrower (20 mils) than the coating stripe, to eliminate edge tracking. An output for attaching an external speaker is mounted on the control panel. Voice and music may be recorded simultaneously, via microphone and phono inputs, the latter usable also as an output to drive auxiliary amplifying equipment. A 2x10" speaker is in the projector case. A red signal light appears

when the "record" switch is turned on and a blinking white light indicates best volume level. Narration and other sound may be changed at will simply by recording over, and thus simultaneously erasing, any previously recorded sound.

The non-axial projection lamp reportedly gives a satisfactory picture 5 feet wide; when recording, it can be reduced to 250 watts to increase lamp life. Lamp and motor switches are separate; a single 4-position rotary switch controls forward and reverse projection, "stills," and power rewind. Projector runs either at 16 or 24 frames per second. Weight approximately 30 pounds. Price \$345. Kodak dealers are prepared to demonstrate.

See local dealer.

### CAMERAS: Still

**35mm View Camera.** Unique versatile professional monobar precision instrument. Less lens, shutter and magazine \$875; Model F with fixed front and rear assembly same \$460; magazine \$138; industrial model tripod \$320; desk stand \$43; 2" to 6" lenses in Compur shutter \$150 to \$255. FAIRCHILD.

For more information circle No. 101 on return postal card.

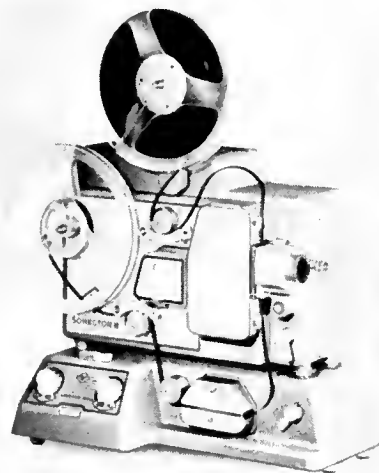
### PROJECTORS: Movie, TV

**Argus 8mm Projectors.** Three models, all have automatic threading, 150-watt true-flector light. "Showmaster 500A" offers equivalent to 500-watt illumination, \$104.95. Model 750AV

equivalent 750-watt light, \$134.95; Model 750AVZ has in addition also the zoom lens (15:25mm); both 750s include splicer block, auxiliary room light, variable speed control. ARGUS.

For more information circle No. 102 on return postal card.

**Sonector-Phon** is the AGFA Sonector projector plus a base unit with a sound head for the transcription and



### AGFA Projector

playback of magnetic sound, or the playing of film taken on the Fairchild 8mm sound camera. Projector with base \$299. AGFA.

For more information circle No. 103 on return postal card.

**Wollensak 8mm Projector** features self-threading, zoom projection lens (15:25mm), reverse and still, rheostat speed control, 750-watt illumination. Model AZ-715 \$169.50. WOLLENSAK.

For more information circle No. 104 on return postal card.

### PROJECTORS: Still

**Remote Focus Control** on 2x2 projector permits keeping image sharp as well as forward and reverse slide changes by the speaker, leaving projector unattended. Also automatic operation for slide advance 2-30 second intervals; manual operation; built-in editor for changing slides while magazine is in machine; synchronization with tape recorder for soundslide shows; 500-watt. "Superba 77" \$119.95. AIREQUIPT.

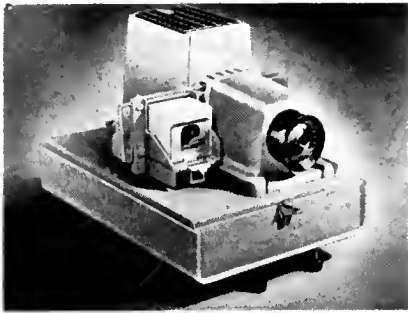
For more information circle No. 105 on return postal card.

### PROJECTION ACCESSORIES

**Horizontal stack 2x2 projector** accepts up to 35 cardboard mounts; 300-watt



Kodak 8mm Sound Projector



Argus Slide Projector

Sylvania Tru-Focus lamp; 4" f/3.3 lens; \$54.95. ARGUS

For more information circle No. 106 on return postal card.

## THE INQUISITIVE GIANT



This film shows the workings of a giant radio telescope recently constructed at Jodrell Bank, England, designed to give a new account of the universe and to draw a map of the heavens which may well revolutionize our present concept of space.  
Running Time: 30 min.  
Rental \$10.00 • Sale: \$125.00  
Send For Complete Catalog

## Contemporary films inc.

Dept. ES 267 W. 25 St. New York 1, N. Y.  
ORegon 5-7220  
Midwest Office  
614 Davis St., Evanston, Ill. DAvis 8-2411

## FOR YOUR CLASSROOM

THE EASY TO USE

SENSATIONAL NEW  
**Movie-Mite**  
*Supreme*

- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE  
**1/3**



### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.  
Complete \$349.50

Write for Free Catalog

ES

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

## SOUND: Equipment & Accessories

**Collins Speakers** feature Radax (2-cone) construction, long throw edge-wound voice coil, slug-type magnet, glass coil form, die cast frame; mechanical crossover at 2000 cps on the 8" and at 1800 cps on the 12". 20-watt (40 peak) capacity. CS-8" @ 13.50; CS-12" @ \$14.75. COLLINS.

For more information circle No. 107 on return postal card.

**Earphones In Jack-Case:** set of 8 earphones pack into a carrying case which provides built-in jacks and a 5-foot cable with standard phone or other plug. The headphones have



Audiotronics Earphones

Vinyl headbands, double coils, Alnico magnets, phone plugs. AUDIO-TRONICS.

For more information circle No. 108 on return postal card.

**5-channel Intercom** provides two complete sound channels, electronic voice intercom, room-to-room phone, and multiple time and emergency all-page overriding alarm signals. AM-FM radio tuner and 4-speed record changer, mixer unit, booster amplifiers, and Fail-Safe signals are all built-in, at control center. EXECUTONE

For more information circle No. 109 on return postal card.

**Headsets**, combining Clevite BA200 crystal high impedance headphones with Turner dynamic (low impedance) boom type mike for listening-speaking. \$34.25. Headphone alone \$14.70. REDFIELD.

For more information circle No. 110 on return postal card.

**Headphone Plug-In Boxes**, heavy steel with rubber-toed base. 5-phone capacity \$15; 8-phone \$17.50; 10-phone \$15. REDFIELD.

For more information circle No. 111 on return postal card.

**Intercom and Program Console.** New model 12A245 combines manual 3-speed record player, tape recorder, AM-FM tuner, 30-watt amplifier, talk-listen and all-call switches, and intercom speaker - microphone. DUKANE.

For more information circle No. 112 on return postal card.

**Lavalier Microphone** featuring Dynaflex non-metallic diaphragm; omni-

directional, "pop-free" and "boomless" even when handled by inexperienced personnel; support clip and 25 ft of cable; either 50- or 200-ohm impedance; 4" long 1" diameter, wt 3½ oz. \$36. Desk stand type M-40, 9½" long, \$72.50. COLLINS

For more information circle No. 113 on return postal card.

**Sphericon Tweeter**, 3000-40,000 range; built-in crossover at 3000; rated 30 watts in multi-speaker systems; 8 chms; 120-degree dispersion in all planes; may be mounted front or rear of baffle; 4⅝" diam, 4" deep, \$24.94. UNIVERSITY.

For more information circle No. 114 on return postal card.

## LANGUAGE LABS

In these listings every effort is made to give just enough information to enable the reader to decide whether the item is one on which he should seek more. Trade announcements, especially from firms relatively new to the A-V field, often fail to include such important details as price, capacity and distinctive utilization characteristics. This applies especially to "new" lines such as language laboratories or teaching machines where the makers themselves may not yet be altogether certain of final design or pricing. Our readers can get all available further information by circling the request numbers on the inquiry card at the back of this issue.

**Medallion Langlab Systems** provides four drawer-housed tape recorders; console serving 25 student positions (expandable to 50 without adding



Dukane Console Recorder

power) complete teacher-student contact in which teacher may record or monitor any student's work without his knowledge. DUKANE.

For more information circle No. 115 on return postal card.

**Porta-Control.** Castored console carries teacher's control panel, recording and playback equipment, and storage space for student mikes, earphones etc. REDFIELD.

For more information circle No. 116 on return postal card.

**"Tape-O-Matic" Recorder** includes an "add-a-track" feature in dual channel use so that the user may add his own recording while hearing the pre-recorded master (language or music) and may then play back both tracks

simultaneously or separately as desired. This permits a student to "join" in on a group speaking their native tongue, or a music student to take part in professional ensemble. Model 720. VM.

For more information circle No. 117 on return postal card.

**Webcor Educator** tape recorder for desk mounting in langlab installation, includes microphone and headphones, student-to-teacher 2-way communication and signal, dual channel recorder, editing key for instant stop. WEBCOR.

For more information circle No. 118 on return postal card.

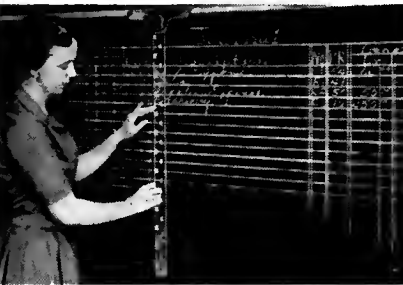
**MISCELLANEOUS EQUIP.**

**Automated Teaching Machine.** Model R501 carries 8½x11" programming materials that may be developed by the individual instructor; accumulative error score on student recall response. Model C101 offers multiple choice to develop selective discrimination. \$80 to \$250. RHEEM-CAL.

For more information circle No. 119 on return postal card.

**Colorlith Chalkboards,** made of asbestos and cement, with integrally mixed pigment (brown, green, grey), rigid, lightweight, suggested for double duty material for walls, flush doors, wardrobe panels. One design hinges chalkboard panels at table

More time  
for teaching



**NEW L & L  
T-Rule**

Draw geometric figures - business forms - shop drawings . . . Fast! Rule chalkboards with vertical lines - horizontal lines - curved or diagonal lines . . . Simply - Easily - Rapidly. New L & L T-Rule attaches to any chalkboard in 7 minutes. Ideal for bookkeeping, geometry, shop, music, and other classes.  
*Ask your School Supply Dealer or write:*

**MASTER ADDRESSER COMPANY**  
500 West Lake Street Minneapolis 26, Minn.



**. . . FOR HIGH QUALITY AND LASTING ECONOMY**

It is a recorder that meets the most exacting sound-quality requirements. And because the Ampex's long, trouble-free life means true economy, it is one of the best equipment investments your school or district can make.

One Ampex 351 can do all the high quality recording jobs for the school: original teaching tapes, language master tapes, recordings for speech evaluation and correction, rehearsal assistance for band and orchestra, and any tapes that will be duplicated for distribution to other schools.

Inevitably the Ampex also becomes the school's one heavy-duty "workhorse" giving far more hours of service than any of the school's other recorders. Why? Because the Ampex can give continuous year-round service with minimum maintenance.

These are the same qualities that have firmly established the Ampex 351 as first choice of broadcasters and professional recording studios - and of knowledgeable educators interested in producing tape masters to high standards.

*The use of professional recorders in education has been documented in a new brochure which this coupon below makes available to you.*

**AMPEX** AUDIO PRODUCTS DIVISION  
AMPEX PROFESSIONAL PRODUCTS CO.  
934 Charter Street • Redwood City, California

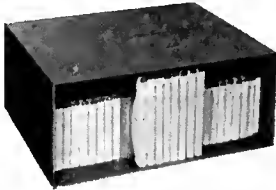
Please send me your analytical study: MASTER RECORDERS IN EDUCATION

NAME: \_\_\_\_\_ SCHOOL OR ORGANIZATION \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY AND STATE \_\_\_\_\_

# NEW

## Magnetic Tape Cabinet



### 5" and 7" tape compartments

Each section 19" x 7 $\frac{7}{8}$ " x 7 $\frac{7}{8}$ ". May be used independently for wall mounting. Two selections may be stacked back to back with film strip and slide cabinets. Each section holds 27 5" or 7" diameter tapes. Gray hammerloid enamel finish. No. 5-7 Tape Cabinets, each sec. \$13.00\*

## Tape and Film Cabinet

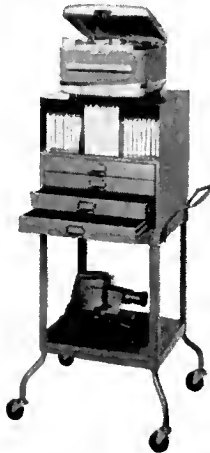


Keep your precious recorded tapes, film strips and slides in perfect condition in these specially-designed all-steel cabinets. Photo shows cabinets stacked on



handy cart. Cabinets may be used separately as desired. No. 5-7 5" Tape Cabinet—19" x 7 $\frac{7}{8}$ " x 7 $\frac{7}{8}$ " each section \$13.00\*

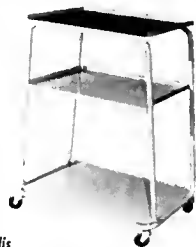
No. 10FS Film Strip—Slide Cabinet only less trays. Ship. wt. 42 lbs. \$53.00\*  
No. 10F Tray for 90 film strips. Each \$2.00\*  
No. 10S Tray for 280 2" x 2" slides. Each \$5.00\*  
No. 16 Mobile Cart only. Ship. wt. 20 lbs. \$28.00\*  
Complete 3 in 1 cabinet as illustrated \$115.00\*



## Portable Steel Projection Stand

Four 3" casters, two with brakes. Height: 41". Stable, tapering design (19" x 31 $\frac{1}{2}$ " at bottom) 18" x 26" at top. Rail on 3 sides. With non-skid rubber shock-proof mat. All steel, with 1" tubular steel frame. Baked enamel in tan or gray.

\*All prices F.O.B. Minneapolis



**MAIL COUPON TODAY!**

**Smith System**

**MANUFACTURING COMPANY**

212 Ontario Street S.E.,  
Minneapolis 13, Minn.

I am interested in your line of A-V storage equipment. Please send catalog.

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

height to fold down as working space, showing tackboard facing. JOHNS.

For more information circle  
No. 120 on return postal card.

**Film-Tutor** portable, self-contained teaching machine; responses to filmed stimuli are electronically evaluated; automatic audio attachment available for teaching languages, spelling and beginning reading. With 5-key answer board \$405; typewriter keyboard \$445; audio attachment, optional, \$125. TMI

For more information circle  
No. 121 on return postal card.

**Bi-Fi Combination**, wheeled composite unit for rear projection (36" screen) from self-contained motion picture and automatic slide projectors, tape and disc player-recorders, 25-watt hi fi amplifier, microphone and single control panel, 60" high, 25 $\frac{1}{2}$ " deep, 32 $\frac{3}{8}$ " wide. FRIDDELL.

For more information circle  
No. 122 on return postal card.

**Teaching Machine** uses separate answer tape to permit re-use of lesson program sheets. Masked correct answer is disclosed when student moves lever to bring up next question. Material already programmed includes spelling, psychology, French and algebra. Exposure sizes adjustable. 13x15x6 $\frac{1}{2}$ ", wt 6 $\frac{1}{2}$  lb. \$80. FORINGER.

For more information circle  
No. 123 on return postal card.

## NEW MATERIALS

### KEY TO ABBREVIATIONS

mp—motion picture  
fs—filmstrip  
sl—slide  
rec—recording  
LP—33-1/3 r.p.m. microgroove record  
min—minutes (running time)  
fr—frames (filmstrip pictures)  
sl—silent  
sd—sound  
R—rent  
b&w—black & white  
col—color  
Pri—Primary  
Int—Intermediate  
JH—Junior High  
SH—Senior High  
C—College  
A—Adult

■—reviewed in AUDIO CARDALOG

### AGRICULTURE

**The Hereford Story** mp FARM 26min col loan. Story of the breed in a wide variety of climate and terrain from Virginia to Hawaii; ranch activities the National Western Stock Show, and the Omaha stockyards. JH-A

For more information circle  
No. 124 on return postal card.

**Evolution of Farming** 4fs DOWLING b&w set \$10.50 ea. \$3. Titles: Progress with the Plow and Harrow (41fr) Planting and Cultivating (32fr) Evolution of Harvesting (45fr) Machines for a Land of Plenty (25fr) Int JH SH

For more information circle  
No. 125 on return postal card.

**The Market Man** mp MAINAG mp 13 $\frac{1}{2}$  min col apply. The role and activities of the agricultural marketing specialist—a new career in the food trades. SH C

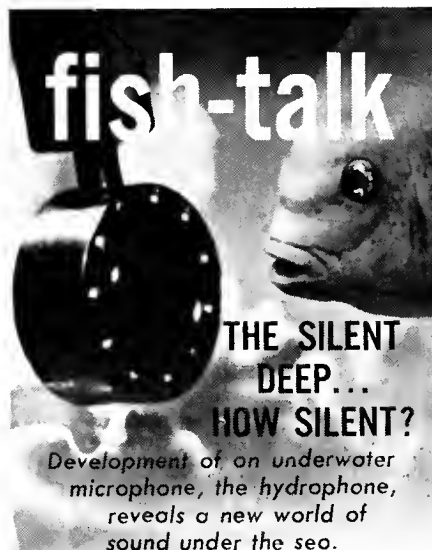
For more information circle  
No. 126 on return postal card.

**Our Productive Land** mp DOWLING 10 min col \$100. The soil as our most important natural resource. Advances in farming and marketing. Elem Int JH SH

For more information circle  
No. 127 on return postal card.

**Scientific Seed Selection** mp PURDUE 26min col \$190 r75¢. How scientific plant breeding combines the best qualities of many strains into superior varieties and hybrids. SH CA

For more information circle  
No. 128 on return postal card.



**fish-talk**

**THE SILENT DEEP... HOW SILENT?**

Development of an underwater microphone, the hydrophone, reveals a new world of sound under the sea.

**SCIENCE CONCEPTS** in 16 M.M. motion picture —

“SOUNDS IN THE SEA”

This scientific motion picture in sound and color is a foundation for a study of marine life.

Grade level: Elementary

Write for preview and catalog:

**MOODY INSTITUTE of SCIENCE**

LOS ANGELES 25 CALIFORNIA

## EXCELLENT TEACHING AIDS!

Thought provoking filmstrips, carefully prepared in collaboration with classroom teachers, with provision for student participation.

**BOY SCIENTIST SERIES**  
**PICTORIAL CHEMISTRY**  
**ELECTRICITY & PHYSICS**  
**OUTLINES NATURAL SCIENCE**  
**ANIMAL HOW SERIES**  
**SOCIAL STUDIES, ETC.**

Write now for illustrated catalog!

**Long FILMSLIDE SERVICE**  
7505 Fairmount Ave. El Cerrito B. Calif.

**ARMED FORCES —CIVIL DEFENSE**

**Military Lady** mp UWF 37min b&w \$57.52. The role of the Women's Army Corps in the U.S. Army; opportunities for education and advancement. SH

For more information circle No. 129 on return postal card.

**Officer Candidate School** mp UWF 28-min col \$176.12. The U.S. Navy school at Newport, R.I. SH C

For more information circle No. 130 on return postal card.

**ARTS & CRAFTS**

**Indian Artists of the Southwest** mp CFD 20min col. Modern abstract art related to origins in ancient paintings of western Indian tribes. C SH A

For more information circle No. 131 on return postal card.

**Mediterranean Culture** 5fs EBF av40fr col set \$25 ea \$5. Ancient and modern Italy and Egypt, ancient Greece. Architecture, sculpture, monuments well represented. JH SH A

For more information circle No. 132 on return postal card.

**National Gallery of Art (Series)** 10fs SBF ea approx. 60fr col set \$60; indiv \$6. Titles: The Art of Early Renaissance Italy; . . . Northern Italian Renaissance; . . . High Renaissance; . . . Low Countries; . . . Spain; . . .

Royal France; . . . Royal England; . . . United States; . . . Nineteenth Century France. SH C

For more information circle No. 133 on return postal card.

**Versailles and its Meaning** tape-slide lecture CULHIST 50 slides and tapes (choice French or English) \$48.75.

For more information circle No. 134 on return postal card.

**French Civilization as Reflected in the Arts**, First of a series of 30 such lectures, price for the whole \$1275. Tape only \$8, set of 30 \$215. Printed texts \$7 per set, minimum order 20 sets. SH C A

For more information circle No. 135 on return postal card.

**THE FILM DOCTORS®**  
**SPECIALISTS**  
in the science of  
**FILM**  
**REJUVENATION**



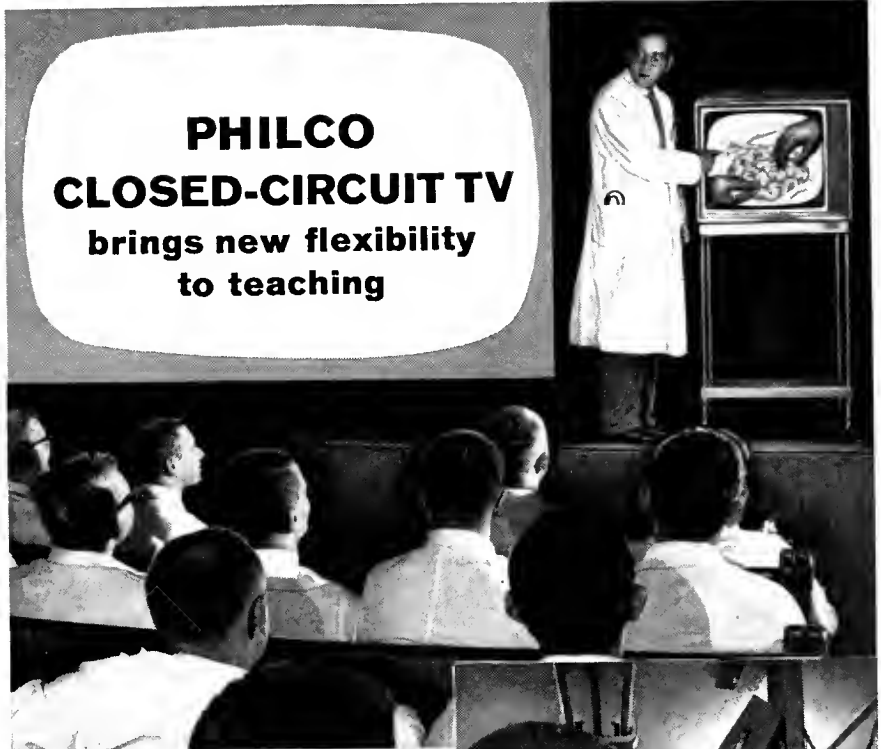
**RAPIDWELD Process for:**  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid** **FILM TECHNIQUE INC.**

Founded 1940  
37-02C 27th St., Long Island City 1, N.Y.

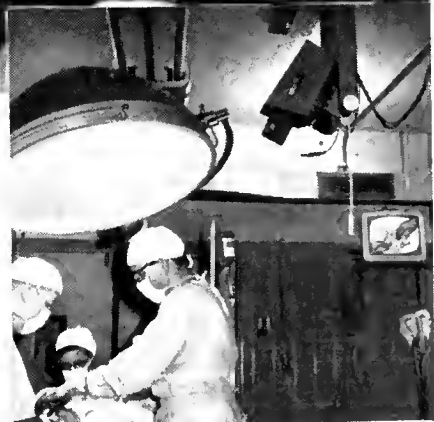
**PHILCO**  
**CLOSED-CIRCUIT TV**  
brings new flexibility  
to teaching



Philco, pioneer in fully-transistorized closed-circuit television, offers completely integrated instructional TV systems for schools and hospitals. Philco systems provide the ultimate in flexibility, incorporating any number of cameras, monitors, receivers and amplifiers, interconnected through a central console or a "patch panel" . . . with provisions for two-way conversations. Philco equipment is reliable, easy to operate and low in cost. Philco will help you design a system to meet your requirements. Write for information and your Philco Closed-Circuit TV Planning Guide.

**Government & Industrial Group**  
4700 Wissahickon Ave., Phila. 44, Pa.  
In Canada: Philco Corp. of Canada, Ltd., Don Mills, Ont.

**PHILCO®**  
*Famous for Quality the World Over*



The World's First Integrated Hospital Closed-Circuit TV System was recently installed by Philco at St. Christopher's Hospital for Children, Philadelphia. It links the main operating room, lecture halls, auditorium, pediatric treatment rooms, psychologic observation rooms and the radiology department. Folder describing this system will be sent upon request.

**LENSCREEN**  
Does More  
than any other rear screen!

**EXCEPTIONAL REAR SCREEN FOR DAYLIGHT USE**

LENSCREEN Panel Materials of Glass or Plexiglas for In-Wall or Custom Rear Screen Installation

- Adapts to your projector
- Eliminates room darkening
- Conceals projection equipment
- Facilitates learning

Complete choice of rear screen equipment including portable screens for classroom, auditorium, the T-V Studio. Many modern, effective uses.

Send for Kit of A-V Ideas

**POLACOAT, INC.** 9710 Conklin Road  
Blue Ash, Ohio



## 4 SPEED RECORD & TRANSCRIPTION PLAYERS

Write for illustrated  
catalog

**AUDIO-MASTER**  
17 E. 45th St., New York

## HEALTH-SAFETY

**Safe Bicycling** mp IFB 13min col \$135 b&w \$75. Proper size, essential equipment, good riding habits (like those of an auto driver). Some examples are light, even humorous. Crawley Films prod. Int.

For more information circle  
No. 136 on return postal card.

**Safety or Slaughter** mp 1FB 14min col \$135. Actual accident scenes shown, and their causes discussed—speed, fatigue, irritation, recklessness, discourtesy. Plea for lane marking, safety belts. SH A

For more information circle  
No. 137 on return postal card.

Adventuring in  
**CONSERVATION**  
16mm color  
motion picture

- portrays the balance of nature
- illustrates good conservation practices
- demonstrates responsibilities of campers

INDIANA UNIVERSITY  
audio visual center  
Bloomington Indiana

## QUETICO

"A deeply inspiring film with its excellent photography and sound track that takes one from the cores to the serenity of nature and out into the great out-of-doors."  
Norman B. Moore  
Rochester Public Library  
Color • 22 minutes  
Rental: \$10.00 • Sale: \$200.00  
Send For Our Latest Catalog

## Contemporary films inc.

Dept. ES 267 W. 25th St. New York 1, N.Y.  
ORegion 5-7220  
Midwest Office  
614 Davis St. Evanston, Ill. DAvis B-2411

**To Your Health** mp CMC 10min col \$100. Evils of alcoholism told in WHC cartoon. SH A

For more information circle  
No. 138 on return postal card.

**Understanding Heart** mp METHODIST 29min b&w r \$3. Loretta Young television program shows how one alcoholic helps another, and how a non-alcoholic wife can help her drinking husband. A

For more information circle  
No. 139 on return postal card.

**We Have the Cure** mp CMC 14min b&w \$25. WHO mass campaigns against yaws, syphilis, and pinta. C A

For more information circle  
No. 140 on return postal card.

## INDUSTRY, TRANSPORTATION

**Jeep Frolics** mp IDEAL 13½min col loan. Jeep owners' club stages astounding races and other tests in demonstrating recreational as well as workaday use of their vehicles. JH-A

For more information circle  
No. 141 on return postal card.

**Jet Age Flight** fs SVE 32fr col \$1. United Air Lines presentation of planes in the jet age. JH-A

For more information circle  
No. 142 on return postal card.

**Machines That Move Earth** mp FA 16min col \$160 b&w \$85. The major types of earth-moving machinery used in large projects. JH

For more information circle  
No. 143 on return postal card.

**Three Brothers** mp TEXCO 36min col loan. Three young Sumatrans choose their lifework. One becomes an oil driller, one a teacher, the third a farmer. SH A

For more information circle  
No. 144 on return postal card.

**Treasures of the Forest** mp CORONET 13½min b&w \$75. Scientific forestry, industrial harvesting; manufacture and commercial applications of wood products. NFBC production. Int JH SH

For more information circle  
No. 145 on return postal card.

## LANGUAGES

**Spanish Language Films and Guide-books** (series) made under sponsorship of the Pan American Union; guide book has complete text by Prof. Carlos Castillo, Univ. of Chicago; vocabulary; teacher and student guides. Titles: **El Cumpleanos de Pepita\*** 16min col \$150; **Mexico y sus Contornos** 20min col \$195; **Vamos a Guatemala\*** 22min col \$220, b&w \$110; **Vamos a Columbia\*** 11min col \$120; **Vamos al Peru**, Part I: **El Peru\***, 10min \$120; Part II: **Lima\***, col 10min \$120; **Costas**

## A New Concept in Language Training— TUTORETTE



TUTORETTE, a complete, closed circuit language lab. for individual or group instruction, is a compact, light weight, practical and economical language training unit. TUTORETTE adds amazing LSP (Live Sound Playback) to all standard language records.

LSP  
LIVE SOUND PLAYBACK lets students hear their own voices repeating the recorded material through the individual LSP microphone-earphone system. TUTORETTE is a 12 watt, true high fidelity, 4 speed record player and PA system. Ask your dealer about TUTORETTE.

All ATC products are  
transformer powered  
for complete safety.

**Audio/ronics**  
Corporation

Box 505, North Hollywood 6, California



de Espana col 10min \$120; Vistas de Andaluca col 10min \$120; La Casa y la Tierra de Loyala\*, col 20min \$220. Titles marked with asterisk \* are available also in English language version. Guidebooks 39c to 69c. SH C A

For more information circle No. 146 on return postal card.

**Spanish Film Reader** (series) 3mp IFB ea 10min col \$120 b&w \$60. Also available one record (78 rpm) for each, for followup vocabulary drill, @ \$2.50; set (3) \$4.95. **Castillos en Espana** shows 6 castles, 3 monasteries; **Corazon de Castilla**; and **Madrid**. Vocabulary restricted to 2,000 most common words and idioms.

For more information circle No. 147 on return postal card.

#### MATHEMATICS

**Area and Volume** 6sfs WEDBERG b&w LP \$30. Titles: Measuring the Squares; Studies in Square Inches and Square Feet; Problems in Area; Introduction to Volume; Using the Cubic Inch; Problems in Volume. Int JH

For more information circle No. 148 on return postal card.

**Measuring Time and Things** 6sfs WEDBERG b&w LP \$30. Titles: Reading the Hour; The Ruler: Inch and Half-inch; . . . Quarter-Inch; . . . Eighth-inch; Time Stories; Reading the Minutes. Pri Int

For more information circle No. 149 on return postal card.

**Seeing the Use of Numbers** 10fs EYEGATE col, manual, set (10) 25; indiv \$4. Third of a series of filmstrip sets on number skills. Pri

For more information circle No. 150 on return postal card.

#### RELIGION AND ETHICS

**The Way of Nonviolence** mp FELREC 14min b&w \$35 r\$2.50. André Trocmé draws upon his experiences in East Germany and Algeria to counter the charge that nonviolence is "Christian but impractical." JH-A

For more information circle No. 151 on return postal card.

**What You Ought To Want** mp METH-ODIST 14min r \$5. Bishop G. Bromley Oxnam discusses ways in which his-

For more information circle No. 152 on return postal card.

### EVERYTHING IN ELECTRONICS FREE ALLIED 1960 CATALOG

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

**ALLIED RADIO**

100 N. Western Ave., Chicago 80, Ill.

#### Valerie Pictures

#### "FOUR LITTLE NAVAJOS"

Navajo children walk with beauty in Monument Valley

**PRIMARY — INTERMEDIATE**

**18 min. color \$110**

P.O. Box 3114 Cleveland 17, O.

# Summertime... when your films are out of circulation

... is the best time for you to have us remove scratches, correct brittleness, repair sprocket holes, remake dried-out splices.

Then, thoroughly reconditioned, your prints will be ready for hard use again in the fall.

*Of course, before proceeding we tell you the cost... SEND US YOUR PRINTS NOW.*

# DEERLESS

**FILM PROCESSING CORPORATION**  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

## 16-35mm SUPER-SPEED CINEMATOGRAPHY LENSES



Whatever your professional lens need . . . Whatever your camera . . . B & J can provide you with instant action from a vast selection of thousands of optics . . . Cinematography Lenses & Mounts of every speed & size.

All Lenses are sold on a 15-day Free Trial—Unconditionally Guaranteed!

An Experienced Research Optical Assembly Lab—expertly handles all custom Lens problems . . . Customers include Ford, R.C.A., G.E., A.E.C., etc.



Free New 132 pg. B & J Lenses & Optics Catalog.

**BURKE & JAMES, INC**  
321 S Wabash Chicago 4, Illinois

tory, experience and faith help youth make the right choices. SH C

For more information circle No. 153 on return postal card.

**SCIENCE: Biology & Physiology**

**The Months Before Birth** (series) 8mp INDIANA-NET ea 29min b&w @ \$125. Titles: **The Physiology of Reproduction; The Beginnings of Preg-**

# The SCIENCE of SOUND

## For Senior High and College Classes

Bell Telephone Laboratory scientists demonstrate frequency, pitch, intensity, echo, reverberation, distortion, fundamentals, overtones, Doppler and other effects on a 12" LP recording, with complete text

FPX6136 High School Edition 2 sides \$5.95

Similar demonstrations in greater depth, including also vibration, resonance, noise measurement, masking, filtering, subjective tones, dissonance and consonance, music scales, vibrato and tremolo are included in the recording, with complete text

FPX6007 College Edition 4 sides \$11.90

We can send and bill you at our school discount. Send for our free catalog of hundreds of instructional recordings.

### FOLKWAYS RECORDS

117 West 46th St., New York 36, N. Y.

GUARANTEED FOR A LIFETIME . . . GUARANTEED FOR A LIFETIME . . . GUARANTEED FOR A LIFETIME . . . GUARANTEED FOR A LIFETIME . . . GUARANTEED FOR A LIFETIME . . .

FOR A LIFETIME . . . GUARANTEED FOR A LIFETIME . . .

Get the facts on *why*



**iewlex**

is first choice in a-v equipment



FREE LITERATURE AND DEMONSTRATION on the complete Viewlex line of Audio-Visual equipment. Here's fully descriptive information on all the advanced features and automatic conveniences that have made Viewlex first choice among the nation's leading users of audio-visual projection equipment. Available at all Viewlex A.V. Franchised Dealers. MAIL COUPON NOW!

VIEWLEX, INC., 35-10 Queens Blvd., L. I. C., N. Y.

MY NAME \_\_\_\_\_

SCHOOL, COMPANY OR ORGANIZATION NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

MY POSITION \_\_\_\_\_

nancy; **The First Visit to the Doctor; Nutrition and Dental Care in Pregnancy; The Middle Months of Pregnancy; The Birth of the Baby; The Weeks After Birth.** SH C A

For more information circle No. 154 on return postal card.

**Animal Town of the Prairie** mp EBF 10min col \$120 b&w \$60. Prairie Dogs and their neighbors. E1-A

For more information circle No. 155 on return postal card.

**Animals** 6fs CREATIVE col set \$36. Discussion base for study of mammals, reptiles, amphibians, sea animals, reptiles, birds, insects. Live photography. Int.

For more information circle No. 156 on return postal card.

**Animals of Prehistoric America** mp MH 15 min col \$170 b&w \$85. Children find fossil, paleontologist explains it. Elem.

For more information circle No. 157 on return postal card.

**Battle of the Bugs** mp MIDDLEHAM 11mm col \$110. War against aphids in a rose garden as waged by Ladybug, Parasitic Wasp, Syrphid Fly and Green Lace-wing. Photomacrography in color. JH SH C

For more information circle No. 158 on return postal card.

**Biology I** 6sfs WEDBERG b&w LP \$30. Titles: Digestion; Respiration and Blood Circulation; Food and Health; Carbohydrates; Fats and Proteins; Vitamins and Minerals. Recorded with DuKane discussional controls. JH SH

For more information circle No. 159 on return postal card.

**Biology I** 6sfs WEDBERG b&w LP \$30. Titles: Digestion; Respiration and



**WE SPEAK THROUGH MUSIC**

a series of 3-12" LP Albums and Song Book for use in Speech Classes in the Primary Grades

64 songs emphasizing 25 hard-to-speak consonant sounds and 2 of the most difficult vowel sounds. Album, Side and Band number are listed after each song in the Book for ease in using records with the Book. Word study listed with each song.

Set of 3 Albums and Book . . . \$20.00  
 Single Album with Book . . . . . 7.95  
 Single Copy of Book . . . . . ea. 1.25  
 10 or more Books . . . . . ea. 1.00

Blood Circulation; Food and Health, Carbohydrates; Fats and Proteins, Vitamins and Minerals. Recorded with DuKane discussional controls JH SH

For more information circle No. 160 on return postal card.

**Biology II** 6sfs WEDBERG b&w LP (Discussional Control) set \$30. Titles: **The Frog: Fertilization and Embryo; . . . Growth and Metamorphosis; Hydra; Protozoa; Digestion in Mammals; Digestive Adaptation in Mammals** (pig, dog, cat, cow, horse). JH

For more information circle No. 161 on return postal card.

**Birds and Their Songs** 4sfs EYEGATE col two 12" LP. Set (4 fs 2 rec) \$29. Titles: **Larger Birds of Woods and Gardens; Smaller . . . ; Birds of Open Fields and Meadows; Birds of Rivers, Marshes and Seashores.** Int JH A

For more information circle No. 162 on return postal card.

**Ecology** (series) 3mp MH col Titles: **The Changing Forest** (19min \$210); **The Spruce Dog** (23min \$250); **World in a Marsh** (22min \$250). NFBC production. SH C

For more information circle No. 163 on return postal card.

**The Great Polar Whale** mp AV-ED 10-min col \$100. The importance of the whale to Eskimo life. E1-A

For more information circle No. 164 on return postal card.

**Life Among the Penguins** mp BRAN-DON 20min b&w \$110 r\$7.50. Life cycle of the Antarctic Imperial penguin. JH

For more information circle No. 165 on return postal card.

**The North American Buffalo** fs STAN-BOW col \$5. Habits, growth, historic role, domain, conservation in park lands. NBC production E1-JH

For more information circle No. 166 on return postal card.

**Partnerships Among Plants and Animals** mp CORONET 11min col \$110 b&w \$60. Explores the concept of adaptation through interdependence; examples include "partnerships" between termites and protozoa, ants and aphids, hermit crab and bryozoa, algae and fungi in lichen, tick bird caraboas, red clover and nitrogen-fixing bacteria. Int

For more information circle No. 167 on return postal card.

**The Whooping Crane** fs STANBOW col \$5. Live photography and paintings of past flocks; stern measures to prevent extinction of rare species, Evaluated ESAVG 12/59. NFBC production. E1-A

For more information circle No. 168 on return postal card.

**SCIENCE: General**

**Boy Scientist (series) 5fs LONG col set \$23.50 indiv \$5.** Child cartoon characters, captioned. Titles: **Bob Builds a Telescope; Bob's Rocket; Bob Visits the Moon; Bob's Microscope; Bob Visits an Atom.** E1 (3-5)

For more information circle No. 169 on return postal card.

**Electricity: How to Make a Circuit mp EBF 11min col \$120 b&w \$60.** Three primary grade students set up a telegraph between their house and a tree house in the yard. Emphasizes uses and principles of the dry cell. Pri Elem

For more information circle No. 170 on return postal card.

**The Ever-Changing Earth 6fs SVE col set \$32.40 indiv \$6.** Titles: **Work of Running Water; Work of Wind; Work of Ground Water; Work of the Sea; Work of Snow and Ice; Work of Internal Forces.** Text, vocabulary and question frames. Captions. Int JH

For more information circle No. 171 on return postal card.

**The Inquisitive Giant mp CONTEMPORARY 28min b&w \$125 r\$7.50.** The workings of the giant radio telescope at Jodrell Bank, England, on basis of analysis of radio waves from outer space. SH C

For more information circle No. 172 on return postal card.



**"FIBERBILT" CASES**  
"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of "Finest Quality"



For 16mm Film—  
400' to 2000' Reels

Sold by All Leading Dealers

**Journey Into Spring mp CONTEMPORARY 30min col \$250 r\$10.** Animal, pond and plant life on the English countryside at springtime. JH

For more information circle No. 173 on return postal card.

**Life Long Ago 6fs SVE col set \$32.40 indiv \$6.** Titles: **Up Through the Coal Age; When Reptiles Ruled the Earth; Mammals Inherit the World; How We Know about Life Long Ago; Hunting Fossils; Stories that Fossils Tell.** Correlate with Row-Peterson Basic Science readers. Int JH

For more information circle No. 174 on return postal card.

**Nature Stories for Primary Science 6fs LONG col.** Titles: **Annie the Ant; Sammy Squirrel; Lano the Fish;**

Betty Butterfly; Freddie Frog; Chippy Chipmunk. Pri.

For more information circle No. 175 on return postal card.

**The Onion mp IFB 11min b&w \$50 r\$2.50.** Life cycle shown in time lapse

**PAT DOWLING PICTURES**



**SCIENCE FILMS (IN COLOR)**

For Elementary Through High School Grades

— SALE ONLY —

Write for List of New Releases and Study Guides and Previews  
1056 So. Robertson Blvd., Los Angeles 35, Calif.

**PHOTO-COMPOSE type BY DIALING!**

*Entirely Automatic*

**NO DARK ROOM...NO TRAYS...**

Simply spell out your copy on the dial and your HEADLINER will deliver a smudge-proof, micro-sharp print in any style or size... as large as 84 pt. Use it for signs, tags, or paste-up layouts for printing and duplicating. Makes prints on paper or film.

*TypeMasters are instantly changeable and never wear out.*

- HEADINGS
- DISPLAYS
- VISUALS
- CHARTS



**HEADLINER**

CUTTING COSTS IS OUR BUSINESS

*Headlines in this Ad were photo-composed on the HEADLINER...  
Text by VARTYPER.*



*Requires no training. Your office girl can operate it.*

VARTYPER CORPORATION  
SUBSIDIARY OF  
ADDRESSOGRAPH-MULTIGRAPH CORPORATION

.....  
**VARTYPER CORPORATION** Dept. H-52  
 720 Frelinghuysen Ave., Newark 12, N.J.  
 Please send **HEADLINER** Book H  
 NAME.....  
 COMPANY.....  
 ADDRESS.....  
 CITY.....ZONE...STATE.....

and microphotography. BIS production. JH SH C A

For more information circle No. 176 on return postal card.

The Story of Hurricanes mp PATHE 6min b&w \$30. The big winds, where

Just Released . . .

## THE SOVIET UNION: An Introduction

Color . . . 18 Minutes

Educational Supervision:  
**ANATOLE G. MAZOUR, Ph.D.**  
Professor of History, Stanford University

Using unstaged scenes by American photographers, this film sketches the geography and history of the massive northland of Eurasia.

Ideal for sixth grade, junior high and senior high.

A companion film to:  
**IRON CURTAIN LANDS**  
—A profile of current European Communist Society—

For preview to purchase information write:

**Grover-Jennings Productions, Inc.**  
P.O. Box 303 Monterey, California

they come from, how they arise, how their courses are charted, how advance warning minimizes damage. EI JH SH

For more information circle No. 177 on return postal card.

### SCIENCE: Physics & Chemistry

**Chemistry Film Set** 18mp CORONET col b&w steel cabinet incl when set is bought. Titles: Introduction to Chemistry; Using the Laboratory; Laws of Conservation of Energy and Matter; Laws of Gases; Oxygen; Hydrogen; Properties of Water; Water for the Community; Acids, Bases and Salts; Ionization; Solutions; The Halogens; Nitrogen and Ammonia; Nitric Acid and the Nitrogen Cycle; Carbon and its Compounds; The Colloidal State; Metals and Non-Metals; Sulfur and its Compounds. SH

For more information circle No. 178 on return postal card.

### SOCIAL STUDIES: Economics

**Little Town—U.S.A.** 9fs EYEGATE col set with manual \$25 indiv \$4. Home life of a small community. Designed to parallel **Big City—U.S.A.** from same source. EI JH

For more information circle No. 179 on return postal card.

### AND STUDY SKILLS

**Children's School Stories** 5fs CATHE-DRAL col 15min rec. Series (5) \$33.75; indiv fs \$5 rec \$2.50. Titles: Raggedy Elf; The Little Cloud; Little Star That Got Lost; The Mighty Hunters; How the Birds Got Their Color. Pri

For more information circle No. 180 on return postal card.

**How To Conduct a Meeting Using Parliamentary Procedures** fs BASIC col

\$6. Informative guide for chairmen and parliamentarians; good diagram sketches. Evaluated ESAVG 1/60, p3

For more information circle No. 181 on return postal card.

**Language in Action** (series) 13mp INDIANA NET ea 30min b&w @ \$12. Dr. S. Hayakawa, Titles: Talking Our selves Into Trouble; Maps and Territories; What is Language? etc. SH C.

For more information circle No. 182 on return postal card.

**Sentences: Simple, Compound, Complex** mp CORONET 11min col \$110 b&w \$60. Animated and live-action scene demonstrate sentence building through the use of dependent and independent classes. JH SH

For more information circle No. 183 on return postal card.

**Stefan on Sunday** mp EBF 14min col \$150 b&w \$75. Boy in Swedish village finds Sunday a break in his usual chores and goes to church with his family. Pri Elem

For more information circle No. 184 on return postal card.

**Use Your Library** fs SVE 81fr b&w \$6. Designed for use without manual. JH TT

For more information circle No. 185 on return postal card.

## NEW PUBLICATIONS

**Army Films for Public Use 1959-60** 146pp free. Apply direct: Fifth U.S. Army, Central Film and Equipment Exchange, Fort Sheridan, Ill., or your nearest Army Regional Exchange.

For more information circle No. 186 on return postal card.

**Audiovisual Equipment Catalog No. 29** stresses education applications of highpowered slide projectors and changers, automatic sequence devices etc. Free. GENARCO.

For more information circle No. 187 on return postal card.

**Australia, Equator to Antarctic Catalog** of more than 200 films for rental and sale. 24p free. AUSTRALIAN.

For more information circle No. 188 on return postal card.

**Automated Teaching Bulletin**, Quarterly. 48pp. Dec. '59 issue contains several

The KEYSTONE Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act

The Keystone Standard Overhead Projector is designed for the projection of Standard (3¼" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2¼" Slides, Strip Film, and Microscopic Slides.

It is useful—

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.



RADIO-MAT SLIDE CO. INC.

**RADIO-MAT**

TALK from your SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES  
on  
RADIO-MAT SLIDES  
WHITE AND/OR GREEN  
ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

RADIO-MAT SLIDE CO. INC.

**MAKE YOUR OWN SLIDES on your own TYPEWRITER by using RADIO-MATS**

Regular size 3¼x4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—

**RADIO-MAT SLIDE CO., Dept. V,  
222 Oakridge Blvd., Daytona Beach, Fla.**

feature articles and research notes. Free. RHEEM-CAL.

For more information circle No. 189 on return postal card.

**Catalog of Classroom Films.** Here's proof that a film catalog can make fascinating, delightful reading. In treatment, layout, and every other way a gem. (The films are good, too). 12p. Free. C-W.

For more information circle No. 190 on return postal card.

**Color Slide Catalog 1960** includes 50 new color map slides (physical, political, climate, population density, air routes). Free for stamped self-addressed envelop. WALTSTERL.

For more information circle No. 191 on return postal card.

**Costs and Efficiency of the Language Laboratory** and other pamphlets and reprints: Language Teaching Comes of Age; The High School Language Laboratory. MRI

For more information circle No. 192 on return postal card.

**Custom Window treatments.** Horizontal and vertical venetian blinds, with special section on audiovisual and sky-light situations. 24pp free HUNT-DOUG

For more information circle No. 193 on return postal card.

**Direct Wire TV Camera,** a revolution in closed circuit television made possible by Sylvania's mass production capabilities. Brochure. Free ARGUS

For more information circle No. 194 on return postal card.

**Educational AM and FM Radio, and Educational Television Stations,** by State and City. Mimeo. Jan. 1960, 18pp, free. USOE.

Write DIRECT for ALL USOE material to U.S. Dept. of Health, Education & Welfare, Office of Education, Washington 25, D.C. (Not to this magazine). This applies to all government publications, including those obtained from the Supt. of Documents, Library of Congress, etc.

**Educational Tape Recordings for the Classroom.** 1200 titles, 23pp, 50 cents. recommended by MMM. MAGDUP.

Write direct.

**Film Programmes for the Young.** Mass communication Report No. 28. 30pp. 75¢. UNESCO.

Write direct.

### SCIENCE FILMSTRIPS

SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
BIOLOGY ATOMIC ENERGY  
PHYSICS GENERAL SCIENCE  
CHEMISTRY MICROBIOLOGY  
BIKE SAFETY BUS SAFETY

Science filmstrips available under NDEA—Title III.

### VISUAL SCIENCES

Box 599E Suffern, New York

**Films Sales Catalog 1960** including list of rental libraries. 40pp free IFB

For more information circle No. 197 on return postal card.

**Films on Health, Physical Education, Sports.** 1960-62 catalog 64pp free. Write direct: UNILL.

For more information circle No. 198 on return postal card.

**Films 1960-61** Available for rental and purchase in the United States. "An NFBC film for everyone under the sun." 46pp free. NFBC

For more information circle No. 199 on return postal card.

**Final Examinations in the Russian Ten-Year School** in Physics, Chemistry, Algebra, Geometry. 23pp Free. SCIMT

For more information circle No. 200 on return postal card.

**Hi-Fi Components and Tape Recorders 1960** Color brochure with interesting technical detail. NAPHILIPS.

For more information circle No. 201 on return postal card.

**How To Hold a Meeting or Lecture with Slides, Charts and A-V Material** by Emile Holman, M.D., booklet, free. EDNALITE.

For more information circle No. 202 on return postal card.



## Alaska's Modern Agriculture

Maps show Alaska's location and regions of varying climates. Historic scenes taken 25 years ago show how farming developed. World War II and Statehood have brought a new boom to Alaska, increasing the need for agriculture. Today, modern farming methods are replacing hand methods as the people adapt themselves to this challenging land. The film depicts the conservation and development of resources; recreation, transportation, education, interdependence of the people, opportunities for new settlers.

15 Min. Color \$150, Rent \$7.50; B&W \$85, Rent \$5



Order your print today! Write for free catalog.

**BAILEY FILMS, INC.**  
6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

**Keystone General Price List No. 59** Illustrated 12pp free KEYSTONE VIEW

For more information circle No. 203 on return postal card.

**Language Laboratories and Modern Techniques of Teaching Foreign Languages.** 21 articles, bibliography of texts and materials. \$2 postpaid. EFLA.

Write direct.

## LANGUAGE LABS



ECONOMICAL ADD-A-UNIT STORAGE FOR YOUR VALUABLE TAPE LIBRARY MODELS FOR 5", 7" & 10½" REELS ALSO AVAILABLE IN DOUBLE DOOR UNITS WITH LOCK.

WRITE FOR FREE BROCHURE & PRICES ON COMPLETE LINE OF CABINETS FOR RECORDS, TAPES, FILMS & FILMSTRIPS

**WALLACH & ASSOCIATES INC.**  
1532 HILLCREST RD. • CLEVELAND 18, OHIO

# HELPFUL BOOKS

**ADMINISTERING AUDIO-VISUAL SERVICES.** By Carlton W. H. Erickson. Covers administrative, supervisory, and technological problems, emphasizing competent performance in all service aspects. 479 pp., illustrated. Macmillan Company, 60-5th Ave., New York 11, N. Y. \$6.95.

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations. 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffar. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffar. Educational Consultant, John Guy Fowles. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

**Mackin Visual Education Blinds** 6pp free brochure on "built-in" light control for classroom, skylights. MACKIN.

For more information circle No. 204 on return postal card.

**Maps, Globes, Charts, Atlases, Models.** 1960 catalog. 72pp free DENOYER.

For more information circle No. 205 on return postal card.

**Matter, Energy and Change** a book of experiments divided into K-3 and 4-6 grade level 52pp. When ordered direct from Manufacturing Chemists Association, 1825 Conn Ave. NW, Washington 9, D.C. 50 cents, 4 or more @ 40¢. First edition was distributed free through channels at industry expense.

Write direct.

**Movies About Oil.** Catalog of over 150 films. AMPET.

For more information circle No. 206 on return postal card.

**NDEA Catalog** of science charts, models, realia, slides, maps, globes, etc. 16pp free DENOYER

For more information circle No. 207 on return postal card.

**The New Educational Media Program** authorized by Title VII, NDEA. 6pp and mimeo materials. USOE,

Write direct.

**The New World of Television Teaching** 8pp free GPL

For more information circle No. 208 on return postal card.

**NAVA's 1960 Audio-Visual Equipment Directory** gives detailed specifications on more than 700 models of AV equipment of all kinds, more than 600 illustrations, 250 pages. New features in this 6th edition: language lab resources, teaching machines, classroom TV, transparency making equipment and materials. \$4.75 (and very well worth it!), \$4.25 cash with order; \$3.75 in lots of 10 or more. NAVA.

Write direct.

**Operational Characteristics of Rear Projection.** Reprint from Journal of the SMPHE. 4pp free. POLACOAT.

For more information circle No. 209 on return postal card.

**Perfect Answer to Classroom Light Control Problems.** Free brochure on special educational model Flexalum blinds. HUNTDGUG

For more information circle No. 210 on return postal card.

**Packet Guide to Free Films.** 32pp free. MODERN.

For more information circle No. 211 on return postal card.

**RCA Electronic Aids to Education.** 8pp. Free. RCA

For more information circle No. 212 on return postal card.

**The RCA Preceptor Language Laboratory** 8pp free. Describes teacher's console with recorder, monitor, selector switches and accessories; amplifiers, control panel; student booths either individual or modular, RCA

For more information circle No. 213 on return postal card.

**Schneider Lenses catalog** containing much interesting technical data on various types of lenses and their uses in photography. 26pp 25¢ BURBR

Write direct.

**So You're Thinking of a Language Laboratory** 12pp free. INSTRUCTO-MATIC.

For more information circle No. 214 on return postal card.

**DIE-CUT  
CONSTRUCTION PAPER  
ALPHABETS**

# Visual letters

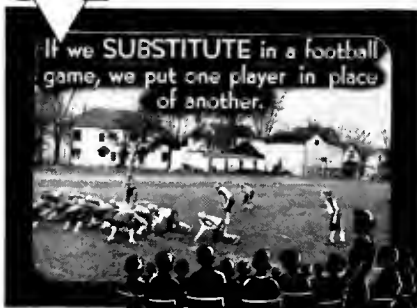
**2, 3 & 4 INCH SIZES • 10 COLORS**

A quality product by the makers of STIK-A-LETTER

Write for **FREE** samples & literature

**Stik-a-letter Co.** Rt. 2, Box 1400, Escondido, Calif.

## Recent **BEST SELLERS** **SVE FILMSTRIPS**



- Basic ALGEBRA**  
TOP SEVEN in demand are basic subject sets . . . 5 are black and white . . . all are captioned . . . all recommended for purchase under Title III, NDEA.
- **Basic ALGEBRA** Grades 8-9. Photos of familiar objects and situations. Diagrams simplify algebraic concepts, uses, and relate with arithmetic. — 556 S, Set of 7, boxed, avg. 50 frames ea. \$20.45
  - **FRACTIONS** Gr. 4-5. Pictures clarify concepts. — 535 S, Set of 8, boxed, avg. 43 frames ea. \$23.40
  - **SCIENCE for Beginners** Gr. 3-4. In COLOR. — 425 S, Set of 6, boxed, avg. 38 frames ea. \$27.00
  - **Basic WEATHER** Gr. 6-9. Fine photos, diagrams. — 426 S, Set of 4, boxed, avg. 56 frames ea. \$11.70
  - **EARTH and UNIVERSE** Gr. 6-9. Drawings, photos. — 487-S, Set of 7, boxed, avg. 51 frames ea. \$21.50
  - **Plane GEOMETRY** Gr. 9-10. Photos, drawings. — 541 S, Set of 12, boxed, avg. 49 frames ea. \$35.10
  - **Primary SCIENCE**—Group I Gr. 1-2. In COLOR. — 424 SA, Set of 6, boxed, avg. 25 frames, ea. \$24.30
- Orders Shipped Same Day Received • Catalog on Request

**SOCIETY FOR VISUAL EDUCATION, INC.**  
1345 Diversey Pkwy. Dept. 800, Chicago 14, Ill.

**SVE**

GENERAL PRECISION COMPANY

**KNOWLEDGE**

THROUGH PROJECTED PICTURES

A BUSINESS CORPORATION • SUBSIDIARY OF GRAFLEX, INC.

To Order, check item desired. Mail entire ad.

# Trade News

## Entertainment Film Upsurge

"The entertainment film business is experiencing a substantial upsurge," according to Paul Foght, president of Ideal Pictures and chairman of the NAVA committee in charge of arrangements for a national conference on "The Dollars and Sense of the Entertainment Film Business." This meeting, to which all interested in this phase of the 16mm field are invited, will be held on August 3-4, at the lakefront Moraine Hotel near Chicago, just prior to the big NAVA summer meeting.

The program, according to NAVA, is intended to "bring together all entertainment film people with the objective of really studying ways of improving the business of each businessman attending." Hotel reservations go direct to the Moraine Hotel, Highland Park, Ill., with notice of intention to attend, questions and program suggestions to Paul Foght, Ideal Pictures, 58 E. South Water Street, Chicago 1, Ill.

## Bi-lingual Paperbacks

Bantam Books has just issued its first dual-language paperbacks—two collections of short stories with corresponding text on facing pages. Voltaire, Balzac, Maupassant, Gide, Ayme and Camus are represented in the French-English book, and there is a similarly impressive galaxy in the Spanish-English. This development may not cheer the traditional grammar-book foreign language teacher, but it may well serve the second stage of instruction via the aural-oral approach of the modern language lab.

## 8mm Sound-on-Film

Castle Films announces the availability of 25 subjects to play on the new 8mm sound-on-film projectors (Fairchild, Eastman, Agfa). All new fall releases will come out in 8mm as well as 16mm sound versions. United Artists Associated, Inc., are also turning out their new releases for the home and non-theatrical market in 8mm sound-on-film versions.

## New Films for Old

Coronet Films has new versions of three of its films, keeping right up with the front page changes of history (Alaska, Hawaii, The 50-star Flag). A \$110 color film can be exchanged for its new version for \$60 if owned less than one year and for \$75 if owned longer. Proportionate rates apply on exchanges of b&w for color, etc.

## Field Trips and Other Prizes

A trip for two to Gay Paree is the prize offered by Viewlex to the teacher who writes the best essay or report on "How Audiovisual Aids Make Teaching and Learning Easier"—and an extra bonus of \$250 expense money if the essay includes the serial number of the Viewlex projector used by the winner. In addition, an all-expense-paid trip to next year's DAVI convention at Miami Beach goes to the AV director of the winner's school and six Viewlex

projectors will be presented to the winner's school district. Second prize is a \$100 savings bond and three projectors to the runner-up's school district. Fifty "Honorable Mention" prizes are a year's membership dues in DAVI. Contest ends May 15, 1960.

## CBS Headliners to 16mm Carousel

A dozen of the top documentary programs telecast over CBS during recent months have been turned over to Carousel Films, Inc., for 16mm distribution. Included are nine from the award-winning "Conquest" series, two from "CBS Reports" and one from "20th Century." The Bell & Howell Company was among the sponsors of these thought-compelling programs. Among the titles: "Biography of a Missile," "The Population Explosion," "Secrets of a Volcano," "The Fallout Atom," "Life Before Birth," and "Reaching for the Moon."



Signing over CBS network films for 16mm distribution: from left, David Dash, president, Carousel Films, Inc.; Sam Cook Digges, administrative vice president, CBS Films, Inc.; Murray Beuson, director of licensing, CBS Films.

## NAVA Directory the "Mostest"

"Fustest wit' the mostest" is NAVA's new (6th edition) **Audio-Visual Equipment Directory**. It's bigger than ever (over 250 pages, 600 pictures, 700 models).

Aside from serving as an indispensable, constant-use reference tool for anyone concerned with the audiovisual field, this ever-growing book mirrors most impressively a fantastically changing and expanding AV world. In simple arithmetic there are 136 firms listed who were not in the 1959 edition—and 88 names missing from the lists of a year ago. The major change however is qualitative, as seen in the new sections on language laboratories, teaching machines, production materials for overhead transparencies, classroom receivers of many kinds. (For details on how to order, see "New Publications," Page 256.

## A.A.A.A. Policeman

A.A.A.A. (American Association of Advertising Agencies) is sending its member agencies 5,000 folders telling "How You, As An Individual, Can Help Reduce Objectionable Advertising in TV, Radio and Print." It has set up an

opinion interchange which, through a board committee, evaluates and forwards criticisms to the ad agency responsible. The source of the complaint is held confidential.

Matters held to be seriously objectionable to the public include: (a) misleading exaggerations; (b) deceptive visual "trickery"; (c) bad taste; (d) suggestiveness; (e) statements offensive to public decency; (f) ridiculous claims; (g) "weasel" wording; (h) statements falsely disparaging other products or other advertising.

While the audiovisual industry has, fortunately, been largely free of the sins now coming home to roost on some of the other communication media, this magazine, in its own small way, has served as a critical opinion exchange from time to time, bringing to the attention of our advertisers any lapses from A.A.A.A.-type canons complained of in confidence by our readers. This service has invariably been appreciated by the manufacturer or producer involved—as well as by his critics.

## Bigger Crown

"Crown International," tape recorder division of International Radio and Electronics Corp., and "International Radio," its broadcast equipment division, are expanding into a new 24,000 square foot addition to the Elkhart, Indiana, factory.

## Nord Acquires TUC

Nord Photocopy and Business Equipment Corp. announces the acquisition of Television Utilities Corp. of Corona, N. Y., manufacturers of electronic monitoring and control equipment, including a closed-circuit TV assembly.

## 17th Tecnix Workshop

Practical instruction in the techniques of visual communication was again offered at the Holyoke plant of Tecnix April 19-21. Opening and closing sessions were held in the 1400-seat Municipal Auditorium; the balance of the work done in 15 classrooms at the plant. Incidentally, the presentation folder announcing the seminar is one of the finest of its kind, and the course organization exemplary.

## FASL Now Copp-Clark

The filmstrip, filmstrip and slide product of Film and Slide Laboratories, is now distributed through the Copp-Clark Publishing Co.; Ltd., 517 Wellington St. West Toronto 28, Ont., Canada. The well-known Hymnslip line of short color strips giving the words of many favorite hymns against attractive pictorial background is now supplemented by a similar series of 30 poem-slips and four long filmstrips ranging from "One, Two, Button My Shoe" to "The Village Blacksmith," graded kindergarten through junior high.

## Youth Films Pre-tested

Film producers aiming at a specific age-group audience often find out whether they have hit—or missed—only after the picture is finished. This is particularly true of materials for use with and by teenagers. Family Films met the situation in their current series

## Directory of Sources and Materials Listed on Pages 245-256

by bringing in youth groups as a collaborating audience from the first story conference clear through the screening of the workprint. The results have been so successful in church youth showings that a public school version is being made on the basis of the same art work.

### Magazine Projector?

The announcement of 8mm sound-on-film (Fairchild's in our March issue, Eastman in this) is already casting its shadow on further developments. Hal Roach, Sr., has said that Technicolor is perfecting a double-8 magazine that slips into a sound-on-film projector, runs 45 minutes, is turned over to run another 45 and then returned to its source, requiring no rewinding.

According to Film Daily (March 23, 1960), "A checkup of his statements threw a deep shadow of doubt over their present accuracy, but did not dispel the possibility of just such a mechanism coming into the market sooner or later, from one source or another. The mechanism is in existence . . ." It was developed three years ago by major company technicians working with Motion Picture Research Council engineers. Patent-wise, the mechanism is fully protected. According to the film industry it consists of a magazine "shaped like a thin kidney bean" to fit an especially-designed projection head whose aperture is slotted to receive and travel a 16mm film which has been printed as two 8mm films, combined on 16mm stock.

The principle of the double-8 magazine has long been applied in movie cameras, and multiple picture tracks is older still: Edison had three parallel rows before 1912, the second run in reverse, without changing the position of the reels.

### People

J. Reynolds Carey has taken over the post of marketing manager of consumer products at Orr Industries and will direct the sales of "Irish" tape and related accessories. The position was formerly held by Nat Welch who resigned to start his own merchandising and advertising business.

Mary Field, outstanding British authority on films and TV for children, is on a four-week tour of Canada under auspices of the Canadian Film Institute. During her stop at Toronto, on May 2, she will participate in the formal establishment of the Canadian Center of Films for Children, an activity now supported by more than 70 national and regional organizations.

Dr. John Ivey, formerly executive vice president of New York University, has accepted the presidency of the recently formed "Learning Resources Institute," financed jointly by foundation and industry funds. Among other activities, the Institute will establish at Princeton a research center to study and test technological applications to the learning process.

Arthur Florman, president of Florman and Babb, travelled to the Hollywood SMPTE convention the long way round, making business stops en route at Havana, London, Copenhagen, Amsterdam, Paris, Berlin and Rome.

- AGFA, AGFA, Inc.**, 516 W. 34th St., New York 1, N. Y.
- AIREQUIP Mfg. Co., Inc.**, 20 Jones St., New Rochelle, N. Y.
- ARGUS**—Argus Cameras, Div. of Sylva Electric Products, Inc., Ann Arbor, Mich.
- AUDIOTRONICS** Corporation, 11057 Weddington St., North Hollywood, Calif.
- AV-ED**—7934 Santa Monica Blvd., Hollywood 46, Calif.
- AUSTRALIAN** News and Information Bureau, 630 Fifth Ave., Suite 414, New York 20, N. Y.
- BASIC** Skill Films, 1355 Inverness Drive, Pasadena 3, Calif.
- BRANDON** Films Inc., 200 W. 57th St., New York 19, N. Y.
- BURBR**—Burleigh Brooks, Inc., 10 W. 46th St., New York 36, N. Y.
- CATHEDRAL** Films Inc., 140 N. Hollywood Way, Burbank, Calif.
- CFD**—Classroom Film Distributors, Inc., 201 N. Occidental Blvd., Angeles 26, Calif.
- CMC**—Center for Mass Communication, 1125 Amsterdam Ave., New York 25, N. Y.
- COLLINS** Radio Co., Broadcast Sales Dept., Cedar Rapids, Iowa.
- CONTEMPORARY** Films, Inc., 267 W. 25th St., New York 1, N. Y.
- CORONET** Films, 65 E. South Water St., Chicago 1, Ill.
- CREATIVE PLASTICS** Corp., Stony Brook, Long Island, N. Y.
- CULTHIST** Cultural History Research, Inc., Harrison 1, N. Y.
- C-W**—Churchill-Wexler Film Productions, 801 N. Seward St., Los Angeles 38, Calif.
- DENOYER-Geppert** Co., 5235 Ravenswood Ave., Chicago 40, Ill.
- HUNTER DOUGLAS** Aluminum Division of Bridgeport Brass Company, 405 Lexington Ave., New York 17, N. Y.
- DOWLING**, Pat, Pictures, 1056 S. Robertson Blvd., Los Angeles 35, Calif.
- DUKANE** Corp., St. Charles, Ill.
- EASTMAN KODAK**—See Local Dealer.
- EBF**—Encyclopaedia Britannica Films, Inc., 1150 Wilmette Ave., Wilmette, Ill.
- EFLA**—Educational Film Library Association, 250 W. 57th St., New York 19, N. Y.
- EXECUTONE**, Inc., Special Education Division, 415 Lexington Ave., New York 17, N. Y.
- EYEGATE** House, Inc., 146-01 Archer Ave., Jamaica 35, N. Y.
- FA**—Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25, Calif.
- FAIRCHILD** Camera and Instrument Corp., Industrial Products Division, 5 Aerial Way, Syosset, Long Island, N. Y.
- FARM**—Farm Film Foundation, 1731 Eye St., NW, Washington 6, D. C.
- FELREC**—Fellowship of Reconciliation, Box 271, Nyack, N. Y.
- FRIDDELL** Manufacturing Co., Baytown, Texas.
- GPL**—General Precision Laboratory, Inc., Pleasantville, N. Y.
- HARWALD** Company, The, 1245 Chicago Ave., Evanston, Ill.

- IDEAL** Pictures, 58 E. South Water St., Chicago 1, Ill.
- IFB**—International Film Bureau, Inc., E. Jackson Blvd., Chicago 4, Ill.
- JOHNS**-Manville Corporation, 22 1/2 40th St., New York 16, N. Y.
- KEYSTONE VIEW** Company, Meadville, Pa.
- LONG** FilmSlide Service, El Cerrito, Calif.
- MACKIN** Venetian Blind Co., Momeno, Ill.
- MAINAG**—Marine Department of Agriculture, Attn. Publicity Director, Augusta, Me.
- METHODIST** Publishing House, 201 8th Ave. S., Nashville 2, Tenn.
- MH**—McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y.
- MIDDLEHAM**—Ken Middleham, P.O. Box 1065, Riverside, Calif.
- MODERN** Talking Picture Service, Inc., 3 E. 54th St., New York 22, N. Y.
- MRI**—Magnetic Recording Industries, 126 Fifth Ave., New York 11, N. Y.
- NAPHILIPS**—North American Philips Co., 230 Duffy Ave., Hicksville, L. I., N. Y.
- NAVA**—National Audio-Visual Association, Inc., Fairfax, Virginia
- NFBC**—National Film Board of Canada Canada House—Suite 819, 680 Fifth Ave., New York 19, N. Y.
- PATHE** News, Inc., 245 W. 55th St., New York 19, N. Y.
- POLACOAT**, 9750 Conklin Road, Blue Ash, Ohio.
- PURDUE**—The Audio-Visual Center, Purdue University, Lafayette, Ind.
- RCA** Communications Products, Advertising Manager, Building 15-1, Camden, N. J.
- RCA** Educational Services, Camden, N. J.
- REDFIELD**—Robt. H. Redfield, Inc., 1018 S. Wabash Ave., Chicago 5, Ill.
- RHEEM-CAL**—Rheem-Califone Corporation, 1020 N. LaBrea Ave., Hollywood 38, Calif.
- SCIMAT**—Science Materials Center, 50 Fourth Ave., New York 3, N. Y.
- STAN BOW**—Stanley Bowmar Co., Inc., 12 Cleveland St., Valhalla, N. Y.
- SVE**—Society for Visual Education, Inc., 1345 W. Diversey Pkwy., Chicago 14, Ill.
- TEXCO**—The Texas Company, 135 E. 42nd St., New York 17, N. Y.
- UNESCO** Publication Center, 801 Third Ave., New York, N. Y.
- UNILL**—University of Illinois, Audio-Visual Aids Service, Division of University Extension, Champaign, Ill.
- UNIVERSITY** Loudspeakers, Inc., 80 S. Kensico Ave., White Plains, N. Y.
- USDHEW**—U. S. Department of Health, Education, and Welfare, Public Health Service, Communicable Disease Center, Box 185, Chamblee, Ga.
- UWF**—United World Films, 1445 Park Ave., New York 29, N. Y.
- V-M** Corporation, 4th and Park Sts., Benton Harbor, Mich.
- WALTSTERL**—Walt Sterling, 224 Hadron Road, Woodmere, L. I., N. Y.
- WEBCOR**, Inc., Audio Teaching Aids Dept., 5610 W. Bloomingdale Ave., Chicago 39, Ill.
- WEDBERG** and Associates, 4715 S. Normandie Ave., Los Angeles 37, Calif.
- WOLLENSAK** Optical Co., 320 E. 21st St., Chicago 16, Ill.



# AUDIOVISUAL

GUIDE

June, 1960



From "Mother Love"  
—Carousel Films

The Camera Lucida—page 274  
A and V Terminology—page 282



**NOW  
TEACHING  
AND  
SELF-TRAINING  
MADE  
EASIER!**

**"ADD + A + TRACK"**

BY



**DRAMATIC NEW DEVELOPMENT IN TAPE RECORDERS!**

- Unique advance for modern teaching and learning! •
- Develops oral skills and promotes retention! •
- Excellent for language and speech students—speeds learning! •
- Helpful to music students—helps improve technique! •
- Benefits teachers—saves time and energy!

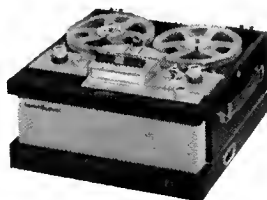
Exclusive V-M "Add-A-Track" is the big *new* feature in tape recorders! Opportunities for powerfully effective teaching methods are limitless! Record on one track, rewind the tape and record again on another track *while listening* to the first recording through the V-M recorder's own speakers or through

another speaker system. Then play-back again and you hear *both* recordings *simultaneously!* The student can rerecord his voice or instrument, repeatedly, without affecting the first (or master) track in any way. He can even play a duet with himself!

For budget-conscious administrators, here is the economic way to begin a completely effective modern language laboratory. Here, in one compact portable case, simplicity of operation is combined with practical versatility for the many uses it will find in every school.

Ask for a thrilling demonstration of V-M "Add-A-Track"—an engineering advance that benefits both in the classroom and at home. Investigate *today!*

V-M/ "ADD-A-TRACK" "tape-o-matic"®  
4-TRACK STEREO-PLAY TAPE RECORDER—  
Records and plays-back monophonically on  
four tracks. Plays stereophonic tapes, High-  
Fidelity Speaker System. Simple Push-But-  
ton controls assure complete simplicity of  
operation. Model 720. . . . . \$225.00 List\*  
MODEL 166—AUXILIARY AMPLIFIER-SPEAK-  
ER—for stereo playback \$75.00 List\*



\*Slightly Higher West



V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS  
FOR THE FINEST IN TAPE RECORDERS, PHONOGRAPHS AND RECORD CHANGERS

V-M CORPORATION—Dept. ES  
305 Territorial Road  
Benton Harbor, Michigan

*Please send me without obligation, your booklet giving  
additional information on "Add-A-Track"*

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

William F. Kruse, an *EdScreen* staff member, aided in the audiovisual provisioning of the School Boards meeting and served as coordinator of the ten sessions which featured AV applications.

Dr. Gene Udell is director of the audiovisual center at Temple University. His story brings up to date one of the 'primitive' audiovisual tools.

E. W. Moy is director of the audiovisual education department of the Ithaca, N. Y., public schools. He has been a lecturer in AV education at Ithaca College and for eight years has been chairman of the Ithaca Cooperative Film Library.

Samuel Cohen is administrative assistant in the office of the superintendent of schools, Union Free School District No. 14, Hewlett, N. Y.

Milton Grassell, a member of the AVI legislative committee, is with the department of visual instruction, general education division, Oregon State System of Higher Education.

# AUDIOVISUAL

GUIDE

June, 1960 Volume 39, Number 6, Whole Number 386

## EDITORIAL

270 Taxes Are Good!

## ARTICLES

272 AV at School Boards Meeting *Wm. F. Kruse*

274 The Camera Lucida *Gene Udell*

277 Educational Film Abroad

278 School Operators' Club *E. W. Moy*

280 Visualizing 50 States *E. Milton Grassell*

282 Audio and Visual Terminology *Samuel Cohen*

285 American Film Festival

## DEPARTMENTS AND FEATURES

263 With the Authors

266 News

268 Calendar

286 AV in the Church Field *William S. Hockman*

289 Film Evaluations *L. C. Larson, Carolyn Guss*

293 Audio *Max U. Bildersee*

295 Filmstrips *Irene Cypher*

298 Trade Directory for the AV Field

299 New Equipment and Materials

308 Helpful Books

309 Trade News

311 Directory of Sources

311 Index to Advertisers

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

AUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations. IRENE THORSON, Editorial Assistant.

### BUSINESS STAFF

S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. OWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
ROGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
MOMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
MILLY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
EDGAR LANE, supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
BERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
RON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia



Founded in 1922 by Nelson L. Greene

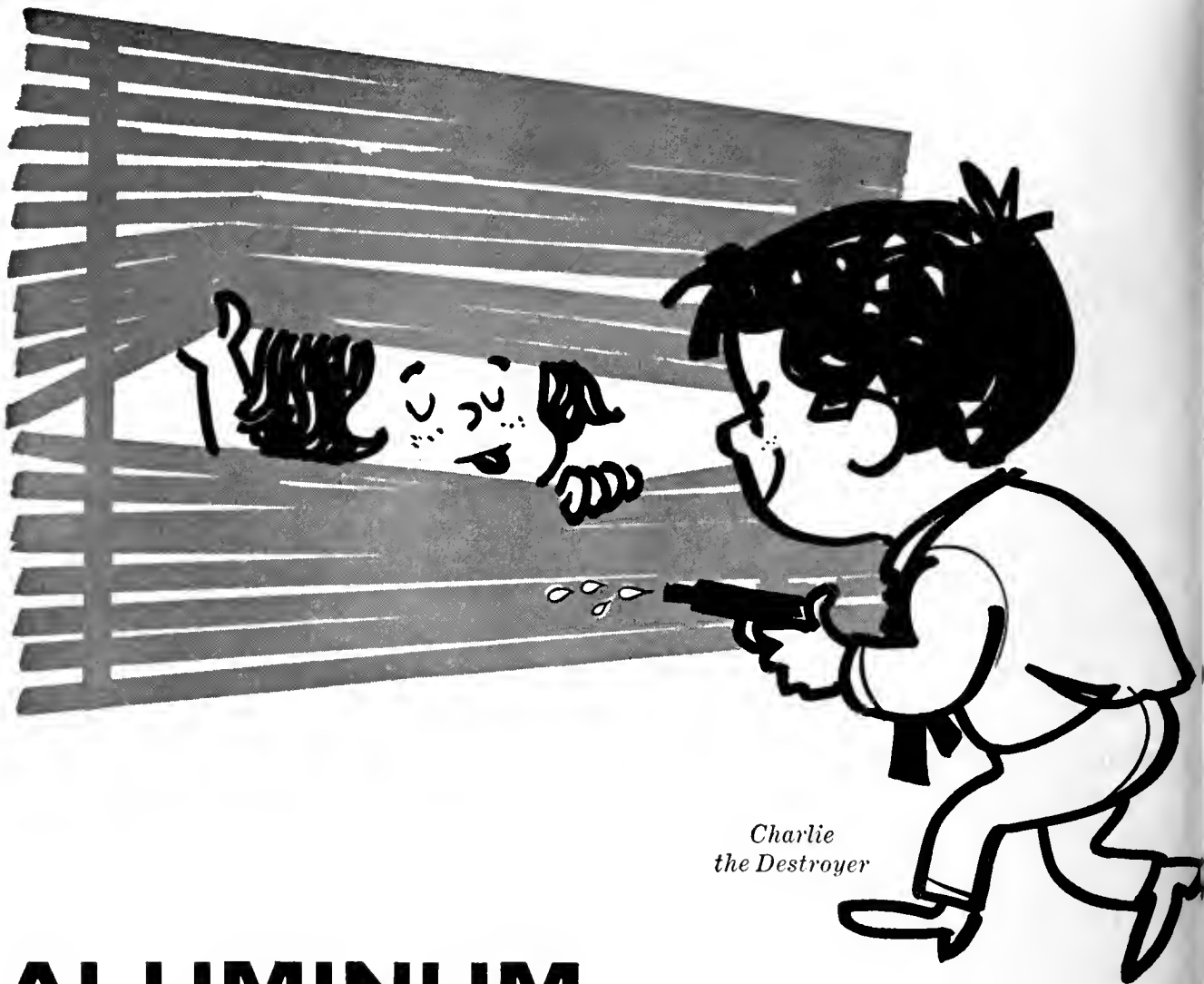
**BUSINESS & EDITORIAL ADDRESS:** EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

**SUBSCRIPTION PRICE** (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00. **CHANGE OF ADDRESS** should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

**EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE** is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

**ADDRESS ALL MAIL** (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

ENTIRE ISSUE COPYRIGHT 1960 BY THE EDUCATIONAL SCREEN, INC.



*Charlie  
the Destroyer*

# ALUMINUM THAT WITHSTANDS USE AND ABUSE

LEVOLOR aluminum slats are made from virgin aluminum and alloyed to insure mechanical strength and maximum resistance against corrosion. It is the finest aluminum slat for the school.

Information that insures the best installation possible is a service all LEVOLOR representatives will give you. They will submit a prospectus covering every detail of your Venetian Blind installation—help with the specifications and make a final inspection *after* the blinds are installed. It is a service that guarantees good specifications and good Venetian Blinds.

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN VENETIAN BLINDS  
AUDIO-VISUAL CONVENTIONAL SKYLIGHT

Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

# THE QUALITY OF LEADERSHIP

No. 4 in a series of messages to all concerned with better education



## Superb Resources Mean Fine Films

Coronet Films has at its command a wide range of resources—made possible by its position as the world's largest producer of educational motion pictures. With these facilities at its disposal, Coronet can make a special contribution to classroom teaching films for all grade levels and subject areas.

**Scriptwriting staff**—The largest group ever assembled anywhere for the specific purpose of preparing scripts for educational films is maintained by Coronet as a professional scriptwriting and research staff. **Special techniques**—Coronet has complete facilities for the full range of technical motion picture processes—animation, X-ray cinematography, cinemicrography, time lapse photography, telescopic motion pictures—whenever the subject of a film requires special techniques for greater clarity and accuracy. **Overseas production**—Coronet camera crews have worked in more than 60 countries to produce films on geography, world history and literature, science, foreign languages, art, and music appreciation—as part of their

regular assignments. **Studio and film laboratory**—Fully-equipped motion picture and sound studios, and modern, professionally-staffed film processing laboratories have been maintained for more than twenty years to assure Coronet film quality through complete control—from idea to finished film.

The depth and range of these unique resources enable Coronet to offer the highest quality of leadership in the production of classroom films.

*This booklet is yours! Send for it today!  
It tells the complete story of Coronet creative  
quality in its library of more than 950 educa-  
tional films.*



## CORONET FILMS

To illuminate all facets of learning

CORONET BUILDING

CHICAGO 1, ILLINOIS

## One-Day Institute Slated For Canada Film Board

An all-day film institute at the headquarters of the National Film Board of Canada in Ville St. Laurent, a suburb of Montreal, will be held Tuesday, June 21. It will be sponsored by Canadian Library Association film committee, the American Library Association audiovisual committee and the ALA adult services division in cooperation with the staff of the National Film Board. Participants will tour the building, and take part in case studies of the production of a film from its preliminary idea to its finished frames.

## NAVA Announces Major Feature of Convention

"Selling to Industry" will be the title of a major presentation at the 20th annual National Audio-Visual Convention, August 6-9, in Chicago, according to an announcement by W. G. Kirtley, president of the National Audio-Visual Convention. Participating in the presentation will be Dr. Richard B. Lewis, Tom Clemens and Jerry Kemp, all of the A-V Center, San Jose State College, San Jose, California.

Kirtley also announced that immediately following this portion of the convention program, NAVA will make first distribution of a new association publication designed to acquaint industrial management with audiovisual opportunities. This booklet is being

prepared by the NAVA Industry and Business Council and the San Jose State A-V Center.

More than 2,500 audiovisual people are expected to attend the 1960 NAVA convention and exhibit. The exhibition, already a record breaker, is the largest single display of audiovisual equipment and materials in the world. The annual gathering attracts business and professional people from all audiovisual fields and from each of the major AV markets: educational, religious and industrial.

## Illinois AV Association To Reactivate Midwest Forum

Reactivation of the war-time Midwest Audiovisual Education Forum was voted at the statewide meeting of the Illinois Audiovisual Association at Peoria, Illinois, April 7-9. Since neither the Educational Film Library Association nor the Association of Chief State Audiovisual Officers plans to hold a national meeting this year in conjunction with the commercial - religious - agricultural - medical meetings and the NAVA trade show in Chicago, the IAVA will assume the responsibility for arranging the customary educational phase of this all round national meeting, it was reported.

Other state AV organizations in the midwest are being invited to join as co-sponsors of this program, a one-day session on policy, theory and administration. Suggested topics include auto-

## Cover Scene

This little baby rhesus monkey doesn't have a mother. Instead, scientists at the Primate laboratory of the University of Wisconsin have substituted a cloth-covered board with a wooden head and the monkey believes it to be its real mother.

This CBS "Conquest" program is now distributed on film by Carousel Films, Inc.

mated teaching devices, airborne telecasting, videotape, 8mm sound projectors, exchange of NDEA experience and the Illinois Curriculum Guide soon to be published.

## Syracuse Offers Course In Religious AV

The Chautauqua Center of Syracuse University will present a course on Audiovisual Communication in Religious Education at the university from July 25 to August 12, 1960. The course will cover Basics of Communication, Psychological Factors in AV Communication, Utilization Techniques, and Promotion of AV Materials in the Church.

Instructor of the course will be William S. Hockman, director of Christian education at the First Presbyterian Church, Glens Falls, N. Y., and editor of the "AV in the Church Field" department for *Educational Screen and Audiovisual Guide*.

## Extension Association Hear Freedman and Orton

Max Freedman, Canadian - born newsman who now is Washington correspondent for the Manchester (England) *Guardian* was a headline speaker at the National University Extension Association annual meeting April 23-27 at Chicago.

In addition to Freedman's talk, addresses at general sessions were given by: Dean Harlan Cleveland, Maxwell Graduate School, Syracuse University; Duane Orton, editor of *Think* and educational consultant, International Business Machines Corp.; and Professor Barry Ulanov, jazz commentator and critic, now on the English faculty at Barnard College.

Highlight of the conference was observance of the 60th anniversary of the

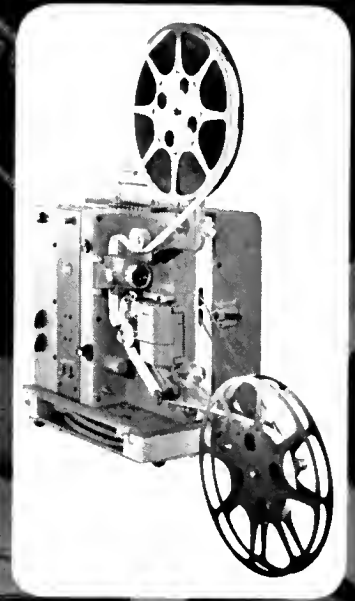
(Continued on page 268)



Closed circuit television is helping teach recruiters to interview prospective employees of The Babcock & Wilcox Company, New York City, efficiently yet swiftly. An actual interview is "piped" to a TV screen in another room, where B&W's recruitment staff is assembled. The live interview provides a demonstration of proper and improper techniques and permits free exchange of comments by the instructor and recruiter-students in the classroom.

Another reason  
to go RCA!

# THREAD-EASY FILM PATH



## ...EASIEST TO THREAD, SIMPLEST TO OPERATE

Almost anybody can thread an RCA "Life-Tested"\* 16mm Projector in less than 30 seconds. Its exclusive Thread-Easy film path is the simplest and most direct in the 16mm field. Even amateurs can screen every now with professional-like ease.

RCA engineers continually search for new ways to make RCA projectors even longer-lasting and easier to operate. As new ideas are proved valuable, they become part of RCA Projector design.

For example, the latest "Life-Tested" Projectors incorporate a nylon film pressure shoe which is kinder to film, quieter operating and so durable that it probably will not require replacing during the normal lifetime of the projector. New, too, is a one-piece, precision tooled intermittent cam and gear which replaces a 3-part assembly. A new claw design accommodates new or old film with equal facility and reduces film handling noise to a hush. Like most changes, these are not readily visible, but are

contributing substantially to the smooth operation and dependable performance you expect from RCA Projectors. This is the important kind of design change, the kind that keeps RCA Projectors always ahead in 16mm.

Competitive comparisons have sold thousands of RCA Projectors. Make your own . . . you'll go RCA!

*Your RCA Audio-Visual Dealer has full details on RCA "Life-Tested" Projectors and other electronic aids to education. Look for his number under "Motion Picture Equipment and Supplies" in your Classified Directory. He will be glad to come to your school to give you a demonstration.*



## **RADIO CORPORATION of AMERICA**

AUDIO-VISUAL PRODUCTS • CAMDEN 2, N. J.

University of Chicago's University College, cradle of higher adult education in the United States. Emery T. Filbey, vice president emeritus of the University of Chicago and a former dean of University College, spoke at the anniversary luncheon April 26.

### Prigge New A-V Supervisor For Indiana Schools

William E. Wilson, Indiana state superintendent of public instruction, has announced the appointment of William C. Prigge, Bloomington, as audiovisual supervisor for the department. He replaces Mrs. Altha Sullivan in that capacity in the state superintendent's office.

Prigge has been an instructor in audiovisual education at Indiana University and taught graduate classes



William C. Prigge

in the field in Gary and Munster prior to his appointment. He has finished all of his work towards his doctorate of education degree with the exception of his dissertation. He expects to complete that by the end of the summer.

### Educational Testing Has New Series on Science

The completion of a new series of ten educational films, *Horizons of Science*, designed both to develop a better understanding of science and scientists and to interest high school students in science careers, has been announced by Henry Chauncey, president of Educational Testing Service, Princeton, N. J.

The films, in preparation for two years, were produced by Educational Testing Service, aided by grants from the National Science Foundation. Al-

fred Butterfield is executive producer of the series. Each of the ten films covers a specific subject by showing a top-ranking scientist in that field at work. The scientist explains his work in his own words and shows how he goes about it.

The primary method for nationwide distribution of the films to schools will be through corporation and foundation sponsorship under which the films will be bought at a cost of two thousand dollars for the complete set of ten films and then presented as a public service to school systems.

Among some 20 corporations that already have signed for the series are Alcoa, Champion Paper, Climax Molybdenum, Thiokol Chemical, Ingersoll Rand, Kennecott Copper, Ohio Edison and Texas Instruments.

Schools wishing to purchase films directly may do so, and may obtain matching funds for the purpose under Title III of the National Defense Education Act.

### DAVI To Raise Its Dues, Effective On July 1

The DAVI board of directors has voted to raise the DAVI dues from \$5.00 to \$7.00. This increase will be effective July 1

This is the first change since 1950 when dues were raised from \$3.00 to \$5.00. Operating expenses have gone up greatly since 1950, it was said, with over half of the dues-paying departments of the NEA having raised dues since that period.

### Reduction in Title III Funds for States

President Eisenhower's 1961 budget provides \$57 million for Title III of the National Defense Education Act. This is a reduction of \$6¼ million from the 1960 appropriation of \$64 million, but an increase of \$2,505,000 over the anticipated actual expenditures for fiscal year 1960.

The reason for the decrease is the inability of some of the states to absorb the available federal money.

A portion of the decrease is in the amount budgeted non-profit private schools; demands for this money are running considerably less than the 12 percent of total Title III money which is authorized under this section. Total outlay under the loan program was only \$1.1 million last year, and is considerably less than that in the current year, fiscal year 1960.

The President is proposing changes in the appropriation language for

## Calendar

June 11-12—"Week-end with Jean Renoir," University of California Berkeley.

June 19-24—American and Canadian Library Associations, Montreal, Quebec.

June 20-24—Institute on College at University Administration, University of Michigan, Ann Arbor.

June 26-July 1—National Educational Association, Los Angeles.

June 27-July 9—Audiovisual Workshop, University of Oklahoma, Norman.

July 5-Aug. 12, August 15-26— Syracuse University Summer Workshop on A-V Materials in Libraries, Syracuse, N. Y.

July 8-9—New York State Audiovisual Council, Schenectady, N. Y.

July 11-23—Vancouver International Film Festival, Vancouver, B. C.

July 14-15—Audiovisual Conference, University of Oklahoma, Norman.

July 30-August 4—National Institute for AV Selling, Bloomington, Ind.

August 6-9—National Audio-Visual Convention, Chicago.

August 17-23—International Religious Executive Consultation, Boulder, Colorado.

August 31-September 11—North American International Photographic Exhibit.

September 28-30—Illinois Audiovisual Education Association, Aurora, Ill.

October 14-17—National Association of Public School Adult Educators, Adult Education Association, Denver.

1961. These will make it possible any state which has an active program and can justify the use of the entire original allocation under the Defense Education Act, to receive the full appropriation despite the reduction of the national appropriation. In other words, according to USOE sources the new budget simply reflects the fact that some states are not in a position to use the full amounts and are in fact carrying over substantial amounts of unused money from the last fiscal year. Thus less money is being requested for these.



# Trade Exhibits Rouse Industry, Educator Interest at Meetings

The NAVA Trade Show—pardon, Exhibit—for many years a most powerful magnet drawing user and dealer alike to the annual meetings, will be bigger and better than ever this August in Chicago. More than four months prior to show date every inch of exhibit space had been sold and Don White, executive vice-president, was working with the Hotel Morrison people to obtain additional booth space. This event always remains TV's biggest show on earth."

The commercial exhibits at the National School Board Association had relatively little audiovisual representation. This lack was more than offset by NAVA's impressive composite exhibit described elsewhere in this issue. For the school board group it is still essential to sell the general "idea" of education, whereas the school, church, industry, government and community A specialists who attend the NAVA meet are no longer questioning whether to buy but "what."

Quite different was the situation at the recent meeting of the NEA Department of Audio-visual Instruction in Cincinnati. A retrospective look at the exhibits here will serve also as a hint of what to expect at NAVA.

More than a hundred commercial firms (124, by count), in exhibit space and sample rooms, showed their wares, ranging from traditional glass slides to six-fangled "teaching machines," closed-circuit television cameras, and language laboratory furniture.

Impact of the National Defense Education Act was felt in the heavy emphasis on these latter three categories. There were no less than 14 language laboratory exhibits of various types; this contributed also to a strong representation of tape recorders (1) and record players (9). These new types of equipment ranged in complexity all the way from a 6-phonograph record listening center to Olivac's little brother. Another year will probably find a corresponding growth in the number of sources of pre-recorded materials for these installations; in this show there were 6 records, 3 pre-recorded tape sources.

While the language lab was perhaps the "hottest" item in this year's show, a good bit of play was enjoyed by 8 exhibits of fascinating devices called various "teaching," "tutoring," and "testing" machines. The simplest of these is in essence a metal cover for a workbook page or mimeographed question sheet of multiple-choice ques-

tions or problems; the student checks his answers against the book's by uncovering a marginal window. At the other extreme were electronic marvels that seemed able to do almost everything short of thinking through the educational applications to which they might be put.

For the most part, the tests posed by these machines were purely verbal, but there was one slot machine, designed to help the verbally retarded by means of pictorial symbols, that actually paid off for correct answers in marbles or bubble gum. Another model (not for sale), made for the Navy 10 years ago by the Viewlex Company, poses a range of 400 test questions on each of four different areas, 1600 in all, against a built-in 30-second time scoring clock that credits the student not only for correct answers, but for the time required to give them. As each multiple-choice answer is given, a light flashes (green for right, red for wrong) and the correct response is illuminated on a lower panel. On this machine quite a number of the problems were posed in pictorial rather than verbal symbols.

The show's closed-circuit television exhibits (6) tended to emphasize specific educational applications. Dage, for instance, telecast the proceedings of the invitational seminars; Argus demonstrated such techniques as classroom televising of what is seen through a microscope.

Other audiovisual techniques, tools and materials now accepted as quite conventional, although in their respective early days held quite as revolutionary as the foregoing three, were represented in depth. Most numerous among the exhibits were the sources of instructional motion pictures (22) and filmstrips (17). There were 4 exhibitors each of flat pictures, transparencies, and display boards; three maps-globes-charts exhibits; one showing a richly equipped mobile science laboratory; seven sources of sponsored free materials.

DAVI's 1960 show marked a high point not only in the number and variety of exhibits, but also in attendance (2437 registered, plus many local teachers who came to evening demonstrations). Exhibitors generally felt that the visiting educators showed greater interest, understanding and enthusiasm than ever for the audiovisual medium and its contribution to better education.

W. F. Kruse

## Turkey

The Land and the People

*A complete Audio-Visual Kit—including:*

- 7 Color Sound Slide Films
- 4 LP Records
- 16 Full-Color Study Prints
- 4 Artifacts
- 1 Teachers Guide

*(Film strips and study guides available as separate units.)*

*Covering:*

Geography • History • Art  
City Life • Country Life

**FULL PRICE \$58.00**

Age: Junior High to Adult

Previews to schools and educational organizations available free - write:

**INTERNATIONAL COMMUNICATIONS FOUNDATION**  
9033 Wilshire Blvd. Beverly Hills, Calif.

A non-profit Foundation established to promote better understanding between nations of the world.



# Taxes Are Good!

*Paul C. Reed*

In the pocketful of scribbled notes that came back with me from DAVI's Cincinnati convention was one that read, "Read 'The Affluent Society.'" I can't remember who suggested it, or why, but I read it, and it has caused me to do more thinking this past month or so than I normally like to do.

It's a book that jars you from comfortable acceptable thoughts. Economist-author Galbraith early in the book points out the fluence and sometimes fallacy of these traditional thoughts and labels them as the "conventional wisdom." It's the conventional wisdom, for instance, that becomes an integral part of everyone's thinking shortly after birth that "taxes are bad." It's good to buy a vacuum cleaner and trade it in every third year for the latest model to keep your house clean. But it's bad for the city to waste money buying new-fangled expensive street sweepers. Why such contradictory standards for cleanliness? Why do we want clean houses and dirty streets? Is that wisdom?

We thought about double standards again the other day when PTA President's letter to the local editor asked why the school couldn't afford a second television set. (That's how Galbraith's book infiltrates your thinking. Don't read it if you're smug with your comfortable thoughts.) We wondered about our different standards for home and school. For watching entertainment television programs at home, the people of this county had bought a set for every three people. But for watching educational television programs in school, for the instruction of their children, these same people could only "afford" one television set for every six hundred forty-two pupils!

What's wise about that kind of conventional thinking? It may save a few pennies in taxes, but at what a risk to the education of boys and girls! Why shouldn't people in their wisdom normally expect that the equipment standards for their schools would at least equal what they insist upon for their homes and private lives? I thought of all the cast-off wind-up phonographs and upright pianos that had in the past been generously transplanted from living rooms to classrooms.

While exposed to a television commercial for the latest tangerine-colored lipstick, I wondered why people in their conventional wisdom think it is good for the economy of this country to spend money for cosmetics and bad to spend money for filmstrips and other instructional materials for their schools.

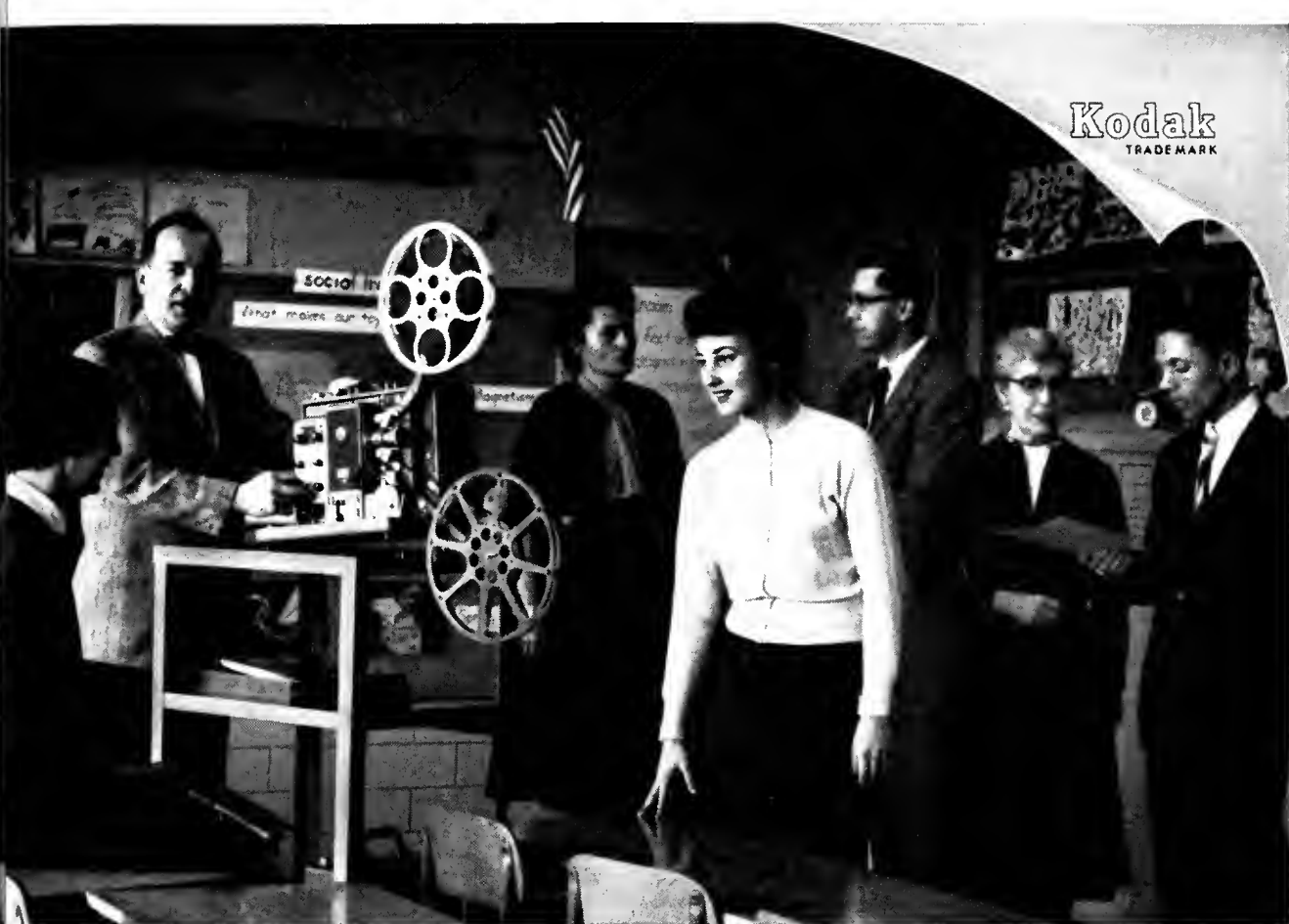
My father used to tell me he got more for his tax dollar than for other dollar he spent. A lot of other people might think the same way if their wisdom wasn't so conventional. Maybe we need a Madison Avenue campaign and a national education program in this country that would completely reverse popular notions about taxes. It seems to us there's a good chance that taxes are more likely to be good than bad. Maybe with such a shift in popular thinking about taxes we could accomplish what we should in providing our schools and teachers and children with the kind and quantity of modern teaching equipment and efficient learning materials needed for space age education.

I don't know how you feel about him, but I'm grateful to the friend who suggested I read "The Affluent Society." I hope he'll forgive my failing memory and tell me who he is and why he wanted me to read it.

---

Galbraith, John Kenneth. "The Affluent Society." Boston, Houghton Mifflin Company, 1958.

Kodak  
TRADE MARK



**“We saw how practical a teacher can be about A-V aids before we selected this Kodak Pageant Projector.”**

*Says John M. Chilcoat,*  
Principal at the new Nor-  
wood Elementary School,  
Baltimore County, Md.,  
selected by A.A.S.A. for  
an exhibit of outstanding  
school designs:

“From our teachers’ point of view, class-  
room order and pupil attention are basic  
requisites before any learning can take  
place.

“A-V aids, they feel, must contribute to  
the entire learning experience—should not  
disrupt order, nor distract attention. When  
attention is held, the learning process is  
quickened, the subject more thoroughly  
understood.

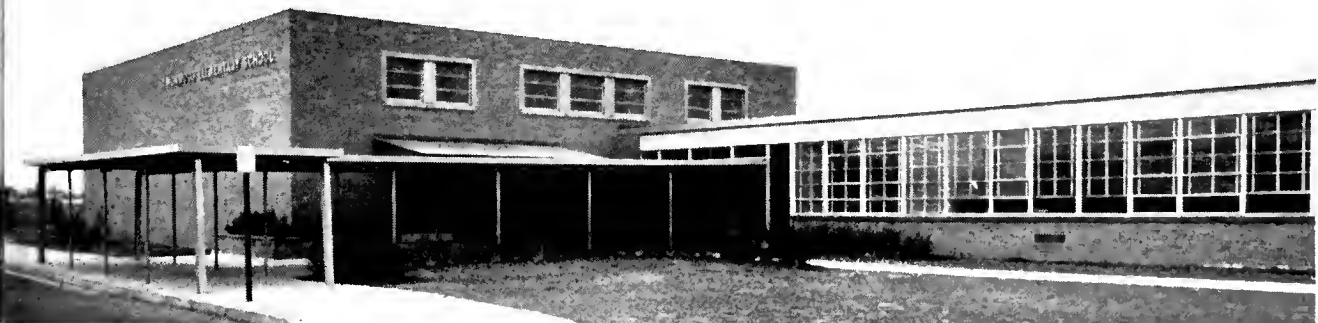
“Our teachers expressed themselves on  
these matters when we were examining  
projectors. Then they selected the Kodak  
Pageant Projector as their practical choice.

Easy to set up, the Pageant meant pro-  
grams started promptly. Quiet, the Pageant  
didn’t distract students by machine noise.”

Because reel arms, belts and cords are  
all permanently attached in place, the  
Pageant sets up easily. Operation is so  
simple that many teachers leave it entirely  
to the children.

To see a demonstration of the Kodak  
Pageant’s brilliant screen image, its high  
quality sound, and its other practical fea-  
tures, call a nearby Kodak A-V dealer. Or,  
write for Pageant Bulletin V3-22. No  
obligation, of course.

*Kodak Pageant Projector* } **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**



# AV Shares Spotlight at School Boards Meeting

by Wm. F. Kruse

**“EDUCATION for World Leadership”** proved a timely convention theme at the 1960 National School Boards Association in April at Chicago. Better communication—the key to greater understanding of the relations of the American people to each other and to their fellowmen throughout the world—won recognition as a major educational objective of both board members and administration.

Better communication also prevailed in the convention meetings, thanks to the active collaboration of a special committee of National Audio Visual Association members. This NSBA convention program included more meetings in which communication was effected by projection of sight and sound than at any previously held. W. A. Shannon, executive director of the NSBA, contacted Don White, NAVA director, nearly a year ago for recommendations as to how audio-visuals might improve communication at this meeting. The result was a series of nine sectional “clinics” plus a presentation at one of the major general sessions by Charles H. Percy, president of the Bell & Howell Company. His theme: “The Teachers and the Taught,” dealt mainly with the changes in communication techniques and their great potential contribution to the improvement of teaching and learning.

Immediately following the Percy speech, Maurice Mitchell, president of Encyclopaedia Britannica Films, showed his sound color motion picture, “The Unique Contribution,” on the hotel’s 20-foot ceiling-recessed screen and answered many questions from the audience on audiovisual education techniques, administration and philosophy.

An outstanding feature of the convention was a closed circuit television network installed just for this occasion by the combined efforts of four leading CCTV firms—Miratel, Dage, Giantview, and Century Lighting. It took no less than 2½ miles of cable to connect up 56 receivers and a three-camera chain to carry proceedings of the general sessions to overflow audiences in all parts of the hotel. Another CCTV demonstration featured William Brish of Hagerstown, Maryland, speaking on “Educational TV in Action: As the Administrator Sees It.”

Each of the visualized topics was aimed at known interests and needs of the school board members and administrators. “How to Use Communication Media to Win Public Support for Better Schools” was presented with the aid of a 10-inch overhead projector on a 12-foot screen, by Roy Hinch, director of audiovisual education for the Euclid, Ohio, Board of Education. Much of his presentation, done in lively cartoon style, had salient points so sharply etched that they inspired lively discussion, pro and con.

The largest of the sectional meetings was addressed by Elton Hocking of Purdue University. His presentation, “Improving Language Learning

Through Language Laboratories,” involved use of a 16mm magnetic-optical motion picture projector, a dual-channel tape recorder, an atomium-type power speaker, and a 10-foot screen.

“Budgeting Your AV Communication Program” was presented by John Molstad of Indiana University, substituting for the head of his department, L. C. Larson, who had been called to Washington for consultation just prior to the convention. The Molstad presentation began with a run-through of the Eastman-AVCOPI color slide set of “The Case of the Curious Citizen” shown via a 2x2-inch remote-control projector and a 33½ rpm record player, followed by 7½ inch transparencies diagramming, among other material, some of the budget studies of the K. C. Rugg.

The U. S. Office of Education was on for presentations. One was by Lloyd W. King, Chief of the State Plans and Reports section, and state and local schools branch, who conducted a roundtable discussion of “National Defense Education Act Opportunities.” In the second James J. McPherson, told “What Your Government is Doing to Improve Educational Communication” with the aid of a 10x10-inch overhead projector, remote controlled 2x2 slides, and an illuminated folding billboard type display.

As announced in the NSBA official program all but one of these audiovisual presentations were “planned in cooperation with the National Audio-Visual Association.” The exception, which the NAVA committee also arranged equipment and operator service, was on “Planning and Management Problems.” It was presented by means of 3¼x4-inch glass slides on a 12-foot screen by management consultants James R. Collier and Leo L. Kornfeld.

The National Audio-Visual Association paid for an exhibit covering one whole wall of the entrance foyer fronting the great hall where all general sessions were held. A brilliantly lighted “Billboard” type institutional exhibit, it told of the unique contribution that audiovisuals make to education, very much along the line of the popular “Gateway to Learning” book put out by the Audiovisual Commission on Public Information. This AVCOPI book, along with an attractive 100 of other literature provided by the 28 manufacturers who underwrote the cost of the composition exhibit, was taken home by hundreds of the attending board members. Most of them also requested further literature sent to their homes, thus assuring continued impact of this A-V exhibit on the schools they serve. More than a hundred NAVA dealer members also shared the cost. Don White and Jean Moore were in charge of the exhibit throughout the four-day meeting.

Running six audiovisual programs simultaneously called for a very considerable amount of a variety of equipment—which was supplied by Bell and Howell, Eastman Kodak, Radiant Screen, Audiotronics, and Midwest Visual Equipment.

By its all-out collaboration in helping to “audiovisualize” an important part of the National School Boards Association 1960 convention, NAVA was able to demonstrate what modern technology and techniques can contribute to better communication.



Molstad



Mitchell



King

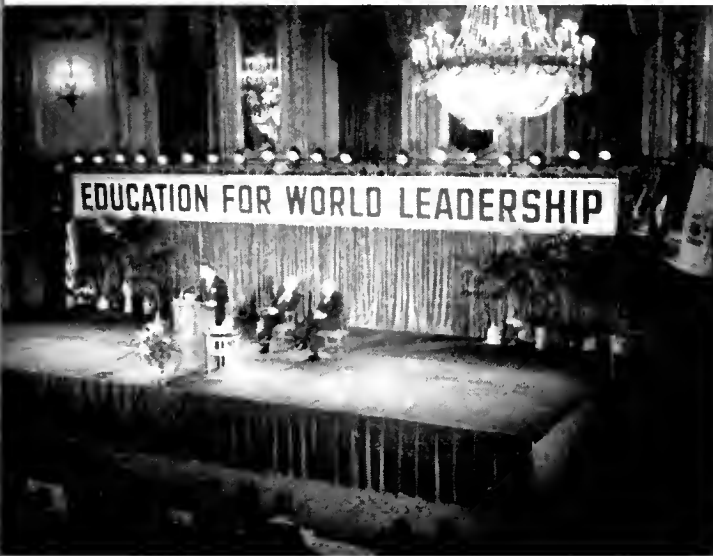


McPherson



Hinch

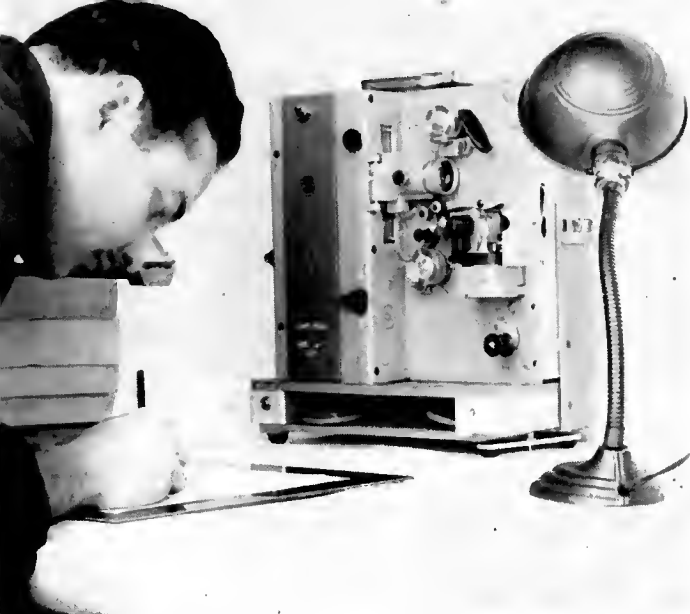
## School Administrators at the Podium . . .



At left, Charles H. Percy discusses "The Teacher and the Taught." Adrian TerLouw spoke on "Planning Tomorrow's Schoolhouse for Better Communication."



Elton Hocking of Purdue speaks on the value of language laboratories while C. R. Bottenfield, chairman of the session, attends his words. The view at right shows the NAVA exhibit strategically located at the entrance to the hall.



Using a camera lucida. Note that the user sights downward, with the prism reflecting to the eye, in this case, a view of the projector mechanism. The other eye sees the drawing surface.



A commercial camera lucida. The 'home-made' arrangement costs far less, yet results compare very favorably with this unit. The prism can be tilted to a desired angle.

# Threshold to Illustration: The Camera Lucida

by Gene Udell

## *Its Operation*

Specialization tends to make paupers of us all. By the time we receive the products of many specialized hands standardization of the instructional product has often intervened between students and ourselves. Teaching becomes, in part, a process of adapting ourselves to instructional material. More effective results naturally occur when instructional materials are made an integral part of our teaching approach—when they are comfortably controlled by us because we have helped to create them. Such is the case with informative drawings.

Competent graphic illustration is considered by many of us to be beyond our effective skills. While currently this may be true, it need not remain so. The instrument known as the camera lucida can become the threshold to illustration for many teachers who now must rely upon commercially prepared illustrations or do without.

The principle of the camera lucida involves literally the tracing of an image (from either two- or three-dimensional subjects) which appears to be directly positioned on drawing paper

placed below the camera lucida. The doing is far less complex than the telling how-to-do, but let's see how explicit we can be.

The camera lucida, in one of its several basic forms, consists of a 90-degree prism which is silvered on the base, or hypotenuse surface. In use the prism is caused to be suspended over a drawing surface so that there is free air space between the prism and the table top on which the drawing paper is placed. The drawing paper is positioned directly beneath the suspended prism, while the object to be drawn is placed on a support at the level of the prism.

The user sights *downward*, looking into the near edge of the prism with one eye and at the drawing paper with the other eye. The image of the object then appears to be "projected" onto the paper and may be traced.

The size of the apparent image is usually not greater than 8 x 10 inches at maximum. Image size is determined mainly by regulating the distance between the prism and the object. The closer the two, the larger the image appears to be; the farther apart, the smaller the image appears.

Where the most finished accuracy is desired,

Some users may find it advisable to sketch the original object on paper by means of the camera lucida and then improve upon the sketch by working it again on a sheet of tracing paper placed over the first drawing. This procedure is most useful where numerous straight lines are embodied in the drawing. Use of a straight-edge on the tracing paper copy trims up the appearance of the final product.

It may be advantageous, also, to put slightly more light upon the object to be drawn than upon the drawing paper. Balancing illumination is a personal matter for greatest ease in drawing though illumination is not at all a critical aspect of the process.

While the cost of a commercial camera lucida begins at about 65 dollars, the user can obtain fully equivalent results from any silvered 90-degree prism.

For preparing drawings, the scale of existing drawings may be readily modified. For example, a wall map or chart can be reduced accurately for transfer to a mimeograph or a spirit duplicator pencil. Conversely, a small cartoon may be enlarged handily for bulletin board use. Out-of-size illustrations in this way become readily adaptable for a multitude of uses.

Of perhaps even greater value to the user is his ability, via the camera lucida, to reproduce three-dimensional objects in graphic form. Landscapes, habitat groups, models, mock-ups, people at work, hands manipulating objects, artifacts, all are readily reproducible.

## Its History

The camera lucida has been extant for nearly 50 years, yet it is surprising how few people know about it, even among audiovisual groups. Camera lucidas are covered briefly in the *Encyclopaedia Britannica* and the *Encyclopedia Americana*. A page of illustrated use is included in the Famous Artists Course text. A more recent source is a four-page booklet available from the Edmund Scientific Company, Barrington, New Jersey, showing arrangements for making camera lucidas using prisms, lenses and mirrors. Commercial lucidas are listed in major art supply catalogs and are utilized primarily in commercial art studios. A form of camera lucida was long used to facilitate drawing through a microscope until this technique was made obsolescent by the development of photography.

The camera lucida was invented by a British scientist in 1818. William Hyde Wollaston developed lucidas along two basic lines which proved generic to present-day versions of the instrument. The two basic lucida principles consist of utilizing reflection from a plane glass surface and internal reflection in a prism.

Wollaston's plane glass surface was a microscope cover slip. Inclined at a slant of about 45 degrees with the base of the glass being farthest from the viewer, the surface of the cover slip reflected the image of an object to the eye. Simultaneously the eye looked through the cover slip onto paper below causing the image to appear to be projected onto the paper. (Figure 1.) In this instance the apparent image showed itself in the drawing surface upside-down and laterally reversed.

The second or prism type of camera lucida devised by Wollaston consisted of a four-sided prism with corner angles of 90, 67½, 67½, and 135 degrees (Figure 2.) The eye looked vertically down at the position shown, partially intercepting the edge of the prism nearest the viewer. In this manner the single eye saw both the reflected image of the object and the paper below at the same time. The image appeared to merge with the surface of the paper and tracing became possible. If the viewer's head inadvertently moved, the "projected" image on the drawing surface shifted position. The image did, however, appear right-side-up and laterally correct.

Contemporary with Wollaston, Giovanni Battista Amici combined the prism and plane glass approaches into one. Use of a 90-degree triangular prism in front of an inclined piece of glass permitted the viewer's eye to receive the reflection of the image from the glass after the image had come through the prism (Figure 3). This way the image appeared right-side-up and laterally correct and shifting of the image was minimized.

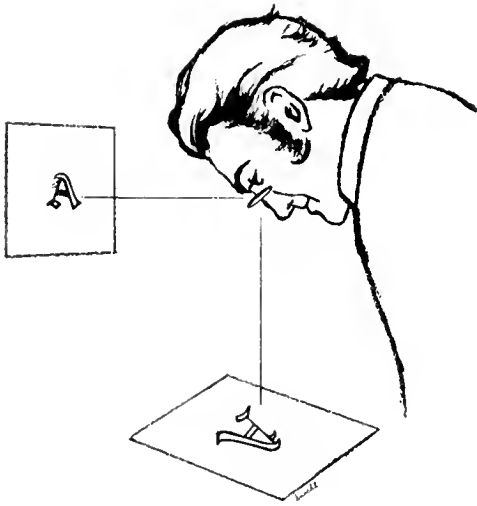
Changes in the camera lucida since the time of Wollaston and Amici have been less in form than in the improved level of performance made possible by newer materials. Developmentally, rather than historically, let us look at some of these adaptations, beginning with the plane glass lucida type.

Because the apparent image seen on the drawing surface when clear plane glass was used was extremely faint, attempts were made to strengthen image visibility. Probably in the late 1800's, someone modified the clear plane glass by applying strips of mirror-reflecting material equally spaced on the glass, in "zebra" fashion. The mirror strips reflected the image more brightly to the eye, which simultaneously looked down through the alternating clear glass strips to see the drawing surface. This ingenious approach was supplanted in time by the beamsplitter.

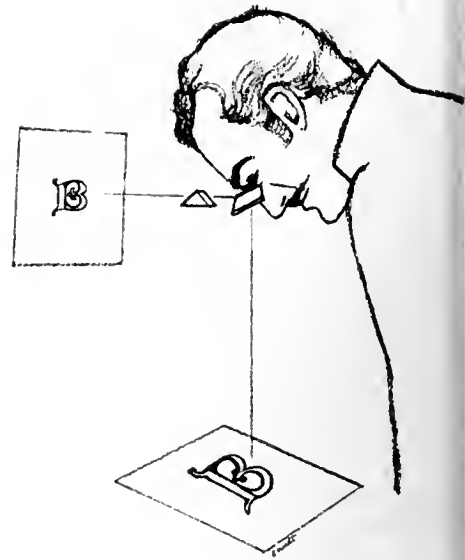
Beamsplitters are pieces of plane glass specially coated to control the transmission and reflection of light. They can be made to reflect any given percentage of light while allowing the rest to pass through. The overall surface of the beamsplitter appears clear but its reflecting qualities are so improved that the beamsplitter renders ordinary glass and striped mirrors virtually obsolete. (Mirror-type beamsplitters are a variant in common use in supermarkets, mounted behind meat and vegetable counters. The customer sees only a reflection of the wares in the mirror; employees in the cutting and packaging room in the rear can look through the mirror to see when replenishment of the items is necessary.)

To this point in the discussion of plane glass lucidas, apparent images appeared inverted and reversed on the drawing surface. This problem was corrected by utilizing a mirror along with the plane glass lucida. The mirror was set vertically, with the bottom edge of the plane glass inclined outward from the mirror. With this arrangement the image reflected from the mirror onto the plane then appeared correctly, in all respects, on the drawing surface. Today, this constitutes the accepted version of the plane glass lucida (Figure 4).

The most commonly known lucida of this type,



At left, Wollaston's use of microscope cover slip as a form of camera lucida; note inversion and lateral reversal of image. At right is shown Amici's use of a prism combined with plane glass.



and the poorest example, is the widely advertised "Magic Art Reproducer," available for under two dollars at many store counters. Using a piece of thin, clear glass and a second surface mirror (silvered on the underside), the Reproducer creates an image so faint that to be used effectively drawing must be done on black paper with white crayon.

The best lucidas of the plane glass type is, to my knowledge, not produced commercially. It may be readily constructed by obtaining a small piece of first surface mirror (silvered on the exposed face) and a beamsplitter. Lucidas of the plane glass type, with or without beamsplitters, have a basic disadvantage not shared by the prism-type lucidas; differences in eye accommodation may result in the apparent images seeming to resolve themselves above or below the plane of the drawing surface. Correction lenses are available for individuals who note this viewing discrepancy.

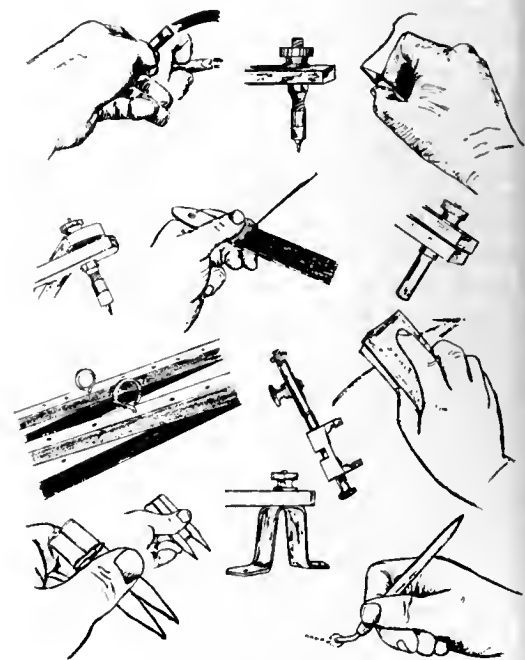
Prism-type lucidas have evolved from the time of Wollaston and Amici into a single, triangular 90-degree prism, the hypotenuse-base of which is silvered, itself, or placed on a first surface mirror. The former arrangement is of greatest permanency.

In commercially available form the prism, with faces measuring a scant 3/8 inch, is mounted into a universally adjustable arm attached to a set of telescoping elevating extensions which, in turn, is joined to a form of "C" clamp. The telescoping section bearing the prism supporting arm can be adjusted to tilt over the drawing table and is held to the table by the "C" clamp. In use, the viewer's eye encompasses the reflection through the prism and simultaneously looks down past its edge to see the drawing surface below. Rotating the prism in its supporting-arm permits the image to be seen either right-side-up or upside-down and laterally reversed. The latter can be an advantage if, for example, a person is making a drawing for linoleum block cutting, which calls for backward picture and lettering.

Prisms available from surplus optics establishments, whether silvered or used in conjunction with a first-surface mirror, are generally considerably larger than commercial lucida prisms. This is not a disadvantage; the eye can still look

down past the near edge of the prism to produce an apparent image.

All information presented concerning the prism lucida has been predicted upon the standard accepted use of only one eye for the simultaneous tasks of viewing the object and the drawing surface. Those fortunate enough to have a pair of functional eyes are likely to find that it is easy to use one eye to look downward into the near edge of the prism and the other eye to look down onto the drawing surface, allowing the brain to fuse the two operations into one brilliantly "projected" picture on well-lighted paper. Greatest ease in drawing the projected image then achieved by adjusting the balance of illumination between the object and the paper in a manner to suit the individual's preference.



These are sample sketches of three-dimensional subjects made by using the camera lucida.



# Educational Film Abroad

—An Interview with Ellsworth C. Dent

Educators abroad are impressed by the care with which producers of educational films in this country assure authenticity and sound pedagogy in the films offered for classroom use. This was the impression reported by Ellsworth C. Dent, vice president of Coronet Instructional Films, after a seven-week, around-the-world trip that brought him into personal contact with audiovisual educational authorities in eight countries.

As a result, these films are helping to correct the "public image" of the United States held by many people in other lands, an image often distorted and misrepresented by American fiction films shown in the theatres.

Official recognition of the importance of the teaching film is at least as great in the countries he visited as it is here, according to Dent. In Australia, for instance, he found the majority of the members of parliament attending screenings arranged for them by the National Librarian in a comfortable screening-room right in Parliament House.

In India, a nationwide program is guided by the National Institute of Audio-Visual Education, part of the Ministry of Education. It trains teachers in utilization, conducts research, produces prototype films, displays filmstrips, distributes educational films, and is a center for information and consultative services.

Several of the Indian states have their own audiovisual education centers. Producers—both commercial and governmental—are turning out educational, documentary and entertainment

films by the hundreds. There is full recognition, nevertheless, of the need for importing teaching films, and arrangements were made with Dent for translating many of Coronet's 900 subjects into Hindi and distributing them generally. Many of these—the Abraham Lincoln film, for example—have already been translated into 18 languages, including Mandarin, Urdu, Arabic and Turkish. The Coronet A-Z index ranges all the way from Arithmetic and Atomic Science to Zoology.

In Japan, Dent found many producers of fine educational films and interest in broad usage. In Egypt there was relatively little local production but there was major interest in the use of films for mass education. In all the countries visited, there was a deep respect for the solid production values and meticulous authenticity that marks American classroom films.

Dent's reputation in the field of audiovisual education in this country preceded him on his trip. In the 1920's he headed the department of visual instruction of the University of Kansas and served as secretary-treasurer of the National Academy of Visual Instruction. In the 30's he had a leading part in establishing the motion picture facilities of Brigham Young University and of the U.S. National Park Service. Then followed his executive sales posts with Radio Corporation of America, Society for Visual Education, and Coronet Instructional Films. He is chairman of NAVA's educational committee, President of the NEA exhibitors' association, member of AASA and DAVI-NEA, and life member of the National Education Association.



Mr. and Mrs. Dent are greeted at Bombay by Mr. Govindas Aggarwal, left; Mr. C. L. Aggarwal, right; and Miss Nirmala Aggarwal. The Aggarwal brothers are managers of National Education and Information Films, Ltd., of Bombay.



Mr. Dent and Mr. Donald Wallace, assistant Commonwealth Librarian, Canberra, Australia, and a view over Canberra.

# A School Operators' Club— Why and How

by E. W. Moy

**T**HERE were over 100 applicants for the ten openings in our student Audio-Visual Operators' Club. This situation was not an accident. Here is the story behind it:

In the Ithaca, New York, public schools, it is believed that a student Audio-Visual Operators' Club is a vital part of the junior high school program. Its advantages are two-fold: it provides a much needed service for the school and, of equal importance, it offers the students who participate an outstanding educational opportunity.

The objectives of the Audio-Visual Operators' Club are:

1. To develop avocational skills.
2. To explore vocational opportunities.
3. To render service to school and community.
4. To learn to work with other students.
5. To learn to work with adults.
6. To develop an awareness of the many types of audiovisual media used in everyday life.
7. To help develop the qualities of leadership.
8. To develop the ability to recognize good design and quality in audiovisual tools and materials.
9. To develop a safe attitude in the handling of electrical and electronic equipment.
10. To develop skill in the operation of all common types of audiovisual equipment.

If we are to believe that the extensive use of audiovisual materials is essential to a good educational program, we should also believe in a strong, active AV Operators' Club. First we will discuss the service aspect.

Teachers are busy people. They do not have the time to pick up, set up, operate and return the many types of equipment and materials that are available. While it is believed that all teachers should know how to set up and operate AV equipment, especially for emergency situations, it is also believed that they should be free to take care of their classes.

Someone may ask, why should not the teacher

be the sole operator of the equipment? There are two reasons:

Teachers, as previously stated, should be free to give their full attention to the students the major portion of the time, and through experience it has been proved that the student operator causes less damage both to materials and equipment. This is not a slur against teachers; the reasons are very understandable. Teachers are busy people. The student operators are willing and able to spend a major part of their free time and effort in learning how to operate and take care of AV equipment. In fact, in many instances, the students would spend all of their spare time at the AV center if left to themselves.

Secondly, there are many outstanding educational opportunities for those who are members of such a group. The student operator learns many skills which are useful avocationally and in some cases vocationally. He learns to work and cooperate with his peers. He learns to work and cooperate with adults, and this is believed to be important. In many instances when a student leaves school he goes to work with older adults rather than with people his own age. The student operator has learned responsibility, also has respect for equipment and materials.

The 40 or so student operators trained each year in the junior high school are given a very strenuous program. There is much more to it than just learning to operate a sound projector. Students must first go through an eight-week probationary period during which time they must complete certain requirements such as learning to operate eight different kinds of equipment; plus delivering and picking up equipment. After completing these requirements within the allotted time they are then given full status and privileges and move into the second training stage. Student operator training is a continuous process for club members and does not actually stop until the student leaves the school at the end of the ninth grade.

In March 1954 the Ithaca public schools system conducted a general workshop for the entire

faculty. A part of this workshop dealt with a demonstration on how to use educational films properly. The AV department had a number of displays of material and equipment. Displays were maintained by student operators.

At that time it was decided that arm bands for operators were needed so that people would know who they were. A shield was designed and transferred to yellow cardboard by running it through a liquid duplicator. Later one of these shields was sent to a commercial firm to be made to a cloth arm band. This same shield was also made into cuts to be used on the cover of an AV bibliography and on the front of the student operators' license. Lapel pins made up with the same shield proved too expensive.

When the student finishes his basic training period he receives a license and an arm band to wear in school. If he continues on as an operator to the end of his ninth year he may take his arm and home and keep it. Ithaca also has two standard types of lapel pins. One is for satisfactory service and the other is for outstanding service.

The operators' club has a very definite table of organization. There are four offices plus various other responsible jobs. The chief operator and his three assistant chief operators are elected by the group. This is done once a year. To help these officers other students are assigned various responsibilities such as film checking, noon hour operation of equipment, and helping in the training of novices.

All regular members of the operators' club report each morning before school and attendance is taken. They deliver all equipment and materials to be used that day. If material is used in their own classes they operate it. We try to have at least one operator in each class. At the end of the day each person must return to the AV room the equipment that he delivered in the morning. This is enforced very strictly. Failure to do this without sufficient reason means expulsion from the club. The purpose of this is to try to develop within the student operators a sense of respon-

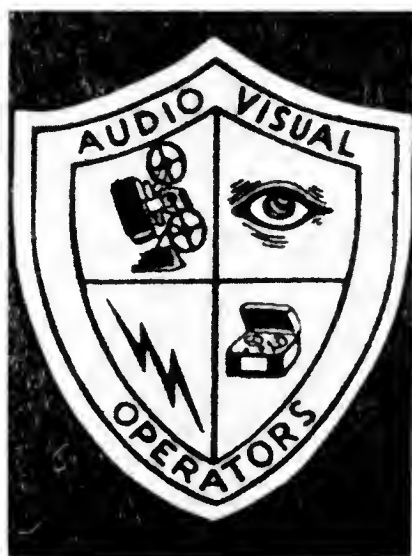
sibility. Most boys are able to do this without any great degree of difficulty.

In the junior high school we are fortunate to have an activity period the last hour of each school day. Monday is meeting day. At this time both groups meet together. The rest of the training is carried on after school. The boys work hard but also have fun. The club has at least two parties a year and the members also have the privilege of eating their lunch in the AV room at which time they can show any motion pictures that are available.

Many adolescent boys get a great deal of pleasure out of working with mechanical and electronic materials and equipment. Many times we must practically push them out of the door when the shop is closed around 5 p.m. When we spoke to one mother about the amount of time her son was putting in after school, she said that it was a great deal of comfort to know that her son was doing something constructive.

The club does not take only the best boys in the school. Sometimes it takes some of the "problems." Some boys are so full of vim, vigor and vitality that the regular school program does not keep them satisfied. If this is true we have the means to help use up this excess energy. This often keeps them out of trouble. Some of our very best student operators come from the slow learner groups. It takes longer to train these boys but once they learn they never forget.

Here is the case history of one of our former student operators. John started as a student operator in the seventh grade and by the time he was a ninth grader he was chief operator. In the meantime he had become interested in radio. Later in high school he continued his activities in the Senior Operators' Club and built himself a small radio station in the basement of his home. When he finished high school he went to college where he studied radio and TV. Now he is an experienced announcer and also has a license as a radio engineer. Many former student operators have found both vocational and avocational interest through the student operators' club activities.



The operators' club of the Ithaca, N. Y., public schools and the distinctive armband which the members proudly wear.



On July 4, 1960, the American flag will change for the 26th time. These changes provide a useful time-line that makes geography and history more fascinating and meaningful. No other country changes its flag as it expands.

# Visualizing 50 States

by E. Milton Grassell

Every country has a national flag for its chief symbol. But the United States is the only nation in the world that expands the flag as the country enlarges. On July 4, 1960, the American flag will change for the 26th time.

Have you used the flag as a time-line to help students understand geography and history? Mr. Leonard M. Hunting, an educator with 20 years' experience as a classroom teacher and administrator, has!

Interested in how he does it?

The accompanying pictures pinpoint Mr. Hunting's method. They show how he calls attention to the flag's stars and stripes to accent important American and recent world history and to illustrate geographical concepts.

In addition to the more traditional reference material, Mr. Hunting makes ample use of maps and globes and other aids. Flip charts, for instance, are one of the many efficient aids that students and/or teachers can make quickly and easily. The base material for the flip charts is 20-pound *butcher* paper. The graphic illustrations were enlarged and transferred to the flip charts with an opaque projector.

### FIRST NATIONAL FLAG

1777



1818



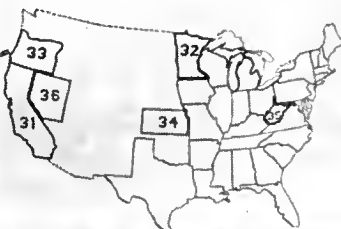
1848



1859



1866



clockwise from above . . .

The 13 original states correspond to the 13 stars in the field of blue. The circle was used so that no state could be first or more important. Several states have decreased in size since they entered the Union.

Between 1818 and 1848, ten new states were admitted and the flag changed nine times. All the states in 1848 still bordered other states. The next state was to be far-away California.

This visualization illustrates two important points. First, no stars were removed from the flag during the Civil War; and second, the admission of California, Oregon, and Nevada added non-contiguous states to the geography of our country.

Lincoln died at age 56. During his life the American flag changed 15 times. During the 19th Century, the American flag changed, on the average, every 4½ years.

Another great westward movement doubled the width of the United States and changed the flag on successive 4th of July's. Our country now has eight time zones instead of four and extends one-third of the way around the globe.

The United States has no territories, since Alaska and Hawaii are now states. These are the first new states in 47 years but before that eight flags were changed after only two years. In fact only six American flags have lasted over ten years.

1795 1818 1819 1820 1824 1846 1847 1849 1851 1858 1859 1861 1863 1866 1867 1869 1870 1876 1877



LINCOLN LIVED UNDER 16 DIFFERENT AMERICAN FLAGS

### NEW FLAGS

50



1960-?

49



1959-60

48



1912-59

FOR OLD



1959



50  
1960



# Audio and Visual Terminology

by Samuel Cohen

"Your editorial in the April, 1960, issue of *Educational Screen and Audiovisual Guide* stimulated my interest in the area of terminology in the audiovisual field—with the enclosed article as the result."—Mr. Cohen

THE years since 1900 have seen a rapid rise in the use of equipment and materials to further instruction through realism, concreteness and utilization of multi-sensory experiences. Electricity and the modern machinery utilizing this force have made possible the communications media we use today. And as the field of interest has developed, confusion in terminology has grown.

Such terms as "school museum," "visual," "auditory," "visual-sensory," "perceptual," "audiovisual" and "instructional" have been used to describe "aids," "materials," "programs," "instruction" and "education." The use of these terms did not provide any clear-cut meanings. Many authors used them interchangeably, some used them with overlapping or contradictory meanings, and others avoided any attempts to define terminology. For example, although Kinder in 1950 defined the term audiovisual in his book and used it in the title, he included motion pictures, dramatization and puppetry under the heading "Visual Materials and Techniques," while television appeared under "Auditory Materials and Techniques."<sup>1</sup>

The question is whether these tools are simply aids or crutches for other learning materials and for the teacher or whether they are valuable in their own right. It is now rather widely accepted that the latter is the case, and the term "materials" is therefore gaining in usage, although persons accepting the meaning of "materials" may still use the term "aids" from habit or lack of careful attention to the use of terminology.<sup>2</sup>

The more difficult problem stems from the way in which the field of audiovisual education grew—rapidly, unevenly, with personnel from various

backgrounds and without common training and professional vocabularies. Because the audiovisual movement began with the opening of school museums which continually added more and more materials and equipment to their available resources, the term "school museum" early developed into a label for all audiovisual materials. In the following years, however, it came to have more specific meaning, and a new term came into popular and professional usage: "visual education." This term first appeared as the title of the Keystone View Company's *Teacher's Guide to the Keystone "600" Set*, a guide to the use of slides and stereographs, published in 1960.

Visual education obviously grew out of the concern with utilization of pictures that developed from the time of the Renaissance, with special growth after the invention of photography and the half tone in printing and of early projection and viewing equipment. The introduction of the motion picture and its growth after 1929 led to the need for a "visual specialist" who could select, purchase, maintain and schedule equipment and films, and train operators or teachers to operate equipment. The expansion of this program led to the Visual Director's position and the appearance of visual education societies and periodicals. An inspection of the *Educational Index* from 1929 to 1932 reveals 149 articles under the heading of "Visual Education," with cross references to Blackboards, Lantern Projection, Moving Pictures in Education, National Academy of Visual Instruction, and Stereographs. All of the articles deal with visual aids, except for a few that consider "visual and other sensory aids."

By this time, radio had become an important educational tool in its own right, and the same volume of the *Educational Index* contains six pages of articles dealing with this medium, plus four articles under the heading of "Phonograph," but there is no cross reference to "visual education." In the schools, too, the existing library organization retained control of printed materials, the visual departments handled the pictorial problems, and the audio or radio division took care of the broadcasting medium. These three specializations, with separate authority, responsibility, organization and administration seem to have been typical of the general pattern of development. Some people in the field of "visual education" included all audiovisual materials in their considerations, but in general materials were emphasized which utilized the eye as the major avenue to learning. The *Dictionary of Education* defines visual education as "all education based on the use of materials (other than books) that appeal directly to the sense of sight."

<sup>1</sup>James S. Kinder, *Audio-Visual Materials and Techniques*. New York: American Book Company, 1950, Table of Contents.

<sup>2</sup>For articles dealing with this problem, see C. L. Anderson, "Should It Be Audio-Visual Aids or Audio-Visual Materials?" *Educational Screen*, May, 1945, pp. 198-199; F. W. Noel and E. W. Noel, "Looking Ahead Twenty-five Years in Audio-Visual Education," *Educational Screen*, February, 1946, pp. 6-79; James S. Kinder, *op. cit.*, pp. 4-12, and Paul C. Reed, "How Special Is Audio-Visual?" *Education*, June, 1955, pp. 623-625.

Between 1932 and 1935, there were 146 articles listed under the heading of "Visual Education" in the *Educational Index*, with a few of the articles by men like McClusky, Dent and Hoban containing a new term: "visual-sensory instruction." They recognized that the division of visual from auditory was artificial, but they were ahead of their times. Radio was now a much larger grouping than visual education in the *Educational Index* with "Radio in Education" a very large subdivision, but still no relationship was established between audio and visual education.

In the next volume covering the years 1935-1938, the *Educational Index* listed 164 articles under the heading of "Visual Education." Of these, some articles contradicted the heading by using the term "sight and sound aids" in their titles and 12 others used the term "audio-visual materials" for the first time. (One of the earliest uses of the term "audio-visual" seems to have been in the title of an article by Max R. Brunstetter in 1936, "The Audio-Visual Studio.")<sup>3</sup> All of this occupied less than three pages, while "Radio" had grown to 13 pages of listings. The listing "Phonograph" had grown to 10 articles. Of course, the mention of the term audiovisual here does not imply that it had never been used before, and no one seems to be able to claim the distinction of being the first one to use the term. The term "visual-sensory aids" was short lived, since it seemed to imply a distinction between sensory perception and intellectual perception that did not stand the test of practice, although it did convey the idea that men should be educated through all of their senses.

In the 1938 to 1941 volume of the *Educational Index*, 28 of the 255 articles contained the term "audio-visual" in their titles. These articles, though still under the heading of "Visual Education," began to indicate a wide awareness of the close interrelationship among visual education, audio in education, photography, phonographs, motion pictures, excursions, etc. Audio and visual could not be kept departmentalized much longer, and in the 1941-1944 edition of the *Educational Index* the heading "Audio-Visual Education" appeared for the first time with 68 articles listed. The influence of the armed services' experiences in World War II was reflected in this change as well as the growing movement for combining the terms audio and visual. However, "Visual Education" was retained as a separate heading and had 60 listings. Cross references included all of the audiovisual materials. Audio-visual materials were gaining "co-ordinate standing with such other learning materials as books, pamphlets, newspapers and the like," and coming to be considered as primary means of communicating ideas.<sup>4</sup>

In the volume for the years 1944-47, the heading "Audio-Visual Education" contained 220 listings, and "Visual Education" another 146. The 1947-50 volume contained 95 items under "Visual

Education," and seven pages dealt with materials under the headings "Audio-Visual Aids" and "Audio-Visual Education," while cross references were made to "Audio-Visual Demonstration Centers." In this issue "Instructional Materials Centers" was a heading for the first time, but there was no cross reference to the audiovisual field. A new phase of the materials problem had been reached.

**A**UDIO and visual had been united and had come to include all activities concerned with "types of teaching aids that are not exclusively verbal."<sup>5</sup> Brown and Vandemeer defined audiovisual materials as those "which do not depend exclusively upon comprehension of words or similar symbols."<sup>6</sup> This created a special area known as audiovisual education but left as many problems as had been solved. The materials of instruction for teachers to use with students were divided as artificially as ever on a basis of printed vs. non-printed, verbal vs. non-verbal or sensory vs. intellectual. Any teacher could see that such divisions would not help her utilize more easily the materials in the classroom. Many perceptive educators could see this too, and demands for improving the situation came, as usual, long before they were reflected by cross-referenced headings in the *Educational Index*.

As far back as 1928, Anna Dorris had seen the need for concentrating on the child rather than the materials when she wrote that any educational tool or device must be considered only in terms of the "degree that it may help pupils solve their childish problems and stimulate their interest in gaining new knowledge."<sup>7</sup> In 1937, with a much improved idea of curriculum, Max R. Brunstetter pointed out that educators must "integrate basic instructional materials with the local classroom teaching," both in the traditional program that existed, and in the new areas and methods of instruction that were developing.<sup>8</sup>

In 1944 the University of Chicago established a center for research on audiovisual instructional materials, but set out to "study and develop all kinds of instructional materials."<sup>9</sup> In 1945, Stephen M. Corey spoke of the need to "develop simultaneously a variety of well-integrated instructional materials to contribute to specific

---

<sup>3</sup>National Society for the Study of Education, *Audio-Visual Materials of Instruction*, 48th Yearbook, Pt. 1, Chicago, University of Chicago Press, 1949.

<sup>4</sup>*Ibid.*, p. 29.

<sup>5</sup>Anna V. Dorris, *Visual Instruction in the Public Schools*, Boston: Ginn and Company, 1928, p. 9.

<sup>6</sup>Max R. Brunstetter, *How To Use the Educational Sound Film*, Chicago: University of Chicago Press, 1937, p. 73.

<sup>7</sup>V. E. Herrick, "Center for Research on Audio-Visual Instruction Materials," *Elementary School Journal*, November, 1944, p. 135.

Max R. Brunstetter, "The Audio-Visual Studio," *The School Executive*, Vol. 55, 1936, pp. 215-17, 236.

<sup>8</sup>Kinder, *op. cit.*, p. 6.

teaching objectives," and advocated the establishment of "instructional material development centers."<sup>10</sup>

Paul W. F. Witt summed up the situation in an excellent and forceful manner when he wrote that audiovisual materials are all simply "instructional materials and are used for much the same purposes that teachers use books and other printed materials. Any hindrances to the development of this concept should be eliminated. Separation of audiovisual instruction from other aspects of the instructional program tends to keep emphasis focused on materials as such rather than on the needs and concerns of the learners."<sup>11</sup> It was only in 1955 that echoes of this statement were heard when Paul Reed saw the need for integrating all instructional materials and Edgar Dale wrote in *The Newsletter*, "I am sure that the time has now come to think much more broadly in terms of all instructional materials."<sup>12</sup>

**T**HIS concept of a unified approach to all "instructional materials" has by no means gained nationwide acceptance as yet, and among those who do accept it there is no agreement as to how to achieve it. Some leaders see it as question of cooperation between audiovisual and other personnel. James Kinder says that "materials of any type whatsoever cannot be divorced from the total educational process, if they are going to accomplish maximum results. The Director of Curriculum Research and Construction and the Director of Audiovisual Education must work together."<sup>13</sup> Brown and Vandermeer agree, and see the integration of instructional materials being accomplished by the teacher upon the basis of information provided by the various administrative departments,<sup>14</sup> and F. W. Noel wrote in 1949 that "administrators should avoid placing the (audiovisual) department where it might become involved in the differences and disputes which frequently revolve around curriculum revision."<sup>15</sup>

Others see it quite differently, as do Professors Brunstetter and Witt when they say that the "school administrator should make the audiovisual director a member of the team responsible

for supervision and curriculum improvement." L. C. Larson points out that the primary purpose of the audiovisual center is to "find ways enriching the curriculum," and that of the audiovisual director the "improvement of instruction."<sup>17</sup> Helen Seaton, on the basis of her 1947 study, offered the opinion that "development of a unified department of instructional materials probably offers the greatest opportunity for full integrated use of all teaching aids in the future." Paul W. F. Witt wrote that "from a practical point of view it is desirable also for teachers to be able to come to a single source for information and assistance relative to the use of instructional materials, and to obtain there whatever materials they may need."<sup>19</sup> He added that the "centralization of responsibility for all types of instructional materials seems highly desirable," and with Max R. Brunstetter in 1954 recommended the provision of a central instructional materials center.<sup>21</sup> In 1955, Paul C. Reed sees audiovisual and printed materials as the concern of an expanded department of instructional materials:

Changing over from "audiovisual materials" to "instructional materials" involves much more than deciding whether to have the old departments cooperate better or to establish a new expanded department of instructional materials.

The question remains: Is there any justification for maintaining a separate and distinct classification called "audiovisual education?" "Instructional materials" seems inadequate, and "instructional resources" raises hackles in some quarters. From blackboard drawings and maps to language laboratories and teaching machines a strong connecting thread is needed. Programming is becoming a big word in the equipment and materials field and suggests an integration of the current audiovisual area with the curriculum area. Perhaps a clear organizational pattern based upon current realities and needs will make it easier for specialists and teachers to work together, to understand each other, to avoid duplication and confusion, and to provide better educational experiences for the nation's pupils.

<sup>10</sup>Department of Audio-Visual Instruction, N.E.A., *The School Administrator and His Audio-Visual Program*, Washington, D.C., The Association, 1954, p. 144.

<sup>11</sup>National Society for the Study of Education, *Audio-Visual Materials of Instruction*, *op. cit.*, p. 240.

<sup>12</sup>Helen H. Seaton, *A Measure for Audio-Visual Programs in Schools: Prepared for the Committee on Visual Aids in Education*. Washington, D.C.: American Council on Education, Study Series II, Vol. 8, No. 8, October, 1944.

<sup>13</sup>Paul W. F. Witt, "Audio-Visual Instruction, An Appraisal of Progress," *op. cit.*, pp. 112-3.

<sup>14</sup>*Ibid.*, p. 113.

<sup>15</sup>Department of Audio-Visual Instruction, N.E.A., *op. cit.*, p. 157.

<sup>16</sup>Paul C. Reed, "How Special is Audio-Visual?" *op. cit.*, pp. 623-5.

<sup>10</sup>Stephen N. Corey, "Developments in the Use of Visual Teaching Aids," in *Forthcoming Developments in American Education*. Proceedings of the 14th Conference for Administrative Officers of Public and Private Schools. New York: The Conference, 1945, p. 15.

<sup>11</sup>Paul W. F. Witt, "Audio-Visual Instruction, an Appraisal of Progress," *Teachers College Record*, Columbia University, November, 1950, p. 112.

<sup>12</sup>In Paul C. Reed, "How Special is Audio-Visual?" *op. cit.*, p. 625.

<sup>13</sup>James S. Kinder, *op. cit.*, p. 561.

<sup>14</sup>National Society for the Study of Education, *Audio-Visual Materials of Instruction*, *op. cit.*, pp. 35-38.

<sup>15</sup>*Ibid.*, pp. 192-3.





Thomas Brandon of Brandon Films, distributor of Blue Ribbon award film "Richard III," accepts American Film Festival honor from EFLA President Elliott Kone and Arthur Knight of the "Saturday Review."



Galon Miller, director of A-V education of the South Bend public schools, congratulates J. W. Cosman, accepting an award for the National Film Board of Canada film "Eternal Children."

## Film Board of Canada Top Winner at Festival

The National Film Board of Canada was the big winner as Blue Ribbon awards were presented to 33 films and 17 filmstrips at Educational Film Library Association's second annual American Film Festival. Six hundred film producers, distributors, sponsors, and A-V people from all over the U.S. and Canada attended the event April 18-22 in New York City.

Winners announced and presented at the award banquet, Elliott Kone presiding, were hosted by Ralph Creer, Vera Falconer, Arthur Knight, Galon Miller, Howard Thompson and the Reverend Paul H. Vieth. Personal awards were presented to Julien Bryan, Robert Churchill, William P. Gottlieb, and Hans Möller, all of whom had participated in a "Meet the Producers" panel discussion of production problems and potentials on the previous evening.

From the point of view of the producers and distributors registered at the Festival, the coffee-breaks, critique sessions, EFLA reception and the cocktail party preceding the banquet were a series of unprogrammed panels enabling them to "Meet the Users." Among public library A-V readers present were Dorothy L. Eissler (Evansville), Helen D. Harrison (Atlanta), James L. Limbacher (Dearborn), Violet F. Meyer (Baltimore), Euclid J. Peltier (Boston), William F. Peters (Detroit), Masha R. Porte (Dallas), Eugene A. Pringle (Brooklyn), John W. Quinnan (Dist. of Columbia), William Sloan (New York).

Typical of the key people representing A-V divisions of school systems present were Dr. Edward Bernard, director of the Bureau of A-V Instruction of the New York City Board of Education, and Galon Miller, A-V Director of the South Bend public schools.

Among some four score representatives of college and university A-V programs were Irving C. Boerlin (Penn State), Robert A. Cox (Syracuse), Eva H. Epstein (Teachers College, Columbia), Aubert Lavastida (University of Michigan), Leo L. Leveridge (NYU Medical Center), Kenneth M. McIntyre (North Carolina), John W. Mitchell (USAF University), Charles J. Moravec (Lehigh), Joseph P. Moss (Denison), Kenneth L. Russell (Sam Houston State Teachers), Robert Steele (Boston), Werner R. Wagt (Florida State), and John B. Watson, Jr. (Dartmouth).

Other festival registrants came from every field of A-V endeavor and included such notables as M. M. Akermark of the Museum of Modern Art film library; Pete Doering of Jam Handy; Maxwell Dunn of the U. N.; John Flory of Eastman Kodak; Edward A. George of the United Presbyterian Church; Robert E. Green of the National Academy of Sciences; Stanley S. Merrell of the Boy Scouts of America; Floyd Rinker of the Council for a TV Course in the Humanities; Jack M. Rottier of the USDI Bureau of Land Management; Sid L. Schwartz of the USDA Motion Picture Service; and Tom M. White of the Business and Education Council of New York.

In addition to speaking on "Exploration and the Film Medium" at a luncheon sponsored by the New York Film Council, Mrs. Robert Flaherty attended Festival screening sessions and contributed valuable comments to discussions. The most popular registered juror was Miss Pamela Williams, subject-area specialist in the competition category devoted to Films for Children, who qualified because of her age—going-on-ten. Adult jurors backed Miss Williams' vote in favor of *The Red Balloon*.

# AV in the Church Field

by William S. Hockman

## Filmstrip Standards

In 1957 we called attention to the need for standards for the filmstrip. A few people were alarmed. They thought any mention of the filmstrip's inherent weaknesses as a medium might wreck the business. What pessimism!

At Penn State, where the 'Green Lake' conference was held that year, a few people took this challenge seriously and called an informal meeting of those interested. Some 20 came, all deeply concerned. When it adjourned it was pretty well agreed that there should be another meeting to go further into the matter of specifications for the filmstrip.

Meetings were held, and the result was a folder entitled *Standard Specifications for the 35mm Single Frame Filmstrip*. It lucidly sets forth dimensional and other specifications in the hope that the industry will adopt them.

A week later I received a filmstrip which had been manufactured under these specifications. There were the green frames to start on, the right number of frames for all the credits, the body of the fs and at the end the two red frames.

Without sacrificing individual initiative and creativity, the manufacturers of filmstrip projectors would do well to get together and set up a few simple standards for the machines which are to project these much-improved filmstrips. It is not too early to get at this job. One thing is sure: The pro-

jected still picture is and will be the workhorse of visual aids for some time, but we are equally convinced that the filmstrip in its present form and format can stand some improvement as a medium. This goes for projectors, too.

## Yes, Do Stop!

May I quote: "A startling new film, full color animation, with an original jazz score: subject, safe driving; the title, *Stop Driving Us Crazy*." Quoting further from a little exploitation folder: "It is a crazy new film, with crazy color, crazy animation and a crazy new jazz score, but it's good education, too."

I can agree up until the last clause. From then on I would like to disagree. I did not find the film funny. What's funny about safe driving, or accidents, or trying to put Christian standards into practice when driving? I tried to like this film (running time 10 minutes) but I just could not. I tried to think that it was good education in a new format, but I could not see it that way. The flier talks about "top modern talent from films, art, television, and music." What a pity there were no educators available! But I'm glad the General Board of Temperance of the Methodist Church made the film. It may prove two things: that the Methodists have come a long way when they can jazz up temperance; and that it takes know-how as well as 'talent' to make a good and useful educational

film. Available from the rental library of the Methodist Publishing House, Nashville 3, and many other cities.

## Africa Film Gets Top Honor

At the American Film Festival recently held in New York, the 30-minute color film *I'll Sing, Not Cry* won the Blue Ribbon award for being the best in the religious category. Congratulations to Berkeley Studio, producer for the United Church of Canada and the United Church of Christ (USA). The material, both visual and sound, was gathered in Angola in 1958 by a team under the able leadership of Rev. Anson Moorhouse. Mr. Moorhouse has made films in China, India and Africa for the United Church. This was his second Africa film. The first, *The King of Man*, took top Canadian honors and won high acclaim in the USA. When the award was made, Professor Paul H. Vieth of Yale University made special mention of the unusual soundtrack, the quality of the photography and the sensitive portrayal of the African people.

## It is Disturbed

The title for the film *Africa Disturbed*, released recently by the Broadcasting and Film Commission, came out of a conversation Dr. Roy G. Ross, long-time missionary to Africans and one of the real experts on this vast continent, had with an old man. "Yes, Africa is different now. It was quiet for many years; now it is disturbed. How disturbed the headlines will tell us day by day. Why disturbed you will know better after you have seen this interesting and informative 30-minute film in fine color and sound. We recommend it highly for young and adult groups in the church and community. Dr. Ross speaks softly of course, but he calls on his African friends to tell us what they think. They are thoughtful and challenging. This is the century of their freedom and we as a free people will need their friendship even as they now need ours. See the film; it has much to say.

## New Bible Series

Eye Gate's new release, "The Story The Bible Tells," is a series of filmstrips designed to give in outline form the great Bible events for children 6-11. It uses language which children will understand and pictures which says the producer, "which nourish the imagination." Better, these filmstrips will help primary and junior children begin to grasp the sweep and significance



Word Records, Inc., religious record producers, has opened a \$325,000 plant in Waco, Texas. Most of the staff of this growing firm are former ministers or lay leaders. Ethel Waters, who has a new career as a sacred song singer, is a member of Word's recording staff. Radio commentator Paul Harvey has also narrated several records for Word.

ance of the great story the Bible tells. Short of space, I can't go into the merits of each of the four titles beyond saying that they are good and useful: *The Beginning, God's People, The Christ Child, Jesus Our Savior*. There is an excellent manual for the teacher, and fine suggestions for getting the most from these filmstrips. Two LP records carry the commentary for the hour and the whole unit sells for \$25. The art, stylized realism in four colors, is interesting, good and communicative. The commentaries are pretty well adjusted to the needs of the target audience, nicely spoken and well recorded. Full information from Eye Mate, Inc., Jamaica, 35, N. Y.

### Why Is Usage Down?

Some weeks ago a news release came to my desk saying that many churches were not taking full advantage of the wealth of films, filmstrips and other religious visual aids now available for congregational preaching and teaching. This is true, but hardly news'.

On this matter we would like to make three observations; first, the producers deserve some of the blame, and the distributor is at fault, and the local church has been taking its ease on the status quo, not in Zion.

A decade ago most producers learned by close association with users that they needed to up-grade their productions both technically and in content relevance. This they have done; on this they deserve our praise. One thing they have not done, however. They have not sold the distributors on the usefulness of their products. They have sold the stuff, but not motivated the dealer to recommend it to the ultimate customer in terms of what it is good for. One would think that rental libraries and AV dealers would not need prodding by the producer on this matter. But they do.

Two things ail a lot of distributors: they don't know what's "in the can," and they don't know their customers, the churches, and have little appreciation for their specific program needs. It's not enough to send out a flier saying, in summary, "We've got a film, won't you rent it?" Rather, "We've a new release; just the thing for your youth fellowship. It deals with so and so and it will set the stage for a discussion of such and such a question."

To too many dealers, films are films. Cherries are cherries, but you don't sell parascichinos to the woman who wants to bake a pie. Wise up, dealers; find out what the material in those cans is good for.

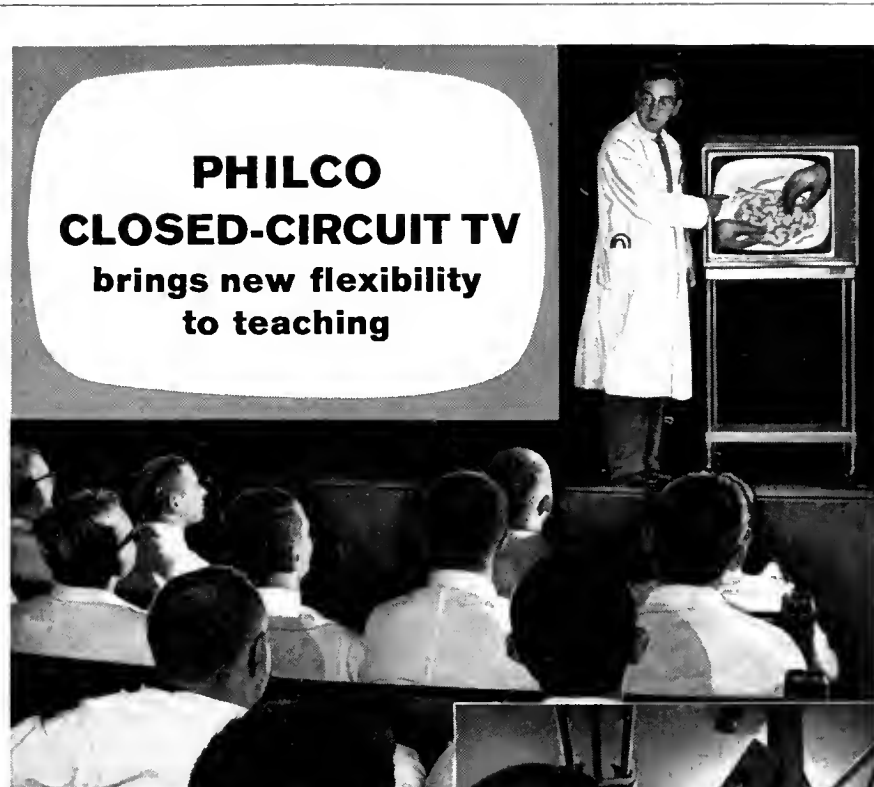
Get out and know your churches. Keep an up-to-date list of who is a

potential film-user in the churches of your area. Don't expect the pastor to channel your information. Rather, get from him the names of the leaders of the various groups of the church. Go after these people directly. Tell them what you have and what it is good for in terms of their needs. This means acquaintance with the churches. If you are too busy to do this, you'll be less busy in a year or so!

Churches don't use what they don't know about and too many churches have made too little effort to find out what is available now in films and film-

strips. Every now and then we run into ministers who have learned nothing since they came into the movement—and sat down and dozed off. They are dreaming of the day when high quality materials will be produced, not knowing that they have Rip Van Winkled right thru the last decade! Mighty few ministers have utilization know-how to match the inherent quality of most materials produced in the last five years. Rise up, O men of Sloth; look around you! You are leaders, you know!

The denominations have let the



**PHILCO**  
**CLOSED-CIRCUIT TV**  
brings new flexibility  
to teaching

Philco, pioneer in fully-transistorized closed-circuit television, offers completely integrated instructional TV systems for schools and hospitals. Philco systems provide the ultimate in flexibility, incorporating any number of cameras, monitors, receivers and amplifiers, interconnected through a central console or a "patch panel" . . . with provisions for two-way conversations. Philco equipment is reliable, easy to operate and low in cost. Philco will help you design a system to meet your requirements. Write for information and your Philco Closed-Circuit TV Planning Guide.

**Government & Industrial Group**  
4700 Wissahickon Ave., Phila. 44, Pa.  
In Canada: Philco Corp. of Canada, Ltd., Don Mills, Ont.

**PHILCO**®

*Famous for Quality the World Over*



**The World's First Integrated Hospital Closed-Circuit TV System** was recently installed by Philco at St. Christopher's Hospital for Children, Philadelphia. It links the main operating room, lecture halls, auditorium, pediatric treatment rooms, psychology observation rooms and the radiology department. Folder describing this system will be sent upon request.

local church leaders down. So have the local councils. So has the National Council of Churches. Not one of these has a record of achievement when it comes to helping the local churches fruitfully employ these fine new media in the ongoing programs of the church. The general level of know-what and know-how is little higher, if any, than a decade ago. Total usage shows a poor ratio to new productions.

Setting AV materials of all kinds in a context of utilization requires educational imagination, and we have too little of it. This is the bottleneck restricting usage today.

In closing: Producers, do more than sell the local distributor; explain what it is good for. Distributor, know your goods and your customer's needs. Churches, it is later than you think, and while the status quo may be a comfortable bed to snooze on, it is a poor place to be when the Lord of The Harvest declares the fields are ripe into the harvest.

## Wind-Up O.K.

The wind-up for the 20-some minute b&w film *Should You Drink?* was good but the pitch didn't get over the plate. It didn't miss the plate; it just did not get there at all. A certain young woman is slicking up for a dinner party. Her fiance is trying via alcohol to put over a real estate deal. He drinks so he can do a bang up selling job; then he drinks because his alcohol-saturated brain fluffs the deal. Finally he arrives at the party, which has gone slowly through the cocktails phase. As they do, some one brings up the question, "Should you drink?"

Now this deep probing is conducted by brains wet with ethyl, and they decide that just about everybody can and should. One male, sipping his coke, says he just doesn't like the stuff, but his wife does, and how! Now these five couples are charming people, well-mannered, well-dressed, prosperous and well-adjusted. Well, not quite! Down underneath there is in each of them that little maladjustment that calls for alcohol and the compensations alcohol can give (so delightfully).

### Valerie Pictures

#### "FOUR LITTLE NAVAJOS"

Navajo children walk with beauty in Monument Valley

**PRIMARY — INTERMEDIATE**

**18 min. color \$110**

P.O. Box 3114 Cleveland 17, O.

Now this may be recognized as layman's reaction to the pseudo-science and neo-psychology of that film. That's the way it came out on my screen and in my cortex. I can't think of a time or place I'd use this film. Sorry. If you want to see for yourself, get it from McGraw-Hill, New York 36, N. Y.

## Works of Mercy

*Son of Ahmad*, a 75-frame, 15-minute b&w filmstrip, was produced by the Broadcasting and Film Commission of the NCC for Church World Service and its cooperating denominations. Its first use was in connection with the 1960 One Great Hour of Sharing. After that it helped church people, young and old, see and understand the need of disaster refugees for food, housing, medicines and constructive work projects.

Through the eyes of a typical village boy of about 14 years we see the relief and rehabilitation programs which the churches of the world support and we come to understand the impact which these works of mercy and help make upon the people who are assisted. Fine and useful production; a good buy for your library; user's guide; LP recorded commentary; \$3.50 from Church World Service, 475 Riverside Dr., New York 27.

## The User Designs A Projector

Let me put together the things that the lay worker in the church wants in a filmstrip-slide projector:

Ease in threading. They don't like units that combine the insertion of the filmstrip with the engagement of the propelling sprockets. Thus, inserting should be kept separate from sprocket engagement.

Ease of framing. Whether push or pull it must be positive, and the "handle" for it ought to be easily found by the fingers in the dark.

Ease in elevation. They don't like a machine where the center of gravity changes when the projector lens is elevated, nor those with front legs close together. They tip too easily. They prefer not to turn nuts or unlock and re-lock legs that kick out. They like the base to stay put when elevating the image.

Ease in focusing. They don't like objective lens assemblies that fit sloppily and wobble. If focusing is of the push-pull kind, let it slip easily and stay put. If of the rotating variety, they want it firm and positive. The kind that jumps a groove and goes

completely out of focus drives them nuts.

Heat and Light. They wonder why the ventilation louvers above the lamp can't tilt forward so light won't leak into their faces; why some projector get too hot; and why there can't be a way provided for some light to leak out onto the reading script.

We have four projectors: Weeny Tiny, a midget from some distant past for use on a table with a class; Fingermasher, older vintage which is hated; Easy Willie, which everyone wants and signs up for; Clumsy Clim, which no one wants to use. Oh, yes, we have a new one, Cool Clarence, who is already making and keeping friends because he is so positive and well adjusted!

## Coming Films

As a rule this department does not announce films, but this month we shall make an exception. The Broadcasting and Film Commission of the NCC (475 Riverside Dr., N. Y. 27) has in production and soon ready for release several important titles you may want to know about. They will be reviewed here as soon as possible.

*Treasure at Bethany* is a 33-minute drama on stewardship in terms of time, ability and money. The ecumenical church has become a missionary sending church and *Household of Faith*, 30-minutes and in color, was shot in India and tells of the sending of a missionary to Thailand by the United Church of India. One of the first acts of the followers of The Way was to share and they have been at it ever since those early days and now comes the 30-minute film *Sounds of the Earth* to show why and how it is still a basic human act. CROP sponsors this one.

All who have to do with pre-marriage counselling, and this certainly includes parents, will be glad to know that two films—dramatic in format—are being produced in this field. They are *I Do* and *Flight Through Darkness*. For further information on these and the others above, write to BFC.

If you want information on the following titles see your AV library or dealer or write to Family Films, Inc., 5823 Santa Monica Blvd., Hollywood 38, Calif.: *Shepherd Life*, a visualization of the 23rd Psalm and other pastoral elements; *Life and Customs* village life, tent life and work; *Where Jesus Lived*, places related to His boyhood and ministry; *Jerusalem, The Sacred City*, sites and buildings and places with Biblical associations; and *A Pictorial Geography, Exploring Ancient Cities and Dead Sea Scrolls*. Each is 14 minutes; available in color and B&W.

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Elephant Baby

*Encyclopaedia Britannica Films, 150 Wilmette Avenue, Wilmette, Illinois) 11 minutes, 16mm, sound, color or black and white, 1959, \$120 or \$60. Teacher's Guide Available.*

### Description

In the colorful setting of India's tropical rain forest country, *Elephant Baby* tells the true story of an elephant from his first days with his mother through the many weeks of training in a crude "classroom" of bamboo to the day he proves himself ready to join the working elephants in the teakwood lumber camp.

The film opens as Raman, a young boy, is searching for an elephant from his father's herd which had gone into the forest to have her baby. Raman soon comes upon the mother and her baby who appears to be strong and healthy. He decided to name it Cheria," the little one. The camera moves closer to watch Cheria as he is drinking his mother's milk, which is said to be the richest of all animal milk. Cheria drinks three gallons a day and will continue to nurse from his mother during the next two years.

The three return to the lumber camp where Raman's father will be waiting to see the baby. Teakwood, a very hard and heavy wood, requires the strength of elephant-workers to transport it to the river. This wood is the main source of income for the village. Cheria and his mother, who is relieved from heavy work for a few months, go to the river for a cooling bath. All the elephants are bathed by their keepers in the evenings to cool them and keep their skin from cracking.

Time passes and Cheria is next seen when he is five years old. During this time he has not yet grown to adult size. However, he is considered to be ready for training, and a small pen of bamboo poles is made ready. Here he first is to feel the weight of a human on his back. His reaction is similar to that of an unbroken horse, as he is seen to buck and try to unseat his rider. But through the trainer's patience and rewards he eventually comes to accept the rider. Next, he is taught the simple commands of "up" and "down" through the use of a heavy teakwood block which is low-

erel to force Cheria down, then lifted to allow him to rise while accompanied by the proper commands.

When a tiger hunt is organized in the village, Cheria is allowed to accompany the other elephants who carry the hunters and necessary supplies. Raman is proud to see that Cheria does not panic and is obedient when the tiger is sighted and killed. In the last scenes the baby elephant, now trained and mature, takes his place with the others, doing his full share of the work in the lumber camp. He now is no longer Cheria, but Omban Yanai—a grown-up elephant.

### Appraisal

*Elephant Baby* gives a detailed account of the daily activities of working elephants in India and of the people who train them. In the social studies area, it illustrates the importance of elephants in India and their training as well as presenting valuable concepts about the people's lives, also the geography, of India. It is correlated with basic readers for utilization in the language arts programs, and appropriate to studies of animals in science. The few basic ideas are presented clearly and simply and the story-telling approach combine to sustain interest for the young child in this documentary. The film's technical quality was considerably above average.

Because the conditions in the teakwood forests of India are not often so primitive as pictured in this film, the teacher needs to explain that elephants have been replaced by machinery in most locations unless the terrain is unsuitable. The dense jungles of Mysore, where elephant labor is still commonly used, provided the locale for this film.

—Patricia Ann Peter

## A Journey into Time

*(Sterling Educational Films, 6 East 39th St., New York 16, N. Y.) Produced by Viking Films. 17 minutes, 16mm, sound, color or black and white, no date. \$160 or \$75.*

### Description

Through the use of animation, *A Journey Into Time* depicts the condi-

tion of the earth in its primeval state before there was any life on it. The transformation of the earth from a fiery ball into an inhabitable globe is pictured. The predominant forms of life throughout geologic time, from the beginning of life to the ascent of man, are featured.

As the film opens, the earth is seen as a fiery ball of rock with no life of any kind. As the surface cooled, it contracted and hot steam and gases were squeezed out to form the primeval atmosphere, an atmosphere so thick that no sunlight could break through. As rain formed from the water vapor fell on the earth, it was immediately turned into steam and boiled back into the atmosphere. As the crust cooled below the boiling point, the rains began in earnest. Rain must have fallen in torrents for uncounted days to form the oceans. Gases, rich in minerals, continued to spew from volcanoes and boil up from the seas to enter the atmosphere.

As yet there was no life but carbon compounds, the building blocks of life, were linking up in the seas. No one knows what the first living things were like. It is thought by many they were particles of protoplasm. There is no trace of the early beginning of life nor of the types which immediately followed. However, as certain species grew larger and developed hard body parts, they left impressions in the rocks to form fossils. From these fossils man has been able to trace the history of life.

As pointed out in the film, at the dawn of the Paleozoic Age, life was found only in water. Trilobites, primitive arthropods, were the highest form of life. Worms had already had a long line of development. Their ancestors, however, had not left a trace because of their soft bodies.

Quickly spanning about 150 million years, the film shows giant sea scorpions and simple fish with mere traces of a backbone. The oceans are seen teeming with shellfish. The plant-like crinoids were to be found on the ocean floor. Many trilobites were still to be found; however, they were no match for the giant nautiloids which were the rulers of the deep.

The film then pictures a later geologic time in which plants were still confined to the seas. Fish with inner skeletons had developed—the

first of the true vertebrates. Many of these fish had sturdy bones in their fins and were able to breathe in or out of the water. In time the shallow waters drained away and plants such as the mosses and the huge equisetum conquered the land and prepared the way for land animals. Giant insects developed and conquered the air.

Some fish, having the ability to breathe out of the water, used their short fin-like legs to crawl out upon the land. From these, the giant amphibians developed and for a time ruled the earth. They were not completely independent of the seas, however, because they had to be born in the water and had to return to the water to lay their eggs. Today, all the giant amphibians have disappeared and only a few small species are left. The giant plants, too, have long since toppled into the swamps and bogs. We see their remains today as the beds of coal and peat which are found over the earth.

With the beginning of the Mesozoic era, as the land was raised and became more arid, the amphibians gave way to the reptiles. The thick-skinned reptile, whose eggs were enclosed in a tough protective covering, did not need to return to the water and could move further out upon the land. For a time the earth was dominated by giant reptiles called dinosaurs. These

were of varied types ranging from the giant land and sea forms to the winged forms which sailed through the air. As always, the waters of the sea teemed with shellfish. These were prey to larger types of fish and these in turn to the still larger aquatic reptiles. At the end of the Mesozoic, the dinosaurs disappeared from the earth and only a few orders of pygmies remain today, remnants of a bygone age.

As a herd of camel-like mammals is pictured on the screen, the narrator points out that our own period, the Cenozoic, began about 70 million years ago. By that time birds had conquered the air. Mammals, with improved brains and nervous systems and better ways of caring for the young, dominated the earth.

By the time man appeared, the earth had already assumed its familiar appearance. The earliest known man was Pithecanthropus. He used fire, developed a language and made simple tools. The next and more intelligent type was Neanderthal man. A new type of man, *Homo sapiens*, then appeared on the scene. With his appearance the other types vanished. Skeletons and tools which have been found, along with drawings on cave walls, give modern man a good idea of the early mode of life of *Homo sapiens*.

Man, as the dominant species of life

on earth, did not long remain in his caves. He emerged and spread his dominion over all the world. As his power has grown, man has found new ways to develop. Not by changing his own body as the other animals have done, but by learning new things and inventing machines that do the changing for him. Man, by the power of his mind, has learned to outswim the fish and outfly the birds; he has learned to split the atom and has reached out to distant stars, all within the last 50 years of man's million year span of life's two thousand million years on earth.

### Evaluation

*A Journey Into Time* will do much to cause biology and geology to come alive for the student. No longer need the "geologic timetable" be a dry, meaningless mass of information to be memorized. This film helps show the development of life by picturing a sequence of increasingly complex forms. The use of animation to show the animal and plant types as "living" organisms makes the presentation much more vital than does the usual study of fossil remains. There are those who may object to the small number of plant and animal types represented and to the greater amount of footage devoted to man than his existence in time would warrant. The preview committee, however, feels that the film will go far toward making the study of geology and the development of plant and animals types more informative and more interesting.

—Donald Nichols

### About The Human Body

(Churchill-Wexler Film Production, 801 North Seward Street, Los Angeles 38, California) 15 minutes, 16mm sound, color or black and white, no date. \$165 or \$90. Correlated with the text series, "Health Elementary Science," by Herman and Nina Schneiders.

### Description

*About The Human Body* uses animation, diagrams and live action photography to explain the major functions of the skeletal, muscular, nervous, respiratory, digestive and circulatory systems. The more common methods used by a doctor to check the above systems is indicated as a young boy is given a complete physical examination.

The skeletal system is examined and animation is used to point out the need for a skeleton to support the body and facilitate movement. The various types of joints and major char-

## EDUCATIONAL TESTING SERVICE

### announces

completion of its motivational film series

# Horizons of Science

Ten integrated films to stir imagination, stimulate thinking, and broaden understanding with respect to the sciences.

**COLOR** - Each 19 minutes

Grades 6-14

\$1900 the series of ten

\$200 the print

Brochure on request

**NDEA**  
approved

- Anthropology
- Astronomy
- Atomics
- Biochemistry
- Biophysics
- Electronics
- Mathematics
- Microbiology
- Oceanography
- Optics
- Physiology
- Psychology
- Radiology
- Seismology
- Space

Immediately available for preview and acquisition from



**EDUCATIONAL TESTING SERVICE**

20 Nassau Street,

Princeton,

New Jersey

teristics of each are also covered. The muscular system is surveyed including the concepts that the muscles are attached to the bones, work in pairs, and work by contraction.

As the doctor taps the boy's knee with a rubber mallet, the narrator explains what this tells about the general condition of the nervous system. The function of the nervous system is portrayed as an animated character is shown stepping on a tack. The path of the stimulus to the brain and spinal cord and the consequent action of the body are shown.

The doctor examines the respiratory system by listening with a stethoscope. The narrator explains something of the nature of the sounds heard by the doctor in the case of an infection of the respiratory system. The location, structure and function of the lungs is then traced by use of diagrams and animation.

During the examination the doctor feels the abdominal region. Animation is used to show what happens in each of the digestive organs. A cross-section of the small intestine is pictured to give a better understanding of the work of the capillaries in the digestive process.

A nurse takes a blood sample from the boy's finger. As this sample is viewed under the microscope, the function of the red blood cells and the white cells is discussed. The heart and blood vessels are then treated in detail as the pulmonary and systemic circulation is described.

The major systems are reviewed as the name of each is superimposed over the organs. The need for a regular examination by a doctor is stressed in the conclusion.

### Appraisal

It is a rare pleasure to preview a film and *not* have to say, "it would be a good film, except for ---" Here is an example, which, in the opinion of the film reviewer, has been well planned and executed for its intended audience.

The film uses live photography, animation and overlays. Some of the general functions of six major organ systems of the body—skeletal, muscular, nervous, respiratory, digestive and circulatory—are identified, illustrated and discussed. To be sure, there is no great development in depth, but the treatment is certainly adequate for either an introduction to or a review of the anatomy and physiology of the human body at the proposed grade levels. Moreover there are some "built-in" learning aids in the form of repetition of some of the more complex actions of the heart and lungs, several exam-

ples of audience participation and even a post-showing suggestion which could add "reinforcement" to the learning situation.

The animation is humorous, clever, accurate, and at times best described as "outstanding." Many a more pretentious film in the same subject matter area does not do nearly so good a job of using animated sequences.

The use of the more common medical diagnostic instruments and examination procedures, plus a carefully integrated explanation of why they are used and what they reveal, should prove enlightening to young people who have been intimidated or fright-

ened by previous trips to the doctor's office.

Narration has been kept simple and non-technical. It talks "to" and not "down to" the audience. It is clear, easy to understand and well paced.

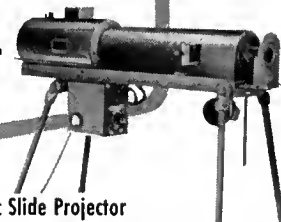
Because the film itself is really a summary, there is no formal recapitulation at the end.

Considering the magnitude of the material covered and the excellence with which it has been done, any sins of omission or commission are judged to be minor and unimportant. The film is highly recommended.

—Seymour Friedburg

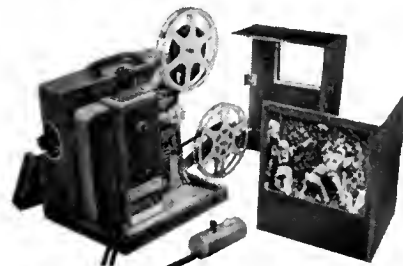


**Our professional Know-how helps solve your AUDIO-VISUAL Problems.**



#### Strong Arc Slide Projector

Projects 2" x 2" and 3½" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.



#### Weinberg Watson Analyst Projector

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

**SALES • SERVICE • RENTALS**

**CAMERA EQUIPMENT CO., INC.**

Dept. E68, 315 West 43rd St., New York 36, N. Y. • Judson 6-1420

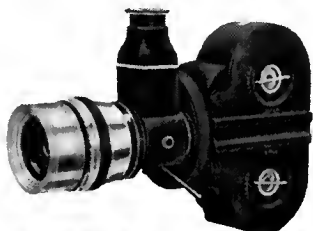
Gentlemen: Please rush me FREE literature on CECO Products for Audio-Visual use:

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



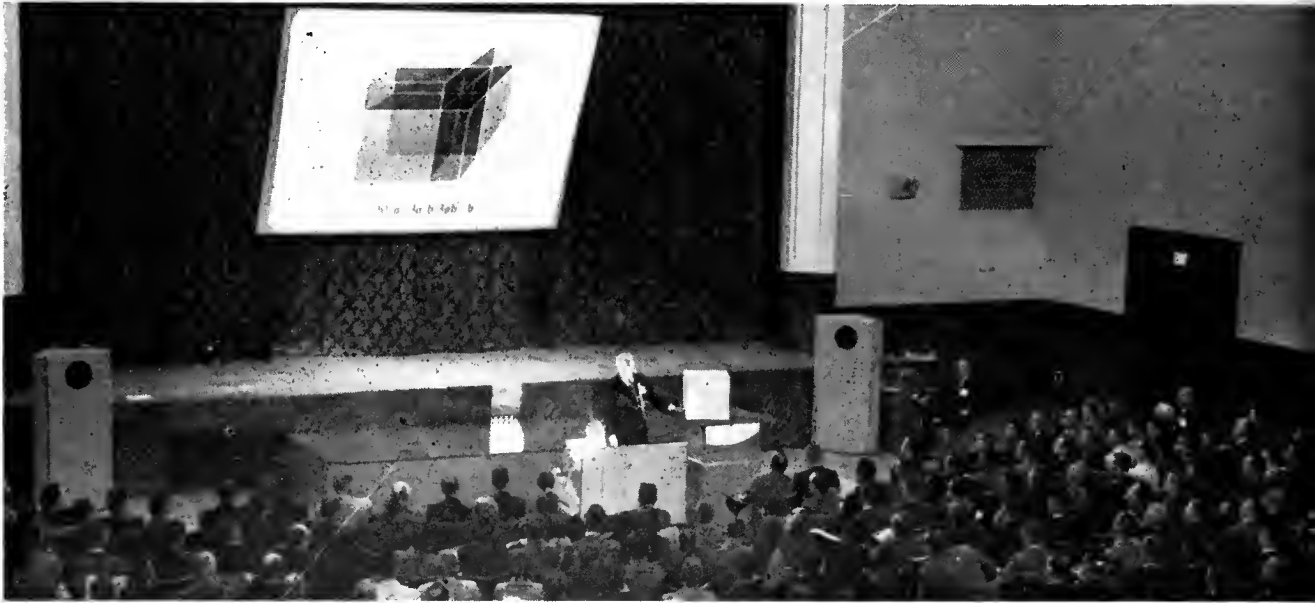
#### Single Frame Eyemo

35mm filmstrip camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—trademark of Camera Equipment Company

# YOURS FOR THE ASKING!

Tecnifax Corporation is continuously developing in its Visucom Laboratories new and interesting techniques for using the "overhead" projector. Training in these techniques is available to you, without charge for materials, facilities or instruction, through the following services:



**SEMI-ANNUAL SEMINAR-WORKSHOPS** . . . at these hard-working, three-day seminar-workshops, over 500 attendees acquire information, exchange ideas, and use new visual techniques to solve communication problems . . . 16 held to date.



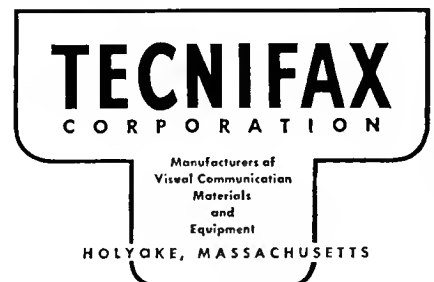
**VISUCOM PROGRAM** . . . this continuing training program provides first-hand experience in the preparation of "overhead" projectuals . . . five-day course . . . small classes . . . facilities for working out specific projects.

**TECNIFAX LITERATURE** . . . a series of brochures published by Tecnifax to provide useful and interesting information for workers in the field of visual communication.

FOR ADDITIONAL INFORMATION, call or write Tecnifax Corporation, Holyoke, Massachusetts.

Tecnifax equipment and materials are approved for purchase under the National Defense Education Act.

**BRANCH WORKSHOPS** . . . projectual-making workshops are also conducted at Tecnifax' twenty-six sales branches . . . registrations are accepted for groups or individuals.





# AUDIO

by Max U. Bildensee

## Potpourri

"Potpourri" is defined in Merriam-Webster as 'a mixture' and indeed this describes the broad variety of instructional audio materials available on the Spoken Arts label. The library of Spoken Arts extends into the areas of literature and art, into poetry and drama, into folk songs, folk tales and personalities.

In the latter category there are recordings by Brendan Behan who has been so frequently in recent headlines. In this the eminent Irish author relates the listeners with a selection of Irish folk songs and his own inimitable commentary not only about the songs but about the Irish people and their way of life. His *Irish Folk Songs and Ballads* (Spoken Arts 760) is interesting not only for its content but also for the picture of himself drawn by Brendan Behan through this performance.

Scholarly, strikingly original, and totally different in that it approaches a purely visual subject without visual implementation is *Invitation to Art* (Spoken Arts 763). And yet it offers information which can help the neophyte and uninitiate in understanding and appreciating visual arts. Brian Doherty, poet, painter and art critic, was appointed a Research Fellow in education at the Museum of Fine Arts in Boston and this brought him into contact with TV as a medium of communication. In the recording, Mr. Doherty invites the listener to join in creating a personal framework to which art can be correlated so that it becomes meaningful to the individual. This is not a glossary of terms but rather an exploration of speaker and listener together into the realm of art in which such subjects as line, emphasis, dark and light, contrast, brilliance and a wealth of other everyday art terms are informally discussed. This is a recording which may well find its place in instruction in basic art classes both in high school and college. And, of course, it may be very popular as a part of a library's circulating collection.

The Spoken Arts (95 Valley Road, New Rochelle, N. Y.) collection cannot be summarized in a few words other than to say that a consistently high level of artistic presentation is

maintained in a variety of areas. Some of the recordings available include *Golden Treasury of De Nerval, Baudelaire, Verlaine and Rimbaud* (Spoken Arts 764) which is a reading, in French, of representative work of these poets; and by comparison in language, Abba Eban who served as Ambassador from Israel to the United States for almost ten years, reads from the Psalms and Ecclesiastes in both English and Hebrew. This recording demonstrates not only the musical quality of Mr. Eban's voice but also the lyric quality of both the English translations and the Hebrew. Both of these recordings have application potential in appropriate language and literature classes on the secondary and college levels.

Did we say poetry? There is *The Poems of Emily Dickinson* (Spoken Arts 761) read by Nancy Wickwire; *The Story of Ossian* (Spoken Arts 755) read by John Masefield, and T. S. Eliot reading his *Burnt Norton, East Coker, The Dry Salvages and Little Gidding* on Spoken Arts #765.

This hasty summary of recent releases cannot begin to describe the broad catalogue earlier indicated. There are recordings of interest to modern literature and theatre students performed by such well-known persons as Arthur Miller, J. B. Priestly, Marc Blitzstein, John van Druten, Paul Green, Erskine Caldwell and others, much poetry, and recordings exploring other aspects of aural communication.



Dr. Arthur Luce Klein,  
president of Spoken Arts.

At the 'other end' of schooling experience, but certainly not at the 'other end' of recording quality, there are many recordings for the younger set. *Adventures in Music* (RCA Victor LE 1002) is designed to help younger children discover the beauty and grace of superior musical presentation. On this single record there are excerpts from carefully selected compositions by Debussy, Gounod, Tchaikovsky, Rossini, Elgar, Herbert, Copland, Bach and other well-known composers. The selections are rhythmic and tuneful and will appeal to young listeners to whom fine music is being carefully introduced. With the recording (performed by the National Symphony Orchestra conducted by Howard Mitchell) is a very useful guide prepared for teacher use by Gladys and Eleanor Tipton.

Still in the lower grades, lend an ear to three new editions in the *Read Me a Story* series produced by Weston Woods Studios, Inc., of Weston, Connecticut. There are four stories (two

**Audio CARDALOG Record Reviews on Cards**

# 903

**INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!**

**SUBSCRIBE NOW — \$25.00 a year**

**Audio CARDALOG — Box 1771, Albany I, New York**

**— A WORLD OF SOUND ON FILE —**

on each side) of each of three records. These are all read by Owen Jordan to a very pleasant musical background supplied by Arthur Kleiner. The first of these includes "Caps for Sale" (by Esther Slobodnika), "Little Toot" (by Hardie Gramatky), "The Biggest Bear" (by Lynn Ward) and "Andy and the Lion" (by James Daugherty).

On the second of these recordings there are the stories "In the Forest" (by Marie Hall Ets), "Curious George Rides A Bike" (by H. A. Rey), "The Five Chinese Brothers" (by Claire Huchet Bishop) and "Jenny's Birthday Book" (by Esther Averill). And the third offers "Pancho" (by Berta and Elmer Hader), "Johnny Crow's Garden" (by L. Leslie Brooks), "White Snow Bright Snow" (by Alvin Tresselt) and "Magic Michael" (by Louis Slobodkin).

The applications of these recordings in the schoolroom are immediately obvious. Story telling hour can be made more entertaining with this added variety of voice and source of material as well as mode of presentation. For the harassed librarian—school or public—here is the idea substitute for that rainy afternoon story telling hour when all the children are there. Or plan to use these and other story telling records regularly as part of the library program.

Then, of course, the teacher training institution misses something when materials of this nature are not 'on hand' for student listening. First, there is the immediate source of information about recorded materials. Then there is the example of fine story telling which may well be copied in the classroom. And here is a way to introduce these stories to the college student who may want to tell them, read them or present them via records. Yes, at each end of the study

area there is a place for these records titled *Read Me a Story* and produced by Weston Woods Studios, Weston, Connecticut.

## Sounds in Song

While we are in the grades let's listen to a science record intended for the elementary school student. *Space Songs* (Science Materials Center 101, The Library of Science, 59 Fourth Avenue, New York 3, N. Y.) is an attempt to motivate student interest in a variety of questions about space. The material is presented in tuneful, singable, rhythmic songs (there is a songbook of piano arrangements which accompanies the record) entitled "Planet Minuet," "Ballad of Sir Isaac Newton," "Friction," "Longitude and Latitude," "Shooting Stars," "Constellation Jig," "Milky Way," "It's A Scientific Fact," "Gravity," "Why Does the Sun Shine," "Why Do Stars Twinkle," "Why Do Stars have Different Colors," "Why Go Up There," "Zoom-a-little-zoom," (The Rocket Song), "Beep-beep" (The Satellite Song) and "What is a Light Year."

The recording features an excursion into incidental learning in which the actual learning material is somewhat overshadowed by the catchy nature of the actual songs. Yet, in the songs, time is taken for simple declarative statement of scientific fact which can lead the interested student to further reading or other inquiry. Yes, there are many children who will enjoy hearing, and singing these songs and whistling the tunes, and some will be motivated thereby to further study.

In the area of science—and at the other end of the instructional spectrum—is *The Science of Sound* (Folkways FX 6007) which was produced by the Bell Telephone Laboratories and is

distributed under the Folkways label. By comparison, this is not speculation, this makes no effort to be 'showmanlike and appealing' and yet by its very nature it will attract many students and 'hi-fi buffs' who want to understand still better what and why sound is.

The recording starts with a section on "How We Hear" and enters into discussion and demonstration of such facets of sound as "Frequency," "Pitch," "Vibration and Resonance," "Intensity," "Loudness," "Noise Measurement," "Masking," "Quality," "Echo and Reverberation," "Delay Distortion," "Music or Noise?" "Fundamentals and Overtones," "Subjective Tones," "Filtered Music and Speech," "Dissonance and Consonance," "Musical Scales," "Vibrato and Tremolo" and "The Doppler Effect." And parenthetically, in reference to the Doppler Effect, we learned recently that through this the precise speed of satellites is measured.

The recording is quite complete. It is a lecture and demonstration. It is the use of sound to talk about sound and to demonstrate sound's properties and qualities effectively. This can be very useful in secondary school and college physics courses and to some extent in music instruction.

There is an abbreviated version of this recording on Folkways FX 613 which may be ample for some instructional applications. The subjects included on this recording are "How We Hear," "Frequency," "Pitch," "Intensity," "The Doppler Effect," "Echo and Reverberation," "Delay Distortion," "Fundamentals and Overtones," "Quality" and "Filtered Music and Speech."

In this 'potpourri' we must mention and acclaim the very ambitious project undertaken at the Yale University Audio-Visual Center under the capable direction of Elliott Kone. Employing the trade name 'Carillon' Yale is publishing the *Yale Series of Recorded Poets*. The first four, featuring Allen Tate, Robert Lowell, Stanley Kunitz and Dudley Fitts each reading his own work have been released and they bode well for the expansion of our recorded literature.

Thomas Lask, writing in the *New York Times*, said, "One of the surprising beneficiaries of the long-play record has been the contemporary poet. We agree, and add that the listener, too, is a beneficiary because through this medium will the modern bard be heard, recognized and claimed for his true worth. These are all worthwhile recordings and belong largely in school, library and home collections.

## Audio CARDALOG Record Reviews on Cards

Box 1771 — Albany I, New York

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

# FILMSTRIPS

by Irene F. Cypher

We should like to make a plea for a bit more imagination and artistic sense in the type of drawings and sketches used as the basis for film-strip illustration. This is not an attempt to balance or compare direct photography with drawings; it is not an attempt to say that one type of illustration is better than the other; to say such things would be downright silly, for each type has something to offer as a way of visualizing any material.

Direct photography has its value and place; the artist's drawing also has its place. Direct photography is good, and there is no denying the fact that the lens of the camera catches things as they are and gives us a pictorial record that is lifelike. Sometimes, however, it is good to have the artist's visualization, for he can eliminate distracting details and highlight important features. But (and here is our reason for the initial plea), if only the artist would use an ounce of imagination, of fantasy, spirit, call it what you will, when he makes his sketches.

Instead of always trying to make his pictures seem to be quasi-realistic scenes, why not frankly include some humorous figures, some line drawings to suggest situations, some delicate figures that create a feeling or mood. It is a relief sometimes to find pictorial material which is quite obviously not "real" but which nevertheless delights the eye of the viewer—and having done so, leads the mind to think about many things. There used to be a much quoted phrase to the effect that "it was good to leave something to the imagination."

*Airplanes, Jets and Rockets* (6 strips, color; produced by Jam Handy Organization, 2821 East Grand Blvd., Detroit, Michigan; \$31.50 per set, \$5.75 single strips). The basic story of this series is that of the principles of today's powered flight. Included in the story are accounts of how airplanes, helicopters, jets and rockets get into flight and what keeps them flying. Air flight is a common part of our way of life, but we are not all familiar with the advantages of jets over propeller-driven planes; certainly we know all too little about why satellites and space stations orbit or how a rocket works in airless space. The information in the set is timely, and well depicted for elementary and jun-

ior high science study. The story is plainly presented, but interesting.

*Birds and Their Songs* (4 strips, color, with two long-playing 12-in. records and a guide; produced by Museum Extension Service, 80 West 40th Street, New York 18, N. Y.; \$29 for complete set.) This is a truly splendid series for anyone interested in nature study; it is also a wonderful set to give to pupils so that they may learn to know and recognize the songs of many of the birds we hear in our gardens and woodlands. The ability to recognize the songs of these birds will add life-long pleasure and provide something that has meaning for us all.

The filmstrips give us pictures of about 40 of the birds most commonly found in woods, gardens, meadows, marshes and shores. The records were recorded by expert ornithologists and have caught the notes of the various calls clearly. There is considerable information about the birds, such as nesting habits, migration patterns, distances flown and general characteristics. The set is excellent and highly to be recommended for school use, for camps and nature study classes and for all nature lovers.

*David Einhorn: The Father of the Union Prayerbook* (Single strips, color, with manual; produced by The Union of American Hebrew Congregations, 838 Fifth Ave., New York 21, N. Y.; \$7.50). As the title suggests, this is biography; the story of a man who contributed much to Reform Judaism. As such it is a strip to recommend to all religious school and adult religious study groups. The life and work of the man are clearly portrayed and the factual account of his contributions to the ritual of his faith are well presented. The strip also has value as the story of how a deeply religious man watched the struggle against slavery at the time of the Civil War, and how his hatred of human slavery influenced him in his life work as a rabbi. The illustrations are well drawn and the artist has caught the spirit of the story and given us a portrait of a man and his family, his environment and his work.

*Hawaii* (6 strips, color; produced by Visual Education Consultants, Inc.,

2066 Helena St., Madison 1, Wisconsin; \$39 per set, \$7.50 single strips). Two mainland girls, Wendy and Chris, come by plane to visit our new state, and their visualized tour takes us from island to island to see people, places, ceremonies, industries, and life in Hawaii. We go from sugar and pineapple plantations to national park areas, exploring and visiting. There is a pronunciation key and primer of the Hawaiian language which will stimulate pupil interest, and they will be interested to see many evidences of the culture of the past as well as modern buildings, homes and recreational and business areas. Our tour is well planned and the presentation adapted to material included in curriculum units. There is much that we need to know about Hawaii, and this series will help us to get some idea of what life in the islands means to the people who live there.

*National Gallery of Art* (10 filmstrips, color; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$60 per set, \$6 single strip). The National Gallery of Art in Washington, D. C., is a museum of note, and the masterpieces in its collections include examples of art of early Renaissance Italy, of Spain, France, the Low Countries, England and the United States. The policy of the gallery is to include both paintings and sculpture representative of regional and historic units. This series brings us highlights from the collection and includes examples of the work of Vermeer, Frans Hals, Giotto, El Greco, Van Dyck, Reynolds, Gainsborough, Ment, Renoir, Van Gogh, Gauguin, Cezanne and many others. The material is good for study purposes and for enjoyment, for the color quality of the reproductions is excellent. Sometimes the viewing of material such as this is inspiration for further study and as motivation for field trips to local museums and art galleries.

*Space and Space Travel* (4 filmstrips, color; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$21.60 per set, \$6 single strip). By means of well

## SCIENCE FILMSTRIPS

SINCE 1931                      SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
BIOLOGY                      ATOMIC ENERGY  
PHYSICS                      GENERAL SCIENCE  
CHEMISTRY                      MICROBIOLOGY  
BIKE SAFETY                      BUS SAFETY

Science filmstrips available  
under NDEA—Title III.

**VISUAL SCIENCES**

Box 599E

Suffern, New York

# Beseler Company Product A Result Of Non-Sensitive Film Experiments

The Charles Beseler Company of East Orange, N. J., reports a new film which is said to make black and white negatives from color slides, projection positives from these black and white negatives, and black and white positive projection transparencies from any black and white negative.

The film, called Slide-o-Film, should enable photographers to work in both color and black and white at the same time and to compose their photographs for both mediums. It will make possible the projection of black and white salon photos to large audiences, and black and white enlargements of these transparencies.

The product dates back almost ten years, when the United States government began its initial tests of nuclear fission. Immediately after the first tests, it was discovered that "radiation" or "fall-out" caused serious effects on regular films and other "sensitized" photographic materials . . . as far away as thousands of miles from the test site. At this time, an inventor demonstrated a new, sensitized film to government authorities which, according to his claims, was not sensitive to nuclear radiation. With this material,

the government bureaus found they could record duplicates of their original negatives and positives, and these duplicates would not be affected by radiation caused by nuclear fission. What's more, since it did not contain silver nitrate particles that are sensitive to ordinary light, it was grainless and produced transparencies of remarkable clarity, without a trace of grain, except for whatever grain existed in the original.

The inventor set up a manufacturing plant to produce this material (originally known as "Kalvar"), and supplied millions of feet to the government.

Early in 1957, the Beseler company became interested in this material for general photographic purposes. After some months of investigation, the company felt ready to introduce the product to professional and commercial users.

It was decided to test it on the amateur and commercial market before offering it to the general public. Early in 1958, through 75 camera shops in the New Jersey-New York area, this was done for a 6-month period.

drawn illustrations we are given the story of how artificial satellites have been launched into space and what man will have to do if he will follow the rockets into space. Emphasis is on how travel into space is achieved and what major problems must be met. Space travel is to be practical in the year 2000. The principles of rocket take-off are well explained and the material is planned for use in the intermediate grades and up.

*Picture Book Parade* (8 filmstrip color, with filmstrip text booklets; produced by Weston Woods Studio, Weston, Conn.; \$42 per set, \$6.50 single strip.) This series is a sheer delight to review, for it is refreshing and an example of what can be done with the medium when that ounce of imagination is used. The stories included are *The Five Chinese Brothers*; *Pancho*; *In The Forest*; *Curious George Rides A Bike*; *Magic Michael*; *Jenny's Birthday Book*; *White Snow*; *Bright Snow*; *Johnny Crow's Garden*.

The stories themselves are the kind that you love to read and tell over and over again, and the art work of the filmstrips catches that entrancing quality of illusion which adds so much to the pleasure of story telling and makes it an art. Because there are no captions to spoil or mar the pictorial content of the filmstrips, there is opportunity to feast one's eyes on each frame and really listen to the story—thus providing both a visual and aural experience with real learning potential (not to mention learning enjoyment). Really excellent filmstrip material!

*The Tabernacle As Described in the Bible* (single strip, color; produced by The Union of Am. Hebrew Congregations, 838 Fifth Ave., New York 21, N. Y.; \$7.50 with manual). This is an extremely interesting filmstrip for any group interested in Biblical history and also for those equally interested in all matters pertaining to the Holy Land, archaeological developments and evidences of the existence of ancient cultures. Of particular interest is the story of how Rev. Mr. Shouten, a Dutch Protestant clergyman, built a model of the Tabernacle at Mount Sinai and the care he put into the creation of this group. Interesting facts about the menorah, the ritual objects used, the building which constituted King Solomon's Temple, are all given. The art work is well executed and there is a feeling of dignity in the presentation. This is a filmstrip of value for all groups interested in Biblical and cultural history.

## A Corner of Recent DAVI Show



Here is a small segment of the exhibits at the DAVI convention in Cincinnati in April. See page 269 for a retrospective glance at this successful event.

# PHOTOPLAY FILMSTRIPS



**Greatest Show on Earth**—In color, a pictorial guide to the circus, based on Cecil B. DeMille's photoplay. Won Academy Award as best picture at 1953. 40 frames. \$7.50. With guide, \$7.80.



**Hansel and Gretel**—in color, 42 frames, highlights of fairy tale as performed by the Kinemins of Myerberg's screen version, released by RKO, \$7.50. With guide, \$7.80.

*Send for complete catalog.*

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.** 10 Brainerd Road, Summit, New Jersey

# TRADE DIRECTORY FOR THE AUDIOVISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

COLOR FILM DEVELOPING & PRINTING	
<b>Walt Sterling Color Slides</b> 224 Haddon Road, Woodmere, L. I., N. Y. Authorized "Technicolor" dealer	
FILMS	
<b>Association Films, Inc.</b> (PD) Headquarters: 347 Madison Ave., N. Y. 17, N. Y. Regional Libraries: Brood at Elm, Ridgefield, N. J. 561 Hillgrove Ave., La Grange, Ill. 799 Stevenson St., San Francisco, Cal. 1108 Jackson St., Dallas 2, Tex.	
<b>Australian News and Information Bureau</b> (PD) 636 Fifth Ave., New York 20, N. Y.	
<b>Bailey Films, Inc.</b> (PD) 6509 De Langpre Ave., Hollywood 28, Cal.	
<b>Bray Studios, Inc.</b> (PD) 729 Seventh Ave., New York 19, N. Y.	
<b>Broadman Films</b> (PD) 127 Ninth Ave., North, Nashville 3, Tenn.	
<b>Coronet Instructional Films</b> (P) Coronet Bldg., Chicago 1, Ill.	
<b>Family Films, Inc.</b> (PD) 5823 Santa Monica Blvd., Hollywood 38, Calif.	
<b>Ideal Pictures, Inc.</b> (D) Name Office: 58 E. South Water St., Chicago 1, Ill. Branch Exchanges: 1840 Alcatraz Ave., Berkeley 3, Cal. 2408 W. Seventh St., Los Angeles 57, Cal. 714 — 18th Street, Denver 2, Colo. 1331 N. Miami, Miami 32, Fla. 55 NE 13th St., Miami 32, Fla. 52 Auburn Ave., N.E. Atlanta 3, Ga. 58 E. South Water St., Chicago 1, Ill. 614 — 616 So. 5th St., Louisville 2, Ky. 1303 Prytonia Street, New Orleans 13, La. 102 W. 25th St., Baltimore 18, Md. 40 Malrose St., Boston 16, Mass. 15924 Grand River Ave., Detroit 27, Mich. 1915 Chicago Ave., Minneapolis 4, Minn. 3400 Nicollet Ave., Minneapolis 8, Minn. 1402 Locust St., Kansas City 6, Mo. 3743 Gravelly, St. Louis 16, Mo. 6509 N. 32nd St., Omaha 11, Neb. 1558 Main St., Buffalo 9, N. Y. 233-9 W. 42nd St., New York 36, N. Y. 1810 E. 12th St., Cleveland 14, Ohio 2110 Payne Ave., Cleveland 14, Ohio. West Penn Bldg., Suite No. 204, 14 Wood St., Pittsburgh 22, Pa. 1201 S.W. Morrison, Portland 5, Ore. 18 So. Third St., Memphis 3, Tenn. 2434 S. Harwood, Dallas, Tex. 54 Orpheum Ave., Salt Lake City, Utah 219 E. Main St., Richmond 19, Va. 1370 S. Beretania St., Honolulu, T.H.	
<b>International Film Bureau</b> (PD) 57 E. Jackson Blvd., Chicago 4, Ill.	
<b>Knowledge Builders (Classroom Films)</b> (PD) Visual Education Center Bldg., Floral Park, N. Y.	
<b>Mogull's, Inc.</b> (D) 112-14 W. 48th St., New York 19, N. Y.	
<b>United World Films, Inc.</b> (PD) 1445 Park Ave., New York 29, N. Y. 542 S. Dearborn St., Chicago 5, Ill. 6610 Malrose Ave., Los Angeles 38, Cal. 287 Techwood Dr., NW, Atlanta, Ga. 2227 Bryan St., Dallas, Tex. 5023 N. E. Sandy Blvd., Portland 13, Ore. 1311 N. E. Bayshore Dr., Miami, Fla.	

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.**

FILMSTRIPS	
<b>Broadman Filmstrips</b> (PD) 127 Ninth Ave., North, Nashville 3, Tenn.	
<b>Children's Reading Service</b> 1078 St. John's Place, Brooklyn 13, N. Y.	
<b>Christian Education Press Filmstrips</b> (PD) Religious Subjects 1505 Race St., Philadelphia 2, Pa.	
<b>Family Filmstrips, Inc.</b> (PD) 5823 Santa Monica Blvd., Hollywood 38, Calif.	
<b>Enrichment Materials Inc.</b> (PD) 246 Fifth Ave., New York 1, N. Y.	
<b>Society for Visual Education</b> (PD) 1345 Diversey Parkway, Chicago 13	
<b>Teaching Aids Service, Inc.</b> (PD) Lowell Ave. & Cherry Lane, Floral Park, N. Y. 31 Union Square West, New York 3	
<b>Visual Education Consultants, Inc.</b> (PD) VEC Weekly News Filmstrips 2066 Helena St., Madison, Wis.	
FILMSTRIP, SLIDE & OPAQUE PROJECTORS	
<b>Broadman Films</b> (PD) 127 Ninth Ave., North, Nashville 3, Tenn.	
<b>DuKane Corporation</b> (M) St. Charles, Illinois	
<b>Viewlex, Incorporated</b> (M) 35-01 Queens Blvd., Long Island City, N. Y.	
ELECTRONIC TRAINING KITS	
<b>Allied Radio Corporation</b> (MD) 100 N. Western Ave., Chicago 80, Ill.	
FLAGS, BANNERS, BUTTONS, AWARDS	
<b>Ace Banner &amp; Flag Company</b> (M) 224 (FS) Haddon Rd., Woodmere, L.I., N.Y. All sizes—immediate delivery	
GLOBES — Geographical	
<b>Denoyer-Geppert Company</b> (PD) 5235 Ravenswood Ave., Chicago 40, Ill.	
BIOLOGICAL MODELS & CHARTS	
<b>Denoyer-Geppert Company</b> 5235 Ravenswood Ave., Chicago 40, Ill.	
LABORATORY SERVICES	
<b>Byron, Inc.</b> 1226 Wisconsin Ave., Washington, D. C. Complete 16mm & 35mm laboratory services.	
<b>Geo. W. Colburn, Inc.</b> 164 N. Wacker Drive, Chicago 6, Ill.	
MOTION PICTURE PROJECTORS & SUPPLIES	
<b>Bell &amp; Howell Co.</b> (M) 7117 McCormick Road, Chicago 45, Ill.	
<b>Eastman Kodak Company</b> (M) Rochester 4, New York	
<b>Victor Division, Kalart Co.</b> (M) Plainville, Conn.	

MAPS — Geographical, Historical	
<b>Denoyer-Geppert Company</b> 5235 Ravenswood Ave., Chicago 40, Ill.	
MICROSCOPES & SLIDES	
<b>Denoyer-Geppert Company</b> 5235 Ravenswood Ave., Chicago 40, Ill.	
PRODUCTION EQUIPMENT	
<b>Camera Equipment Co.</b> (MD) 315 W. 43rd St., New York 36, N. Y.	
<b>S.O.S. Cinema Supply Corp.</b> (MD) 602 W 52nd St., New York 19, N. Y. 6331 Hollywood Blvd., Hollywood 28, Cal.	
READING IMPROVEMENT	
<b>Psychotechnics, Inc.</b> 105 W. Adams St., Chicago 3, Ill. Mfrs. of SHADOWSCOPE Reading Pacer	
RECORDS	
<b>Children's Music Center, Inc.</b> (D) 5373 W. Pico Blvd., Los Angeles 19, Calif.	
<b>Children's Reading Service</b> 1078 St. John's Place, Brooklyn 13, N. Y.	
<b>Enrichment Materials Inc.</b> (PD) 246 Fifth Ave., New York 1, N. Y.	
<b>Folkways Records &amp; Service Corp.</b> 117 W. 46th St., New York, N. Y.	
<b>Heirloom Records</b> (PD) Brookhaven, N. Y. (History through Ballads & Folksongs)	
<b>Music Education Record Corp.</b> (P) P.O. Box 445, Englewood, N. J. (The Complete Orchestra)	
RECORDERS — PLAYERS	
<b>Allied Radio Corporation</b> (MD) 100 N. Western Ave., Chicago 80, Ill.	
SCREENS	
<b>Radiant Manufacturing Co.</b> 8220 No. Austin Ave., Morton Grove, Ill.	
SLIDES	
<b>Key: Kodachrome 2 x 2. 3 1/4 x 4 1/4 or large</b>	
<b>Keystone View Co.</b> (PD-4) Meadville, Pa.	
<b>Moston's Travels, Inc.</b> (PD-2) 3801 North Piedras, El Paso, Texas	
<b>Walt Sterling Color Slides</b> (PD-2) 224 (ES) Haddon Rd., Woodmere, L.I., N. Y. 4,000 slides of teacher world travels	
SOUND SYSTEMS	
<b>Allied Radio Corporation</b> (MD) 100 N. Western Ave., Chicago 80, Ill.	

**Local AV Dealers**

**Illinois**  
**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

**New Jersey**  
**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark,  
N. J.

**Ohio**  
**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Massillon,  
Ohio

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Sources, page 310. For more information about any of the equipment and materials announced here, use the enclosed reader service postcard.

## NEW EQUIPMENT

### CAMERA ACCESSORIES

"Magnifinder" enlarges (3.5x) ground glass image for critical focus. When used with twin-lens reflex cameras



Ednalite "Magnifinder"

it brings image to eye level. In plastic carrying case, \$9.57. EDNALITE.

For more information circle No. 101 on return postal card.

Tube and Prism for photomicrography with Rollei; permits subject to be viewed at all times, even through the exposure. Tube \$9.95; Prism \$64.95; bayonet adapters @ \$2. BURBR

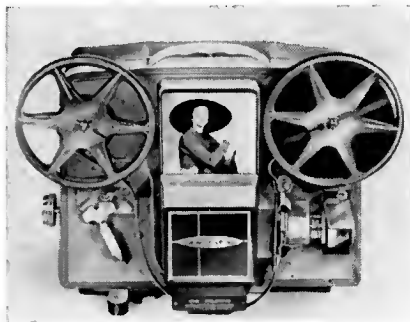
For more information circle No. 102 on return postal card.

### PROJECTORS: Movie, TV

Film Editor-Previewer for 8mm features built-in dry splicer, "tape-recorder loading," fold-down 2½x3½" screen, 50-watt lamp, "Ediview" \$34.95. ELGEET.

For more information circle No. 103 on return postal card.

Projector: Viewer. Instantaneous interchange from large screen projection of 8mm film to a 2¼x3½" built-in viewer-screen is offered by the Kalart VP 88. Instead of sprockets the film is guided by nylon rollers. A small group may view a film without set-



Kalart Viewer

ting up a screen or darkening the room. As further encouragement for story-editing home and school movies, each projector includes a dual-purpose splicer (cement or splicing tape). \$89.50. KALART.

For more information circle No. 104 on return postal card.

### PROJECTORS, Still

Viewlex V-500-P filmstrip and slide projector features pop-up lamp ejector, magnifier pointer, self-threading, automatic take-up, motor-cooling; 5" f/3.5 lens, \$114.50. VIEWLEX. . . . .

For more information circle No. 105 on return postal card.

Sawyer's "500" Slide Projector features "easy-edit" slide feed, remote control, focus adjustment as well as advance and back-up; 500-watt; 4" f/3.5 lens. With remote control \$99.95; manual \$84.95. SAWYER.

For more information circle No. 106 on return postal card.

"Examiner" Filmstrip Projector gives 6x8" rear-projection image; front surface mirror system; 75-watt lamp; wt 6 lb.; usable in lighted room for individual and small group study. \$59.50. Available also as 2x2 automatic slide projector and combination filmstrip and 4-speed record player. RESED.

For more information circle No. 107 on return postal card.

### PROJECTION ACCESSORIES

"Victroscope" anamorphic lens converts any 16mm projector for showing Cinemascope wide screen movies, and may also be used as a supplementary camera lens for photographing wide-screen films. \$169.50. Special adapters available or on special order. VICTOR ANIMATOGRAPH.

For more information circle No. 108 on return postal card.

8mm Sound Projector Accessories. The 8mm magnetic sound projector, usable

either for sounding originally silent 8mm film that has been sound-stripped or for showing professional 8mm sound films (e.g. Castle or United Artist Associates), now has quite a list of available accessories. The Fairchild line includes a wide-angle lens and a telephoto lens each \$39.95; zoom lens \$89.95; exposure meter \$18.75; 3-channel mixer \$49.50; 8-inch speaker \$24.50; camera carrying case \$49.50; camera tripod \$24.50. FAIRCHILD.

For more information circle No. 109 on return postal card.

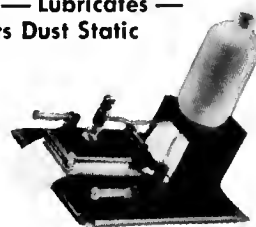
Slidemaster Introductory Kit includes Diazochrome film, mounts and accessories to make ten 5-color transparencies on the "Technifax Slidemaster System" (Proto-Printer; "Pickle-Jar" Developer; Technboard and Technistapler.) TECNIFAX.

For more information circle No. 110 on return postal card.

Reading Rateometer. New Model C paces at 140 to 5000 words per minute, as compared with the standard Model A (70 to 2500 words), and the Model

## New ECCO Improved Model D For 16mm & 35mm

Cleans — Lubricates — Prevents Dust Static



Speedroll Applicator #1500

Clean and inspect your film in one easy operation. Operates effectively at several hundred feet per minute. Save time, fluid, labor, and money. Lifetime bakelite construction. Eliminates waxing. Absolutely safe and NON-TOXIC . . . NON-INFLAMMABLE. Widely used by schools, colleges and film libraries. **\$33.00**

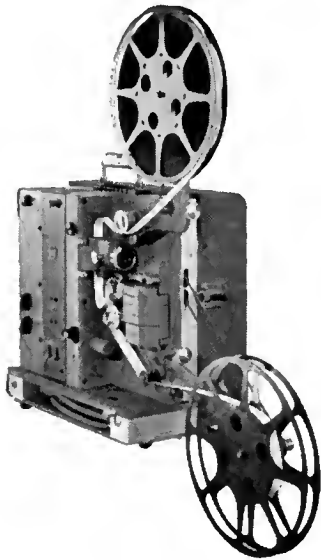
Ecco No. 1500 Applicator . . . . . \$33.00  
Ecco No. 1500 cleaning fluid, quart, . . . \$2.50  
Gallon . . . \$9.00

Ecco No. 2000 cleaning fluid for NEGATIVES . . . . . quart, \$1.95  
Gallon, \$6.50

**ALL FILM HANDLING SUPPLIES IN STOCK**  
Acetone, per quart . . . . . \$1.40  
Per gallon, \$4.50  
Ethyloid Film Cement, pint . . . . . \$2.00  
Film Handling gloves, per dozen . . . . . \$1.95  
Galca Filmetr stop watch, Swiss jewelled movement. Measures equivalent footage for 16mm and 35mm film . . . . . \$24.50

**THE CAMERA MART**  
1845 Broadway (at 60th St.) N. Y. 23  
Plaza 7-6977

## Good reasons for RCA projector popularity!



- "Life-Tested\*"—your assurance of projector quality!
- Easiest, fastest threading in the 16mm field!
- Whisper-quiet operation!
- Powerful 1200-watt lamp—throws 20% more light on screen!
- Built-in lubrication!
- Pressure guides are the "softest touch" in film handling!
- Nylon film pressure shoe—lasts 2 to 3 times longer!
- Superior sound reproduction!
- Longer operating life; minimum maintenance!

\*Rigid endurance standards have been set for RCA "LIFE-TESTED" Projectors. Individual components as well as finished projectors are subjected to continuous testing to evaluate the durability and efficiency of all operating parts. "LIFE-TESTED" at RCA means better, more reliable performance from RCA Projectors.



**RADIO CORPORATION  
of AMERICA**  
AUDIO-VISUAL PRODUCTS • CAMDEN 2, N.J.

B (50 to 500). Eye-Span Trainer attaches to any 2x2 slide or filmstrip projector for tachistoscopic training. \$7.95; slide set \$7.15; case and manual \$6.75. AVRES.

For more information circle  
No. 111 on return postal card.

Film Master screens now come in eight sizes, all seamless up to 70" x 70". Vyna-Flect beaded white materials, washable, fungus and lame resistant. \$22.95 to \$49.95. RADIANT.

For more information circle  
No. 112 on return postal card.

### SOUND, Equipment & Accessories

Teacher Console and Student Cubicles. Multi-channel student hook-up controlled from console. Manufacturer states system adaptable to having two



Hamilton Console

instructors teach two different languages at same time over this installation. HAMANCO.

For more information circle  
No. 113 on return postal card.

Student Recorder for langlab installations. "Simplex" has single channel amplifier, fully enclosed tamper-proof reels and heads, records simultaneously from student microphone and console master. "Duplex" has 2-channel amplifier, plays back lower (erasable) track or both simultaneously; continuous intercom from remote line. RHEEM-CAL.

For more information circle  
No. 117 on return postal card.

Synchrovox, an attachment for the Sonector 8mm projector, regulates and keeps the speed of the projector synchronized with the speed of a tape recorder; stop and start projector control is effected by means of magnetic foil tape put on the recording tape. The Synchrovox positioned next to recorder. \$58. AGF

For more information circle  
No. 118 on return postal card.

Instructomat feature langlab installation centers with all record-playback tape equipment located at instructor console; 11 program channels serve 30 student positions and guest outlets; students hear own voice as they speak into their individual microphones and have 2-way communication with teacher; up to six students may be recorded simultaneously. INSTRUCTOMATIC.

For more information circle  
No. 119 on return postal card.

Langlab Listening Cart provides teaching and phonograph listening center for 18 headphones; mobile, castor-mounted, metal, 32" high. Serves also as 1-watt PA and recording center. Complete \$54; complete with VM Model 7 tape recorder, ATC 400 4-speed transcription player, 2 plug in boxes and crystal headphones \$565; stereo \$665.

For more information circle  
No. 120 on return postal card.

### RUGGED LOW COST EIGHT STATION LISTENING NETWORK



### ALL-IN-ONE CONVENIENCE AND ECONOMY

The ATC HB-2 is a compact all-in-one unit featuring a built in 8 station listening network with an extra jack to link several units together. It is equipped with 8 light weight, U.S. made Alnico magnet double headsets with vinyl covered headbands. Both the headsets and the 10-foot input cable are furnished

with standard phone plugs. Other fittings are available upon request. The rugged 3/8" plywood case is fully covered in a durable rust tone textured material that matches other ATC sets. Ask your dealer about the complete Audiotronics line of Audio Teaching Components, or write for the new ATC Catalog.

**Audio/ronics** CORPORATION  
11057 WEDDINGTON STREET, NORTH HOLLYWOOD, CALIFORNIA



headphone and on-off switch. Tape is cartridge, non-reversible by student, who, however, listens to his own voice as he is recording. SCIENCELECT.

For more information circle No. 123 on return postal card.

**anged Dictaphones Langlab.** Multiple office dictating machines are offered as an "Electronic Classroom" teaching languages, history, shorthand, office machines, physical education and shop. DICK.

For more information circle No. 124 on return postal card.

**lanual Portable Phonograph, Stereo Components.** 4-speed, separate tone and volume controls, precision turntable, external amplifier jack to connect into external speakers or other units \$49.95. Stereo Model 207 features dual speaker systems each with 6" and 5 1/4" speakers; tone arm has stereo cartridge. \$119.95, V-M.

For more information circle No. 125 on return postal card.

### MISCELLANEOUS EQUIPMENT

**ut-away Metal Literature Pouches** for 8 1/2 11" materials; 1 1/2 inches deep; wall-hung or easel backed \$4.10 each. Flat back \$3.75 each. Made of sheet



Smith Literature Pouches

steel, enamel finished, front cut away liberally to disclose titles on front page of contents. Should prove very suitable for shelving and display of catalogs, programs, instruction sheets. SMITH.

For more information circle No. 126 on return postal card.

**Glow colors, transparent templates** and a new crystal guide lettering tray are featured in complete sign-making outfits reportedly widely used by college, etc. AV Depts. Price range \$69.50 to \$119.50. Sample sign and literature free. COLUMSIGN.

For more information circle No. 127 on return postal card.

**Darkroom Paint** for coating vats, sinks, tanks, trays, shelves, etc., now available in green, grey or clear. Used on

floors and walls it forms tough elastic surface resistant to water, acids, chemicals solutions. Gallon \$14.95; qt \$4.95. WOLFE-DOLAN.

For more information circle No. 128 on return postal card.

**Add-a-Unit Tape File** holds up to 84 5-inch or 60 7-inch tapes, or 36 400-foot cans of 16mm motion picture film. Extension arms facilitate opening drawer all the way; front has four index tabs and single drawer pull; hammerloid grey; \$36.80. COFFEY.

For more information circle No. 129 on return postal card.

**Soap for washing silconed cloths.** Life expectancy of silicone-treated cloths and tapes, widely used for film and tape cleaning and lubricating is considerably increased by the advent of "Woolite" cold water soap, now packaged with "Filmagic" cloths, tapes. DG.

For more information circle No. 130 on return postal card.

**Instrument Lubricants**—disposable or refillable grease and oil guns designed to apply minute quantities of lubricant to projectors, cameras and other instruments. Kit of six assorted applicators \$1.75. NCRS.

For more information circle No. 131 on return postal card.

**Record Rack**, hangs on wall for sorting recordings and similar size materials; 5 compartments enable sorting of over 100 records. \$6.95. LESLIE.

For more information circle No. 132 on return postal card.

## THE INQUISITIVE GIANT



This film shows the workings of a giant radio telescope recently constructed at Jodrell Bank, England, designed to give a new account of the universe and to draw a map of the heavens which may well revolutionize our present concept of space.

Running Time: 30 min.  
Rental \$10.00 • Sale: \$125.00  
Send For Complete Catalog

## Contemporary films inc.

Dept. ES 267 W. 25 St. New York 1, N. Y.  
Oregon 5-7220  
Midwest Office  
614 Davis St., Evanston, Ill. DAVIS 8-2411

## THE FILM DOCTORS® SPECIALISTS in the science of FILM REJUVENATION



RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid** **FILM TECHNIQUE inc.**

Founded 1940

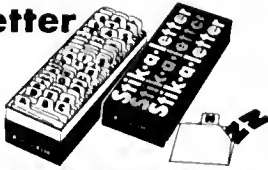
37-02C 27th St., Long Island City 1, N.Y.



MRS. MARY LOU PLUGGE, *Chairman of the DEPARTMENT OF SPEECH AND DRAMATIC ARTS AT ADELPHI COLLEGE in New York*, finds her NORELCO 'Continental' tape recorder an essential tool in speech instruction. Here MRS. PLUGGE illustrates, to her lovely student CAROL SAMISCH, the proper way to produce a sound. MISS SAMISCH, in turn, repeats the sound into the tape recorder so that she may listen to an accurate reproduction of her own voice and compare it. Says MRS. PLUGGE, "My NORELCO tape recorder is valuable to me for a number of reasons. There is an impressive tone quality in its reproduction of sound. Concomitant with this is the aid of the mechanical pause button which allows me to stop to analyze progress without turning off the machine. The control over recording is such that the possibility of accidental erasure is completely eliminated." The NORELCO 'Continental' is a product of North American Philips Co., Inc., High Fidelity Products Division, Dept. 1S6, 230 Duffy Avenue, Hicksville, Long Island, New York.

## Stik-a-letter

PROFESSIONAL  
LETTERING  
TECHNIQUE



Write for literature

Stik-a-letter Co. Rt. 2, Box 1400, Escondido, Calif.

**AS NEW AS  
TOMORROW!**

**16mm COLOR FILMS**  
for  
**ELEMENTARY • JR. HIGH  
SR. HIGH • COLLEGE**

**THE PLANET  
EARTH**

The formation and growth of our earth... using animation and special effects.

*1 reel. Color \$100*

**EVOLUTION  
OF POWER**

Using animation, we show man's progress from muscle power to the atomic power.

*1 reel. Color \$100*

**drdouglass**  
FILMS

527 NO. CIENEGA BLVD.  
LOS ANGELES 48, CALIF.

**Charting-Drafting Tape** is now merchandised in clear plastic dispenser reels, 1/64" to 2" wide and with punched-out center for spindle storing. **CHARTPAK.**

For more information circle  
No. 133 on return postal card.

**Life-Size Plastic Skull**, natural bone color, parts snap together easily, spring action lower jaw, skull cap removable, with stand. Assembled \$8; kit \$5; acetate cover \$2; 4-page instructor's chart \$.50. **SUPLAS.**

For more information circle  
No. 134 on return postal card.

**Mobile Rear Projection**, shows 24"x18" picture from any sound or slide projector, in 22x39x40" (high) cabinet on 4" swivel casters, 14" shelf. \$139.50. **WILSON.**

For more information circle  
No. 135 on return postal card.

**Mounts and masks** for all sizes of transparencies from 16mm single frames to 5x7. \$1.50 to \$7 per 100. **PORTER.**

For more information circle  
No. 136 on return postal card.

**Movie Mover** metal projector table, 18x24", three heights 40-32-26", 4" swivel casters. \$32.95; \$31.95; \$29.95; with built-in 20 ft electric cord add \$4. **WILSON.**

For more information circle  
No. 137 on return postal card.

**Osler-Foringer Discrimination Device** for the study and testing of mentally disturbed children. Holds up to 600 frames of 35mm film, each containing a simple 2-choice discrimination problem. In four portable units total weight 83 lb. less filmstrips \$1,300; stationary model less. **FORINGER.**

For more information circle  
No. 138 on return postal card.

**Porta-Lab**, a mobile science demonstration laboratory console, with built-in gas, electricity and water, on rollers, that is designed to turn any classroom into a science demonstration lab. \$298. **CUSTLAB.**

For more information circle  
No. 139 on return postal card.

**Satellite Orbit Demonstrator**. 12" globe rotates on axis pin at South Pole; metal arc in plane of the equator and horizon ring perpendicular to earth axis makes this new type "Vanguard" mounting particularly suited for satellite study. **JH-SH DENOYER.**

For more information circle  
No. 140 on return postal card.

**Self-adjusting Television Table** 4' high, top and two shelves 21"x30" 4-wheel casters 2 with brakes; aluminum legs and retaining lip, rustproof throughout, shelves are of burnproof plastic laminated to 3/4" plywood 36" and 30" heights optional. DeLux model \$69.95, others down to \$34.95 (21x23"); 3" wheels, 41.35 or 29" high. **MILLER.**

For more information circle  
No. 141 on return postal card.

**Tape Storage for Language Labs**, Metal cabinet with lock doors holds 500 tapes shelved for ready selection \$360. 106 tapes capacity \$120. Open metal shelves, 48" wide x 75" high capacity 568 tapes, \$210; separate sections with either rubber feet or mounting brackets 2', 3' and 4' long hold 18 tapes per foot, \$16.50 to \$21. **NEUMADE.**

For more information circle  
No. 142 on return postal card.

**Teaching Machine**. Program scanner provides a window movable over 8 1/2"x11" material to allow written-in answers at each step while keeping all parts of the lesson concealed. The correct answer is disclosed adjacent to the student's response as the next question is brought into view. Hold up to 15 sheets. Overall folded size 12x16x1 1/2". \$39.50. **DYNASLIDE.**

For more information circle  
No. 143 on return postal card.

**Thermoelectric Generator** has 150 thermocouples connected in series, generates approximately 5 volts terminal voltage when heated. Approx 2 lb. Classroom model, complete with alcohol burner stand, light bulb and marked binding posts \$47.50. **TPI.**

For more information circle  
No. 144 on return postal card.

**Wall-Mounted Literature and Exhibit Display Racks** each, with two supports \$4.10; easel back \$4.10; flat back \$3.75. Free brochure. **SMITH.**

For more information circle  
No. 145 on return postal card.

### SOCIAL PROBLEMS

**Exposure mp CONTEMPORARY 9mi** b&w \$30. The urgency of the refugee and displaced persons plight. **SH C A.**

For more information circle  
No. 146 on return postal card.

**Indian Summer mp FOLK FILMS 28mi** b&w apply. An old farmer resists eviction from land wanted for a dam site. **JH SH C.**

For more information circle  
No. 147 on return postal card.

## The KEYSTONE Standard Overhead Projector

is available for purchase under the

### National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Transparencies, Standard (3 1/4" x 4") Lantern Slides, Polaroid Slides, and Hand-made Lantern Slides or, with appropriate accessories Tachistoscopes (4" x 7"), 2" or 2 1/4" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. **KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.**

# NEW MATERIALS

## KEY TO ABBREVIATIONS

- motion picture
- filmstrip
- slide
- recording
- 33-1/3 r.p.m. microgroove record
- n—minutes (running time)
- frames (filmstrip pictures)
- silent
- sound
- rent
- bw—black & white
- l—color
- p—Primary
- i—Intermediate
- j—Junior High
- s—Senior High
- College
- Adult

## AGRICULTURE

**Alaska's Modern Agriculture** mp BAILEY 15min col \$150 b&w \$85. Historical development of farming in the 49th state, contrasting the pioneer struggles of the first Matanuska Valley settlers 25 years ago with their status today. JH SH

For more information circle No. 148 on return postal card.

**The Changing Maple Country** mp CORNELL 23min col \$175. Newest techniques for gathering and processing maple sap and production of syrup. Forest resources as the basis of an expanding industry. SH C

For more information circle No. 149 on return postal card.

## BUSINESS EDUCATION

**Herman Holds a Sales Meeting** mp ICR 9min col \$125 r \$50, applicable purchase. Hilarious satire on the annual sales meeting ritual; contrast between what the sales manager tells the boys and what he does under words semantic cloak is not only fun but a remarkable example of the misrepresentational powers of verbal communication. A C SH

For more information circle No. 150 on return postal card.

**Speak Well Off-the-Record** rec COLREC 12" LP \$3.98. Self-teaching guide for speech correction. Includes a 16p illustrated instruction manual based on Paul A. Mills' Sales Power Course. A SH C

For more information circle No. 151 on return postal card.

## CINEMA ARTS

**Exposure Meter: Theory and Use** mp INDIANA 10min col \$100 b&w \$50. Principles and working parts explained; use techniques demonstrated in a wide variety of applications. JH-A

For more information circle No. 152 on return postal card.

**The History of the Motion Picture** (series) STERLED 14mp b&w 30min ea \$125. Three titles now ready: **The Fun Factory**, Mack Sennett, Chaplin, Turpin, Arbuckle, Carole Lombard, Mable Normand; **Dr Jekyll and Mr. Hyde**, John Barrymore initiates the American "horror" film;

The General, Buster Keaton's comic recreation of Civil War episode. JH-C-A

For more information circle No. 153 on return postal card.

**Television 3fs FILMSCOPE** col set \$10.50 ea \$4. Titles: **The Television Station**; **Equipment and Sets for Live Television**; **Preparation of a Live-show**. JH

For more information circle No. 154 on return postal card.

## EDUCATION

**And No Bells Ring** mp NASSP 60min r \$3. Recommended changes in secondary education include flexible class size, individual and small group study, greater use of audiovisual materials and techniques. Accompanying booklet, "New Directions to Quality Education" free. SH A TT.

For more information circle No. 155 on return postal card.

**Dance Your Own Way** mp UC 10min col Creative dancing by small children as a means of bringing out the shy ones. TT

For more information circle No. 156 on return postal card.

**Early Reading and Writing** mp BASED 49min col \$450; r \$25. Part I: Pre-school children learn to read and write (15min); II: Teaching methods that encourage interrelated discoveries by the child, e.g. 2½-year-old meets electric typewriter; (18min) III: 3-year-old reads, types. TT

For more information circle No. 157 on return postal card.

**Going to School Around the World** kit incl 17 flat pictures UNESCO free. These photographs of school scenes (11½x11½") from Africa, the Americas, Asia and Europe are photographically attractive and interest-

compelling. The kit includes a suggested layout diagram for effective display, a large title and a discussion guide. K-C

Write direct

**"Thinking" Machines** mp ETS 20min col \$210. Experiments in machine "intelligence" by MIT, IBM and Bell Lab scientists. A mechanical mouse learns by trial and error; a chess game against a giant computer; a machine that recognizes visual patterns. JH SH TT

For more information circle No. 158 on return postal card.

**The USF Story** mp University of San Francisco, Dept. of Public Informa-



TALK FROM YOUR SCREEN with your quickly TYPEWRITTEN MESSAGES on RADIO-MAT SLIDES WHITE-AMBER-GREEN ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES** on your own TYPEWRITER by using **RADIO-MATS**

Regular size 3¼x4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—  
**RADIO-MAT SLIDE CO., Dept. V,**  
 222 Oakridge Blvd., Daytona Beach, Fla.


Beloved

# WALT DISNEY

© WALT DISNEY PRODUCTIONS

characters in new

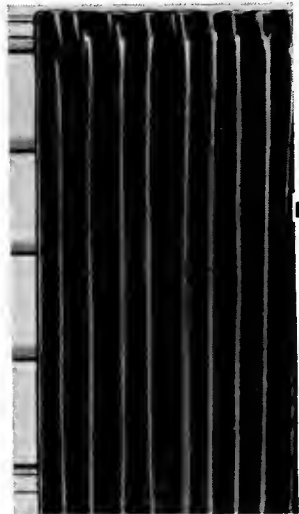
## Sound Filmstrips



Study guides show religious teaching applications. Send for FREE master study guide

now in **Cathedral Filmstrips**  
 Dept. 27 • 2921 West Alameda Ave., Burbank, Calif.

# FORSE THE RIGHT DARKENING DRAPES AND SHADES for Classrooms and Auditoriums



Forse Drapes and Shades meet every requirement for light control and room darkening. Choice of decorative colors. Inexpensive . . . Guaranteed for 10 years . . . Used throughout the United States since 1917.

**DETACH AND MAIL THIS COUPON**

**Forse** MANUFACTURING COMPANY  
 2347 Sullivan Ave. • St. Louis 7, Mo.  
 Send free samples and literature.

NAME \_\_\_\_\_

INSTITUTION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**EVERYTHING IN ELECTRONICS  
FREE ALLIED 1960 CATALOG**

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

**ALLIED RADIO**

100 N. Western Ave., Chicago 80, Ill.

*A thoroughly tested "prep" course in*  
**COLLEGE ENTRANCE  
ENGLISH**

Recorded on seven 12" LP records (14 sides) plus 104-page textbook for classroom teaching or home study

**The ANATOMY OF  
LANGUAGE**

by Morris Schreiber, New York City principal, author, instructor in English, drama, poetry.

*A new teaching tool which will help to vitalize and dramatize classroom instruction. Excellently adapted for modern self-instructional techniques in and out of school.*

9108 list price \$52.50. School net \$42.00

*Send for free pamphlet describing in full content, utilization, evaluation.*

**FOLKWAYS RECORDS**

117 W. 46th Street, New York 36, N. Y.

**FOR YOUR CLASSROOM**

**THE EASY  
TO USE**



- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

**SAVE  
1/3**



**THE EDUCATOR'S FRIEND**

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs.

Complete \$349.50

Write for Free Catalog

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA B-7070

tion, San Francisco 17, Cal. "Full length" col. loan. School-made production showing all aspects of student life. 1960. Write direct.

**Visual Perception** mp ETS 20min col \$210. Importance of sound assumptions to efficacy of scientific method demonstrated by Dr. Hadley Cantril, Princeton. JH SH TT

For more information circle No. 159 on return postal card.

**GUIDANCE, Personal**

**Psychology for Living** (series) 5mp MH b&w. Correlated with Sorenson and Malm text. Titles: Facing Reality (12min) \$75; Habit Patterns (15min) \$85; Successful Scholarship (11min) \$60; Heredity and Family Environment (9min) \$55; Toward Emotional Maturity (11min) \$65. SH C

For more information circle No. 160 on return postal card.

**GUIDANCE, Vocational**

**Breakthrough The Challenge of Agricultural Research** mp USDA 27½min col apply. The challenge to college students in selecting agricultural research as a career. C SH

Write direct

**Three for Tomorrow** mp UWF 28min col loan. College graduate sizes up the many career opportunities in the oil industry. Louisiana under-water wells are featured. SH

For more information circle No. 161 on return postal card.

**HEALTH, SAFETY**

**About the Human Body** mp C-W 15min col \$165 b&w \$90. A boy's visit to the doctor's office becomes vehicle for interesting discussion and demonstrations about the body and its parts and how they work. Int

For more information circle No. 162 on return postal card.

**50,000 Lives** mp ASSOCIATION 13½-min col loan. Mouth-to-mouth breathing, Red Cross officially approved resuscitation method. Universal knowledge of the technique could save 50,000 lives needlessly lost by asphyxiation. JH-A

For more information circle No. 163 on return postal card.

**Health and Safety for You** 5mp MH b&w. Correlated with Diehl and Laton text. Titles: The Heart—How It Works (11min) \$65; Community Health and You (10min) \$60; Parents are People Too (15min) \$90; Sneezes and Sniffles (10min) \$60; Your Body During Adolescence (10min) \$65. SH

For more information circle No. 164 on return postal card.

**It's Wonderful Being a Girl** mp PPC 20min col loan. Menstruation presented as normal life experience of adolescent girl. Successor film to "Molly Grows Up." JH SH A

For more information circle No. 165 on return postal card.

**That They May Live** mp PYRAMI 27min col \$250 b&w \$125. Training in currently recommended methods of artificial respiration. JH SH C A

For more information circle No. 166 on return postal card.

**HOME ECONOMICS**

**Arranging Flowers in Your Home** mp CORNELL 25min col \$199.50. Step by step procedures for making basic arrangements; treatment before arranging, choosing holders and vases; selecting the right position. SH A

For more information circle No. 167 on return postal card.

**INDUSTRIAL ARTS  
(Incl graphics)**

**The Newspaper** 3fs FILMSCOPE col se \$13.50, ea \$5.50. Titles: Covering the News; Photographing the News; Printing the News. JH

For more information circle No. 168 on return postal card.

**INDUSTRY, TRANSPORTATION**

**Born in Freedom** mp UWF 27min col loan. Birth of the petroleum industry; with discovery of oil in Pennsylvania. JH-A

For more information circle No. 169 on return postal card.

**Copper Mining** mp DOWLING 14min col \$135. Huge open-pit mine; milling and smelting; blister bars of 99% pure copper. El JH

For more information circle No. 170 on return postal card.

**Facts About Oil**, booklets, maps 34x44 4-color charts. Free. AMPET.

For more information circle No. 171 on return postal card.

**The Gasoline Age—History of Transportation** mp EBF 14min sd col \$150 b&w \$75. At the turn of the century the Steam Age is challenged. Birth of the automobile and present relation to railroads, waterways, airplanes. Int JH SH

For more information circle No. 172 on return postal card.

**Ocean Freighter** 2fs DOWLING b&w se (2) \$5.50 ea \$3. Titles: The Ocean Freighter (37fr); Operating a Freighter at Sea (50fr). El Int

For more information circle No. 173 on return postal card.

**Old as the Hills** mp NORTON col 20-min loan. Nature and manufacture of abrasives. History reenacted in Old Sturbridge Village; mining bauxite; applications of abrasives in homes and industry. JH-A

For more information circle No. 174 on return postal card.

**A story of People and Progress** mp AMPET 26½min col loan, Six dramatic vignettes about people who work in the oil industry. Narrated by John Daly. JH SH

For more information circle No. 175 on return postal card.

**Study of Railway Transportation** 40 flat pictures AAR, monochrome, 8½" x 11", with 2 teacher guides. Free. Descriptive legend on back of each picture in good legible type. Elem.

For more information circle No. 176 on return postal card.

**The Truck Driver** mp EBF 16min sd col \$180 b&w \$90 Long-distance driver on an all-night run 340 miles from Chicago. Function of a truck terminal. City driving and toll roads. Safety equipment, fire extinguisher used to help motorist in trouble. Eating en route. Snow. Sleep at destination and preparations for the return trip. Pri El

For more information circle No. 177 on return postal card.

**Wildcat** mp UWF 20min col loan. Story of the "independents" who gamble on finding oil where they think it ought to be. SH-A

For more information circle No. 178 on return postal card.

### LANGUAGES

**Mexico: Tierra de Color y Contraste** mp NEUBACHER 16min col \$155. Cultural developments from early Indian civilizations to present. Narrated in Spanish for second and third semester students. SH C

For more information circle No. 179 on return postal card.

### LANGUAGE ARTS

**Beginning Spanish** 4 mp, 4sfs, 8 tapes C-BEF set complete with manual \$486. Conversational approach, entirely in Spanish, in 9th-10th grade U.S.A. classroom situation. First two cover speech and aural comprehension; second two include reading. Scenes from film on filmstrip provide review; tapes give repetitive exercises. Each 10-12 min. SH TT

For more information circle No. 180 on return postal card.

**Keys to Reading** 3mp and 3sfs. C-BEF 10-12 minutes each. Set of 3 films, 3 filmstrips and Teachers Manual \$246. Individual films \$86. Importance and techniques of effective reading. Titles: **Words; Phrases and Sentences;** JH-CTT

For more information circle No. 181 on return postal card.

**Pathways to Reading** 5mp C-BEF. 10-12 minutes each. Set of 5 films with Teachers Manual \$396. Individual films \$86. Designed to stimulate interest and improve techniques in elementary student reading. Titles: **Why Read?; How To Read; What Did You Read?; Was It Worth Reading?; What Is a Book?** Elem JH

For more information circle No. 182 on return postal card.

**Phrase Reading** 16mp. C-BEF ca 4-6min at silent speed. Set \$396. Introductory sound film: **It's in the Phrase;** plus 15 practice films; 3 beginner level, 6 intermediate, 6 advanced; target speeds increase from 100 to 536 words

per minute. Series includes 175p manual; 154p student workbook. Elem-CTT

For more information circle No. 183 on return postal card.

### LITERATURE, DRAMA

**Poetry Filmstrips** 30 short fs COPP-CLARK col @ \$3.95; 4 longer \$5.99. with pictorial backgrounds, or, optional, pictures only. Titles range from "One, Two, Buckle My Shoe" to "The Village Blacksmith," graded K to JH.

For more information circle No. 184 on return postal card.

**Yale Series of Recorded Poets** 22rec CARILLON 12" LP \$5.98 plus 40¢ postage; annual subscription (22 albums) \$95. Each album includes a record of poetry read by its author, his photograph, a critique by an editor chosen by the Yale University Department of English, printed text of the recording, biography and bibliography. The first four: Allen Tate, Dudley Fitts, Stanley Kunitz, Robert Lowell. SH CA

For more information circle No. 185 on return postal card.

### MATHEMATICS

**Adventure in Science: The Size of Things** mp FA 10min col b&w. Size shape, measurement concepts developed by animation techniques. Evaluated ESAVG 1/60. Elem JH

For more information circle No. 186 on return postal card.

**Introductory Statistics** T-m/c program for Film-Tutor type teaching machines. IMI

For more information circle No. 187 on return postal card.

**Locus** transparencies VIKING 9 problems set \$15. Original information in black, dimensions green, final locus in red. SH TT

For more information circle No. 188 on return postal card.

**The Mathematician and the River** mp ETS 20min col \$210. Flood control on the Mississippi as an example of problems of applied science. JH SH

For more information circle No. 189 on return postal card.

### MUSICAL, General

**Mustgraph** flannel bd and press-on notes OFLOC \$9.50. 24x36" board (folds to 18x24") complete with symbols and notes for group visualization in music study. Board only \$7.50.

For more information circle No. 190 on return postal card.

### MUSIC, Instrumental

**Drums of Passion** rec COLREC 12" LP \$3.98. African message drum rhythms and folk songs, including tributes to freedom and social change. Michael Alaturji and his company. SH C

For more information circle No. 191 on return postal card.



**4 SPEED RECORD & TRANSCRIPTION PLAYERS**  
Write for illustrated catalog  
**AUDIO-MASTER**  
17 E. 45th St., New York

Election Year 1960

## TODAY'S STUDENTS TOMORROW'S CITIZENS



FUNDAMENTAL DEMOCRATIC PROCESSES PRESENTED IN TWO AWARD-WINNING FILMS:

- × VOTING PROCEDURES
- × THE LEGISLATIVE PROCESS



Purchase, Review, or Rental Information available from  
**INDIANA UNIVERSITY**  
audio-visual center  
Bloomington, Indiana



**NOW!**

science film...



## GRASS-BLADE JUNGLE

Encourages upper elementary and junior high students to observe and understand the small animal world of the backyard. Introduces the arthropoda division of the animal kingdom, which includes insects, crustaceans, chilopods, diplopods, and arachnids. Explains the differences in simple terms. Extreme close-ups of many kinds of insects and spiders, sowbugs, and the millipede and centipede, reveal their particular habits. Photographed by August Lenax.

11 MINUTES. COLOR \$120. RENT \$6

Order your print today!  
Write for free catalog.



**BAILEY FILMS, INC.**  
6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

# PAT DOWLING PICTURES



If you liked "Insect Foods" get this fine companion film

## INSECT COLLECTING

14 min. color \$135.00

Write for Previews and Study Guides

1056 S. Robertson Blvd, Los Angeles 35, Calif.



## HAVE A GOOD SUMMER!

If you are supervising at a camp this summer, try

### SEE - A - TUNE

Group singing with primary youngsters

SEE - A - TUNE has a 12" LP that gives youngsters instructions for following the clever visuals on the charts: Teaching music reading at a beginning level

SEE - A - TUNE record/charts .....\$5.95



For best results you must look directly through the shooting lens! That's why "See-Thru" Pathe' is so ideal with long Telephoto Lenses ..

where Viewfinders are not practical! Lenses up to 80" focal lengths are available for the new "See-Thru" Pathe'.

• Continuous Reflex Viewing!  
No Parallax!

• Variable Shutter—180°—to Totally Closed (Signalled)!

• Variable Speeds—8 to 80 Frames Per Sec.!

• Motorization Provision!

FREE 132 pg. Photo Equip Catalog

**BURKE & JAMES, INC.**  
321 S. Wabash, Chicago 4, Ill.



## PHYSICAL ED, SPORTS

**Let's Dance** mp CORONET 13½min col \$137.50 b&w \$75. Posture, steps, rhythm and etiquette are covered in this film produced by Brigham Young University's Department of Recreation. JH SH A

For more information circle No. 192 on return postal card.

## PRIMARY GRADE MATERIALS

**Animal Story** 3fs DOWLING 21fr col set \$13.50 ea \$5. Titles: The Little Ducks; Winnie the Colt; The Playful Fish. Pri

For more information circle No. 193 on return postal card.

**A Chai'ry Tale** mp IFM 10min b&w \$4. Cartoon story of a little white chair that refuses to be sat on until after it has had a chance to sit on the would-be sitter. NFB production.

For more information circle No. 194 on return postal card.

**Children's Story Films** 4mp STERLED 10min col \$48.50. Titles: **The Magic Feather** by which unselfish wishes came true; **Scruffy** the kitten who ran away from home; **The Challenge** to Mr. Lion who bullied everyone in the forest; **The Gold Tooth** and Mr. Bear's toothache. Pri El

For more information circle No. 195 on return postal card.

**Flannel Board Games** OFLOC. \$2. Titles include: **ABC Flannel Board**; **Four Hi-Heel Dolls**; and **Flannel Board Play**. Also Mr. and Mrs. **Flannel Face** \$1. **Assorted Alphabet Font** 202 letters (1-¾") and 1-10 numbers, trees, animals, geometric figures \$1.95.

For more information circle No. 196 on return postal card.

## RELIGION, ETHICS

**The Navy Goes to Church** mp UWF 20min b&w \$43.33. The Navy's concern for the spiritual well-being of its personnel, irrespective of creed. JH-A

For more information circle No. 197 on return postal card.

**Palestine (Series) Film Discs** CHAPEL Each cardboard "Viewmaster" type wheel holds fourteen 16mm single frames. col apply. Titles: **Seasons of Palestine**, **Daily Work in Palestine**, **Tent Life in Bible Lands**. Elem-A

For more information circle No. 198 on return postal card.

## SCIENCE, Biology

**Anatomy (transparencies)** TWEEDY 8-x10" acetate build-ups for overhead projectors. 11 units \$69; also **Botany** 6 units, titles: **Root System**, **Leaf System**, **Flower System**, **Seed System**, **The Stem**, and **Use of the Microscope**, \$36. JH SH C

For more information circle No. 199 on return postal card.

**The Flow of Life** mp ETS 20min col \$210. Basic research in the micro-

circulation of the blood and the capillary beds. JH SH

For more information circle No. 200 on return postal card.

**From Generation to Generation** mp M 30min col \$225. The human reproduction process. Film involves emotion and spiritual as well as physical aspects. A SH C

For more information circle No. 201 on return postal card.

**Insect Collecting** mp DOWLING 14min col \$135. Collecting as an important part of any study of insect life. When to look and how to capture. How raise to adult stages Int JH SH

For more information circle No. 202 on return postal card.

**On the Border of Life** mp FILM IMAGES 9min col \$125. Biological research on the embryo cell (France) C SH

For more information circle No. 203 on return postal card.

**Science Slides** FILMSCOPE col ea 50 Several hundred 2x2. Animals, birds, reptiles. JH SH C

For more information circle No. 204 on return postal card.

**Trees and Forest Conservation** 4 DOWLING 23-48fr b&w \$10.50 ea \$ Titles: **Trees — the Oldest and Largest Living Things**; **How Trees Grow**; **Why Trees Are Important**; **Growing Trees for Tomorrow**. Int.

For more information circle No. 205 on return postal card.

**The Worlds of Dr. Vishniac** mp ET 20min col \$210. Microbiologist shows life functions of one-celled animals; satisfactions to be found in pursuit of the life sciences are highlighted JH SH

For more information circle No. 206 on return postal card.

## SCIENCE, General

**Air** 5fs VISUAL col set \$19.50. Titles: **What Air Is**; **What Air Does**; **What Air Pressure Is**; **Using Air Pressure** **Using Compressed Air**. Int

For more information circle No. 207 on return postal card.

**Airplanes, Jets and Rockets** 6fs JAM col set \$31.50; indiv fs \$5.75. Titles: **What Makes an Airplane Fly?** **How Is an Airplane Controlled?** **Safety in Flight**; **How Do Helicopters Fly?** **How Do Jets Fly?**; **Rocket Power for Space Travel**. El JH

For more information circle No. 208 on return postal card.

**Atomic Energy (series)** 5fs VISUAL b&w Set \$13.50. Titles: **Atomic Concepts—Early Ideas**; **Atomic Concepts—Modern Views**; **The Nucleus**; **Story of the Atomic Bomb (Atomic Energy)**; **Survival During an Atomic Attack** JH SH

For more information circle No. 209 on return postal card.

**The Earth and its Moons** 6fs FFE col set \$42, indiv \$7.50. Titles: **The Earth's**

Shape and Size; Motions of the Earth in Space; The Earth as a Planet; Exploring the Space Around the Earth; Information from Satellites; The Moon. JH SH

For more information circle No. 210 on return postal card.

**Barrel Number One** mp VWF 29min b&w loan. Documentary treatment of drilling and processing oil. JH SH

For more information circle No. 211 on return postal card.

**Earth Satellites—Explorers of Outer Space** mp EBF 17min sd col \$180 b&w \$90. How man-made satellites stay aloft, what we learn from them, what we may look forward to. Int JH SH A

For more information circle No. 212 on return postal card.

**Elementary Science Laboratory 6** card-board 4-color cutout kits available free from (some) local Coca-Cola bottlers. Models, accessories, assembly instruction sheets, teachers' guides and take-home material for students on 1) Earth in Space; 2) Communication by Sound and Light; 3) Weather; 4) Magnetism and Electricity; 5) Living Things; 6) Machines. El

For more information circle No. 213 on return postal card.

**Exploring the Edge of Space** mp ETS 20min col \$210. Plastic balloon technology as applied to space reconnaissance. Interdependence among scientific disciplines. JH SH

For more information circle No. 214 on return postal card.

**Exploring the Moon** mp MH 16min col \$180 b&w \$90. Imaginary flight; areas are identified with superimposed labels; simulated landing JH.

For more information circle No. 215 on return postal card.

**How Electricity is Produced** mp DOWLING 11min col \$110. Friction, chemical, and mechanical action demonstrated. Induction principle discovered by Faraday. Simple magneto generator. Hydro-electric plant. El JH

For more information circle No. 216 on return postal card.

**Magnets 6fs JAM** col set \$31.50 ea \$5.75. Titles: Discovering Magnets; Different Kinds of Magnets; Magnets Help Find Direction; Magnets Can Attract Through Objects (K through 3); and What Is Magnetism?; Magnetic Fields (4 through 6).

For more information circle No. 217 on return postal card.

**Project "Mohole"** mp ETS 20min col \$210. Geologists and geophysicists plan to drill through the earth's crust, through the Mohorovic Discontinuity and on into its mantle. The ocean floor is studied to locate a good starting place. JH SH

For more information circle No. 218 on return postal card.

**The Realm of the Galaxies** mp ETS 2-min col \$210. An inquiry into the

farthest reaches of the universe with Dr. Allan R. Sandage of the Mt. Wilson and Palomar Observatories. JH SH

For more information circle No. 219 on return postal card.

**Rockets and Satellites** mp UWF 13½-min col \$135. The structure of the rocket and function of its various parts; principles of jet propulsion; solar batteries; instrumentation; launchings; orbit and problems in outer space. Others in this elementary science series, same length and price: The Ocean of Air; Weather Scientists: Electricity in our Lives; Way Stations in Space; Light, Heat. Int JH

For more information circle No. 220 on return postal card.

**Rockets—How They Work** mp EBF 16-min sd col \$180 b&w \$90 Action-reaction principle, Rocket Fuels. Guidance methods. Int JH SH A

For more information circle No. 221 on return postal card.

**Science (transparencies) TWEEDY** acetate build-ups 8x10" for overhead projector. **Astronomy** (9 units) \$33; **Meteorology** (7 units) \$36; **Atomic Science** (7 units) \$36; **Electricity** (10 units) \$33. Also available are series on Botany, Anatomy. Complete general science "100 Set," 50 units, mostly multiple overlays, \$231 including leatherette carrying case (separately @ \$9.75). JH SH C

For more information circle No. 222 on return postal card.

**Science Course 37fs VISUAL** b&w. Physics (7fs 243fr) \$12; Chemistry (10fs 460fr) \$18; Biology (9fs including Microbiology 338fr) \$20; General Science (11fs 436fr) \$20. JH SH-1

For more information circle No. 223 on return postal card.

**The Solar System 6fs FFE** col set \$42 indiv \$7.50. Titles: Introduction to the Solar System; Mercury and Venus; Mars; The Giant Planets; Between the Planets; Our Sun. JH SH

For more information circle No. 224 on return postal card.

**Volcano** mp STERLED 20min b&w \$45. Various types of volcanoes, their causes and effects. JH SH

For more information circle No. 225 on return postal card.

**Water and Soil 4fs DOWLING** 25-41fr b&w \$10.50 ea \$3. Titles: The Water Cycle; How Water Power Produces Electricity; Why Water Is Important; Conserving Water and Soil. Int.

For more information circle No. 226 on return postal card.

**Wind at Work** mp DOWLING 11min col \$110. What makes wind; effect of heat and cold; erosion; rain, snow, seed dispersal; how boats sail and planes fly. Elem Int

For more information circle No. 227 on return postal card.

**SCIENCE, Physics, Chemistry Magnetism Demonstrator.** EDMUND.

Three circular magnets of varying diameter and thickness, plus a Kraft-board tube, are used to demonstrate attraction and repulsion, non-material force and other principles. JH SH.

For more information circle No. 228 on return postal card.

**Electronic Mock-Ups kits SCIENCE-LECT.** Do-it-yourself kits for students include assembly boards and all necessary components. **Basle Electricity** (29 experiments) \$85; **Basle Elec-**

**AMERICAN FILM FESTIVAL**

*Blue Ribbon*

**AWARD WINNER**

**BETWEEN THE TIDES**

16mm Sd. Color 20 min.   
 Rentol: \$7.50 Sale: \$175

Send For Our Latest Catalog of Outstanding Films.

**Contemporary films inc.**

Dept. E5, 267 W. 25 St. N. Y. 1 ORegon 5-7220  
 Midwest Office  
 614 Davis St., Evanston, Ill. DAVIS 8-2411



**"FIBERBILT" CASES**

**"THEY LAST INDEFINITELY"**

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of "Finest Quality"

For 16mm Film—  
 400' to 2000' Reels  
 Sold by All Leading Dealers



## HELPFUL BOOKS

**ADMINISTERING AUDIO-VISUAL SERVICES.** By Carlton W. H. Erickson. Covers administrative, supervisory, and technological problems, emphasizing competent performance in all service aspects. 479 pp., illustrated. Macmillan Company, 60-5th Ave., New York 11, N. Y. \$6.95.

**THE AUDIO - VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO - VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Eleventh Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Fifth Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkheimer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 19th Annual Edition, 1959. Educators Progress Service, Dept. AVG, Randolph, Wis. \$7.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

tronics (31 experiments) \$165, with tubes \$180; **Basic Radio** (60 experiments) \$195, with tubes \$210; **Basic Television** (12 experiments) \$119. SH C.

For more information circle No. 229 on return postal card.

**Explaining Matter—Atoms and Molecules** mp EBF 14min col \$150 b&w \$75. Elements, compounds and mixtures explained in terms of atoms, molecules. The "building blocks of matter" in varied combinations, producing varying results. Int JH SH

For more information circle No. 230 on return postal card.

**Neutrons and the Heart of Matter** mp ETS col \$210. Exploring the nature of matter and the significance of the neutron's behavior, with Dr. Donald J. Hughes of Brookhaven National Laboratories. JH SH

For more information circle No. 231 on return postal card.

**SOCIAL STUDIES, Geography, Travel**

**Africa** 4fs EBF av 55fr col set \$24 ea \$6. Titles: The Region; Native Tribes; Animals and Birds; Plants and Flowers. El JH

For more information circle No. 232 on return postal card.

**Central Europe** 6fs EBF av 50fr col set \$36 indiv \$6. Titles: Mountains and Valleys in Switzerland; Austrian Alps; People of West Germany; The Netherlands and the Sea; Rural Belgium; The Rhine River. El JH

For more information circle No. 233 on return postal card.

**The Eskimo in Life and Legend** mp EBF 22min col \$240 b&w \$120. Significance of Eskimo sculpture as indigenous art form preserving ancient legends. C SH A

For more information circle No. 234 on return postal card.

**Forests of Tropical America** 6fs EBF av 50 fr col set \$36 indiv @ \$6. Titles: Land of the Tropical Forests; Mammals of . . . ; Monkeys of . . . ; Cats of . . . ; Birds of . . . ; Reptiles and Amphibians of the Tropical Forests. El JH SH

For more information circle No. 235 on return postal card.

### NEW PUBLICATIONS

**Aids to Learning for Grades One to Six.** Catalog of innumerable non-projected visual aids for arithmetic, science, social studies, language arts, music, health and safety education and creative arts. 8 pp profusely illustrated free. Creative Playthings, Inc., 5 University Place, New York 3, N. Y.

For more information circle No. 236 on return postal card.

**Amateur Filmstrip Production** Technical guide for AV centers and do-it-yourselfers. 27pp \$1.

Write direct

**Decca Records Educational Catalog** indexes and grades all records under this label that are applicable to classroom use. Free. DECCED.

For more information circle No. 237 on return postal card.

**A Low-Cost Transistorized Re-Recording Mixer.** Reprint from *Journal of SMPTE* Sept. 1959. Free. WESTREX

For more information circle No. 238 on return postal card.

**Tape Recorder Manual, Vol 5** describes and visualizes service on recent tape recorders. 160pp 8½ 11" \$2.95. SAMS

Write direct

**Television Tape Recording** by George B. Goodall; Basic principles and components; techniques; emphasis on the Ampex Videotape equipment. 48pp \$1. ROBINS.

Write direct

**Tutortext** Sample sequence (Bidding on Contract Bridge), scrambled book for use with teaching machine. 16pp. Apply. WD-USI

For more information circle No. 239 on return postal card.

**TV Closed Circuit Equipment,** for many types of installations, schools, industry, prisons, etc. 16pp free MOTOROLA

For more information circle No. 240 on return postal card.

**Undergraduate and Graduate Program of Study in Audio-Visual Communications.** 1960-61. Outline of course degree requirements, lists of doctorate dissertations completed and in process. 25pp free INDIANA

For more information circle No. 241 on return postal card.

**Visual Presentation Handbook:** Jean C. Jen, 1959 Oravision Co., St. Petersburg, Fla. 104pp \$1.25 paper back. Contains many practical suggestions for visualizing otherwise oral presentations. While addressed primarily to business and industry the uses well illustrated here may well be applied in education. Oravision catalog, free ICR.

For more information circle No. 242 on return postal card.

**Webcor** Educator tape recorder installation 11 schematic diagrams, drawings, 11pp, free. WEBCOR.

For more information circle No. 243 on return postal card.

**"What Goes Into a Good Film Guide"** by Rita Hochheimer constitutes the introduction to new film catalog, \$1 free. DISRAELI.

For more information circle No. 244 on return postal card.

**Why Califone?** Language lab design and specifications. 16pp free RHEEM-CA

For more information circle No. 245 on return postal card.



# Trade News

## Dual Track Lip-sync for 16mm Production

A magnetic sound recorder that assures perfectly synchronized spot sound weighs only seven pounds.

Magnasync's "Nomad" Model 816 attaches beneath any 16mm camera and is driven by the camera by means of a flexible cable. One half of its sprocket-driven dual track tape is used for lip-sync commentary and other spot sound



The "Nomad"

while shooting on location; the other half carries dubbed-in music and other sound added during editing. Simultaneous playback of the two tracks reportedly gives theatre-like results.

During projection the sound is held in sync by having the recorder-playback driven by the projector. The mixed sound may also be transferred to magnetically striped film for use on a magnetic projector. Nomad's transistorized amplifier is powered by self-contained rechargeable batteries. A remote sound mixer may be hand-held by a cameraman who is alone on location, making the shooting of synchronized sound shooting a one-man operation if need be.

## Levolor Woven Aluminum

Aluminum strip, pre-painted and then interwoven with nylon, is now available in a long line of colors and in two patterns: Tropic Weave and Tapestry. The latter, the top quality number, is interlaced with gold thread and more of an over-all design. The fabric, highly flexible, reportedly has exceptional resistance to corrosion or other weather deterioration. Levolor-Lorentzen, Inc., 720 Monroe St., Hoboken, N.J.

## Pledge Against Obsolescence

The board of directors of the Magnetic Recording Industry Association has recommended that all its members stamp their recorders and pre-recorded tapes with a pledge to continue the currently

dominant reel-to-reel 7½ ips tape "as long as the market exists," assurance against "unwarranted obsolescence," presumably by tape cartridge or possibly videotape developments.

## Non-Intermittent 16mm Projector

General Electric announces a non-intermittent television projector for 16mm film that adds brilliance to its projected image because it eliminates the "dark" periods of shutter passage, minimizes the showing of scratches by its diffused lighting reflected on the rotating tilted mirrors that follow the film in its passage over the gate, and compensates for shrinkage. This non-intermittent optical mirror principle has heretofore been applied experimentally only to 35mm projection. The projector was introduced at the NAEB convention in April.

## Florman-Babb—Advance

Advance Camera Corp., 60 W. 46th St., New York, will be operated by Florman & Babb, Inc., as their professional and industrial still photographic division.

## Lang-Lab for "Project Hope"

Electronic Teaching Laboratories, Washington, D.C., has donated a three-unit language lab to the floating medical training center that is to operate in Vietnam and Indonesia this fall as part of President Eisenhower's non-governmental People-to-People program of international aid. "Project Hope"



Maj. Gen. J. B. Medaris of Electronic Teaching Laboratories (left), Mrs. Wurjau S. Nugroho, wife of the minister general of the Republic of Indonesia, and Dr. William B. Walsh, head of "Project Hope."

(Health Opportunity for People Everywhere) is outfitting and staffing a moth-balled World War II hospital ship, the USS Consolation, for this project. The donated equipment will be used in concentrated language training aboard ship.

## Demonstration Merry-Go-Round

An audience of up to 20 people, seated on a turntable and rotated to face successive demonstrations and exhibits, is a feature of the Wilding Communication Idea Center. Changes are triggered by an "Automatic Program Control," a punched-tape device that opens and closes curtains and turns on lights.

## Rapidweld 8

"Rapidweld" treatment, heretofore limited to 35mm and 16mm film, has now been extended to provide similar cleaning and scratch removal service on 8mm film, according to Jack Bernard, president of Rapid Film Technique, Inc.

## Silver Threads for Colburn

The George W. Colburn Laboratory is observing its 25th anniversary. Today offering complete production services, its early start involved creation of machinery to do such jobs as 35mm to 16mm (and a little later to 8mm) reduction printing and direct 16 mm sound recording. Their anniversary announcement credits their various department heads and foremen with over 200 years of technical experience.

## Polaroid in Color

Dr. Edwin H. Land, president of Polaroid Corporation, thrilled his recent stockholders meeting by taking a standard Model 800 camera and flash-gun and making a color print of two Easter-hatted ladies in the front row.

(continued on next page)

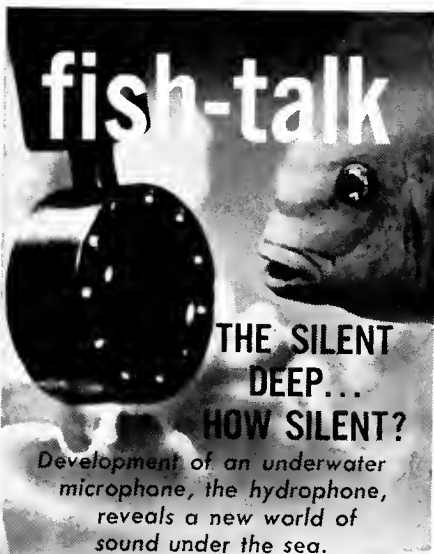


Students prepare for language drill in this view of the Dictaphone "electronic class" in action. When teacher turns on "Time-Master" recorder-reproducer on her desk, students will listen to vocabulary drill she has prerecorded on small plastic "Dictabelt" record on desk directly in front of machine.

Dr. Land warned, however, that the marketing date "was quite some time away and had not been fixed." He reported preliminary first quarter figures of \$20,034,000—a gain of 36 percent over the same period in 1959.

### Bausch & Lomb Scholarships

Thirty-three finalists have been chosen from among 600 applicants for Bausch and Lomb science scholarships. They are winners of B&L honorary science medals.



**SCIENCE CONCEPTS** in 16 M.M. motion picture —

**"SOUNDS IN THE SEA"**

This scientific motion picture in sound and color is a foundation for a study of marine life.

*Grade level: Elementary*

*Write for Catalog*

**MOODY INSTITUTE  
of SCIENCE**

*Box 25575-E Los Angeles 25, Calif.*

## Directory of Sources and Materials Listed on Pages 299-308

- AAR**—Association of American Railroads, Transportation Bldg., Washington 6, D. C.
- AGFA, AGFA, Inc.**, 516 W. 34th St., New York 1, N. Y.
- ALLIED Radio Corp.**, 100 N. Western Ave., Chicago 80, Ill.
- AMPET**—American Petroleum Institute, 1271 Avenue of the Americas, New York 20, N. Y.
- ASSOCIATION Films, Inc.**, 347 Madison Ave., New York 17, N. Y.
- AVRES**—Audio-Visual Research, 523 S. Plymouth Ct., Chicago 5, Ill.
- BAILEY Films Inc.**, 6509 DeLongpre Ave., Hollywood 28, Calif.
- BASED**—Basic Education, Inc., Little Harbor, Guilford, Conn.
- BRO-DART Industries**, 56 Earl St., Newark, N. J.
- BURBR**—Burleigh Brooks, Inc., 10 W. 46th St., New York 36, N. Y.
- CARILLON Records**, Subscription Dept., 202 Davenport Ave., New Haven, Conn.
- C-BEF**: C-B Educational Films, Inc., 703 Market St., San Francisco 4, Calif.
- CHAPEL Films**, Successor to TRAF-CO-CAL, Box 179, Culver City, Calif.
- CHARTPAK, Inc.**, Leeds, Mass.
- CLASEX**—Film Classics Exchange, 1977 Vermont Ave., Los Angeles 7, Calif.
- CM**—Curriculum Materials Corp., 14 Glenwood Ave., Raleigh, N. Car.
- CMC**—Center for Mass Communication, 1125 Amsterdam Ave., New York 25, N. Y.
- CME**—Communications Materials Exchange, Box 62, West Covina, Calif.
- COLWIL**—Colonial Williamsburg, Film Distr. Office, Williamsburg, Va.
- COMMA**, Box 62, West Covina, Calif.
- COMPCO Corp.**, 2277 W. St. Paul Ave., Chicago 47, Ill.
- COMPOSERS Recordings, Inc.**, 2121 Broadway, New York 23, N. Y.
- CONCORD Record Corp.**, 160 E. Third St., Mt. Vernon, N. Y.
- CONCORDIA Films**, 3558 S. Jefferson Ave., St. Louis 18, Mo.
- CONGR**—Congregational Christian Missions Council, 475 Riverside Drive, New York 27, N. Y.
- CMF**—Christian Mission Films, P.O. Box 27833, Hollywood 27, Calif.
- CMUS**—Children's Music Center, 2858 W. Pico Blvd., Los Angeles 6, Calif.
- CNR**: Canadian National Railways, Windsor Station, Montreal, Quebec, Canada.
- COCA COLA Co.**, 515 Madison Ave., New York 22, N. Y.
- COFFEY, Jack C. Co.**, 710-17th Ave., North Chicago, Ill.
- COLBURN**—George W. Colburn Laboratory, Producer Services Dept., 164 N. Wacker Drive, Chicago 6, Ill.
- COLHEALTH**—Colorado State Dept. of Health, Health Education Section, 1422 Grant St., Denver 2, Colo.
- COLLINS Radio Co.**, Broadcast Sales Dept., Cedar Rapids, Iowa.
- COLORTRAN**—Natural Lighting Corp., 630 S. Flower St., Burbank, Calif.
- COLOSSEUM Records, Inc.**, Oakwood Road, R.R. 3, Norwalk, Conn.
- COLREC**—Columbia Records, 799 Seventh Ave., New York 19, N. Y.
- COLSI**—Color Slide Encyclopedia, P.O.B. 123E, Mt. Healthy, Cincinnati 31, Ohio.
- COLUDISCS**—Columbia University Educational Discs, 1125 Amsterdam Ave., New York 25, N. Y.
- COLUMBIA Pictures**, 16mm Non-Theatrical Division, 729 Seventh Ave., New York 19, N. Y.
- COLUMSIGN**—Columbia Sign Equipment Co., Columbia, Pa.
- CONSERVATIVE Baptist Foreign Mission Society**, 353 Wellington Ave., Chicago 14, Ill.
- CONSOLIDATED Film Industries**, Seward St., Hollywood 38, Calif.
- CONTEMPORARY Films, Inc.**, 267 25th St., New York 1, N. Y.
- COOK Electric Co.**, 2700 N. Southport Ave., Chicago 14, Ill.
- COOP**—Cooperative League of the U.S., 343 S. Dearborn St., Chicago 4, Ill.
- COPPCLARK Publishing Co., Ltd.**, Wellington St., West, Toronto 28, Ontario, Canada.
- CORAL Records**, 50 W. 57th St., New York 19, N. Y.
- CORDO Chemical Corporation**, 34 Smead St., Norwalk, Conn.
- CORMAC Photocopy Corp.**, 80 Fifth Ave., New York 11, N. Y.
- CORNELL University**, NY State College of Agriculture, Dept. of Extension, Ithaca, N. Y.
- CORONET Films**, 65 E. South Water St., Chicago 1, Ill.
- COTTON**—National Cotton Council, POB 9905, Memphis 12, Tenn.
- COUSINO, Inc.**, 2107 Ashland Ave., Toledo 2, Ohio.
- COX**—Paul Cox, Educational Film Distributors, Inc., Hollywood 28, Calif.
- CREATIVE Education, Inc.**, 340 N. Milwaukee Ave., Libertyville, Ill.
- CREATIVE PLASTICS Corp.**, Stone Brook, Long Island, N. Y.
- CREATIVE PLAYTHINGS, Inc.**, 5 University Place, New York 3, N. Y.
- CREATIVE VISUALS Co.**, 2020½ Farrington St., Dallas 7, Tex.
- CREDIT Union National Association**, Public Relations Dept., Madison 1, Wis.
- CROP**—Christian Rural Overseas Program, Elkhart, Ind.
- CRUSADE for Freedom**, 345 E. 46th St., New York 17, N. Y.
- CUAF**—Current Affairs Films, 527 Madison Ave., New York 22, N. Y.
- CUNA**—Credit Union National Ass'n, Inc., 1617 Sherman Ave., Box 431, Madison 1, Wis.
- CURRICULUM Materials Corp.**, 119 S. Roach St., Jackson, Mich.
- CUSTLAB**—Customlab, 34 E. 23rd St., New York 10, N. Y.
- CUSTAFB**—Custom Fabricators, Inc., 4344 Mayfield Rd., South Euclid 21, Ohio.
- C-W**—Churchill-Wexler Film Productions, 801 N. Seward St., Los Angeles 38, Calif.
- CWS**—Church World Service, National Council of Churches of Christ, 471 Riverside Drive, New York 27, N. Y.
- CYANAMID**—American Cyanamid Co., Lederle Laboratories Div., Pearl River, N. Y.
- DECED**—Decca Educational Division, Mr. Ben Deutschman, 445 Park Ave., New York 22, N. Y.
- DENOYER-Geppert Co.**, 5235 Ravenswood Ave., Chicago 40, Ill.
- DG**—Distributor's Group, Inc., 204-14th St., N. W., Atlanta 13, Ga.
- DISRAELI**—Robert Disraeli Films, POB 343, Cooper Station, New York 3, N. Y.
- DOWLING, Pat. Pictures**, 1056 S. Robertson Blvd., Los Angeles 35, Calif.
- DYNASLIDE**—Dyna Slide Co., 600 S. Michigan Ave., Chicago 5, Ill.

**BF**—Encyclopaedia Britannica Films, Inc., 1150 Wilmette Ave., Wilmette, Ill.

**EDMUND Scientific Co.**, 101 E. Gloucester Pike, Barrington, N. J.

**EDNALITE Optical Co., Inc.**, 200 N. Water St., Peckskill, N. Y.

**ESAVG** — Educational Screen and AUDIOVISUAL Guide, 2000 Lincoln Park West Bldg., Chicago 14, Ill.

**ETS**—Educational Testing Service, Princeton, N. J.

**EYEGATE House, Inc.**, 146-01 Archer Ave., Jamaica 35, N. Y.

**FAIRCHILD Camera and Instrument Corp.**, Industrial Products Division, 5 Aerial Way, Syosset, Long Island, N. Y.

**FILM IMAGES, Inc.**, 1860 Broadway, New York 23, N. Y.

**FILMRES**—Film Research Co., Box 1015, Minneapolis, Minn.

**FILMSCOPE, Inc.**, Box 397, Sierra Madre, Calif.

**FOLKFILMS, Inc.**, 251 W. 42nd St., New York 36, N. Y.

**FORINGER & Co., Inc.**, Rockville, Md.

**FRITSCHÉ**—J. Fritsche Associates, 570 Fifth Ave., New York 36, N. Y.

**HAMANCO** — Hamilton Manufacturing Co., Two Rivers, Wis.

**ICR Corporation**, 281 State St., New London, Conn.

**IFB**—International Film Bureau, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.

**INDIANA University**, Audio - Visual Center, Bloomington, Ind.

**INSTRUCTOMATIC, Inc.**, 8300 Fenkell Ave., Detroit 38, Mich.

**IAM Handy Organization**, 2821 E. Grand Blvd., Detroit 11, Mich.

**J-H**—Johnson Hunt Productions, Film Center, La Canada, Calif.

**KALART**—The Kalart Co., Inc., Plainville, Conn.

**LESLIE Creations**, Lafayette Hill, Pa.

**LONGMANS, Green & Co., Inc.**, 119 W. 40th St., New York 18, N. Y.

**MH**—McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y.

**MMM**—Minnesota Mining and Manufacturing Co., 900 Bush St., St. Paul 6, Minn.

**MOTOROLA, Inc.**, 4501 W. Augusta Blvd., Chicago 51, Ill.

**NASSP**—National Association of Secondary School Principals, 1201 - 16th St., NW, Washington 6, D. C.

**NCRS**—National Camera Repair School, Box 174 CO, Englewood, Colo.

**NEUBACHER Productions**, 10609 Bradbury Road, Los Angeles 64, Calif.

**NEUMADE Products Corp.**, 250 W. 57th St., New York 19, N. Y.

**NORTON Company**, Worcester 6, Mass.

**NYLIFE**—New York Life Insurance Co., Public Relations Dept., 51 Madison Ave., Room 2300, New York 10, N. Y.

**OFLOC**—Ohio Flock Cote Co., 5713 Euclid Ave., Cleveland 3, Ohio.

**OHSTATE** — Ohio State University, Teaching Aids Laboratory, Columbus 10, Ohio.

**PORTER Mfg. and Supply Co.**, 2836 Sunset Blvd., Los Angeles 26, Calif.

**PYRAMID Film Producers, Ltd.**, 7166 Melrose Ave., Hollywood 46, Calif.

**RADIANT Mfg. Corp.**, Box 5640, Chicago 80, Ill.

**REDFIELD**—Rob't H. Redfield, Inc., 1018 S. Wabash Ave., Chicago 5, Ill.

**RESED**—Resource for Education, 63 Fourth Ave., Mount Vernon, N. Y.

**RHEEM-CAL**—Rheem-Califone Corporation, 1020 N. LaBrea Ave., Hollywood 38, Calif.

**ROBINS Industries Corp.**, 36-27 Prince St., Flushing 54, N. Y.

**SAMS**—Howard W. Sams Co., Inc., Indianapolis 6, Ind.

**SAWYER'S, Inc.**, P.O.B. 490, Portland 7, Ore.

**SCIENCELECT** — Science-Electronics, Inc., 195 Mass. Ave., Cambridge 39, Mass.

**SCOPUS, Inc.**, 404 Fourth Ave., New York, N. Y.

**SCOTTIN**—Scott Instrument Labs, Inc., 17 E. 48th St., New York 17, N. Y.

**SMITH System Mfg. Co.**, 212 Ontario St., Minneapolis 14, Minn.

**SUPLAS**—Superior Plastics, Inc., 426 N. Oakley Blvd., Chicago, Ill.

**TECNIFAX Corporation**, 195 Appleton St., Holyoke, Mass.

**TPI**—Thermo Power, Inc., 6124 N. Pulaski Road, Chicago 46, Ill.

**TURNING**—Turning Corp. of America, Butaba Div., 60 E. 42nd St., New York 17, N. Y.

**TWEEDY Transparencies**, 321 Central Ave., Newark, N. J.

**UNESCO Publication Center**, 801 Third Ave., New York, N. Y.

**USDA**—U.S. Dept. of Agriculture, Motion Picture Section, Washington 25, D. C.

**UWF**—United World Films, 1445 Park Ave., New York 29, N. Y.

**VICTOR Animatograph Corp.**, Division of The Kalart Co., Inc., Plainville, Conn.

**VIEWLEX, Inc.**, 35-01 Queens Blvd., Long Island City 1, N. Y.

**VIKING of Minneapolis, Inc.**, 9600 Aldrich Ave., S., Minneapolis 20, Minn.

**VISUAL Sciences**, Box 599E, Suffern, N. Y.

**V-M Corporation**, 4th and Park Sts., Benton Harbor, Mich.

**WEBCOR, Inc.**, Audio Teaching Aids Dept., 5610 W. Bloomingdale Ave., Chicago 39, Ill.

**WESTREX Corporation**, 111 Eighth Ave., New York 11, New York.

**WILSON**—H. Wilson Company, 106 Wilson St., Park Forest, Ill.

**WOLFF & DOLAN**, 2525 Van Ness Ave., San Francisco, Calif.



## The Size Of Your Company Makes No Difference

That's because every client's a VIP\* at General Film; there are no "small" producers here!

In General's busy processing laboratories, appropriately located in the heart of the film capital, the same meticulous service is courteously accorded each of our clients, regardless of size, location or job.

From the moment your film arrives until the hour of its as-scheduled completion, every foot is guaranteed our personalized Red Carpet Treatment. A special sales-service representative is assigned to cover your job from start to finish, your assurance of continuous attention all the way through.

\*VERY IMPORTANT PRODUCER

**GENERAL** FILM LABORATORIES CORP.

1546 ARGYLE AVE. • HOLLYWOOD 26, CALIFORNIA • HO 2-6171



## Delivers 5 Important Features for Greater Program Effectiveness

# VICTOR-SOUNDVIEW "PhD" COMBINATION FILMSTRIP-2x2 SLIDE PROJECTOR

**1. Sets up fast for filmstrip.** The "PhD" is foolproof. Use easy push-down threading to start the program and film advance lever to change pictures. You always obtain correct framing by means of a spring lock framing mechanism.

**2. Simplifies film review.** Want to go back over a portion of the filmstrip during a show? The "PhD" makes it simple to do with a built-in spin-back device.

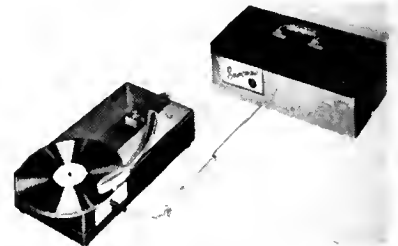
**3. Converts to slide projector.** You can switch from filmstrip to

2" x 2" or bantam slides in seconds by using the heavy-duty slide carrier supplied with the "PhD."

**4. Protects film.** You never have to worry about overheated film—or burned fingers—when you operate a "PhD." Its cooling system is highly efficient. Ceramic edge glass pressure plates guard against film scratches.

**5. Shows sharpest, brightest pictures.** The "PhD" is a 500-watt projector to provide the screen brightness you need. Four-element optical system and highest quality 5" f:3.5

projection lens assure needle sharp pictures every time.



Add sound with Victor-Soundview "PB" Phonograph. Single case houses speaker, amplifier, 4-speed phonograph and projector. Complete with "PhD" projector, \$169.50. Phonograph alone, only \$80.00.

**AND BEST OF ALL—THE "PhD" COSTS ONLY \$89.50!**

Ask your Victor-Soundview dealer for a "PhD" demonstration soon.

**FREE BOOKLET**—Treasure Chest of Audio-Visual Ideas. For your copy—plus information about Victor-Soundview Projectors—mail coupon to Victor Animatograph Corp., Div. of Kalart, Plainville, Conn., Dept. 108.

NAME \_\_\_\_\_  
 POSITION \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**VICTOR ANIMATOGRAPH CORP.**  
 Division of KALART  
 Plainville, Connecticut

# AUDIOVISUAL

JUN 22 1960

July, 1960

GUIDE

Annual

# BLUE BOOK

of Audiovisual Materials

35th Edition

Price \$100

# Socratic indeed

...and in need!

The name of **RHEEM CALIFONE** stands out in the development of audio visual equipment with its singular devotion to current problems in the field of learning and its ideals. It is in education's advanced concepts that **RHEEM CALIFONE** has dedicated the sum of its forces in offering the tools of learning to provide mass education with the time proven effectiveness of individualized training.

LANGUAGE LABORATORIES



AUTOMATED TEACHING DEVICES

PHONOGRAPHS, TRANSCRIPTION PLAYERS, SOUND SYSTEMS



TAPE RECORDERS

To keep up with the most modern advances in teaching methods, it will be to your advantage to indicate your fields of interest on the coupon below. Mail it to us and we will send you our most current literature.



**califone** CORPORATION  
1020 No. La Brea Avenue • Hollywood 38, Calif.

RHEEM CALIFONE CORP. 1020 N. La Brea Ave., Hollywood 38, Calif.  
Please send me information as checked.

	LITERATURE	DEMONSTRATION
LANGUAGE LABORATORIES	<input type="checkbox"/>	<input type="checkbox"/>
PHONOS, TRANSCRIPTION PLAYERS	<input type="checkbox"/>	<input type="checkbox"/>
TAPE RECORDERS	<input type="checkbox"/>	<input type="checkbox"/>
AUTOMATED TEACHING DEVICES	<input type="checkbox"/>	<input type="checkbox"/>

Name (& Title) \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

Address Dept. ES-7 for prompt attention.

## HERE IT IS!

the one and the only! The annual listing of audiovisual materials released during the past academic year and presented by Educational Screen and Audiovisual Guide . . . THE BLUE BOOK.

More than 1,200 titles of materials to meet the need of any classroom presentation. This 35th Edition of the BLUE BOOK covers dozens of subjects, and, for facility of use, presents them classified by subject heading, alphabetized, and at the rear of the book—indexed by title.

It's yours—and may it serve you well.

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

July, 1960 Volume 39, Number 7, Whole Number 387

## EDITORIAL

322 Saturation for Impact

## ARTICLE

324 'Saturation' AV Gets Results *Samuel Cohen*

## BLUE BOOK

343 *Ed Screen and AV Guide's* Annual Presentation of Audiovisual Materials

## DEPARTMENTS AND FEATURES

318 News

320 Letters

320 Calendar

330 Film Evaluations *L. C. Larson, Carolyn Guss*

334 Audio *Max U. Bildersee*

337 Filmstrips *Irene Cypher*

339 AV in the Church Field *William S. Hockman*

342 Trade Directory for the AV Field

386 Helpful Books

388 Alphabetical Title Index, BLUE BOOK Listings

392 Trade News

392 Reader Information Coupons, BLUE BOOK Listings

393 Index to Producers and Primary Distributors

395 Index to Advertisers

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

L. C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations. IRENE THORSON, Editorial Assistant.

### BUSINESS STAFF

W. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. DWYDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
MOMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
V. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
MILLY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
EDGAR LANE, Supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
BERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.

CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Ill. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

ADDRESS ALL MAIL (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

ENTIRE ISSUE COPYRIGHT 1960 BY  
THE EDUCATIONAL SCREEN, INC.

# COLORFUL PHOTOPLAY FILMSTRIPS



**A Lesson in Mythology**—Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50. With guide, \$7.80.



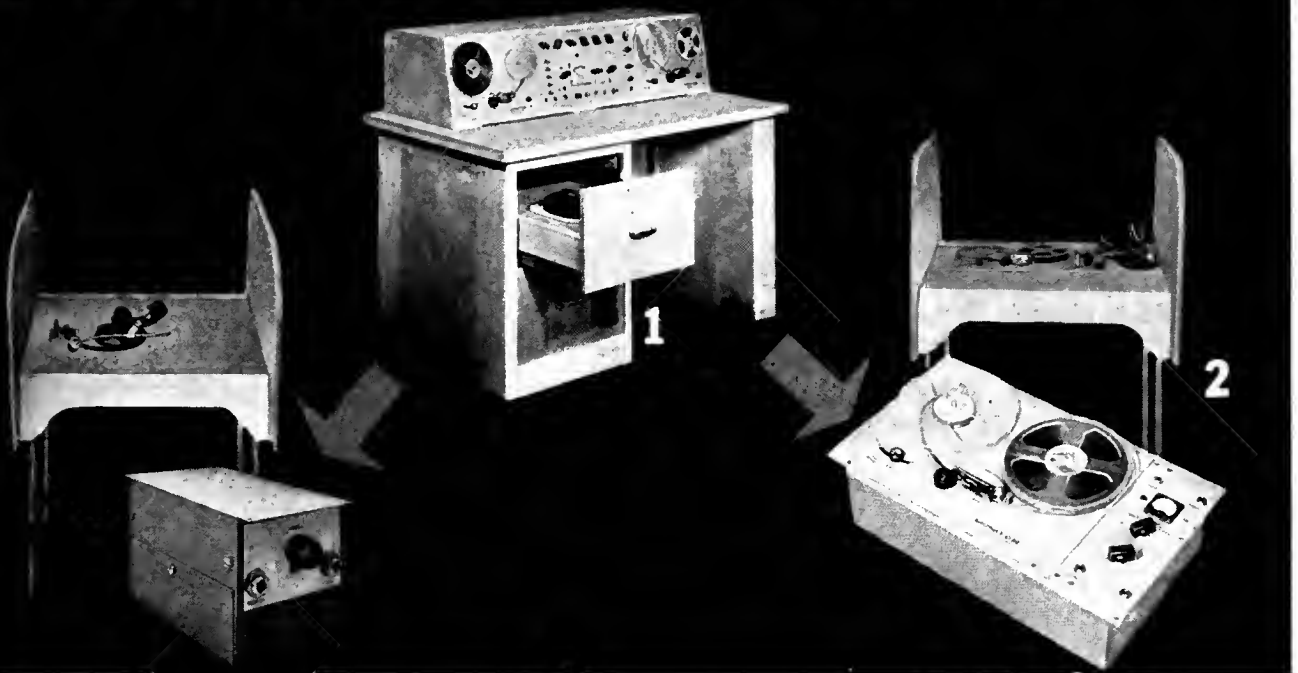
**Adventures of Robinson Crusoe**—In color, 50 frames, a pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

*Ask for complete illustrated catalogue.*

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.** 10 Brainerd Road, Summit, New Jersey



# MONITOR—For Linguistic Excellence



## MONITOR FEATURES . . .

- SIMPLICITY OF OPERATION
- RELIABLE PERFORMANCE
- RUGGED CONSTRUCTION
- FUNCTIONAL FLEXIBILITY

### EXCLUSIVE, PATENTED DUAL-CHANNEL DESIGN

#### INSTRUCTOR'S MONITORING CONSOLE

MONITOR's standard Console gives the teacher control of the laboratory without requiring him to be an engineer or a switchboard operator. It can simultaneously conduct five separate course programs thus providing a variety of teaching materials to meet individual student needs. The console offers exclusive circuitry for private two-way communication, individual booth monitoring, program distribution to each booth or by rows and remote control of booth recorders for mass tape duplication.

#### STUDENT UNIT—TYPE I

Type I features the MONITOR E-3CS *patented* dual-channel recorder which enables students to listen to the master channel while simultaneously recording their own voices. Just two controls plus an on-off, volume switch assure simplicity of operation. Thus, students can perform operations by reflex action—and concentrate solely on the lesson material.

#### STUDENT UNIT—TYPE II

Type II includes a tube or transistorized amplifier and an activated headset-microphone. It enables each student to speak and listen to his voice simultaneously. It also provides for intercommunication between the student and teacher.

#### Additional System Oriented MONITOR Equipment

**MONITORET**—A simplified version of the MONITOR E-3CS for home study with prerecorded tapes . . . **REMOTESTER**—Automates testing by stopping student tapes during questions and restarting them for recording answers only . . . **AUDIO-VISUAL SYNCHRONIZER**—Automatically coordinates visual presentations with prerecorded tapes or with the instructor's microphone.

Our rapidly expanding school population makes a teacher for each student an idealistic concept. Yet, educators agree there is an increasing need for teaching techniques that meet the varied capabilities of each student.

In the field of language teaching, the MONITOR Language Laboratory System offers the teacher the best means to achieve this objective. MONITOR today is the *only* language laboratory standard of the United States Government . . . the result of twelve years of product design and development. MONITOR is the product of first hand experience in installing, maintaining and directing hundreds of language laboratories in 51 countries.

To the student, MONITOR means more intensive learning through repetition, active use of new word sounds, and objective comparison of his own voice in playback.

To the teacher, MONITOR means the opportunity to meet student needs on an individual basis. As an easily operated and highly flexible teaching tool, MONITOR adds a new dimension, *tutorial supervision*, to the science of language teaching.

The coupon below is for your convenience in obtaining more information regarding a MONITOR Language Laboratory for your school . . .

## MONITOR Language Laboratories

Division of Electronic Teaching Laboratories, Inc.  
1818 M Street, N.W. Washington 6, D.C.



1-60-F

Name \_\_\_\_\_

Position \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

## Joint Meetings, More Booths Announced for NAVA Show

Groups from the fields of education, medicine and industrial training are among six organizations which have announced meetings to be held in connection with the 20th annual National Audio-Visual Convention in Chicago, August 6-9, 1960. A total attendance of 3,000 audiovisual specialists is forecast for this year's gathering.

The organizations which will meet in connection with the 1960 Convention, according to NAVA, and the dates of their meetings, are as follows: AV Workshop for Industrial Training Directors, August 8; Illinois Audio-Visual Association, August 6; Industrial Audio-Visual Association (mid-western region), August 8; AV Conference of Medical & Allied Sciences, August 8; Board of Directors of the Department of Audio-Visual Instruction, National Education Association, August 6-7; National Audio-Visual Association, August 6-9.

The latest products in audiovisual communications will be displayed by more than 130 manufacturers and producers. This year's exhibit will feature a record number of new products, according to NAVA, including projectors, recorders, language laboratory equipment, projection screens, light control equipment, educational TV equipment and a variety of materials. Displays, originally scheduled to occupy 200 booth spaces, will be expanded by the availability of an additional 30 exhibit booths. The East Room of the third floor, where the Saturday night dance has customarily

been held, will be pressed into service as overflow exhibit space.

Most of the sessions of the various groups meeting in Chicago are open to interested users of audiovisual materials and equipment upon payment of a small registration fee. Information about the convention and the exhibit can be obtained from the National Audio-Visual Association, Fairfax, Va.

## ILLAVA Sponsors Forum At National AV Meet

The Illinois Audiovisual Education Association has taken the initiative in setting up a free and frank forum on currently "hot" topics confronting audiovisual professionals. Sister organizations in nearby states are joining in the arrangements. At this writing the DAVI affiliates in Minnesota and Michigan have indicated co-sponsorship with Illinois. The program is particularly timely in view of EFLA's discontinuation of its national summer meeting to avoid detracting from its American Film Festival in New York in early spring.

Blue Ribbon winners in that festival will make up most of the discussion program at Chicago's Morrison Hotel on Saturday, August 6, starting at 9:30 a.m. Sunday is left open for attending the audiovisual worship service and NAVA trade show exhibits.

Starting Monday morning there will be panel and audience-participation discussions of open questions such as "Can machines teach—what, who, how, why?"—"Experience reports on NDEA"—"Does the current science-math stress depreciate respect for the

### Department of Unconscious Humor

A classified ad in the Toronto Globe and Mail:

See our complete line of Photographic Equipment—  
Don't miss our Ordeal-Visual display . . .

humanities?"—"Just what are our CCTV installations delivering?"—"Where does AV fit into the school library and vice versa?"—"Is didactic technology promise or menace?"—etc.

Invitations have been extended to school administrators, supervisors, AV coordinators. Everyone, whether from classroom or industry is invited to join in an old-fashioned free-for-all reminiscent of the way the Midwest AV Forum of World War II discussed "Can the Schools Teach the GI Way?"

All planning to attend, and especially those willing to take part in the program, are urged to get in touch with either of the co-chairmen designated by ILLAVA, Reynolds Hungerford, Visual Instruction Department, Chicago Public Schools, or William F. Kruse, *Educational Screen and Audiovisual Guide*.

## Green Lake Workshop at U. of Colorado in August

The 17th International Conference on Audiovisuals in The Church known more widely as the "Green Lake" workshop, will convene August 17-23 at the University of Colorado in Boulder.

Approximately 150 invited consultants will study and discuss the possibilities in the next five to ten years for in-church audiovisuals.

A morning seminar will devote five sessions to "Communication and Production"; five afternoons will be spent on "Training for Utilization." Resource leaders will be drawn from the university faculty as well as faculties of other higher education institutions, executives of general church agencies, public school AV specialists, and producers.

## New Film to Promote '61 DAVI Convention in Miami

The Florida Audio-Visual Association reports availability of two print



Carl Nater, left foreground, of Walt Disney Productions, discusses with Philippine school officials the role of films in the school program. Nater was in the course of a world tour to survey needs for educational films.

# Is he learning...

*or just being entertained?*

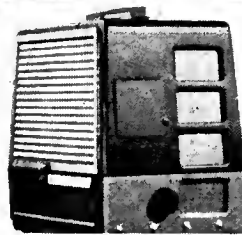
*He's learning...if* the classroom audio-visual equipment is designed, as only Bell & Howell equipment is, to be an active educational aid rather than a medium of entertainment. The full benefits of teaching with audio-visuals can be achieved only through built-in features and controls that make the teacher the *complete master* of the lesson rather than a bystander. Only Bell & Howell gives these to you, along with unmatched ease of operation.

The school administrator gets the assurance of long, trouble-free equipment operation, and the certainty that the school has

gotten the best value for its money. Program assistance and service is provided by an expert Bell & Howell Audio-Visual Representative in your area.

If you're going to specify audio-visual equipment soon... if you're interested in the added teaching power audio-visuals can give your school... write us today. There's no obligation. Education Dept., Bell & Howell, 7117 McCormick Rd., Chicago.

Qualifies for purchase under  
Public Law 864. (National  
Defense Education Act).



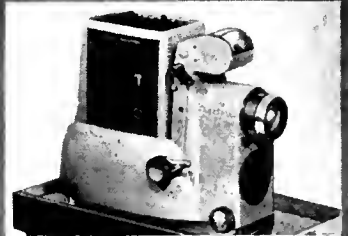
399AV. Stops on single scene for class discussion. Reverses instantly, lets you repeat scenes until they are clearly understood.



Filmosound 302. Add high-fidelity magnetic sound to any 16mm film, automatically. Doubles the value of language teaching film.



786AV-1. 2-Channel Tape Recorder. Teacher records lesson on one channel. Student listens, records answers on second channel.



724 Slide and Filmstrip Projector. Simple instructions on projector. Projects even in semi-lighted room to permit note-taking.

FINER PRODUCTS THROUGH IMAGINATION



**Bell & Howell**

# Saturation For Impact

*Paul C. Reed*

What would happen if, in a single classroom, you were to provide for a single teacher a saturation opportunity for the use of audiovisual materials and equipment? This teacher would have everything audiovisual he wanted and more—films, filmstrips, micro-recording equipment, motion picture cameras, and expert professional assistance in the use of all these things. What would happen to his teaching? What would happen to the pupils?

The story of such a study in saturation is reported at length in this issue of *Educational Screen & Audiovisual Guide*. It is particularly appropriate to have this story in a *Blue Book* which again lists hundreds of new audiovisual materials released during the past year, new materials that most teachers have not been able to use because we haven't yet found the way to overcome the obstacles preventing teachers from making use of audiovisual materials and equipment.

Most teachers are blocked from using AV materials by the same major obstacles listed in this "study in saturation." But the teacher who participated in this study was fortunate enough to teach in a school system where these obstacles had been overcome. Yet the use of audiovisual materials had not been remarkable. What more was needed? What would happen when it was supplied? This is an exciting story and one well worth your attention and thought.

While reading it, think about this: What would happen if the conditions of this study were multiplied by fifty or a hundred? Suppose that in one large high school somewhere, we could provide all the teachers of that school with optimum conditions for use of audiovisual materials and methods? What equipment would be needed? What kind of building facilities? What kind of special assistance, supervision and clerical help? What materials? Then when the conditions were right for maximum effective use of audiovisual materials in the instructional program, what would happen to teaching and learning!

Surely somewhere there must be imaginative educators with money and the knowledge and the ability to carry on such a large saturation study. Where are they and when will the study get underway? But wait! One school isn't enough. This saturation study idea should be expanded to a whole school system.

"Think how remarkable it would be if there could be even one school system in this country with a *complete* audiovisual program—even one—where there could be an all-out demonstration of audiovisual methods of teaching. Think of the value of such a demonstration! . . .

"There's an idea and a terrific one! . . . worth the attention and effort all to bring it about. Where are the leaders in education and the audiovisual field who can take this eminently practical proposal and convert it to reality?"\*

We think the greatest value to come from such a study would be its convincing force as a demonstration. Superintendents and other school leaders would come from all parts of the country to see for themselves. The demonstration would out-Hagerstown Hagerstown. It would be concerned with more than a single media for communication. It would integrate into teaching *all* of the modern means of communicating ideas, information and inspiration. It would provide a massive demonstration of all the conditions and problems related to making maximum use of all the products of technology in a modern instructional program.

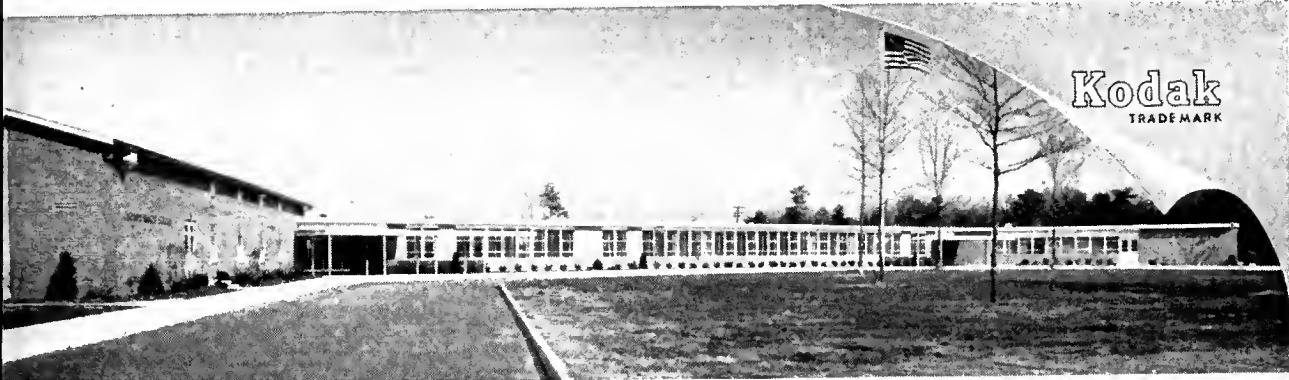
Such an extensive saturation study would have immeasurable impact for breaking down the barriers that block the way to using the materials and equipment we now have.

---


\*For the studious or curious reader who wants to know the source of this quotation, we refer him to *Educational Screen*, Volume XXVIII, Issue Number 10, page 442.



Kodak  
TRADE MARK



*At the New Gardiner Manor Elementary School, Bay Shore, Long Island, N. Y., selected by A.A.S.A. for its exhibit of outstanding school designs, Michael Furin, Visual Aids Coordinator says:*



**“Even fourth and fifth grade boys  
operate our Kodak Pageant Projectors.”**

“These nine and ten-year-olds completely set up the projector and get the movie ready to go while the teacher prepares the class for what it’s about to see.

“Our Kodak Pageants long ago proved they were easy enough to operate and could withstand the sometimes overzealous handling by young boys. So, we have given our Audio-Visual Club youngsters the responsibility of not only moving the projectors from room to room, but also of complete operation.”

There are three reasons why even children can operate Kodak Pageant 16mm Sound Projectors. 1) No parts to fool with. Reel arms, belts, cords are all permanently attached. 2) Threading is simple. The red-arrowed threading path is printed right on the machine. 3) Operation is a matter of flipping one switch.

*Your Kodak A-V dealer will demonstrate at your convenience, or write for Pageant Bulletin V3-22.*

*Kodak Pageant Projector* >

**EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

# Classroom Experiment Shows 'Saturation' AV Gets Results

by Samuel Cohen

*Samuel Cohen is administrative assistant in the office of the superintendent of schools, Union Free School District No. 14, Hewlett, N. Y. He is also president of the Long Island Audio Visual Council, now marking its 25th anniversary (see p. 320).*

**T**HIS is the report of one study in "saturation." It describes the effects of creating a particularly desirable "saturation" situation for audiovisual instruction. This situation was established for a teacher and his class in an excellent school system already enjoying the services of one of the best audiovisual departments in the nation. The "saturation" consisted of the following elements: (1) Every major type of audiovisual equipment was placed in the classroom for the exclusive use of the teacher and his pupils. (2) Audiovisual and other instructional materials were obtained upon request within 24 hours. (3) Training in the operation of equipment was provided upon request for the teacher and the pupils. (4) Curriculum consultation was made available to the teacher, upon his request, during or after school hours. This report contrasts the audiovisual utilization during the saturation period with that of the preceding period of observation of regular classroom functioning.

## *Purpose of the Study*

Research has proven the potential value of audiovisual equipment and a variety of instructional materials in improving the teaching-learning process. Nationwide attention was focused upon audiovisual instruction during World War II when the armed forces made extensive use of materials and equipment. Since then increasing public notice has been stimulated by developments in motion pictures and television, by increasingly effective work on the part of educators interested in audiovisual instruction, and by

such recent stimuli as the National Defense Education Act of 1958.

Despite these things, realization of the audiovisual potential in the classroom has been slow. Regional and national studies have pointed out seven major obstacles to more rapid classroom acceptance of audiovisual instruction:<sup>\*</sup> (1) lack of teacher interest; (2) insufficient funds for support of audiovisual instruction; (3) equipment and materials that are obsolescent or limited in amount and variety; (4) a shortage of trained leadership; (5) inadequate administrative organization for audiovisual instruction; (6) failure to convince boards of education, principals and/or the community of the value of audiovisual equipment and materials and (7) the lack of adequate evaluation procedures for audiovisual programs.

Suppose that these obstacles were removed. Would we then close the gap between the potential and the actual realization of the value of utilizing equipment and materials in the classroom? In the study reported here, it was decided to select a school system which had overcome seven of the obstacles. After observing teaching practices in audiovisual instruction in this system, the following hypothesis would be tested: If, in a situation where one of the better audiovisual programs is operating, an effort were made to remove all possible obstacles to the utilization of audiovisual equipment and instructional materials, then there would be an appreciable increase in the amount, variety and quality of utilization.

## *The Local Situation*

The selected school system had not only overcome the major obstacles but was considered

<sup>\*</sup>For a list of the studies utilized in determining the major obstacles to effective audiovisual instruction, see the references at the end of this report.

leaders in the audiovisual field to have one of the better audiovisual programs in the nation. The community and administration supported the program generously, as evidenced by the magnitude of services offered and by the large annual budget. Supervising the program was a professionally trained full time director of audiovisual services with two full-time assistants in addition to secretarial and clerical help.

There was a large central materials library with well-organized and smoothly-operated systems of storage, maintenance and distribution. Each school building had its own substantial materials library and a good deal of equipment and the building coordinators were trained to administer these things. Both evaluation and in-service programs were provided and informational literature such as catalogs, bulletins, source materials and guides were readily available to all teachers in the district. Following a modern program of education, the district achieved excellent academic results. The elementary school selected for the study had self-contained classrooms of some 30 students each. All audiovisual materials were stored and distributed in the school library, and there were 50 pieces of equipment available in the building.

### *Design of the Study*

A male teacher who was interested in audiovisual instruction and in the proposed study was selected from five sixth grade teachers to become the cooperating teacher. The entire study was made in one classroom with this teacher and his 30 pupils.

The study was divided into two parts. First, there was an observation period to determine the teacher's pattern of utilization of equipment and materials with his class. Following a short transition period at the close of the observation period, the second phase of the study began—the saturation period.

During the saturation period, all possible obstacles to the utilization of audiovisual equipment and instructional materials were removed, while the observer again collected data to compare with those of the observation period. During this period the teacher and his pupils had available in their classroom, at all times and for their exclusive use, the following equipment: an optical-magnetic 16mm motion picture projector, a three-speed phonograph, a tape recorder, a filmstrip-slide projector, a micro-projector, a lantern slide projector, a 21-inch table model television receiver, an AM-FM radio, an opaque projector, an overhead projector, a shadow-box screen, two microphones, a complete 35mm still camera outfit and a complete 16mm motion picture camera outfit, all brand new and of good quality. In addition, every effort was made to obtain all requested instructional materials on 24-hour notice and assistance was provided in planning and executing classroom utilization of equipment and production of materials by the teacher and/or his pupils.

Improvements were made in the classroom's physical facilities to encourage use of the various types of equipment and materials. Operator service was provided for all the equipment whenever

requested and the teacher, as well as students designated by him, were trained in the operation of equipment. Curriculum and materials consultation service were provided whenever the teacher desired it.

Two basic policies were agreed upon and carefully adhered to during the entire time of the study: the initiative for the utilization of all equipment, materials and services would remain at all times in the hands of the cooperating teacher, and the normal class program and procedures were to be followed without modification. Equipment, materials and services would be used by the teacher with his students only as he saw opportunities for improving the learning experiences which had already been planned, in order to make them more meaningful, concrete, interesting, efficient, and permanent.

### *Results of the Study*

There were substantial increases in the amount, variety and quality of utilization of equipment and materials during the saturation period as had been hypothesized. Despite the previous well developed and well organized program in the school district and the teacher's interest in audiovisual instruction, there had been rather limited use made of the available equipment and materials during the observation period.

Equipment utilization increased from six instances during the observation period to 53 instances during the saturation period, 19 of the latter cases occurring in the absence of the observer and reported to him by the cooperating teacher. Variety of utilization increased from three types of equipment during the observation period to 11 types during the saturation period.

The utilization of instructional materials, exclusive of books, increased in quantity from 12 instances during the observation period to 108 instances during the saturation period, 38 of the latter in the researcher's absence. Five types of materials were used in the observation period, while 17 types were utilized during the saturation period. These included class produced bulletin displays, duplicated materials, maps, a film, posters, slides, table displays and a tape recording, along with commercially produced films, filmstrips, flat picture sets, maps, disk recordings, posters and slides. In addition, six visitors from other nations were invited for specific purposes in connection with the social studies program.

Quality of utilization improved during the saturation period. The teacher became more discerning in his selection of materials, and previewed all materials before using them with the class. Not only did his own ability to evaluate materials improve but he was also able to teach his students to serve on evaluation committees to determine whether suggested materials should be shown to the class or merely reported upon by the previewing group. Thus there was an increase in pupil participation in and responsibility for decisions concerning materials utilization.

Pupils were better prepared for the materials which were to be used, and follow-up activities improved with experience. By the end of the saturation period, class procedure included the use of equipment and materials as a normal and integral part of a lesson rather than as a special

event breaking up the learning pattern. Both teacher and student production of materials improved in appropriateness, design, use of color, involvement of the viewer, and in attention to details such as simple, clear titling and attractive lettering.

Perhaps most significant of all, both teacher and pupils became aware of the qualities, potentialities and limitations of various types of equipment and materials which promised to carry over beyond the study and lead to further maturity in utilization.

### *Conclusions of the Study*

Although this was a single study involving only one teacher and his pupils, a number of conclusions appeared forcefully from the data collected. In addition, a number of questions were raised for which the data could provide no answers but which seemed worthy of further study to find the answers.

1. *Consultant service must be added to full availability of equipment and materials before a meaningful, vital program in audiovisual instruction is possible.* Ready access to equipment and materials is necessary for a good program, but it is not enough just to improve quantity of utilization. Too many audiovisual directors find most of their time taken with purchasing, ordering, training and supervising the training of student operators, storing, distributing, and supervising the maintenance and repair of equipment, producing catalogs, files, bulletins, transparencies and special materials, and scheduling, distributing, maintaining and replacing instructional materials. Personal contacts with teachers are usually concerned with emergency situations involving mechanical failures rather than educational needs.

Under such conditions, quantity and variety of utilization can be increased but as soon as quality of utilization becomes a major concern the audiovisual specialist becomes a curriculum consultant as well. He must work with each teacher to help him select and more effectively integrate and utilize equipment and materials to improve the learning experiences of the pupils. The consultant cannot merely tell what there is and how to get it. He must know the curriculum and techniques for curriculum improvement as well as the equipment and materials field if he is to serve teachers properly.

2. *The personal inter-relationships of teachers and the consultant are of primary importance in determining the success of a program.* Poor personal relationships can cancel the consultant's potential contribution. Mutual confidence and respect must be established, and the consultant must convince each teacher that he can provide a valuable service and is not a braggart, nuisance or a threat to the position of the teacher.

3. *A great deal of time is required for the utilization of audiovisual equipment and instructional materials and the consequent realization of worthwhile educational results.* On the basis of this study it can be said that a teacher will put more time and effort into the utilization of materials and equipment as his interest in them grows and as he obtains increasingly valuable

results from their use in the classroom. However further study is required concerning the amount of a teacher's time that may justifiably be devoted to the utilization of equipment and materials. Such a study would be part of a general examination and definition of the various demands upon a teacher's time and of that amount of time that he may reasonably be expected to devote to his professional activities during and after school hours. Such research would of necessity be made against a background of salary levels and the length of the school day and year.

It is obvious that every effort must be made to prevent the dissipation of professional teacher time in clerical work or unnecessary red tape procedures. As time expended in audiovisual instruction becomes more productive it yields greater satisfaction which helps stimulate the desire to continue this kind of work.

4. *The proper utilization of audiovisual equipment and instructional materials can enhance existing educational experiences and also provide new ones.* Researcher, teacher and pupils agreed that the use of more and more varied instructional materials provided broader and richer experiences for the class and made the work more interesting, meaningful and exciting. The amount of pupil reading increased along with the increase in the use of audiovisual materials during the saturation period. There was also a better comprehension of the materials read due to the teacher's developmental reading program and to the stimulation provided by experiences with new ideas, materials and persons during the saturation period.

5. *Pupils as well as teachers need to learn improved utilization of equipment and materials. This takes time and assistance.* Individuals must be taught to gain the greatest benefit from a motion picture or recording or television program just as they must be taught to distill more than the story line from a book. Both types of skills are required in and out of school in today's world of multiple-media communication. Investigation of effective means of providing such training in our schools would be a worthwhile study under the National Defense Education Act's research program.

6. *There appears to be more utilization of audiovisual equipment and instructional materials and more production of materials in a classroom where work is carried on in an informal, flexible manner and where pupils share in the planning, execution and evaluation of their work, as opposed to a traditional, formal classroom.* Within the cooperating teacher's classroom there were contrasting situations to compare. Spelling and arithmetic were taught in a traditional manner by following a course of study and a formal organization while science and social studies were taught with the unit approach, group planning, committee research and reporting, pupil production of materials, pupil evaluation, etc. It seemed that the variety and flexibility in the teaching of social studies and science allowed for a relatively easy introduction and incorporation of new ideas, materials and equipment without the disturbance of any set procedures. Most of the utilization of equipment and materials was in social studies and science but there



### Mr. Cohen: "Let's Measure Quality"

"Better methods are needed for evaluating the contributions of the utilization of equipment and materials to the education of children. When quality rather than quantity is to be measured, there is a lack of efficient tools, techniques and procedures for doing a thorough job. This . . . would provide us with the beginning of educational "quality control" so that the quality of teaching and learning may be measured while the process is underway . . ."

as almost none in spelling and arithmetic, a difference that could not be accounted for by the greater availability of materials in the former subjects or by their subject matter.

7. *Once a teacher endeavors, with the help of consultant, to make more and better use of materials and equipment, the initial effect seems to be a wealth of ideas and a widening of perspective at a rate more than commensurate with the effort expended.* As each idea was conceived and successfully tried, a flood of new ideas came to the cooperating teacher and led directly to much more use of equipment and materials. The results improved regularly and the teacher then showed more desire to continue his efforts in audiovisual instruction. There was increasing desire and ability to integrate equipment and materials, equipment and production, and materials with other class experiences. Later the teacher began to see applications of his work to other classes and other schools in the system. While it seems likely that this unusual rate of development would decrease after the first few months, it can be of great advantage to the consultant and the teacher while it is so high.

8. *Children, like adults, respond to what they consider to be special concern over their welfare.* Changes made for the benefit of the pupils resulted in increased effort on their part. A teacher must be careful, as the Hawthorne studies of effects of changing working conditions in a factory showed, that the changes made are really improvements upon the existing situation. Observing this caution, a teacher is free to utilize and benefit from the realization that change, variety and excitement in the classroom will result in high pupil interest, effort and attention.

9. *Equipment and materials utilization were most valuable in this situation when directly related to first-hand experiences.* As a rule, the teacher and pupils began by clearly establishing the goals of a coming unit of work. Next, first-hand experiences were selected which seemed most likely to help them achieve their objectives. Then, around these experiences and in terms of their general goals, specific purposes were established and the utilization of various instructional materials integrated into the planning of activities for the unit. Seeing things, meeting people, discovering information and feelings by questioning individuals and getting to know other human beings were the things that the pupils found to be the most valuable bases for understanding in a unit of work. Equipment and materials added the further dimensions to the first-hand experiences, and class discussion molded all of the

elements of the unit into a meaningful whole. One boy clearly expressed this when he wrote that "the visitors were most important in our study of understanding other peoples, but I feel we would have gained little from them without the books and movies and other equipment."

#### Questions Raised by the Study

Important questions were raised during the study which seem to have sufficiently important implications for the fields of curriculum and materials to warrant further discussion.

1. *With how many teachers can one consultant work effectively?* Offering all of the services available to the cooperating teacher, the researcher on a full-time basis would not have been able to work with more than two teachers. It is important to ask, "With how many teachers can a consultant work and still be a vital force in the professional development of each?" It would be important to establish the point at which the number of teachers becomes so large that the consultant can no longer work with individuals and begins to function with groups. Is a consultant more important and effective in his position when working with individuals? If so, might he best use his time by working with individuals for an initial period until each has gained sufficient knowledge and skill to require less concentrated attention, and then working with large groups as in workshops or in-service courses? Finally, should a consultant work only with teachers, or with teachers and pupils?

2. *Would a reclassification of instructional materials make teacher utilization easier?* The average teacher must obtain materials from a variety of sources including the principal's office, the library, the shop or other special activity rooms, and the office of the audiovisual director. Maps may be handled by the audiovisual director in one system, and in another by the assistant principal who orders textbooks. A piano may appear in the audiovisual budget in one district, and in the music budget in another district. The curriculum director may have certain materials, guides and handbooks in one system, and the audiovisual director will handle the same ones in another.

In either case, the director not handling the materials often has no idea that they exist. A common agreement as to the point of demarcation between audiovisual materials and instructional materials, if any, would greatly strengthen the professional group. Should all materials be classified under the Dewey Decimal System?

## References Dealing with Studies of Obstacles to Audiovisual Instruction

- Barnard, David P. "So You Think You Have an Audio-Visual Program?" *The Clearing House*, May, 1953, pp. 523-524.
- Binney, J. "Unanswered Questions About Audio-Visual Education," *The Clearing House*, October, 1952, pp. 67-70.
- Boerlin, J. C. "How to Make Audio-Visual Aids Click," *School Executive*, March, 1956, pp. 52-53.
- Bordman, C. "Audio-Visual Suggestions," *Grade Teacher*, November, 1952, p. 58.
- Byrnes, A. F. "Audio-Visual Problems," *Illinois Education*, December, 1950, pp. 146-147.
- Cook, Katherine M. "Visual Aids to Instruction Then and Now," *School Life*, February, 1939, pp. 142 and 159.
- Couch, William H. "Factors Hindering the Development of Audio-Visual Programs." Unpublished Master's thesis, Yale University, 1942.
- Crakes, C. R. "Future of the Audio-Visual Movement," *Illinois Education*, December, 1946, p. 112.
- Dale, Edgar. "Theory vs. Practice," *Phi Delta Kappan*, May, 1940, pp. 409-412.
- , "Those Obstacles in Audio-Visual Education," *School and College Management*, October, 1950, p. 39.
- Hart, William G. "The Kind of Help That Teachers Want," *The Nation's Schools*, July, 1949, pp. 52-54.
- Hoban, Charles F., Jr. "Obstacles to the Use of Audio-Visual Materials," *Audio-Visual Materials of Instruction*, pp. 53-71. Forty-eighth Yearbook of the National Society for the Study of Education, Part I. Chicago: University of Chicago Press, 1949.
- Holland, B. F. "Surveys Show That Administrative Failures Handicap Effective Use of Audio-Visual Materials," *The Nation's Schools*, October, 1951, pp. 84 ff.
- Kapfa, M. A. "Superintendent, Obstacle or Stimulus to Audio-Visual Aids?" *American School Board Journal*, July, 1947, pp. 25-27.
- Kinder, James S. "Chief Limitations to Greater Use of Perceptual Materials," in *Audio-Visual Materials and Techniques*. New York: American Book Company, 1950, pp. 65-71.
- Koon, Cline M. and Allen W. Noble. *National Visual Education Directory*. Washington, D. C.: American Council on Education, 1936.
- McCaslin, Nellie. "Seeing Is Deceiving," *Progressive Education*, March, 1954, pp. 146-151.
- McClusky, F. Dean. "The Administration of Visual Education, A National Survey," Washington: National Education Association, 1923, cited by William H. Allen and Morton S. Malter, "Research

(Continued on next page)

This is a controversial question in many school systems. It would seem that the best approach might be an attempt to reclassify all instructional materials from the point of view of the teacher, that is, in terms of the function of the materials rather than administrative considerations.

3. *Can radio and television become vital classroom materials of instruction?* Many educators see radio as a basic teaching medium, and also see television rapidly becoming one. Others insist that neither radio nor television belongs in the classroom due to difficulties in programming and scheduling and excessive cost. Programming does seem far from satisfactory and scheduling provides many problems indeed.

It would seem well worth careful objective study to determine whether nursery, adult and in-service education via radio and television, along with out-of-school listening and viewing, are not better areas for development than in-school listening and viewing. The comparative value of "live" programming at a fixed time and tape-recordings and kinescopes which may be used at the discretion of the teacher and pupils needs thorough study. If classroom listening and viewing should turn out to have real merit, much more study is needed before effective utilization can take place.

4. *Should audiovisual equipment be redesigned specifically for school use?* Many mechanical difficulties were encountered with new equipment during the study, and considerable time was devoted to training children to operate the various types of equipment used. Storage and ready availability for use were problems not easy to solve with 19 pieces of equipment in the classroom. Some thoughts and questions presented themselves concerning the design of equipment and are presented in the hope that they may stimulate further study, perhaps by a committee of the Department of Audio-Visual Instruction of the N.E.A. under a research grant through the National Defense Education Act.

Every individual piece of equipment should be simple, rugged and fool-proof. Each one should perform a limited number of operations well and for a long time. Controls should be few, simple, large, clearly labelled and color-coded. As many parts as possible, including fuses, lamps, carriers and cartridges, should be standardized and interchangeable. Motion picture projectors, for example, having too many different and difficult threading and rewinding patterns, are usually referred to as being too noisy and as being frightening to female teachers. Instead of more pre-service and in-service training, is it unrealistic to envision a projector which is completely silent, automatically self-threading, automatically self-rewinding, containing a horizontally placed projection lamp and sealed lifetime-lubricated bearings in as compact a unit as possible, with four large lever or switch controls on the outside: Motor, on-off; Lamp, on-off; Volume and Tone Control; Focusing Control? To cite one more case, is it necessary for all buyers of audiovisual equipment in schools to jump on the four-speed phonograph bandwagon? Shouldn't some grade levels or departments have three-speed machines, some two-speed, and some only single-

seed machines? Wouldn't this make possible phonographs which need less maintenance and repair work?

Another possibility is the production of a single machine to combine the functions of a number of existing ones. With a single lens system and a single light source, a rotating central unit might house a series of individual elements: motion picture projector, filmstrip-slide projector, opaque projector, and lantern slide projector, for example. Each of these elements could be removed for repair without impairing the functioning of the rest, and storage for each type of material would be provided in the machine. Addition of drawers below the projection area for turntable and tape recorder decks with common amplifiers and speakers might result in a master unit capable of being built into new classrooms in new buildings and paid for over the 30 years of the bond issue instead of from capital outlay.

School districts now comprise an enormous market and are in a position to ask for equipment designed to meet their specific requirements. Audiovisual specialists, through their national professional organization, could make a contribution by drawing up national specifications for the most-used types of equipment which, when adopted by groups throughout the country, could be presented to the manufacturers' departments of research and development.

A final caution remains to be expressed. Any group concerned with new specifications for equipment must consider the possibilities of the practical application of video tape to school use. Coaxial cables can carry open and closed circuit television programs, motion pictures, recordings, flat pictures and slides from magnetic tape in a school's audiovisual center to flat screens in every classroom, we have exciting vistas opening before us.

5. *How can techniques of evaluation be improved?* Better methods are needed for evaluating the contributions of the utilization of equipment and materials to the education of children. When quality rather than quantity is to be measured, there is a lack of efficient tools, techniques and procedures for doing a thorough job. This could be another valuable area for research under the National Defense Education Act and could provide us with the beginning of educational "quality control" so that the quality of teaching and learning may be measured while the process is underway, after benchmarks are reached, and after the entire work of the school is completed.

It was revealing to discover obstacles and problems of considerable dimensions in a school system with an excellent department of audiovisual services and with staff members of outstanding ability and enthusiasm for their work. It is hoped that others in the fields of curriculum, teaching and instructional materials may share the findings and implications of this study and then contribute to the further removal of obstacles impairing the quality of their audiovisual and consultant services. Improved services can facilitate better utilization of audiovisual equipment and instructional materials as teaching tools to promote better learning.

Related to Audio-Visual Administration," *The School Administrator and His Audio-Visual Program*, pp. 266-267, and 283. Yearbook of the Department of Audio-Visual Instruction, National Education Association, Washington: National Education Association, 1954.

Mitchell, M. F. "Recent Observations in the Field of Audio-Visual Education," *Journal of Education*, April, 1955, pp. 26-27.

National Education Association. "Audio-Visual Education in City School Systems," *Research Bulletin*, December, 1946, pp. 131-170.

-----, "Audio-Visual Education in Urban School Districts, 1953-54," *Research Bulletin*, October, 1955, pp. 91-123.

Nerden, Joseph. "Evaluation of the Audio-Visual Program," *The School Administrator and His Audio-Visual Program*, pp. 248-265. Yearbook of the Department of Audio-Visual Instruction, National Education Association, Washington: National Education Association, 1954.

Noel, F. W. and E. G. Noel. "Looking Ahead Twenty-Five Years in Audio-Visual Education," *Educational Screen*, February, 1946, pp. 67-69.

Reed, Paul C. "Improving the Audio-Visual Program," *Educational Screen*, March, 1946, pp. 129-130.

Roberts, Alvin B. "Audio-Visual Aids in the School of Tomorrow," *Educational Screen*, January, 1944, pp. 9-10 and 18.

-----, "Problems in Introducing a Visual Program," *Educational Screen*, June, 1937, pp. 179-181 and 203.

-----, "Scanning the Nation's Visual Education Program," *See and Hear*, October, 1945, pp. 30-31.

Schwartz, John C., Jr. "To Carry on A-V Work in the Classroom, a Teacher Needs Administrative Support," *The Nation's Schools*, March, 1952, pp. 72-73.

Starnes, W. C. "Need for Audio-Visual Aids Directors," *Educational Screen*, September, 1940, pp. 276 ff.

Vagts, Christopher. "Ay, There's the Rub," *Audio-Visual Guide*, October, 1949, p. 13.

Wagner, Guy W. "We Can Improve the Utilization of Audio-Visual Materials," *Midland Schools*, October, 1953, pp. 16-17 and 50; and November, 1953, pp. 28-39 and 46.

Westfall, L. H. "Future of Visual Instruction," *School Executive Magazine*, September, 1934, pp. 6-7.

Witt, Paul W. F. Quoted in "Teachers Must Have Access to Audio-Visual Materials," *Film World and A-V World News Magazine*, April, 1955, pp. 190-191.

-----, "Toward More Effective Utilization of Audio-Visual Materials and Devices," *Teachers College Record*, Columbia University, November, 1947, pp. 108-118.

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Mother Love

(Carousel Films Inc., 1501 Broadway, Suite 1503, New York 36, New York) Produced by CBS Television Network. 28 minutes, 16mm, sound, black and white, 1960. \$135.

### Description

*Mother Love* demonstrates, through a number of unique experiments, that the single most important factor in an infant's love for its mother is that of body contact, holding and nestling and that deprivation of this can cause deep emotional disturbances, even death.

Opening scenes show an adequately-nursed and well-cared-for orphan rhesus monkey rolling about and pathetically whimpering because the only companion he has known, a cheesecloth pad, is taken away from him. The commentator says, "Until it is replaced, this monkey will remain troubled and distressed. Permanently deprived of it, he may die of loneliness, die for want of love."

But what is love? More specifically, what is an infant's love for its mother? In his laboratory at the University of Wisconsin, Dr. Barry Harlow conducts experiments to find the key to the bond between mother and child and to understand the effects of denial of maternal love. He uses rhesus monkeys as subjects and tests their reactions to two inanimate substitute mothers—one made of wire and another covered with cloth.

One experiment demonstrates that though the wire mother nurses the baby, he spends less than an hour with her and spends the rest of the time with the cloth mother. Other babies act the same way. They go to the wire mother to nurse and to the cloth mother for comfort.

When a fear stimulus is introduced in a cage where both mothers are present, the baby always turns to the cloth mother for comfort and reassurance. Likewise when a baby is placed in a strange new surrounding, the presence of the wire mother gives him no reassurance. He moves about with caution, searching for comfort. As soon as

the cloth mother is brought in, he runs to her and when he is relaxed, the fear having disappeared, he goes out to explore the new world with confidence.

A one-year-old monkey who has been separated from his wire and cloth mothers for six months still remembers his cloth mother. He surmounts the barrier and the fear stimulus to run to his cloth mother for reassurance.

Another monkey, recently given a cloth mother after having been deprived of contact comfort since birth, has learned in a few days to go to her. However, when given the open field test wherein a fear stimulus is introduced into his cage, he does not go to his cloth mother. He just huddles in a corner rocking to and fro in fear because he has no real affection for his cloth mother. When given a choice—to run to the cloth mother or away from the fear stimulus—he chooses the latter. Unlike the other monkeys who go to their cloth mother out of a sense of well being, the deprived monkey is interested only in escape; he has not learned how to replace fear with love; he has no real sense of security.

Other experiments demonstrate that monkeys, like children, enjoy playing with friends. However, in the face of fear, love for the mother is stronger than the affection between friends.

Dr. Harlow concludes that love or its deprivation has an extremely important effect on personality. The critical period in the development of an infant monkey is between 30 and 90 days; in human beings, between three months to one year. If a monkey or a human being has not learned to love by then, he may never learn to love at all.

### Appraisal

This excellent record film does an outstanding job of defining and measuring what has previously been undefined and unmeasured—an infant's love for its mother. It calls parents' attention to the importance of physical contact (cuddling) for children. Other adult groups, aside from parents, would find it interesting in discussion of

the nature of love and emotion.

This film would find its greatest use in university classes in comparative psychology, general psychology, social anthropology, social psychology and nursing education.

This film is one of a series of films distributed by Carousel which were recently presented to television audiences as part of the CBS Television *Conquest* series.

—Herminia Barcelon

## Microorganisms That Cause Disease

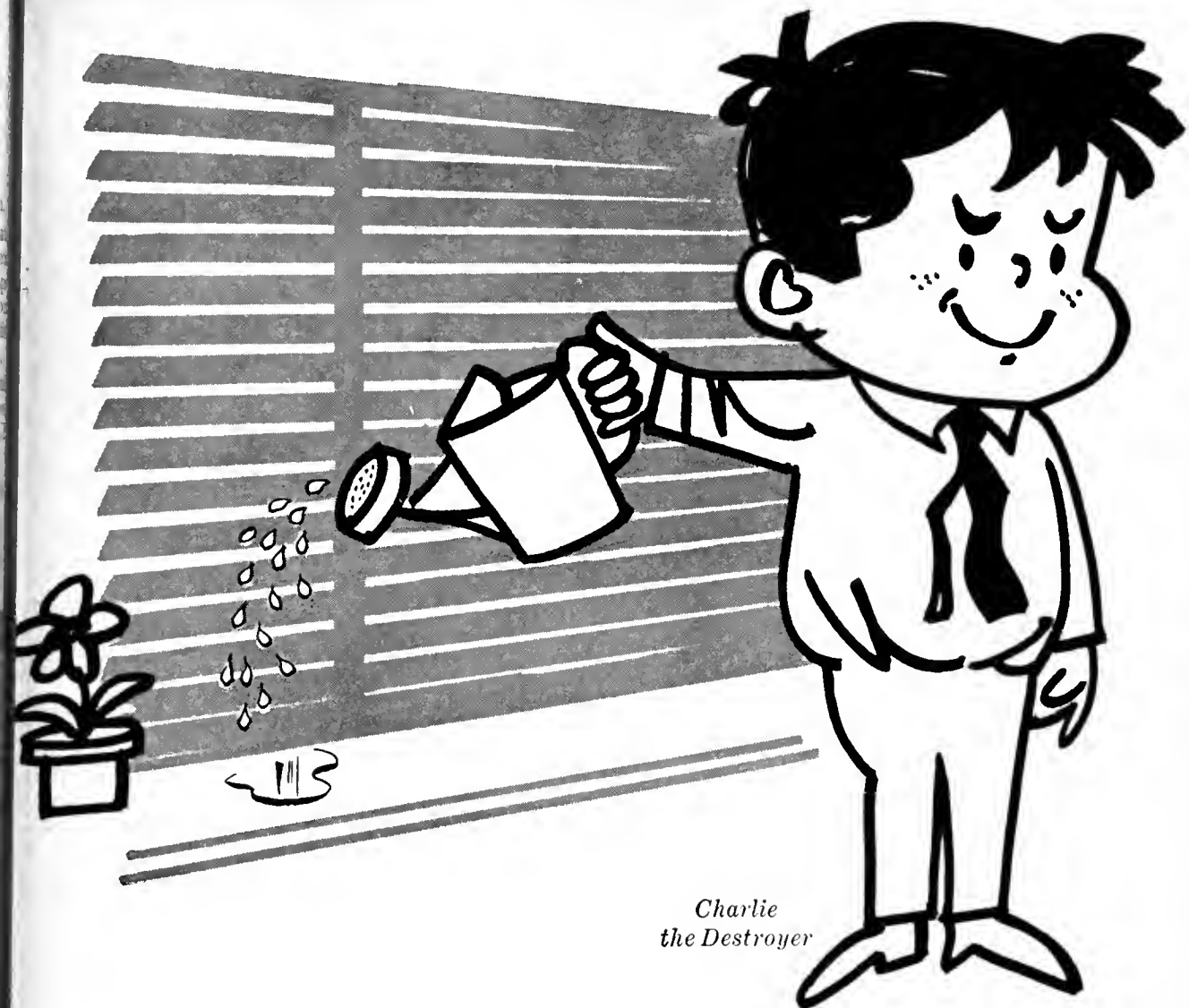
(Coronet Instructional Films, Coronet Building, Chicago 1, Illinois) 11 minutes, 16mm, sound, color or black and white, 1960. \$110 or \$60. Teacher's guide available.

### Description

Using animation, cinemicrography and live-action photography, *Microorganisms That Cause Disease* presents the five types of pathogenic microorganisms and indicates the role of each in disease and the resultant cell destruction. The film points out that pathogenic organisms are found among each of the five kinds of microorganisms—fungi, bacteria, viruses, rickettsia and protozoa. The organisms are seen to enter the body by way of the circulatory system where they produce toxins which poison the body, and by way of the lymphatic system. It emphasizes that all are parasitic and that the destruction of healthy tissues is the ultimate effect of invasion by pathogenic microorganisms.

A severe case of athlete's foot which is the result of a fungus infection, is shown; photomicrographs show the responsible organism.

The pathogenic bacteria are presented as the principal cause of our more serious infectious diseases. The film emphasizes the nearly universal distribution of bacteria and pictures several pathogenic types. Although the ultimate cause of cell destruction by bacteria is not known, the film indicates that the secretion of enzymes by the bacteria is thought to play a significant role in the process. Cell de-



Charlie  
the Destroyer

# DON'T GET UPSET!

He can't hurt them, because you get better protection against corrosion when you specify LEVOLOR. LEVOLOR head channel and bottom rail are coated first, *then formed*. It means that the protective paint is inside as well as outside.

Information that insures the best installation possible is a service all LEVOLOR representatives will give you. They will submit a prospectus covering every detail of your Venetian Blind installation—help with the specifications and make a final inspection *after* the blinds are installed. It is a service that guarantees good specifications and good Venetian Blinds.

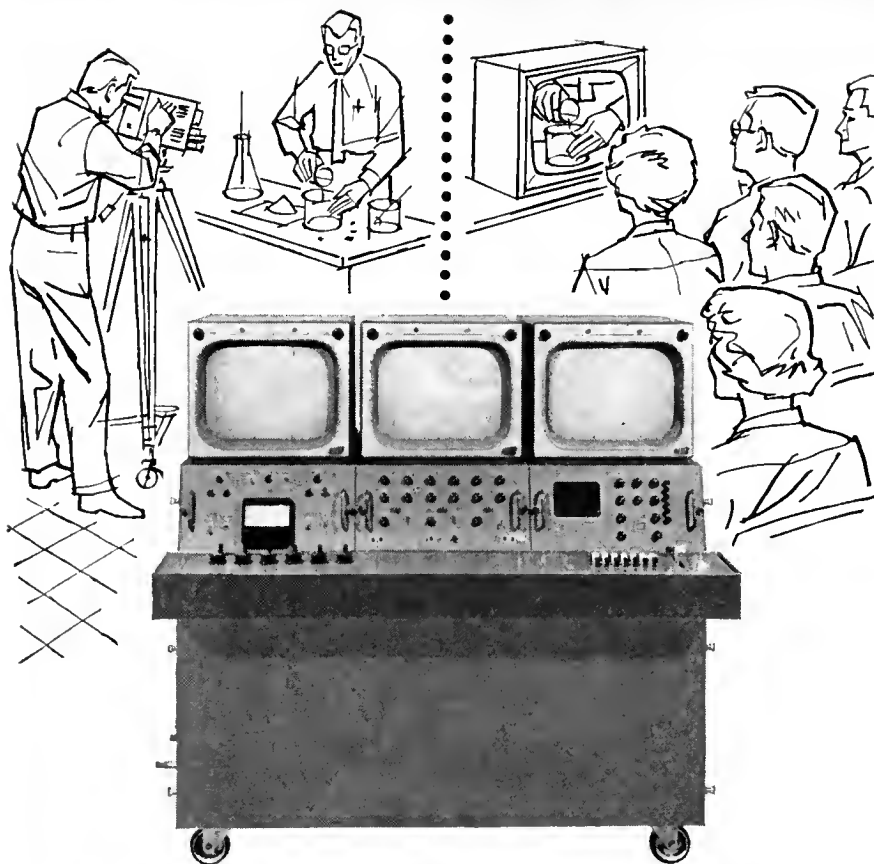
# LEVOLOR VENETIAN BLINDS

**AUDIO-VISUAL**

**CONVENTIONAL**

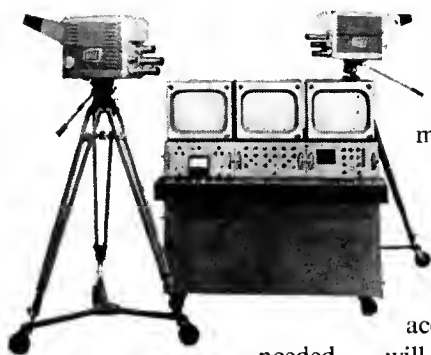
**SKYLIGHT**

Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.



## DAGE MOBILE TV brings studio broadcast quality to any classroom

Broadcast quality equal to that of professional TV studios is achieved by the Dage Educational Television System (ETS-1) . . . and it is completely mobile! Moves on silent casters through classroom doorways. Included in the system is the Dage 320-B series vidicon TV camera and console control center. The versatile 700-line resolution camera is



equipped with electronic viewfinder, hood, four-lens turret and tripod. It gives excellent picture quality, even of microscopic materials. Attractive console contains video monitors, camera controls, sync generator power supply and wave form monitor. Modular construction of console makes it easy to maintain and operate . . . accommodates optional equipment as

needed . . . will broadcast on micro-wave for intra-school networks. For complete details about the Dage ETS-1 write for our free catalog, or request consultation with a Dage representative.



**DAGE TELEVISION DIVISION**  
Thompson Ramo Wooldridge Inc.

2607 West 10th Street, Michigan City, Indiana



struction by pathogenic bacteria portrayed in the breakdown of human blood cells by a toxin produced by streptococci and in a sore produced by bacteria on the skin of a rabbit.

Next, the extremely small size of viruses is emphasized as the narrator states that most can be seen only with the aid of the electron microscope. The fact that viruses have no independent metabolism is given as a major difference between them and other types of microorganisms. Because of this they can grow only within living tissue cells. Several types of viruses are seen, and cell destruction by the polio virus is depicted by means of slides observing sections of a spinal cord before and after virus infection. A mouse is infected by pneumonia virus, and the results of the infection are portrayed as the dissected lung of a normal mouse is compared with the lung from an infected animal. Cell destruction by the viruses is further shown as cultures of human tissue are infected by adenovirus. A series of micro-views shows the progressive destruction of the human tissue.

The rickettsiac are microorganisms which resemble bacteria in structure. However, like viruses they grow only in living cells. These microorganisms are transmitted by the bite of certain insects and the tick which is pictured.

The protozoa are represented as the lowest form of animal life. The tremendously diverse form of the protozoans is emphasized. The pathogenic varieties which cause amoebic dysentery and African sleeping sickness are described. The destruction of red blood cells by the protozoan causing malaria is portrayed graphically by the use of animation.

The film emphasizes that diseases caused by pathogenic organisms are most prevalent in areas of the world where people live in crowded, unsanitary conditions. Many questions remain unanswered regarding the relationship between microorganisms and disease. As indicated by the narrator, only further research can reveal the answers to such questions.

### Appraisal

*Microorganisms That Cause Disease* is an excellent introduction to the five types of pathogenic microorganisms. The concept of disease and the destruction of cells as a natural consequence of the exist-

ce of pathogenic microorganisms well presented. The demonstrations and use of photocine-micrography to show destruction of cells well done and should help students gain a more vivid understanding of the relationship between microorganisms and disease.

The film is highly recommended for use in biology and health classes on the junior and senior high school levels. The biology teacher will find the film excellent in introducing the study of microorganisms. A health teacher will find it of equal assistance in getting across the fact that microorganisms are most prevalent under crowded, unwholesome conditions and that effective control, and thus improved health conditions, can come about only through persons becoming better educated about the causes of disease.

Some teachers will note the error involved in the statement, "Rickettsiae are transmitted by certain biting insects such as this tick." (The tick belongs to the order Arachnida not Insecta.) However, this error was not considered by the previewing committee to be of great significance in this otherwise excellent film.

—Donald Nicholas

## The St. Lawrence Seaway

*Encyclopaedia Britannica Films, Inc., 1150 Wilmette Avenue, Wilmette, Illinois* 17 minutes, 16mm, sound, color and black and white, \$95. \$180 and \$90. Teacher's guide available.

## The Story of the St. Lawrence Seaway

*McGraw-Hill Text-Films, 330 West 42nd Street, New York 36, New York* Produced by the National Film Board of Canada. 14 minutes, 16mm, sound, color and black and white, 1959. \$150 and \$75.

### Description

Because of the timeliness of the subject and its significance to economic development and international relations, the production of films about the St. Lawrence Seaway was to be expected. It is not surprising that some of the earliest releases of classroom films on the subject are by EBF and McGraw-Hill-NFB. The first named film was produced in the United States and the second in Canada.

Both films are approximately the same length, are available in color and black and white, contain scenes made at the same time and place, and tell basically the same story. A general outline of that story which applies to both films is: (a) the geographical setting and economic need for the Seaway, (b) the administrative agreements, specifications, and engineering methods of its construction, and (c) the immediate and anticipated results of the Seaway in terms of international economic development and cooperation.

In spite of similarities in film specifications and basic ideas, the two films offer some interesting contrasts in cinematic treatment. The U. S. film introduces its story with the historic event of Queen Elizabeth II of Great Britain and Canada arriving in Chicago aboard the royal yacht and accompanied by naval vessels, the point being that the completion of the St. Lawrence Seaway made this feat possible for the first time. The main body of the film is then presented in the form of a flashback. The Canadian film starts with the premise that there is an interrelationship between cities, industry and water transportation, particularly because of the relatively lower cost of water transportation. Because large ships provide cheaper transportation than small ones, and because the expense of loading cargo from large lake steamers to small canal boats and transferring it again to ocean streamers could be avoided by building a larger canal along the St. Lawrence "bottle neck," the Seaway was constructed.

In order to state the problem offered by the natural situation of falls and rapids originally existing between several of the Great Lakes and along the St. Lawrence, both films rely heavily upon materials prepared by graphic artists. The U. S. film uses a map (horizontal) of the Great Lakes-St. Lawrence system on which figures indicate the height above sea level of the various water bodies. The Canadian film, on the other hand, uses a profile (vertical) to visualize the problem of uneven elevations. In showing the procedure for constructing the Seaway (through the use of cofferdams) the U. S. film first uses a model while the Canadian film shows only the real thing. The color print of the U. S. film shows the model and its functions with more clarity than does the black and white print. Similar shots of dynamiting are used in both films when

the last link of the Seaway is flooded. The Canadian film follows with the formal opening ceremony that features Queen Elizabeth and President Eisenhower, while the U. S. film indicates the products of commerce, their magnitude and significance, before returning to Chicago for the Queen's address there.

### Appraisal

Each film makes worthy contributions to the recorded knowledge about the St. Lawrence Seaway. The EBF film provides a commentary that is richer in statistical detail, and it alludes to concepts that would assume a high school, college and adult level of use. Its probable use will be in courses in geography, business, and economics, including the overlapping area of economic geography.

The McGraw-Hill-National Film Board film, because of effecting a greater simplicity and directness in its development, is more appropriate for use on the junior high and intermediate grade levels. Professional geographers will question the Canadian film's selection of the Detroit-Windsor area as an example of an area to which iron ore is brought by lake steamer to be converted into steel for use in the automotive area. In the first place, very little of the ore traffic on the Great Lakes terminates at the Detroit-Windsor location. Secondly, very little of the steel for automobiles is manufactured in this area. Thirdly, Detroit, of all the major cities of the Great Lakes, has accomplished less in the improvement of port facilities that would allow it to benefit from the Seaway. On the other hand, elementary teachers will probably welcome the way in which the Canadian film presents through animation the function of locks.

—Ledford Carter

### AMERICA 1895 - 1915

First Two Decades of the Movies: rare original early films of social significance including "The Living Past" series - the Woodrow Wilson Campaign film of 1912: "The Cry of the Children," a child labor film endorsed personally by Theodore Roosevelt, and a woman suffrage film produced by Emeline Pankhurst. Comedies, Dramas, Dance Films of the period also available. Send for brochures.

FILM CLASSIC EXCHANGE  
1977 S. Vermont Avenue  
Los Angeles 7, Calif.

# AUDIO

by Max U. Bildersee

## Getting Underway

We had been talking but a few minutes when she said, rather abruptly, "Let me be blunt, Mr. Bildersee. Audio has been terribly neglected in our schools. How we get started without wasting time and money?"

I wasn't surprised to hear Miss Maxwell speak this way. I had known her for several years as a forward looking educator who, recognizing need or error, set about on a straight line to fill the need or correct the error.

"You know, Miss Maxwell," I said, "we have several problems here. First there is the matter of teacher readiness and understanding of the importance of the audio aspects of the total teaching program. And after we have explored that and determined a reasonable program and timetable, let's look at the twin problems of material availability and equipment

condition and convenience for use."

"Before we do enter these aspects of discussion," she said, "let's add an important fourth. The teachers on my staff can understand objectives and services they may expect from audio materials. And we can supply equipment and records. But how do we keep up with current developments? It has been my observation that many new recordings recently have been put on the market. And frequently these are produced by small, out of the way concerns. In short, what are the sources of information?"

We started with the matter of teacher readiness. I spent considerable time describing the various ways a school system could organize a record fair for the teachers. I suggested that it start with a presentation of teaching objectives served by sound.

Miss Maxwell interrupted to ask, "Who should do this?"

For the most effective use of language laboratory facilities in the classroom...

## THE NEW LINGUAPHONE SCHOOL PROGRAM

NDEA-QUALIFIED  
COUNCIL OF STATE SCHOOL OFFICERS-STANDARDS

... Synchronized Tape and Records in the only COMPLETE conversational foreign language study program available



The NEW LINGUAPHONE LANGUAGE PROGRAM has been especially developed for school use by the Linguaphone Institute. The World's Standard for over 50 years. Linguaphone Conversational Record Courses in 34 languages are used by more than 18,000 schools, colleges and universities.

Now LINGUAPHONE SCHOOL TAPES combine with records and manuals to provide a complete audio-visual program for perfect conversational training.

Only Linguaphone... offers identical course material on TAPES and RECORDS: tapes have optimum-length pauses between words or idiomatic phrases for student repetition and recording; records present an uninterrupted conversational flow.



- Only the language being studied is heard.
- 3,000 basic words are presented through interesting conversational situations.
- Only leading native language teachers speak on Linguaphone Tapes and Records.
- The voices of 8 to 12 men and women, authorities in each language guarantee authentic speech.
- Courses are completely up-to-date.

### SCHOOL TAPE PROGRAM IN EACH LANGUAGE INCLUDES:

- 32 reels of tape—3 3/4 ips—1/2 track recorded. 50 conversation lesson units, 2 phonetic lessons, 2 lessons on introductory phrases.
- Complete Teacher's Instruction Guide.
- Linguaphone Student Manuals.
  - a. Illustrated Situations—complete transcription with keyed pictures
  - b. Vocabulary—in the order presented, along with English equivalent
  - c. Explanatory—construction and usage
  - d. Reference Grammar
- Student Workbooks (Prepared by Dr. Theodore Huebener, Director of Foreign Languages, Board of Education, City of New York).
- Sturdy Storage and Carrying case (secured with lock)
- LINGUAPHONE COMPANION RECORD SET
- 16 Unbreakable discs—32 sides—Set of Manuals, Storage-Carrying case.

### LINGUAPHONE SCHOOL TAPES

are now available in the four languages in most popular use today: Spanish (Western Hemisphere), German, French, Russian. Italian and others (now in preparation) will be available in the near future.

For a demonstration of LINGUAPHONE SCHOOL TAPES and RECORDS in your school—or a fact-filled descriptive brochure, write to LINGUAPHONE, SD-1907, Radio City, New York, NEW YORK

"You can do it, Miss Maxwell, the superintendent can do it. The higher the rank of the individual proposing the ideas and the board program, the better opportunity there for success. As you know, this cannot be superimposed. It must be proposed by someone who will be heard, and then adopted by the staff."

"What general points do you believe should be emphasized in such a presentation?"

"Before we get to that," I interposed, "let me suggest that this be presented to a county-wide or system-wide teachers' conference so that the importance you attach to it will be accepted by the staff."

We went on at this point to discuss what should be stressed by the person introducing the idea of expanded use of audio materials. We talked of the importance of the introduction of a variety of personalities into the classroom. We explored the area of using recorded "experts" for instruction in particular areas on the secondary level. Miss Maxwell referred to listening to poetry as being akin to listening to music, and then suggested that the "poet reading his own work" would give an authentic interpretation a professional reader could attain.

I pointed out the new and ambitious program of producing records of American poets reading their own works which Yale has embarked upon and pointed, too, to Carl Sandburg recordings as well as those of Edna St. Vincent Millay and Robert Frost. Miss Maxwell mentioned the series of recordings produced some years ago by Columbia Records on authors reading their own writings. These, she thought, might well be included in either class collections or library collections for circulation to students.

When Miss Maxwell said, "Now, in the field of music..." we both smiled because we recognized that this area could well occupy all of our attention. But she quickly added, "Are there particular recordings we should emphasize in our preliminary demonstration? I mean, are there records of instructional importance which do not necessarily emphasize performance? Are there records to help the child understand the orchestra?"

I asked Miss Maxwell if many of her students, even secondary school students, took advantage of available concerts.

She said, "No, and I fear that is because they cannot grasp the inherent beauty of the several instruments."

I suggested that she audit *Music for Young Americans—Kindergarten* (Audio Education BM-K) as a starter. I suggested, too, that she preview and audit the Jam Handy record/filmstrip



the series *Opera and Ballet Stories* as well as their *Instruments of the Symphony Orchestra*. I pointed out that the albums *The Instruments of the Orchestra* and *The Magic of Music* (Cabot CAB 4021 and CAB 4022) would well be used in intermediate grades. I suggested that junior high school students might be introduced to the records in the album *The Complete Orchestra* (Music Education Record Corporation). Then we talked of particular performances devoted to instruction and settled for two Columbia recordings, *Young Person's Guide to the Orchestra* (ML 5183) and *Symphony No. 5 in C Minor* (CL 918) by Beethoven. We chose the latter because Leonard Bernstein's demonstration and orchestral illustration which occupies one side of the recording makes it instructionally valuable.

"And for the history of music," said Miss Maxwell, "what do you suggest?" *The History of Music in Sound*, I said, "is a comprehensive series of volumes most useful for reference and demonstration purposes. These will be particularly useful in the hands of a creative teacher. They are published, you know, by RCA Victor."

"But we must not lose sight of our immediate problem—the establishment objectives," I said.

"Oh my goodness, no" was the reminder. "But I am not forgetting that it is important that we point out to the teachers that there is no self-contained instructional medium. Each medium must remain wholly in the control of the teacher. She must be master of the situation, not the machine."

"Wholly agreed," I said. "Then we are discussing these materials and the audio medium in the same manner that we would be discussing any other aspect of audiovisuals, or books or maps or anything else."

"That's the point of view I want my teachers to understand."

"Then," I said, "audio adds fundamentally essential ear training. The children must learn to listen and to separate the wheat from the chaff of spoken statements. They must develop audio appreciation and understanding."

"Yes, and this can be done only with practice."

"True. And the areas on instruction in which sound is applicable is rapidly expanding. Did you know that there are recordings in art appreciation which your students can enjoy and profit from hearing?"

"Tell me more. I had assumed that such areas as mathematics, science and art were so utterly visual that there could be no records."

"So had I," I confessed. "But for the elementary school there is Cabot's *Let's Look at Great Paintings* (Cabot CAB 4024) and for the secondary school Spoken Arts has produced *Invitation to Art* (763) which can be most useful."

"And, Mr. Bilderssee, the same is true in science and mathematics?"

"Largely," I said, "for there are recordings in these areas, too. And they are available in simple arithmetic as well as in algebra and geometry in the mathematics field. And in science there are special recordings on the science of sound, for instance, and in other areas as well. Further, in science, the opportunity to present personalities exists."

"Before we go too far in listing records and objectives, for now I understand that there is much available, let's look at the other matters in our agenda." Miss Maxwell referred to her notes and said, "What do you recommend about equipment?"

I pointed out that this is a most difficult problem on which there is no real agreement. The test is whether suitable record and tape players are available at any time a teacher needs them, and whether such machines are near at hand or distant. "You know," said Miss Maxwell, "distance lends enchantment at times, but not when you have to carry a machine."

We suggested that we set a standard of sharing equipment in various sections of each building. Miss Maxwell agreed with my insistence that there is no substitute for good quality in such machines and that quantity was unimportant if quality was ignored. We both felt that, for record players, four speed machines of better than average quality must be supplied. I then suggested that Miss Maxwell investigate such machines as Audio

Master, Newcomb, RCA Victor, Columbia and Califone. I urged her to ignore the \$29.95 bargains as waste.

"Should we have a central library of records, and distribute them to the schools," she asked.

"I suggest that a dispersed library is better," I said. "Each school should have the recordings needed in that building, with the exception that recordings used very rarely can be shared. After all, you wouldn't share inexpensive books so why share inexpensive records?"

"We've made considerable progress, Mr. Bilderssee," said Miss Maxwell. "First, we should introduce the board idea to the teachers in a large group rather than as individuals."

"Just a minute," I interjected. "No reason can be given for not introducing this to teachers individually, except that you originally asked me about getting started without waste of time or money. I am urging that you invest time and money to get started."

"Right you are. A presentation to the group by an important individual like the superintendent or a representative from the state education department is a good beginning. We follow this up by letting the teachers see and hear a variety of records. Can they experiment with them under classroom conditions?"

"This will depend upon the sources you use and the amount of time available. In one day just a little can be accomplished. But if each school is urged to purchase a few records and experiment with them, knowledge and experience will dictate what next steps to take. And of course this leads to the point we mentioned at the beginning—that of keeping up-to-date."

"Yes. How can we do that?"

"One step is to organize a committee or several committees respon-

## Audio CARDALOG\* Record Reviews on Cards

- ☆ on 3x5 punched, cross-indexed cards
- ☆ efficient, constantly expanding reference center
- ☆ for accessible filing and finger tip reference
- ☆ supplying synopses and appraisals
- ☆ published monthly, September through June
- ☆ interesting audience and instructional use
- ☆ at least 400 cards per year
- ☆ your buying guide

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —

\*Registered Trademark

**RADIO-MAT**

TALK FROM YOUR SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES  
on  
RADIO-MAT SLIDES  
WHITE-AMBER GREEN  
ACCEPT NO SUBSTITUTE

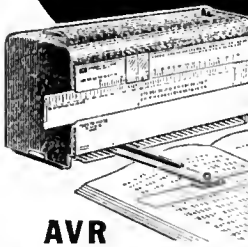
THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES on your own TYPEWRITER by using RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2 x 2.  
Sold by Audio - Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—

**RADIO-MAT SLIDE CO., Dept. V,  
222 Oakridge Blvd., Daytona Beach, Fla.**

**NOW IN THOUSANDS OF CLASSROOMS!**



**BEST . . . because it has passed the classroom test**

**AT A COST AS LOW AS 37c PER PUPIL\***

**AVR RATEOMETER**

**Tops the list of America's Reading Learning Aids because of its proven performance**

**IT'S VERSATILE . . .** fits into any reading improvement program.

**IT'S ACCURATE . . .** Lifetime electric motor provides clock accuracy, trouble-free service.

**STUDENT CENTERED . . .** requires minimum assistance. Students master its use in minutes.

**EASY ON BUDGET\* . . .** Actual classroom experience over a 5-year period shows that costs run as low as 37c per pupil.

Teachers say: "Pupils love working with them" . . . "best of its type" . . . "more convenient" . . . "so quiet" . . . "flexible and adaptable" . . . "rate increase 70 to 300%."

Complete with manual, carry-case, \$39.95  
5 to 9 units, ea. \$35.95 • 10 or more, ea. \$33.95  
Satisfaction guaranteed or money refunded  
Send orders to

**AUDIO VISUAL RESEARCH**

Dept. U07 523 S. Plymouth Ct., Chicago 5  
FACTORY: Box 71, Waseca, Minnesota

**SIMPLE | EFFECTIVE | DURABLE |**

sible to the professional staff to keep them informed. These people must work closely with your instructional materials staff.

"You must supply them with necessary independent publications in which such materials are found."

"Can you suggest some?"

"Yes, I can. You will see advertisements for many of them. But immediately coming to mind are *Educational Screen and Audiovisual Guide* and other professional journals of similar nature, and periodicals such as major newspapers and magazines. In the latter group usually metropolitan Sunday papers and such magazines as *The Atlantic* and *Saturday Review* are useful. Then there are specialist journals in the subject matter areas like the magazines published for language instructors, elementary teachers, social studies teachers and so forth."

"Of course, and we have these here all the time!"

"Yes, I suspect that they will be found in your professional library. But route them through your instructional materials consultant and he can then give teachers and committees valuable help in discovering and selecting appropriate material."

My head was spinning as I left Miss Maxwell. We had talked of many things, we had covered much ground, but there was still much more to be discussed.

**Poetry Readings**

The *Yale Series of Recorded Poets* will be a remarkably inclusive collection of readings by contemporary poets from their own works. These

have already been recorded on magnetic tape by Lee Anderson, a poet in his own right, and they will be released at a rate of four a month for a considerable period. Eventually it is anticipated that the work of more than 100 poets will thus be covered.

Are you looking for some enrichment material for your language laboratory? There is a record of German poets you should know about. This is essentially a survey course spanning the years from the twelfth century to the twentieth. Lotte Lenya reads thirty poems representative of the work of von der Vogelweide, Klopstock, Goethe, Schiller, Eichendorff, Lenheine, Scheffel and many others, including the moderns Brecht, Hofner, Werfel, Hesse, Rilke and others. The album is *Invitation To German Poetry* (Dover, 180 Varick Street, New York 14) and includes a complete script.

**Magnetic Sound on 8mm**

We are on the verge of something new in audio in schools . . . involving the broader use of the magnetic sound track on film—on 8mm film as it is progressively introduced to the market.

There are several new machines already on the market—and more to come—offering the school the opportunity to make their own. They serve small groups with sound adequate for speech frequencies. Their school applications will depend on the ability and willingness of teachers and personnel to take time to prepare a record soundtracks appropriate to homemade or commercially made films. There will probably be 8mm color-sound films available, but their first use in education may be in home and school-made motion picture strips for sound and recorded tracks particularly adapted to the immediate needs of particular groups of children.

There are the usual problems of magnetic recording: erasure, poor technical quality indicative of amateur recording, sound tracks partially destroyed and all the other ills of the medium including our inability to inspect visually on rewind. These may be overcome by care in use and technical progress. The 8mm sound projector can become a factor in audio-visual education. Johnny can read, and he can write and speak, too. Through the 8mm sound film his writing, reading and speaking talents can be paralleled before his peers as the soundtrack of a film. This is a challenge to bring forth his best efforts—and ours.

**Audio CARDALOG® Record Reviews on Cards**  
Box 1771 — Albany 1, New York

Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00

Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

# FILMSTRIPS

by Irene F. Cypher

One thing we have always liked about filmstrips is their potential for individual viewing and use. We hear much today about materials designed for mass education, mass viewing, group discussion, mass impact, and one might be tempted to think that education was always a large group activity. It is well to stop sometimes and remember that much of the educational process depends upon what the individual student is able to do for himself; that small groups of students gain from the opportunity to get together as a small group to discuss, talk and work; that even though many learning sessions do take place in large or mass group meetings, they are followed by individual or small group study. It is for this reason that we like to see individual viewing devices in use in classrooms; that we like to see two or three students huddled about a table viewer; that we

like to call attention to the fact that the filmstrip is a good educational medium because it lends itself to such activities.

In thinking about it the other day we did a bit of dreaming about what would happen if there were several filmstrip projectors and several individual viewers in each classroom. Would students be permitted to take up a filmstrip and browse through it as they do a book? (Wouldn't it be wonderful to hear a chuckle as the student came to a picture which pleased him and which satisfied some personal idea of his very own, without having to share it immediately with thirty-odd other viewers!)

If students had access to such use of filmstrips, might it not make them willing to turn to these picture aids for reference and study and would it not encourage them to look at the visual evidence in subject areas and

really see it? Yes, group study is good, but we wish more time were given to individual and small group study too. We need to provide opportunity to develop individual thinkers as well as group members of society.

*Audio-Visual Spanish Language Series* (30 filmstrips, color, with 18 records arranged in 6 sets of 5 filmstrips and 3 records per set; produced by Pathscope Educational Films, Inc., 71 Weyman Ave., New Rochelle, N. Y.; \$81.25 per set of 5 lessons, group rates for special unit plans). Our ideas as to the way to study languages have undergone quite a change recently (and for the better we think). Material such as this series makes it possible to "move into" a language situation, and use the language as we learn about it. The pictures of the series were photographed in Mexico and the commentary is in conversational Spanish which can be used and adapted to increasing facility in speaking skill. Planned in accordance with the Pathscope-Berlitz pattern, this gives the student an opportunity to hear Spanish spoken at a conversational rate; it gives vocabulary material which is suited to normal, everyday situations and the material can

Be sure to preview this DELTA AWARD-WINNING FILM\*

## EXPLORING BY SATELLITE

With the cooperation of the I.G.Y. Committee of the National Academy of Science, the Department of Defense, National Science Foundation, and the I.B.M. Corporation, DELTA has produced one of the most significant educational films to date.

*Science Teacher Magazine* says, "The film has no counterpart available to schools at this date."

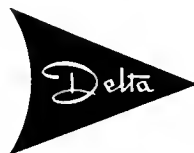
EXPLORING BY SATELLITE is a film that should be shown in every school room—from junior high through college—at least once each school year.

\*Received an "Outstanding" award from *Scholastic Teacher Magazine* in the field of Educational Films, May, 1960.

- LENGTH 28 minutes
- 16 mm sound
- COLOR \$240.00
- B & W \$120.00

• Available under Title III

• Send for Preview Print today to—



**FILM PRODUCTIONS, INC.**

(Sales & Distribution)

1821 University Ave. • St. Paul 4, Minn.

be adapted to many lesson needs.

There are also teacher's guides and vocabulary scripts, with English translations. The complete unit is well planned; filmstrips and records can be used together or separately and teacher and class can turn to them for real assistance as aids to gaining a feeling of ease with the Spanish language. The material is not for use with

any specific textbook or grade but can be used whenever students are beginning to work with this language.

*Community Helpers: Set No. 2* (6 strips, color; produced by McGraw-Hill Book Co., Inc., 330 West 42nd St., New York 36, N. Y.; \$32.50 per set, \$6 single strip). Young citizens in the kindergarten and primary grades are interested in finding out all about the milkman, dentist, librarian, sanitation department crew, service station attendants and the street maintenance crew. This is natural, for these people all have an important place in the world about which they are learning. The various individuals are shown going about daily tasks, at work in their job locally, and helping people of the community. The presentation is closely related to an curriculum units and work at these grade levels. Each one is shown talking to children and the stories are made to appeal to young interests and ideas.

*Dating Topics For Teens* (2 sets of 4 filmstrips and 2 records, color; produced by Family Films, distributed by Society for Visual Education, 13 Diversey Parkway, Chicago 14, Ill. \$5.50 per set, \$6.50 single strip, \$3.50 single record). The first set of this series is intended for junior-senior high school students or young teenagers; the second set is planned for older teens. This means that set number one deals with the ever-puzzling problems of how to get a date, what to do on a date and how to know whether or not it is love. The second set takes up the problems of going steady, how to behave on a date and how to look ahead to marriage. These are not easy problems with which to cope, and guidance counselors, classroom teachers and group leaders need material which will hold student interest and lead them to think about these matters. The art work of the strips as well as the narration of the records has been planned for young people of the immediate present. This means that discussions and subject consideration are fitted to today's situations. They are intended to be used in discussion sessions, and they provide material that should help teenagers to look at their problems from a very commonsense point of view.

*Learning About People* (12 shortstrips; color; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill. \$19.90, including a hand-viewer). Here again we have emphasis on individual study, for shortstrips are just what the name implies, a short filmstrip of 14 frames,

intended basically to provide material for individual pupil viewing. This particular series deals with the topics that make people what they are: eyes, ears, hands, taste and smell; also why we need a home to live in, clothing to wear and food to eat; makes individuals afraid and enables us to put our thoughts into words. The material is simple, direct and provocative in that it will direct the viewer's thoughts to finding out more about each subject presented in a strip. There is no waste of descriptive material, questions are clearly stated, and the basic facts are given for the student to ponder over. The strips can be correlated to any books or texts used and are easy to handle.

*Sir John MacDonald, Part I and Part II* (2 strips, color; produced by National Film Board of Canada and distributed by Stanley Bowmar, Valhalla, New York; \$5 per strip). A real understanding of Canadian history and development demands a understanding of the role Sir John MacDonald played in Canadian affairs. This is a picture biography painted against a background of social history. We see how MacDonald worked to achieve a strong central government and the part he played in Confederation activities. This means that we see the steps by which Canada progressed from a frontier colony to a place as a world power of great importance. The story of a great man and it is an exciting one, with value for social studies classes.

*Simple Posture In School* (single strip; color; produced by Roger Peet, Los Angeles, Calif., Box 397, Sierra Madre, Calif., \$1.00). Good health as a comfort depends upon correct posture when seated. Simple posture when seated. When we meet pictures show us various posture when we talk about going to a chair seated, how to act in a series (and how not to sit) give us "multiple choice" examples of right and wrong to comment on our feet and what to do when seated.

There are many reasons why this strip that directness to this film are clearer refreshing; picture is uncluttered and attention considered on the point of the filmstrip there is no nonsense, "simplicity" and no "preparation" pupils will gain facts. Probably matter-of-fact favorably to and have a . of the presentation sitting habit time discussing at any grade strips can be used.

## ... library plans and materials for—



- filmstrips
- sound filmstrips
- disc records
- 2" x 2" slides
- recording tape

MOBILE PROJECTOR TABLES  
PROJECTION EQUIPMENT STORAGE  
ADD-A-UNIT FILMSTRIP LIBRARY

Complete catalog mailed upon request

CATALOG DEPARTMENT

**JACK C. COFFEY CO., INC.**

710 Seventeenth St. NORTH Chicago, Ill.



## "FIBERBILT" CASES

"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of "Finest Quality"

For 16mm Film—  
400' to 2000' Reels

Sold by All Leading Dealers



# AV in the Church Field

by William S. Hockman

## Summer Time

There are some things that churches and producers and distributors ought to do in summer time. Let's take them one at a time, and set down in summary some concerns and activities for each group:

### The Local Church

1. Now is the time for the local church to make an inventory of its AV materials. What did you use most in the past year? What got little use? Why was this so? Did you neglect good materials on hand? Did what you used a great deal fit your program better? Was it a matter of your educational leadership not knowing about the materials you had available for it? This means that you ought to study your use-records to see what they say.

2. Now is the time for you to be thinking over what you need to secure this summer in terms of your program emphases next fall and winter. What about your missionary program, your youth fellowship, your church school, your leadership training program? Have you new materials to meet the needs in these fields? Why not go through this *Blue Book* issue of *Educational Screen and Audiovisual Guide* and check materials that you would like to know more about? Ministers, directors of education, church school superintendents and other leaders may have more time now than at any other time of the year to study catalogs, lists, ads, and all sorts of informational materials with a view to selecting materials for their AV library.

3. Now is the time for you to get better acquainted with your immediate source—the nearby AV dealer or rental library. Suppose he is 50 miles away! Just plan a day for going and looking over his materials. If you can, phone him. If you can't do that, just walk in. He will be glad to see you. Tell him of your needs. This helps him. Knowing your needs, he may be able to help you. This personalized relationship can mean better service all year long.

4. Now is the time to use materials that you don't get around to in the

busy fall and winter. Where? In camps; conferences; in vacation church schools; in retreats for youth and adults; in leadership conferences and schools. It is easy to forget audiovisual in summer. Don't do it.

5. What about your equipment? Are lamps getting gray or showing black tops or bulges? Better plan to replace them now. What about cleaning? Is that fan under your filmstrip projector full of lint so the blades are inefficient? Better check; they clog faster than you think. What about new equipment? Was usage curtailed last year because you did not have that second filmstrip projector? Do you need a table-type filmstrip previewer? It is a great convenience and a time saver. What about screens? Got enough? Got the right ones? Now is the time to act on equipment. Many AV committees will need to be planning their budgets for the coming year and when they do, don't overlook equipment.

6. And on this matter of budget! By and large, churches get and pay for what they (are convinced) they need. Perhaps you need to do some convincing this summer, beginning with yourself. Half-sold, you won't sell someone else very easily. Get all the way sold yourself and go after the money. Look way ahead; get the facts; present them where they will influence decision and action. If you've been financing materials and equipment *outside* the regular budget, stop that and get it *into* the budget.

### Local Dealer

1. If you have not done so, read my advice to the local church and see what that means to you. It can mean much if you will see your side of the coin.

2. Now, in summer, is the time for you to get better acquainted with your customers. Why not write to a group of churches and ask them to send in their key AV person on a certain day? Why not have a box lunch for them? Why not get out the new stuff and show it? Better look at it yourself first. You will do a better job of talking about it if you do.

3. And that brings me to point three: Know your stuff. Man, you can't really serve your customers until you know what's in those cans! Have your booking girl on hand for this visit of AV people from the local church. Personalized business means *more* business. Don't forget to be on hand yourself. Miss golf that day!

4. Now is the time for you to take inventory, not in the usual way but in terms of what's 'dead', alive, and jumping. Better think up ways of getting your materials out to your customers. Tell them what you have and how they can get it. Better find out why certain materials did not 'move.' Did you put any pressure back of it; follow the producer's sales advice; think up better ideas than his or just let it slide off to the side? Lastly, are you buying what your customers want?

5. Now is the time for you to lift your sights on the whole church field. Are you reading? Do you know what's going on? Do you get the denominational curriculum brochures to see what the up-coming lessons will be about? Do you ask the National Council of Churches what the mission study themes will be for the coming fall and winter?

6. Now is the time for you to offer service. If you will get in touch with the people who run camps and conferences of all kinds for children and youth, you will find that they will appreciate any help which you can give. Remember, those who see films and filmstrips in conferences, camps, vacation church schools, will want to see them when they get back home. Spend some time with the director of the community service agencies. Find out who the leaders are and offer them whatever help and service you can give in what they are trying to do. It will pay—both you and them!

7. Your total sales (and income) will be related to your total information AV-wise. Your information will come from at least three sources. The producer will take the initiative, but you must respond, and read what he has to say. It may be very important to you. You ought to get information from the churches. This you will need to go after. Better talk ten minutes with leaders in five churches than spend a lot of money asking questions that won't be replied to on paper. You will need the information which this *Blue Book* issue can give. Study it carefully. You might want to check in it materials which you have and then send it to actual or potential customers.

8. In the church field you can't

get along without the *Audio Visual Resource Guide* (AVRG) of the National Council of Churches. You need it as reference. It is full of information which you can use. It will help you serve the churches better for it evaluates church-field materials better and more extensively than any other document in existence.

9. Lastly, better check your lines of communication. A highly motivated church worker wrote several days ago asking how he could get information on a filmstrip series. In his city, and close by, were three AV dealers who serve churches. How did they miss him; how did he not know of them? Dealers, that's your problem. Perhaps your material was reaching the church but not being passed on to key workers. That's both your fault and the church's. Now, in summer, is the time for you to rebuild your file of local church users of AV materials. Many churches do not have AV committees as yet or coordinators, but will put your information in the proper hands. Better get the names of individual users in your files and not just churches. There is a big and continuous turnover of workers in the average church. Better find out if your mailing lists are reasonably accurate.

### *The Producer*

By 'producer' I refer to those who produce AV materials both for themselves and for others.

There are some things which you, the producer, can do in summer, also. First, better read above my suggestions to the churches and the local dealers. There are implications there for you.

1. In summer you can get better acquainted with the whole field by going where church and church-AV people meet. You need to know what they are thinking. You can gather this from listening to what they say. Your salesmen would do well to stop in on AV workshops, institutes, courses and conferences. You need to make some effort to keep abreast of what is going on.

2. Are you sure you know how to help your dealers sell your products to the churches? I read some of your sales pitches. I know the local church. I know what motivates local leaders to buy. I must confess that some of your slicked-up advice is pretty thin soup! Some of you may need to know the churches a little better. They are not schools; not industry; not the general public—they are churches, and they have peculiarities (for ill or good). You would do well to re-evaluate much of your advice to local

dealers about how to 'sell' the local churches.

3. When you produce for yourselves and when you produce for a client who looks to you for advice, you should know more about this whole problem of what medium for a given body of content. Are you sure that we are not running the 'sound filmstrip' into the ground? Do all filmstrips need recorded commentaries? I see filmstrips that would have made good recordings. Someone spent a lot of money for pictures which 'said' nothing or very little. Again, I see filmstrips that don't need the commentary frozen on a disc but just printed for the user. Just how did the church field get topheavy on sound filmstrips—to the severe neglect of the cheaper captioned ones or those with printed notes or commentary? While the cloud on the horizon of the churchfield is no larger than a man's hand, there may be a lot of water-of-change in it for you producers to consider.

4. In 1957 we called attention to the general economic situation in the church field to the disgust of some of our readers and the alarm of others. A few leaned back and took a sober look at things but by and large there has been little or no improvement in the basic economic patterns prevailing. Churches ask me all the time where they can rent filmstrips, for instance. I tell them to buy them. They say, "How can we at \$10.00 per?" Now that's not my question. Producer, and dealer, you answer that one. I know that many churches can buy; they just pretend to be poor. But we shall either convince them or not do business with them. It's your problem; you find the answer.

5. When your clients come they generally have their minds made up as to what medium they want for their material. When they do ask for advice, can and do you help them think the problem through in terms of the economic and utilization factors prevailing in the church field? Suppose they do have the right AV medium in mind, what about the specific format of that medium? Can and do you advise them on this in terms of the economic and utilization realities prevailing in the church field? If you don't, who will? If you don't, you and every one right down the line will be affected, perhaps adversely. This effect will be in usage volume. In this you have a stake. (Incidentally, let us all hope that the "Consultation" at Boulder next month will throw much light on our problems in this area.)

6. By and large you producers are to be congratulated upon the technical excellence of your productions. You have reached a general plateau of quality which reflects most favorably upon your abilities. You have set higher and higher criteria and you have reached them. Across the board you are notches ahead of what I see over in the 'school field.' Would that total usage had increased in the same ratio over the last two decades! While the factors in this equation are more dominantly human and less technological, we are confident that here, too, solid advances can be made in the decades ahead. My perspective on the church AV field dates from 1924 and that much too long to permit other than an optimistic outlook.

### **Filmstrip Notes**

When you are trying to tell people about an orphanage in Italy, nothing beats color photographs, especially if they have been carefully and artistically taken. If you add a sensitive commentary, you get a visual aid that really speaks. This is what we have in the 87-frame 13-minute, LP recorded filmstrip *Children of the Living City* which was produced by the Methodist Board of Missions (47 Riverside Dr. N. Y. 27). It tells of the Casa Materna Orphanage in southern Italy, which has been home to more than 8,000 homeless children since it was founded by Papa San fifty years ago. Going along with the film is another, *Letter from Franco*, 48 frames and 7 minutes, in which a eight-year old boy of Casa Materna tells his friends across the seas about his life and thanks them for his birthday gift. Both films plus record for \$12.00. Excellent production; highly recommended.

For \$28.00 you can secure (from SVE, Chicago 14) four good and useful filmstrips on Africa which have excellent pictorial and sound qualities. The photographs were taken (on location, of course) by Dickie Sada in Angola, Portuguese West Africa, and the background sound of songs was recorded there also. At certain times all of them just right, the music comes to the foreground and adds beauty and realism to these fine filmstrips. The narration (with the background music) for the four is recorded on the two sides of an LP disc. The titles are: *Angola Awakens*, 97 frames and for junior hi and up; *Gifts of Healing*, 91 frames and for junior hi and up; *A School Bell Rings In Angola*, 73 frames and for primary and junior; and *The Firefighters of Angola*, 7



A smile of achievement for Francisco, whose summer camp activities are discussed in the accompanying review.

times and for junior hi and up. Highly recommended. Get fuller descriptive literature from SVE.

David Einhorn was a rabbi at the age of 17. Being too young to serve a congregation, he continued his education. His advanced studies swung him over to the liberal side of Jewish thought. This, in the 19th century, limited his opportunities for service in his native Germany. He came to Baltimore. Here he led his congregation until his stand against slavery in 1861 caused a rift. He went to Philadelphia, then to New York. All the time his deep learning brought him into the upper levels of Jewish leadership until he was among the most outstanding. Great Jewish leader, educator and reformer, his story should be known in both synagogue and church. Great American, his deep devotion to God and country should be known in the schools. A fine production, under Dr. Samuel Grand's direction, with William Steinl doing the art and Rabbi Bernard N. John the research and writing a splendid script. Oh yes, the title: *Dr. Einhorn: Father of the Union Prayerbook*. From AV Dept., UAHC, 838 Fifth Ave., New York 21, N. Y. Price \$7.50.

### Film Notes

In all the regions of the world, wherever men know sickness and women lie down in labor and children cry out in pain, there are those who have gone forth to help them. In the 33-minute color film *Medical Mission*, we see these followers of the Great Physician at work in Africa (mobile clinic), in Sarawak (Dr. Brewster), in Nepal (its only hospital) and in India (eye clinic and leper rehabilitation). While this film presents Meth-

odist missions it will be useful to any group which wants a fine close-up view of what medical missions really mean out on the health frontiers of our shrinking world. Recommended for junior hi and up. Available for a rental of \$10 from all Methodist film sources and the Methodist Board of Missions, 475 Riverside Dr., New York 27.

Produced especially for juniors and junior hi young people, the 15-minute color film *Francisco* tells how a Puerto Rican boy got to summer camp and

what he did after he got there. The camp's slogan was "Learn something new; do something new." The hero of our little film did just that. He learned how certain people of the Bible made a living, and he learned how to make a bird out of plastic strings. What a sense of achievement this gave Francisco! Delightful and informative film. Further information and availability same as that above. Excellent presentation of camp program adds to the benefits this film can offer to a young audience.

**PHILCO**  
**CLOSED-CIRCUIT TV**  
brings new flexibility  
to teaching

Philco, pioneer in fully-transistorized closed-circuit television, offers completely integrated instructional TV systems for schools and hospitals. Philco systems provide the ultimate in flexibility, incorporating any number of cameras, monitors, receivers and amplifiers, interconnected through a central console or a "patch panel" . . . with provisions for two-way conversations. Philco equipment is reliable, easy to operate and low in cost. Philco will help you design a system to meet your requirements. Write for information and your Philco Closed-Circuit TV Planning Guide.

**Government & Industrial Group**  
4700 Wissahickon Ave., Phila. 44, Pa.  
In Canada: Philco Corp. of Canada, Ltd., Don Mills, Ont.

**PHILCO®**  
*Famous for Quality the World Over*

**The World's First Integrated Hospital Closed-Circuit TV System** was recently installed by Philco at St. Christopher's Hospital for Children, Philadelphia. It links the main operating room, lecture halls, auditorium, pediatric treatment rooms, psychologic observation rooms and the radiology department. Folder describing this system will be sent upon request.

# TRADE DIRECTORY FOR THE AUDIOVISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

COLOR FILM DEVELOPING & PRINTING	
<b>Wait Sterling Color Slides</b> 224 Haddon Road, Woodmere, L. I., N. Y. Authorized "Technicolor" dealer	
FILMS	
<b>Association Films, Inc.</b> (PD) <b>Headquarters:</b> 347 Madison Ave., N. Y. 17, N. Y. <b>Regional Libraries:</b> Brood at Elm, Ridgefield, N. J. 561 Hillgrove Ave., La Grange, Ill. 799 Stevenson St., San Francisco, Cal. 1108 Jackson St., Dallas 2, Tex.	
<b>Australian News and Information Bureau</b> (PD) 636 Fifth Ave., New York 20, N. Y.	
<b>Bailey Films, Inc.</b> (PD) 6509 De Longpre Ave., Hollywood 28, Cal.	
<b>Bray Studios, Inc.</b> (PD) 729 Seventh Ave., New York 19, N. Y.	
<b>Broadman Films</b> (PD) 127 Ninth Ave., North, Nashville 3, Tenn.	
<b>Coronet Instructional Films</b> (P) Coronet Bldg., Chicago 1, Ill.	
<b>Family Films, Inc.</b> (PD) 5823 Santa Monica Blvd., Hollywood 38, Calif.	
<b>Ideal Pictures, Inc.</b> (D) <b>Home Office:</b> 58 E. South Water St., Chicago 1, Ill. <b>Branch Exchanges:</b> 1840 Alcatraz Ave., Berkeley 3, Cal. 2408 W. Seventh St., Los Angeles 57, Cal. 714 — 18th Street, Denver 2, Colo. 1331 N. Miami, Miami 32, Fla. 55 NE 13th St., Miami 32, Fla. 52 Auburn Ave., N.E. Atlanta 3, Ga. 58 E. South Water St., Chicago 1, Ill. 614 — 616 So. 5th St., Louisville 2, Ky. 1303 Prytonia Street, New Orleans 13, La. 102 W. 25th St., Baltimore 18, Md. 40 Malrose St., Boston 16, Mass. 15924 Grand River Ave., Detroit 27, Mich. 1915 Chicago Ave., Minneapolis 4, Minn. 3400 Nicollet Ave., Minneapolis 8, Minn. 1402 Locust St., Kansas City 6, Mo. 3743 Gravois, St. Louis 16, Mo. 6509 N. 32nd St., Omaha 11, Neb. 1558 Main St., Buffalo 9, N. Y. 233-9 W. 42nd St., New York 36, N. Y. 1810 E. 12th St., Cleveland 14, Ohio 2110 Payne Ave., Cleveland 14, Ohio. West Penn Bldg., Suite No. 204, 14 Wood St. Pittsburgh 22, Pa. 1201 S.W. Morrison, Portland 5, Ore. 18 So. Third St., Memphis 3, Tenn. 2434 S. Harwood, Dallas, Tex. 54 Orpheum Ave., Salt Lake City, Utah 219 E. Main St., Richmond 19, Va. 1370 S. Beretonia St., Honolulu, T.H.	
<b>International Film Bureau</b> (PD) 57 E. Jackson Blvd., Chicago 4, Ill.	
<b>Knowledge Builders (Classroom Films)</b> (PD) Visual Education Center Bldg., Floral Park, N. Y.	
<b>Mogull's, Inc.</b> (D) 112-14 W. 48th St., New York 19, N. Y.	
<b>United World Films, Inc.</b> (PD) 1445 Park Ave., New York 29, N. Y. 542 S. Dearborn St., Chicago 5, Ill. 6610 Melrose Ave., Los Angeles 38, Cal. 287 Techwood Dr., NW, Atlanta, Ga. 2227 Bryan St., Dallas, Tex. 5023 N. E. Sandy Blvd., Portland 13, Ore. 1311 N. E. Bayshore Dr., Miami, Fla.	

FILMSTRIPS	
<b>Broadman Filmstrips</b> (PD) 127 Ninth Ave., North, Nashville 3, Tenn.	
<b>Children's Reading Service</b> 1078 St. John's Place, Brooklyn 13, N. Y.	
<b>Christian Education Press Filmstrips</b> (PD) Religious Subjects 1505 Race St., Philadelphia 2, Pa.	
<b>Family Filmstrips, Inc.</b> (PD) 5823 Santa Monica Blvd., Hollywood 38, Calif.	
<b>Enrichment Materials Inc.</b> (PD) 246 Fifth Ave., New York 1, N. Y.	
<b>Society for Visual Education</b> (PD) 1345 Diversey Parkway, Chicago 13	
<b>Teaching Aids Service, Inc.</b> (PD) Lowell Ave. & Cherry Lane, Floral Park, N. Y. 31 Union Square West, New York 3	
<b>Visual Education Consultants, Inc.</b> (PD) VEC Weekly News Filmstrips 2066 Helona St., Madison, Wis.	

FILMSTRIP, SLIDE & OPAQUE PROJECTORS	
<b>Broadman Films</b> (PD) 127 Ninth Ave., North, Nashville 3, Tenn.	
<b>DuKane Corporation</b> (M) St. Charles, Illinois	
<b>Viewlex, Incorporated</b> (M) 35-01 Queens Blvd., Long Island City, N. Y.	

ELECTRONIC TRAINING KITS	
<b>Allied Radio Corporation</b> (MD) 100 N. Western Ave., Chicago 80, Ill.	

FLAGS, BANNERS, BUTTONS, AWARDS	
<b>Ace Banner &amp; Flag Company</b> (M) 224 (E5) Haddon Rd., Woodmere, L.I., N.Y. All sizes—immediate delivery	

GLOBES — Geographical	
<b>Denoyer-Geppert Company</b> (PD) 5235 Ravenswood Ave., Chicago 40, Ill.	

BIOLOGICAL MODELS & CHARTS	
<b>Denoyer-Geppert Company</b> 5235 Ravenswood Ave., Chicago 40, Ill.	

LABORATORY SERVICES	
<b>Byron, Inc.</b> 1226 Wisconsin Ave., Washington, D. C. Complete 16mm & 35mm laboratory services.	
<b>Geo. W. Colburn, Inc.</b> 164 N. Wacker Drive, Chicago 6, Ill.	

MOTION PICTURE PROJECTORS & SUPPLIES	
<b>Bell &amp; Howell Co.</b> (M) 7117 McCormick Road, Chicago 45, Ill.	
<b>Eastman Kodak Company</b> (M) Rochester 4, New York	
<b>Victor Division, Kalart Co.</b> (M) Plainville, Conn.	

MAPS — Geographical, Historical	
<b>Denoyer-Geppert Company</b> 5235 Ravenswood Ave., Chicago 40, Ill.	

MICROSCOPES & SLIDES	
<b>Denoyer-Geppert Company</b> 5235 Ravenswood Ave., Chicago 40, Ill.	

PRODUCTION EQUIPMENT	
<b>Camera Equipment Co.</b> (MD) 315 W. 43rd St., New York 36, N. Y.	
<b>S.O.S. Cinema Supply Corp.</b> (MD) 602 W 52nd St., New York 19, N. Y. 6331 Hollywood Blvd., Hollywood 28, Cal.	

READING IMPROVEMENT	
<b>Psychotechnics, Inc.</b> 105 W. Adams St., Chicago 3, Ill. Mfgs. of SHADOWSCOPE Reading Pacor	

RECORDS	
<b>Children's Music Center, Inc.</b> (D) 5373 W. Pico Blvd., Los Angeles 19, Calif.	
<b>Children's Reading Service</b> 1078 St. John's Place, Brooklyn 13, N. Y.	
<b>Enrichment Materials Inc.</b> (PD) 246 Fifth Ave., New York 1, N. Y.	
<b>Folkways Records &amp; Service Corp.</b> 117 W. 46th St., New York, N. Y.	
<b>Hairloom Records</b> (PD) Brookhaven, N. Y. (History through Ballads & Folksongs)	
<b>Music Education Record Corp.</b> (P) P.O. Box 445, Englewood, N. J. (The Complete Orchestra)	

RECORDERS — PLAYERS	
<b>Allied Radio Corporation</b> (MD) 100 N. Western Ave., Chicago 80, Ill.	

SCREENS	
<b>Radiant Manufacturing Co.</b> 8220 No. Austin Ave., Morton Grove, Ill.	

SLIDES	
<b>Key:</b> Kodachrome 2 x 2. 3/4 x 4 1/4 or large	
<b>Keystone View Co.</b> (PD-4) Moadville, Pa.	
<b>Meston's Travels, Inc.</b> (PD-2) 3801 North Piedras, El Paso, Texas	
<b>Wait Sterling Color Slides</b> (PD-2) 224 (E5) Haddon Rd., Woodmere, L.I., N. Y. 4,000 slides of teacher world travels	

SOUND SYSTEMS	
<b>Allied Radio Corporation</b> (MD) 100 N. Western Ave., Chicago 80, Ill.	

## Local AV Dealers

**Illinois**  
AMERICAN FILM REGISTRY  
1018 S. WABASH AVE.  
Chicago 5, Ill.

**New Jersey**  
L. KALTMAN & SON, INC.  
287 Washington Street, Newark,  
N. J.

**Ohio**  
M. H. MARTIN COMPANY  
1118 Lincoln Way E., Massillon,  
Ohio

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.**



# Blue Book AV Materials

ALPHABETICAL TITLE INDEX . . . . .Pages 388-391

DIRECTORY OF LISTED SOURCES . . . . .Pages 393-394

If you wish further information about any of the following materials, use the reader's Service coupons on page 392 or write EDUCATIONAL SCREEN & AUDIOVISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. We shall be happy to forward your requests to the sources of these materials.

Prices given for audiovisual materials are subject to change. Check with the producer or distributor of a particular title for the latest sale or rental price.

The producer or primary distributor of each item is indicated by name or code appearing in CAPS following the title and classification of material. You should contact such sources for purchase or rental, or any additional information desired. Addresses will be found in the Directory of Listed Sources at the end of this BLUE BOOK.

## KEY TO ABBREVIATIONS

- m—motion picture
- f—filmstrip
- s—slide
- r—recording
- 33-1/3 r.p.m. microgroove record
- n—minutes (running time)
- f—frames (filmstrip pictures)
- silent
- sound
- rent
- bw—black & white
- c—color
- p—Primary
- i—Intermediate
- J—Junior High
- S—Senior High
- C—College
- A—Adult

## AGRICULTURE

**Alaska's Modern Agriculture** mp BAILEY 15min col \$150 b&w \$85. Historical development of farming in the 49th state, contrasting the pioneer struggles of the first Matanuska Valley settlers 25 years ago with their status today. JH SH

**The Backbreaking Leaf** mp CONTEMPORARY 30min b&w \$130 r\$7. Seasonal tobacco harvest in Ontario; farmers, migrant workers, townspeople. NFBC production. SH C A

**This Business of Turkeys** mp OSU 17 min col sd. Life cycle of the turkey, history and practice of raising. SH C A

**Cattle Warble Flies** mp NFBC 18min sd col \$160 b&w \$80. Life cycle of this parasite, damage to dairy and meat production, methods used in fighting the pest. SH C A

**The Changing Maple Country** mp CORNELL 23min col \$175. Newest techniques for gathering and processing maple sap and production of syrup. Forest resources as the basis of an expanding industry. SH C

**Conserving Our Soil Today** mp CORONET 10min. col \$110 b&w \$60. Techniques and experimentation in soil conservation; plastic sheets, mulching, new fertilizers; use of artificial rain to study erosion patterns; our dependence on products of the soil. JH Int.

**County Fair** mp AV-ED 10min col \$100 b&w \$50. Highlight of the rural year—showcase for farm products and its associated industries. EI-C

**Cotton—Fibre With a Future** mp USDA 14¼min sd col apply. Modern cotton growing, harvesting, ginning and processing. Research. Versatility and adaptability of natural fibre. HS C A

**Design for Abundance** mp ATLAS 23 min sd col \$145. Many plants are shown to be subject to diseases very similar to those that trouble humans and animals. Produced for the American Phytopathological Society. SH C A

**Evolution of Farming** 4fs DOWLING b&w set \$10.50 ea. \$3. Titles: Progress with the Plow and Harrow (41fr); Planting and Cultivating (32fr); Evolution of Harvesting (45fr); Machines for a Land of Plenty (25fr). Int JH SH

**Farmer Don and the City** mp FA 10min col \$110 b&w \$60. Sub title: **How They Help Each Other.** Modern truck farmer supplies city with food and jobs; buys many things there; interdependence is stressed. Pri EI

**Farmers of Japan** mp UWF 29min sd b&w \$45.22 (USDA). One farmer, his tools, methods, work and postwar way of life. JH A

**The Federal Veterinarian in Agriculture** mp USDA 14min sd col apply. The role of the USDA vet in animal disease eradication campaigns, his research work and guard at U. S. borders, sea and airports. SH C A

**Flowers at Their Best** mp UWISC 10 min col \$43.19 r\$1 (in Wisconsin 50c

wk). Basic design for flower arrangement, how to make cut flowers last, what types best suited. SH A

**The 4-H Leader** mp ULCA 27 min col \$247.50. Indoctrination and recruitment of adult leaders for the 4-H movement A TT JH SH

**Handling and Storing Apples in Pallet Boxes** mp USDA 23min col apply. Two years of research evaluating methods and equipment for moving apples to market, with innovations suggested in box design. C A

**The Hereford Story** mp FARM 26min col loan. Story of the breed in a wide variety of climate and terrain from Virginia to Hawaii; ranch activities, the National Western Stock Show, and the Omaha stockyards. JH-A

**Hog Grading** mp USDA 14min col \$57.10. Typical animals are graded; differences in carcass grades; audience participation in closing part of film. CA

**The Imported Fire Ant** mp USDA 13¼ min col apply. Short version of **Fire Ant On Trial**. Underground chambers, four major adult forms of the insect. C SH A

**A Look at Soviet Agriculture** mp UWF 18min col \$86.91. USDA film record of visit by Agricultural Economics Delegation, covering the All-USSR Agricultural and Industrial Exhibition in Moscow and a 12,000 mile journey through farming areas. JH-C

**Machines for a Land of Plenty** fs VEC si b&w \$3.50. Development and effect of machinery primarily on agriculture. JH-SH.

**Marketing Research Pays Off** mp UWF 12½min sd col \$62.85. USDA scientific work to improve marketing methods, reducing processing and handling costs, expanding markets for farm products. SH C A

**The Market Man** mp MAINAG mp 13¼ min col apply. The role and activities of the agricultural marketing specialist—a new career in the food trades. SH C

**Our Productive Land** mp DOWLING 10 min col \$100. The soil as our most important natural resource. Advances in farming and marketing. Elem Int JH SH

**Panocha: Mexican Brown Sugar** mp AV-ED 15min col \$150. Cane fields, harvesting, crushing, processing, use of by-products. EI JH

## ARMED FORCES — CIVIL DEFENSE

**The Pageant of American Farms** mp FARM 14½min col loan. Evolution from rugged pioneer to push-button farmer. Basic changes in farm buildings, including Frank Lloyd Wright "Unified Farm" concept. Portland Cement Asso. A C SH

**SuPima Cotton** mp COTTON 8½min loan. New hybrid cotton develops longer, silkier fibre, in the irrigated farmlands in the Southwest. JH-A

**Scientific Seed Selection** mp PURDUE 26min col \$190 r75¢. How scientific plant breeding combines the best qualities of many strains into superior varieties and hybrids. SH CA

**The Soil That Went to Town** fs VEC 24fr captioned b&w \$3.50. Poor farming practices result in erosion of valuable top soil and loss to both farmer and city dweller. JH-A

**Water Bill, U.S.A.** mp CATERPILLAR 25min col loan. (From local Caterpillar dealers). Gravity of the nation's water supply problem and some suggested solutions, such as watershed protection and flood control. Narrated by Walter Cronkite. A C SH

**Wheat Country** mp EBF 20min col \$270 b&w \$135. Hazards, problems and rewards of wheat farming in Canada. Dust storms, mechanization, diversification, importance of the weather, co-operative marketing. Elem-A

**Where Does Our Meat Come From?** mp CORONET 11min col \$110 b&w \$60. Boy and girl visit uncle's farm and learn how meat starts out on a western range, and moves through the mid-west feeder lots to the stockyards and packing plants, and eventually to the market and our tables. Pri Int

**Wasted Soil and Water** fs VEC 32fr si captioned b&w \$3.50 guide. Effects of man-caused erosion and conservation practices to combat it. Int.

**Water for Farm and City** mp USDA 13½min b&w apply. Case studies of farmers from coast to coast under varying conditions of water supply and course and how they adapt their lives to Nature's course. JH SH A

**Wheat Rust** mp EBF 15min col \$150 b&w \$75. Parasitic fungus that must live on two host plants. Applicable to biology as well as agricultural study. SH-C-A

**Winning the Livestock Shows** 3fs EDUFS si b&w set (3) \$9. I: The Beef Show. II: Hog Show. III: Dairy Show. HS C A

**The World at Your Feet** mp IFB 22min col \$195 b&w \$100 r\$8.50. The soil shown as a thriving community of plant and animal life; interrelationships; conservation. NFBC production. SH C A

**Alternatives** mp FELREC 23min col \$125 r\$7.50. The conscientious objector's legal alternatives when refusing armed military service. Don Murray, narrator. SH C A

**Backbone of the Corps** mp UWF 23min b&w \$49.43. The role of the N.C.O. (non-commissioned officer) in the U. S. Marines. SH

**Biography of a Missile** mp CAROUSEL 54min b&w \$250. Construction, assembly, testing and actual firing of a ballistic missile. Edw. R. Murrow narrator; leading space scientists give their views. JH SH C A

**Career Opportunities in the A.R.D.C.** mp UWF 22min col \$191.27. Tour of the Air Research and Development Command centers where military and civilian scientists and engineers work as a team in the conquest of time and space. SH C

**Civil Defense Emergency Hospital** mp FCD 16¼min col loan. Filmograph presentation showing hospital wards, central supply room, X-ray, pharmacy, laboratory, operating room, and feeding facilities in emergency Civil Defense hospital package. SH C A

**The Day Called X** mp FCD 27½min b&w loan. Preparedness civil defense alert evacuates Portland, Ore. (Sale \$34.83 USDA). SH A

**Fallout—When and How to Protect yourself Against It** mp USDA 14½ min sd col \$57.50 b&w \$22.55. No preview prints. Office of Civil and Defense Mobilization film; replaces earlier **Facts About Fallout**. JH-A

**Helicopter Orientation: Basic Anatomy of the Helicopter** mp UWF 18min sd b&w \$31.03 USN. Main component parts of the HTL-5; animated diagrams show fuel, electrical and basic flight controls system. SH C A

**Helicopter Orientation: Introduction to Rotary Wing Flight** mp UWF 30min sd b&w \$58.67 USN. History of helicopter development, basic aerodynamic principles, uses and versatility. SH C A

**Helicopter Orientation: Operation of the Single Main Rotor Helicopter** mp UWF 20min sd b&w \$38.54. USN. Pre-flight training; effect of controls; starting and engine check before take-off; the instruments; securing after flight. SH C A

**The Leading Edge** mp UWF 27min b&w \$57.52 (USMC). The Marine Corps training program for platoon leaders and officer candidates. SH

**Look Toward Tomorrow** mp UWF 2 min col \$183.20. The Army technical services as a life career. SH

**Leading From Strength** (series) 4mp HUNTER col ea \$200, series (4) \$700. Armed forces as seen through eye and camera of a private citizen, supplemented by official footage. Titles **The U. S. Army** 22 min; **The U. S.**

**Air Force** (20min); **The U. S. Navy** 13min and **The U. S. Marine Corps** (11min); **U. S. Missiles and Military Might** (20min). JH SH A

**Loran Duty: A Challenge** mp UWF 2 min col \$245.77. U. S. Coast Guard watch along first most northerly line of defense. SH A

**Military Lady** mp UWF 37min b&w \$57.52. The role of the Women's Army Corps in the U.S. Army; opportunities for education and advancement. SH

**Mission Fallout** mp USDA 45min sd col \$175.35 no preview prints. Training program for ground and aerial radiological defense monitors as conducted at the Nevada test site during the 1957 Operation Plumbob series. C A

**Mister! Meet the Future!** mp UWF 25 min b&w \$53.73. Pictorial review of U. S. Air Force R.O.T.C. summer training program addressed to young men entering college and their parents. C A

**No Time to Lose** mp USDA 28min sd b&w \$43. No preview prints. Witnesses to the Japanese attack on Pearl Harbor tell about it seven years later on NBC. JH-A

**Officer Candidate School** mp UWF 28min col \$176.12. The U.S. Navy school at Newport, R.I. SH C

**School of the Sky** mp UWF 14min col \$93.27. Tour of the USAF Academy near Colorado Springs. Life and training of the cadets. JH SH A

**X Minus 80 Days** mp UWF 30min col \$177.83. Army film shows exhaustive tests prior to successful orbiting of a satellite. SH C A Earlier titles in same series: **Rocket Instrumentation** (15min \$31.03); **Signals for Missiles** (col 20min \$120.33); **Challenge of Outer Space** (61min \$117.35); **Explorer in Space** (11min \$34.32); **Space Pioneers** (10min \$27.86); **Vanguard I** (11min \$30.83); **Guided Missiles** (26min \$51.27). SH C A

**Thor: The I.R.B.M.** mp UWF 26min col \$229.08. Air Force release, the Intermediate Range Ballistic Missile and its place in the defense concept. SH C A

**Three Guys Called Mac** mp UWF 26 min b&w (\$54.83). U. S. Marine Corps activities shown in three members in sea, land and air assignments. SH

## ARTS & CRAFTS

**Adventuring in the Hand Arts** 10mp (kinescopes) GSA 30min ea b&w r\$5  
Titles: The Hands of Man—Adventuring in Pottery; Weaving and Man's Dress; Basketry and Adaptability; Ornaments and Beauty; Masks and Imagination; Music and Musical Instruments; Dolls, Puppets, and Diversion; Woodcarving and Artistic Expression; Design and Environment; Leathercraft and Summing Up. JH-A

**Appalachian Spring** mp REMBRANDT 31min b&w \$200 r\$20. Full length Martha Graham ballet; Aaron Copland's music. Pioneer couple's wedding, house raising. C A

**The Appreciation of Pictures** (series) 12fs STANBOW si col set (12) \$55, indiv at \$6. General principles of the appreciation of pictorial art, illustrated by paintings by the leading artists of Western Europe. "Equivalent of a field tour through many of the most famous . . . museums." Reviewed ESAVG 11/58 p574. JH-A

**Adventures in Modern Leather Craft** mp TANDY 13½min col loan. Young children making useful, attractive leather articles. Pri-A TT

**Architecture Mexico** mp AV-ED 20min col \$175 b&w \$90. Relationship of old and ultra modern styles. A Spanish narration version is also available. JH-C

**Architecture West** mp AV-ED 20min col \$175 b&w \$90. Evolution and great variety of Western architectural styles over the past century. JH-C

**The Art of Henri Matisse** 2fs LIFE captioned \$6 each. Two strips with lecture guide show career and works of the "bright sun" of the Moderns. HS C

**The Art of Van Gogh** fs LIFE captioned col \$6. Color reproductions of more than 30 of the artist's masterpieces. SH C

**Art and You** mp FA 10min sd col \$100 b&w \$50. Small children find self-expression in various media; more advanced concepts and interpretations are studied from examples representing the differing schools. Reviewed ESAVG 2/59 p88. SH C TT A

**Autumn Color** mp THORNE 7min sd col \$70 r\$3. Vivid autumn color scenery with improvised piano background. JH-A

**Ceramic Glazes** mp AV-ED 11min col \$100 b&w \$50. Mixing of an opaque matt and a stone glaze; several methods of application; firing latitude. JH-C

**Correlleu** mp NFBC 20min col \$180. Life and works of Ozias Leduc, Canadian painter. The title is the name of his home, 20 miles from Montreal. SH C A

**Craftsmen of Canada** mp NFBC 27min sd col loan. Traditional handicraft en-

couraged as offset to mechanization of modern life. Sponsored by British American Oil Co., Ltd. JH-A

**Eskimo Arts** 2fs STANBOW si b&w ea \$3. Carvings reveal great skill, fine craftsmanship and a highly developed sense of humor. Titles: **Eskimo Carving**; **Haida Argillite Carvings**. Reviewed ESAVG 4/58 p194. SH C

**Expression Through Dance** mp REMBRANDT 23min b&w \$100 r\$7.50. Sources of motifs for a dance composition, and choreography techniques. Harriet Ann Gray. SH C A

**French Civilization as Reflected in the Arts**, First of a series of 30 such lectures, price for the whole \$1275. Tape only \$8, set of 30 \$215. Printed texts \$7 per set, minimum order 20 sets. SH C A

**The Golden Age of Flemish Painting** (series) 8mp REMBRANDT 7-11min col ea \$125 r\$1240. Series (8) \$700 r\$75. Jan van Eyck; Roger van der Weyden; Dirk Bouts; Hugo van der Goes; Hans Memling; Quentin Metsys; Peter Brueghel; Hieronymus Bosch. SH C A

**Great Art Prints** flat pix SVE 18½x23½ to 20½x26. Full-color lithographs on heavy gallery-quality paper. 3 for \$5.85. A score or more of masterpiece reproductions—Van Gogh, Utrilla, Titian etc. E1-A

**Indian Artists of the Southwest** mp CFD 20min col. Modern abstract art related to origins in ancient paintings of western Indian tribes. C SH A

**An Introduction to Ballet** rec OTTENHEIMER two 10" LP and well illustrated book which includes glossary of ballet terms. \$4.95. Katherine Sergava records her instructions to a children's class in ballet; an imaginary trip is taken to a performance of "Sleeping Beauty." Elem JH

**Japanese Calligraphy** mp BRANDON 17min b&w \$110 r\$12.50. Documentary on ancient Japanese art, as reported by painter Pierre Alechinsky. C A

**Let's Draw** (Series) 3mp CORONET 8 min sd b&w ea \$45. Cartoonist Frank Webb shows it's easy. Titles: **Let's Draw a Baseball Player**; **Let's Draw a Puppy**; **Let's Draw Uncle Sam**. Pri.

**Let's Look at Great Paintings** rec & flat prints OTTEMHEIMER 10" LP col \$4.95. Narration and manual traces history of art; 8 prints in full color serve as specific examples. JH SH

**Make Color Your Business—With The Ektacolor System** mp EK 16min col loan to professional and commercial photographer groups. Advantages of the color negative process demonstrated; survey of five markets. A.

**Making a Mosaic** mp AV-ED 11min col \$100 b&w \$50. Ada Korsakaite demonstrates making mosaic from original sketch to completion. E1-C

**The Many Colored Paper** mp FOLKWAYS 13min col \$175 r\$15. Unique method of family artwork applies brilliant dyes to ordinary newspaper to produce striking Christmas wrappings. Primary grade art classes and home hobbies. Pri.

**Mediterranean Culture** 5fs EBF av40fr col set \$25 ea \$5. Ancient and modern Italy and Egypt, ancient Greece. Architecture, sculpture, monuments well represented. JH SH A

**Modern Art—Henri Matisse, Part II** fs LIFE si col. Numerous paintings, designs for the Vence Chapel, and murals painted on tile. Reviewed ESAVG 6/59. SH C A

**Modern Dance Composition** mp THORNE 12min sd b&w \$60 r\$2.50. Analyzes the elements of dance composition, shows students how they can develop their own ideas into dance forms. Techniques for preparing the body for dance movement. SH C A

**National Gallery of Art** (Series) 10fs SBF ea approx. 60fr col set \$60; indiv \$6. Titles: The Art of Early Renaissance Italy; . . . Northern Italian Renaissance; . . . High Renaissance; . . . Low Countries; . . . Spain; . . . Royal France; . . . Royal England; . . . United States; . . . Nineteenth Century France. SH C

**The Overcoat** mp BRANDON 35min col r\$35. Gogol story of the poor clerk who craves an overcoat told in ballet-pantomime by Marcel Marceau.

**Paper Sculpture** mp AV-ED 11min col \$100 b&w \$50. Robert Winquist demonstrates cut, bend, fold and score techniques, commercial and home applications. E1-C

**Picture Making by Teen-agers** mp IFB 11min col. Use of tempera, water colors and inks is demonstrated by talented high school group. JH SH C TT

**The Potter's Wheel** mp AV-Ed 11min col \$100 b&w \$50. Detailed presentation of throwing a pitcher on the wheel, including the forming of the lip and handle. JH-C

**Press Mold Ceramics** mp AV-Ed 11min col \$100 b&w \$50. A 10-year-old carves and presses several medallions to show the simplicity of the method. E1-C

**Renoir, Pierre Auguste** fs LIFE col \$6 with lecture notebook. One of "Masters of Modern Art" series. Fifty of Renoir's greatest works. SH C A

**Sculpture from Life** mp AV-ED 11min col \$100 b&w \$50. Grant Beach creates life-size head, working from live model. JH-C

**Silk Screen Printing** mp AV-ED 11min col \$100 b&w \$50. The process is demonstrated in detail with the object of having it duplicated in the classroom. JH-C

**Simple Ceramics** mp AV-ED 11min col \$100 b&w \$50. Richard Petterson develops a bowl by the hammock-mold method. EL-C

**Simple Silver Working** mp AV-ED 11 min col \$100 b&w \$50. Antonio Castillo demonstrates the art from design drawn on paper to finished article. JH-C

**Under the Black Mask** mp BRANDON 50min col r. The sculpture of Africa seen in its natural frame of native life, with background of authentic indigenous music. The art of the royal courts is contrasted with that of the fetishists and witch doctors. C A SH

**UNESCO Art and Architecture** sl UNESCO col 4 sets. Titles: **UNESCO House** (20 sl \$5.50) showing the exciting modern design of the UNESCO House in Paris; **Ten Art Masterpieces in UNESCO House** (10 sl \$2.50) works of Picasso, Tamayo, etc.; **Orient-Occident—Encounters and Influences in 50 Centuries of Art** (41 sl \$13); **The Art of Gandhara and Central Asia** (21 sl \$6.50). C A SH

**UNESCO Art Slides** sl UNESCO ea set (30) \$8, in plastic box with room for additional slides, and guide booklet. Titles: **Iran — Persian Miniatures**; **Yugoslavia—Medieval Frescoes**; **India —Paintings from the Ajanta Caves**; **Egypt — Paintings from Tombs and Temples**; **Spain—Romanesque Paintings**; also to come: **Australia—Aborigi-**

**nal Paintings from Arnhem Land**; **Norway—Paintings from the Stave Churches**; **Ceylon — Paintings from Temple, Shrine and Rock**. SH C A

**Versailles and its Meaning** tape-slide lecture CULTHIST 50 slides and tapes (choice French or English) \$48.75.

**Wirritt-Wirritt** mp ROTHCHILD 7½ min sd col \$90; b&w \$40. A film director, a painter and a poet combine their talents in this Australian-made aboriginal legend of the Rainbow Bird that brought the secret of fire. SH C A

**Wood Turning** mp AV-ED 11min col \$100 b&w \$50. Hugh Baird demonstrates the turning of a mahogany bowl on the face plate of a wood lathe. JH-C

## BUSINESS EDUCATION

**Cash Registering for Quick Service** sfs MERCHANDISER 19min 92fr col \$10. Mechanics of keyboard manipulation; handling single and multiple purchases, exchanges and errors; how to give change; detection of counterfeit money; collection of taxes. SH-A.

**Establishing Work Standards in Sampling** mp UCLA 25 min col \$250. Work sampling measurement tech-

nique and its use in setting standards for activity difficult to measure by conventional means. TT C A

**Herman Holds a Sales Meeting** mp IC 9min col \$125 r \$50, applicable purchase. Hilarious satire on the annual sales meeting ritual; contrast between what the sales manager tells the board and what he does under work semantic cloak is not only fun but remarkable example of the representational powers of verbal communication. A C SH

**Letter Writing** kit EDSS 80 letter paper on flocked paper for flannel board. Used by students and teacher "build" any type of letter; punctuation, openings, closings, etc. \$2.50 plus 15c postage. Companion kit on **Typewriting**, \$2 plus postage. TT SH

**Making it Work** mp BFC 28min b&w \$85. Public relations techniques for church and other community groups. SH A

**Pattern for Instruction** mp ROUND TABLE 21min col \$240 b&w \$140 r \$140 wk (b&w only). A group of trainee supervisors are brought to realize that job instruction training is kin to football coaching in 4-step procedure—Prepare, Present, Try-out Practice Follow-up. C A TT

**Prospects Set the Pace** mp WESTINGHOUSE 12min b&w loan. Key to successful salesmanship is shown to be selling people, rather than merchandise. Five basic steps dramatized. SH-A

**Secretarial Training** 6 sfs MH 3 L Skills and planning. SH C Evaluate ESAVG 12/59.

**Speak Well Off-the-Record** rec COLRE 12" LP \$3.98. Self-teaching guide for speech correction. Includes a 16 illustrated instruction manual based on Paul A. Mills' Sales Power Course. A SH C

**Teacher Education in Modern Mathematics** 5mp MH b&w (Series). Dr. Albert E. Meder, Jr., Titles: **Patterns in Mathematics** (14min \$90); **Number Fields** (17min \$115); **Irrational Numbers** (23min \$150); **Concept of Function** (16min \$105); **Sentences and Solution Sets** (21min \$140). TT

**Teaching Teen Ageds About Alcohol** mp MH 16min b&w \$95. Summer school seminar on film compares various methods used by teachers in dealing with this problem. TT A

## CINEMA ARTS & COMMUNICATION ARTS

**Adventures in Slidefilms** sfs DUKANE col LP (stereo or monaural). Loan. The sound slidefilm medium is used effectively to tell about itself. Many uses are illustrated, educational, religious, commercial, industrial training. SH A

These Improved

TRADE  
**Wheelit**  
MARK

—models multiply your equipment's usefulness

Combination transportation and projection tables, folding or non-folding, in various heights to meet special needs. . . will carry projectors, amplifiers, tape recorders and other heavy equipment . . . lock securely for projection. All models precision built, with all-steel frames, ball-bearing casters, sound-absorbing platforms to eliminate vibration.

**GRUBER PRODUCTS CO.**

Dept. E5 Toledo 6, Ohio  
Visit Booth 5-149 at Chicago Convention, Aug. 6-9.



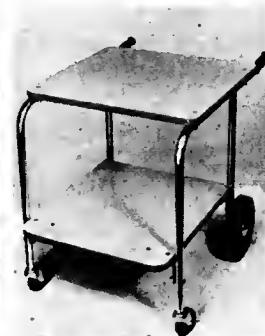
Model C-402 (Folding)  
Two-platform 40" height



Model 4102 (Non-folding)  
Two platforms. 41" height



Model 3302 (Non-folding)  
Two platforms. 33" height  
(Straps additional, at cost)



Model 2502 (Non-folding)  
Two platforms. 25" height

**Chaplin Comedies** mp CLASEX apply. These are the classic Chaplins produced by Mack Sennett, 8 titles. SH C A

**Communication: Story of Its Development** mp CORONET 11min col \$110 b&w \$60. History of the transmission of spoken and written language. JH SH

**Communications for Beginners** mp CORONET 11min col \$110 b&w \$60. Small boy plays Indian, compares smoke signals with TV, radio, telephone, etc. Pri.

**Controlled Photographic Lighting** mp INDIANA 9min col \$100; b&w \$50. Basic principles underlying use of main, fill, accent, and background lights, in motion picture, still and TV photography. SH-C A

**Early Nickelodeon Mellow Dramas** (sic) 12mp CLASEX apply. Titles include *The Crisis* (Thos. H. Ince 1912); *As You Like It* (Rose Coghlan 1913); *A Daughter of Old Ireland* (Sidney Olcott 1913); *Abraham Lincoln* (Frank McGlynn 1913). C A

**Every Day Except Christmas** mp CONTEMPORARY 40min b&w \$200 r\$20. Twelve hours in London's Covent Garden Market. Documentary. C A

**Exposure** mp INDIANA 12min col \$100; b&w \$50. Theoretical principles and their application in photography, law of reciprocity, film latitude, brightness range, D-Log-E curve juxtaposed to changing exposures. C A

**Exposure Meter: Theory and Use** mp INDIANA 10min col \$100 b&w \$50. Principles and working parts explained; use techniques demonstrated in a wide variety of applications. JH-A

**Facts About Film** (Second Edition) mp IFB 13min col \$125. Many uses of photographic film, its use and abuse, why and how to keep projectors in good condition to avoid film damage, proper methods of film handling, splicing, storage. TT JH SH

**The General**, Buster Keaton's comic recreation of Civil War episode. JH-C A

**The Great Train Robbery** mp CLASEX apply. b&w r\$10. World-famed "first" dramatic story film (1903). C A

**Have I Told You Lately That I Love You?** mp USC 16min sd b&w \$60. Somewhat satirical treatment of modern family life which seems virtually to eliminate personal contact. Produced by graduate students. C A

**The History of the Motion Picture** (series) STERLED 14mp b&w 30min ea \$125. Three titles now ready: *The Fun Factory*, Mack Sennett, Chaplin, Turpin, Arbuckle, Carole Lombard, Mable Normand; *Dr Jekyll and Mr. Hyde*, John Barrymore initiates the American "horror" film;

*History of the Motion Picture* (series) 3mp CONTEMPORARY b&w. *Great Expectations* (6min r\$5) stresses editing and camera; *The Overlanders* (15 min r\$7.50) serves to illustrate importance of cutting and sound track; *Odd Man Out* (35 min r\$10) deals with how mood is effected. C A

**Let's Make Music** (series) 6mp BRANDON 3½-5min b&w apply. Folk songs and ballads acted out in silhouette as Oscar Brand sings *Twelve Days of Christmas*; *Frankie and Johnny*; *Billy the Kid*, etc. A

**Moonbird** mp HARRISON 10min col \$120. Winner best cartoon award Venice 1959. Two children slip out at night to catch a bird. Bosley Crowther, NY Times critic, calls it "the cutest animation in the modern style that we have ever seen." Pri-A.

**Nice Time** mp CONTEMPORARY 19 min b&w \$125 r\$10. Saturday night search for amusement in Picadilly Circus. C A

**Person To Person Communication** mp McGOLD 14min col \$200; b&w \$100; rental (b&w only) \$25 per week. Analyzes major barriers to interpersonal understanding and shows methods for overcoming them. For training directors, supervisors. Guide. A C

**Producing Educational Television Programs** 4mp INDIANA 30min sd b&w apply. Titles: *Staging for Television*; *Television Lighting*; *Television Directing I & II*. C TT A

**Reprints of Significant Early Films** 26mp CLASEX. Reprints, newly made available, of 1903-1915 vintage classics. Included are very early Chaplin, Pickford, Hart, Ray, Thanhouser, Ince, Sennett, Reid, Bosworth etc vehicles. Also topical on child labor, woman suffrage, ranch life, educating blind babies, gangsters, Woodrow Wilson, John Burroughs. Send for catalog. Sale, av \$45 per reel.

**The Seventh Seal** mp CONTEMPORARY 96min b&w apply. Ingmar Bergman's tale of medieval plague. C A

**Soir de Fete** mp BRANDON 6min col apply Animation in color, painted directly on film.

**Song of the Prairie** mp REMBRANDT 19min col \$175 r\$10, b&w \$75 r\$5. Jiri Trnka satire on stereotyped Hollywood musical western; award-winning puppetry. Pri-A

**Sound Effects Recordings MP-TV 10"** LP Std. Groove @ \$4. Planes, crowds, war, streets, farms, autos, factory, weather, hospital, playground, rockets, Christmas, historic speeches, etc. 1960 catalog.

**Sound Recording for Motion Pictures** mp INDIANA 10min col \$100 b&w \$50. Emphasizes placement of microphones, acoustical conditions, and elimination of unwanted sounds. SH C A

**Spartacus** (1913) mp CLASEX apply. Early Italian-made feature which reportedly influenced the filming of "Birth of a Nation" and other Griffith classics. (This is the source of many other vintage silent film classics). C A

**The Story of Communications** mp DELTA-FILM 8min sd col \$120. From man's discovery of fire signals to his conquest of space; animated in modern art and with original music and poetic style narration. JH SH C A

**Street to the World** mp NFBC 14min b&w \$75. Poetic study, in images and sounds, of a boy in a drab street (Montreal) that leads to the marine highway to all the world. Entirely without words, the producers recommend this film especially for elementary study in oral and written language. El JH SH

**The Story of the Slidestrip Projectures** sfs ADMASER 63fr col LP 10" one side with audible signal, the other with Dukane inaudible automatic advance. \$25. Mythical Po U, charged by his ancient Asiatic tribe with responsibility for Teaching, Training, Telling and Selling, captures a wild Projecturus, learns how to feed and work it, and passes along his wisdom to today's creators of sound filmstrips.

**Television** 3fs FILMSCOPE col set \$10.50 ea \$4. Titles: *The Television Station*; *Equipment and Sets for Live Television*; *Preparation of a Live-show*. JH

**The Tender Game** mp HARRISON 7min col \$120. Animated abstract shapes and colors endeavor in graphic terms to relate the drama of two people falling in love. New York critics praise it as a "provocative and completely sophisticated approach to animation." C A.

**This is BBC** mp CONTEMPORARY 68min b&w r\$17.50. Entire story of 24 hours' activity in the British Broadcasting Corporation told by picture and intrinsic sound—not a word of narrative in whole 68 minute show. SH C A

**Three Films by Albert Pierru** 3mp BRANDON ea 6min col ea \$90 r\$7.50. Abstract patterns in color, painted directly on the film, backed by lively musical score. Titles: *Fantasy for Four Strings*; *Soir de Fete*; *Surprise Boogie*.

**Title Tales** mp COLBURN 10min col loan. Ideas and techniques for title treatment in educational and industrial films. SH C TT A

**Time Lapse Photography** mp IFB col \$100 r\$5. John Nash Ott, Jr. demonstrates his techniques. Also, same field, *Glory of Spring* showing results obtained by Ott. In same series: *Miracle of the Trees* and *Plant Oddities*. Pri Int A

**Together** mp CONTEMPORARY 52min b&w r\$35. Poignant tale of the private world of two deaf-mute East End dock workers who live together in dingy London lodging house. Cannes award. C A

**Washington—At Work** mp ASSOCIATION 27min loan (to adult organizations and colleges only). Preparation of the Kiplinger "Washington From the Inside" newsletter. C A

**Wirritt-Wirritt** mp ROTHCHILD 7½-min sd col \$90; b&w \$40. A film director, a painter and a poet combine their talents in this Australian-made aboriginal legend of the Rainbow Bird that brought the secret of fire. SH C A

## EDUCATION

**And No Bells Ring** mp NASSP 60min r \$3. Recommended changes in secondary education include flexible class size, individual and small group study, greater use of audiovisual materials and techniques. Accompanying booklet, "New Directions to Quality Education" free. SH A TT.

**The Audio Visual Supervisor** mp IFB 19min col \$185. Role of the AV education specialist in selecting, administering, promoting effective utilization of various types of realist instructional materials; his status and role in school administration and as a public relations force. TT

**The Audio-Visual Training Series** 3mp IFB col. Titles: **Facts About Film** (2nd Ed) 12½min \$125; **Facts About Projection** (2nd Ed) 16½min \$165; **The Audio-Visual Supervisor** 18½min \$185. Last named is narrated by Walter A. Wittich, who also served as educational consultant. TT JH SH

**Back To School—'59** mp MODERN 52 min b&w loan NBC production narrated by David Brinkley tells of problems of overcrowding, integration, fund and teacher shortages but also new strides in special education for the gifted and advances in curricula and techniques. SH C A

**Beginning Phrase Reading** 3mp C-BEF ea 6 min b&w set (3) \$76. This beginning set, an addition to earlier series, starts with a 100 words per minute rate instead of the 180 of the intermediate set. White letters on black screen. The earlier **Introductory** film applies equally to all three series. Intended for the slower-than-average or post-remedial reader. TT. Special classes.

**Beginning Lip Reading** cards and pictures VAMC. Cards with words and pictures in bright poster colors for teaching deaf children. Beginning set \$8.95; Double Lip Reading Set \$14.95; Speech Audiometry Set \$8.95. TT Spec. Educ.

**College Entrance Exams (English)** Folkway's Seven 12" LPs with book \$52.50. A comprehensive course prepared by Morris L. Schreiber for high school students and adults and for classroom teachers and supervisors. TT SH A

**Country School** mp WESILL 16min b&w apply. Typical day in the life of a one-room, one-teacher school; objective presentation without comparison to other types of education, a good teacher doing a good job with the resources entrusted to her. TT A SH

**Crotched Mountain, U. S. A.** mp ASSOCIATION 28min col loan. Rehabilitation center for handicapped children; narrated by Helen Hayes. C TT A

**Dance Your Own Way** mp UC 10min col Creative dancing by small children as a means of bringing out the shy ones. TT

**Early Reading and Writing** mp BASED 49min col \$450; r \$25. Part I: Preschool children learn to read and write (15min); II: Teaching methods that encourage interrelated discoveries by the child, e.g. 2½-year-old meets electric typewriter; (18min) III: 3-year-old reads, types. TT

**Education Is Everybody's Business** mp ASSOCIATION 17½min col loan to adult community groups and TV. The problems that education will face in

the next decade (1960—) are projected and various solutions are suggested by The Council for Financial Aid Education, Inc. A

**Effective Listening** mp MH 15min b&w \$90. Major obstacles to effective listening and ways in which they can be overcome. SH C TT

**Elementary Classroom Guidance** WEDBERG 85fr col LP \$7.50. Principles of guidance for primary, middle and upper grades. TT

**Facts About Projection (Second Edition)** mp IFB 16min col \$165. Operational principles of motion picture projector, care of lens etc., projection threading, splicing, positioning under varying room conditions. TT JH A

**Filmstrips, Use, Evaluation and Production.** UNESCO pamphlet, Robert I. Franc (France) Helen Coppen (Britain). 54pp 65 cents. Order direct from Columbia University Press, 29 Broadway, New York 27.

**Free and Inexpensive Learning Materials.** 1960 revision has a most impressive growth, the new items identified by asterisks. 252pp \$1.50. Write direct to George Peabody College: Teachers, Nashville, Tenn.

**Going to School Around the World** incl 17 flat pictures UNESCO fr. These photographs of school scenes (11½x11½") from Africa, the Americas, Asia and Europe are photographically attractive and interesting. The kit includes a suggested layout diagram for effective display, a large title and a discussion guide. K-C

**A Guide to Correspondence Study Colleges and Universities** 36pp li. Lists eight schools offering such courses: audiovisual education. Order direct from NUEA, Business Office Room 112, University of Minnesota, Minneapolis 14, Minn. 25c

**Have Language Lab: What Now?** 2ta MRI \$7 recording, including classroom examples, of techniques developed by Dr. Gustave Mathieu at Pomona College. TT

**How Good Are Our Schools?** Dr. Conant's Reports... mp NEAPR 28½min \$170 b&w \$75. Visualization of Conant's report on status of secondary education in the U. S. Narrated by Ralph Bellamy. Shot at Oakland, Calif. and Labette County, Kansas, high schools. Shows how the school program of today must fit the varying needs of the individuals and communities it serves. HS C A

**How To Get the Most Out of a Filmstrip** sfs EYEGATE col 10" LP. Consult a dealer. 50 fr. 19 min. Intended to promote wider use of filmstrips by demonstrating effective and convenient usage. TT



**PRINT with a BRAYER**

**Achieve imaginative designs!**

**NEW ART FILM**

An art film that explores many possibilities of making creative prints with a gelatin brayer. Useful in classes on all grade levels, this simple, basic technique can be varied to make both decorative and practical prints, including book jackets, greeting cards, and fabrics. This stimulating process will provide means for experimentation and the discovery of many original designs.

Grade Levels: Elementary through college  
Subject Areas: Art, art education, crafts, design

PRODUCED BY REINO RANDALL • CENTRAL WASHINGTON COLLEGE OF EDUCATION • ELLENSBURG

Sale \$75.00, Rent \$4.00; 8 minutes, 16mm sound and color

ORDER YOUR PRINTS • WRITE FOR FREE CATALOG • TODAY!



**BAILEY FILMS, INC.** 6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

**Integrated Teaching Materials;** R. Murray Thomas and Sherwin G. Swartout; New York: Longmans, Green & Co., Inc.; 1960; 545 pp; \$6.75. A thoroughly practical, profusely illustrated and graphically visualized treatment of the educational communication process. Truly a "new" book in every sense, and one that will be welcomed by Av instructor and practitioner alike. LONGMANS

**Learning Theory and Classroom Practice in Adult Education** sfs UMICH 81fr with 3.75 ips tape, 28min, \$7.25. An overview of several psychological theories on adult education as differentiated from child learning situations. Learning is shown to depend on motivation, capacity, previous experience, perception of relevant relationship, active search for meaning, feedback, and adjustment in the learning situation. By Jacob W. Getzels, University of Chicago. TT C

**Let's Put on a Play** rec & scripts OTTENHEIMER 10" LP and book \$4.95. One side of record gives four short skits played by professional child actors; the flip side has three more but with blank time to permit students to read in their roles with the pros. Book is guide to play production, make-up, costuming etc. Elem JH TT

**Life Situation—Speech Reading** (series) 5mp USC ea 5min col set \$225 r\$15; b&w \$94.50 r\$7.50. Each col \$50 r\$3.50; b&w \$24.50 r\$2. Designed as teaching aid with hearing impaired students. Titles: **Tommy's Table Manners; A Lesson in Magic; The Little Cowboy; Barbara's New Shoes; Bow Belinda** (Singing Dance). TT Elem

**Listen-Speak-Learn** mp RHEEMCAL 11min col \$130. The use of electronic teaching laboratories in teaching foreign languages demonstrated in high school installations. TT

**Mounting Pictures** fs TEXAS col \$4. Two recommended procedures for mounting flat pictures for display, opaque projection, filing or desk study. TT

**My Own Yard to Play In** mp HARRISON 8min b&w. Sound record of children at play in city streets. No narration, all spot sound. Evaluated ESAVG 1/60, p34. TT A

**New Dimensions in Language Teaching** mp MONITOR 11min col loan. Language lab usages and techniques; blackboard diagrams demonstrate machine as mechanical tutor; filmed at Whittier College, Calif. TT C

**Pathways to Phonic Skills** rec AUDAID 2LP. Aural program for developing phonic readiness skills in reading program. Evaluated ESAVG 12/59 p654. TT K-Pri

**Plan for Learning** mp ASSOCIATION 27min col loan to adult community groups only. Importance of clean, modern design in school construction, completely functional and contributing to more effective teaching. A

**Plaster Sculpture in Color** mp 10min IFB col \$120. High school students created large free-flowing sculptural forms on wire armatures with pre-colored plaster. JH SH C

**Planning Creative Play Equipment for Young Children** mp UCLA 16 min col \$137.50. How one community pooled available talents and resources to make and use these materials. TT A

**A School Bell Rings in Angola** sfs UNCHC sd col LP 13½min r\$2.50. An African pagan farmer does not believe in education for his son who, however is helped by the village school and in turn aids his family. Elem.

**School Days** mp UMICH 70min col apply. Russia's own film on Soviet education. TT C A

**Special Education Records** rec FOLKWAYS Developed expressly for the handicapped or "disturbed." **The Downtown Story** (for young children) 10" LP \$4.25. **Learn As We Play** (for older children) 12" LP \$5.95, contains 25 titles with music and dancing for group and individual participation. TT

**Speech Correction in the Primary Grades** 3 rec STANBOW LP and song book, which lists album, side and band number for each of 64 songs emphasizing 25 hard-to-speak consonant sounds and 2 of the more difficult vowels. TT Pri

**Starting Nursery School** mp NYUFL 23min b&w \$120 r\$6.50. Techniques developed at the Vassar Nursery School for easing the child's "pattern of beginning" its entrance into the school world. TT A

**The Stanford-Binet Test** mp MH 17min col. Administration, scoring, limitations as test of mental aptitude. TT

**Teaching Arithmetic** sfs col WEDBERG 10fs 6 LP 12" \$65. Six lessons for grades K through 2; six concept treatments for grades 3 & 4. Produced for teacher training by the Los Angeles city schools' A-V center. TT

**Teacher Education in Modern Mathematics** 5mp MH b&w (Series). Dr. Albert E. Meder, Jr., Titles: **Patterns in Mathematics** (14min \$90); **Number Fields** (17min \$115); **Irrational Numbers** (23min \$150); **Concept of Function** (16min \$105); **Sentences and Solution Sets** (21min \$140). TT

**Teaching Language Skills** sfs col WEDBERG 8fs 6 LP 12" set \$52. Produced for teacher training by Los Angeles city schools' A-V center. Oral language, spelling, written expression, improvement and maintenance of language skills; grades K through 6. TT

**Teaching Science** sfs col WEDBERG 4fs 2 LP 12" \$26. Produced for teacher training by Los Angeles city schools A-V center. Titles: **Young Children**

**Explore the World of Science I & II; Together We Learn About Sound** (Grades 3 & 4); **Guiding Children Through a Science Lesson** (Grades 5 & 6). TT

**Teaching Teen Aged About Alcohol** mp MH 16min b&w \$95. Summer school seminar on film compares various methods used by teachers in dealing with this problem. TT A

**"Thinking" Machines** mp ETS 20min col \$210. Experiments in machine "intelligence" by MIT, IBM and Bell Lab scientists. A mechanical mouse learns by trial and error; a chess game against a giant computer; a machine that recognizes visual patterns. JH SH TT

**The USF Story** mp University of San Francisco, Dept. of Public Information, San Francisco 17, Cal. "Full length" col. loan. School-made production showing all aspects of student life. 1960. Write direct.

**The Vision-Strip Audio-Visual Classroom** mp IFB 14min r\$7.50. New classroom layout economizes on corridor, roof and wall costs. Low vision-strip preserves students' sense of contact with the outdoors; permits maximum control of light and ventilation. Intended as demonstration to school authorities, architects, AV personnel. TT A

**Visual Perception** mp ETS 20min col \$210. Importance of sound assumptions to efficacy of scientific method demonstrated by Dr. Hadley Cantril, Princeton. JH SH TT

**Visual Timing Film** mp BIRDSELL 20 min sd b&w \$55. Sound projector shows elapsed time on screen in seconds up to 20 minutes. Eliminates stop watch timing and permits student, if desired, to observe his own elapsed time. TT C A

*A thoroughly tested "prep" course in*

## COLLEGE ENTRANCE ENGLISH

Recorded on seven 12" LP records (14 sides) plus 104-page textbook for classroom teaching or home study

## The ANATOMY OF LANGUAGE

by Morris Schreiber, New York City principal, author, instructor in English, drama, poetry.

*A new teaching tool which will help to vitalize and dramatize classroom instruction. Excellently adapted for modern self-instructional techniques in and out of school.*

9108 list price \$52.50. School net \$42.00

*Send for free pamphlet describing in full content, utilization, evaluation.*

**FOLKWAYS RECORDS**

117 W. 46th Street, New York 36, N. Y.

## ENTERTAINMENT Features and Shorts

**The Baby and the Battleship** mp BRAN-  
DON 96min r. Baby smuggled aboard  
battleship, spoof on the British Navy.  
Family.

**The Bolshoi Ballet** mp UWF 99min col  
apply. Galina Ulanova and the Bolshoi  
Theatre cast present selections from  
six ballets as a prelude to the two-act  
poetic legend, "Giselle." Included are  
"Dance of the Tartars," (Asafiev)  
"Spanish Dance" (Tchaikovsky),  
"Spring Water" (Rachmaninoff),  
"Polonaise and Cracovienne" from the  
opera "Ivan Susanin," "Walpurgis  
Night" from Gounod's "Faust," and  
"The Dying Swan" (Saint-Saens).  
SH C A

**The Captain from Koenigskopf** mp  
BRANDON 93min col. r. New produc-  
tion in color of Carl Zuckmayer's true  
story of the jailbird cobbler who made  
the uniform-worshipping Germans the  
laughing stock of the world. German  
dialog. English subtitles. Family.

**The Charge of the Light Brigade** mp  
UAA 115min. Apply. Tennyson's poem  
comes to life in dramatization of siege  
of Sebastopol. Errol Flynn, Olivia de  
Havilland.

**The Chicken** mp BRANDON 16min  
b&w r\$10. Ingrid Bergman and her  
children, directed by husband Roberto  
Rossellini, chases a bold chicken from  
her rose garden and is accused by its  
owner of attempted chicken stealing.

**The Colditz Story** mp BRANDON 97  
min b&w r. Escape of allied prisoners  
from Nazi POW camp at Colditz Cas-  
tle. John Mills, Eric Portman. Family.

**The Crucible** mp BRANDON 154 min  
b&w r. Arthur Miller's drama of the  
Salem witchcraft trials, in French  
dialog with English subtitles. Mature.

**Disney Cartoons** mp HOLFI 8mm si 50'  
col \$4.95 b&w \$1.95. 100' col \$8.95 b&w  
\$2.95. 200' b&w \$5.95. Donald Duck,  
Pluto the Pup, Mickey Mouse—also  
Renfrew, Roy Rogers and Gene Au-  
try—in 8mm. Pri.

**Escapade** mp BRANDON 87min b&w  
r\$30. Three precocious boys in British  
school believe they are better able  
to prevent the world's going to ruin  
than their addled elders, and nearly  
prove it by carrying a petition for  
peace to the Big Four. Family.

**Fabiola** mp BRANDON 96min b&w r.  
Lavish Italian production of Cardi-  
nal Wiseman's story of Roman life  
and Christian martyrdom. English  
dialog version by Marc Connelly and  
Fred Pressburger. Family.

**The Forty-first** mp BRANDON 100min  
col r. Russian dialog, English sub-  
titled. Red Army woman sniper  
misses, but only postpones her 41st hit  
in desert fighting during Russian civil  
war. Mature.

**The Gadfly** mp BRANDON 94min r.  
Russian dialog. English subtitled.  
Young Italian revolutionary fights  
Austrian tyranny. Mature.

**The Golden Age of Comedy** mp CAR-  
OUSEL 80min b&w 7-yr lease \$325.  
Anthology of comedy film highlights.  
Winner of 6 nominations and 2 Acad-  
emy Awards. Pri-A

**Heroes of Shipka** mp BRANDON 90min  
b&w r. Russian dialog, English sub-  
titled. Defense of Shipka Pass by  
Bulgarians and their Russian allies  
against the Ottoman Turks' over-  
whelmingly stronger army. Family.

**The Last Days of Pompeii** mp BRAN-  
DON 98min r. New large-scale Italian  
production; English dialog. Family.

**The Mark of the Hawk** mp UWF 100  
min col r apply. Deals with Africa's  
awakening in highly dramatized  
form, contrasting revolutionists, re-  
formist and complacent protagonists.  
Evaluated ESAVG for church audi-  
ence use 12/59 p657. SH A

**Moiseyev Dancers—"The Strollers"** mp  
BRANDON 6min col \$90 r \$7.50 b&w  
\$50 r \$5. Russian folk dance by the  
State Folk Dance Ensemble of the  
USSR, directed by Igor Moiseyev.  
SH C A

**Nana** mp BRANDON 122min col r.  
Zola's courtesan heroine, with Mar-  
tine Carol and Charles Boyer. French  
dialog. English subtitles.

**Private's Progress** mp BRANDON 99  
min b&w r. Gold-bricking private  
drives British army's psychiatrist to  
seek psychiatrists. Satirical comedy.  
Family.

**The Red and the Black** mp BRANDON  
137 min col r. Stendhal's romantic  
novel of the "outsider" who tries to  
crash the rigid class-frozen society  
of 19th century France. French dia-  
log. English subtitles. Mature.

**The Red Balloon** mp BRANDON 34min  
col lease \$375 r \$35. Humorous, touch-  
ing fantasy about a French boy and  
his his balloon. Academy Award;  
Cannes and Edinborough winner.

**The Revolt of Gunner Asch** mp BRAN-  
DON 100min b&w r. Exposure of the  
corruption, sadism and brutality of  
Nazi military camp in 1939. Available  
either German dialog without sub-  
titles, or English dialog version. Ma-  
ture.

**The Rocket from Calabuch** mp BRAN-  
DON 90min b&w r. Atomic scientist  
seeks to escape his rocketry on Medi-  
terranean isle. International cast in-  
cludes Edmund Gwenn. Italian dia-  
log, English subtitled. Venice (Inter-  
national Catholic Film Office) Award.  
Family.

**Senechal the Magnificent** mp BRAN-  
DON 78min b&w r. Tour de force for  
Fernandel, who, as an obscure actor,

steps out to play out his roles in re-  
life, French dialog, English subtitl  
Mature.

**Silent Feature Films** mp CLASEX  
ply. **Judith Bethulia** (D. W. Griffith  
first feature), **Tillie's Punctured  
Romance**, **Intolerance**, **East Lynne**,  
**Tarzan of the Apes I**, **Abraham  
Lincoln** (Griffith-Huston), **The Ten  
Orphans** (Selig 1911), etc. C A

**Slapstick Silent Vintage Programs** mp  
CLASEX 2-hour show r\$25. Ma-  
Sennett, Buster Keaton, Harold Lloyd,  
Laurel & Hardy, Our Gang, etc. A

**Task Force** mp UAA 116min. App.  
Struggle against tradition to establi-  
naval aviation, from 1921 to Okinawa  
Gary Cooper.

**The Three Penny Opera** mp BRAN-  
DON 112 min b&w r. Social satir  
with music, based on John Gay's "The  
Beggars Opera." Music Kurt Weill  
direction G. W. Pabst, cast headed by  
Lotte Lenya. German dialog, English  
subtitles. Mature.

**Treasure of Sierra Madre** UAA 126mi  
Apply. One of the all-time classics  
cinema. Gold madness, greed, exposure  
as futility. Walter Huston, Humphrey  
Bogart.

**Yankee Doodle Dandy** mp UAA 126mi  
Apply. James Cagney stars in Geo. I  
Cohan biography. Family.

**My Wild Irish Rose** mp UAA 101mi  
Apply. Film biography of famed Iris  
tenor Chauncey Olcott. Dennis Mo-  
gan, Andrea King.

## GUIDANCE, Personal

**Beginnings of Conscience** mp MH 16mi  
b&w. Life situations used to illustrate  
conscience development. C TA A

**Beginning Responsibility: Lunchroom  
Manners** mp CORONET 11min col  
\$110 b&w \$60. Primary graders learn  
from a puppet show that bad manner  
cause unpleasantness at mealtime and  
watch their own to avoid this. Pri.

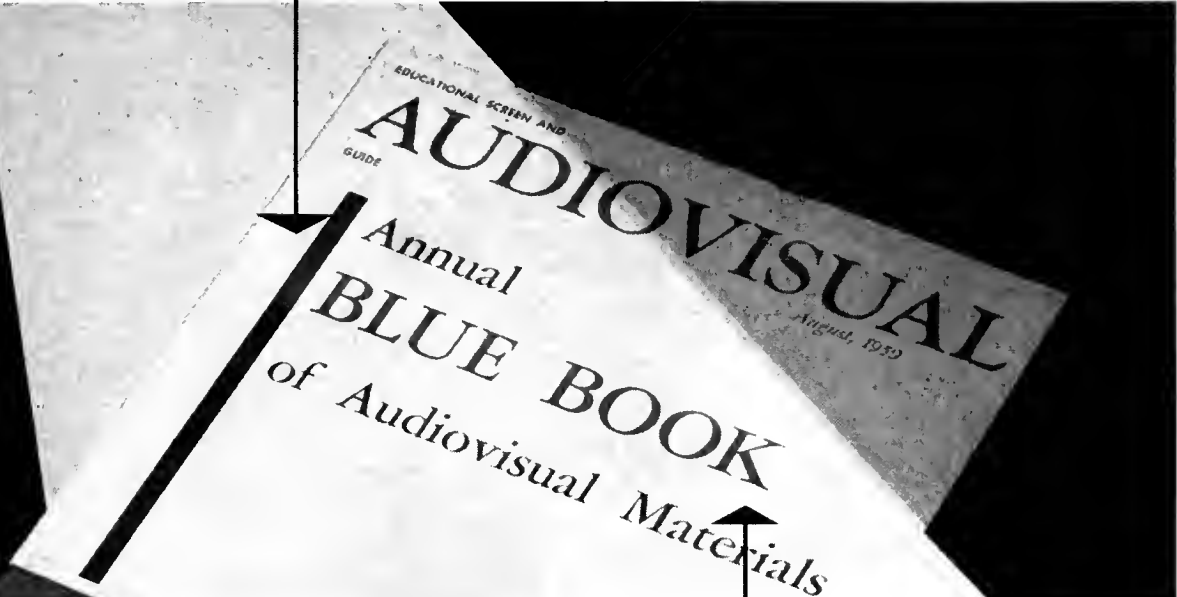
**Children's Story Filmstrips** (series) 121  
IFB si col approx 49 fr ea \$6. Per-  
sonalized stories of life problems of  
children 10-14; one each on Friend-  
liness, Cooperation, Cleanliness, Cour-  
tesy, Courage, Thrift, Reliability, Obe-  
dience, Helpfulness, Cheerfulness, Re-  
spect for Property, Loyalty. JH

**Exchanging Greetings and Introductions**  
mp NH 11min col \$130 b&w \$65  
Wrong impressions created by awk-  
wardness or non-conformity are cor-  
rected. Int JH

**Going Steady** mp GOSFILM 65min b&w  
r\$27.50 (free loan for school hour SI  
showings). High School sophisticat  
influenced by his "steady" who has  
found Christ. SH A



**the WHO-WHAT-WHERE of 1959-1960 Audio-Visual Releases**



# ANNUAL BLUE BOOK of Audiovisual Materials

With leading audiovisual education administrators—the BLUE BOOK is the most authoritative, accurate source of information in handy, convenient form.

No matter your field of interest, the BLUE BOOK has what you're looking for. For instance—16mm films, filmstrips, slide sets and educational recordings—are classified by subject area for quick reference. You get title, type of material, length, silent and sound, color or black and white, television clearance, sale and/or rental price, primary source of distribution, release date, content description, and recommended age level.

Subjects cover everything from education to entertainment . . . from the sciences to social problems . . . from human or animal medicine to home economics . . . civics to agriculture . . . mathematics to the arts—to mental health.

You'll find it all—and more for use all year—in the new 35th edition of the Annual BLUE BOOK . . . listed, classified, indexed . . . the new offerings released during the past academic year.

the ONE source book that covers ALL the major materials and teaching aids, grouped under appropriate subject headings

only **\$1.00**

### The Ideal Combination

Every subscriber to Educational Screen and Audiovisual Guide gets the BLUE BOOK. To keep your BLUE BOOK up to date, each monthly issue of the magazine carries a special section of listings of new audiovisual materials in the same helpful format as in the BLUE BOOK.

Each Annual BLUE BOOK costs only \$1.00 each. However, as a subscriber we are making you a low priced combination offer detailed in the following coupon:

**Fill Out and Mail Coupon TODAY**

**EDUCATIONAL SCREEN & AUDIOVISUAL GUIDE** 2052 N. Lincoln Park West, Chicago 14, Ill.

Please send the BLUE BOOK OF AUDIOVISUAL MATERIALS as checked below:

- ..... copies, 1960 issue at \$1
- ..... copies, 1959 issue at \$1
- ..... copies of the 28th annual (cumulative) issue at \$2.
- ..... copies of all seven—Special Combination Offer—at \$6 (\$8 value)
- ..... copies, 1957 issue at \$1
- ..... copies, 1956 Issue at \$1
- ..... copies, 1955 issue at \$1
- ..... copies, 1954 issue at \$1

Name.....  Check here if interested in bulk rates.

Address.....  Check here if you wish to be billed, for payment later. (We prepay postage if remittance accompanies order.)

City & Zone..... State.....

**OTHER SPECIAL OFFERS TO HELP YOU**

**Older Teens and Dating** 4sfs FAMILY col with 2 LPS set \$25.50 indiv fs @ \$6.50 rec (2 subjects) @ \$3.50. **Going Steady** (54 fr); **Falling In Love** (51fr); **Conduct on a Date** (49fr); **When Should I Marry?** (45fr). SH C.

**Psychology for Living** (series) 5mp MH b&w. Correlated with Sorenson and Malm text. Titles: **Facing Reality** (12min) \$75; **Habit Patterns** (15min) \$85; **Successful Scholarship** (11min) \$60; **Heredity and Family Environment** (9min) \$55; **Toward Emotional Maturity** (11min) \$65. SH C

**Reaching Teenage Gangs** fs POCKET 35fr b&w \$2.50. Methods used by N. Y. City Youth Board in locating and influencing anti-social youth groups; knowledge and skills needed by youth specialists. TT A SH

**So You're a Young Adult** 6fs CREATIVE col approx 50fr ea apply. Titles: **Being a Good Baby Sitter**; **Being a Young Lady**; **Family Citizenship**; **Being a Good Hostess**; **Being a Good Guest**; **Beginning Dating**. SH

**Younger Teens and Dating** 4sfs FAMILY col set 4sfs with 2 rec \$25.50; indiv fs @ \$6.50; rec (2 subjects) @ \$3.50. **First Dates** (42 fr); **Whom Do I Date?** (43 fr); **How To Act on a Date** (44fr); **Is It Love?** (47fr). JH SH.

## GUIDANCE, Vocational

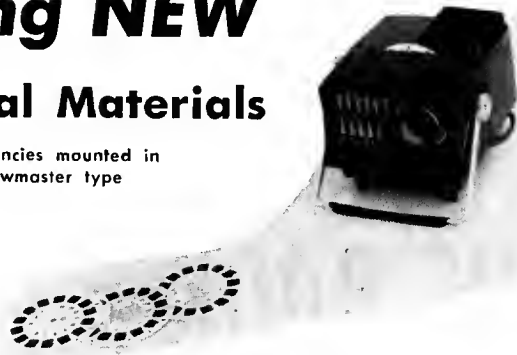
**Breakthrough: The Challenge of Agricultural Research** mp USDA 27½min col apply. The challenge to college students in selecting agricultural research as a career. C SH

# Something NEW

## In Instructional Materials

14 full color transparencies mounted in a "childproof" Viewmaster type

# FILM DISC



A new teaching tool for group or individual viewing, no threading, practically indestructible, files flat with its built-in utilization materials.

### Yet—not really so new!

In more than half a million homes "Viewmaster" is a household word for pleasure and learning, for child or adult. The McMurry-Sowyer FILM DISC differs in that it provides a sequence of 14 scenes, all different, instead of the traditional seven pairs of 3-D views.

As an experimental project of the Television, Radio and Film Commission of The So. Cal-Ariz. Methodist Church this basic material has been used over and over in a large number of church schools. It is now available for all.

Eleven subjects are now ready. Their cost averages \$2.65 each including script, study print, usually two FILMDISCS (28 pictures), fitted into a sturdy, imprinted, correspondence-size file folder.

**KIT,** Complete with projector, table top screen, storage file and 6 subjects. **\$33.30**  
(With de-luxe projector (100 watt) \$42.80)

These subjects are non-denominational, they may be shown in any church school and in many secular classrooms as well.

Specifically denominational subjects can be made at very reasonable cost. Please inquire.

Order your FILM DISC projector and kit today—money back if not satisfied.

Special offer—send \$1 for complete sample subject



**HAPEL FILMS**

a division of McMurry Electronics, Inc.  
P.O. Box 179, Culver City, California

P.O.B. 179, Culver City, California.

### READY NOW

- \* Seasons of Palestine
- \* Daily Work in Palestine  
The Village (Life in Jesus' time)
- \* The Birth of the Savior
- \* Teaching About God in the Home
- \* Tent Life in Bible Lands
- \* The Dead Sea Scrolls  
Let's Visit Japan  
Let's Visit Alaska  
Let's Visit Mexico  
Let's Visit Africa

\* These Six Subjects come in the Kit.

### FREE PREVIEW

Owners of an initial kit may preview all the above and any new releases as they appear, without obligation.

**Careers in Science** 4fs SCRIBNERS Titles: **Looking Ahead to Mathematics . . . to Physics; . . . to Chemistry; . . . to Biology**. JH

**CPA** mp ASSOCIATION 29min b&w loan. One day in the life of a Certified Public Accountant, and the social impact of his services. SH C

**Designing a Better Tomorrow** mp A 13½min col \$65 r \$5. Architecture a career. Elements and meaning of architecture, nature of architectural schooling. SH C A

**Make All Things New** mp METHODIST 27min b&w r\$6. The need for Methodist deaconess recruits and the variety of jobs open. SH C A

**A Question of Life** mp METHODIST 13min b&w r\$4. A college student wants to become a minister; parents oppose this choice. SH C

**Reply to Realty** mp METHODIST 13min col r\$8. A young mission couple return to their school to challenge the students with the opportunities of the mission field for service. SH C A

**Summer of Decision** mp ASSOCIATION 28½min b&w loan. College student decides on social work as his profession. Made for Council on Social Work Education. C SH

**Technology and You** mp NEUBACH 13min col \$130. Role of technology in transportation, architecture, automation, motive power and research. Student motivation to acquire salary skills in technological age. Review ESAVG July 1959. JH SH

**Three for Tomorrow** mp UWF 28min loan. College graduate sizes up many career opportunities in the industry. Louisiana under-water world are featured. SH

**View from the Mountain** mp MODERN 22min col loan. Careers in dietetics girls' preparation in college and internship. SH

## HEALTH, SAFETY

**About the Human Body** mp C-W 15min col \$165 b&w \$90. A boy's visit to a doctor's office becomes vehicle for interesting discussion and demonstrations about the body and its parts and how they work. Int

**Alcohol, Let's Think It Over** sfs METHODIST 62fr LP b&w \$7.50. Airl pilot discusses problem with his children as pictures show harmful reactions as well as helpful uses of alcohol in medicines. JH SH

**Autopsy of an Auto Accident** sfs WEINGHOUSE 10min b&w LP 33.3 rj. How poor lighting increases traffic hazards; seven chief causes of motor accidents. On same strip and record **There's Danger in Darkness** 6 min public safety aspects of street and community lighting. JH-A



ways keep to the right—from "Outboard Outings," Actna Casualty and Safety Company's award winning film.

**Baby's Health and Care (Series) MID-AMERICA** 12mp ea 11min b&w \$55. Titles: *Baby's Emotional Needs; Growth and Development; Holding a Young Baby; Crying Baby; Visits to the Doctor; Baby Sitters; How the Baby Learns to Obey; Mealtime Psychology; Learning to Walk; Baby Feeding Herself; Baby Fears.* Laufman Productions. SH C A

**Balance Your Diet for Health and Appearance** mp CORONET 11min col \$110 b&w \$60. Three children analyze their own eating habits — missing breakfast, fondness for greasy foods and for carbohydrates. Seven basic food groups. JH SH

**Bicycleist** mp BRANDON 15min b&w \$165 r \$12.50. A bicycle tells its own story of safe and unsafe riding habits in this Danish-made film that took the Blue Ribbon at EFLA Film Festival 1959. JH-A

**Car Behavior** sfs CATHEDRAL b&w 8rpm 12min \$7.50. Cartoon treatment of carelessness and its harmful results. E1-SH

**Chalk Meets Tommy Tooth** fs SVE col captioned Service Charge \$1. Diet, cleansing teeth, dental care. Sponsored by American Apple Institute. Pri

**Canine Cancer Challenge to Youth** sfs CANCER 65fr 7" 33.3rpm 2 sides script col loan from local Cancer Societies or ACS division office. Normal and abnormal cells; nature, causes and treatment; research; individual protective measures. JH SH.

**Fire Challenge** mp NBFU 10min b&w apply Common causes of fires as shown in the long experience of the fire underwriters. JH SH A

**Dogs, Cats and Your Community** sfs HSUS 57fr col LP \$5 r\$1. Uncontrolled breeding of owned animals as the cause of a 40 million surplus of unwanted dogs and cats. A

**Dollars for Health** fs INSTLIFE col \$3 loan. Effects of ill health on the families of three high school students. Others in this Dollars Series: **Directing Your Dollars** (money management); **Dollars for Security** (three teen-agers learn how life insurance affects their families). SH A

**Drive Defensively!** mp EBF 11min col \$120; b&w \$60. Driver education film with emphasis on through-the-windshield photography, shows how even the "good" driver must learn to drive defensively. SH A

**Driver Education (TV series)** 29mp INDIANA ea 30min b&w \$125. Titles: *Overview; Physical Characteristics of the Driver; Personality of the Driver; Attitudes, Emotions, Habits; Alcohol and Drugs; The Driver's License; Mechanics of the Car; Safety Features; Nature of the Roadway; Traffic Control; Natural Law; Man-Made Laws; Laws, Enforcement, and Courts; Preparing to Start & Stopping-Steering-Stopping-Backing; Down Shifting, Emergency Stops, Turns; Parking; Standard Shift Driving & Practice Driving in Traffic; Defensive Action; Defensive Driving; City Driving; Highway Driving; Pedestrians and Cyclists; Other Users of the Highway; Adverse Conditions; Night Driving and Emergency Situations; Purchase and Use of the Car; Maintenance; Liability and Insurance; Accidents.* SH A

**50,000 Lives** mp ASSOCIATION 13½-min col loan. Mouth-to-mouth breathing. Red Cross officially approved resuscitation method. Universal knowledge of the technique could save 50,000 lives needlessly lost by asphyxiation. JH-A

**Fire and Fire Prevention** 9fs EYEGATE col set \$25. Made in cooperation with the NY and other fire departments. E1

**First Aid on the Spot** mp EBF 10min b&w \$60. Revised (third) edition. Six common types of injuries and the

first aid techniques recommended by American Red Cross. Includes mouth-to-mouth resuscitation, shock, wounds, bleeding, fractures, burns. SH A

**Health and Safety for You** 5mp MH b&w. Correlated with Diehl and Laton text. Titles: *The Heart—How It Works (11min) \$65; Community Health and You (10min) \$60; Parents are People Too (15min) \$90; Sneezes and Sniffles (10min) \$60; Your Body During Adolescence (10min) \$65.* SH

**Health for Effective Living** 5mp MH b&w. Titles: *Body Care and Grooming (17min \$100); Body Fights Bacteria (17min \$100); Common Heart Disorders (17min \$105); Emotional Health (20min \$120); Endocrine Glands (15min \$95); Human Reproduction (21min \$135); Nose, Throat and Ears (11min \$65).* SH C A

**Hearts, Lungs and Circulation** mp CORONET 11min col \$110 b&w \$60. How the heart, lungs, veins, arteries and capillaries work together, and principles for keeping them in good health. Int JH

**Health in Our Community** mp EBF 13 min col \$150; b&w \$75. The work of the Health Department; teamwork with private medical forces; a fight to prevent a typhoid epidemic. Int JH

**How To Do Rescue Breathing** mp SEMINAR 5min b&w \$49.50. Currently recommended resuscitation technique (mouth-to-mouth or mouth-to-nose insufflation) demonstrated by Ray T. Smith, M. D. SH-A

**Impact** mp UCLA 12min b&w \$65 r \$2.50. Stop-action high speed photography documents what happens when automobiles collide. Lifelike dummies serve as occupants. SH C A

**Improving America's Health** mp CORONET 11min col \$110 b&w \$60. How expanded health and medical services have increased well being and life expectancy. Importance of education and individual responsibility. JH SH

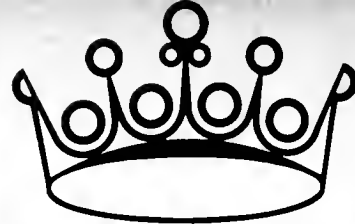
**Introduction to Swimming Pool Sanitation** 23½min UWF b&w \$179.17.

**In Case of Fire** mp EBF 20min col \$240 b&w \$120. How fire drills at school prevent loss of life; how a crowded theatre is emptied without panic; how a girl awakens her family and saves her pet when there is a fire in her home. JH-A

**It's Up To You** mp HARVEST 11min col apply. One man's grim fight to save his eyesight after an accident due to carelessness. Precautions against eye accident, safety devices and techniques. SH A

**It's Wonderful Being a Girl** mp PPC 20min col loan. Menstruation presented as normal life experience of adolescent girl. Successor film to "Molly Grows Up." JH SH A

# THE QUALITY OF LEADERSHIP



# 100 OUTSTANDING NEW

# CORONET FILMS

The Coronet film subjects described on these pages represent the contributions of the leading producer of educational films to better education—during the period from October 1, 1959 through September, 1960. Of major interest are ten films in the *Vocabulary Enrichment Program*, re-narrated for foreign language beginners, and 27 in the *Chemistry Laboratory Series*.

These films were produced under the active guidance of leading educational specialists . . . and all reflect the high standards of Coronet for every film it produces or distributes. Each film has been produced in full color and is also available in black-and-white, except in the few instances indicated.

You will find full descriptions of these 16mm motion pictures in the latest catalogue of Coronet Films. A free copy is available on request.

If you are interested in making selections for purchase, use these pages as a check-list to request preview prints. Simply indicate the films which interest you and send the list to Coronet Films. Preview prints will be shipped promptly at no obligation or charge, except for return postage.

## ARITHMETIC

- Measuring Areas: Squares, Rectangles, (11 min.)** Introduces square units and shows practical use of area measurement. Gr. 4-9.



## ART

- Vincent Van Gogh (21 min.)** Many original works shown against scenes of locales associated with artist. Distributed. Color only. Gr. 7-College.

## GUIDANCE

- Beginning Responsibility: Lunchroom Manners (11 min.)** How to eat properly to become a better table companion. Gr. 1-3.

## HEALTH AND SAFETY

- Balance your Diet for Health and Appearance (11 min.)** Importance of balanced diet to weight, skin condition, personality. Gr. 7-12.
- Heart, Lungs, and Circulation (11 min.)** Key functions of circulation and how to maintain healthy heart and lungs. Gr. 4-9.

## LANGUAGE ARTS

- Improve your Punctuation (11 min.)** Chief uses of punctuation as a means of clarifying written communication. Gr. 7-12.
- The Lion and the Mouse (11 min.)** Amusing cartoon interpretation of Aesop's fable. Distributed. Gr. 1-3.
- Sentences: Simple, Compound, Complex (11 min.)** How to build sentences through independent and dependent clauses. Gr. 7-12.
- Stagecraft: Scenery Frame Construction (11 min.)** A step-by-step demonstration of scenery frame construction. Distributed. Gr. 7-College.
- Stagecraft: General Scenery Construction (16 min.)** How to build door and window flats, steps, and parallels. Distributed. Gr. 7-College.
- Stagecraft: Scenery Painting (8 min.)** Techniques of scenery painting to achieve interesting effects. Distributed. Gr. 7-College.

- Stagecraft: Stage Lighting (11 min.)** A light plot leads to final lighting with explanation of common lighting equipment. Distributed. Gr. 7-College.

- Verbs: Principal Parts (11 min.)** three principal parts and how all verbs are based on them. Animation. Gr. 4-12.

- Verbs: Recognizing and Using (11 min.)** How to identify subject, tense, verb, and three functions of verbs. Animation. Gr. 4-12.

## MATHEMATICS

- Pythagorean Theorem: Proof by Similar Figures (5 min.)** How certain principles of similar figures prove the Pythagorean Theorem. Distributed. B&W only. College.

- Pythagorean Theorem: The Cosine Formula (5 min.)** How the Theorem is applied to certain triangles, leading to the cosine formula. Distributed. B&W only. Gr. 7-College.



# SCIENCE

**Songs of America's History** (13 min.) Selected folk songs help us understand places and people associated with them. Gr. 4-12.

**Learning Music: Learning About Notes** How notes indicating melody are translated into patterns of music. Gr. 1-6.

**Learning Music: Finding the Rhythm** Note values, the beat, bar, accent, time signature, dotted and rest. Gr. 1-6.

**Learning Music: Finding the Melody** The scale, note relationships, notes, sharps, and flats. Gr. 1-6.

**Walter Foster and His Songs** (16 min.) Walter Foster's songs against a background of music. Gr. 7-12.

**Trumpet, Horn, and Trombone** (11 min.) Music techniques of playing the instruments. Distributed. Gr. 7-12.

# SCIENCE

**Newton's Laws: Principles of Flight** (11 min.) The four forces which govern flight—lift, thrust, gravity, and drag. Gr. 4-9.

**Animals Protect Themselves** (11 min.) Various ways common animals adapt to their environment. Gr. 1-6.

**How We Identify Them** (11 min.) How to distinguish birds—by their color, sounds, and actions. Color. Gr. 1-6.

**Preserving our Forests Today** (11 min.) Recent advances in forest conservation, and how forests are protected.

**Preserving our Soil Today** (11 min.) Techniques and experiments in soil conservation. Gr. 4-9.

**Earth: Changes in Its Surface** (11 min.) Illustrations of the internal and external changes in the earth's surface.

**Earth: Its Oceans** (13 min.) A comprehensive study of an important science—oceanography. Gr. 4-9.

**Earth: Its Structure** (11 min.) An analysis of the earth's structure and its interior. Gr. 4-9.

**Earth: Resources in Its Crust** (11 min.) Survey of the major useful organic and mineral substances in the earth's crust. Gr. 4-9.

**Human Body: Excretory System** (11 min.) A study of the structure and function of the excretory system. Gr. 4-9.

**Light for Beginners** (11 min.) The basic properties of light; shadows, reflections, and artificial light. Gr. 1-3.

**Microorganisms that Cause Disease** (11 min.) The structure of five kinds of animal microorganisms, and information on their destruction. Gr. 9-12.

**Sound for Beginners** (11 min.) Details of sound vibrations and how sounds take time to travel through air, solids, or liquids.

**Story of Soil** (11 min.) How man has improved soil's usefulness in many ways. Animation. Distributed. Gr. 9-12.

**Explore the Stream** (11 min.) A study of the life common to a stream and the interdependence of living organisms. Gr. 1-3.

**What Are Things Made Of?** (11 min.) The composition of matter in three states—solid, liquid, and gas. Gr. 4-9.

**Special Studies**

**Busy Harbor** (11 min.) A close-up view of the harbor's fascinating life. Gr. 1-6.

**Friendship and You** (13 min.) A high school boy discovers the requisites for true friendship. Gr. 9-12.

**Communication for Beginners** (11 min.) What modern communication devices mean for our way of life. Gr. 1-3.

**Improving America's Health** (11 min.) How health and medical services have improved life expectancy. Gr. 9-12.

**Moving Day—Timmy's New Neighbors** (11 min.) Shows that attitudes of cooperation, interest, and friendliness make moving easier. Gr. 1-3.

**Our Country's Flag** (Second Edition) (11 min.) A re-make of the earlier film, showing the fifty stars and the up-to-date "Pledge". Gr. 1-6.

**Paris—The City and the People** (11 min.) A visual tour of the famous city showing the factors which made Paris into a great capital. Gr. 4-12.

**Where Does Our Meat Come From?** (11 min.) A picture of the steps through which meat goes—from animal to market. Gr. 1-4.

# American History



**Beginnings and Growth of Industrial America** (11 min.) The development of American manufacturing from home crafts to industrialized factories. Gr. 4-12.

**Communication: Story of Its Development** (11 min.) Milestones in the history of the transmission of spoken and written language. Gr. 4-9.

**Immigration in America's History** (11 min.) The major waves of immigration to the U. S. in their historical, economic, and social contexts. Gr. 9-12.

**Pioneer Journey to the Oregon Country** (13 min.) Life on the trail, the daily routine, recreation and religion, dangers and hardships. Gr. 4-9.

**The Pony Express in America's Growth** (11 min.) Re-enactments dramatizing the brief, but exciting Pony Express story. Gr. 4-9.

# Geography



**Netherlands: Past and Present** (11 min.) The Netherlands today—a harmonious blend of tradition and modern development. Distributed. Gr. 4-9.

**New Zealand: The Land and the People** (11 min.) An exciting journey showing topography, industries, and activities of the people. Gr. 4-9.

**The Rhine: Background for Social Studies** (11 min.) An over-all view of the Rhine's influence on Europe, its history, and its role today. Gr. 4-9.

# World History

**The Byzantine Empire** (13 min.) A historical outline of the Empire and its major cultural contributions. Gr. 4-12.

**English History: Nineteenth Century Reforms** (13 min.) The factors influencing English political adjustment to the industrial revolution. Gr. 9-College.

**Imperialism and European Expansion** (13 min.) The factors which encouraged a renewal of European expansion from 1875 to 1914. Gr. 9-12.

**Life in Ancient Rome: The Family** (11 min.) A boy's typical day in ancient Rome, showing authentic dwellings, costumes, and artifacts. Gr. 4-6.

**World History: An Overview** (13 min.) The meaning of history interpreted as the record of man's effort to satisfy basic human needs. Gr. 9-12.

**World War I: The Background** (13 min.) Militaristic and nationalistic rivalries, entangling alliances, and international tensions. B&W only. Gr. 9-12.

**World War I: The War Years** (13 min.) The unprecedented scope of the War, new weapons, the German strategy and its failure. B&W only. Gr. 9-12.

**World War I: Building the Peace** (11 min.) The Big Three and the Treaty of Versailles—how it was written and what it meant. B&W only. Gr. 9-12.

# The Chemistry Laboratory Series

This series includes twenty-seven films produced by the University of Akron under a grant from the Fund for the Advancement of Education. Usable both in high school and college chemistry courses, the films acquaint viewers with all the major experiments and demonstrations normally carried out in a full year's chemistry course. Proportional, special prices per 11 minute reel: Color, \$100; B&W, \$50.

- Ammonia (1 3/4 reels, 18 min.)
- Chromium and Manganese (3 1/2 reels, 37 min.)
- Demonstrating the Gas Laws (2 reels, 21 min.)
- Determination of Atomic Weight (1 3/4 reels, 18 min.)
- Elements, Compounds, Mixtures (2 3/4 reels, 30 min.)
- Hard Water (2 1/2 reels, 28 min.)
- Heat of Solution (1 1/2 reels, 16 min.)
- Indicators and pH (1 1/2 reels, 28 min.)
- Ionic Equilibrium (1 1/2 reels, 16 min.)
- Molecular Weight of Oxygen (1 reel, 11 min.)
- Molecular Weight of Solutes (3/4 reel, 8 min.)
- Nitrous Acid and Sodium Nitrite (1 3/4 reels, 18 min.)
- Oxides of Nitrogen (1 1/2 reels, 16 min.)
- Phosphorus (1 3/4 reels, 18 min.)
- Physical and Chemical Change (2 1/2 reels, 28 min.)
- Preparation and Properties of the Halogens (3 reels, 32 min.)
- Preparation and Properties of Hydrogen (1 3/4 reels, 18 min.)
- Preparation and Properties of Nitric Acid (2 reels, 21 min.)
- Principles of Ionization (1 1/4 reels, 13 min.)
- Properties of Acids, Bases and Salts (2 1/2 reels, 28 min.)
- Properties of Solutions (2 1/2 reels, 28 min.)
- Rate of Reaction (2 1/2 reels, 28 min.)
- Standard Solutions and Titration (2 reels, 21 min.)
- Sulfur and Hydrogen Sulfide (2 reels, 21 min.)
- Sulfur Dioxide and Sulfurous Acid (2 1/4 reels, 24 min.)
- Sulfuric Acid (1 1/2 reels, 16 min.)
- Synthesis of a Compound (1 1/4 reels, 13 min.)



# Vocabulary Enrichment Program for Foreign Beginners

This series of 11 minute films is composed of well-known fables, favorite children's tales, and charming original stories—all in clearly spoken Spanish or French, using a carefully selected vocabulary. It is designed primarily for young learners, although high school students will benefit greatly from the films' conversational style. Available in B&W only with foreign language narration script.

- In Spanish:**
- Una Familia de Petirrojos (Mr. and Mrs. Robin's Family)
  - La Gallinita Sabia (The Little Red Hen)
  - Juan y Su Burrito (A Boy of Mexico: Juan and His Donkey)
  - El Patito Feo (The Ugly Duckling)
- In French:**
- L'Automne est une Adventure (Autumn is an Adventure)
  - Le Vilain Caneton (The Ugly Duckling)



# Contemporary Life Series

The four films in this series—two in French and two in Spanish—are planned to acquaint foreign language pupils with the lands and people of Spain, Latin America, and France. They will prove extremely useful in presenting a colorful picture of these countries—and, simultaneously, in strengthening basic vocabulary. All are 11 minutes in B&W only. A foreign language narration script accompanies each film.

- In Spanish:**
- España: Tierra y Pueblo (Spain: The Land and the People)
  - Geografía de Sud América: Los Cinco Países de Norte (Geography of South America: Five Northern Countries)
- In French:**
- France Actuelle: Les Pays et Ses Habitants (Modern France: The Land and the People)
  - La Vie Dans une Ferme Française (Life on a French Farm)

# HOW TO OBTAIN CORONET FILMS

**Preview:** Prints of all Coronet films are available for preview by those wishing to make selections for purchase. There is no obligation except for return postage. Simply indicate on these pages the films you would like to evaluate and send them to Coronet Films, or send a separate list of your selections.

**Purchase:** Prints of all Coronet films on these pages are available at \$60 a reel in black-and-white; \$100 in color. Films in the Chemistry Laboratory Series are \$50 a reel in black-and-white; \$100 in color. Proportional prices apply to more or less than one reel. One reel is 11 minutes running time.

**Rental-Purchase:** Prints of these films may be purchased outright at the prices quoted above, or obtained under the general provisions of the Coronet Rental-Purchase Plan. See Page 2 of the 1960-61 catalogue for details.

*Preview requests or purchase orders should be sent to Coronet Films, Sales Department, Coronet Building, Chicago 1, Illinois or to your authorized dealer.*

# CORONET FILMS

Producers of the Finest Teaching Films for More Than Twenty Years  
CORONET BUILDING, CHICAGO 1, ILLINOIS

**The Magic Camera** sfs WESTINGHOUSE b&w 33.3rpm 12 min. Structure of the eye compared to that of a camera; how the rods and cones in the retina send messages to the brain; proper placement of reading lamps. JH-A **Two Precious Pilots** 12min covers same material on a slightly higher grade level. Supplementary material includes script and "Eyes Are Rationed" 16p five copies free to teacher. JH SH

**Menacing Shadows** mp WESTINGHOUSE 20 min b&w loan. Importance of proper eating habits and diet including 7 basic food groups. Teacher's copy of book of menus, etc., free; extras @ 10c. JH-A

**Metal Shop Safety** mp MH 18min b&w \$105. Several safety rules are deliberately violated to serve as text for instructor. SH A

**Outboard Outings** mp AETNA 18min col loan. Safety precautions and "rules of the road" in boating indispensable to real pleasure in boating. Narrated by Garry Moore. SH A

**Pay the Piper** mp FAMILY 30min col \$300 b&w \$180. Dramatic presentation showing dangers of alcohol in the home. SH A

**Penelope Changes Her Mind** mp NBFU 9min col or b&w apply. A little girl learns about fire hazards. Pri.

**Rabies in Your Community** mp NFBC 18min b&w \$90. A rabid fox brings the dread disease into a north Canadian community; a dog develops the symptoms and a veterinary control is instituted despite some local opposition. JH SH A

**Safe Bicycling** mp IFB 13min col \$135 b&w \$75. Proper size, essential equipment, good riding habits (like those of an auto driver). Some examples are light, even humorous. Crawley Films prod. Int.

**Safety Adventures Out of Doors** mp EBF 11min col \$120; b&w \$60. Good safety habits pictures of children swimming, boating, camping and on playgrounds. El Pri.

**Safety or Slaughter** mp IFB 14min col \$135. Actual accident scenes shown, and their causes discussed—speed, fatigue, irritation, recklessness, discourtesy. Plea for lane marking, safety belts. SH A

**Stop Driving Us Crazy** mp MBTEMP 12min col \$125. (May be rented METHODIST \$6) Man from Mars, shaped like an automobile, is flabbergasted at earthmen's "crazy" driving and drinking habits. Religious-moral approach, ultra-modern presentation techniques. Original jazz score on 45rpm at \$1.25. Exceptionally attractive discussion guide and promotion sheet. SH A

**That They May Live** mp PYRAMID 27min col \$250 b&w \$125. Training in currently recommended methods of artificial respiration. JH SH C A

**This Will Kill You!** sfs TRAUD 16" LP 30min col \$25. Cartoon treatment of the potential hazards in improper use of electricity in everyday life. Safety award winner. JH SH A

**To See Ourselves** mp AETNA 14½min col loan. Driver, put in position to see himself from the other fellow's point of view, finds the "other driver" is not always at fault. SH A

**To Smoke or Not to Smoke?** sfs kit CANCER loan deposit 84fr 10" LP guide, poster, reprints. Shows how injurious substances in cigarettes affect the lungs; research studies in relationship of smoking and cancer; "seeks to teach, not to preach—to inform not to reform." JH-A

**Tommy Gets the Keys** mp GOODRICH 13½min b&w loan through local Goodrich Tire dealers. Teen-ager convinces his parents, with aid of a sports car racing champion, that all youngsters are not necessarily bad drivers. SH A

**To Your Health** mp CMC 10min col \$100. Evils of alcoholism told in WHO cartoon. SH A

**Understanding Heart** mp METHODIST 29min b&w r \$3. Loretta Young television program shows how one alcoholic helps another, and how a non-alcoholic wife can help her drinking husband. A

**We Have the Cure** mp CMC 14min b&w \$25. WHO mass campaigns against yaws, syphilis, and pinta. C A

**What's Your Driver Eye-Q?** mp AETNA 13 or 30 min versions b&w loan guide. Provides for active individual viewer participation as 15 different traffic situations, photographed from front seat of moving car, call for individual decisions. In the "public" version the correct answers are supplied by the film; in the classroom version they are confined to the 36p instructor's guide. SH A

## HOME ECONOMICS

**American Women — Partners in Research** mp ASSOCIATION col loan. Operation of the Research Opinion Center to ascertain likes and dislikes of housewives. Sponsored by Corning Glass. SH C A

**Arranging Flowers in Your Home** mp CORNELL 25min col \$199.50. Step by step procedures for making basic arrangements; treatment before arranging, choosing holders and vases; selecting the right position. SH A

**Building the American Dream** mp MODERN 30min col loan. The role of the home builder, improved methods

of construction, economic importance of the building industry. U. S. Gypsum sponsored. SH C A

**Choice in China** mp IDEAL col loan. SH and women's groups. Bride-to-be learns distinction between different ceramics; how china is made; collectors' items including White House service. SH A

**The Dawn of Better Living** mp WESTINGHOUSE 16min col loan. Walt Disney production showing evolution of the home from log cabin to present electrified existence. 40-page booklet contains full script and color picture. Teacher's copy free, extra @ 10c. EI-

**40 Billion Enemies** mp WESTINGHOUSE 26min col loan; free copies of 6p leaflet on household refrigeration. Role of refrigeration explained first by science teacher then by home-instructor. JH-A

**The Great White Way—To Good Laundering** mp MODERN 13½min col loan. The role of bleaches in laundering. Sponsored by Purex. SH

**HOW We Get Our Homes** 4fs SVE col set \$16.25 ea \$5 captioned. Titles: Planning the Home; Building the Foundation; Building the Shell; Finishing the Home. SH A

**Light As You Like It.** mp SUPEL 24min col loan. Decorative home lighting that borrows some of its inspiration from lighting effects in the theatre. Mass distribution booklet "The Light Side of Decorating" included. SH A

**Mealtime Magician** mp IDEAL 14½min col loan. Talking blender, with assistance from Sterling Holloway's voice, tell amusing story of its work in meal preparation. SH A

**Mystery in the Kitchen** mp NFBC 23min Col \$180 b&w \$90. Humorous, satirical treatment of improper family nourishment due to poor choice and preparation of food by the housewife. An invisible "crime detective" wrestles with this mystery. SH A

**Send Off** mp ASSOCIATION 12min col loan. Two youngsters prepare a going-away dinner from around the world recipes. Booklet of recipes for each member of class on request. SH A

**Three-Minute Cook Book** 6mp ASSOCIATION col loan. Titles: How To Select Oranges; How To Use Orange Concentrate; How To Prepare Grapefruit; How To Use Grapefruit Sections; How To Use Tangerines; How To Use Tabasco. Florida Citrus Commission. SH

**V-Men** mp WESTINGHOUSE 17min b&w loan. Importance of proper cooking methods in the preservation of essential vitamins is demonstrated in science lab tests. Folders (8p) "American Families Are Eating Their Way To Poor Health," free. SH-A

our Ticket To Better Buying mp WESTINGHOUSE 24min b&w loan. Consumer information on purchase and functioning of an electric range and a quick trip through the factory where it is made. JH-A

## INDUSTRIAL ARTS

**Automotive Electrical Fundamentals** 5sfs JAM 12" LP Set (5) \$49.50 Indiv fs & rec \$10.90. Titles: Introducing Automotive Electricity; The Cranking Circuit; The Ignition Circuit; The Regulation and Charging Circuit; The Lighting and Accessory Circuits. SH For Auto Shop and Driver Education Classes.

**Commutation of D-C Machines** mp WESTINGHOUSE 24min b&w loan. Theory and maintenance of D-C motors and generators shown in live and animation photography. SH A

**Electra Newsreel** mp LOCKCAL 20min col loan. A four prop-jet engine plane that climbs fully-loaded to 15,000 feet in 10 min. Promotional presentation of passenger appeal features, design refinements, world tour. Available also with sound track in Spanish. SH A.

**Four Firsts of Motor Maintenance** sfs WESTINGHOUSE b&w 33.3 rpm. The four chief causes of motor breakdown and prevention and repair. SH A

**Four-in-One Guy** sfs WESTINGHOUSE b&w 33.3rpm 25min. Four functions of the successful serviceman, mechanic, actor, "doctor" and business man.

**Hammers, Screwdrivers, Nails and Screws** 9fs STANLEY b&w set (9) \$5. Fifth in a series of sets of filmstrips on commonly used tools designed to aid shop teachers and students. JH-A

**Learning to Set Type** mp BAILEY b&w \$60 r\$3. Basic principles for beginning printshop students explained in step-by-step close-ups and slow-motion sequences. In same series: **Putting a Job on a Platen Press**. SH A

**The Newspaper** 3fs FILMSCOPE col set \$13.50, ea \$5.50. Titles: Covering the News; Photographing the News; Printing the News. JH

**Printing: Platen Press Makeready** mp STOUT 15min b&w \$75. Process shown from locking up the form to running the job. The various parts of the press are identified, their functions shown, and each successive operation is demonstrated. SH Voc.

**Proper Care Means Longer Wear** sfs WESTINGHOUSE b&w 33.3rpm 15 min. Care and home repair of electrical appliances, fuses, plugs, wiring. Correlates with "Electricity in the Home," 52pp, \$1. SH A TT

**Ten Checks of Electrical Control Maintenance** sfs WESTINGHOUSE b&w

33.3rpm 14min. Proper care of control apparatus in industrial applications. For advanced classes in electricity. SH C

## INDUSTRY, TRANSPORTATION

**Born in Freedom** mp UWF 27min col loan. Birth of the petroleum industry with discovery of oil in Pennsylvania. JH-A

**Bureau of Mines Films.** 1959-1960 catalog lists some 53 films and their depositories; excellent subject matter cross indexing. 62pp free. Write direct to Bureau of Mines, 4800 Forbes Ave., Pittsburgh 13, Pa.

**The Busy Harbor** mp CORONET 11min col \$110 b&w \$60. Boy and girl visit friendly tugboat captain, ride with him and see various types of boats and harbor activity. Pri Int

**Chemistry of Iron Making** 3mp 1FB b&w. Titles: What Goes Into the Blast Furnace (15min \$70 r\$4); **Iron Making** (13min \$65 r\$4); What Comes Out of the Blast Furnace (8min \$45 r\$3). SH C

**Copper Mining** mp DOWLING 14min col \$135. Huge open-pit mine; milling and smelting; blister bars of 99% pure copper. EI JH

**Copper, Steward of the Nation** mp DAGGETT 12min col \$120 b&w \$60. History and present production techniques; importance in American industry and especially to the economy of the southwest. Int JH SH

**Echo of an Era** mp BRANDON 10min col \$150 r \$10. The New York City "L" from its origin to its demolition; as shown at the U. S. exhibit at the Brussels World's Fair. JH-A

**End of the Line** mp CONTEMPORARY 30min b&w \$130 r\$7. Nostalgic reminders of history left behind as the diesel replaces the steam locomotive. NFBC production. JH-A

**Facts About Oil**, booklets, maps 34x44" 4-color charts. Free. AMPET.

**Flagged for Action** mp NFBC 30min b&w \$120. State and municipal authorities' plan for "flagging" minor violation repeaters. SH A

**From Mountains to Microns** mp MODERN 25min color loan. How cement is made and some of its uses. Sponsored by Portland Cement Asso. SH and up.

**The Gasoline Age—History of Transportation** mp EBF 14min sd col \$150 b&w \$75. At the turn of the century the Steam Age is challenged. Birth of the automobile and present relation to railroads, waterways, airplanes. Int JH SH

**Gasoline's Amazing Molecules** mp IDEAL 22½min col loan. Research,

refining, testing and safeguarding motor fuel; animation photography shows processes of cracking, polymerization, ultraforming, and engine knock. Standard Oil (Indiana). SH C (Midwest)

**Jeep Frolics** mp IDEAL 13½min col loan. Jeep owners' club stages astounding races and other tests in demonstrating recreational as well as workaday use of their vehicles. JH-A

**Jet Age Flight** fs SVE 32fr col \$1. United Air Lines presentation of planes in the jet age. JH-A

**Lifelines U.S.A.** mp ASSOCIATION 26 min col loan. Story of American shipping and its importance to our economy. JH SH

**Machines That Move Earth** mp FA 16min col \$160 b&w \$85. The major types of earth-moving machinery used in large projects. JH

**Miracle Bridge Over Mackinac** mp ASSOCIATION 32min col loan. Building the world's longest suspension bridge, connecting Upper and Lower Michigan. JH-C

**Metal Shop Safety** mp MH 18min b&w \$105. Common hazards are shown and avoided. JH SH TT

**The Newspaper** 3fs VISTA col captioned series (3) \$13.50 indiv \$5.50. Coverage of a specific news event, the "Tournament of Roses" parade. Titles: Covering the News; Printing the News; Photographing the News. Elem JH

**A Newspaper Serves Its Community** mp FA 14min col \$135 b&w \$70. A news story is followed through editorial and mechanical departments to final delivery. JH EI

**Ocean Freighter** 2fs DOWLING b&w set (2) \$5.50 ea \$3. Titles: The Ocean Freighter (37fr); Operating a Freighter at Sea (50fr). EI Int

**Old as the Hills** mp NORTON col 20min loan. Nature and manufacture of abrasives. History reenacted in Old Sturbridge Village; mining bauxite; applications of abrasives in homes and industry. JH-A

**The Patterns of Progress** mp MODERN 25min col loan. The role of the textile industry in typical plant communities; high-speed photography and film slow down operations normally running up to 10,000 rpm. Elem-A

**The Railroad Story** mp STERLING 23 min col loan Significance of (Illinois Central) railroad as employer, consumer, taxpayer. SH A

**The St. Lawrence Seaway** mp EBF 16 min col \$180 b&w \$90. The effect of the new waterway on trade routes, markets, jobs. How the seaway was built and how it works. Int-A

**The Story of the Modern Storage Battery** mp IDEAL 20min col loan. New version of famed Willard Battery film; principles, production, application. JH-A

**A story of People and Progress** mp AMPET 26½min col loan. Six dramatic vignettes about people who work in the oil industry. Narrated by John Daly. JH SH

**Story of West Coast Lumber** (revised) sfs SVE col si (captioned) free. The lumbering industry from forest to mill. JH.

**A Study of Railway Transportation** 40 flat pictures AAR, monochrome, 8½-x11", with 2 teacher guides. Free. Descriptive legend on back of each picture in good legible type. Elem.

**Submarine Cable Development** mp BELTEL 18min col loan. The work of mechanical engineers in designing and developing underwater communication systems. SH C

**Three Brothers** mp TEXCO 36min col loan. Three young Sumatrans choose their lifework. One becomes an oil driller, one a teacher, the third a farmer. SH A

**Transistors: Low Frequency Amplifiers** mp UWF 15min b&w \$29.79. Application in common base and common emitter amplifiers. SH C

**Treasures of the Forest** mp CORONET 13½min b&w \$75. Scientific forestry, industrial harvesting; manufacture and commercial applications of wood products. NFBC production. Int JH SH

**The Truck Driver** mp EBF 16min sd col \$180 b&w \$90 Long-distance driver on an all-night run 340 miles from Chicago. Function of a truck terminal. City driving and toll roads. Safety equipment, fire extinguisher used to help motorist in trouble. Eating en route. Snow. Sleep at destination and preparations for the return trip. Pri El

**Unseen Journey** mp ASSOCIATION 28 min col loan. The pathway of oil from sources under Texas or Gulf waters to the refinery via pipeline and tanker. JH SH A

**Wildcat** mp UWF 20min col loan. Story of the "independents" who gamble on finding oil where they think it ought to be. SH-A

## LANGUAGES

**Accent Aigu** (series) mp IFB b&w. Produced by Benjamin M. Taylor, Focus Films. Titles: **L'Arrivee a Paris** (11min \$60); **Au Restaurant** (11min \$60); **Courses et Achats** (11min \$60); **Visages de la Ville Lumiere** (22min \$120). American boy and girl find their knowledge of French most rewarding when visiting Paris. SH C A

**Beginning French Conversation** 2mp IFB ea 10min b&w @ \$60. For second semester students. **L'Entente Cordiale** and **Quelle Chance**. Dialogue text, single copy free, in quantity @ 10c.

**El Patito Feo** mp CORONET 11min b&w \$60. "The Ugly Duckling," in beginning Spanish.

**Espana: Tierra y Pueblo** mp CORONET mp 11min b&w \$60. Spanish narrative, on beginner level, on film showing Madrid, Seville and the Central Plateau countryside, where family life is observed on a farm.

**France Actuelle: Le Pays et ses Habitants** mp CORONET 11min b&w \$60. From the wheat fields of Normandy to the steel mills of Nancy. Narration in beginning French.

**French Film Reader** (series) 3 mp IFB 11min b&w \$60. Middle class family on vacation: **Depart de Grandes Vacances** and **Histoire de Poissons**. Also **La Famille Martin** (18min \$110) showing the family at home in Paris.

**French for Beginners** mp IFB 10min b&w \$50. Slowly paced, easy French narration over scenes in French Quebec. Commentary, single copy free, in quantity @ 5c.

**French Language** (series) 40sfs PATH-ESCOPE col LP. Berlitz approach, aural-oral, conversational, 8 sets of 5 lessons, each filmstrip with accompanying recording. SH C A

**Gateway to French** rec OTTENHEIMER Two 12" LP, with conversation manual and phrase index, \$7.95. For JH and SH classes. Eight drills for each of 8 lessons, each offering repeating exercises for pronunciation and answering exercises, based on sentences previously memorized, for grammar and vocabulary drill. Similar sets available for Spanish and Russian. JH SH TT

**Geografia de Sud America: Los Cinco Paises del Norte** mp CORONET 11min b&w \$60. Beginning Spanish narration over the film **Geography of South America: Five Northern Countries**.

**Gloria and David** (series) 14sfs EBF col LP \$175. Introductory Spanish language course for primary grades. Over 500 sentences on 14 records, supported by captioned filmstrips. Tested K to 8th grade. (25% discount on purchases during 1959).

**Hamburg, die Hansestadt** mp IFB 10min col \$120. Film and guidebook designed for use in second semester German, narration simple, slow. In same series: **Unsere Strasse**, 20min b&w \$95; **Singendes Deutschland** 20min b&w \$95, featuring 15 popular folk songs in appropriate setting, words of the songs available at 2c ea in quantity, 1 copy free.

**Italian for Children** rec OTTENHEIMER. Two 10" LP 12-unit aural-oral informal course with simple

manual. Similar courses covering largely the same material are available in Spanish, German, French, Russian. Elem

**Juan y su Burrito** mp CORONET 11min b&w \$60. Beginning Spanish narration about Mexican boy and his burro Pepito.

**L' Automne est une Aventure** mp CORONET 11min b&w \$60. Beginning French narration over film **Autumn is an Adventure**. Narrator invites the audience to say the word with him, including a little French poem.

**La Gallina Sabia** mp CORONET 11min b&w \$60. Beginning Spanish narration over the film: **The Little Red Hen**.

**La Vie Dans Une Ferme Francaise** mp CORONET 11min b&w \$60. Beginning French narration over the film **Life on a French Farm**.

**Learn German in Record Time** rec COL-REC 2—12" LP43 tourist and travel oriented lessons that parallel similar courses in Spanish, French, SH C A

**Le Vilain Caneton** mp CORONET 11min b&w \$60. Beginning French narration over filmed Hans Christian Anderson story **The Ugly Duckling**.

**Living in Mexico Today** (1960) 7sfs CMUS 12" LPs. Also with 7" tape 3.75 ips dual track and complete Spanish text; \$55. (Set of 7). The records have English narration on one side, Spanish on the other. Elem-A

**Mexico: Tierra de Color y Contraste** mp NEUBACHER 16min col \$155. Cultural developments from early Indian civilizations to present. Narrated in Spanish for second and third semester students. SH C

**The Odes of Horace** rec FOLKWAYS 12" LP \$5.95. Readings in Latin by John F. C. Richards. Texts, Latin and English. SH C

**Pedro y El Lobo** rec MONREC LP 12" \$4.98. Prokofieff classic narrated in Spanish by Carlos Montalban, and State Orchestra of the USSR. Flip: Gilels and Zak, pianists, **Carnival of the Animals** (Saens).

**Readings from Chekov etc** rec MONREC LP 12" \$4.98. Moscow Art Theatre artists read from Chekov (**A Woman's Happiness**), Dostoevsky, (**Christmas Tree and Wedding**), and three Russian fairy tales.

**Readings from "Simplified Russian Grammar"** (Pitman) 2LP MONREC \$9.96. Two 12" records, complete Russian text and English translation. \$9.96.

**Record Time Language Series** rec COL-REC choice of 2—12" LP or 7—7" at 45rpm. \$9.98. Designed, by purposeful



ntermixture of all tenses, to enable  
ne student to converse naturally  
rom the start. Course consists of  
3 lessons; includes hard cover text-  
book devoted to grammar, pronuncia-  
on guide, 5000-word bilingual dic-  
onary and everyday conversational  
nd idiomatic phrases. Spanish,  
rench, German, Italian.

ssian for Children rec OTTEN-  
EIMER LP with guide \$4.95. Uses  
he current hear-repeat-speak ap-  
roach. In Part 1 the utterance is  
iven first in English, then in Rus-  
ian; Part 2 gives dialogue for listen-  
ng, only in Russian; Part 3 repeats  
his with time for student repetition;  
Part 4 provides Russian dialog dif-  
fering from what preceded but using  
ne same vocabulary. Same series  
available for French, Spanish, Ger-  
nan, Italian, Hebrew. Elem-A

anish Instructo-Films (Series) 7mp  
ALTS 12 to 21 min ea sd b&w @ \$60  
o \$105. Helpful drawings, lively  
music and oral commentary. Each  
ilm may be used as separate unit and  
as its own printed guide. Titles: **Pro-  
nunciation and Accent; Gender and  
Number I and II; Ser y Estar, verbs,  
dverbs; Pronombres Personales; Her-  
os Regulares I and II.**

anish Language Films and Guide-  
books (series) made under sponsor-  
hip of the Pan American Union;  
uide book has complete text by Prof.  
Carlos Castillo, Univ. of Chicago; vo-  
abulary; teacher and student guides.  
Titles: **El Cumpleanos de Pepita\*** 16-  
min col \$150; **Mexico y sus Contornos**  
10min col \$195; **Vamos a Guatemala\***,  
2min col \$220, b&w \$110; **Vamos a  
Columbia\***, 11min col \$120; **Vamos al  
Peru, Part I: El Peru\***, 10min \$120;  
Part II: **Lima\***, col 10min \$120; **Costas  
de Espana** col 10min \$120; **Vistas de  
Andalucia** col 10min \$120; **La Casa y  
a Tierra de Loyala\***, col 20min \$220.  
Titles marked with asterisk \* are  
available also in English language  
version, Guidebooks 39c to 69c. SH  
C A

anish Film Reader (series) 3mp IFB  
ea 10min col \$120 b&w \$60. Also avail-  
able one record (78 rpm) for each, for  
ollowup vocabulary drill, @ \$2.50;  
set (3) \$4.95. **Castillos en Espana**  
shows 6 castles, 3 monasteries; **Cor-  
on de Castilla**; and **Madrid**. Vocabulary  
restricted to 2,000 most common  
words and idioms.

peak and Read French tapes CMUS  
same as FOLKWAYS records. The  
three prices below are respectively  
8.75 ips dual track, 7.5 ips dual track,  
and LP album. Titles: **Basic and Inter-  
mediate French** \$26.85, \$38.85, \$20.85.  
**Conversational French** \$17.90; \$25.90;  
\$13.90. **Literature Readings in French**  
same; **French Children's Songs** \$8.95,  
\$12.95, \$8.50; also available: **Self-  
Taught Spanish** \$11.95, \$15.45, \$15.00.  
Book included on all items. JH-A

oken and Written French tapes AV-  
PUB 7.5 ips, 12 reels 7" for Book I—  
\$35; 19 reels 7" for Book II—\$50; indiv.  
reels \$3.50. The tapes fit the text-  
books by Fernand Marty. Recorded  
without pauses; emphasis throughout

on the spoken tongue; spelling rules  
taught after the spoken forms have  
been assimilated.

**Una Familia de Petirrojos** mp CORO-  
NET 11min b&w \$60. Beginning Span-  
ish narration over film **Mr. and Mrs.  
Robin's Family.**

## LANGUAGE ARTS

**Alphabet Conspiracy** mp TELEPHONE  
60min col loan. Original TV spectac-  
ular now available for school use. The  
importance of language is dramatized  
in a whimsical **Alice in Wonderland**  
treatment. See feature article in  
ESAVG Jan. 1959, and extensive  
evaluation ESAVG June 1959. JH  
SH A

**Compositton** 4fs FS col. Titles: Organ-  
izing an Outline; Writing an Opening  
Paragraph; Writing Paragraphs; and  
Editing and rewriting." This is the  
sixth in a series, previous releases  
from same source deal with words,  
sentences, verbs, nouns, simple para-  
graphs and news writing. JH SH

**Crime et Chatiment** mp BRANDON 108  
min b&w r. Dostoevsky's "Crime and  
Punishment" in French dialog. Eng-  
lish superimposed titles. Spaak, Gabin,  
Renoir. Mature.

**The Emperor's New Clothes** mp BRAN-  
DON 12min col \$135 r\$10. b&w \$55  
r\$5. Animated puppets in Anderson  
fairy tale. Pri.

**Forms of Poetry** 2rec EAVI LP \$11.90;  
incl book explaining each of the  
forms and giving text of the poems  
used, and illustrations of metric feet.  
The works of 18 poets are drawn on  
to illustrate the presentation of 14  
different forms of poetic expression.  
SH C

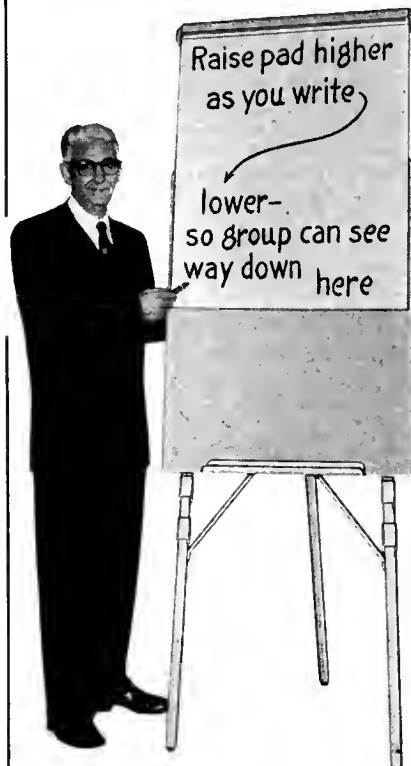
**Goals in Spelling** 7fs WEBPUB col set  
with manual \$25 indiv \$4.50. Titles:  
Hearing Sounds in Words (42fr); Con-  
sonant Sounds (46fr); Tricky Con-  
sonant Sounds (44fr); Long Vowel  
Sounds (40fr); Letters Which Work  
Together (41fr); Studying Long Words  
(44 fr). Int. JH

**Keys to Reading** 3mp and 3fs. C-BEF  
10-12 minutes each. Set of 3 films, 3  
filmstrips and Teachers Manual \$246.  
Individual films \$86. Importance and  
techniques of effective reading. Titles:  
**Words; Phrases and Sentences**; JH-  
C TT

**Language** 7fs WEBPUB 233fr total col  
set with manual \$25 indiv \$4.50. Titles:  
Using Sentences; Using Parts of  
Speech; Using Language Correctly;  
Using Punctuation; Using Capital  
Letters; Using a Dictionary; The  
Story of Writing. Grades 5-8.

**Learning to Use the Dictionary** 8fs  
PACIFIC col set \$48. Titles: The  
Alphabet; Locating Words; Pronun-  
ciation; Using the Pronunciation Key;  
Syllables and Accent; Discovering the  
Meaning of Words I & II; The Dic-  
tionary Entry. Elem-A

For your next salesmeeting  
use the new *Oravisual*  
**HIGH-LOW**  
All Purpose Portable Easel



- **NO STOOPING or SQUATTING** as you write lower on the pad.
- **NO STRETCHING or STRAINING** for viewers in the back rows.

Your paper pad or charts can be raised or lowered smoothly and without effort—automatically locking into place at any desired height. Its ingenious construction is entirely foolproof in operation. This all aluminum easel folds up small for convenient carrying or storage.

There are 27 other Oravisual easels to choose from—one for every purpose. Other exclusive Oravisual meeting equipment includes:

Portable Aluminum Table Lecterns  
Portable Aluminum Floor Lecterns  
Deluxe Adjustable Lecterns  
Folding Flannel Boards

Write for free 42 page spiral bound catalog.

*Oravisual Company, Inc.*  
Box 11150, St. Petersburg 33, Fla.

Please mail me a copy of your 42 page spiral bound catalog.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_

**Listening Time** rec WEBPUB 3 albums ea 4 rec @ \$5.95. I: Leonard the Lion etc. II: The Seashell etc; III: The Sleepy Farm, etc. Pri.

**Modern Greek Heroic Oral Poetry** rec FOLKWAYS 12"LP \$5.95. Cyprus, Salonika, Epirus, Crete, and Peloponnesus are represented. Notes. C

**Pathways to Reading** 5mp C-BEF. 10-12 minutes each. Set of 5 films with Teachers Manual \$396. Individual films \$86. Designed to stimulate interest and improve techniques in elementary student reading. Titles: **Why Read?; How To Read; What Did You Read?; Was It Worth Reading?; What Is a Book?** Elem JH

**Phonetic Analysis — Consonants** 4fs PACIFIC col set \$24. Titles: Beginning Consonant Sounds; Beginning and Ending Consonants; Consonant Sounds and Blends; Consonant Diagrams, Silent Consonants, Review. El-A TT

**Phonetic Analysis—Vowels** 7fs PACIFIC col set \$42. Titles: Beginning Vowel Sounds; Short Vowels; Long Vowels and the Final "E"; Paired Vowels; Vowels Influenced by the "R"; "Y" as a Vowel; Other Vowel Sounds. Elem-A TT

**Phrase Reading** 16mp. C-BEF ea 4-6min at silent speed. Set \$396. Introductory sound film: **It's in the Phrase**; plus 15 practice films; 3 beginner level, 6 intermediate, 6 advanced; target speeds increase from 100 to 536 words per minute. Series includes 175p manual; 154p student workbook. Elem-C TT

**Reading for Understanding** 5fs PACIFIC col set \$30. Titles: Context Clues; Main Ideas; Details—Note Taking and Outlining; Details—Careful Reading, Skimming, Re-reading. Using pictures; Inferring Meanings. JH-A TT

**Resumen del Humor Latino-Americano** rec; tape WILMAC 7" 7½ips \$8.95 12" LP \$5.95. Humor, graded for second or third year SH or college.

**Reading Program—Structural Analysis** 11fs PACIFIC col set \$66. Titles: Plurals I & II; Inflectional Endings; Compound Words; Prefixes; Roots; Suffixes; Syllabication I to IV. Elem-A TT

**Reporting in Class** mp MH 11min col \$130 b&w \$65. Student profits by professional advice of his newswriter father on how to prepare a class report. Int Jh

**Say and Sing** 4rec JERI 10" 78rpm @ \$4.50 ea. Album I — the S and R sounds; II—F and Z; III—TH and L; IV—K and CH, in each case in the form of a story. Designed for fun in language and speech correction classes, choral speaking and singing; creative story telling. Pri. TT

**Smile** (series) rec JERI 2-record albums 45rpm \$6.25 featuring Mr. Happy Clown and Mr. Sad Clown

for speech improvement through story and song. Pri.

**Spelling Goals** 7fs WEBPUB 30fr or more col set with manual \$25 indiv \$4.50. Titles: Hearing Rhymes; 2-3 Beginning Consonant Sounds; 4-5 Hearing Vowel Sounds; 6-7 Consonant Sounds and Letters. First grade spelling readiness.

**Talking Time** 16fs WEBPUB col 2 sets 8 ea @ \$25. Indiv \$4. Titles: My Talking Helpers; The P and B Sounds; T and D Sounds; M, N and NG Sounds; F and V Sounds; WH, W and H Sounds; What We Have Learned; Sounds We Hear on a Farm Set II: The K&G Sounds; The TH Sound; The SH Sound; the CH and J Sounds; the S and Z Sounds; The R Sound; The L Sound; What We Have Learned.

**UNESCO Fables** 4fs UNESCO 30-35fr col ea \$4.50. Titles: **Three Fables** telling how peoples live and work together. **India** folk stories of children in that land; **Iran**; and **Japan**. Elem.

**Using Books Efficiently** 6fs PACIFIC col set \$36. Titles: Choosing Books; Locating Facts in Books; Using Study Helps in Books; Using the Card Catalog; Locating Books in the Library; Evaluating Books. JH-A TT

**Verbs: Principal Parts** mp CORONET 11min col \$110 b&w \$60. Animation film visualizes the four tenses of regular and irregular verbs as based on the three principal parts. JH SH TT

**Verbs: Recognizing and Using Them** mp CORONET 11min col \$110 b&w \$60. How to find the complete subject and complete predicate of a sentence; how to recognize the verb and its three distinct functions. JH Int SH TT

**Your Language** (series) 3mp MH b&w. Titles: Something to Write About (7 min \$50); A Book for You (17min \$103); Let's Discuss It (9min \$60). Int JH

## LITERATURE, DRAMA

**Alice in Wonderland** rec COLREC 12" LP. The Lewis Carroll classic set to music. Jane Powell plays the title role. Flip side: **Many Moons** and **The Eager Piano**. Pri Elem

**American Folk Heroes** 8fs EBF av52fr col set \$48 ea \$6. Miles Standish; Johnny Appleseed; Sam Houston; Wild Bill Hickock; Davy Crockett; Mike Fink, Buffalo Bill; Kit Carson. Int JH

**The Ancient Mariner** rec CAEDMON 12" LP. Tale of the killing of the bird of good omen, and the punishment and penance of the offender. Read by Sir Ralph Richardson. Flip side: **The Poetry of Coleridge**. JH SH

**The Canterbury Tales** 4rec SPOK WORD 12" LP. Chaucer translated into modern English by Nevell Hill. Produced for BBC Third Program. SH C A

**From Leaves of Grass** rec POETRY LP. Five excerpts, plus six from **Self of Myself**. Read by David Allen. C A

**Improve Your Punctuation** mp COLNET 11min col \$110 b&w \$60. For school class works on trouble spots on seeing the funny—and not so funny—misinterpretation that can result from misplaced comma, semicolon etc. JH SH

**In the Park** mp BRANDON 14min b&w \$100 r \$7.50. The art of pantomime demonstrated by Marcel Marceau plays a number of characters. Drama and art students. Int SH

**An Introduction to the Humanities** 12 EBF ea 28min col sold only as set 12 \$2,880; b&w prints available educational TV only. I: Clifton F. Man guides the first series, titles: **Humanities — What They Are; What They Do; The Theatre—One of the Humanities; Our Town and the Universe; Our Town and Ourselves**; II: Maynard Mack presents the second four: **The Age of Elizabeth; What Happens in Hamlet; The Poison Kingdom. The Readiness Is All**. Bernard M. W. Knox presents: **Age of Sophocles; The Character of Oedipus; Man and God; The Recovery of Oedipus**. SH C A

**The Luck of Roaring Camp** rec FOLWAYS 12" LP. A baby is born in California gold rush camp. Flip side: **Outcasts of Poker Flat**; banished desirables marooned together snowstorm rise quite nobly to emergency. Both stories read David Kurlan. SH C A

**Many Moons** rec COLREC 12" LP. James Thurber story of the prince who asked for the moon. Elem SH. Flip side: musical adaptation **Alice in Wonderland**.

**Mark Twain Tonight** rec COLREC LB \$4.98; stereo \$5.98. Hal Holbrook one-man Broadway show, included **On Smoking, Journalism on Horback, My Encounter with an Interviewer**. Flipside: **Huck Battles Conscience, How To Be Sever** JH-A.

**Merchant of Venice** rec EAVI 12" LP. Abridged version, read by Shakespearean players Paul Sparer, Nath Marchant, John Randolph. SH C

**Merchant of Venice** rec LEXINGTON 12" LP. Excerpts from Act I, Scenes 1, 2, 3; Act III, Scenes 1, 2; Act IV, Scene 1. Narration is employed to give continuity and meaning to the sequence of isolated speeches. SH A

**Pickwick's Christmas** rec DECCA 2" LP. Four members of the Corresponding Society spend Christmas with Mr. Wardle. Read by Charles Laughton. Flip side: **A. Christmas Carol**, narrated by Ernest Chappell; **Scrooge** played by Eustace Wyatt. SH C A

**Ch Ado About Nothing** 3rec SPOKEN WORD 12" LP. Original text plus music and sound effects. As played by the Gate Theatre Players of Dublin. SH C A

**Man Is an Island** rec DECCA 12" LP. Readings from Pericles. Donne, Paine, Henry, Carnot, Webster, Brown, Lincoln, and Zola—by Orson Welles—underscores everyman's dependence on his fellowmen. JH SH C A

**ter Pan** rec COLREC 12" LP. Adventures in the Never-never Land. Boris Karloff plays both Mr. Darling and Capt. Hook. Jean Arthur has the title role. Pri thru A.

**the Poetry of Keats** rec CAEDMON 12" LP. Large repertoire of well selected poems as read by Sir Ralph Richardson. SH C A

**the Poems of Robert Frost** rec DECCA 12" LP. 23 poems read by the author. SH C A

**etry Filmstrips** 30 short fs COPP-CLARK col @ \$3.95; 4 longer \$5.99. with pictorial backgrounds, or, optional, pictures only. Titles range from "One, Two, Buckle My Shoe" to "The Village Blacksmith," graded K to JH.

**the Poetry of Coleridge** rec CAEDMON 12" LP. Four poems including "Kubla Khan," read by Sir Ralph Richardson. Flip side: **The Ancient Mariner**. SH C A

**Richard III** mp BRANDON 155 min. col r. Laurence Olivier's international award winning master production of Shakespeare's classic story of the wicked king. A cinematic and educational milestone. SH C A

**Robin Hood** rec COLREC 12" LP. Dramatization of two of the outlaw's encounters with the Sheriff of Nottingham. Basil Rathbone in the title role. Flip side: **Treasure Island**. Elem. JH

**Rootabaga Stories** rec CAEDMON 12" LP. Carl Sandburg reads seven of his famous stories of the Rootabaga country. Pri—A

**On Stage** (series) 13mp BRANDON 15min ea \$85 r \$6. Classic stories, starring Monty Woolley and fine casts: **The Boor** (Chekhov); **The Canterville Ghost** (Wilde); **The Cask of Amontillado** (Poe); **Dr. Heldegger's Experiment** (Hawthorne); **The Doctor In Spite of Himself** (Moliere); **The Gold Dragon** (Irving); **The Happy Failure** (Melville); **King Lear** (Shakespeare); **Maid of Thilouse** (Balzac); **The Pardoner's Tale** (Chaucer); **The Queen**

**of Spades** (Pushkin); **The Signalman** (Dickens); **The Strange Bed** (Collins). SH C A

**Taming of the Shrew** 3rec SPOKEN WORD 12" LP (3). Completely true to the printed play, as presented by Dublin's Gate Theatre Players. SH C A

**Through the Looking Glass** rec CAEDMON 12" LP. Joan Greenwood as "Alice," and Sterling Holloway as narrator. Int—A

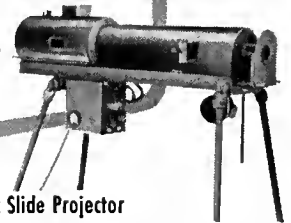
**Treasure Island** rec COLREC 12" LP. Long John Silver (Basil Rathbone) meets up with Jim Hawkins and his cronies in tale of mutiny, piracy and buried treasure. (El—A)

**Understanding Poetry** 6fs MH col set \$32.50. Figures of speech, sound effect, rhythm, stanza and verse forms. Similes, metaphors and metonymy; metrical foot, iambus, trochee and dactyl; stanza, octave, sonnet. Popular Science production. SH C. Reviewed ES AVG 9/59.

**Yale Series of Recorded Poets** 22rec CARILLON 12" LP \$5.98 plus 40¢ postage; annual subscription (22 albums) \$95. Each album includes a record of poetry read by its author, his photograph, a critique by an editor chosen by the Yale University Department of English, printed text of the recording, biography and bibliography. The first four: Allen Tate, Dudley Fitts, Stanley Kunitz, Robert Lowell. SH CA

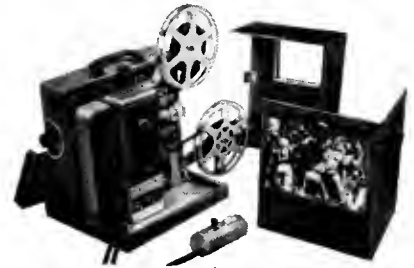


Our professional Know-how helps solve your **AUDIO-VISUAL Problems.**



**Strong Arc Slide Projector**

Projects 2" x 2" and 3 1/2" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.



**Weinberg Watson Analyst Projector**

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

**SALES • SERVICE • RENTALS**

**CAMERA EQUIPMENT CO., INC.**

Dept. E68, 315 West 43rd St., New York 36, N. Y. • JUdson 6-1420

Gentlemen: Please rush me FREE literature on CECO Products for Audio-Visual use:

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**Single Frame Eyemo**

35mm filmstrip camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—trademark of Camera Equipment Company

## MATHEMATICS

**Adventures With Numbers** 6fs WEB-PUB col set \$35.50 indiv \$6.50. Titles: Making Change; Two Figure Divisors; Zero in Multiplication; Meaning of Decimals; Dividing with Decimals; Dividing Whole Numbers with Fractions. Elem

**Area and Volume** 6fs WEDBERG b&w LP \$30. Titles: Measuring the Squares; Studies in Square Inches and Square Feet; Problems in Area; Introduction to Volume; Using the Cubic Inch; Problems in Volume. Int JH

**Discovering Solids** (Series) 5mp DELTA 15-18min col ea \$150 b&w \$75. Titles: I: Solids in the World Around Us; II: Volume of Cubes, Prisms and Cylinders; III: Volume of Pyramids, Cones and Spheres; IV and V: Surface Areas of Solids. JH SH

**Easier Arithmetic** (series) 8rec WHIT LP and charts, ea \$5.95 set (8) \$41.50. Addition, subtraction, multiplication, division, two records on each labeled respectively "easier" and "harder" facts.

**Formulas in Mathematics** mp IFB 10 min col \$110. Use of formulas as problem-solving tools. How a pilot calculates the course of his ship is an example. JH SH C

**Introductory Statistics** T-m/c program for Film-Tutor type teaching machines. IMI

**Language of Algebra** mp IFB 16min col \$165. Basic idea visualized, of substituting symbols for reality and their use in formulas. The symbols are color-cued into their places in algebraic formulae. JH SH C

**Locus** transparencies VIKING 9 problems set \$15. Original information in black, dimensions green, final locus in red. SH TT

**The Mathematician and the River** mp ETS 20min col \$210. Flood control on the Mississippi as an example of problems of applied science. JH SH

**Measuring Areas: Squares, Rectangles** mp CORONET 11min col \$110 b&w \$60. Graphic approach to understanding of the square unit of measure, showing how it is related to total area of the plane figure, and practical uses of area measurement. Int JH

**Measuring Time and Things** 6fs WEDBERG b&w LP \$30. Titles: Reading the Hour; The Ruler; Inch and Half-inch; . . . Quarter-Inch; . . . Eighth-inch; Time Stories; Reading the Minutes. Pri Int

**New Horizons in Arithmetic** 7fs WEB-PUB col Titles: Numbers Through the Ages; Our Number System; Understanding Number Bases; The Story of Linear Measure; Number Addition; The Story of Money; The Story of Time. Grades 2-8.

**Pythagorean Theorem** 2mp CORONET ea 5½min ea b&w \$30 ea. **Proof by Area** visualizes the principles of geometric movement and transformation; **The Cosine Formula** applies the theorem to acute-angled triangles. Produced by Zora Films, Yugoslavia. SH JH C

**Seeing the Use of Numbers** 10fs EYEGATE col, manual, set (10) 25; indiv \$4. Third of a series of filmstrip sets on number skills. Pri

**Trigonometry** overhead transparencies BRADY 52 transparencies, 69 overlays in three coded colors for use on overhead projectors. 7x7" mounts. Color \$240, b&w \$195. 7½x9½" opening, col \$280, b&w \$240. SH C

**Understanding Numbers** 3mp INDIANA ea 30min sd b&w \$100. **Fractions**, demonstrated by wood block models; rational, decimal and duodecimal fractions compared. **Fundamental Operations**, addition and multiplication, modular and rational arithmetic compared. **Short Cuts**, via slide rule, logarithms, applications in chemistry and other sciences. SH C.

## MEDICAL & ALLIED SCIENCE

**Experimental Cancer Research** mp THORNE 13½min col \$135 r\$7. Shows research program of Morrison award winners Drs. Edward Crabb and Margaret Kelsall, a study of cellular changes during cancer formation in hamsters, using histological methods. SH C

**Hands We Trust** mp ACS 30min loan. The education of a surgeon from his admission to medical school through postgraduate hospital training to final certification as a specialist and acceptance as a Fellow of the American College of Surgeons. SH C A

**Handwashing—Aseptic Technique** mp loan CDCPHS 3½min col sale UWF. Method of handwashing in hospital or public health service. C A

**Introduction to the Fluorescent Trep-  
onal Antibody Test** mp UWF 9min col apply. Filmograph. C Lab personnel TV

**Medical Mission** mp METHODIST 33 min col r\$10. The work of Methodist medical missionaries in Africa, Sarawak, India and Nepal. SH-A

**The Membrane Filter** mp CDCPHS 12min col loan. Advantages and disadvantages as compared with other methods used for the examination of water. Techniques, procedures, equipment. C A

**Monganga** mp UNCHC 56min b&w loan. Work of medical missionary, Dr. John E. Ross, deep in the Belgian Congo. Originally presented on TV "March of Medicine." Narration by John Gunther. SH C A

**New Frontiers of the Brain** mp MH min b&w \$135. New theories discussed as group of surgeons at Jol Hopkins University Hospital performed radical operation. CBS-TV production ("Conquest" series). C A

**No Margin for Error** mp DYNAMIC min b&w \$65. r\$5 from AMA AF How a large number of accidents caused by human error in patient care can be reduced. C A

**The Nurse—Epidemiologist** sfs UV 95fr LP 14min. Nursing duties and services in an epidemic. SH C A

**Recognition of Leprosy** mp CDCPHS min col apply. Clinical manifestations as studied at the leprosarium at C. ville, La. Taking and staining of scrapings to demonstrate the mycobacterium; pathology of peripheral nerves; diagnostic procedures. Practicing physicians and medical students. Not for sale. Available on short term loan.

**VDRL Test for Syphilis** mp UWF 23min b&w apply. Filmograph. Lab technicians, C

**Waters of Affliction** mp CMC 14min col \$100. Combatting bilharziasis in the Philippines; international teamwork. SH C A

**The World of Microbes** mp PICTURE 30min col \$300 r\$30. Time lapse motion pictures taken (in Japan) using an electron microscope at 12,000 magnification records a 70-hour struggle between tubercle bacilli and leucocytes. C SH

## MENTAL HEALTH AND PSYCHOLOGY

**The Human Side** mp CONTEMPORARY 24min b&w \$125 r\$5. Role of professional and volunteer workers at a State mental hospital, and in reestablishing patients when released. SH C A

**There Was a Door** mp CONTEMPORARY 30 min b&w \$145 r\$7.50. Care of the mentally retarded within the general community rather than large and remote institutions. Occupational center training. Produced in England. SH C A

## MUSIC, General

**Adventures in Rhythm** rec FOLKWAYS 10" LP \$4.25. Ella Jenkins and her rhythm workshop, descriptive text with illustrations of drum rhythms. TT A

**American Folk Songs for Children II** III FOLKWAYS 7" 45rpm. Improvisation, participation, rhythm and action songs, sung by Pete Seeger. Pri.

garia, rec COLREC 12" LP. \$4.98. col. 17 in the "World Library of Folk and Primitive Music" edited by Alan Lomax. 33 tunes collected by A. L. Lloyd, with detailed notes and bilingual text. C A

ative Rhythms rec JERI 10" 78rpm \$5.00. Four selections: Reverie; Waltz Time; March Time; Schottische-Fox Trot-Polka. Designed for children to interpret rhythm and to improvise their own creative movement. Pri.

erpretation in Tones mp ASSOCIATION 12min col loan. Amusing cartoon treatment moves Mr. Treble Clef in a journey through time to review the evolution of musical instruments, specifically the organ, to its present electric model. JH-A

King and I rec DECCA 12" LP or 3) 7" 45rpm. Musical version of Margaret Landon's "Anna and the King of Siam," lead roles by Gertrude Lawrence and Yul Brynner. JH-A

on of Music mo NFBC 18min b&w \$9.00. Profile of Healey Willan—composer, conductor, choirmaster, organist and teacher, major influence in Canadian music. SH C A

Music for Young People (Series) 4mp INDIANA-NET The Voices of the String Quartette, 25min b&w \$125. The String Quartette and Its Music 8min b&w \$125. The Classic Guitar 3 b&w \$100. Flute and Harp 23min b&w \$100. SH C A

signaph flannel bd and press-on notes OFLOC \$9.50. 24x36" board folds to 18x24" complete with symbols and notes for group visualization in music study. Board only \$7.50.

Fair Lady rec COLREC 12" LP. Shaw's "Pygmalion" set to music. Sung by the original Broadway cast. H C A

era and Ballet Stories 6sfs JAM LP col set (6) strips \$28.50, records \$21.00. indiv. strips \$4.95; rec \$3.95. Lohengrin; The Magic Flute; Aida; The Barber of Seville; The Mastersingers; Coppelia. Captioned. EI-A.

er and the Wolf, Opus 67 rec COLREC 12" LP. The Philadelphia Orchestra, conducted by Eugene Ormandy. Narration by Cyril Ritchard. EI

Pictorial History of American Music 51 MUSICAMARA 2x2 100 slides set \$15.00. George Frederick Handel fs 30fr \$15. C A

ading Music (series) 3mp CORONET 11min col \$110 b&w \$60 ea. Titles: Finding the Melody; Finding the Rhythm; Learning About Notes. Int.

phen Foster and His Songs mp CORONET 16min col \$165 b&w \$90. The composer's life story shown as background against which his songs were created. JH SH

Storysong Records EYEGATE 45rpm set (6) \$5.40 ea \$1. Catchy tunes, simple lyrics: Pony Express; Abe Lincoln; Betsy Ross; Captain John Paul Jones; Pocahontas; Declaration of Independence; Robert Fulton; Transcontinental Railroad; Col. Teddy Roosevelt; Alexander Graham Bell; George Washington; Paul Revere. Pri EI

## MUSIC: Instrumental

The B-Flat Clarinet mp McGOLD 8½ min col \$90 b&w \$45. Assembly and proper care of the instrument demonstrated by adult musician to young student who had handled it carelessly. JH-A

Beethoven: Concerto in D Major Op 61 COLREC 12" LP \$4.98 Stereo \$5.98. Isaac Stern, violin; Leonard Bernstein conducting the New York Philharmonic.

Beethoven: The Nine Symphonies 7 rec COLREC 12" LP set (7) \$34.98 ea \$4.98 except Symphony 8 and 9 which come on two records \$9.98. Stereo \$1 per disc higher. Bruno Walter and the Columbia Symphony Orchestra.

Drums of Passion rec COLREC 12" LP \$3.98. African message drum rhythms and folk songs, including tributes to freedom and social change. Michael Alatunji and his company. SH C

The Five-String Banjo mp FOLKWAYS 40min b&w \$200; r\$18.50. Instructional film and manual demonstrates and teaches basic strum, fifth string, hammering and pulling, double thumbing, 3-finger picking, blues, jazz, adaptation of guitar techniques. Slow motion and normal speed.

Gershwin: Rhapsody in Blue and An American in Paris 12" LP COLREC \$4.98 stereo \$5.98. Leonard Bernstein at the piano; N. Y. Philharmonic Orchestra.

Glenn Gould 2mp CONTEMPORARY ea 30min b&w ea \$130 ea r\$7; sale both \$250. NFBC production shows musician "Off the Record" at his home north of Toronto, and "On the Record" at work in metropolitan recording studios. Selections from Bach, Mozart and Webern are featured. SH C A

Listen and Play the Piano 2rec CABOT (2) 10" LP. Introduction to elementary note reading and the immediate playing of several simple pieces. For individual instruction at home, and for discovering musical aptitude Pupil must be able to read without difficulty. EI JH

Music of Christmas rec COLREC 12" LP \$3.98; stereo \$4.98. Percy Faith and his Orchestra.

Shostakovich: Symphony No. 5, Op. 47, COLREC 12" LP \$4.98 stereo \$5.98. N. Y. Philharmonic, Leonard Bernstein conducting.

Symphony Across the Land mp UWF 50min b&w \$160.89. USIA film marshals the musical riches of our country, contributed by people from many lands. Local symphony orchestras are heard, in Atlanta, Knoxville, Denver and Oklahoma City, and a high-school symphony orchestra in Wichita. JH SH A

Trumpet, Horn, and Trombone mp CORONET 11min col \$110 b&w \$60. Demonstrated separately and as a trio. How notes are produced by lips, valves, slide. JH SH

The KEYSTONE Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Transparencies, Standard (3¼" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2¼" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative. KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

**The Wiltwyck School Steel Band** rec  
FOLKWAYS 12" LP \$5.95. A dozen  
lively tunes directed by Kim Loy  
Wong. Elem TT

## MUSIC, Vocal

**Children's Songs** rec EPIC 12" LP \$4.98  
Vienna Choir Boys, with Helmut  
Froschauer conducting the Vienna  
Symphony Orchestra; sing 20 lovely  
German childhood favorites. K-A.

**Fidelio** mp BRANDON 90min b&w r.  
Beethoven's only opera brought to  
screen with stars of the Covent Gar-  
den, Vienna, Berlin, and Munich  
opera. Sung in German with English  
subtitles.

**Folk Music of Japan** rec FOLKWAYS  
12" LP \$5.95. Recorded in Japan by  
Edward Norbeck; 14 selections. SH  
C A

**Folk Songs for Young People** rec FOLK-  
WAYS 12" LP \$5.95 with texts. Pete  
Seeger and his guitar sings number  
of popular and readily remembered  
selections. JH-A

**Folk Songs of America's History** mp  
CORONET 13½min col \$137.50 b&w  
\$75. Costumed dramatizations provide  
historical setting for important songs  
from early colonial period to recent  
westward expansion. Int JH SH

**The Grail Singers** rec FOLKWAYS 12"  
LP \$5.95. Folk songs from Poland,  
Germany, China, Uganda, South  
Africa. C A

**Songs and Dances of the Ukraine** rec  
MONREC 3LP's ea \$4.98. Also five  
Russian Folk Songs, etc; one Byelorus-  
sian; and three Soviet Army Chorus  
and Band. Each album offers also  
complete text in the original language  
and English translation.

**Songs of Nova Scotia** mp CONTEMPO-  
RARY 11min b&w \$40 r\$3. Helen  
Creighton tapes Irish and French  
work and folk songs. NFBC produc-  
tion. JH-A

**So We Will Sing (Vol II)** 3red BFC  
12" LP \$10. Second album in series  
featuring fine sacred music. Pr-A.

**The Spirit of Christmas** rec COLREC  
12" LP \$4.98; stereo \$5.98. Hymns and  
carols by the Mormon Tabernacle  
Choir and organ.

## FUN -PLAYING VOLLEYBALL

P.E. majors demonstrate skills, techniques  
and team strategy of new official 6-girl  
team sport 1960 release 11min sound  
Color \$100 r\$5 B&W \$60 r\$3.50

MARJORIE E. FISH  
1723 Oak St., Orange Gardens,  
Kissimmee, Fla.

## PHYSICAL ED: SPORTS

**America's Cup Races** 1958 mp AS-  
SOCIATION 27½min col loan. Try-  
outs, then the finals between "Co-  
lumbia" and the British challenger,  
"Sceptre." A

**Basketball for Boys** 2mp BAILEY ea  
11min b&w ea \$60. Titles: **Basketball  
Fundamentals; Basketball Teamplay.**  
JH SH

**Circle of Confidence** mp ASSOCIATION  
27½min col loan. Auto racing all over  
the world and its contribution to  
improved safety in tire building. Fire-  
stone. JH-A

**Free Sport Films** mp MILBREW loan.  
Titles: **The Fighting Braves of '59**  
(28½min col); **1960 Pro Bowl Game**  
(28½min col); **1959 Miller High Life  
Open** (28½min col); **Hydroplanes Un-  
limited** (13½min col); **Sports Thrills  
of 1959** (28½min col); **The 5,000th  
Mile** (28½min col); **1959 Green Bay  
Packer Highlights** (26½min b&w);  
**1959 Pro Football Review** (28min  
b&w). A C SH

**Fun and Fitness with Music** rec JERI  
24 10" 78rpm @ \$4.50. A considerable  
gamut of body movements are stimu-  
lated by music conducive to interpreta-  
tion by children in spontaneous dance  
and exercise. Pri.

**Fun Playing Volleyball** mp FISH 11min  
col \$100 r\$5; b&w \$70 r\$3.50. Women  
seniors, PE majors at Trenton State  
College, demonstrate rules, skills, tac-  
tics. JH-C

**Girls, Let's Learn Softball** mp UWF 22  
min b&w \$110. Teachers and students  
encouraged to apply mimetic princi-  
ples in learning and teaching the  
game. TT JH SH

**Honor Your Partner** rec SQDANCE 16  
albums 78 rpm av \$3 per record, also  
17 LP's @ \$5.65. Coverage includes  
square dancing, physical fitness exer-  
cise, rhythmic music, marches, rope  
skipping, social dance instruction.  
Teachers' manuals, pri grades \$1.90;  
upper elem \$2.25. Pri-A

**Let's Dance** mp CORONET 13½min col  
\$137.50 b&w \$75. Posture, steps,  
rhythm and etiquette are covered  
in this film produced by Brigham  
Young University's Department of  
Recreation. JH SH A

**A Mile High—A World Wide!** mp GSA  
20min col \$120. The 1959 Senior Girl  
Scout Roundup. SH A

**1958 Miller Open** mp MILBREW 29min  
col loan. The professional golf tourna-  
ment. SH-A

**Olympic Village U.S.A.** mp MODERN  
15min col loan. Preparations for the  
Winter Olympics at Squaw Valley,  
California. Sponsored by Douglas Fir  
Plywood Association. JH-A

**Posture Paul** rec JERI 10" 78rpm \$4  
20p manual. Includes song a  
"Stretch an Inch" exercises. Pri.

**Pride of the Braves** mp MILBREW  
min col loan. The Milwaukee 1  
tional League baseball team, inclu-  
ing world series and other cru-  
games. JH SH A

**Rhythm Time** rec WEBPUB 3 rec 78r  
album \$5.95. Music for running, wa-  
ing, dancing. Pri.

**Slalom Champs** mp BRANDON 10r  
b&w apply The 25th Jubilee ski ra-  
at St. Anton, in the Austrian Ty-  
World champion skiers in action.  
C A

**Time to Relax** rec JERI Two 10" 78r  
\$4.50 each. Four stories on each alb  
induce restful response. Pri.

**Trouble Shooting with Paul Harney**  
MILBREW 16min col loan. Instru-  
tion by a "pro." SH-A

**Winter Olympic Playground 1960**  
MODERN 28min col loan. Preview  
the Squaw Valley, California, gam  
including action shots of some of  
skiing stars who will compete. JH

## PRIMARY GRADE MATERIALS

**Adventures of a Chipmunk Family**  
EBF 11min col \$120; b&w \$60. Gro-  
and activities of a chipmunk fan  
from early spring to the beginn-  
of winter. Unusual views of an unc-  
ground den and tunnel. Pri El.

**An Adventure With Andy** mp MH 10r  
col \$125, b&w \$60. Day in the life  
a baby orangutan in the New Y  
zoo. Pri

**Animal Story** 3fs DOWLING 21fr  
set \$13.50 ea \$5. Titles: The Li  
Ducks; Winnie the Colt; The Play  
Fish. Pri

**The Big Bluff** mp BRANDON 10r  
b&w \$50 r\$3.50. Animated silhou-  
cartoon fairytale in which a hun-  
is outwitted by his animal adversar  
Pri Elem A

**Carrot Nose** mp BRANDON 7min  
\$90 r \$5; b&w \$40 r \$3.50. An amu-  
mystery over who stole the car-  
nose of the snow man the child  
built. Pri.

**A Chairy Tale** mp IFM 10min b&w  
Cartoon story of a little white c  
that refuses to be sat on until a  
it has had a chance to sit on  
would-be sitter. NFB production

**Children's Stories of Famous Americ**  
6fs EBF av45fr col set \$36 ea \$6. C  
tain John Smith; Ethan Allen; Will  
Penn; Peter Stuyvesant; Paul Rev  
John Paul Jones. Pri El

**Children's Story Book 7fs WESTON** col \$6.50. Titles: Curious George Rides Bike; The Five Chinese Brothers; Johnny's Birthday Book; Johnny's Garden; Magic Michael; Pando; White Snow Bright Snow. Pri records, carrying 4 stories each .95).

**Children's Story Films 4mp STERLED** min col \$48.50. Titles: **The Magic Feather** by which unselfish wishes come true; **Scruffy** the kitten who ran away from home; **The Challenge** to Mr. Lion who bullied everyone in the forest; **The Gold Tooth** and Mr. Bear's toothache. Pri El

**Eager Piano** rec COLREC 12" LP the biography of a piano from its purchase as a practice piano for a little boy through many adventures until its final service for first owner's son practice on. K-pri ■

**Easter Stories 2sfs SVE** col LP \$9 fs only \$6. Titles: **Mary's Easter Lambs** and **Mrs. Hen's Easter Surprise**. Pri

**Finger Games No. 1 mp FOLKWAYS** 10min b&w \$65; r\$5. Instructional film of ways to teach and play numerous finger games popular with small children. Pri A TT

**Flannel Board Games OFLOC.** \$2. Titles include: **ABC Flannel Board**; **Four 1-Heel Dolls**; and **Flannel Board Play**. Also **Mr. and Mrs. Flannel Face**. **Assorted Alphabet Font** 202 letters (1-3/4") and 1-10 numbers, trees, animals, geometric figures \$1.95.

**Gold and the Purple Crayon mp RANDON** 9min col \$165 r\$12.50. Child's crayon draws him into a magical garden where he has a host of adventures. Animated cartoon, by the creator of "Barnaby." Pri.

**Holiday Rhythms** rec WEBPUB 3rec 78 rpm album \$5.95. Simple rhythm music to tie in with holiday themes. Pri.

**How Far mp INDIANA** 10min col \$100 b&w \$50. Time and space are related by means of children's experiences on a 400 mile trip by air and an 80 mile family auto trip. Number concepts and manipulation are integrated with map reading and busy-work games en route. Pri Elem

**Imagable Jingle Flip-It** educ game PRIPLA set (3) \$3.75. Plastic bound, nameable hardboard handles, for self-instruction. Teach 124 pre-primer words. Pri TT

**Inochan, the Little Bear mp EBF** 11 min b&w \$60. Japanese folk tale about disobedient baby bear, who doesn't like to work and who gets into all sorts of troubles, from which his loving parents rescue him. Pri.

**Learning About People "Shortstrips"** EBF set of 12fs (ea 14fr long) col \$19.90. The strip is mounted parallel to an explanatory-quiz card in a

transparent envelope for individual hand viewing, but may be removed for group projection. Content: primary grade social studies.

**Life and Times of a Red Balloon mp DISRAELI** 11min col \$120. A toy balloon escapes from a child and floats over a pond, to the ocean shore, eluding a number of children who try to catch it. Pri

**The Lion and the Mouse mp CORONET** 11min col \$110 b&w \$60. Aesop's fable in cartoon treatment shows that size alone does not determine how helpful a person can be. In this version the mouse extracts a bit of foreign matter that got into the lion's eye. Pri

**The Little Tractor Who Traveled to Israel sfs JFCLA** 35fr and 10" LP col \$9. Based on Evelyn Levow Greenberg story. The tractor from the U.S. takes an active part in building a new kibbutz. Lively Israeli tunes. K-Pri.

**Mnemonic Phonics** educ game PRIPLAY set for two players \$1.95. Games and puzzles for self-instruction in 16 initial consonants. 36 phonograms and 196 primary words. Varnished bristol paper and matte board. Pri TT

**Moving Day—Timmy's New Neighbors mp CORONET** 11min col \$110 b&w \$60. Timmy's family moves to a new home and makes friends among its new neighbors. Moving day is presented to the child as a not unusual or catastrophic family activity. Pri.

**Night in a Pet Shop mp CONTEMPORARY** 14min b&w \$105 r\$10.50. Baby orang-outang learns how to open his cage and causes pandemonium after the shop is closed, but is glad to get back to the safety of his cage. Pri-A

**Phonics Flip-Its** educ game PRIPLA set (4) \$5. Self-instruction device for teaching initial consonants, rhyming endings, phonograms. 124 primary words in 18pt and 42pt type. Pri. TT

**Pinocchio** rec DISREC 12" LP. Carlo Collodi's classic tale of the puppet that came to life in a musical adaptation. Pri ■

**Prove It With a Magnifying Glass mp FA** 10min col \$110 b&w \$60. To introduce a young child to the scientific method as it applies to his own life he is given a magnifying glass with excellent result. Pri.

**Rhythm Records for Children 21rec WHIT** 78rpm ea \$2.25. Animals, boats, trains, Indians, Christmas, Halloween etc. primarily K through 3rd but several up through 8th. Action songs, games, plays, rhythm band.

**The Secret Way mp BRANDON** 6min col \$90 r\$5 b&w \$40 r\$3.50. Animated puppet tale of boy who got over his desire to trap songbirds when he himself got in a trap and was released with the help of the birds. Pri.

**Social Rhymes for the Very Young 9fs EYEGATE** col set with manual \$25 indiv \$4. Simple vocabulary, rhymed, on experience level of primary graders.

**Songs from Singing Fun** rec WEBPUB 4 rec 78rpm album \$5.95. Intended for singing, swaying, clapping, acting. Pri.

**The Steadfast Tin Soldier mp BRANDON** 14min col \$160 r \$9. Hans Christian Anderson fairy tale done by moving dolls. Pri-Elem.

**Story Cartoons 6mp FLEETWOOD** 1 reel col \$75 b&w \$35; 1½ reel col \$112.50, b&w \$52.50; 2 reel col \$150, b&w \$70. **Ugly Duckling** (2 reel) the Hans Christian Anderson tale; **The Four Friends** (1½ reel) who went to sea; **Scuffy**, the little kitten who ran away (1 reel); **Spunky, the Snow Man**, visits Santa Claus (1 reel); **Rufus and the Rabbit** (2 reels); **Lost in the Woods**, Bill Badger (2 reels). Pri.

**The Story of Cinderella mp FA** 10min col \$90 b&w \$45. As drawn and told by children in a 5th grade school in Toronto. Pri

**Toccata for Toy Trains mp BRANDON** 10min col \$155 r \$10. Train trip recreated by setting in motion a large collection of beautiful old toys. Pri El

## FILMSTRIPS

for  
CHRISTIAN  
EDUCATION



from Sons and Heirs

Created by Christian Educators

### SOME RECENT TITLES

**SONS AND HEIRS**  
Jr. High through Adult

**SHARING OUR BELIEFS and NANCY HAS A CATHOLIC FRIEND**  
Primary through Junior

**PLAYING IT SQUARE IN THE FAMILY**  
Primary through Adult

35mm • full color • scripts • \$5.50

Write for complete list

**CHRISTIAN EDUCATION**

PRESS

Philadelphia, Pa.

**What's So Important About a Wheel?** mp JOURNAL 10min col \$100 b&w \$50. Science readiness film for primary and intermediate grades — principles of the wheel and its many applications in our everyday life. Pri Elem

**Which Way** mp INDIANA 10min col \$100 b&w \$50. Cardinal directions are learned in terms of playground and home, then transferred to symbolic representation on maps, signs, globes, compass, etc. Pri.

**Winnie the Witch** fs SVE 36fr si captioned col \$6. Halloween tale of witch who couldn't scare anybody. Pri Elem

## RELIGION: ETHICS

**Africa Is Waiting For Christ and His Church** sfs METHODIST 98fr LP 20 min col \$11 r\$2.50. African clergyman tells of Methodist missions in his land. JH-A

**Alaska, a World to be Won** mp METHODIST 27min col r\$8 b&w r\$6. Physical, economic and moral problems facing church in largest state. Methodist Church activity in child care, education, health and social reform. A SH

**All Day Long** sfs METHODIST LP col \$10. Missionary teacher in Bolivia tells of the effect of Christian-sponsored education. JH-A

### FOR YOUR CLASSROOM

THE EASY TO USE



- Theater Quality 16mm Sound Projector
- Film Safety Trips
- Easiest to Use
- Lowest in Cost
- Lightest in Weight
- 50,000 Users Can't Be Wrong
- Lifetime Guarantee

SAVE 1/3



#### THE EDUCATOR'S FRIEND

Here's a professional projector for your educational and entertainment films. Precision built with rugged construction throughout. Weighs only 27½ lbs. Complete \$349.50

Write for Free Catalog

ES

**THE HARWALD CO.**

1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070

“... And on Earth Peace” fs BROADMAN 30fr col script, guide, \$5. Nativity story told through visualization of King James text. JH-A

**And Ye Also Are Witnesses** sfs CONCORDIA 8min col 10" LP \$10. Responsibility of teen agers for personal evangelism among schoolmates and friends. JH SH

**The Apostles Creed** 6fs CHURCH-CRAFT Titles: **Creation** (First Article) 50fr col \$10; **Redemption** (Second Article) b&w 79fr 2fs \$6; **Sanctification** (Third Article) b&w 110fr 3fs \$9. Set \$25.

**Around the World Easter Party** fs SVE 40fr col \$2.50. A party at school gives children a chance to show customs and costumes of many lands. Pri-A

**Babylonian Biblical Chants** rec FOLKWAYS 12" LP \$5.95. Victory songs of Israel sung by Ezekiel H. Albeg. Texts in Hebrew and English.

**Baptism and the New Creation** 2sfs CATECHETICAL 165fr col set \$27.50. Part 1: historical development; Part 2: liturgical development. Early iconograph, Byzantine mosaics, medieval illuminations visualize Catholic doctrine. SH A

**Barbara's Happy Christmas** sfs SVE 40fr LP col \$8.50. Kindly family takes in seven-year-old from Children's Home.

**A Better World Begins With Me** mp METHODIST 30min col \$150 r\$6; b&w \$80 r \$4. Teenage son of a nominally church family gets into trouble with the police and brings whole family to realization of personal and group responsibility and shared faith. JHOA

**The Bible Speaks on Segregation** tape FELREC 60min 3¼ips \$3.50 r\$1.50. Dr. Lowell Hazzard exposes racist claims of biblical justification. Other pre-recorded tapes in this series include: **Theory and Practice of Non-Violence** and **Theory and History of Non-Violence** (Richard B. Gregg). SH C A

**Bible Story** (Series) 20sfs MOODY col. Packed 4 strips and 10" LP record, per set, @ \$22.50. Indiv fs @ \$6 with narration book rec @ \$4 ea (carries 4 stories). **Set I:** Noah and the Ark; Naaman the Leper; the Fiery Furnace; David and Saul. **II:** Daniel in the Lions' Den; Jonah and the Big Fish; The Red Sea; Samson. **III:** Elijah and the Prophets of Baal; The Walls of Jericho; The Baby Moses; Gideon. **IV:** Ahab, the Pouting King; Elisha and the Syrian Army; Call of Samuel; Wisdom of Solomon; **V:** Belshazzar's Feast; Joseph in Egypt; the Serpent of Brass; the Ten Commandments. El JH

**The Birth of Christ** rec EPIC 12" LP \$4.98; stereo \$5.98. Christmas album by the Netherlands Chamber Choir, conducted by Felix de Nobel.

**Blessed Are the Peacemakers** mp FEL-REC 17, om b&w \$35 r\$2.50. Dr. Mar-

tin Niemoller maintains East-West peaceful coexistence has become necessity. SH C A

**The Book of Acts** 16sfs BROADMAN 10" LP for each 2 fs. Four ser each of 4 fs and 2 rec @ \$22.50. Indiv fs @ \$5. with rec @ \$7; 2 manuals included for each fs. Titles: **Christ Service Series** (4fs.); **Personal Vess Series** (4) **How To Be Saved Series** (4); **Triumphant Faith Series** (4).

**Building a Better Sunday School** MOODY col Set of 4 fs, 2 rec 10" manual and sample lesson outline. Single fs \$6, rec \$2.95, manual. Titles: **Organization**; **Developing Worker**; **Planning the Program**; **Expansion**. TT A

**The Catholic Way** 24sfs EYEGATE LP. Per title (3fs and rec) \$19. (24 fs and 8 rec) \$130. Single rec ea \$4; filmstrips less rec (3 and manual) \$15. Titles: **Little St. Terrence The Right Answer**; **A Story of Boy Jesus**; **The Story of God's Goodness**; ... **God's Love**; ... **God's Mercy**; **The Best Present for God**; **God Works**. pri.

**Channels of Power** mp UPRESB 28min col r\$12. National missions emphasis in presenting transformation Smoky Mountain region into modern industrial area through the advent of electric power. Visit to Knoxville College. JH SH C A

**A Child's Prayer** rec JERI 10" 78rpm \$4.50. Suggests and illustrates effective ways of body movement for individual interpretation. Pri.

**Christian Adventures in Central America** sfs METHODIST LP col \$11 r\$2. Methodist youth writes home to MYF group about missionary work in Panama and Costa Rica. SH

**Christian Frontiers in Alaska** METHODIST LP or 78rpm col r\$2.50. Mission work by churches Juno, Seward and Ketchikan; mobile mission on Kenai Peninsula hospital and social center in Nome. A SH

**Christian Living** (series) 4fs CHURCH-CRAFT 24-29fr col set (4) \$20 ea. guide. Titles: **My Gift**; **Christian Homes**; **Giving Thanks Always**; **The Lord's Day**.

**Christian Roots in Southeast Asia** METHODIST LP col \$11 r\$2. Schools, community projects at refugee camps in Malaya, Burma, Hong Kong. SH A

**Christian Stewardship** (series) CHURCH-CRAFT 39-44fr b&w set \$12 ea \$3.50. Titles: **Why Do We Live**; **Guide for Living**; **Guide for Service**; **Guide for Giving**. JH-A

**Christmas for All Ages** (series) 5sfs CATHEDRAL col LP 15min. Series \$48.15; indiv fs \$6.50-\$10, rec ea \$2-\$3. Titles: **Christmastide**; **The Christmas Story**; **Holy Night**; **Little Carols**; **Knelt**; **Christopher Mouse**.



**Christmas Riddle** sfs FAMILY 35fr 12" LP 8min col \$10. Eight-year-old puzzles over Sunday School riddle as to what is the greatest gift of all and finds the answer—love. Pri Int

**City Church** sfs METHODIST LP col \$11 r\$2.50. Problems of a church in a changing community. A SH

**Congo Christian Centers** sfs METHODIST 79fr LP col \$10 r\$2.50. General and women's work in rural and urban centers have exciting, significant impact on lives of people in time of great change. JH-A

**Congo Close-up** sfs ABS 57fr LP 12min col \$4; without record \$3. Congo people, speaking over 200 separate languages and dialects, emerge into the strange new world of literacy. City and village life, new churches, literacy work, Scripture translators. SH-A

**Congo Handclasp** sfs ABS 57fr col LP 12min. Handling cost (user keeps) \$1; with record \$1.50. Boy in Belgian Congo tells about his family, his mission school, his Bible study, and why it is important to bring more New Testaments into the Congo. Pri-A

**Congo Journey** mp METHODIST 30min col r\$10 b&w r\$6. Methodist missions in the Belgian Congo, rural and urban. JH-A

**Dead Sea Scrolls and our Scriptures** fs UChC 82fr col \$5. Discovery, recovery, preservation and interpretation of revered manuscripts and their meaning to Biblical scholarship. SH-A.

**Devotional Worship Service** sfs CATHEDRAL 40fr LP col \$9 (fs \$6; rec \$3). Complete audiovisual service to be used as unit or to supplement regular service. Record banded for easy interspersal of hymns, prayers, talks. Flip: Hymns by the Wittenberg Choir.

**John's Discovery** fs METHODIST (script) b&w \$3. Base for discussion in youth group on how to meet and help the newcomer. SH

**Digging Deep** sfs UNCHC 64fr col LP \$10 r\$2.50. Rural community youth project discloses need to dig deeper into the meaning and mission of the church. JH SH

**Donald Duck in Sunday School** (series) 7fs is col CATHEDRAL. Tales of Jimmy Cricket fables featuring Disney characters are used as basis for Bible solutions in Sunday School. Pri Jun

**The Dump That Got Its Face Lifted** fs METHODIST 88 fr script col \$5. Christian work campers create a kindergarten and playground out of a bomb crater, an empty lot and an old refugee barracks. Austria. El-A

**Star in Jerusalem** sfs FAMILY col LP \$10. Color photos by Rev. Donald R. Lantz. El-A



From "Stewart the Steward," produced by Cathedral Filmstrips.

**Easter Series** 5sfs CATHEDRAL col LP Series (5) \$40. Indiv fs @ \$6.50; rec @ \$3.50. Titles: The Last Supper; Gethsemane; Arrest and Trial; Judgment and Crucifixion; The Resurrection. JH-A

**Elena of the Philippines** fs FRIENDSHIP 60fr col \$5. Little girl gets to like vacation school. Pri.

**Fable for Friendship** mp CONTEMPORARY 11min col \$100 r\$5. The UNESCO message: only after our own walls of prejudice are torn down can we hope to live in peace, as human beings. Humorous, modern art cartoon presentation, produced in Prague for UNESCO. SH C A

**Face to the Future** fs UChC 58fr col reading script \$6; r \$1.50. Demoralizing effect of contract labor system in South African mines on native culture and family life; appraisal of the Christian church's efforts to help the victims. SH-A

**Facts of Faith** mp MOODY 37min col r\$15. Science experiments demonstrate the relativity of much scientific "fact" and the importance of faith. SH A

**The Family Altar** mp CONCORDIA 30min b&w r \$9. A father living temporarily with neighbors during the illness of his daughter, is impressed with the effectiveness of family worship and institutes it home. SH A

**Favorite Passages From the New Testament** 2rec LIBRAPHONE 2-12" 16 rpm records \$9.50. Alexander Scourby reads from the King James version. Others in this series include **A Man Called Peter**; **Power of Positive Thinking**; and many other current and classic titles, all on 16rpm long play records.

**Footsteps of Jesus** fs & sl CHURCH-CRAFT col 49fr \$9.50 or 38 slides \$13.50. Maps illustrate Bible stories covering complete Life of Christ. Slide set carries title: **Pathways of Jesus**.

**Footsteps of Livingstone** mp ABS 28min col r \$4. Excerpts from the famed explorer's diary highlight this picture of today's pattern of change and promise in the Congo. Pagan dances and

rituals; translation of the Scriptures and distribution by van, colporteur and Flying Doctor. Growth of literacy. JH-A

**Footsteps of Paul** fs & sl CHURCH-CRAFT col 44fr \$8.50; 34 slides \$12. Life of Paul traced in series of maps, each basis for complete Bible story. Slide set title: **Pathways of Paul**.

**Getting Ready for the Countdown** sfs METHODIST 64fr LP \$10. Rocketry and satellite concepts serve as similes for Methodist youth group programs. JH

**Giving Thanks Always** mp CONCORDIA 30min b&w r\$9. Distracted by non-delivery of their Thanksgiving turkey, a family is brought back to the true significance of the day by a timely message from their pastor. El-A

**The Glad Church . . . The Sad Church** sfs CONCORDIA b&w 10" LP. Cartoon illustration pokes fun at some faults, serious criticism at others. Contrasts the church where all work in harmony with another less favored. A.

**Glory in the Highest** fs CONCORDIA col \$5 with worship service program of hymns, carols, recitations and readings, for use with this filmstrip that tell the story of the Birth of Christ. P-A

**Great Stories from the New Testament** 8fs EBF col script set \$48 ea fs \$6. Nativity; Jesus Prepares for His Work; Teaching Ministry; Healing Ministry; Triumphant Entry and Last Supper; Trial; Crucifixion; Resurrection. Fibocolor of Holland production. Int JH A

**Great Stories from the Old Testament** 8fs EBF col script set \$48 ea \$6. Titles: Creation; Noah; Abraham and Joseph; Moses in Egypt; Moses in the Wilderness; Samuel and Saul; David and Solomon; The Prophets. Fibocolor of Holland production. Int JH A

**He Is Risen** sfs CONCORDIA col LP \$8; fs only, \$5. The Easter Story, from Crucifixion to the Appearance of Mary. Record carries opening and closing hymns. Elem-A

**Heroes for God** 6sfs CATHEDRAL col LP set (6fs, 3rec) \$33.75; indiv rec \$5, rec \$2.50. Titles: Patrick; Margaret of Scotland; Christopher; Martin of Tours; Nicholas; Francis of Assisi.

**How We Got Our Christmas Customs** sfs SVE 40fr LP col \$10. Primarily for elementary classroom use, and for church Christmas programs.

**Hymnstrips for Church Banquets** 2fs CHURCHCRAFT b&w ea \$2. **Fathers' and Sons' Banquet Songs** (30fr—13 songs); **Mothers' and Daughters' Banquet Songs** (23fr—14 songs).

**In Joseph's Garden** sfs CONCORDIA col LP \$8; fs only, \$5. Story of the first Easter. Record has devotional content on one side, narration for children on the other. Pri-A

**In the Shadow of the Vatican** mp a CONSERVATIVE 25min col \$250 r offering, min \$10. Seamy life in Naples; mission work under opposition; Bible Center; Servicemen's Center; training classes. JH-A

**In Times Like These** mp GOSFILM 65-min b&w r\$25. Christian layman, very preoccupied with worldly affairs, is brought to better realization of his duties by his missionary brother. A SH

**Israel—Land Reborn** mp ACPC 29min col loan Agrarian and industrial development. Immigration. The Holy Places sacred to three faiths. Religious and cultural freedom and equality. SH C A

**I'll Sing, Not Cry** mp UNCHC 28min col r\$12. Emotional expression among the Umbundu people of Angola, West Africa, is in song, not tears. No white man appears in this film showing pagan life gradually yielding to Christian missionary influence. Script by Monroe Scott, author of "African Manhunt." SH A

**I Was Made a Minister** sfs METHODIST 50fr LP col \$10. Korean layman studies at Taejong Training School. SH A

**The Jewish Calendar** fs JFCLA 34fr col \$7.50. Pictorial presentation of principal holidays emphasizes the importance of their observance. Int-SH

**Jiminy Cricket, Tales of 12sfs CATHEDRAL** col LP set (6fs, 3rec) \$41.85; indiv fs and manual \$6.25; rec \$3. Beloved Walt Disney characters in church series that examines human relationships in the light of the Gospel. Titles: The Tortoise and the Hare; Brave Little Tailor; Little Hiawatha; The Ugly Duckling; Pluto's Fledging; A Ducky Decision. The Wise Little Hen; In Dutch; Grasshopper and the Ants; Donald's Apple Orchard; The Golden Touch; The Country Cousin.

**Joao's Life at School** sfs UNCHC 15min col 75 fr LP \$3; r\$2.50. Student at Currie Institute, in Angola, West Africa, learns carpentry, plays soccer and grows under missionary influence. SH

**Journey to Understanding** mp IVFORD 27min col loan. A businessman, turned Bible sales agent, becomes discouraged over seeming lack of "success," until he learns that conventional sales graphs do not apply. SH A

**Know Your Child** 8sfs MOODY col Set of 8 fs, 4 rec 10" LP, manual & sample

lesson outline \$48.50. Single fs @ \$8, rec \$4, manual \$1. The mental, physical and spiritual growth and differences of various age groups. Titles: Sources of Truth; Dynamics of Growth; Stages of Growth, Early—Later; Similarities in Growth; Differences in Growth; Freedom and Discipline in Growth; The Challenge. A TT

**The Kojimas of Japan** fs METHODIST col \$5 with reading script. Japanese Christians at home, school, church. JH-A

**Korean Victory** mp METHODIST 28min col r\$8 b&w r\$4.50. Missionary progress in face of many obstacles. Evangelistic work, new congregations and amputee program are emphasized. A SH

**Land of Jesus' Later Ministry** sfs FAMILY col LP \$10. Recent color photographs taken by the Rev. Donald Lantz in ancient Judea. El-A

**Latin America Is Big** sfs METHODIST/78-rpm b&w r\$2. General survey; challenge to missions. SH-A

**Let's Sing** (series) 4rec BROADMAN 78 rpm 10" ea \$1.25. To help 5-8-year-olds learn about God as they enjoy themselves with music. Titles: *Let's Sing About Creation*; . . . *Easter*; . . . *Christmas*; . . . *Seasons*. Pri

**Life of Christ in Slides** CHURCH-CRAFT col 334 slides \$112; 25 sets 14 ea @ \$5. Color photographs of living characters in Bible settings.

**Life of Jesus** 2sfs CATECHETICAL col 12" LP set \$14.75; fs only, \$10. Titles: *The Announcement of His Coming*. (Christmas album). Pri-A

**Life of Moses** 4fs CHURCHCRAFT col set \$20 ea \$5. Titles: *Moses—Early Years*; *His Call and Nine Plagues*; *The Exodus*; *Sinai to Nebo*. Also available in slides.

**Life of St. Paul** Maps 5fs CATHEDRAL b&w set \$12.50 ea \$3. Separate strips on early life, three journeys, and to Rome. Text on each frame.

**Literacy Unlocking the Bible** fs LITERACY col \$5 r\$2.50. New (1959) version. The way to make a literacy and Christian literature program successful. SH A

**The Littlest Angel** rec DECCA 12" LP or (2) 7" 45rpm or (2) 10" 78rpm. Fine Christmas story with religious overtones; a child's selfless gift to another child; narrated by Loretta Young. Pri Int ■

**The Living Christ** (series) 12mp CATHEDRAL 30min ea col r\$13 b&w \$9; subject to certain seasonal premium rates. Titles: 1, *Holy Night*; 2, *Escape to Egypt*; 3, *Boyhood and Baptism*; 4, *Men of the Wilderness*; 5, *Challenge of Faith*; 6, *Discipleship*; 7, *Return to Nazareth*; 8, *Conflict*; 9, *Fate of John the Baptist*; 10, *Retreat and Decision*; 11, *Triumph and Defeat*; 12, *Crucifixion and Resurrection*.

## A New Concept in Language Training— TUTORETTE



TUTORETTE, a complete, closed circuit language lab. for individual or group instruction, is a compact, light weight, practical and economical language training unit. TUTORETTE adds amazing LSP (Live Sound Playback) to all standard language records.

LSP  
LIVE SOUND PLAYBACK lets students hear their own voices repeating the recorded material through the individual LSP microphone-earphone system. TUTORETTE is a 12 watt, true high fidelity, 4 speed record player and PA system. Ask your dealer about TUTORETTE.

All ATC products are  
transformer powered  
for complete safety.

**Audio/ronics**  
Corporation

Box 505, North Hollywood 6, California

See us at the NAVA Show, Booth 160-161

**The Living Stone** mp CONTEMPORARY 33min col \$260 r\$10. Fetish worship among the Baffin Island Eskimo. NFBC production. SH C A

**The Living Tree** sfs WORLDWIDE 49fr LP 14min col \$10. VIII Century missionary's encounter with pagan high priest leads to celebration of a Christian Christmas around the first Christmas tree. One side of record is for general use, the other especially for children. K-A

**The Lord's Prayer** rec COLREC 12" LP \$4.98; stereo \$5.98. Mormon Tabernacle Choir and the Philadelphia Orchestra.

**Lullaby of Christmas** rec DECCA 12" LP. A mistreated mute child miraculously gains the power of speech and song, providing a "happy ending" tale, primarily for older audiences. Narrated by Gregory Peck. Flip side: **The Littlest Angel**. ■

**Make All Things New** mp METHODIST 27min b&w r \$6. The role of the commissioned deaconess of the Methodist Church helping to meet the needs of the people in hospital, family relations and church work. SH C

**Martin Luther** sfs CONCORDIA 73fr b&w 12" LP carries voices and music from the original deRochemont motion picture. 24-min. May be used silent. Guide. \$10. Strip only \$5; record only \$5. JH-A

**Mary's Pilgrim Thanksgiving** fs SVE 34 fr si captioned col \$6. Little girl's adventures during the first Thanksgiving observance (1621). Elem JH

**The Mass and the Sacraments** (series) 10 fs and 42p manual, EYEGATE si col, \$50; indiv, \$5 to \$8. Vestments, Mass I & II, Baptist, Confirmation, Penance, Holy Eucharist, Extreme Unction, Holy Orders, Matrimony. Pri-A.

**Methodism in the New Malaya** sfs METHODIST col LP \$11 r\$2.50. Accent is on youth work. SH A

**Mission in Bolivia** mp METHODIST 25 min col r\$10 b&w r\$6. Methodist missionary activity in both jungle and upland areas. JH-A

**Music for Worship** rec METHODIST two 12" LP \$5.95. Chants, hymns and organ music. SMU Choir conducted by Dr. Lloyd Pfansch, V. Earl Copes at the organ. Script.

**The Navy Goes to Church** mp UWF 20-min b&w \$43.33. The Navy's concern for the spiritual well-being of its personnel, irrespective of creed. JH-A

**A New Start** mp METHODIST 15min b&w r\$4. How a movement for a church in a new community got its start. SH A

**The New Testament in Filmstrips** 10fs CHURCHCRAFT 8 col \$5 ea; 2b&w \$3 ea. Titles: And Forbid Them Not

(b&w); The First Disciples; The Raising of Lazarus (b&w); Jesus in Gethsemane; Jesus Before Caiaphas; Jesus Betrayed and Tried; Jesus Condemned and Crucified; Paul, a Chosen Vessel; Jesus Before Pilate; Jesus Crucified. Also available in slides.

**No Vacant Chairs** mp MOODY 15min MOODY r\$6. Basic principles of Sunday School teaching. Recommended as introduction for **Successful Teaching** filmstrip series. TT A

**Nonebah of the Navajos** fs METHODIST b&w script \$3 r\$1.50. Activities of Indian girl; influence of the church among her people. Pri-JH

**North of the Rio Grande** sfs METHODIST LP col \$7.50. Mission work among the Spanish-speaking of our southwest. SH A

**One-sixth of the World** sfs METHODIST LP col \$11 r \$2.50. Evangelistic, educational, medical and rural Methodist missionary program in India. A SH

**The Ones From Oputu** mp UChC 15min b&w r \$3. What contributions from "the outsiders" have meant to a graduating class at African mission school. Spot-recorded choir music. JH-A.

**The Old Order Amish** mp VEDO 32-min col \$225 r\$15. Documentary film depicting the deeply religious Amish Folk of the Pennsylvania Dutch country; includes recordings of Amish chants and songs. JH-A.

**The Old Testament Scriptures** 14sfs CONCORDIA col LP, set \$97.50, without records \$67.50., indiv fs (only) @ \$5, indiv records @ \$3. Multi-use record, one side for teaching children, the other for devotional use with music and message for worship service. Guide for each strip gives both scripts. Follow closely similar motion picture series previously released. Titles: Part I (\$28.50) Abraham; Jacob; Joseph, the Young Man; Joseph, Ruler of Egypt. II (\$21.50) Moses, Called by God; Moses, Leader of God's People; Joshua. III (\$21.50) Gideon; Ruth; Samuel. IV (\$28.50) David, A Young Hero; David, King of Israel; Solomon; Elijah.

**Pablo of Costa Rica** fs METHODIST col script \$5 r\$2. Christian boy lives with his widowed mother; work, play, school, church. Pri-JH

**Palestine** (Series) Film Discs CHAPEL Each cardboard "Viewmaster" type wheel holds fourteen 16mm single frames. col apply. Titles: Seasons of Palestine, Daily Work in Palestine, Tent Life in Bible Lands. Elem-A

**Passion Story** 6fs CONCORDIA col set \$27.50 indiv \$5. Titles: Last Journey to Jerusalem; The Upper Room; Betrayal in Gethsemane; Jesus Before the High Priest; Trial Before Pilate; Crucifixion; with 6 LP 12" set \$43.75, indiv record and fs @ \$8. Elem-A

**Peace on Earth** fs DISCIPLES 58fr col script \$5. Nativity story related to visualized consideration of need and urgency of peace on earth, spiritual rebirth and rededication. JH-A

**Peter Flying Eagle** fs FRIENDSHIP 65fr col \$5. American Indian boy, moving to big city, is helped by church to find new friends. Pri. Elem.

**A Pony For Christmas** sfs FAMILY 37fr 12" LP 10½min col \$10. Two boys, stepbrothers, bring peace to the heart of a war-embittered stable owner. Pri Int

**Portugal Advance** mp CONSERVATIVE 25min col \$250 r offering (\$10min). Establishment of new Protestant church in Portugal; the Leiria Theological Seminary and girls' training school. JH-A

**Poverty, Chastity and Obedience** mp CONTEMPORARY 30min b&w \$k45 r\$12.50. Anglican monastery at Mirfield, England. BBC production. SH C

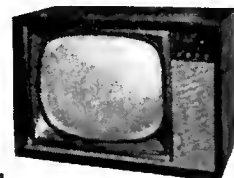
**Prayer** 5fs CHURCHCRAFT b&w set \$14. Titles: Christian Prayer (52fr \$4); Holy Baptism (47fr \$4); The Lord's Prayer (4fs \$10); The Lord's Supper (46fr \$4).

**The Prior Claim** mp MOODY 43min col r\$17.50. Many highly vaunted inventions of man shown to have been anticipated in the world of Nature, by spiders, fish, birds, snakes and even carnivorous plants. Religious message at end points out God's prior claim not only to man's inventions but on human life. SH A

**Puerto Rico, Land of Hunger and Hope** sfs METHODIST 78 rpm col \$11 r\$2.50. Work of Methodist churches in town and rural areas; interdenominational cooperation in higher education; overpopulation and economic problems. SH A

## BUILT ESPECIALLY FOR SCHOOL USE

- 24" Screen
- built-in adjustable antenna
- 9" front speaker
- 3 wire AC grounded cord
- SHOCK-PROOF WOOD CABINET



Packard Bell's Classroom TV Receivers are custom engineered for classroom use. Big, oversize screen provides easy visibility from any part of the classroom. You can rely on Packard Bell... quality manufacturers of electronic products for over 34 years. For full details, write:

*Packard Bell Electronics*

1920 South Figueroa Street  
Los Angeles 7, California  
Richmond 8-6103

- A Puppy for José** fs FRIENDSHIP 70fr col \$5. Lonely son of migrant worker family is befriended by local church people. El A
- Recorded Sacred Music** 29rec PRTC 12" LP ea \$3. Produced by The Chapel Studio of the Protestant Radio and Television Center, 6 are pipe organ alone, 10 organ and choir, 13 organ and male quartette. Some are hymn medleys, others on specific themes.
- Red Night** mp IVFORD 28min col r\$20. A dedicated young Communist, in Moscow, becomes a Christian. JH-A
- Report: Korea** mp METHODIST 28min b&w r\$3. Bishop Raines tells how mission funds are being expended. JH-A
- Return by Sea** mp METHODIST 28min col r\$8. Navy chaplain, missionary's son, returns to Philippines where he was raised, and is much impressed with results of missionary work. JH-A
- The Saints Are Real** (series) 10 sfs LP. EYEGATE \$80; indiv fs and rec \$9, rec only \$4. One side of record tells of the particular major saint, the other reviews additional saints' days in the particular month (Sept.-June). Titles: Holy Mary, Mother of God; St. John the Baptist; St. Peter; St. Paul; St. Matthew; St. Mark; St. Luke; St. John the Evangelist; St. Bernadette of Lourdes; St. Theresa of Lisieux. El.
- See How the Land Lies** mp UChC 15min b&w r \$2. Primitive housing, bad diet and living conditions of African natives among whom missionary work brings new ways, new hope and faith. JH-A
- Sermons From Science** (series) 18mp MOODY col r varies with length. Titles, (detailed elsewhere in this and preceding BLUE BOOK listings): Dust or Destiny; Experience with an Eel; Facts of Faith; Glass Eyes That See; God of the Atom. SH A
- Shadow on the Land** mp UChC 32½-min col r \$6. The family enterprise farm and the role of the rural church in preserving an essentially American livelihood. Dramatized in a story that leaves room for rewarding discussion after showing. JH-A.
- Sharing Our Beliefs** (Seeds for Honduras) fs CEP 50fr col \$5.50. A lower junior class sends seeds to children of Honduras. On same strip: Nancy Has a Catholic Friend; girl learns about Roman Catholicism from a chum and about Protestant beliefs at home and in church. Pri-JR
- Signalling for Christ** sfs SCRIPTURE 143fr 27min col LP \$3.75 r\$2. Conduct, purpose and content of the Vacation Bible School. A TT
- Songs for Tiny Tots** rec BROADMAN two 45rpm. \$1.98. Seventeen songs for the entertainment and education of nursery-age children.
- Sons and Heirs** fs CEP 77fr col \$5.50. Teenager in trouble gets to know some basic Christian faiths, including the son-heir relationship of the individual to God. JH-A
- Star of Bethlehem** mp CATHEDRAL 13min col r\$8. Animated film shows Holy Family, appearance of the star, three kings adoration, host of angels descend from sky. Pri-A
- Stories About Our Christmas Carols** sfs FAMILY 56fr LP 14½min col \$10. Beginnings are traced nearly 2,000 years back, then story is developed of four favorites with words on screen for group singing: "Away In a Manger; We Three Kings of the Orient Are; O, Come All Ye Faithful; and Silent Night.
- Stewart the Steward** sfs CATHEDRAL 71fr LP 17min col \$9. Cartoon style is used to show a young church group and their "Magic Offering Plate" in stewardship activity in various parts of the world. Flip side of record carries hymns of praise by the Wittenberg Choir. Pri Elem
- Stories About Our Christmas Traditions** sfs FAMILY 54fr 12" LP 12min \$10. As the family prepares a traditional Christmas observance the origins and background of tree and decorations, evergreens, holly, mistletoe, poinsettias, candles, gifts, yule log and creche as brought out. Int—A
- The Story of Bernadette** 2sfs CATECHETICAL 12" LP col set \$18.75 (2fs, 1 rec, picture book). Set includes also Lourdes—A Photographic Documentary, on reverse side of record. JH SH A
- Story of the Prophets** 10fs 5rec CATHEDRAL col set \$67.50 indiv fs @ \$6 rec @ \$3. Titles: Frontiersmen of Faith; Amos, God's Angry Man; Micah, Prophet of the Common Man; The Vision of Isaiah; Hosea, Prophet of God's Love; Jeremiah, the Reluctant Rebel; Ezekiel, Man of Visions; Isaiah, Statesman for God; Prophet-Poet of the Exile; In the Fullness of Time. JH-A
- The Story the Bible Tells** 4sfs EYEGATE two 10" LP col set \$25. For Protestant churches and church schools.
- Subi** fs CHURCHCRAFT 40fr col guide \$5. Leprous child and her dying father expelled from village are helped by Mission hospital. El JH
- Successful Teaching** 8sfs MOODY col set 8 fs 4 LP 10" @ \$48.50 with manual and lesson outline. Indiv fs \$6, rec \$2.95, manual \$1. Titles: The Teacher I & II; The Pupil; The Language; The Lesson; The Teaching Process; The Learning Process; Review and Application; The Final Test. TT A
- Sumo, A Boy of Africa** fs METHODIST 57fr b&w \$3. African boy in typical village life; goes to a mission school. Elem.
- Teaching the Bible** (series) 4 sfs CONCORDIA b&w two 78rpm records with each fs. guide. Set (4) \$40. Indi @ \$12. Titles: Teaching the Bible to the Preschool Child; . . . to Children 6-11; . . . to High School Youth; . . . to Adults.
- Teenage Challenge** mp FAMILY 30min b&w r\$9. Young sports editor of high school newspaper braves disfavor with essay on religious theme. Interesting, persuasive treatment of church-sta issue faced in youth life terms. J SH A
- Teenage Code** mp FAMILY 30min b&w r\$9. High school student tempted to cheat finds a better "code" as guide to right conduct. An answer to the argument that "everybody" cheat JH SH A
- Teen Age Rock** mp GOSFILMS 59min b&w r\$25 (free for school hour S showings). Effect on American students when an other lander gives them his sincere reactions to of younger generation. SH A
- Teenage Witness** mp FAMILY 30min b&w r\$9. Two Christian high school students help classmate beat temptation to follow a flashy tempter in delinquency. SH A
- Teenagers' Choice** mp FAMILY 30min b&w r\$9. Engaged couple plan elopement and a "dare" but become convinced that a church wedding offers better start for lasting marital happiness. SH C A
- The Ten Commandments** 10sfs CATECHETICAL col 5LPs set \$97.50. Each commandment treated in one film strip and one side of record. Roma Catholic imprimatur. JH-A
- Ten Commandments Visualized** 10 CHURCHCRAFT b&w \$20. Meaning and application to life.
- This Sustaining Bread** sfs FRIENDSHIP 73fr LP. Fs \$6 with record \$11. Symbolism of universal need for bread is expressed in modern forms to picture man's dependence on God and his fellowman. C A
- This Sustaining Bread** sfs UChC 72 LP col r \$2.50; sale with script only \$6, requires choric choir of three readers. Bread as symbol of Jesus Christ and of the brotherhood man. Prepared for use with missionary theme "The Church's Mission Town and Country."
- Three Happy Boys of Malaya** METHODIST col \$5 r\$2. A Chinese, Tamil Indian and a Malay, church are seen at play and in their varied home background. Pri Elem
- Three Sacred Objects of Judaism** JFCLA 36fr col \$6. The story of the Mezuzah, Tallit and Tefillin. Int .
- To Every Creature** mp MOODY 45min col r\$10. Difficulties faced by front-

missionaries and how modern transport and communication methods help meet them. A SH

**To Rekindle the Gift** mp METHODIST 30min col r\$8. Work of the Methodist Women's Division with emphasis on medical, educational, evangelistic and rural work. SH A

**Town and Country Cousins** fs UNCHC si 60fr col reading script \$6 r\$1.50. As rural children prepare for their harvest festival they come to better understanding with visiting youngsters from town. Elem.

**Tumba of Africa** fs UNCHC 62fr si col \$6 r\$1.50; guide. African boy moves with his family when his father is mission-trained for a kind of work available only in a larger center. Role of the church in village and town life. Elem.

**Two Dollars** sfs METHODIST two 78 rpm records and color fs r\$2.50. Cartoon type drawings tell of the stewardship of money and its uses. SH A

**The Unfinished Task** mp CONCORDIA 30min b&w r \$9. Wealthy father angered when son decides to become a missionary instead of entering family engineering firm. Designed to win support for stewardship and mission programs and to encourage young people to enter full-time Christian service. SH A

**Unto the Hills** sfs METHODIST 85fr LP col \$11 r\$2.50. Home mission work in southern U.S. mountains. Elem-A

**Upriver in Sarawak** mp METHODIST 30min col r\$8 b&w r\$6. Efforts to expand mission work into the interior of Borneo. JH-A

**Venturing Beyond Violence** sfs FELREC 58fr col 7½ips tape. \$7.50 r\$2.50. Cartoon treatment shows many ways to meet threat of violence and points up the psychological basis of non-violence. JH-A

**A Visit to Vellore** mp METHODIST 14 min col r\$6. Rajput boy's injuries fail to respond to native cures; he is healed at the Vellore Christian Hospital. JH-A

**The Visiting Teacher** fs CONCORDIA si caption. No guide. b&w \$2. Suggests methods by which teachers can heighten interest and cut down absenteeism. TT A

**The Way He Should Go** mp CONCORDIA 30min b&w r\$9. Conflict over emphasis on strict Christian training in the home is resolved when its effect is seen in action of small son returning articles he accepted without knowing they were stolen. El-A

**The Way of Nonviolence** mp FELREC 14min b&w \$35 r\$2.50. André Trocmé draws upon his experiences in East

Germany and Algeria to counter the charge that nonviolence is "Christian but impractical." JH-A

**We See His Lights** fs CONCORDIA col si \$5: Visualized worship service brings promise of hope, peace and joy. Selected hymn frames included.

**What is a Christian?** mp CONCORDIA 30min b&w r \$9. Church member hesitates to embark on personal evangelism assignment until basis of his own beliefs is clarified. SH A

**What You Ought To Want** mp METH-ODIST 14min r \$5. Bishop G. Bromley Oxnam discusses ways in which history, experience and faith help youth make the right choices. SH C

**When It Rains in Burma** sfs METHO-DIST LP col \$11 r\$2.50. A varied, colorful missionary program proceeds even during periods of frequent rains. SH A

**When Jesus Was Born** 4sfs FAMILY 20-24fr two 7" 33.3 rpm records 4min ea col Kit (4 sfs) \$19.50. Titles: **Jesus Is Born; The Shepherds' Visit; The Wise Men Bring Gifts; Growing Up In Nazareth.** K Pri

**Where Trails Meet** (10min) and **A Life for Gueve** (12min) mp UNCHC col r\$2 (both). In the first film an African mother hesitantly follows her friends into a mission clinic. The second shows the plight of a mission-educated African girl who is not accepted by the women of her village. JH SH A

**Working Together** sfs METHODIST 80fr LP col \$11 r\$2.50. Si with script \$5. Town and country churches helping each other through a group ministry. SH-A

**The World of Man: Religions** rec FOLKWAYS 10" LP. Second in series of recordings that aim at better understanding among the world's peoples. Similarities and differences in religions explored through the music of many faiths. SH C A ■

**Worship Backgrounds** 4sl CHURCH-CRAFT col set (4) \$2; ea 75c. Titles: **The Triumphant Christ; Jesus and the Children; Head of Christ; "Master,"** Mood slides for worship programs.

**Worship Programs—Christmas, Easter** CHURCHCRAFT apply. Choice of 6 color filmstrips, 2 slide sets, 2 hymnslide sets for Christmas cantata or other worship application; Choice of 4 filmstrips and 2 hymnslide sets for Lent and Easter.

**Youth Audio-Visual Kit** sfs UNCHC LP r\$2.50 ea. Titles: **We Have This Fellowship; The Faith of a Guy; Gallery of Witnesses; I Found a New World; The Measure of a Man; How Wide Is Our Circle; and Big Enough to Tackle.** SH A

**Zen Buddhist Ceremony** rec FOLKWAYS Two 12"LP \$11.90. Recorded in Japan. Extensive notes and explanatory material. C

## SCIENCE Biology & Physiology

**Anatomy** (transparencies) TWEEDY 8-x10" acetate build-ups for overhead projectors. 11 units \$69; also **Botany** 6 units, titles: **Root System, Leaf System, Flower System, Seed System, The Stem, and Use of the Microscope,** \$36. JH SH C

**Animal Town of the Prairie** mp EBF 10min col \$120 b&w \$60. Prairie Dogs and their neighbors. El-A

**Animals** 6fs CREATIVE col set \$36. Discussion base for study of mammals, reptiles, amphibians, sea animals, reptiles, birds, insects. Live photography. Int.

**Animals Move in Many Ways** mp FA 10min col \$110 b&w \$60. A few of the many methods of locomotion. El.

**Animals of Prehistoric America** mp MH 15 min col \$170 b&w \$85. Children find fossil, paleontologist explains it. Elem.

**Arctic Wildlife Range** mp THORNE 20min col \$200 r\$10. Wilderness refuge in northeastern Alaska. Caribou, grizzly bear, ptarmigan, gyrfalcon in natural habitat. Conservation principles. SH C A

**Balance in Nature** mp FILMSCOPE 17 min col \$170. Life cycle of the aphids and their enemies, the ladybird beetles. SH C

**Battle of the Bugs** mp MIDDLEHAM 11mm col \$110. War against aphids in a rose garden as waged by Ladybug, Parasitic Wasp, Syrphid Fly and Green Lace-wing. Photomacrography in color. JH SH C

**Between the Tides** mp CONTEMPORARY 20min col \$175 r\$7.50. Aquatic and beach life in tidewater area. JH SH

**Biology I** 6sfs WEDBERG b&w LP \$30. Titles: **Digestion; Respiration and Blood Circulation; Food and Health; Carbohydrates; Fats and Proteins; Vitamins and Minerals.** Recorded with DuKane discussional controls. JH SH

**Biology II** 6sfs WEDBERG b&w LP (Discussional Control) set \$30. Titles: **The Frog; Fertilization and Embryo; . . . Growth and Metamorphosis; Hydra; Protozoa; Digestion in Mam-**

### SCIENCE FILMSTRIPS

SINCE 1931	SINCE 1931
MADE BY TEACHERS FOR	MADE BY TEACHERS FOR
BIOLOGY	ATOMIC ENERGY
PHYSICS	GENERAL SCIENCE
CHEMISTRY	MICROBIOLOGY
BIKE SAFETY	BUS SAFETY

Science filmstrips available under NEA—Title III.

### VISUAL SCIENCES

Box 599E Suffern, New York

mals; Digestive Adaptation in Mammals (pig, dog, cat, cow, horse). JH

**Birds and Their Songs** 4sfs MES with two 12" LPs and 24p guide \$29. Titles: **Larger Birds of Woods and Gardens**; **Smaller Birds of Woods and Gardens**; **Birds of the Open Fields and Meadows**; and **Birds of Rivers, Marshes and Shores**. More than 40 birds are pictured, with actual recordings of their calls and songs. Pri-A

**Birds: How We Identify Them** mp CORONET 11min col \$110. Two boys, with glasses and guide book, see and identify numerous species by appearance, sound and actions. Pri Int

**Birds and Their Songs** 4sfs EYEGATE col two 12" LP. Set (4 fs 2 rec) \$29. Titles: **Larger Birds of Woods and Gardens**; **Smaller . . .**; **Birds of Open Fields and Meadows**; **Birds of Rivers, Marshes and Seashores**. Int JH A

**Circulation—Why and How** mp C-W 10 min col \$110; b&w \$60. The body cells' need for food and oxygen, rest, exercise, waste disposal—and the role of the circulatory system, heart, veins, arteries, capillaries, lungs. JH SH

**Darwin Discovers Nature's Plan** fs LIFE col \$6 (lecture notebook). Life of Darwin, his books, "Origin of the Species" and trip around the world. JH SH

**Dust or Destiny** mp MOODY 42min col r\$17.50. Fascinating and mystifying phenomena of the human eye, ear and heart, as well as the bats that "see" in total darkness, and fish and bird marvels. Designed to "create a sense of awe and reverence for God's creation." SH A

**Ecology (series)** 3mp MH col Titles: **The Changing Forest** (19min \$210); **The Spruce Dog** (23min \$250); **World in a Marsh** (22min \$250). NFBC production. SH C

**The Enchanted Isles—The Galapagos** fs LIFE col \$6 (lecture notebook). Darwin's visit to this "living laboratory of evolution" and a revisit 123 years later. JH SH

**Experience With an Eel** mp MOODY 24min r\$12.50. Blind Amazonian eel locates prey by "radar" and then electrocutes it. Spiritual message relates science and the Word of God. SH A

**The Flow of Life** mp ETS 20min col \$210. Basic research in the micro-circulation of the blood and the capillary beds. JH SH

**From Generation to Generation** mp MH 30min col \$225. The human reproduction process. Film involves emotional and spiritual as well as physical aspects. A SH C

**Frog Anatomy** mp INDIANA 17min col \$150 b&w \$75. Dissection of a bull frog. SH C

**Fundamentals of the Nervous System** mp EBF 16min col \$180 b&w \$90. Functions, divisions and major tasks of the nervous system shown by means of live and microphotography, animated drawings and medical techniques. JH SH C

**The Grass Blade Jungle** mp BAILEY 11min col \$120. Microscopic plant and animal life close at hand everywhere. Elem JH.

**The Great Polar Whale** mp AV-ED 10-min col \$100. The importance of the whale to Eskimo life. E1-A

**Happy Little Hamsters** mp PORTA-FILMS 13½min col \$135 b&w \$75. Told as a story suitable for lower elementary grades, the film follows a female hamster in detail through her courtship, motherhood and the raising of her family of eight children. Elem-A

**High Arctic: Life on the Land** mp EBF 22min col \$240 b&w \$120. Plant and animal life in struggle for survival under harsh climate. JH-A

**The Honeybee** mp AV-ED 16min col \$150 b&w \$75. Complete story, including the Von Frisch experiments concerning the bees' color perception. E1-C

**The House Fly** mp EBF 17min col \$180. Second edition of well known subject. JH SH

**The Human Body: Excretory System** mp CORONET 13½min col \$137.50 b&w \$75. Main organs, the kidneys; filtration of wastes; reabsorption of needed nutrients; regulation of composition of the blood. Role of the skin in removing water from the body. SH JH

**Life Before Birth** mp CAROUSEL 26-min b&w \$135. Chick embryo reveals mechanism by which the complex individual develops from the single cell. A CBS "Conquest" program. SH C

**Microorganisms That Cause Disease** mp CORONET 11min col \$110 b&w \$60. Fungi, bacteria, viruses, rickettsiae, protozoa. How pathogenic microorganisms cause infectious disease through the destruction of cells. SH JH

**Migration of Birds—The Canada Goose** mp EBF col \$120 b&w \$60. Complete cycle, northward flight to nesting grounds, raising the young and teaching them to fly, defending against natural enemies, flocking and finally the southward flight. Elem JH

**Mother Love** mp CAROUSEL 26min b&w \$135. The infant-mother relationship; studies in rhesus monkey colony demonstrate that the most important factor is bodily contact, holding and nestling, with dire results if this is denied. SH C A

**Poultry on the Farm** mp EBF 11min col \$120 b&w \$60. A day in the life of chickens, ducks and turkeys, including closeups of incubators hatching. Pri Elem

**Sounds of Insects** rec FOLKWAYS 12" LP \$5.95. Records by Albro T. Gaul. Courting, eating, proclaiming territorial rights, motion, etc. SH C

**Principles of Endocrine Activity** mp INDIANA 16min col \$150 b&w \$75. Location and function of the seven important endocrine glands; derivation and effect of three hormones; the "target organ" concept; coordinating and controlling functions. SH C A

**Voice of the Insect** mp CAROUSEL 26-min b&w \$135. Science now knows how insects communicate with one another and can duplicate their sounds as a means toward their greater control SH C A

**The Worlds of Dr. Vishniac** mp ETS 20min col \$210. Microbiologist shows life functions of one-celled animals; satisfactions to be found in pursuit of the life sciences are highlighted. JH SH

## FULL - COLOR 2" x 2" SLIDES



227. External Parts of Fish

### To MAKE YOUR BIOLOGY TEACHING EASIER AND MORE EFFECTIVE.

- A new and outstanding series of beautiful Kodachrome Slides are now available for your audio-visual program.
- Each slide has the specific aim of imparting a definite bit of knowledge.
- A 36-page Manual is provided that explains each in detail.
- Write for our brochure in color that lists over 700 unusual 35-mm. slides that cover every phase of BIOLOGY . . . plant and animal structures, physiology, functions, and classification of all major groups.
- More than 80,000 sold first year! None returned.

A SELECTED SET OF 170 SLIDES WITH MANUAL — \$85.00

**SCIENTIFIC SUPPLIES COMPANY, Dept. ES**

600 Spokane Street, Seattle 4, Washington

Serving education, science & industry for more than a third of a century.

## SCIENCE General

**Adventures in Science: The Size of Things** mp FA 10min col \$110 b&w \$60. The relationships of size, bulk, weight and strength interestingly pictured and discussed in terms of a mouse or a beetle enlarged to the size of a man. JH SH

**Air** 5fs VISUAL col set \$19.50. Titles: What Air Is; What Air Does; What Air Pressure Is; Using Air Pressure; Using Compressed Air. Int

**Airplanes, Jets and Rockets** 6fs JAM col set \$31.50; indiv fs \$5.75. Titles: What Makes an Airplane Fly? How Is an Airplane Controlled? Safety in Flight; How Do Helicopters Fly?; How Do Jets Fly?; Rocket Power for Space Travel. El JH

**Airplanes: Principles of Flight** mp CORONET 11min col \$110 b&w \$60. Aerodynamic principles demonstrated by in-flight and animation photography as applied in airplane propellers and helicopter wings; lift, thrust, gravity and drag; aircraft controls. Int. JH.

**Aristotle and the Scientific Method** mp CORONET 13½min col \$137.50 b&w \$75. Departing from Plato's ideas, Aristotle observes, experiments, classifies, generalizes on basis of experi-

ence; the scientific method; foundations for such sciences as botany and zoology. JH SH

**Atomic Energy** (series) 5fs VISUAL b&w Set \$13.50. Titles: Atomic Concepts—Early Ideas; Atomic Concepts—Modern Views; The Nucleus; Story of the Atomic Bomb (Atomic Energy); Survival During an Atomic Attack. JH SH

**Barrel Number One** mp VWF 29min b&w loan. Documentary treatment of drilling and processing oil. JH SH

**Basic Electricity** (series) 4mp UWF b&w. Titles: AC Parallel Circuits (5-min \$10); AC Series Circuits (4min \$10); Capacitance on AC Circuits (5-min \$11.40); Inductance on AC Circuits (7min \$15.75). (U.S. Navy) SH A

**Basic Primary Science** 6fs SVE si col set (6 boxed) \$24.30 indiv \$4.50. **Finding Out How Plants Grow; . . . How Animal Babies Grow; . . . How You Grow; . . . About Things Around You; . . . About Land, Air and Water; . . . About the Sky** Pri Gr I&II

**Black Patch** mp BRANDON 18min b&w \$95 r \$5. A little mountain goat grows up to lead his herd against the dangers of wolves and human hunters in the Tian-Shan Range in Central Asia. Survival in stern habitat, conservation, respect for courage and resourcefulness of wildlife. Eval. ESAVG, EFLA. Pri-A

**Blazing a Trail to the Stars** mp BRAN-DON 46min col r\$35. Leningrad Popular Science Studios production, English narration. The story of the Sputniks and of a proposed space station, with biographical introduction about pioneer rocket theorist Tsiolkovsky, an obscure country school-teacher. JH SH C

**Boy Scientist** (series) 5fs LONG col set \$23.50 indiv \$5. Child cartoon characters, captioned. Titles: **Bob Builds a Telescope; Bob's Rocket; Bob Visits the Moon; Bob's Microscope; Bob Visits an Atom.** El (3-5)

**The Compass** mp MH 11min col \$130 b&w \$65. Boy learns about principle and use of compass and applies the knowledge in meeting a camping trip emergency. Elem. JH

**Conserving Our Forests Today** mp CORONET 10min col \$110 b&w \$60. Value of the forests for lumber, grazing, water and soil conservation, recreation; recent advances in protection include use of helicopters and plastic hose in fire fighting, insecticides, aerial seeding and mechanical transplanting. JH Int.

**Crystals—An Introduction** mp BELTEL 25 min col load. Demonstrates the orderly arrangement of atoms in the crystalline state and relation of this arrangement to the physical properties of the substances. For students of electrical engineering and some

# Carousel FILMS INC.



proudly presents the finest in educational film . . . gathered from the CBS News presentations of CONQUEST, CBS REPORTS and 20th CENTURY!

© 1960 COLUMBIA BROADCASTING SYSTEM, INC.

NOW AVAILABLE ON 16MM SOUND FILM!

**THE POPULATION EXPLOSION**  
**BIOGRAPHY OF A MISSILE**  
**SECRETS OF A VOLCANO**  
**MYSTERY OF THE SUN**  
**THE FALLOUT ATOM**  
**MOTHER LOVE**

**REACHING FOR THE MOON**  
**WAVES OF THE FUTURE**  
**ORIGIN OF WEATHER**  
**VOICE OF THE INSECT**  
**LIFE BEFORE BIRTH**  
**THE BLACK CHAIN**



**PROGRESS!**



For information regarding sales and rental, write to:

**CAROUSEL FILMS, INC. 1501 BROADWAY, N.Y. 36, N.Y. BRYANT 9-6734**

- courses in physics, chemistry and metallurgy. C
- Down to Earth** mp MODERN 13min col loan. Cartoon treatment of problem of re-entry and recovery of rocket nose cone, sponsored by the Avco Corporation, SH C A
- The Earth (Series)** 4mp CORONET 11 min col \$110 b&w \$60 (except Its Oceans" 13½min col \$137.50 b&w \$75. Titles: **Changes in its Surface; Resources in its Crust; Its Structure; Its Oceans.** JH INT
- The Earth and its Moons** 6fs FFE col set \$42, indiv \$7.50. Titles: The Earth's Shape and Size; Motions of the Earth in Space; The Earth as a Planet; Exploring the Space Around the Earth; Information from Satellites; The Moon. JH SH
- The Earth—Our Planet** mp BRANDON 20min b&w \$110 r\$5. Polish-made instructional film proceeds from Copernicus' theory to present day knowledge of the nature of our earth. Noteworthy score by Polish composer Panufnik. JH SH
- Earth Satellites—Explorers of Outer Space** mp EBF 17min sd col \$180 b&w \$90. How man-made satellites stay aloft, what we learn from them, what we may look forward to, Int JH SH A
- The Earth's Surface** 4fs FH col. Titles: The Land and Water We See; Rocks and How They Change;" Soil for Plants; How the Earth's Surface Changes. Pri Elem
- Electricity: How to Make a Circuit** mp EBF 11min col \$120 b&w \$60. Three primary grade students set up a telegraph between their house and a tree house in the yard. Emphasizes uses and principles of the dry cell. Pri Elem
- Elementary Science Laboratory** 6 cardboard 4-color cutout kits available free from (some) local Coca-Cola bottlers. Models, accessories, assembly instruction sheets, teachers' guides and take-home material for students on 1) Earth in Space; 2) Communication by Sound and Light; 3) Weather; 4) Magnetism and Electricity; 5) Living Things; 6) Machines. El
- The Ever-Changing Earth** 6fs SVE col set \$32.40 indiv \$6. Titles: **Work of Running Water; Work of Wind; Work of Ground Water; Work of the Sea; Work of Snow and Ice; Work of Internal Forces.** Text, vocabulary and question frames. Captions. Int JH
- Explaining Matter: Molecules in Motion** mp EBF 11min col \$120 b&w \$60. Relates the characteristics of solids, liquids and gases to molecular motion. Uses materials common to everyday experience of the students, plus animation to explain more complex ideas. JH Reviewed ESAVG 9/59
- Exploring the Edge of Space** mp ETS 20min col \$210. Plastic balloon technology as applied to space reconnaissance. Interdependence among scientific disciplines. JH SH
- Exploring the Moon** mp MH 16min col \$180 b&w \$90. Imaginary flight; areas are identified with superimposed labels; simulated landing JH.
- Exploring With Science "shortstrips"** EBF 12 fs (ea 14fr) col set \$19.90. Filmstrips are mounted in transparent envelope parallel with quiz-explanatory card for individual hand viewing; but may be removed for group projection. Pri.
- We Explore the Stream** mp CORONET 11min col \$110 b&w \$60. Boy and girl find snails for their aquarium and observe interdependence of plant and animal life along a stream near their home. Pri
- The Fallout Atom** mp CAROUSEL 26min b&w \$135. Tests on human guinea pigs to determine how much radio active material the human can tolerate and what Strontium 90 fallout may do to the nation's health. JH SH C A
- The Far Side of the Moon** mp EBF b&w 55 ft. This supplementary footage, photographed by the Russian "moon-shot", is furnished free to be added to in-service prints of **A Trip to the Moon.**
- Fire Magic** mp IDEAL 12½min col loan. Science Show of the late Dr. Llewellyn Heard preserved on film. The fire "triangle" (fuel, oxygen, kindling temperature); types of combustion and how they are harnessed to perform useful tasks. SH C (Midwest)
- First Soviet Earth Satellites** mp BRANDON 28min b&w r\$7.50. A review of principal attempts at space travel from the 19th century through the launching of Sputnik II, including the training of the dog it carried. JH-A
- The Formation of Ferromagnetic Domains** sfs BELTEL 45min 132fr 2LP. Discusses the physical principles of domain formation with particular emphasis on the energies involved in the process. C
- Fundamentals of Science—Grades 3 and 4** 9fs EYEGATE col \$25. **A Visit to a Weather Station; Weather Maps and Forecasting; Living Things Need Food; Our Earth Is Part of the Solar System; Simple Machines; Messages Travel and Are Recorded.**
- Galileo** mp CORONET 13½min col \$137.50 b&w \$75. The struggle for the right of the scientist to question tradition. Disproves Aristotle, confirms Copernicus, by experiment and demonstration. JH SH
- General Science** sl CREATIVE VISUALS col apply. Fifty slides with 102 progressive overlays on astronomy, anatomy, meteorology, Electricity, Botany, the Atom. On 8" x 10" color-impregnated plastic sheets for overhead projector. SH
- General Science L** 6sfs WEDBERG b&w LP discussion control. Titles: **Energy of Muscles; Energy of Air and Water; Heat—Conduction and Convection; Heat — Radiation; Making Thermometers; Reading Thermometers.** JH
- Heat** 4fs FH col. Titles: **How Heat Helps Us; Where Heat Comes From, How a Thermometer Works; How Heat Moves.** Elem.
- Horizons of Science** 10mp ETS 22min ea col set \$2,000. Produced in association with the National Science Foundation. Titles: **Visual Perception; The Worlds of Dr. Vishniac; Exploring the Edge of Space; The Mathematician and the River; Project Mohole; "Thinking" Machines; Rocket Combustion; New Lives for Old; The Astronomer's Universe; The Capillary Bed and Microcirculation of the Blood.** JH SH
- How Electricity is Produced** mp DOWLING 11min col \$110. Friction, chemical, and mechanical action demonstrated. Induction principle discovered by Faraday. Simple magneto generator. Hydro-electric plant. El JH
- How Seeds Are Scattered** mo MH 10 min, col \$125, b&w \$60. The many ways in which seeds are dispersed by wind, water and animals. EL JH
- How To Collect and Preserve Plants** mp ILLNAHIST 13½min col loan on 38c prepaid postage and insurance. Techniques and equipment needed for a beginners' plant collection; classification; mounting of specimens. SH
- How Vast Is Space** mo ATLANTIS 18min col \$200. Based on the book "Cosmic View" by Kees Boeke. For JH and SH science and math.
- The Inquisitive Giant** mp CONTEMPORARY 28min b&w \$125 r\$7.50. The workings of the giant radio telescope at Jodrell Bank, England, on basis of analysis of radio waves from outer space. SH C
- Insect Collecting** mp DOWLING 14min col \$135. Collecting as an important part of any study of insect life. Where to look and how to capture. How to raise to adult stages Int JH SH
- Journey Into Spring** mp CONTEMPORARY 30min col \$250 r\$10. Animal, pond and plant life on the English countryside at springtime. JH
- Life Among the Penguins** mp BRANDON 20min b&w \$110 r\$7.50. Life cycle of the Antarctic Imperial penguin. JH
- Life on a Dead Tree** mp FA 10min col \$110 b&w \$60. Two boys explore an old dead tree and find it the home of many plants and animals. Lizards, beetles, crickets, slugs, ants, salamanders and many more. El JH
- Life Long Ago** 6fs SVE col set \$32.40 indiv \$6. Titles: **Up Through the Coal**



Age; When Reptiles Ruled the Earth; Mammals Inherit the World; How We Know about Life Long Ago; **Hunting Fossils; Stories that Fossils Tell.** Correlate with Row-Peterson Basic Science readers. Int JH

**Magnets** 6fs JAM col set \$31.50 ea \$5.75. Titles: Discovering Magnets; Different Kinds of Magnets; Magnets Help Find Direction; Magnets Can Attract Through Objects (K through 3); and What Is Magnetism?; Magnetic Fields (4 through 6).

**Microscopic Wonders in Water** mp DOWLING 11min sd col \$100. JH SH

**The Months Before Birth** (series) 8mp INDIANA-NET ea 29min b&w @ \$125. Titles: **The Physiology of Reproduction; The Beginnings of Pregnancy; The First Visit to the Doctor; Nutrition and Dental Care in Pregnancy; The Middle Months of Pregnancy; The Birth of the Baby; The Weeks After Birth.** SH C A

**Mystery of the Sun** mp CAROUSEL 26min b&w \$135. Rocket astronomy reveals constantly new solar information. A CBS "Conquest" production. JH SH C

**Mystery of Three Clocks** mp MOODY 29min col r\$12.50. The uncanny time sense of the cicada compared with the "alarm clock" mechanism of the human brain. The spiritual point is made that although man can make his own choice he cannot control the result of that choice. SH A

**Nature Stories for Primary Science** 6fs LONG col. Titles: Annie the Ant; Sammy Squirrel; Lano the Fish; Betty Butterfly; Freddie Frog; Chippy Chipmunk. Pri.

**Isaac Newton** mp CORONET 13½min col \$137.50 b&w \$75. Researches in the binomial theorem, differential and integral calculus, theory of light, law of gravitation, and laws of motion dramatically reenacted; the impact of Newton's genius on physical science and mathematics. JR SH

**The North American Buffalo** fs STANBOW col \$5. Habits, growth, historic role, domain, conservation in park lands. NBC production E1-JH

**The Ocean of the Air** mp UWF 13½min col \$135. Thousand mile thick blanket of gases, dust and moisture, its role as a life-supporting and protective element, and in the conquest of space. JH SH

**On the Border of Life** mp FILM IMAGES 9min col \$125. Biological research on the embryo cell (France). C SH

**The Onion** mp IFB 11min b&w \$50 r\$2.50. Life cycle shown in time lapse and microphotography. BIS production. JH SH C A

**Origin of Weather** mp CAROUSEL 26min b&w \$135. Three of the nation's

foremost weather experts explain in layman language the creation and effect of storms, calms and freak weather. CBS "Conquest" program. JH SH C A

**Our Outdoor Friends** 6fs CURRICULUM si col \$3.95 ea. Birds and animals in their natural habitat. Evaluated ESAVG 6/59. JH

**Partnerships Among Plants and Animals** mp CORONET 11min col \$110 b&w \$60. Explores the concept of adaptation through interdependence; examples include "partnerships" between termites and protozoa, ants and aphids, hermit crab and bryozoa, algae and fungi in lichen, tick bird caraboas, red clover and nitrogen-fixing bacteria. Int

**Project "Mohole"** mp ETS 20min col \$210. Geologists and geophysicists plan to drill through the earth's crust, through the Mohorovic Discontinuity and on into its mantle. The ocean floor is studied to locate a good starting place. JH SH

**The Race for Space** mp MH 54min b&w \$250. American and Soviet rocket films, Hitler's V-2; Sputniks I and II; our Explorer I. Academy Award nominee. SH A

**Reaching for the Moon** mp CAROUSEL 26min b&w \$135. Chronology of man's efforts culminating in Cape Canaveral and the Soviet lunar explorations. Scientists discuss plans for landing and what we could learn there. CBS "20th Century" program. JH SH C A

**The Realm of the Galaxies** mp ETS 2min col \$210. An inquiry into the farthest reaches of the universe with Dr. Allan R. Sandage of the Mt. Wilson and Palomar Observatories. JH SH

**Red River of Life** 2mp MOODY col Part I, 29min r\$17.50; Part II, 33min r\$17.50; both r\$30. Story of circulation, with astounding pictures taken inside the human heart. In Part II radioactive tracer atoms show the speed with which the blood carries food and oxygen to the trillions of body cells. A positive Christian message concludes each film in this "Sermons from Science" series. SH A

**Rockets and Satellites** mp UWF 13½min col \$135. The structure of the rocket and function of its various parts; principles of jet propulsion; solar batteries; instrumentation; launchings; orbit and problems in outer space. Others in this elementary science series, same length and price: **The Ocean of Air; Weather Scientists: Electricity in our Lives; Way Stations in Space; Light, Heat.** Int JH

**Rockets—How They Work** mp EBF 16min sd col \$180 b&w \$90 Action-reaction principle, Rocket Fuels. Guidance methods. Int JH SH A

**Rocks and Gems** mp AV-ED 10min col \$100 b&w \$50. How to recognize different types by color, lustre, hard-

ness, weight and crystal formation. Where they are found, how they were formed, how they are used. EL-C

**Science** (transparencies) TWEEDY acetate build-ups 8x10" for overhead projector. **Astronomy** (9 units) \$33; **Meteorology** (7 units) \$36; **Atomic Science** (7 units) \$36; **Electricity** (10 units) \$33. Also available are series on Botany, Anatomy. Complete general science "100 Set," 50 units, mostly multiple overlays, \$231 including leatherette carrying case (separately @ \$9.75). JH SH C

**Science Course** 37fs VISUAL b&w. Physics (7fs 243fr) \$12; Chemistry (10fs 460fr) \$18; Biology (9fs including Microbiology 338fr) \$20; General Science (11fs 436fr) \$20. JH SH-1

**Science for Better Living** 8fs SVE si col set \$39.50 indiv \$5.50 96pp guide. Correlated with Harcourt-Brace "You and Science." JH.

**Science Opens New Doors** fs NYTIMES 59fr b&w \$2.50. Impact on man's way of life caused by new science discoveries. JH SH

**Science Slides** FILMSCOPE col ea 50¢. Several hundred 2x2. Animals, birds, reptiles. JH SH C

**Seasonal Changes in Plants** mp MH 11min col \$125; b&w \$60. Why and how plants change with the seasons—annuals, biennials, perennials. EL JH

**AS NEW AS TOMORROW!**

16mm COLOR FILMS  
for  
ELEMENTARY • JR. HIGH  
SR. HIGH • COLLEGE

**THE PLANET EARTH**

The formation and growth of our earth... using animation and special effects.

1 reel. Color \$100

**EVOLUTION OF POWER**

Using animation, we show man's progress from muscle power to the atomic power.

1 reel. Color \$100

**dr douglass**  
FILMS

527 NO. CIENEGA BLVD.  
LOS ANGELES 48, CALIF.

Write for preview

**Secrets of a Volcano** mp CAROUSEL 26min b&w \$135. Spectacular eruption of Kilauea volcano, studied by U.S. scientists results in significant new discoveries about the inside of our earth. JH SH C

**Semi-Conductors** mp BRAY 43min b&w \$100 r\$10. **PART I** (21min) gives each part basic physics of electron flow in semi-conductor materials and its application as an amplifying device; **PART II** (22min) fundamental of low-frequency amplification; P-N Junction characteristics and transistor symbols; common emitter, base and collector circuits. SH C

**The Solar System** 6fs FFE col set \$42 indiv \$7.50. Titles: Introduction to the Solar System; Mercury and Venus; Mars; The Giant Planets; Between the Planets; Our Sun. JH SH

**Sound for Beginners** mp CORONET 10-min col \$110 b&w \$60. Vibration as explanation of sound phenomena, through air, solids, liquids. Pri.

**Space Guidance and Control** mp UWF 10min col \$90.27. Simulated space flight of a manned vehicle; explanation of the guidance system, inertia, acceleration, deceleration, control problems. SH C A

**Spider Engineers** mp MOODY 15min col The Orb-weaver, the Diving Spider and the Trapdoor Spider demonstrate the skill and versatility of their species. Part of "Science Concepts" series. Int JH SH

**Stars and Star Systems** mp EBF 16min b&w \$90. The vastness of the heavens as observed by the astronomer's telescope, the radio telescope and the observation balloon, the expanding universe. JH SH

**The Story of Hurricanes** mp PATHE 6min b&w \$30. The big winds, where they come from, how they arise, how their courses are charted, how advance warning minimizes damage. E1 JH SH

**The Story of Soil** mp CORONET 11min col \$110 b&w \$60. Animation is used to develop story of evolution of soil, and man's interference with natural partnership between soil and suited vegetation. Need to preserve natural balance of climate, soil, plants, animals and man. JH SH

**Surface of the Earth** mp AV-ED 10min col \$100 b&w \$50. The great variety of surface and the causes that contributed to these formations. E1-C

**Tide Pool Marine Life** 12 flat pictures 11x14" in color, captioned, text on back, rounded corners and pinhole punched, **FILMSCOPE** \$11.95 discounts to schools, etc. Titles: Shoreline, Sea Anemone, Brittle Star, Knobby Starfish, Sea Urchin, Hermit Crab, Shore Crab, Cancer Crab, Goose Barnacles and Mussels, Fixed Snail Tubes, Chitons, Sea Hare.

**Time and Eternity** mp MOODY 43min col r\$20. The "time microscope" magnified a split second, and the

"time compressor" squeezes days and weeks into minutes. Religious message at end presents the reality of eternity as scientific fact. SH A

**Transistors: Low Frequency Amplifier** mp UWF 15min b&w \$29.79. Application in common base and common emitter amplifiers. SH C

**A Tree is Born** mp UWF 29min col \$137.28. USDA production showing techniques used by research scientist to produce hybrid pines through controlled pollination. HS C TV

**Trees and Forest Conservation** 4f DOWLING 23-48fr b&w \$10.50 ea \$3. Titles: Trees — the Oldest and Largest Living Things; How Trees Grow Why Trees Are Important; Growing Trees for Tomorrow. Int.

**A Trip to the Moon** (revised) mp EBI 16min col \$180 b&w \$90. The lunar probe footage, including Soviet pictures of the dark side of the moon are included in the revision. Owner of the 1958 release may obtain supplemental footage to update their print Int-A

**Understanding Electricity** 7fs JAM col set \$36.50 indiv \$5.75. Titles: What Is Static Electricity?; What Is Current Electricity?; How Most Electricity Is Produced; Producing Small Amount of Electricity; Electromagnets and How They Work; How Is Electricity Used in the Home?; and Using Electricity Safely. Int JH

**Volcano** mp STERLED 20min b&w \$45 Various types of volcanoes, their causes and effects. JH SH

**Water and Soil** 4fs DOWLING 25-41fr b&w \$10.50 ea \$3. Titles: The Water Cycle; How Water Power Produces Electricity; Why Water Is Important Conserving Water and Soil. Int.

**Weather Scientists** mp UWF 13min col \$135. Work of the U.S. Weather Bureau and cooperating scientists and agencies; so many teletype reports are received that an electronic computer is required to process them for immediate results. JH SH

**What's Inside the Earth** mp FA 13min col \$135 b&w \$70. Wells, mines, volcanoes, seismographs; crust, mantle core. Elem JH.

**The Whooping Crane** fs STANBOW col \$5. Live photography and paintings of past flocks; stern measures to prevent extinction of rare species. Evaluated ESAVG 12/59. NFBC production. E1-A

**Wind at Work** mp DOWLING 11min col \$110. What makes wind; effect of heat and cold; erosion; rain, snow, seed dispersal; how boats sail and planes fly. Elem Int

**The Wonder World of Science** (For Grade 5) 12fs SCRIBNERS col. Titles: Soil for Plants; Nongreen Plants; Keeping Correct Time; Exploring the

## EDUCATIONAL TESTING SERVICE announces

completion of its motivational film series

# Horizons of Science

Ten integrated films to stir imagination, stimulate thinking, and broaden understanding with respect to the sciences.

**COLOR** - Each 19 minutes  
Grades 6-14  
\$1900 the series of ten  
\$200 the print  
Brochure on request

NDEA  
approved

- Anthropology
- Astronomy
- Atomics
- Biochemistry
- Biophysics
- Electronics
- Mathematics
- Microbiology
- Oceanography
- Optics
- Physiology
- Psychology
- Radiology
- Seismology
- Space

Immediately available for preview and acquisition from



**EDUCATIONAL TESTING SERVICE**

20 Nassau Street, Princeton, New Jersey



he sternum is removed, revealing the frog's heart. From "Frog Anatomy" produced by the Indiana University Audiovisual Center.

Rocks Around Us; Exploring Matter; Air, Our Ever-Present Servant; Why Winds Blow; Why an Airplane Flies; How Did Our Solar System Begin?; Natural and Man-Made Moons; What Will Hatch from That Egg?; Mineral Riches of America. Int.

he Wonderworld of Science (For Grade 6) 12fs SCRIBNERS col. Titles: New and Old Ways of Preserving Food; Let's Build a Weather Station; Exploring Storms; Exploring Magnetism; Electromagnetism at Work; Producing Electricity; Electricity at Home; Making Music with Wind and String; Exploring the Sky; Sunset and Eclipse; The Doctor Examines You; Weapons Against Disease. Int. JH

one Melting sfs BELTEL 45min 133 fr 2 LP. Loan. Describes new methods of ultra-purifying solids and controlling the distribution of impurities. Four parts, may be shown singly or consecutively: I: Introduction, II: Theory; III: Techniques; IV: Leveling, Melting, refining. C

## SCIENCE

### Physics & Chemistry

acids, Bases, and Salts. mp CORONET 22min col \$220 b&w \$120. The classical Arrhenius theory (1887), Bronsted and Lowry, Gilbert Lewis. Preparation of acids, bases and salts in laboratory and commercially, and their household and industrial uses. SH

Ammonia mp CORONET 18½min col \$175 b&w \$87.50. Physical and chemical properties shown by a variety of reactions. Ammonia water as a base and as a precipitant. Equations. C SH

Animals Protect Themselves mp CORONET 11min col \$110 b&w \$60. Boy's trip through woods turns up examples of protection by flight, coloration, structure, defense. Pri Int

Atomic Energy (series) 5fs VISUAL set b&w (290 fr) \$13.50. Titles: Atomic Concepts—Early Ideas; Atomic Concepts—Modern Views; The Nucleus; Story of the Atomic Bomb—Atomic Energy; Survival During an Atomic Attack. JH SH C

Atomic Energy in Canada mp NFBC 28min col \$260 b&w \$130. The research

center at Chalk River, Ontario, and site of Canada's first reactor. Principles of nuclear fission and their applications. JH SH A

Atomic Power and the United States mp UWF 27min b&w \$71.10. (USIA). The United States offers atomic fuel and research findings to other countries, under international agreement, on the five types of nuclear reactors designed by government agencies and private industry. SH C C

Brattain On Semiconductor Physics mo BELTEL 30min b&w loan. Nobel Laureate Walter H. Brattain demonstrates thermal emf, photo emf, and rectification, and introduces a simple mathematical model which describes the observed properties of semiconductors. The history, impact and new semiconductor phenomena are also briefly treated. C

Chemical Change mp MH 12min col \$140; b&w \$70. Difference between chemical and physical change; tests used by chemists. EL JH

Chemistry Film Set 18mp CORONET col b&w steel cabinet inel when set is bought. Titles: Introduction to Chemistry; Using the Laboratory; Laws of Conservation of Energy and Matter; Laws of Gases; Oxygen; Hydrogen; Properties of Water; Water for the Community; Acids, Bases and Salts; Ionization; Solutions; The Halogen's; Nitrogen and Ammonia; Nitric Acid and the Nitrogen Cycle; Carbon and its Compounds; The Colloidal State; Metals and Non-Metals; Sulfur and its Compounds. SH

Chemistry Laboratory Series 27mp CORONET 11 to 37½min col b&w. The series was made at the University of Akron by Thomas Sumner, Ph.D., produced and tested with the aid of a grant from The Fund for the Advancement of Education. Titles are listed and described individually. CORONET also offers 16 earlier films in the same subject area.

Chromium and Manganese mp CORONET 37½min col \$350 b&w \$175. Oxidation-reduction is central theme in discussion of properties of these elements. Ion-electron half reaction method. Chromic-metachromite chromate-dichromate relationships. C.

The Colloidal State mp CORONET 16 min col \$165 b&w \$90. Particle size relative to solutions and suspensions. Photomicrography and animation illustrate reactions and interactions. Survey of industrial applications of colloidal chemistry. SH

Demonstrating the Gas Laws mp CORONET 21min col \$200 b&w \$100. Boyle's Law; Charles' Law; Combined Gas Law demonstrated and discussed. Produced by University of Akron. C.

Determination of Atomic Weight mp CORONET 18½min col \$175 b&w \$87.50. Specific heat of copper, determined experimentally, is used to

calculate an approximate atomic weight for copper. The equivalent weight is determined by reducing a known quantity of copper oxide with hydrogen to calculate atomic weight in conventional way. C.

Electromagnetic Spectrum chart WESTINGHOUSE 40x30½", 8 color on vellum ready for hanging, \$2. Spectra shown: Photographic; X-ray; Radio; Induction Heating; Ultraviolet; Infrared. Their range, relationship, definitions, formulas. Glossary. SH C

The Electron Tube chart WESTINGHOUSE 25x36" printed in 8 colors on heavy linen paper, reinforced for hanging. Basic information on operation, types and applications. SH C

Electronic Dynamic Demonstrator TRANSVISION 5 ft x 3 ft board mounting circuits for operating radio and TV receivers, built step by step in teaching principles of physics, electricity and electronics. Solderless connectors. SH C

Electronic Mock-Ups kits SCIENCELECT. Do-it-yourself kits for students include assembly boards and all necessary components. Basic Electricity (29 experiments) \$85; Basic Electronics (31 experiments) \$165, with tubes \$180; Basic Radio (60 experiments) \$195, with tubes \$210; Basic Television (12 experiments) \$119. SH C.

Elements, Compounds, Mixtures mp CORONET 30min col \$275 b&w \$137.50. Iron and sulfur are the elements chosen to illustrate chemical and physical properties. C.

Evolution of Power mp AV-ED 10min col \$100 b&w \$50. Man's progress from muscle power to the jet age. EI-C

Explaining Matter—Atoms and Molecules mp EBF 14min col \$150 b&w \$75. Elements, compounds and mixtures explained in terms of atoms, molecules. The "building blocks of matter" in varied combinations, producing varying results. Int JH SH

Glass Eyes That See mp MOODY 13min col r\$6. Demonstrations of nature and properties of light by aid of the electronic eye, e.g., sound is piped across a room on a beam of invisible light. SH A

God of the Atom mp MOODY 40min col r\$12.50. Equipment and techniques used in atomic research; actual pictures of the Nagasaki and Bikini explosions. Also Revised Version 28min col r\$12.50 including obliteration of a test city and of a South Pacific isle. Religious note is on man's spiritual bankruptcy and need for rebirth. SH A

Hard Water mp CORONET 28min col \$250 b&w \$125. Operation of ion exchange columns in water "softening." Methods of determining total, permanent and temporary hardness in a sample of tap water. SH C



Kevin Smith, executive producer of films for the Physical Science Study committee of Education Services Incorporated, presents an American Film Festival Blue Ribbon award for the high school physics film "Crystals" to director Richard Leacock of Andover Productions and the Physical Science Study committee, and to the film principal, Dr. Alan Holden of Bell Telephone Laboratories, also a committee member.

**Heat of Solution** mp CORONET mp 16 min col \$150 b&w \$75. Heat evolved in dissolving zinc sulfate in water is measured and the molar heat calculated. Principles and construction of calorimeter. C SH

**Hydrogen** mp CORONET 13½min col \$137.50 b&w \$90. Discovery; three methods of production from water; industrial application; role in nuclear developments. SH

**I Choose Chemistry!** mp BAILEY 15min col \$150 r\$7.50; b&w \$75 r\$5. A ninth-grader gets a chemistry set for his birthday and takes it to school. His interest in the subject leads to a career. JH SH

**Indicators and pH** mp CORONET 28min col \$250 b&w \$125. Effect of varying concentrations of hydrochloric acid on methyl violet and methyl orange indicators. The pH of a solution of acetic acid is determined and ionization constant calculated. C SH

**Ionic Equilibrium** mp CORONET 16min col \$150 b&w \$75. "Common ion" effect demonstrated with acetic acid and acetic salt, hydrochloric acid and chloride salt, along with appropriate indicators. Formation and solution of precipitates. C SH

**Ionization** mp CORONET 18½min col \$192.50 b&w \$105. Background (Faraday, Arrhenius). Demonstration of how ions form. Electrolytes, dissociation, electrovalence, covalence. Applications in electroplating, Thyatron tubes, Geiger counters. The ionosphere. SH

**Ionization and Ionic Equilibrium** mp INDIANA 15min col \$150 b&w \$75. Animation photography elucidates concepts of ionization, dissociation, and equilibrium, and leads into the more difficult concepts of the ionization constant and buffered solutions. SH C

**Learning Physics** (series) 41mp MODERN (for PSSC) approx 20 min. r\$6 ea. Titles: Learning Physics: Short Time Intervals; Long Time Intervals; Measuring Large Distances; . . . Short Distances; Change of Scale; Measurements; Straight Line Kinematics; Vectors; Definite and Multiple Proportions; Atoms and Spectra; Molecules; Crystals; Behavior of Gases; Introduction to Optics; Pressure of Light; Speed of Light; Simple Waves; Forces; Inertia; Inertial Mass; Falling Bodies; Deflecting Forces; Simple Harmonic Motion; Frames of Reference; Solar System Kinematics; Elliptic Orbits; Energy and Work; Mechanical Energy and Thermal Energy; Conservation of Energy; Coulomb's Law; Millikan Experiment; Coulomb Force Constant; Electric Fields; Electric Lines of Force; Moving Charges; Electric Energy; Magnet Laboratory; Electrons in a Uniform Magnetic Field; Mass of the Electron; The Electromagnetic Spectrum; Photons; Interference of Photons; The Franck-Hertz Experiment. These are the films developed by the Physical Science Study Committee, Watertown, Mass. SH C

**The Magnetic Bottle** mp UWF 11min b&w \$48.59 (USIA). Research seeking a fusion process for development of unlimited hydrogen power; experimental fusion machine in this new magnetic pressure field are described. SH C A

**Magnetism Demonstrator.** EDMUND. Three circular magnets of varying diameter and thickness, plus a Kraft-board tube, are used to demonstrate attraction and repulsion, non-material force and other principles. JH SH.

**Molecular Weight of Oxygen** mp CORONET 11min col \$100 b&w \$50. A weighed sample of potassium chlorate is heated, the oxygen produced displaces water which is measured, the loss of weight of the potassium chlorate is determined and the molecular weight of the oxygen calculated. C SH

**Molecular Weight of Solutes** mp CORONET 8min col \$75 b&w \$37.50. Methods for the determination of molecular weights of non-volatile solutes. C SH

**The Naval Research Laboratory Reactor** mp UWF 21min col \$123.61. Construction, operation and use. SH C

**Neutrons and the Heart of Matter** mp ETS col \$210. Exploring the nature of matter and the significance of the neutron's behavior, with Dr. Donald J. Hughes of Brookhaven National Laboratories. JH SH

**Nitric Acid Compounds and the Nitrogen Cycle** mp CORONET 18½min col \$192.50 b&w \$150. Laboratory methods of nitrogen fixation, making nitric acid, and the Ostwald process by oxidizing ammonia. Various compounds and their uses—in gunpowder, photography, dyes, fertilizer. The nitrogen cycle in nature. SH

**Nitrogen and Ammonia** mp CORONET 16min col \$165 b&w \$90. Laboratory

production of ammonia demonstrated. Industrial preparation (Haber). Uses in explosives, refrigerants, cleaning agents, water purification, dry cells, dyes, fertilizers. Other nitrogen compounds. SH

**Nitrous Acid and Sodium Nitrite** mp CORONET 18½min col \$175 b&w \$87.50. A test to distinguish a nitrite from a nitrate. Sodium nitrite is prepared by reduction of sodium nitrate with lead and isolated. Chemical properties of nitrous acid as oxidizing and as reducing agent. C SH

**Oxides of Nitrogen** mp CORONET 18 min col \$150 b&w \$75. Physical and chemical properties of three oxides—nitrous oxide prepared from ammonium nitrate, nitric oxide prepared from dilute nitric acid and copper, and nitrogen dioxide prepared from nitric oxide and oxygen. C SH

**Periodic Table of the Elements** chart CENSCI 62x52", 4-color on heavy plastic coated stock, \$7.50, spring roller mounted \$12.50. Includes numbers of naturally occurring radioactive and stable isotopes, atomic numbers, weight, density, boiling and melting points, electronic configuration, half-life and other atomic constants. SH C

**Phosphorus** mp CORONET 18½min col \$175 b&w \$87.50. Physical and chemical properties of white and red phosphorus compared and contrasted. Calcium phosphide is treated with water and phosphine is prepared. The ammonium molybdate test for the phosphate ion. C SH

**Physical and Chemical Change** mp CORONET 28min col \$250 b&w \$125. Chemical reactions of direct union, displacement, decomposition, and double decomposition are shown. C SH

**Preparation and Properties of the Halogens** mp CORONET 32min col \$300 b&w \$150. Physical and chemical properties of chlorine, bromine and iodine, their relative activity equations. C SH

**Preparation and Properties of Hydrogen** mp CORONET 18½min col \$175 b&w \$87.50. Electrolysis of water; reactions of sodium and calcium with water, several metals with hydrochloric acid, and several acids with zinc. Construction of a hydrogen generator. C SH

**Preparation and Properties of Nitric Acid** mp CORONET 21min col \$200 b&w \$100. Preparation from sodium nitrate and sulfuric acid in a retort. Solutions of nitric acid in water; properties of various concentrations. Equations. C SH

**Principles of Ionization** mp CORONET 13½min col \$125 b&w \$62.50. Effects of different types of solute on the boiling point of water and on electrical conductivity. Ion migration during electrolysis demonstrated, using a mixture of copper sulfate and potassium dichromate. C SH

**Properties of Acids, Bases and Salts.** mp CORONET 28min col \$250 b&w \$125. Conventional properties and tests for solutions of acids and bases. Reactions demonstrated: calcium oxide and water, zinc oxide and water, sulfur dioxide and water formation of salts. C SH

**Properties of Solutions** mp CORONET 28min col \$250 b&w \$125. Nature of solutes and solvents, factors influencing solution, effect of temperature. Supersaturation; extraction. C SH

**Rate of Reaction** mp CORONET 28min col \$250 b&w \$125. Factors affecting reaction rate. Among the reactions demonstrated: potassium permanganate and glycerine; oxalic acid solutions and permanganate solutions at various temperatures. C SH

**Standard Solutions and Titration** mp CORONET 21min col \$200 b&w \$100. A sodium hydroxide solution is standardized against potassium hydrogen phthalate, and is used to determine the acetic acid concentration of a sample of white vinegar. The equivalent weight of an unknown acid is determined. C SH

**Sulfur Dioxide and Sulfurous Acid** mp CORONET 24½min col \$225 b&w \$112.50. Physical and chemical properties of sulfur dioxide and its aqueous solution, sulfurous acid. A test shows the sulfate ion to be the oxidation product of sulfurous acid. C SH

**Sulfur and Hydrogen Sulfide** mp CORONET 21min col \$200 b&w \$100. Crystals of rhombic and monoclinic sulfur, formation of amorphous or rubbery sulfur. Hydrogen sulfide prepared from ferrous sulfide; used as analytical reagent. C SH

**Sulfuric Acid** mp CORONET 16min col \$150 b&w \$75. Physical and chemical properties of concentrated sulfuric acid demonstrated by means of numerous reactions. C SH

**Synthesis of a Compound** mp CORONET 13½min col \$125 b&w \$62.50. Formula of cuprous sulfide is derived by experimentally determining the weight ratio in which copper and sulfur combine. C SH

**Understanding Matter and Energy** mp IFB 18min col \$185. Demonstration to inquiring boy of the physical properties of matter and transformation into energy to serve man. Potentials of atomic energy. JH SH

## SOCIAL STUDIES Economics & General

**Adventuring in Conservation** mp INDIANA ?min col \$150; b&w \$75. Boys and girls learn campcraft and conservation. JH

**China Under Communism** mp EBF 22 min col \$240; b&w \$120. Foreign Cor-

respondent John Strohm's 1958 trip of 7,500 miles—"the story of the awakening giant, reaching out to embrace the world." JH-C A

**Christmas on Grandfather's Farm** (new short version) mp CORONET 13½min col \$137.50 b&w \$75. The longer (22 minute) version is also available, col \$220 b&w \$120. Americana 1890. Sleighride to the big farmhouse. A truly festive family gathering. Pri-A

**Communication in the Modern World** mp CORONET 11min sd col \$110 b&w \$60. Significant role of communication media (books, newspapers, TV, radio, telephone, recordings, motion pictures) and recent technological improvements. Historical development; impact on local, national and international community. Int. JH

**A Day of Living** mp ASSOCIATION 28½min col loan. Cross section of life in many parts of the U.S., and how life insurance helps provide the investment funds that finance our growth. SH—A

**Destination Earth** mp IDEAL 14min col loan (Midwest). Fantasy of life under a dictatorship on a planet without oil. SH C

**Divided Germany: Pivot of the Cold War** fs NYTIMES 57fr si b&w \$2.50. incl. manual. Key role of Berlin. SH

**The Economics of American Living** 24 wall charts and 168p text RAND McNALLY ea 37x37" set \$39.75. Productivity, profits, prices and why they rise, competition, money, credit, taxes, capitalism compared with its competitors. SH C

# Summertime... when your films are out of circulation

... is the best time for you to have us remove scratches, correct brittleness, repair sprocket holes, remake dried-out splices.

Then, thoroughly reconditioned, your prints will be ready for hard use again in the fall.

*Of course, before proceeding we tell you the cost... SEND US YOUR PRINTS NOW.*

# DEERLESS

FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

**The Economics of American Living** 24 charts RAND 4-color 37x37" \$39.75 with textbook. Book separately \$1.12, manual .75, tripod \$2 extra. Cultural and economic resources and mores. SH

**For All Time** mp MODERN 30min col loan. The centennial story of the Equitable Life Assurance Company. SH C A

**The Future Is Now** mp FON 15min sd b&w \$85. Fabulous contributions of science that have brought what has been thought of as the future into the everyday living of today. Atomic promise for power, agriculture, medicine; television in color on tape. JH SH

**The Golden Door (Immigration)** mp BRANDON 15min col \$150 r\$12.50. Our immigration policy as it was, is and might be, told in animated color cartoon. SH C A

**The House Hunters** mp ASSOCIATION 13½min col loan. Dramatized story of function of the realtor in serving buyer and seller. SH-A

**How Strong Is Russia Now?** fs NY-TIMES si b&w \$2.50. Compares and contrasts foreign policies, economic philosophy, military status. SH C

**A Letter to Moscow** mp ASSOCIATION 28min col loan. Story of an American firm as refutation of the Khrushchev's boast that Communism will win over Capitalism. SH-A

**Life Then and Now in the United States** 18fs EBF av43fr col set \$108 ea \$6. People, resources, problems and social interrelationships in 18 regions of the United States chosen for their unique historical-economic significance. Formerly distributed by Silver Burdett. Int JH

**Little Town—U.S.A.** 9fs EYEGATE col set with manual \$25 indiv \$4. Home life of a small community. Designed to parallel **Big City—U.S.A.** from same source. El JH

**The Road to Better Living** mp ASSOCIATION 25min col loan. The role of mortgage financing in building of homes, factories, offices, etc. SH-A

**A Story of Two Men** mp CHRISTOPHERS 30min sd b&w \$30. Life of Abraham Lincoln's teacher, Mentor Graham. JH-A

**Our Part In Conservation** mp MH 11min col \$125; b&w \$65. Two children get some first hand lessons in conservation as their family moves out into the suburbs—and deepen this knowledge as they study at school. Grades 3 and 4.

**Southwest Indian Country** sl DUNCAN 2x2 col packaged 4 to a unit with text. Extensive lists of available resources.

**The Twentieth Century** 50mp PRU-DENTIAL 30min (some 60min) consult local agents concerning loan. Documentaries on social studies topics telecast by CBS.

**We Live In a Trailer** mp BAILEY 10min col \$110 b&w \$60. Family life in modern mobile home; shows how people living thus are not really different from others. Pri.

## SOCIAL STUDIES Geography & Travel

**Africa** 4fs EBF av 55fr col set \$24 ea \$6. Titles: The Region; Native Tribes; Animals and Birds; Plants and Flowers. El JH

**Africa, Giant with a Future** mp ED-SERV 30min col \$195 r\$10. Tour of 16 African countries by Congresswoman Frances P. Bolton. SH A

**African Village** mp FILMDIS 17min col \$180 r\$10. The awakening of primitive village in Guinnee reflects the ferment now stirring the continent. SH C A

**After the Harvest** mp IDEAL 28min col loan. The function of the Chicago Board of Trade, world's largest commodity exchange, in marketing the country's agricultural production. SH C A TV

**Alaska: A Modern Frontier** (revised) mp CORONET 11min col \$100 b&w \$50, special price. From busy Fairbanks to the Eskimos at the Bering Sea. Gold, salmon, pioneer farmers of the Mantanuska Valley. Includes admission as 49th state. Int JH SH

**Alaska-Hawaii-Puerto Rico** (series) 9fs EYEGATE col set \$25. Three on each area. Statehood celebrations are included. Guide. JH

**Alaska, the 49th State** mp EBF 16min col \$180 b&w \$90. 2nd edition of **Alaska, Reservoir of Resources**, emphasizing people, occupations, resources. Int-A

**Arctic Fashions** mp AV-ED 10min col \$100. Making and designing of parkas, shoes, and other clothing as artistic expression of Eskimo women. El-A

**The Arctic—Islands of the Frozen Sea** mp EBF 30min b&w \$165. Actual accounts from the log-books of famous

explorers feature the narration; the frozen wastes of the Queen Elizabeth Islands reveal an unexpected abundance of life. El JH SH C A

**Arctic Super-Charged Sunshine** mp AV-ED 10min col \$100. How spring and summer come to the Arctic. El-A

**Audiovisual kits** fs and materials ICF catalogs available free on collections of materials on Turkey, Pakistan, Iran, Afghanistan and Yugoslavia.

**Australia** (Second Edition) mp EBF 22min col \$240 b&w \$120. Geographic, social, economic, and cultural aspects; underpopulation; insufficient water. El-A

**Bonanza** mp AV-ED 16min col \$135 b&w \$70. Story of Virginia City and its surrounding mining country. El-C

**Book Making Town in Liberia** fs LITERACY col \$5 r \$2.50. How a jungle in West Africa became a literate community. SH C A

**The British Isles** 5fs JAM col set (5) \$25.95, indiv \$5.75. Titles: **Great Britain, The Land and Farming; . . . Industria! Country; . . . Past and Present; . . . London; Ireland.** El JH.

**Central Europe** 6fs EBF av 50fr col set \$36 indiv \$6. Titles: Mountains and Valleys in Switzerland; Austrian Alps; People of West Germany; The Netherlands and the Sea; Rural Belgium; The Rhine River. El JH

**Child of Hawaii** mp JOURNAL 14min col \$150 b&w \$75. A real Hawaiian child tells of his islands in his own words and with his sister shows the school and play activities of their homeland. Pri elem.

**Children of Hawaii** mp AVIS 16min col \$160. A visit to school children in Hawaii shows wide variety of racial and national origins among the young Americans of the 50th state. Elem.

**Classic Scotland** mp AV-ED 10min col \$100. Castles, homes, villages. JH SH C

**Countries of Western Europe** 9fs EYEGATE col set with manual \$25 ea \$4. Titles: Austria; Belgium; Germany I & II; The Netherlands; Portugal; Modern Turkey I & II; Yugoslavia. El JH

**Customs of the Eskimo** mp AV-ED 10min col \$100. Man the hunter, woman the homemaker. Great celebration of the coming of spring. El-A

**Drew Pearson Reports on Israel's Living Desert** mp UIA 16min b&w r\$3. Irrigation conquers desert land for flourishing agricultural communes. JH-A

**Eire—The Irish Republic** 7fs col set \$25. Backgrounds, industries, people, education, cities, transportation, farms, prospects. El-SH

### Valerie Pictures

#### "FOUR LITTLE NAVAJOS"

Navajo children walk with beauty in Monument Valley

**PRIMARY — INTERMEDIATE**

**18 min. color \$110**

P.O. Box 3114 Cleveland 17, O.

**The Era of Water Commerce 1750-1850** mp MH 11min col \$140 b&w \$70. Importance and evolution of sea and canal transportation. JH

**Eskimo Family** mp EBF 17min col \$180 b&w \$90. Day-to-day life in the annual trek from winter camp to spring hunting grounds, visit to trading post. Int JH SH

**The Eskimo in Life and Legend** mp EBF 22min col \$240 b&w \$120. Significance of Eskimo sculpture as indigenous art form preserving ancient legends. C SH A

**The Face of the High Arctic** mp EBF 14min col \$150 b&w \$75. Evidences abound of the ice age, seasonal change, sparse wildlife, evidences of an early warmer climate, glaciers, changing face of the land. JH SH C A

**Face of the Land** mp UJA 27min b&w loan. Life in present-day Israel (1959); interviews with a teacher, hospital superintendent, agricultural director, archaeologist, etc.; problems, achievements and prospects of the new nation. JH-A

**The Family of Monsieur Rene'** mp FRITH 16min col \$130. Upper middle class family life in southern France. Father a school supervisor, mother a teacher. Son, 18, flies a plane; daughter, in 2600 student high school, rides jumping horses. Harbor scenes, beach party, public buildings of Perpignan. SH

**Fifty Miles from Poona** mp NFBC 20 min b&w \$90. Rural living in Phursangi, village in India. JH SH A

**Films About Mexico** (Series) Spanish narration version also available. col. Titles: **Acapulco** 20min col \$175 b&w \$90; **Guanajuato** 16min col \$150 b&w \$75; **Mexico City** 20min col \$175 b&w \$90; **Patzcuaro** 10min col \$100 b&w \$50; **Yucatan Ruins** 10min col \$100 b&w \$50; **Vera Cruz** 10min col \$100 b&w \$50. JH-C

**Forests of Tropical America** 6fs EBF av 50 fr col set \$36 indiv @ \$6. Titles: Land of the Tropical Forests; Mammals of . . . ; Monkeys of . . . ; Cats of . . . ; Birds of . . . ; Reptiles and Amphibians of the Tropical Forests. El JH SH

**France—Molly Visits Her Paris Cousins** mp FRITH 17min col \$139. American girl does Paris with two teenagers. El-SH

**Geography of South America; Five Northern Countries** mp CORONET 11min col \$110 b&w \$60. Physical geography and principal economic activities of Venezuela, Columbia and the three Guianas. Int.

**Giant in the Sun** mp CONTEMPORARY 20min b&w \$175 r\$7.50. Northern Nigeria at work and play; political, industrial and cultural advances. SH C A

**Glaciers** mp NORTHERN 14min col \$120. Live-action and animation shows how glaciers are formed, Moraines, nunataks, crevasses, eskers. Glacial landscapes of Greenland and Antarctica. Effects of Ice Age on North America, which could reappear in world temperature dropped in average by only 10 degrees. JH SH C A

**Greece** mp UWF 18min b&w \$39.28. U. S. Dept. of Defense release, shows colorful history and culture, post-war rebuilding and recovery of this NATO partner. JH SH A

**Hawaii—The Fiftieth State** mp EBF 17min col \$180 b&w \$90. The islands' origin, climate, resources, people, major industries, schools, strategic defense position. Evaluated ESAVG 11/59. JH SH

**Hawaii — USA** (Revised) 5sfs FH 200fr two 10" LP. Guides. Set (5 and 2 rec) \$29.95, less rec \$25. Indiv @ \$6. Titles: **Hawaii — Before the White Man; Monarchy to U.S. Territory; Honolulu How Hawaii Earns Its Living; People and Customs.** Narration by Kani Evans, Hawaiian lecturer. JH-A.

**If You Lived in Malaya** fs FRIENDSHIP 63 fr b&w \$3. A young Christian guides not only to tourist attractions but to actual cultural life of his people. Closing scenes focus on Christianity's effects. SH C A

**India and Ceylon** 6fs JAM col set \$31.50 indiv \$5.75. Titles: Farming in India; Village Life in India; Life in Northern India; Life in Southern India; Cities and Industries in India; Ceylon. El JH

**Iron Curtain Lands** mp GROVER-JENNINGS 20min col. A revised (1950) edition. Soviet Union and satellite nations in the post-Stalin era. JH-C

**Let's Visit Africa** film-disc TRAF-CAL \$265. 2 "Viewmaster" cardboard discs each with 14 frames (16mm) col; file-folder guide. Main emphasis is on rural life and on influence of schools, churches (Protestant) and hospitals. Pri-JH In same series, Japan, Alaska, Mexico.

**Living in the Soviet Union Today** (1960) 7fs RAND ea approx 50fr col captioned set \$39.75 ea \$6.50. Titles: Housing and Home Life . . . ; Schools and Pioneer Activities . . . ; Agriculture . . . ; Foods, Markets and Stores . . . ; Transportation and Communication . . . ; Four Cities of the Soviet Union (Moscow, Leningrad, Kiev, Tashkent); Natural Resources . . . JH SH A

**Making a Living Around the World** (series) 6mp UWF ea 20min b&w \$110. Titles: Trade and Transportation; Animal Raising, Hunting and Fishing; Farming in North and South America; Farming in Europe and Asia; Forestry; Mining. JH

**Maps for a Changing World** mp EBF 11min b&w \$60. Second edition of "The Airplane Changes Over World." How world map concepts have

evolved from ancient times to the Jet Age. Int JH SH A

**Netherlands: Past and Present** mp CORONET 10min col \$110 b&w \$60. Blend of historic tradition and modern development; traditional and modern occupations in rural and urban life; reclamation of land from the sea. Int JH.

**The New States—Alaska and Hawaii** fs NYTIMES 50fr b&w \$2.50. Land, people, history, industry, resources and culture. JH

**Our National Parks** 9fs EYEGATE col set \$25.

**Paris: The City and the People** mp CORONET 10min col \$110, b&w \$60. Dialog between a visiting American and a Parisian in course of a visual tour of the city. Culture, economic resources and progress; historic landmarks. JH SH

**Our School Life (Japan)** fs OSU 45fr si col \$4. Typical day in life of a modern Japanese school. El

**Peru: People of the Andes** mp EBF 16 min col \$180; b&w \$90. Life in the colorful Chincheros Valley, near the walled city of Cuzko. A self-contained Indian village contrasted with the tene-farmer hacienda economy. Economic progress reflected in new mining and transportation improvements, and in the modern capital, Lima. El JH SH A

**Puerto Rico** mp UWF 20min col \$195. Background, climate, agriculture, industry, capital investments from mainland. Dudley production. JH SH

**Report on Africa** mp EDSERV 3 parts ea 25min col set \$550 r\$25. I: West Africa; II: The Belgian Congo and South Africa; III: East Africa and Ethiopia. Congr. Frances P. Bolton trip through 16 countries. For 30min version see Africa — Giant with a Future. SH A

**AMERICAN FILM FESTIVAL**

*Blue Ribbon*

**AWARD WINNER**

**QUETICO**

A deeply inspiring film with its excellent photography and sound track that takes one from the cares to the serenity of nature and out into the great out-of-doors."

Narman B. Maare  
Rochester Public Library  
Color • 22 minutes  
Rental: \$10.00 • Sale: \$200.00  
Send For Our Latest Catalog

**Contemporary films inc.**

Dept. ES 267 W. 25th St. New York 1, N. Y.  
ORegon 5-7220  
Midwest Office  
614 Davis St., Evanston, Ill. DAVis 8-2411

The Republic of the Philippines mp UWF 18min col \$195. A Filipino teacher tells of his 7,083 island archipelago. Extreme cultural and economic contrasts. Growth of manufactures. JH-A

The Revolution of Expectations sfs LIFE 107fr col 10" LP \$7.50. Advances to higher living standards and individual freedom by the world's peoples. SH C A

The St. Lawrence Seaway 3fs JAM av 30fr col set \$14.95. Titles: Historical Background; Seaway Travel; The Seaway Power Project. Elem JH SH

St. Lawrence Seaway 104 sl MESTON col. Canals, locks, river, ships in transit. 26 packets of 4 slides each. EI-A

The St. Lawrence Seaway (Series) 3fs JAM col \$14.95. Titles: Historical Background; Seaway Travel; The Seaway Power Project. Elem JH SH

St. Lawrence Seaway 2fs VEC b&w ea \$3.75. Titles: I: Natural Obstacles, II: Building the Seaway. JH Reviewed ESAVG 9/59.

Satellite Globe RAND McNALLY 12" globe with orbit ring. \$14.95. Permits plotting of paths of satellites around the earth, based on angle of launching. Miles, degrees and hours calibrations for earth measurements.

Spirit of the White Mountains mp DAGGETT 12min col \$120. Apache tribe manages its modern business affairs self-reliantly; contrast seen to ancient ritual dances. Int JH SH C

The Story of the St. Lawrence Seaway mp MH 13min col \$150. National Film Board of Canada production showing importance of the 2300 mile waterway. JH SH

Thorncliffe mp CFI 25min sd b&w \$65 r\$2.50. Heavy industry valley in England; chemical plants, foundries, and road machinery. U.K. Central office of Information. SH C

Turkey—A Middle East Democracy mp UWF 20min col \$195. American visits young Turkish exchange student and sees the country through his friend's hopeful eyes. Climate, agriculture, geography, cities. JH SH

Two Arab Boys of Tangler, Morocco mp FRITH 18min col \$138. The boys, 17 and 15, go to school, roam the native as well as the European city, go out into the country and see working camels and Roman ruins, attend the departure for the annual pilgrimage to Mecca. JH SH

USSR — The Sikhote-Alline Mountains mp BRANDON 20 min col r \$7.50. Naturalists explore little known region in Far East, seeking medicinal plants; closeups of animal and reptile life. JH SH C A

Village of Switzerland mp C-W 20min col \$165 b&w \$90. The people of an Alpine village family—a little girl and her grandfather, an engaged couple at a livestock fair, cheese makers, citizen's arms inspection, and a democratic town meeting. JH SH

Water in Arid Lands fs UNESCO 47fr b&w \$3.50. The water cycle, hydrology, utilization of water from a variety of sources. JH-A

## SOCIAL STUDIES Government

The Bill of Rights: Its Meaning Today 5fs IFB set \$30. Captioned. In a mythical city the people enjoy all rights except those spelled out in our first ten amendments. Dramatized emphasis on Amendments I, IV, V, VI and VIII. JH SH

The Board of Directors sfs COOP col 12" LP \$35 r\$10. Legal responsibilities, organization and conduct of meetings. Designed primarily for cooperatives but applicable generally. SH C A

Citizenship and You mp CORONET 13½min col \$137.50 b&w \$75. Civics assignment leads to discovery that voters have many citizenship duties, rights, responsibilities. JH SH

A Compass for Agriculture mp USDA 21½min col apply. How the information gathered (since 1839) by the government on agricultural crops benefits the farmer (Revision of 1952 film of same title). SH C TV

The Constitution in Action (Decision Series) 6mp CMC ea 30min b&w \$125. Titles: Employment Standards; The Labor Union; The Right to Vote; Censorship; Military Power; Whose Interpretation? SH C A

Mr. Chairman mp EBF 13min col \$150 b&w \$75. The fundamentals of parliamentary law, origin of Roberts Rules of Order, done in cartoon drawing style. SH-A

Open Your Eyes mp CMC 15min col \$100. Combatting eye disease in Morocco with UNICEF and WHO aid. SH C A

Our Heritage of Freedom 9fs EYEGATE col \$25. Men and women who struggled to make democracy a workable way of life. Manual. Elem JH

People Like Maria mp CMC 28min b&w \$125. Bolivian nurse attempts to establish health center in the Andes. SH C A

Stars and Stripes on Display mp INDIANA 14min sd col.

Walk To Freedom mp FELREC 17min b&w \$100 r\$5. Non-violent boycott campaign against racial discrimination led by the Rev. Martin Luther King in Montgomery, Alabama, 1956. JH SH C A

What 80 Million Women Want mp CLASEX apply. Original 1912 production featuring Emeline Pankhurst and her suffragettes in their struggle for the right to vote. C A

Women on the March mp CONTEMPORARY b&w 60 min \$250. Available in 2 parts ea 30min @ \$130 r\$7 ea. The struggle for women's rights, back to Victorian days. NFBC production. SH C A

**EVERYTHING IN ELECTRONICS**  
**FREE ALLIED 1960 CATALOG**  
Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.  
**ALLIED RADIO**  
100 N. Western Ave., Chicago 80, Ill.


**THE FILM DOCTORS®**  
**SPECIALISTS**  
in the science of  
**FILM**  
**REJUVENATION**




**RAPIDWELD** Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"  
Send for Free Brochure

**rapid** **FILM TECHNIQUE INC.**  
Founded 1940  
37-02C 27th St., Long Island City 1, N.Y.

Election Year 1960




**TODAY'S**  
**STUDENTS**  
**TOMORROW'S**  
**CITIZENS**



FUNDAMENTAL  
DEMOCRATIC  
PROCESSES  
PRESENTED IN  
TWO AWARD-WINNING FILMS:  
× VOTING PROCEDURES  
× THE LEGISLATIVE  
PROCESS

Further review, or Rental Information available from  
**INDIANA UNIVERSITY**  
audio-visual center  
Bloomington, Indiana





## SOCIAL STUDIES History, Anthropology

**Abraham Lincoln's Life Through Postage Stamps** sfs H-R \$11. The life of the Great Emancipator told via reproductions of commemorative postage stamps, and interesting narration. Evaluated ESAVG 6/59. JH SH

**Africa Disturbed** mp BFC 28min col \$150. Five month survey of 21 countries by Dr. Emory Ross shows "Freedom 1960" the magic word. Discussion provoking analysis. SH C A

**The Ages of Time** mp ASSOCIATION 23min col loan. Man's progress in telling time, from Egyptian astronomy to electric clocks. JH

**The American Flag** mp EBF 14min col \$150 b&w \$75. Subtitled "The Story of Old Glory" this second edition features actual locations and dramatized events involving the origin, growth and meaning of our national flag. EL-A.

**American History** 6fs EBF av 74fr b&w set \$18 ea \$3. Titles: Early Settlers in New England; Planter of Colonial Virginia; Kentucky Pioneers; Life in Old Louisiana; Pioneers of the Plains; Flatboatmen of the Frontier. Int JH SH.

**American Indian Cultures—Plains and Woodlands** 6fs EBF av52fr col set \$36 ea \$6. Titles: The Boyhood of Lone Raven; The Manhood of Little Coyote; The Young Manhood of Quick Otter; The Travels of Quick Otter; Flamingo, Princess of the Natchez; The Journey of the Flamingo Princess. Int

**American Patriots** 6fs EBF av50fr col set \$36 ea \$6. Nathan Hale, Patrick Henry; Betsy Ross; Francis Scott Key; George Rogers Clark; Commodore Perry. Int

**The Background of the Civil War** mp FA 20min col \$200 b&w \$110. Extensive use is made of illustrations of the period, particularly from Harper's Weekly. Period: 1607 to 1860. JH SH

**Beginnings and Growth of Industrial America** mp CORONET 11min col \$110 b&w \$60. Economic and social changes between the Revolutionary and Civil wars. Rise of the factory system. Reconstructed historic scenes at Hopewell Village and Slater's Mill. Int JH SH

**Builders of America** (series) 8fs EBF av 52fr, b&w, set boxed (8) \$24, ea \$3. Daniel Boone; Lewis and Clark, Eli Whitney, Andrew Carnegie, John C. Fremont, Horace Mann, Susan B. Anthony, Booker T. Washington. EL JH SH

**The Byzantine Empire** mp CORONET 13½min col \$137.50 b&w \$75. Location, history, cultural contributions. Photographed principally in Turkey and Greece. JH SH

**Cave Dwellers of the Old Stone Age** mp EBF 18min col \$180 b&w \$90. Produced in the Dordogne region of France, where the cave of the Cro-Magnon man was discovered, the film shows weapons and other discoveries, as well as recreated life scenes Int JH SH

**Challenge for France** fs NYTIMES 57fr b&w \$2.50. History of empires and republics, postwar striving to regain old glories. SH C

**Chronicles of America** (series) 15fs YALE si b&w Set 15 with guide \$97.50; indiv \$7. Dramatic milestones in our country's history. Based largely on the documentary photoplays and the 56 volume history set of the same name. JH SH C

**Winston Churchill** rec COLREC 12" LP Selected portions of numerous notable speeches. From Edward R. Murrow's "I Can Hear It Now." SH C A

**Cold War—Berlin Crisis** mp FON 50min b&w \$200 r \$25. Division of defeated Germany, Berlin as a 4-power enclave, air lift. Produced for WPIX TV, New York. JH-A.

**Colonial Virginia** (series) fs COLWIL col \$5 with guide. Titles: Plantation Life in Colonial Virginia; The Planter Statesmen of Colonial Virginia; Cooking in Colonial Days; Independence in the Making; The Craftsman in Colonial Virginia. JH-C

**Colonization of America** 4sfs WEDBERG 199fr 2LP \$40. Jamestown to the Boston Tea Party. JH

**Confirming the Republic** 6fs SVE col set \$32.40 ea \$6. Titles: The Beginning of Political Parties; New Frontiers, New Democracy, New Industry; Expansion and Disunity; One Nation or Two; Reconstruction and Economic Development; Road to World Power and Responsibility. JH SH

**The Days of '49** rec FOLKWAYS 12" LP 16 songs of the Gold Rush days, sung by Logan English. Most are taken from the paper-bound songbooks published in California before 1860. Many are parodies sung to tunes then popular. SH C A ■

**Decline of the Roman Empire** mp CORONET 13½min col \$137.50 b&w \$75. Photographed in Rome, Jordan, Germany. Costumed dramatization Civil strife, barbarian onslaught. JH SH

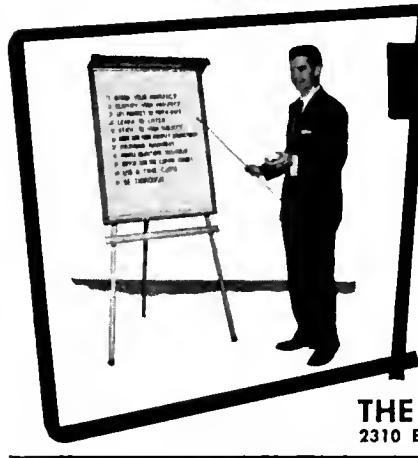
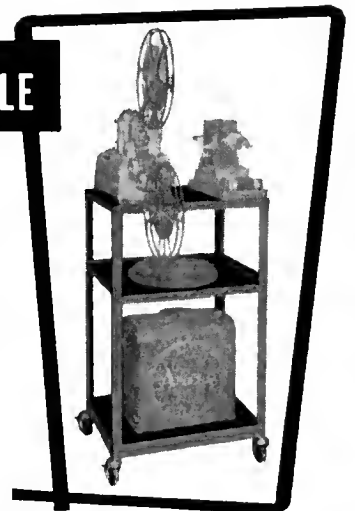
**Discovery and Exploration in America** 2sfs WEDBERG 31½min 91fr col LP \$20. Marco Polo, Columbus, Cortez, de Vaca, Coronado, DeSoto, Champlain, Marquette, Joliet. Int JH

**Documents of America** (additions to series) rec ENRICHMENT LP 12" ea \$5.29 (school and library price). Alexander Hamilton and Aaron Burr; reverse—Trappers and Traders of the Far West. Commodore Perry and

## PIXMOBILE PROJECTION TABLE

### KEEPS YOUR EQUIPMENT READY FOR USE

Save time...save storage space. Prepare your visual presentation in advance on the portable Pixmobile, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. 42" table only \$32.95.



## OPTIVOX PORTABLE EASEL

### FOR BETTER CHART TALKS

Make a better showing with the versatile OPTIVOX, suitable for either floor or table. Steel working board, finished in "rite-on" green, is adaptable for chalk, charts, or magnets. Aluminum legs fold into compact unit. Only \$44.95 Carrying case, lamps optional.

Write for Literature and Name of Dealer. Some Dealer Territories Open. Write...

**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS

the Opening of Japan and reverse—**Teddy Roosevelt and His Rough Riders.** Dramatized narrative with sound effects. JH.

**English History: Nineteenth Century Reforms** 13½min col \$137.50 b&w \$75. Factors influencing evolutionary political adjustment to the economic and social upheavals incident to the industrial revolution. SH

**The Explorations of Prince Henry** mp MH 11min col \$150 b&w \$85. Commemorative film marking 500th anniversary of death of Portuguese explorer-prince. JH

**A Father of the Southwest** mp DAGGETT 12½min col \$120, b&w \$60. How Father Kino introduced Spanish architecture, live stock, new crops into our colonial southwest. JH-C-A.

**Fort Ticonderoga** mp MH 15min col \$175 b&w \$90. Diverse colonization policies of British and French. Maps, dramatization, present-day scenes combine to tell story of the fort under three flags. JH

**Founders of America** (series) 6fs EBF av 52fr; b&w set boxed (6) \$18; ea \$3. Washington, Jefferson, Roger Williams, John Marshall, Franklin, Hamilton. EL JH SH.

**The Fountain of Jabalia** mp CONTEMPORARY 15min b&w \$35 r\$4. A million Palestinian refugees in the Gaza Strip. The UNRWA rehabilitation program. SH-A

**George Washington: Frontier Colonel** rec ENRICHMENT 12" LP. Summary of early life, emphasizing his 1753 journey to the Ohio Valley; service with Braddock. Flip side: **The Santa Fe Trail.** Elem JH ■

**Germany: Feudal States to Unification** mp CORONET 13½min col \$137.50 b&w \$75. Political development 1815 to 1871. Filmed abroad. JH SH



**4 SPEED  
RECORD &  
TRANSCRIPTION  
PLAYERS**

*Write for illustrated  
catalog*

**AUDIO-MASTER**  
17 E. 45th St., New York

**NEW!**     **The WILD RICE Story . . .**

*"Mahnomen—Harvest of the North"*

. . . a documentary educational film showing the ancient Chippewa "water" harvest of WILD RICE, stressing its importance, past and present, to the life of the northern forest Indians.

**History—Social Studies—Geography**  
17 Min. Color     \$170

Preview prints from  
**FILM RESEARCH COMPANY**  
Box 1015, Minneapolis 40, Minn.

**Hawaii—Crossroads of the Pacific** 8fs and kit WEDBERG col 12" LP 8 realia samples, 38p guide, 127p illustrated book, kit \$58. The filmstrips cover volcanic origins, physical environment, industries, fishing, arts and crafts, living. Record provides songs and sounds of Hawaii. Realia include tapa cloth, coral, lava, luahala, shells. Int JH

**Historic Flags of the U.S.A.** sl COLSLIDE col 2x2. In same series also: **States and Territories of the U.S.A.; Flags of the United Nations; Pan American Flags.**

**How the West Was Won** 4fs LIFE col sl (No script) set \$20; ea \$6. Titles: **Trail Blazers and Indians; Covered Wagon Days; Toward Statehood; Cowboys, Homesteaders and Outlaws.** JH

**Immigration in America's History** mp CORONET 11min col \$110 b&w \$60. Major waves from early 17th century to present, examined in historic, economic and sociological context. JH SH

**The Importance of Rivers**, mp AV-ED 10min col \$100. Cradles of civilization. E1-A

**In the Sikhote-Aline Mountains** 20min BRANDON col r\$7.50. Naturalist expedition to northeastern Siberia. Closeups of tiger, bear, elk, snake; the booming city of Artem. Produced by U.S.S.R., English language narration. SH C A

**Inauguration Addresses** rec SPOKEN WORD 12" LP Franklin D. Roosevelt, III and IV terms; Harry S. Truman beginning his first elected term. JH SH C A ■

**Information Slides** sl DUNCAN col 2x2; sets of 4 @ \$1.25. Titles include: **Frijoles Canyon** (8) (Bandelier Nat'l Monument); **Acoma Pueblo** (8); **Puye** (4) ancestral home of Santa Clara tribe; **Chaco Canyon** (8); **Taos Pueblo** (4); **Mesa Verde** (8). Each packaged 4 has excellent printed commentary. Larger sets: **Navajo Textiles; Pueblo Pottery; Navajo Silver.** JH-C-A

**Island Exile** mp CONTEMPORARY 10min b&w \$25 r\$4. Refugees from the island of Tinos resettled on the outskirts of Athens. SH-A

**Jamestown: The Settlement and Its People** 4fs EBF av 50fr col set (4) \$24; ea \$6. Titles: **Establishing the Jamestown Colony; Jamestown and the Indians; Jamestown Develops Trade; Life in Jamestown.** Int JH.

**Thomas Jefferson: Father of Democracy** rec ENRICHMENT 12" LP. As member of the Virginia House of Burgesses, writer of Declaration of Independence, services during Revolution, governor of Virginia, President. Reverse: **The Vikings.** JH ■

**Leaders of America** (series) 6fs EBF av 52fr b&w set (6) \$18; ea \$3. Titles **Lincoln, Jackson, Lafayette, Webster,**

**Calhoun, John Quincy Adams.** El JH SH

**Lewis and Clark Expedition** 2sfs WEDBERG 91fr LP col \$20. Reproduction of paintings, maps, models, on site photography; culture of many friendly Indian tribes. Elem JH

**Life and Land of Lincoln** mp IFF 3r ea 17½min col ea \$180; set (3) \$440. Titles: **Lincoln's Youth; The Illinois Years; The War Years.** Iconographic technique. Evaluated ESAVG 12/59 p662. SH C

**Life in Ancient Rome: The Family** mp CORONET 11min col \$110 b&w \$60. Typical day with Roman family, education for boys and for girls, shops, baths. Filmed in Rome. Costumed dramatization. Int

**Life in Early America** 6fs EBF av 52fr col set \$36 ea \$6. Titles: **Life in New Amsterdam; Life in Plymouth Colony; Life in Early Philadelphia; Life in Old Santa Fe; Life in Early Midwest; Life in Early California.** Int.

**Life of Lincoln** fs SVE col \$2.50. Photographed from the famous diagrams of the Chicago Historical Society. E1-SH

**The Living Past** (Series) 7mp CLASEX ea 15min b&w \$75 ea r\$10 ea. Topical film records of events from 1895 to 1915, political campaigns, building the Panama Canal, opening the NY subway, etc. JH-A

**Long Journey West—1820** mp INDIANA 16min col \$150 b&w \$75. Boy's account of 78-day trip with his family from New England to frontier Illinois, by wagon and flatboat, via New York, Delaware Water Gap, Pennsylvania pike, and the Ohio River. JH

**Man and His Fight for Freedom** 8fs EBF av 45fr col set (8) \$48 ea \$6. Titles: **Man's Origins; Man Learns to Communicate; Man, Builder of Cities; Man's Commerce; Man the Lawmaker; Man the Laborer; Man's Governments; Man's Search for Liberty.** SH C A.

**Man of the Century: Churchill** mp MH 56min b&w \$250. CBS broadcast on "Twentieth Century" series, Oct. 20, 1957. SH C A

**Meet Mr. Lincoln** mp EBF 27min b&w \$150. Made almost wholly from the photographs, cartoons and words of the time; a living portrait as his contemporaries saw him. NBC-TV production. Elem-A

**Mexico: Land of Color and Contrast** (revised) mp NEUBACHER 16min col \$155. Development from early Indian culture to modern present. E1-SH

**Modern Hawaii** (revised) mp CORONET 11min col \$110 b&w \$60. Geography and geology related to the islands' history and economy. Includes admission as 50th state. Int JH SH

**Navajo—A People Between Two Worlds** mp LINE 18min sd col \$150. Impact of white civilization crowding upon ancient time honored way of Indian life, evidently narrated by an educated Navajo woman. SH C A

**New Currents for Latin America** fs NYTIMES 56fr b&w \$2.50. Growing economic stresses, rise and fall of dictatorships, upsurge of anti-American sentiment. Discussion manual. JH SH

**New Zealand: The Land and the People** mp CORONET 11min col \$110 b&w \$60. Ports, live-stock, dairying, activities and recreation of people of European and Maori ancestry. Int JH SH

**Northern Land** mp COOP 30min col \$225 r\$10. The people of Norway's most northern land, Finmark. Rebuilding war-devastated areas; life of the Laplanders; reindeer economy; role of the cooperatives. SH C A

**Northeast Farm Community** mp INDIANA 15min col \$150 b&w \$75. Farm life in the early 1800's; individual labors, community interests, family life, natural resources and spiritual strength. Int.

**Our Constitution** 5fs WEBPUB col set \$30.50 indiv \$6.50. Titles: Writing the Constitution; Legislative Branch; Executive; Judicial, Bill of Rights. JH

**Our Country's Flag** (Second Edition) mp CORONET 11min col \$110 b&w \$60. Its symbolism and respect rituals. The "Pledge of Allegiance" explained Int Pri

**Our Heritage of Freedom** 9fs EYEGATE col with manual set (9) \$25 indiv \$4. Titles: American, the Beautiful; The Land and the People; The American Way of Life; Our Heritage of Freedom; The Symbol of Liberty; The Sound of Liberty; The Meaning of Democracy; Making Democracy Work. E1 JH

**Our Presidents I** 9fs EYEGATE col set \$25 with guide; Lincoln strip from Civil War set add \$2.50. George Washington through Chester A. Arthur. E1 JH.

**Patriotic Holidays** 6fs EBF av50fr col set \$36 ea \$6. Titles: Lincoln's Birthday; Washington's Birthday; Memorial Day; Independence Day; Columbus Day; Thanksgiving Day. Int.

**Pioneer Journey to the Oregon Country** mp CORONET 13½min col \$137.50 b&w \$75. Ten-year-old boy tells of journeying with his family in the wagon train. Int JH

**Pioneer Spinning and Weaving** mp INDIANA 10min col \$100 b&w \$50. Processing of flax and wool, photographed at the Farmers' Museum at Cooperstown, N. Y. E1-A

**The Pony Express in America's Growth** mp CORONET 11min col \$110 b&w \$60. The need for improved communication with the Far West; dramatic costumed re-enactment of inauguration and operation prior to the coming of the telegraph. Int JH

**Primitive Man in Our World** mp BAILEY 12min col \$120 r\$6. Basic pattern of life of primitive man observed in self-sufficient New Guinea tribe. JH-C A

**Quetico** mp CONTEMPORARY 22min col \$200 r\$10. Million-acre natural wilderness athwart the Minnesota-Ontario boundary, established jointly by Canada and U.S. JH-A

**The Rhine: Background for Social Studies** mp CORONET 11min col \$110 b&w \$60. Historical and economic importance from Roman days to present. Int JH SH

**Rise of the Roman Empire** mp CORONET 13½min col \$137.50 b&w \$75. High points of development from the city's beginnings to the establishment of the republic in 509 B.C., and the transition to dictatorship. Costumed dramatization. Photographed mainly in Rome. JH SH

**The Russian Revolution.** mp FON 20min b&w r \$30. Eye witness films of the revolution of 1917 and of the Civil War that followed. Historical documentary produced for WPIX television. JH-A.

**The Saga of the Erie Canal** mp LOEB 11min col \$125. The romance and humor of the great waterway. Song by Oscar Brand. JH-A

**The Santa Fe Trail** rec ENRICHMENT 12" LP Dramatization of first wagon train (1822); emergency fording of flooded river, fighting off an Indian attack, exploration of the Cimarron River. Reverse: George Washington: Frontier Colonel. Elem JH ■

**The Secret Life of Adolph Hitler** mp FON 50min b&w r \$25. Imprisonment, "Mein Kampf," rise to power in 1933. Life at Berchtesgaden. Russian films of final capture of Berlin. JH-A.

**Settling the New World** 6fs EBF av49fr col set (6) \$36 ea \$6. Titles: Spanish Colonization; French Colonization; New England Colonization; The Middle Colonies; The Southern Colonies; Colonial Government. JH SH

**Spain—Valencia Family** mp FRITH 16min col \$130. Two boys 18 and 13, and their 16-year-old sister make the Spanish family understandable to American students. JH SH

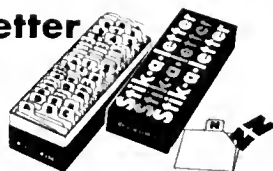
**Supreme Court Cases** 2rec EAVI LP \$11.90. Eleven historic questions of basic law, from Marbury vs Madison

to the School Segregation Decision. The cases, in separate bands, are presented by a) narrator's statement of facts, b) arguments for plaintiff, c) same for defendant, d) the Court decision. SH C

**Tipi-How** mp TETON 12min sd col \$100; b&w \$50. The art of erecting a tipi as it was done in the culture of The American Plains Indians. JH SH C A

## Stik-a-letter

PROFESSIONAL  
LETTERING  
TECHNIQUE



Write for literature

Stik-a-letter Co. Rt. 2, Box 1400, Escondido, Calif.

The significance to DEMOCRACY and the HISTORY of the Statue of Liberty is depicted in

\* BIRTHDAY PRESENT TO AMERICA \*

14 min., sd., b/w — Sales & Rentals  
Information on this and other films

**ROBERT DISRAELI FILMS**

Box 343 Cooper Station,  
New York 3, N.Y.

## COMPCO

professional quality reels and cans  
are preferred by...



**WILDING**  
Communications  
For Business

Only CompcO offers "a new dimension in quality" recognized and accepted by leaders in the movie making industry. CompcO's superiority is attributed to a new, major advance in film reel construction—resulting in truly professional reels that run truer, smoother, providing lifetime protection to valuable film. CompcO reels and cans are finished in a scratch-resistant baked-on enamel, and are available in all 16 mm. sizes—400 ft. thru 2300 ft. For details and prices write to:

**COMPCO corporation**

1800 N. Spaulding Ave., Chicago 47, Ill.

## HELPFUL BOOKS

**ADMINISTERING AUDIO-VISUAL SERVICES.** By Carlton W. H. Erickson. Covers administrative, supervisory, and technological problems, emphasizing competent performance in all service aspects. 479 pp., illustrated. Macmillan Company, 60-5th Ave., New York 11, N. Y. \$6.95.

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Diffor. Twelfth Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Holsted, M. A. Sixth Annual Edition. 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 20th Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$9.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

**Traditional England** mp AV-ED 10min col \$100. London; Shakespeare country; Exmoor; Glastonbury; Tintagel, York, Land's End. JH SH C

**The True Story of the Civil War.** rec CORAL 12" 33.3 rpm. Summary of major actions from the 1860 campaign to the assassination of President Lincoln. JH

**Turkey kit** ICF 8fs with coordinated LPs, 16 study prints, 4 realia items, \$58. History, cities, villages, art, geography. EI-SH Evaluated ESAVG 1/60, p31.

**The United Nations Way to Freedom** fs BFC 70 fr col \$7. Two scripts, one for general use, the other for women's groups. Well being, dignity and love are shown as the ingredients of the free life. SH A

**The Vikings** rec ENRICHMENT 12" LP. Explorations of Eric the Red and Lief the Lucky westward from Iceland. Reverse: Thomas Jefferson: Father of Democracy. EI JH ■

**The Vikings—Life and Conquests** mp EBF 17min col \$180; b&w \$90. Film follows Viking raids, influence on areas invaded, and counter-influence on their own culture. Produced in Norway. Int. JH SH

**Warriors at Peace** mp DAGGETT 12½ min col \$120, b&w \$60. Peaceful life of the Apaches contrasted with their warlike past. Surviving tribal customs and rituals. Contiguous cultures. JH-C-A.

**The Warsaw Ghetto** mp NYBR 28½min b&w nominal service charge. CBS kinescope showing the Jews' heroic resistance against the Nazi oppressors who sought to exterminate them. JH-A

**World War I (series)** 3mp CORONET. Titles: **The Background** and **The War Years** (ea 13½min b&w \$75); **Building the Peace** (11min b&w \$60). SH

**We Very Much Regret** mp CONTEMPORARY 14min b&w \$30 r\$4. Refugee camp in northern Germany where families have been forced to exist for years. UN production. SH-A

**Westward Growth of Our Nation** mp CORONET 11min col \$110 b&w \$60. Treatment is regional and chronological. The Oregon Country (Spain-Russia-Britain); Texas (Mexico, California, the Gadsden Purchase). Int.

**Wild Animals of Pioneer America** prints AVE 11x13" Set (8) in folder \$9.75. Lithographed color reproductions of paintings of bison, sea otter, beaver, deer, grizzly bear, gray wolf, moose, and wild horse. Drawings and descriptive text on reverse side of each print. Elem.

**Williamsburg: Story of a Young Patriot** mp COLWIL 34min sd apply. Politi-

cally neutral planter elected to House of Burgesses, is gradually won over to the idea of independence. Evaluated ESAVG 12/59 p660. JH SH C

**World History: An Overview** mp CORONET 16min col \$165 b&w \$90. History's determinants from its dawn to present are shown as man's physical and spiritual needs, importance of communication. JH SH

## Social Problems

**Accent On Abilities** fs POCKET 78fr col \$6. Severely handicapped men and women helped into highly skilled jobs; post-rehabilitation return to competitive labor market. SH C A

**Analysis of the World Scene** tape FELREC 60min 3¼ips \$3.50 r\$1.50. A. J. Muste discusses U.S. foreign policy toward USSR in view of a recent visit there, and the effect of exchange of visits by scientists and churchmen. Other tapes in same series: **Deterrence and Limited War** and **Militarism and Disarmament** (John M. Swomley, Jr.) SH C A

**As Our Boyhood Is** mp METHODIST 15min b&w r\$3 Development of educational and cultural life of the Negro in the United States. A SH JH

**At This Moment** mp WLISR 18min col loan. Active participation of women in all phases of work and life in Israel, fostered by aid from American women through five homes in which refugee women are aided to prepare and train for their new life. SH C A

**The Biggest Bridge in Action** mp MUTUAL 27½min col loan. The "bridge" is built over the chasm of misunderstanding and reluctance to employ the physically handicapped, in the mythical town of Action, Nebraska. A young engineer, crippled by polio, finds that while he has learned to face the world despite his handicap, his local world was not quite ready to face him. The "hero" does not have to act the part, it is his own life situation. JH-A

**The Case of Dr. Laurent** mp BRAN- DON 90min b&w r. English dialog version, or French with English subtitles. Paris doctor introduces new technique of painless childbirth into backward provincial village. LOD approval for adults and older adolescents.

**Drew Pearson Reports on War and Peace** mp UIA 23min r\$3. Interviews with farmers, students, housewives, fishermen and tohers in Israel on their attitude toward their Arab neighbors. JH-A

**Face to the Future** fs FRIENDSHIP 70fr col \$6. Disruption of family life by migrant male labor and its effect on native African culture. Role of the church in mitigating oppoive labor conditions in South Africa. SH C A

**Fair Chance** mp PARTHENON 14½min col \$75 b&w \$45. The case for planned parenthood is dramatized in the conversation of two expectant fathers, waiting outside the maternity ward. Well reviewed by critics, clergy, health authorities. A C SH

**Heart of the Neighborhood** mp METHO-DIST 29min col r \$8 b&w r \$4. The work of the Marcy Center in the heart of Chicago's North Lawndale section. A light-fingered teen-ager and his hanger-on are featured. All-age interracial program includes nursery school, craft classes, clubs, teen-age socials, parents' groups and Block Clubs. SH C A

**The High Wall** mp FELREC 15min col r\$5. Case history of a young bigot and how he got that way. How prejudice spreads like infection from adult to child. JH-A

**Kryfto** mp CONTEMPORARY 20min b&w \$35 r\$4. Life in a war refugee camp near Athens. Children play, an old refugee finds a haven, a young one a job. The film gets its name from the hide-and-seek game played by the children. UN production. SH-A

**Lots for Sale** mp UWISC 18min col \$79.39 r\$1 (in Wisconsin 50c per week). Problems of new housing areas—streets, drainage, sewage disposal, gas, electricity, telephone, mail, schools, zoning. SH C A

**Modern Mounting by the Dry Mounting Process.** Manual. Free. SEAL

**Momma Don't Allow** mp CONTEMPORARY 22min b&w \$125 r\$10. Self-chosen diversions of London teen agers at dance of the Wood Green Jazz Club. C A

**The New Commandment** sfs METHO-DIST LP or 78rpm b&w \$1 r\$2.50. The problems of human rights in the American way of life. JH-A

**A New Day for African Women** fs LITERACY col \$5 r\$2.50. How reading helps women select the best from the old and the new as they face radical changes in their lives in both village and town. SH C A

**Not By Might** mp FELREC 17min b&w \$35 r\$2.50. A. J. Muste proposes a child-centered world as means of ending war. Filmed address. SH-A

**Out** mp UN 25min b&w loan. Hungarian widow and her two children housed in refugee camp in Austria under deplorable conditions because American immigration quotas are full. SH C A

**The Population Explosion** mp CAROUSEL 43min b&w \$200. The world's

population may double in the next 30 years. What this may mean in food, unrest. JH SH C A

**Press, Film, Radio, TV Folder** lists 26 publications including **Professional Association in the Mass Media** 1959, 208pp, \$5 cloth, \$3.50 paper; **Education by Radio: school broadcasting** 1953, 72pp, 40c; **The Entertainment Film for Juvenile Audiences** 1952, 240pp \$1.25; **International Rules for**

**Cataloguing of Educational, Scientific and Cultural Films and Filmstrips on 3x5 Cards** 1956 preliminary edition 40c, 801 Third Ave., New York, N. Y., Manual for Evaluators of Films and Filmstrips 1956 40c. UNESCO

**Segregation and the South** mp CONTEMPORARY 60min b&w \$150 r\$15. Documentary traces effect of the Supreme Court decision of 1954. Success in "fringe" communities, clash with reborn Klan in others, Montgomery bus boycott, martial law in Clinton, Tenn., trends and prospects. Produced for the Fund for the Republic. SH C A

**Strangers in Their Own Land** fs FRIENDSHIP 75fr col \$5. Discussional presentation of problems of American Indian family moving from reservation life to a big city. SH A

**This Is My Friend** mp CCWD 28min b&w \$125 r \$5. Alone, without family or friends, 83-year-old recluse is brought back into contact with the world through the sympathetic efforts of a volunteer "Friendly Visitor" sent by the county Welfare Department. SH C A

**Village Reborn** fs LITERACY col \$5 r\$2.50. All-village literacy campaign in Egypt. A supplementary book (25c) tells the effect of the campaign on the life of the same village. SH-A

**Vision (Series II)** 13mp EBF av 28min b&w \$150. Outstanding thinkers of our century tell their views and outline their philosophy and perspective for human development. Titles: Van Wyck Brooks; Pearl Buck; Grenville Clark, James B. Conant; Harry Emerson Fosdick; Edith Hamilton; Father John LaFarge; Margaret Mead; Karl Mcninger; Robert Moses; Eleanor Roosevelt; Harlow Shapley; Daisetz Suzuki. SH C A TT

**Where Will You Hide** mp FELREC 22 min col r\$2.50. Grim portrayal of present-day warfare—nuclear, chemical, bacteriological. JH SH A

**Women, Unite!** fs POCKET 52fr col \$5. The work of the National Council of Negro Women on local and national field. A

Free  
AV  
information

see  
return  
coupons  
on  
page 392

### Films about cooperatives



As Consumers We're Owners,  
13½ min., color. ....\$110.  
Help Yourself to Ownership, 11 min.,  
B&W. ....50.  
What is a Co-op?, 25 min., B&W. ....75.  
The Board of Directors, 35mm., sound-  
slidefilm, 64 frames. ....35.  
For free catalog of films write  
COOPERATIVE LEAGUE OF U.S.A.  
343 S. Dearborn St., Chicago 4, Illinois

## PAT DOWLING PICTURES



New and outstanding for a wide range of age-levels for science and conservation

### COPPER MINING

14 min. color \$135.00

Write for Study Guides and Previews

1056 S. Robertson Blvd., Los Angeles 35, Cal.

## Clean Film the Modern Way

### Edwal COLOR FILM CLEANER



—Anti-Static  
—20 Times less toxic than carbon tetrachloride

Fast, Reliable, Economical  
4-oz. 65c 1-gal. \$8.25

Ask your dealer

Edwal Scientific Products Corp.  
555 W. 119th Street • Chicago 28, Illinois

# ALPHABETICAL TITLE INDEX

This is a listing by title, of all the materials appearing in this edition of the BLUE BOOK

## A

About the Human Body ..... 352  
 Accent Aigu (series) ..... 358  
 Accent on Abilities ..... 386  
 Acids, Bases, and Salts ..... 377  
 An Adventure with Andy ..... 364  
 Adventures in Modern Leather  
 Craft ..... 345  
 Adventures in Rhythm ..... 362  
 Adventures in Science:  
 The Size of Things ..... 373  
 Adventures in Slidefilms ..... 346  
 Adventures of a Chipmunk  
 Family ..... 364  
 Adventures with Numbers ..... 362  
 Adventures in Conservation ..... 379  
 Adventuring in the Hand Arts ..... 345  
 Africa ..... 380  
 Africa Disturbed ..... 383  
 Africa, Giant with a Future ..... 380  
 Africa is Waiting for Christ  
 and His Church ..... 366  
 African Village ..... 380  
 After the Harvest ..... 380  
 The Ages of Time ..... 383  
 Air ..... 373  
 Airplanes, Jets and Rockets ..... 373  
 Airplanes: Principles of Flight ..... 373  
 Alaska-Hawaii-Puerto Rico  
 (series) ..... 380  
 Alaska, the 49th State ..... 380  
 Alaska: A Modern Frontier  
 (revised) ..... 380  
 Alaska, a World to be Won ..... 366  
 Alaska's Modern Agriculture ..... 343  
 Alcohol, Let's Think it Over ..... 352  
 Alice in Wonderland ..... 360  
 All Day Long ..... 366  
 Alphabet Conspiracy ..... 359  
 Alternatives ..... 344  
 America's Cup Races—1958 ..... 364  
 The American Flag ..... 383  
 American Folk Heroes ..... 360  
 American History ..... 383  
 American Indian Cultures—  
 Plains and Woodlands ..... 383  
 American Patriots ..... 383  
 American Women—Partners  
 in Research ..... 356  
 Ammonia ..... 377  
 Analysis of the World Scene ..... 386  
 Anatomy ..... 371  
 The Ancient Mariner ..... 360  
 "..... And on Earth Peace" ..... 366  
 And Ye Also Are Witnesses ..... 366  
 Animal Story ..... 364  
 Animal Town of the Prairie ..... 371  
 Animals ..... 371  
 Animals Move in Many Ways ..... 371  
 Animals of Prehistoric America ..... 371  
 Animals Protect Themselves ..... 377  
 The Apostles Creed ..... 366  
 Appalachian Spring ..... 345  
 The Appreciation of Pictures  
 (series) ..... 345  
 Architecture Mexico ..... 345  
 Architecture West ..... 345  
 Arctic Fashions ..... 380  
 The Arctic—Islands of the  
 Frozen Sea ..... 380  
 Arctic Super-Charged Sunshine ..... 380  
 Arctic Wildlife Range ..... 371  
 Area and Volume ..... 362  
 Aristotle and the Scientific  
 Method ..... 373

Around the World Easter Party ..... 366  
 Arranging Flowers in Your  
 Home ..... 356  
 Art and You ..... 345  
 The Art of Henri Matisse ..... 345  
 The Art of Van Gogh ..... 345  
 As Our Boyhood Is ..... 386  
 At This Moment ..... 386  
 Atomic Energy (series) ..... 373  
 Atomic Energy ..... 377  
 Atomic Energy in Canada ..... 377  
 Atomic Power and the  
 United States ..... 377  
 Audiovisual Kits ..... 380  
 The Audio Visual Supervisor ..... 348  
 The Audio-Visual Training  
 Series ..... 348  
 Australia (second edition) ..... 380  
 Automotive Electrical Funda-  
 mental ..... 357  
 Autopsy of an Auto Accident ..... 352  
 Autumn Color ..... 345

## B

The Baby and the Battleship ..... 350  
 Babylonian Biblical Chants ..... 366  
 Baby's Health and Care  
 (series) ..... 353  
 Back to School—'59 ..... 348  
 Backbone of the Corps ..... 344  
 The Backbreaking Leaf ..... 343  
 The Background of the  
 Civil War ..... 383  
 Balance in Nature ..... 371  
 Balance Your Diet for  
 Health and Appearance ..... 353  
 Baptism and the New Creation ..... 366  
 Barbara's Happy Christmas ..... 366  
 Barrel Number One ..... 373  
 Basic Electricity (series) ..... 373  
 Basic Primary Science ..... 373  
 Basketball for Boys ..... 364  
 Battle of the Bugs ..... 371  
 Beethoven: Concerto in D Major  
 Op. 61 ..... 363  
 Beethoven: The Nine  
 Symphonies ..... 363  
 Beginning French Conversation ..... 358  
 Beginning Phrose Reading ..... 348  
 Beginning Lip Reading ..... 348  
 Beginning Responsibility:  
 Lunchroom Manners ..... 350  
 Beginnings of Conscience ..... 350  
 Beginnings and Growth of  
 Industrial America ..... 383  
 A Better World Begins With Me ..... 366  
 Between the Tides ..... 371  
 The B-Flat Clarinet ..... 363  
 The Bible Speaks on  
 Segregation ..... 366  
 Bible Story (series) ..... 366  
 The Bicyclist ..... 353  
 The Big Bluff ..... 364  
 The Biggest Bridge in Action ..... 386  
 Bike Behavior ..... 353  
 The Bill of Rights:  
 Its Meaning Today ..... 382  
 Billy Meets Tommy Tooth ..... 353  
 Biography of a Missile ..... 344  
 Birds: How We Identify Them ..... 372  
 Biology I ..... 371  
 Biology II ..... 371  
 Birds and Their Songs ..... 372  
 The Birth of Christ ..... 366  
 Black Patch ..... 373  
 Blazing a Trail to the Stars ..... 373

## C

Blessed Are the Peacemakers ..... 366  
 The Board of Directors ..... 382  
 The Bolshoi Ballet ..... 350  
 Bonanza ..... 380  
 Book Making Town in Liberia ..... 380  
 The Book of Acts ..... 366  
 Born in Freedom ..... 357  
 Boy Scientists I (series) ..... 373  
 Brattain on Semiconductor  
 Physics ..... 377  
 Breakthrough the Challenge  
 of Agricultural Research ..... 352  
 The British Isles ..... 380  
 Builders of America (series) ..... 383  
 Building the American Dream ..... 356  
 Building a Better Sunday  
 School ..... 366  
 Bulgaria ..... 362  
 Bureau of Mines Films ..... 357  
 The Busy Harbor ..... 357  
 The Byzantine Empire ..... 383

The Cancer Challenge to Youth ..... 353  
 The Canterbury Tales ..... 360  
 The Captain from Koenig ..... 350  
 Career Opportunities in the  
 A.R.D.C. ..... 344  
 Careers in Science ..... 352  
 Carrot Nose ..... 364  
 The Case of Dr. Laurent ..... 386  
 Cash Registering for Quick  
 Service ..... 346  
 The Catholic Way ..... 366  
 Cattle Wobble Flies ..... 343  
 Cave Dwellers of the  
 Old Stone Age ..... 383  
 Central Europe ..... 380  
 Ceramic Glazes ..... 345  
 A Chairy Tale ..... 364  
 The Challenge ..... 353  
 Challenge for France ..... 383  
 The Changing Maple Country ..... 343  
 Channels of Power ..... 366  
 Chaplin Comedies ..... 347  
 The Charge of the Light  
 Brigade ..... 350  
 Chemical Change ..... 377  
 Chemistry Film Set ..... 377  
 Chemistry Laboratory Series ..... 377  
 Chemistry of Iron Making ..... 357  
 The Chicken ..... 350  
 Child of Hawaii ..... 380  
 A Child's Prayer ..... 366  
 Children of Hawaii ..... 380  
 Children's Songs ..... 364  
 Children's Stories of Famous  
 Americans ..... 364  
 Children's Story Book ..... 365  
 Children's Story Films ..... 365  
 Children's Story Filmstrips  
 (series) ..... 350  
 China Under Communism ..... 379  
 Choice in China ..... 356  
 Christian Adventures in Central  
 America ..... 366  
 Christian Frontiers in Alaska ..... 366  
 Christian Living (series) ..... 366  
 Christian Roots in Southeast  
 Asia ..... 366  
 Christian Stewardship (series) ..... 366  
 Christmas for All Ages  
 (series) ..... 366  
 Christmas on Grandfather's Farm  
 (new short version) ..... 379  
 The Christmas Riddle ..... 367

Chromium and Manganese ..... 377  
 Chronicles of America (series) ..... 382  
 Winston Churchill ..... 382  
 Circulation—Why and How ..... 377  
 Circle of Confidence ..... 362  
 Citizenship and You ..... 382  
 The City Church ..... 367  
 Civil Defense Emergency  
 Hospital ..... 344  
 Classic Scotland ..... 386  
 Cold War—Berlin Crisis ..... 385  
 The Colditz Story ..... 351  
 College Entrance Exams  
 (English) ..... 349  
 The Colloidal State ..... 377  
 Colonial Virginia (series) ..... 382  
 Colonization of America ..... 382  
 Communications for Beginners ..... 347  
 Communication in the Modern  
 World ..... 377  
 Communication: Story of Its  
 Development ..... 344  
 Commutation of D-C Machines ..... 357  
 The Compass ..... 377  
 A Compass for Agriculture ..... 381  
 Composition ..... 351  
 Confirming the Republic ..... 382  
 Congo Christian Centers ..... 362  
 Congo Close-Up ..... 362  
 Congo Handclasp ..... 362  
 Congo Journey ..... 366  
 Conserving Our Forests Today ..... 377  
 Conserving Our Soil Today ..... 344  
 The Constitution in Action  
 (Decision Series) ..... 382  
 Controlled Photographic  
 Lighting ..... 344  
 Copper Mining ..... 351  
 Copper, Steward of the Nation ..... 351  
 Correlieu ..... 344  
 Cotton—Fibre With a Future ..... 344  
 Countries of Western Europe ..... 381  
 Country School ..... 381  
 County Fair ..... 344  
 CPA ..... 344  
 Craftsmen of Canada ..... 344  
 Creative Rhythms ..... 366  
 Crime at Chatiment ..... 356  
 Crocheted Mountain, U.S.A. ..... 344  
 The Crucible ..... 351  
 Crystals—An Introduction ..... 377  
 Customs of the Eskimo ..... 382

## D

Dance Your Own Way ..... 344  
 Darwin Discovers Nature's  
 Plan ..... 377  
 The Dawn of Better Living ..... 351  
 The Day Called X ..... 344  
 A Day of Living ..... 377  
 The Days of '49 ..... 382  
 The Dead Sea Scrolls  
 and our Scriptures ..... 366  
 Decline of the Roman Empire ..... 382  
 Demonstrating the Gas Laws ..... 377  
 Design for Abundance ..... 344  
 Designing a Better Tomorrow ..... 351  
 Destination Earth ..... 377  
 Determination of Atomic Weight ..... 377  
 Devotional Worship Service ..... 366  
 Dick's Discovery ..... 366  
 Digging Deep ..... 366  
 Discovery and Exploration  
 in America ..... 382  
 Disney Cartoons ..... 351

# Alphabetical Title Index

divided Germany: Pivot of the Cold War ..... 379  
 Documents of America (Additions to series) ..... 383  
 Dogs, Cats and Your Community ..... 353  
 Dollars for Health ..... 353  
 Down to Earth ..... 374  
 New Pearson Reports on Israel's Living Desert ..... 380  
 New Pearson Reports on War and Peace ..... 386  
 Live Defensively! ..... 353  
 Live! Education (TV series) ..... 353  
 Lumps of Passion ..... 363  
 Gold Duck in Sunday School (series) ..... 367  
 The Dump That Got Its Face Lifted ..... 367  
 Past or Destiny ..... 372

## E

The Eager Piano ..... 365  
 Early Nickelodeon Mellow Dramas ..... 347  
 Early Reading and Writing ..... 348  
 The Earth (series) ..... 374  
 The Earth and Its Moons ..... 374  
 The Earth—Our Planet ..... 374  
 Earth Satellites—Explorers of Outer Space ..... 374  
 The Earth's Surface ..... 374  
 Easier Arithmetic (series) ..... 362  
 Easter in Jerusalem ..... 367  
 Easter Series ..... 367  
 Easter Stories ..... 365  
 Echo of an Era ..... 357  
 Ecology (series) ..... 372  
 The Economics of American Living ..... 379, 380  
 Education is Everybody's Business ..... 348  
 Effective Listening ..... 348  
 Eire—The Irish Republic ..... 380  
 El Patito Feo ..... 358  
 Extra Newsreel ..... 357  
 Electricity: How to Make a Circuit ..... 374  
 Electromagnetic Spectrum ..... 377  
 The Electron Tube ..... 377  
 Electronic Dynamic Demonstrator ..... 377  
 Electronic Mock-Ups ..... 377  
 Elementary Classroom Guidance ..... 348  
 Elementary Science Laboratory ..... 374  
 Elements, Compounds, Mixtures ..... 377  
 The Era of the Philippines ..... 367  
 The Emperor's New Clothes ..... 359  
 The Enchanted Isles—The Galapagos ..... 372  
 End of the Line ..... 357  
 English History: Nineteenth Century Reforms ..... 384  
 The Era of Water Commerce 1750-1850 ..... 381  
 Escapade ..... 350  
 Eskimo Arts ..... 345  
 Eskimo Family ..... 381  
 The Eskimo in Life and Legend ..... 381  
 Espana: Tierra y Pueblo ..... 358  
 Establishing Work Standards in Sampling ..... 346  
 The Ever-Changing Earth ..... 374  
 Every Day Except Christmas ..... 347  
 Evaluation of Farming ..... 343  
 Evaluation of Power ..... 377  
 Exchanging Greetings and Introductions ..... 350  
 Experience With an Eel ..... 372  
 Experimental Cancer Research ..... 362  
 Explaining Matter—Atoms and Molecules ..... 377  
 Explaining Matter: Molecules in Motion ..... 374  
 The Explorations of Prince Henry ..... 384  
 Exploring the Edge of Space ..... 374  
 Exploring the Moon ..... 374

Exploring With Science ..... 374  
 Exposure ..... 347  
 Exposure Meter: Theory and Use ..... 347  
 Expression Through Dance ..... 345

## F

Fabiola ..... 350  
 Fable for Friendship ..... 367  
 The Face of the High Arctic ..... 381  
 Face of the Land ..... 381  
 Face to the Future ..... 367, 386  
 Facts About Film ..... 347  
 Facts About Oil ..... 357  
 Facts About Projection (2nd edition) ..... 348  
 Facts of Faith ..... 367  
 Fair Chance ..... 387  
 The Fallout Atom ..... 374  
 Fallout—When and How to Protect Yourself Against It ..... 344  
 The Family Altar ..... 367  
 The Family of Monsieur Rene ..... 381  
 The Far Side of the Moon ..... 374  
 Farmer Don and the City ..... 343  
 Farmers of Japan ..... 343  
 A Father of the Southwest ..... 384  
 Favorite Passages from the New Testament ..... 367  
 The Federal Veterinarian in Agriculture ..... 343  
 Fidelio ..... 364  
 Fifty Miles from Poona ..... 381  
 50,000 Lives ..... 353  
 Films About Mexico (series) ..... 381  
 Filmstrips, Use, Evaluation and Production ..... 348  
 Finger Games No. 1 ..... 365  
 Fire and Fire Prevention ..... 353  
 Fire Magic ..... 374  
 First Aid on the Spot ..... 353  
 First Soviet Earth Satellites ..... 374  
 The Five-String Banjo ..... 363  
 Flagged for Action ..... 357  
 Flannel Board Games ..... 365  
 The Flow of Life ..... 372  
 Flowers at Their Best ..... 343  
 Folk Music of Japan ..... 364  
 Folk Songs for Young People ..... 364  
 Folk Songs of America's History ..... 364  
 Footsteps of Jesus ..... 367  
 Footsteps of Livingstone ..... 367  
 Footsteps of Paul ..... 367  
 For All Time ..... 380  
 Forests of Tropical America ..... 381  
 The Formation of Ferramagnetic Domains ..... 374  
 Forms of Poetry ..... 359  
 Formulas in Mathematics ..... 362  
 Fort Ticonderoga ..... 384  
 The 4-H Leader ..... 343  
 40 Billion Enemies ..... 356  
 The Forty-first ..... 350  
 Founders of America (series) ..... 384  
 The Fountain of Jabalia ..... 384  
 Four Firsts of Motor Maintenance ..... 357  
 Four-in-One Guy ..... 357  
 France Actuelle: Le Pays et ses Habitants ..... 358  
 France—Molly Visits Her Paris Cousins ..... 381  
 Free and Inexpensive Learning Materials ..... 348  
 Free Sport Films ..... 364  
 French Civilization as Reflected in the Arts ..... 345  
 French Film Reader (series) ..... 358  
 French for Beginners ..... 358  
 French Language (series) ..... 358  
 Frog Anatomy ..... 372  
 From Generation to Generation ..... 372  
 From Leaves of Grass ..... 360  
 From Mountains to Microns ..... 357  
 Fun and Fitness with Music ..... 364

Fun Playing Volleyball ..... 364  
 Fundamentals of the Nervous System ..... 372  
 Fundamentals of Science—Grades 3 and 4 ..... 374  
 The Future is Now ..... 380

## G

The Gadfly ..... 350  
 Galileo ..... 374  
 The Gasoline Age—History of Transportation ..... 357  
 Gasoline's Amazing Molecules ..... 357  
 Gateway to French ..... 358  
 The General ..... 347  
 General Science ..... 374  
 General Science I ..... 374  
 Geografia de Sud America: Los Cinco Paises del Norte ..... 358  
 Geography of South America; Five Northern Countries ..... 381  
 Germany: Feudal States to Unification ..... 384  
 Gershwin: Rhapsody in Blue and An American in Paris ..... 363  
 Getting Ready for the Countdown ..... 367  
 Giant in the Sun ..... 381  
 Girls, Let's Learn Softball ..... 364  
 Giving Thanks Always ..... 367  
 Glaciers ..... 381  
 The Glad Church ..... 367  
 The Sad Church ..... 367  
 Glass Eyes That See ..... 377  
 Gloria and David (series) ..... 358  
 Glory in the Highest ..... 367  
 Goals in Spelling ..... 359  
 God of the Atom ..... 377  
 Going Steady ..... 350  
 Going to School Around the World ..... 348  
 The Golden Age of Comedy ..... 350  
 The Golden Age of Flemish Painting (series) ..... 345  
 The Golden Door (Immigration) ..... 380  
 Glenn Gould ..... 363  
 The Grail Singers ..... 364  
 The Grass Blade Jungle ..... 372  
 Great Art Prints ..... 345  
 The Great Polar Whale ..... 372  
 Great Stories from the New Testament ..... 367  
 Great Stories from the Old Testament ..... 367  
 The Great Train Robbery ..... 347  
 The Great White Way—To Good Laundering ..... 356  
 Greece ..... 381  
 A Guide to Correspondence Study in Colleges and Universities ..... 348

## H

Hamburg, die Hansestadt ..... 358  
 Hammers, Screwdrivers, Nails and Screws ..... 357  
 Handling and Sorting Apples in Pallet Boxes ..... 343  
 Hands We Trust ..... 362  
 Handwashing—Aseptic Technique ..... 362  
 Happy Little Hamsters ..... 372  
 Hard Water ..... 377  
 Harold and the Purple Crayon ..... 365  
 Have I Told You Lately That I Love You? ..... 347  
 Have Language Lab: What Now? ..... 348  
 Hawaii—Crossroads of the Pacific ..... 384  
 Hawaii—The Fiftieth State ..... 381  
 Hawaii—USA (Revised) ..... 381  
 He Is Risen ..... 367  
 Health and Safety for You ..... 353  
 Health for Effective Living ..... 353

Health in Our Community ..... 353  
 Heart of the Neighborhood ..... 387  
 Hearts, Lungs and Circulation ..... 353  
 Heat ..... 374  
 Heat of Solution ..... 378  
 Helicopter Orientation: Basic Anatomy of the Helicopter ..... 344  
 Helicopter Orientation: Introduction to Rotary Wing Flight ..... 344  
 Helicopter Orientation: Operation of the Single Main Rotor Helicopter ..... 344  
 The Hereford Story ..... 343  
 Herman Holds a Sales Meeting ..... 346  
 Heroes for God ..... 367  
 Heroes of Shipka ..... 350  
 High Arctic: Life on the Land ..... 372  
 The High Wall ..... 387  
 Historic Flags of the U.S.A. ..... 384  
 The History of the Motion Picture ..... 347  
 Hog Grading ..... 343  
 Holiday Rhythms ..... 365  
 The Honeybee ..... 372  
 Honor Your Partner ..... 364  
 Horizons of Science ..... 374  
 The House Fly ..... 372  
 The House Hunters ..... 380  
 How Electricity is Produced ..... 374  
 How Far ..... 365  
 How Good Are Our Schools? Dr. Conant Reports ..... 348  
 How Seeds are Scattered ..... 374  
 How Strong is Russia Now? ..... 380  
 How To Collect and Preserve Plants ..... 374  
 How To Get the Mast Out of a Filmstrip ..... 348  
 How Vast is Space? ..... 374  
 How To Do Rescue Breathing ..... 353  
 How the West Was Won ..... 384  
 How We Get Our Homes ..... 356  
 How We Got Our Christmas Customs ..... 367  
 The Human Body: Excretory System ..... 372  
 The Human Side ..... 362  
 Hymnstrips for Church Banquets ..... 367  
 Hydrogen ..... 378

## I

I Choose Chemistry! ..... 378  
 If You Lived in Malaya ..... 381  
 I Was Made a Minister ..... 368  
 I'll Sing, Not Cry ..... 368  
 Immigration in America's History ..... 384  
 Impact ..... 353  
 The Importance of Rivers ..... 384  
 The Imported Fire Ant ..... 343  
 Improve Your Punctuation ..... 360  
 Improving America's Health ..... 353  
 In Case of Fire ..... 353  
 In Joseph's Garden ..... 367  
 In the Park ..... 360  
 In the Shadow of the Vatican ..... 368  
 In the Sikhote-Aline Mountains ..... 384  
 In Times Like These ..... 368  
 Inauguration Addresses ..... 384  
 India and Ceylon ..... 381  
 Indian Artist of the Southwest ..... 345  
 Indicators and pH ..... 378  
 Information Slides ..... 384  
 The Inquisitive Giant ..... 374  
 Insect Collecting ..... 374  
 Integrated Teaching Materials ..... 349  
 Interpretation in Tones ..... 363  
 An Introduction to Ballet ..... 345  
 Introduction to the Fluorescent Treponal Antibody Test ..... 362  
 An Introduction to the Humanities ..... 360  
 Introductory Statistics ..... 362  
 Introduction to Swimming Pool Sanitation ..... 353  
 Ionic Equilibrium ..... 378

# Alphabetical Title Index

Ionization ..... 378  
 Ionization and Ionic Equilibrium. 378  
 Iron Curtain Lands ..... 381  
 Island Exile ..... 384  
 Israel—Land Reborn ..... 368  
 It's Up To You ..... 353  
 It's Wonderful Being a Girl ..... 353  
 Italian for Children ..... 358

## J

Jamestown: The Settlement  
 and Its People ..... 384  
 Japanese Calligraphy ..... 345  
 Jeep Frolics ..... 357  
 Thomas Jefferson: Father of  
 Democracy ..... 384  
 Jet Age Flight ..... 357  
 The Jewish Calendar ..... 368  
 Jimmy Cricket, Tales of ..... 368  
 Jao's Life at School ..... 368  
 Journey Into Spring ..... 374  
 Journey to Understanding ..... 368  
 Juan y su Burrito ..... 358  
 Jumble Jingle Flip-It ..... 365

## K

Keys to Reading ..... 359  
 The King and I ..... 363  
 Know Your Child ..... 368  
 The Kajimas of Japan ..... 368  
 Korean Victory ..... 368  
 Kryfte ..... 387

## L

L'Autanne est une Aventure. 358  
 La Gallinta Sabia ..... 358  
 La Vie Dans Une Ferme  
 Francaise ..... 358  
 Land of Jesus' Later Ministry. 368  
 Language ..... 359  
 Language of Algebra ..... 362  
 The Last Days of Pompeii ..... 350  
 Latin America Is Big ..... 368  
 Le Vilain Caneton ..... 358  
 Leaders of America (series) ..... 384  
 The Leading Edge ..... 344  
 Leading From Strength (series). 344  
 Learn German in Record Time. 358  
 Learning About People  
 "Shortstrips" ..... 365  
 Learning Physics (series) ..... 378  
 Learning Theory and Classroom  
 Practice in Adult Education. 349  
 Learning to Set Type ..... 357  
 Learning to Use the Dictionary. 359  
 A Letter to Moscow ..... 380  
 Let's Dance ..... 364  
 Let's Draw (series) ..... 345  
 Let's Look at Great Paintings. 345  
 Let's Make Music (series) ..... 347  
 Let's Put on a Play ..... 349  
 Let's Sing (series) ..... 368  
 Let's Visit Africa ..... 381  
 Letter Writing ..... 346  
 Lewis and Clark Expedition ..... 384  
 Life Among the Penguins ..... 374  
 Life and Land of Lincoln ..... 384  
 Life and Times of a Red  
 Balloon ..... 365  
 Life Before Birth ..... 372  
 Life in Ancient Rome:  
 The Family ..... 384  
 Life in Early America ..... 384  
 Life Long Ago ..... 374  
 Life of Christ in Slides ..... 368  
 Life of Jesus ..... 368  
 Life of Lincoln ..... 384  
 Life of Moses ..... 368  
 Life of St. Paul Maps ..... 368  
 Life on a Dead Tree ..... 374  
 Life Situation—Speech Reading  
 (series) ..... 349  
 Life Then and Now in the  
 United States ..... 380  
 Lifelines U.S.A. .... 357  
 Light As You Like It ..... 356  
 The Lion and the Mouse ..... 365  
 Listen and Play the Piano ..... 363  
 Listen—Speak—Learn ..... 349  
 Listening Time ..... 360

Literacy Unlocking the Bible. 368  
 Little Town—U.S.A. .... 380  
 The Little Tractor Who Traveled  
 to Israel ..... 365  
 The Littlest Angel ..... 368  
 The Living Christ (series) ..... 368  
 Living in Mexico Today ..... 358  
 Living in the Soviet Union  
 Today (1960) ..... 381  
 The Living Past (series) ..... 384  
 The Living Stone ..... 369  
 The Living Tree ..... 369  
 Lucus ..... 362  
 Long Journey West—1820 ..... 384  
 A Look at Soviet Agriculture. 343  
 Look Toward Tomorrow ..... 344  
 Loran Duty: A Challenge ..... 344  
 The Lord's Prayer ..... 369  
 Lots for Sale ..... 387  
 The Luck of Roaring Camp ..... 360  
 Lullaby of Christmas ..... 369

## M

Machines for a Land of Plenty. 343  
 Machines That Move Earth ..... 357  
 The Magnetic Battle ..... 378  
 The Magic Camera ..... 356  
 Magnetism Demonstrator ..... 378  
 Magnets ..... 375  
 Make All Things New ..... 352, 369  
 Make Color Your Business—  
 With The Ektacolor System. 345  
 Making a Living Around the  
 World (series) ..... 381  
 Making a Mosaic ..... 345  
 Making It Work ..... 346  
 Man and His Fight for Freedom. 384  
 Man of Music ..... 363  
 Man of the Century:  
 Churchill ..... 384  
 The Many-Colored Paper ..... 345  
 Many Means ..... 360  
 Maps for a Changing World ..... 381  
 The Mark of the Hawk ..... 350  
 Mark Twain Tonight ..... 360  
 The Market Man ..... 343  
 Marketing Research Pays Off ..... 343  
 Martin Luther ..... 369  
 Mary's Pilgrim Thanksgiving ..... 369  
 The Mass and the Sacraments  
 (series) ..... 369  
 The Mathematician and the  
 River ..... 362  
 Mealtine Magician ..... 356  
 Measuring Areas: Squares,  
 Rectangles ..... 362  
 Measuring Time and Things ..... 362  
 Medical Mission ..... 362  
 Mediterranean Culture ..... 345  
 Meet Mr. Lincoln ..... 384  
 The Membrane Filter ..... 362  
 Menacing Shadows ..... 356  
 Merchant of Venice ..... 360  
 Metal Shop Safety ..... 356, 357  
 Methodism in the New Malaya. 369  
 Mexico: Land of Color and  
 Contrast (revised) ..... 384  
 Mexico: Tierra de Color y  
 Contraste ..... 358  
 Microorganisms That Cause  
 Disease ..... 372  
 Microscopic Wonders in Water. 375  
 Migration of Birds—  
 The Canada Goose ..... 372  
 A Mile High—A World Wide!. 364  
 Military Lady ..... 344  
 Miracle Bridge Over Mackinac. 357  
 Mission Fallout ..... 344  
 Mission in Bolivia ..... 369  
 Mr. Chairman ..... 382  
 Mister! Meet the Future! ..... 344  
 Mnemonic Phonics ..... 365  
 Modern Art—Henri Matisse,  
 Part II ..... 345  
 Modern Dance Composition ..... 345  
 Modern Greek Heroic Oral  
 Poetry ..... 360  
 Modern Hawaii (revised) ..... 384  
 Modern Mounting by the Dry  
 Mounting Process ..... 387  
 Mollisey Dancers—"The  
 Strallers" ..... 350  
 Molecular Weight of Oxygen ..... 378  
 Molecular Weight of Salutes ..... 378  
 Momma Don't Allow ..... 387  
 Manganga ..... 362

The Months Before Birth  
 (series) ..... 375  
 Moonbird ..... 347  
 Mother Love ..... 372  
 Mounting Pictures ..... 349  
 Moving Day—Timmy's New  
 Neighbors ..... 365  
 Much Ada About Nothing ..... 361  
 Music for Young People  
 (series) ..... 363  
 Music of Christmas ..... 363  
 Music for Worship ..... 369  
 Musigraph ..... 363  
 My Fair Lady ..... 363  
 My Own Yard to Play In ..... 349  
 Mystery in the Kitchen ..... 356  
 Mystery of the Sun ..... 375  
 Mystery of Three Clocks ..... 375

## N

Nana ..... 350  
 National Gallery of Art  
 (series) ..... 345  
 Nature Stories for Primary  
 Science ..... 375  
 Navajo—A People Between Two  
 Worlds ..... 385  
 The Navy Goes to Church ..... 369  
 The Naval Research Laboratory  
 Reactor ..... 378  
 Netherlands: Past and Present. 381  
 Neutrons and the Heart of  
 Matter ..... 378  
 The New Commandment ..... 387  
 New Currents for Latin America. 385  
 A New Day for African Women. 387  
 New Dimensions in Language  
 Teaching ..... 349  
 New Frontiers of the Brain ..... 362  
 New Horizons in Arithmetic. 362  
 A New Start ..... 369  
 The New States—Alaska  
 and Hawaii ..... 381  
 The New Testament in  
 Filmstrips ..... 369  
 New Zealand: The Land and  
 the People ..... 385  
 The Newspaper ..... 357  
 A Newspaper Serves Its  
 Community ..... 357  
 Isaac Newton ..... 375  
 Nice Time ..... 347  
 Night in a Pet Shop ..... 365  
 1958 Miller Open ..... 364  
 Nitric Acid Compounds and  
 the Nitrogen Cycle ..... 378  
 Nitrogen and Ammonia ..... 378  
 Nitrous Acid and Sodium  
 Nitrite ..... 378  
 No Man Is an Island ..... 361  
 No Margin for Error ..... 362  
 No Time to Lose ..... 344  
 No Vacant Chairs ..... 369  
 Nanebah of the Navajos ..... 369  
 The North American Buffalo ..... 375  
 North of the Rio Grande ..... 369  
 Northeast Farm Community ..... 385  
 Northern Land ..... 385  
 Nat By Might ..... 387  
 The Nurse—Epidemiologist ..... 362

## O

Ocean Freighter ..... 357  
 The Ocean of the Air ..... 375  
 The Odes of Horace ..... 358  
 Officer Candidate Schaal ..... 344  
 Old As the Hills ..... 357  
 The Old Order Amish ..... 369  
 The Old Testament Scriptures. 369  
 Olympic Village U.S.A. .... 364  
 "On Stage" (series) ..... 361  
 On the Border of Life ..... 375  
 One-sixth of the World ..... 369  
 The Ones from Oputu ..... 369  
 The Onion ..... 375  
 Open Your Eyes ..... 382  
 Opera and Ballet Stories ..... 363  
 Origin of Weather ..... 375  
 Our Constitution ..... 385  
 Our Country's Flag  
 (second edition) ..... 385  
 Our Heritage of Freedom ..... 382, 385  
 Our National Parks ..... 381  
 Our Outdoor Friends ..... 375

## P

Pablo of Costa Rica ..... 36  
 The Pacifist and the Law ..... 31  
 The Pageant of American Farms. 34  
 Palestine (series) ..... 34  
 Panacha: Mexican Brown Sugar. 34  
 Paper Sculpture ..... 34  
 Paris: The City and the People. 31  
 Partnerships Among Plants  
 and Animals ..... 31  
 Passion Story ..... 34  
 Pathways to Phonetic Skills ..... 34  
 Pathways to Reading ..... 34  
 Patriotic Holidays ..... 31  
 Pattern for Instruction ..... 34  
 The Patterns of Progress ..... 31  
 Pay the Piper ..... 31  
 Peace on Earth ..... 34  
 Pedra y El Lobo ..... 31  
 Penelope Changes Her Mind ..... 31  
 Mr. Penwick's Christmas ..... 34  
 People Like Maria ..... 31  
 Periodic Table of the Elements. 31  
 Person to Person Communication. 34  
 Peru: People of the Andes ..... 31  
 Peter and the Wolf ..... 34  
 Peter Flying Eagle ..... 34  
 Peter Pan ..... 34  
 Phonetic Analysis—Consonants. 34  
 Phonetic Analysis—Vowels ..... 34  
 Phonics Flip-Its ..... 34  
 Phosphorus ..... 37  
 Phras Reading ..... 36  
 Physical and Chemical Change. 32  
 A Pictorial History of  
 American Music ..... 36  
 Pinocchio ..... 34  
 Picture Making by Teen-agers. 34  
 Pioneer Journey to the  
 Oregon Country ..... 38  
 Pioneer Spinning and Weaving. 38  
 Plan for Learning ..... 34  
 Planning Creative Play Equipment  
 for Young Children ..... 34  
 Plaster Sculpture in Color ..... 34  
 The Poems of Robert Frost ..... 34  
 Poetry Filmstrips ..... 36  
 The Poetry of Cateridge ..... 34  
 The Poetry of Keats ..... 36  
 A Pany for Christmas ..... 36  
 The Pony Express in America's  
 Growth ..... 38  
 The Population Explosion ..... 38  
 Portugal Advance ..... 38  
 Pasture Paul ..... 36  
 The Patter's Wheel ..... 34  
 Poultry on the Farm ..... 37  
 Poverty, Chastity and  
 Obedience ..... 36  
 Prayer ..... 36  
 Preparation and Properties  
 of the Halogens ..... 37  
 Preparation and Properties  
 of Hydrogen ..... 37  
 Preparation and Properties  
 of Nitric Acid ..... 37  
 Press, Film, Radio, TV ..... 38  
 Press Mold Ceramics ..... 34  
 Pride of the Braves ..... 36  
 Primitive Man in Our World ..... 38  
 Principles of Endocrine  
 Activity ..... 37  
 Principles of Ionization ..... 37  
 Printing, Platen Press  
 Makeready ..... 35  
 The Prior Claim ..... 36  
 Private's Progress ..... 35  
 Producing Educational Television  
 Programs ..... 34  
 Project "Mahole" ..... 32  
 Proper Care Means Longer  
 Wear ..... 35  
 Properties of Acids, Bases  
 and Salts ..... 37  
 Prospects Set the Pace ..... 34  
 Prove It With a Magnifying  
 Glass ..... 36



# Alphabetical Title Index

<p>uerto Rico ..... 381</p> <p>uerto Rico, Land of Hunger and Hope ..... 369</p> <p>Puppy for Jose ..... 370</p> <p>ythogorean Theorem ..... 362</p> <p style="text-align: center;"><b>Q</b></p> <p>Quetico ..... 385</p> <p>Question of Life ..... 352</p> <p style="text-align: center;"><b>R</b></p> <p>ables in Your Community ..... 356</p> <p>he Race for Space ..... 375</p> <p>he Railroad Story ..... 357</p> <p>ate of Reaction ..... 379</p> <p>eaching for the Moon ..... 375</p> <p>eaching Teenage Gangs ..... 352</p> <p>eaching for Understanding ..... 360</p> <p>eaching Music (series) ..... 363</p> <p>eaching Program—</p> <p style="padding-left: 20px;">Structural Analysis ..... 360</p> <p style="padding-left: 20px;">eachings from Chekov etc. .... 358</p> <p style="padding-left: 20px;">eachings from "Simplified Russian Grammar" ..... 358</p> <p>he Realm of the Galaxies ..... 375</p> <p>ecognition of Leprosy ..... 362</p> <p>ecord Time Language Series ..... 358</p> <p>ecorded Sacred Music ..... 370</p> <p>he Red Balloon ..... 350</p> <p>he Red and the Black ..... 350</p> <p>ed Night ..... 370</p> <p>ed River of Life ..... 375</p> <p>enoir, Pierre Auguste ..... 345</p> <p>eply to Reality ..... 352</p> <p>eport: Korea ..... 370</p> <p>eport on Africa ..... 381</p> <p>eporting in Class ..... 360</p> <p>erprints of Significant Early Films ..... 347</p> <p>he Republic of the Philippines ..... 382</p> <p>esumen del Humor Latino-Americano ..... 360</p> <p>eturn by Sea ..... 370</p> <p>he Revolt of Gunner Asch ..... 350</p> <p>he Revolution of Expectations ..... 382</p> <p>he Rhine: Background for Social Studies ..... 385</p> <p>hythm Records for Children ..... 365</p> <p>hythm Time ..... 364</p> <p>Richard III ..... 361</p> <p>ise of the Roman Empire ..... 385</p> <p>he Road to Better Living ..... 380</p> <p>Robin Hood ..... 361</p> <p>he Rocket from Calabuch ..... 350</p> <p>ockets and Satellites ..... 375</p> <p>ockets—How They Work ..... 375</p> <p>ocks and Gems ..... 375</p> <p>ootabaga Stories ..... 361</p> <p>ussian for Children ..... 359</p> <p>he Russian Revolution ..... 385</p> <p style="text-align: center;"><b>S</b></p> <p>afe Bicycling ..... 356</p> <p>afety Adventures Out of Doors ..... 356</p> <p>afety or Slaughter ..... 356</p> <p>he Saga of the Erie Canal ..... 385</p> <p>St. Lawrence Seaway ..... 382</p> <p>The St. Lawrence Seaway ..... 357</p> <p>The St. Lawrence Seaway (series) ..... 382</p> <p>The Saints are Real (series) ..... 370</p> <p>The Santa Fe Trail ..... 385</p> <p>Satellite Globe ..... 382</p> <p>Say and Sing ..... 360</p> <p>A School Bell Rings in Angola ..... 349</p> <p>School Days ..... 349</p> <p>School of the Sky ..... 344</p> <p>Science ..... 375</p> <p>Science Course ..... 375</p> <p>Science for Better Living ..... 375</p> <p>Science Opens New Doors ..... 375</p> <p>Science Slides ..... 375</p> <p>Scientific Seed Selection ..... 344</p> <p>Sculpture from Life ..... 345</p> <p>Seasonal Changes in Plants ..... 375</p> <p>The Secret Life of Adolph Hitler ..... 385</p> <p>The Secret Way ..... 365</p> <p>Secretarial Training ..... 346</p> <p>Secrets of a Volcano ..... 376</p> <p>See How the Land Lies ..... 370</p> <p>Seeing the Use of Numbers ..... 362</p> <p>Segregation and the South ..... 387</p> <p>Semi-Conductors ..... 376</p> <p>Send Off ..... 356</p> <p>Senecal the Magnificent ..... 350</p> <p>Sermons from Science (series) ..... 370</p> <p>Settling the New World ..... 385</p> <p>The Seventh Seal ..... 347</p> <p>Shadow on the Land ..... 370</p> <p>Sharing Our Beliefs (Seeds for Honduras) ..... 370</p> <p>Shostakovich: Symphony No. 5, Op. 47 ..... 363</p> <p>Signalling for Christ ..... 370</p> <p>Silent Feature Films ..... 350</p> <p>Silk Screen Printing ..... 345</p> <p>Simple Ceramics ..... 346</p> <p>Simple Silver Working ..... 346</p> <p>Slalom Champs ..... 364</p> <p>Slapstick Silent Vintage Programs ..... 350</p> <p>Smile (series) ..... 360</p> <p>Social Rhymes for the Very Young ..... 365</p> <p>So We Will Sing [Vol. II] ..... 364</p> <p>So You're a Young Adult ..... 352</p> <p>The Soil That Went to Town ..... 344</p> <p>Soir de Fete ..... 347</p> <p>The Solar System ..... 376</p> <p>Song of the Prairie ..... 347</p> <p>Songs and Dances of the Ukraine ..... 364</p> <p>Songs for Tiny Tots ..... 370</p> <p>Songs from Singing Fun ..... 365</p> <p>Songs of Nova Scotia ..... 364</p> <p>Sons and Heirs ..... 370</p> <p>Sound Effects Recordings ..... 347</p> <p>Sound for Beginners ..... 376</p> <p>Sound Recording for Motion Pictures ..... 347</p> <p>Sounds of Insects ..... 372</p> <p>Southwest Indian Country ..... 380</p> <p>Space Guidance and Control ..... 376</p> <p>Spain—Valencia Family ..... 385</p> <p>Spanish Film Reader (series) ..... 359</p> <p>Spanish Instructo-Films (series) ..... 359</p> <p>Spanish Language Films and Guidebooks (series) ..... 359</p> <p>Spartacus (1913) ..... 347</p> <p>Speak and Read French ..... 359</p> <p>Speak Well Off-the-Record ..... 346</p> <p>Special Education Records ..... 349</p> <p>Speech Correction in the Primary Grades ..... 349</p> <p>Spelling Goals ..... 360</p> <p>Spider Engineers ..... 376</p> <p>The Spirit of Christmas ..... 364</p> <p>Spirit of the White Mountains ..... 382</p> <p>Spoken and Written French ..... 359</p> <p>Standard Solutions and Titration ..... 379</p> <p>Stanford-Binet Test ..... 349</p> <p>Star of Bethlehem ..... 370</p> <p>Stars and Star Systems ..... 376</p> <p>Stars and Stripes on Display ..... 382</p> <p>Starting Nursery School ..... 349</p> <p>The Steadfast Tin Soldier ..... 365</p> <p>Stephen Foster and His Songs ..... 363</p> <p>Stewart the Steward ..... 370</p> <p>Stop Driving Us Crazy ..... 356</p> <p>Stories About Our Christmas Carols ..... 370</p> <p>Stories About Our Christmas Traditions ..... 370</p> <p>The Story the Bible Tells ..... 370</p> <p>Story Cartoons ..... 365</p> <p>The Story of Bernadette ..... 370</p> <p>The Story of Cinderella ..... 365</p> <p>The Story of Communications ..... 347</p> <p>The Story of Hurricanes ..... 376</p> <p>Story of the Prophets ..... 370</p> <p>The Story of the Slidestrip Projecturus ..... 347</p> <p>The Story of the Modern Storage Battery ..... 358</p> <p>A Story of People and Progress ..... 358</p> <p>The Story of the St. Lawrence Seaway ..... 382</p> <p>The Story of Sail ..... 376</p> <p>A Story of Two Men ..... 380</p> <p>Story of West Coast Lumber (revised) ..... 358</p> <p>Storysong Records ..... 363</p> <p>Strangers in Their Own Land ..... 387</p> <p>Street to the World ..... 347</p> <p>A Study of Railway Transportation ..... 358</p> <p>Subi ..... 370</p> <p>Submarine Cable Development ..... 358</p> <p>Successful Teaching ..... 370</p> <p>Sulfur and Hydrogen Sulfide ..... 379</p> <p>Sulfur Dioxide and Sulfurous Acid ..... 379</p> <p>Sulfuric Acid ..... 379</p> <p>Summer of Decision ..... 352</p> <p>Sumo, A Boy of Africa ..... 370</p> <p>SuPima Cotton ..... 344</p> <p>Supreme Court Cases ..... 385</p> <p>Surface of the Earth ..... 376</p> <p>Symphony Across the Land ..... 363</p> <p>Synthesis of a Compound ..... 379</p> <p style="text-align: center;"><b>T</b></p> <p>Talking Time ..... 360</p> <p>Taming of the Shrew ..... 361</p> <p>Task Force ..... 350</p> <p>Teacher Education in Modern Mathematics (series) ..... 346, 349</p> <p>Teaching Arithmetic ..... 349</p> <p>Teaching Language Skills ..... 349</p> <p>Teaching Science ..... 349</p> <p>Teaching Teen Agers About Alcohol ..... 346, 349</p> <p>Teaching the Bible (series) ..... 370</p> <p>Technology and You ..... 352</p> <p>Teenage Challenge ..... 370</p> <p>Teenage Code ..... 370</p> <p>Teen Age Rock ..... 370</p> <p>Teenage Witness ..... 370</p> <p>Teenagers' Choice ..... 370</p> <p>Television ..... 347</p> <p>Ten Checks of Electrical Control Maintenance ..... 357</p> <p>The Ten Commandments ..... 370</p> <p>Ten Commandments Visualized ..... 370</p> <p>The Tender Game ..... 347</p> <p>That They May Live ..... 356</p> <p>There Was a Door ..... 362</p> <p>"Thinking" Machines ..... 349</p> <p>This is BBC ..... 347</p> <p>This Is My Friend ..... 387</p> <p>This Sustaining Bread ..... 370</p> <p>This Will Kill You! ..... 356</p> <p>Thor: The I.R.B.M. .... 344</p> <p>Thorncliffe ..... 382</p> <p>Three Brothers ..... 358</p> <p>Three Films by Albert Pierru ..... 347</p> <p>Three for Tomorrow ..... 352</p> <p>Three Guys Called Mac ..... 344</p> <p>Three Happy Boys of Malaya ..... 370</p> <p>Three-Minute Cook Book ..... 356</p> <p>The Three Penny Opera ..... 350</p> <p>Three Sacred Objects of Judaism ..... 370</p> <p>Through the Looking Glass ..... 361</p> <p>Tide Pool Marine Life ..... 376</p> <p>Time and Eternity ..... 376</p> <p>Time Lapse Photography ..... 347</p> <p>Time to Relax ..... 364</p> <p>Tipi-Haw ..... 385</p> <p>Title Tales ..... 347</p> <p>To Every Creature ..... 370</p> <p>To Rekindle the Gift ..... 371</p> <p>To See Ourselves ..... 356</p> <p>To Smoke or Not to Smoke? ..... 356</p> <p>To Your Health ..... 356</p> <p>Tocatta for Toy Trains ..... 365</p> <p>Together ..... 348</p> <p>Tommy Gets the Keys ..... 356</p> <p>Town and Country Cousins ..... 371</p> <p>Traditional England ..... 386</p> <p>Transistors: Low Frequency Amplifiers ..... 358, 376</p> <p>Treasure Island ..... 361</p> <p>Treasure of Sierra Madre ..... 350</p> <p>Treasures of the Forest ..... 358</p> <p>A Tree is Born ..... 376</p> <p>Trees and Forest Conservation ..... 376</p> <p>Trigonometry ..... 362</p> <p>A Trip to the Moon (revised) ..... 376</p> <p>Trouble Shooting with Paul Harney ..... 364</p> <p>The Truck Driver ..... 358</p> <p>The True Story of the Civil War ..... 386</p> <p>Trumpet, Horn, and Trombone ..... 363</p> <p>Tumba of Africa ..... 371</p> <p>Turkey ..... 386</p> <p>Turkey—A Middle East Democracy ..... 382</p> <p>The Twentieth Century ..... 380</p> <p>Two Arab Boys of Tangier, Morocco ..... 382</p> <p>Two Dollars ..... 371</p> <p style="text-align: center;"><b>U</b></p> <p>Uno Familia de Petirrojos ..... 359</p> <p>Under the Black Mask ..... 346</p> <p>Understanding Electricity ..... 376</p> <p>Understanding Heart ..... 356</p> <p>Understanding Matter and Energy ..... 379</p> <p>Understanding Numbers ..... 362</p> <p>Understanding Poetry ..... 361</p> <p>UNESCO Art and Architecture ..... 346</p> <p>UNESCO Art Slides ..... 346</p> <p>UNESCO Fables ..... 360</p> <p>The Unfinished Task ..... 371</p> <p>The United Nations Way to Freedom ..... 386</p> <p>Unseen Journey ..... 358</p> <p>Unto the Hills ..... 371</p> <p>Upriver in Sarawak ..... 371</p> <p>The USF Story ..... 349</p> <p>Using Books Efficiently ..... 360</p> <p>USSR—The Sikhote-Alin Mountains ..... 382</p> <p style="text-align: center;"><b>V</b></p> <p>VDRL Test for Syphilis ..... 362</p> <p>Venturing Beyond Violence ..... 371</p> <p>Verbs: Principal Parts ..... 360</p> <p>Verbs: Recognizing and Using Them ..... 360</p> <p>Versailles and Its Meaning ..... 346</p> <p>View from the Mountain ..... 352</p> <p>The Vikings ..... 386</p> <p>The Vikings—Life and Conquests ..... 386</p> <p>Village of Switzerland ..... 382</p> <p>Village Reborn ..... 387</p> <p>Vision (series I) ..... 387</p> <p>The Vision-Strip Audio-Visual Classroom ..... 349</p> <p>A Visit to Vellore ..... 371</p> <p>The Visiting Teacher ..... 371</p> <p>Visual Perception ..... 349</p> <p>Visual Timing Film ..... 349</p> <p>V-Men ..... 356</p> <p>Voice of the Insect ..... 372</p> <p>Volcano ..... 376</p> <p style="text-align: center;"><b>W</b></p> <p>Walk to Freedom ..... 382</p> <p>Warriors at Peace ..... 386</p> <p>The Warsaw Ghetto ..... 386</p> <p>Washington—At Work ..... 348</p> <p>George Washington: Frontier Colonel ..... 384</p> <p>Wasted Soil and Water ..... 344</p> <p>Water and Soil ..... 376</p> <p>Water for Farm and City ..... 344</p> <p>Water in Arid Lands ..... 382</p> <p>Water Bill, U.S.A. .... 344</p> <p>Waters of Affliction ..... 362</p> <p>The Way He Should Go ..... 371</p> <p>The Way of Nonviolence ..... 371</p> <p>We Have the Cure ..... 356</p> <p>We Live in a Trailer ..... 380</p> <p>We See His Light ..... 371</p> <p>We Very Much Regret ..... 386</p> <p>Weather Scientists ..... 376</p> <p>Westward Growth of Our Nation ..... 386</p> <p>What 80 Million Women Want ..... 382</p> <p>What is a Christian? ..... 371</p> <p>What You Ought to Want ..... 371</p> <p>What's Inside the Earth ..... 376</p> <p>What's So Important About a Wheel? ..... 366</p> <p>What's Your Driver Eye-Q? ..... 356</p> <p>Wheat Country ..... 344</p> <p>Wheat Rust ..... 344</p> <p>When it Rains in Burma ..... 371</p> <p>When Jesus Was Born ..... 371</p> <p>Where Does Our Meat Come From? ..... 344</p> <p>Where Trails Meet ..... 371</p> <p>Where Will You Hide? ..... 387</p> <p>Which Way? ..... 366</p> <p>The Whooping Crane ..... 376</p> <p>Wild Animals of Pioneer America ..... 386</p> <p>Wildcat ..... 358</p> <p>Williamsburg: Story of a Young Patriot ..... 386</p> <p>The Willwyck School Steel Band ..... 364</p> <p>Wind at Work ..... 376</p> <p>Winnie the Witch ..... 366</p> <p>Winning the Livestock Shows ..... 344</p> <p>Winter Olympic Playground 1960 ..... 364</p> <p>Wirrit-Wirrit ..... 348</p> <p>Women on the March ..... 382</p> <p>Women, United ..... 387</p> <p>The Wander World of Science (for Grade 5) ..... 376</p> <p>The Wander World of Science (for Grade 6) ..... 377</p> <p>Wood Turning ..... 346</p> <p>Working Together ..... 371</p> <p>The World at Your Feet ..... 344</p> <p>World History: An Overview ..... 386</p> <p>The World Is Yours ..... 356</p> <p>The World of Man: Religions ..... 371</p> <p>The World of Microbes ..... 362</p> <p>World War I (series) ..... 386</p> <p>The Worlds of Dr. Vishniac ..... 372</p> <p>Worship Backgrounds ..... 371</p> <p>Worship Programs—Christmas, Easter ..... 371</p> <p style="text-align: center;"><b>X</b></p> <p>X Minus 80 Days ..... 344</p> <p style="text-align: center;"><b>Y</b></p> <p>Yale Series of Recorded Poets ..... 361</p> <p>Yankee Doodle Dandy ..... 350</p> <p>Younger Teens and Dating ..... 352</p> <p>Your Language (series) ..... 360</p> <p>Your Ticket to Better Buying ..... 357</p> <p>Youth Audio-Visual Kit ..... 371</p> <p style="text-align: center;"><b>Z</b></p> <p>Zen Buddhist Ceremony ..... 371</p> <p>Zone Melting ..... 377</p>
---

# Trade News

also of the Allied Non-Theatrical Film Association (now merged with NAVA) and the National Microfilm Association

## Classroom TV Troubles

Three RCA engineers have outlined some of the troublesome conditions confronting receivers intended for classroom use. In a paper before the SMPTE they pointed out that as compared with home receivers the classroom situation generally involves (a) more viewers per receiver, (b) greater viewing distances, (c) more ambient illumination, (d) greater ambient noise and inferior acoustical treatment. While projection receivers are capable of producing much larger pictures it is at such low brightness level that room darkening is required.

Portable school furniture was recommended so that up to 40 students may be grouped around a single 21-inch or 23-inch receiver within a maximum viewing distance of 20 feet and a maximum viewing angle of 90 degrees. Height from floor should range from 4½ feet for first graders to 7 feet for 12th-grade or college classrooms. A master antenna system was urged.

## Five for Family

Family Films received five of the 1960 awards by the National Evangelical Film Foundation for the best Christian audiovisuals. Three were for its feature film "Power of the Resurrection"—for best picture, best actor and best direction. Family's "Teenage Witness" was judged the best youth film, its "Geography of the Holy Land" the best single filmstrip.

## Victor Animatograph's 50!

The Victor Animatograph Corporation, now a division of Kalart, Plainville, Conn., devotes the current issue of its house organ, "News Reel," to the highlights of its 50 years of service to the audiovisual field. Included are a dozen photographs of early Victor models and a reproduction of its first advertisement of a 16mm camera and projector, August 12, 1923.

## Photo Show Discontinued

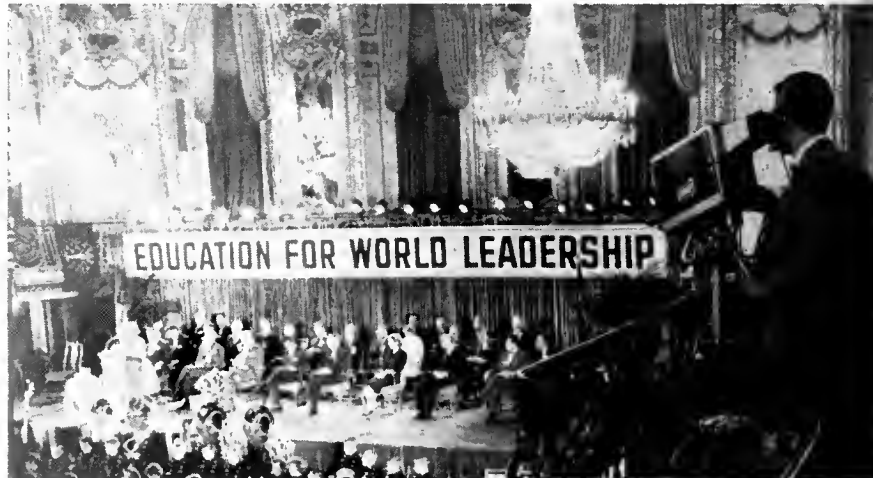
New York's annual National Photographic Show, the biggest consumer show of its kind, has been discontinued by its sponsor, the Photographic Manufacturers and Distributors Association. Wilfred L. Knighton, association secretary for the past 22 years, has resigned to give his attention to his own enterprises, among them the very successful and effective Photographic Credit Institute, Inc., which will continue to operate from PMDA quarters, 480 Lexington Ave., New York 17.

In coming to their decision, the directors found that although the show, accounted for the major revenues of the organization, it also took up a great deal of the time and effort of the staff. Net revenues have declined in recent years owing to mounting costs. Edward A. Donovan, assistant in the office, will carry on the association's work. Knighton's record of service to the photo field includes secretaryship for some years

## India Films for U. S.

The International Communications Foundation, a non-profit organization with headquarters in Beverly Hills Calif., has started production in India on audiovisual teaching materials for the U. S. Department of Health, Education and Welfare. These materials will include a motion picture and 40 sound filmstrips. They will be used by the University of California, Berkeley, for the development of a new college-level course on the Hindu-Urdu language and significant aspects of the culture of northern India, and when completed will be made available through ICF.

Lawrence Van Mourick, Jr., president of ICF, is in India heading a complete production staff which includes writers, still and motion picture photographers and technical consultants. He is assisted by Dr. John Gumpers, assistant professor of South Asian languages at the University of California, who is directing all linguistic aspects of work with the assistance of two Indian linguists.



Delegates to the National School Board Association convention in Chicago the latter part of April viewed the general meetings from more than a dozen different rooms and meeting halls. The means to this end was an elaborate closed circuit TV system which included three Dage television cameras placed strategically in the Conrad Hilton ballroom.

For more information on the materials in this issue, clip the coupons and send them to EDSCREEN & AVGUIDE, Readers' Service Dept., 2000 Lincoln Park West, Chicago 14, Illinois.

Please send me more information about \_\_\_\_\_

\_\_\_\_\_ which is announced or advertised on page \_\_\_\_\_ of this issue of EDSCREEN & AVGUIDE.

My Name \_\_\_\_\_

Address \_\_\_\_\_

Please send me more information about \_\_\_\_\_

\_\_\_\_\_ which is announced or advertised on page \_\_\_\_\_ of this issue of EDSCREEN & AVGUIDE.

My Name \_\_\_\_\_

Address \_\_\_\_\_

# Index to Producers and Primary Distributors

- AAR**—Association of American Railroads, Transportation Bldg., Washington 6, D. C.
- ABS**—American Bible Society, AV Dept., 440 Fourth Ave., New York 16, N. Y.
- ACS**—American College of Surgeons, 40 E. Erie St., Chicago 11, Ill.
- ADMASTER** Prints, Inc., 1168 Sixth Ave., New York 36, N. Y.
- AETNA** Life Affiliated Companies, Public Education Dept., 151 Farmington Ave., Hartford 15, Conn.
- AIA**—American Institute of Architects, 1735 New York Ave., N. W., Washington 6, D. C.
- ALTS**—Audition Language Teaching Service, 100 Church St., Suite 1852, New York 7, N. Y.
- AMPET**—American Petroleum Institute, 1271 Avenue of the Americas, New York 20, N. Y.
- ASSOCIATION** Films, Inc., 347 Madison Ave., New York 17, N. Y.
- ATLANTIS** Productions, Inc., 7967 Sunset Blvd., Hollywood 46, Calif.
- ATLAS** Film Corporation, 1111 South Blvd., Oak Park, Ill.
- AVE**—Audio-Visual Enterprises, Box 8686, Los Angeles 8, Calif.
- AV-ED**—7934 Santa Monica Blvd., Hollywood 46, Calif.
- AVIS** Films, Box 643, Burbank, Calif.
- AVPUB**—Audio-Visual Publications, Box 185, Wellesley, Mass.
- BAILEY** Films, Inc., 6509 DeLongpre Ave., Hollywood 28, Calif.
- BASED**—Basic Education, Inc., Little Harbor, Guilford, Conn.
- BASIC** Skill Films, 1355 Inverness Drive, Pasadena 3, Calif.
- BELTEL**—Bell Telephone Laboratories, Consult local telephone company.
- BFC**—Broadcasting and Film Commission, National Council of Churches of Christ in the USA, 475 Riverside Dr., New York 27, N. Y.
- BIRDSSELL** Electronics Co., 2901 Glendora Ave., Cincinnati 19, Ohio.
- BRADY**—Robert J. Brady Co., 3227 M Street, N. W., Washington 7, D. C.
- BRANDON** Films Inc., 200 W. 57th St., New York 19, N. Y.
- BRAY** Studios, Inc., 729 Seventh Ave., New York 19, N. Y.
- BROADMAN** Press, 127 Ninth Ave., N., Nashville 3, Tenn.
- CABOT** Records, 4805 Nelson Ave., Baltimore 15, Md.
- CAEDMON** Sales Corp., 277 Fifth Ave., New York 16, N. Y.
- CANCER**—American Cancer Society, 521 W. 57th St., New York 19, N. Y.
- CAR**—Carousel Films, Inc., 1501 Broadway, Suite 1503, New York 36, N. Y.
- CARILLON** Records, Subscription Dept., 202 Davenport Ave., New Haven, Conn.
- CATECHETICAL** Guild, 260 Summit Ave., St. Paul 2, Minn.
- CATERPILLAR** Tractor Co., Peoria, Ill. Borrow films through local dealers.
- CATHEDRAL** Films Inc., 140 N. Hollywood Way, Burbank, Calif.
- C-BEF**: C-B Educational Films, Inc., 703 Market St., San Francisco 4, Calif.
- CCWD**—Cook County Welfare Dept., 160 N. LaSalle St., Chicago 1, Ill.
- CDCPIIS**—Communicable Disease Center, Public Health Service, P.O. Box 185, Chamblee, Ga.
- CENSCI**—Central Scientific Co., 1700 Irving Park Road, Chicago, Ill.
- CEP**—Christian Education Press, 1505 Race St., Philadelphia 7, Pa.
- CFD**—Classroom Film Distributors, Inc., 201 N. Occidental Blvd., Los Angeles 26, Calif.
- CFI**—Canadian Film Institute, 142 Sparks St., Ottawa, Ont., Canada.
- CHAPEL** Films, Successor to TRAF-CAL, Box 179, Culver City, Calif.
- The CHRISTOPHERS**, 18 E. 48th St., New York 17, N. Y.
- CHURCH-CRAFT** Pictures, 3312 Lindell Blvd., St. Louis 3, Mo.
- CLASEX**—Film Classics Exchange, 1977 Vermont Ave., Los Angeles 7, Calif.
- CMC**—Center for Mass Communication, 1125 Amsterdam Ave., New York 25, N. Y.
- CMUS**—Children's Music Center, 2858 W. Pico Blvd., Los Angeles 6, Calif.
- COLBURN**—George W. Colburn Laboratory, Producer Services Dept., 164 N. Wacker Drive, Chicago 6, Ill.
- COLREC**—Columbia Records, 799 Seventh Ave., New York 19, N. Y.
- COLWIL**—Colonial Williamsburg, Film Distr. Office, Williamsburg, Va.
- CONCORDIA** Films, 3558 S. Jefferson Ave., St. Louis 18, Mo.
- CONSERVATIVE** Baptist Foreign Mission Society, 353 Wellington Ave., Chicago 14, Ill.
- CONTEMPORARY** Films, Inc., 267 W. 25th St., New York 1, N. Y.
- COOP**—Cooperative League of USA, 343 S. Dearborn St., Chicago 4, Ill.
- COPPLARK** Publishing Co., Ltd., 517 Wellington St., West, Toronto 28, Ontario, Canada.
- CORAL** Records, 50 W. 57th St., New York 19, N. Y.
- CORNELL** University, NY State College of Agriculture, Dept. of Extension, Ithaca, N. Y.
- CORONET** Films, 65 E. South Water St., Chicago 1, Ill.
- COTTON**—National Cotton Council, POB 9905, Memphis 12, Tenn.
- CREATIVE** Education, Inc., 340 N. Milwaukee Ave., Libertyville, Ill.
- CREATIVE PLASTICS** Corp., Stony Brook, Long Island, N. Y.
- CREATIVE VISUALS** Co., 2020½ Farington St., Dallas 7, Tex.
- CULTHIST**—Cultural History Research, Inc., Harrison 1, N. Y.
- CURRICULUM** Materials Corp., 119 S. Roach St., Jackson, Mich.
- C-W**—Churchill-Wexler Film Productions, 801 N. Seward St., Los Angeles 38, Calif.
- DAGGETT**, Avalon, Productions, 441 N. Orange Drive, Los Angeles 36, Calif.
- DECCA** Records, 50 W. 57th St., New York 19, N. Y.
- DELTA FILM**—Delta Film Productions, Inc., 7238 W. Tuohy Ave., Chicago 31, Ill.
- DICK**—A. B. Dick Company, 5700 W. Touhy Ave., Niles, Ill.
- DISCIPLES** of Christ (United Christian Missionary Society), 222 S. Downey, Indianapolis 7, Ind.
- DISRAELI**—Robert Disraeli Films, POB 343, Cooper Station, New York 3, N. Y.
- DISREC** Records, 2400 W. Alameda Ave., Burbank, Calif.
- DOWLING**, Pat, Pictures, 1056 S. Robertson Blvd., Los Angeles 35, Calif.
- DUKANE** Corp., St. Charles, Ill.
- DUNCAN**—William Ireland Duncan Films, Western College, Oxford, Ohio.
- DYNAMIC** Films, Inc., 112 W. 89th St., New York 24, N. Y.
- EAVI**—Educational Audio Visual, Inc., 57 Wheeler Ave., Pleasantville, N. Y.
- EBF**—Encyclopaedia Britannica Films, Inc., 1150 Wilmette Ave., Wilmette, Ill.
- EDMUND** Scientific Co., 101 E. Gloucester Pike, Barrington, N. J.
- EDSERV**—Educational Services, 1730 Eye St., N. W., Washington 6, D. C.
- EDSS**—Educational Supplies and Services, East Carolina College, P.O. Box 110, Greenville, N. Car.
- EDUFS**—Educational Filmstrips, Box 289, Huntsville, Texas.
- EK**: Eastman Kodak Co., Audio-Visual Service, Rochester 4, N. Y.
- ENRICHMENT** Teaching Materials, 246 Fifth Ave., New York 1, N. Y.
- EPIC** Records, 799 Seventh Ave., New York 19, N. Y.
- ESAVG**—Educational Screen and AUDIOVISUAL Guide, 2000 Lincoln Park West Bldg., Chicago 14, Ill.
- EYEGATE** House, Inc., 146-01 Archer Ave., Jamaica 35, N. Y.
- FA**—Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25, Calif.
- FAMILY** Films, Inc., 5823 Santa Monica Blvd., Hollywood 38, Calif.
- FARM**—Farm Film Foundation, 1731 Eye St., N.W., Washington 6, D. C.
- FCD**—Federal Civil Defense Administration, Battle Creek, Mich. For loan films apply to state Civil Defense office.
- FELREC**—Fellowship of Reconciliation, Box 271, Nyack, N. Y.
- FFE**—Films for Education, 1066 Chapel St., New Haven, Conn.
- FH**—Filmstrip House, 347 Madison Ave., New York 17, N. Y.
- FILM IMAGES**, Inc., 1860 Broadway, New York 23, N. Y.
- FILMDIS**—Film Distributor, 935 Second Ave., New York 22, N. Y.
- FILMSCOPE**, Inc., Box 397, Sierra Madre, Calif.
- FISH**—Marjorie E. Fish, 1723 Oak St., Orange Gardens, Kissimmee, Fla.
- FLEETWOOD** Films, 10 Fiske Place, Mt. Vernon, N. Y.
- FOLKWAYS** Records and Service Corp., 117 W. 46th St., New York 36, N. Y.
- FON**—Films of the Nations, 62 W. 45th St., New York 19, N. Y.
- FRIENDSHIP** Press, 475 Riverside Drive, New York 27, N. Y.
- FRITH** Films, 1816 N. Highland Ave., Hollywood 28, Calif.
- GOODRICH** Tire & Rubber Co., Advertising Dept., Akron, Ohio.
- GOSFILMS**—Gospel Films, Inc., Box 455, Muskegon, Mich.
- GSA**—Girl Scouts of the U.S.A., 155 E. 44th St., New York 17, N. Y.
- HARRISON**, Edward, 1501 Broadway, New York, N. Y.
- HARVEST** Films, 90 Riverside Drive, New York 24, N. Y.
- HOLFI**—Hollywood Film Enterprises, 6060 Sunset Blvd., Hollywood 28, Calif.
- H-R**—H-R Productions, Inc., 17 E. 45th St., New York 17, N. Y.
- HSUS**—The Humane Society of the United States, 1111 E. St., NW, Washington 4, D. C.
- HUNTER**—D. Gordon Hunter Productions, Inc., Box 5, Farmington, Conn.

- ICF** — International Communications Foundation, 9033 Wilshire Blvd., Beverly Hills, Calif.
- ICR** Corporation, 281 State St., New London, Conn.
- IDEAL** Pictures, 58 E. South Water St., Chicago 1, Ill.
- IFB**—International Film Bureau, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.
- IFF**: International Film Foundation, 1 E. 42nd St., New York 17, N. Y.
- ILLNAHIST**—Illinois National History Survey, 189 Natural Resources Bldg., Urbana, Ill.
- INDIANA** University, Audio-Visual Center, Bloomington, Ind.
- INSTLIFE**—Institute of Life Insurance, 488 Madison Ave., New York 22, N. Y.
- IVFORD**—Iverson-Ford Associates, 175 Fifth Ave., New York 10, N. Y.
- JAM** Handy Organization, 2821 E. Grand Blvd., Detroit 11, Mich.
- JERI** Productions, 3212 Glendale Blvd., Los Angeles 39, Calif.
- JFCLA**—Jewish Federation Council of Greater L. A., 590 N. Vermont Ave., Los Angeles 4, Calif.
- JOURNAL** Films S, 2441 W. Peterson Ave., Chicago 45, Ill.
- LEXINGTON** Records, 57 Wheeler Ave., Pleasantville, N. Y.
- LIBRAPHONE**, Inc., Box 215, Long Branch, N. J.
- LIFE** Filmstrips, 9 Rockefeller Plaza, New York 20, N. Y.
- LINE**—Francis Raymond Line, 5475 Eagle Rock View, Los Angeles 41, Calif.
- LITERACY**—Committee on World Literacy and Christian Literature, 156 Fifth Ave., New York 10, N. Y.
- LOCKAL**—Lockheed California, Burbank, Calif.
- LOEB**—Leon Loeb Associates, 306 Sixth St., N.W., Washington 1, D. C.
- LONG** FilmSlide Service, El Cerrito, Calif.
- MAINAG**—Maine Department of Agriculture, Attn. Publicity Director, Augusta, Me.
- McGOLD**—McMurray Gold Production, 139 S. Beverly Drive, Room 333, Beverly Hills, Calif.
- MES**—Museum Extension Service, 80 W. 40th St., New York 18, N. Y.
- MESTON'S** Travels Inc., 3801 N. Piedras, El Paso, Texas.
- METHODIST** Publishing House, 201 8th Ave. S., Nashville 2, Tenn.
- MH**—McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y.
- MID-AMERICAN** Films, Film Center, Lyons, Wis.
- MIDDLEHAM**—Ken Middleham, P.O. Box 1065, Riverside, Calif.
- MILBREW**—Miller Brewing Co., Film Section, 4000 W. State St., Milwaukee 1, Wisc.
- MODERN** Talking Picture Service, Inc., 3 E. 54th St., New York 22, N. Y.
- MONREC**—Monitor Recordings, Inc., 413 W. 50th St., New York 19, N. Y.
- MOODY** Institute of Science, 11428 Santa Monica Blvd., Los Angeles 25, Calif.
- MP-TV**—MP-TV Services, Inc., 7000 Santa Monica Blvd., Hollywood 38, Calif.
- MRI**—Magnetic Recording Industries, 126 Fifth Ave., New York 11, N. Y.
- MUSICAMERA**, Box 330, Chicago 90, Ill.
- MUTUAL** of Omaha, Director of Rehabilitation, 33rd and Farnam Streets, Omaha, Nebr.
- NASSP**—National Association of Secondary School Principals, 1201—16th St., NW, Washington 6, D. C.
- NBFU**: National Board of Fire Underwriters, 85 John St., New York 38, N. Y.
- NEAPR**—National Education Association, Public Relations, 1201—16th St., N.W., Washington 6, D. C.
- NEUBACHER** Productions, 10609 Bradbury Road, Los Angeles 64, Calif.
- NFBC**—National Film Board of Canada, Canada House—Suite 819, 680 Fifth Ave., New York 19, N. Y.
- NORTHERN** Films, 1947—14th Ave., N., Seattle 2, Wash.
- NORTON** Company, Worcester 6, Mass.
- NYBR**—New York Board of Rabbis, 10 E. 73rd St., New York 21, N. Y.
- NYTIMES**, Office of Educational Activities, 229 West 43rd St., New York 36, N. Y.
- NYUFL**—New York University Film Library, 26 Washington Place, New York 3, N. Y.
- OFLOC**—Ohio Flock Cote Co., 5713 Euclid Ave., Cleveland 3, Ohio.
- OSU**—Ohio State University, Department of Photography, Columbus 10, Ohio.
- OTENHEIMER** Publishers, 4805 Nelson Ave., Baltimore 15, Md.
- PACIFIC** Productions, Inc., 414 Mason, San Francisco 2, Calif.
- PARTHENON** Pictures, 2526 Temple St., Los Angeles 26, Calif.
- PATHE** News, Inc., 245 W. 55th St., New York 19, N. Y.
- PATHESCOPE** Educational Films, Inc., 71 Weyman Ave., New Rochelle, N.Y.
- PICTURA** Films Distributing Corp., 41 Union Square West, New York 3, N. Y.
- POCKET** Films, 505 Fifth Ave., New York 17, N. Y.
- POETRY** Records, 475 Fifth Ave., New York 17, N. Y.
- PORTAFILMS** Orchard Lake, Mich.
- PRTC**—Protestant Radio and Television Center, 2727 Clifton Road, N.E., Atlanta 6, Ga.
- PRUDENTIAL** Insurance Co. of America, Prudential Bldg., Newark 1, N. J.
- PURDUE**—The Audio-Visual Center, Purdue University, Lafayette, Ind.
- PYRAMID** Film Producers, Ltd., 7166 Melrose Ave., Hollywood 46, Calif.
- RAND McNALLY & Co.**, Box 7600, Chicago 80, Ill.
- REMBRANDT** Film Library, 13 E. 37 St., New York 16, N. Y.
- RIIEEM-CAL**—Rheem-Califone Corporation, 1020 N. LaBrea Ave., Hollywood 38, Calif.
- ROTHCHILD** Film Corporation, 1012 E. 17th St., Brooklyn 30, N. Y.
- ROUNDTABLE** Productions, 139 S. Beverly Drive, Room 133, Beverly Hills, Calif.
- SCIENCELECT** — Science-Electronics, Inc., 195 Mass. Ave., Cambridge 39, Mass.
- SCRIBNER'S**, Sons, Charles, Educational Dept., 597 Fifth Ave., New York 17, N. Y.
- SCRIPTURE** Press, 1825 College Ave., Wheaton, Ill.
- SEAL**, Inc., Shelton, Conn.
- SEMINAR** Films, Inc., 480 Lexington Ave., New York 17, N. Y.
- SPOKEN WORD**, The, 10 E. 39th St., New York 16, N. Y.
- SQDANCE**—Square Dance Associates, Honor Your Partner Records, 33 So. Grove St., Freeport, L. I., N. Y.
- STANLEY** Tools, Educational Dept., The Stanley Works, 111 Elm St., New Britain, Conn.
- STERLED**—Sterling Educational Films, 6 E. 39th St., New York 16, N. Y.
- STOUT** State College, Audio-Visual Center, Menomonie, Wisc.
- SUPEL**—Superior Electric Co., Bristol, Conn.
- SVE**—Society for Visual Education, Inc., 1345 W. Diversey Pkwy., Chicago 14, Ill.
- TANDY** Leather Co., P.O. Box 791, Fort Worth 1, Texas.
- TETON** Films, 8120 Tunney Ave., Redwood, Calif.
- TEXAS**, University of, Visual Instruction Bureau, Austin 12, Texas.
- TEXCO**—The Texas Company, 135 E. 42nd St., New York 17, N. Y.
- THORNE** Films, Inc., 1707 Hillside Road, Boulder, Colo.
- TRAFCO**—Television, Radio and Film Commission, The Methodist Church, 1525 McGavock St., Nashville, Tenn.
- TRANSVISION** Inc., New Rochelle, N. Y.
- TWEEDY** Transparencies, 321 Central Ave., Newark, N. J.
- UAA**—United Artists Associates, Inc., 247 Park Ave., New York, N. Y.
- UCLA**—University of California, Educational Film Sales Dept., Los Angeles 24, Calif.
- UIA**—United Israel Appeal, 18 E. 66th St., New York 21, N. Y.
- UJA**—United Jewish Appeal, 165 W. 36th St., New York 36, N. Y.
- UMICH**—University of Michigan, A-V Education Center, 4028 Administration Bldg., Ann Arbor, Mich.
- UN**—United Nations, U.S. Committee, New York, N. Y.
- UNCHC**—United Church of Christ, 1505 Race St., Philadelphia 2, Pa.; Bureau of Audio Visuals, 1720 Chouteau Ave., St. Louis 3, Mo.
- UNESCO** Publication Center, 801 Third Ave., New York, N. Y.
- UPRESB**—United Presbyterian Church in the U.S.A., 475 Riverside Drive, New York 27, N. Y.
- USC**—University of Southern California, Dept. of Cinema, University Park, Los Angeles 7, Calif.
- USDA**—U.S. Dept. of Agriculture, Motion Picture Section, Washington 25, D. C.
- UWF**—United World Films, 1445 Park Ave., New York 29, N. Y.
- UWISC**—University of Wisconsin, Madison, Wisc.
- VEC**: Visual Education Consultants Inc., 2066 Helena St., Madison 4, Wis.
- VEDO** Films, 962 Salisbury Ct., Lancaster, Pa.
- VIKING** of Minneapolis, Inc., 9600 Aldrich Ave., S., Minneapolis 20, Minn.
- Visual Specialties** Co., 835 S. State St., Caro, Mich.
- WEBPUB**—Webster Publishing Co., 11541 Reco Ave., St. Louis 26, Mo.
- WEDBERG** and Associates, 4715 S. Normandie Ave., Los Angeles 37, Calif.
- WESILL**—Western Illinois University, Audiovisual Education Center, Macomb, Ill.
- WESTINGHOUSE** Electric Corporation, School Service, 306 Fourth Ave., P.O. Box 1017, Pittsburgh 30, Pa.
- WESTON** Woods Studios Inc., Westport, Conn.
- WHIT**—Whitney's, 150 Powell St., San Francisco 2, Calif.
- WILMAC** Recorders, 921 E. Green St., Pasadena, Calif.
- WLISR**—Women's League for Israel, 1860 Broadway, New York 23, N. Y.
- WORLD WIDE** Pictures, Box 1055, Sherman Oaks, Calif.
- YALE** University Press, 386 4th Ave., New York 16, N. Y.

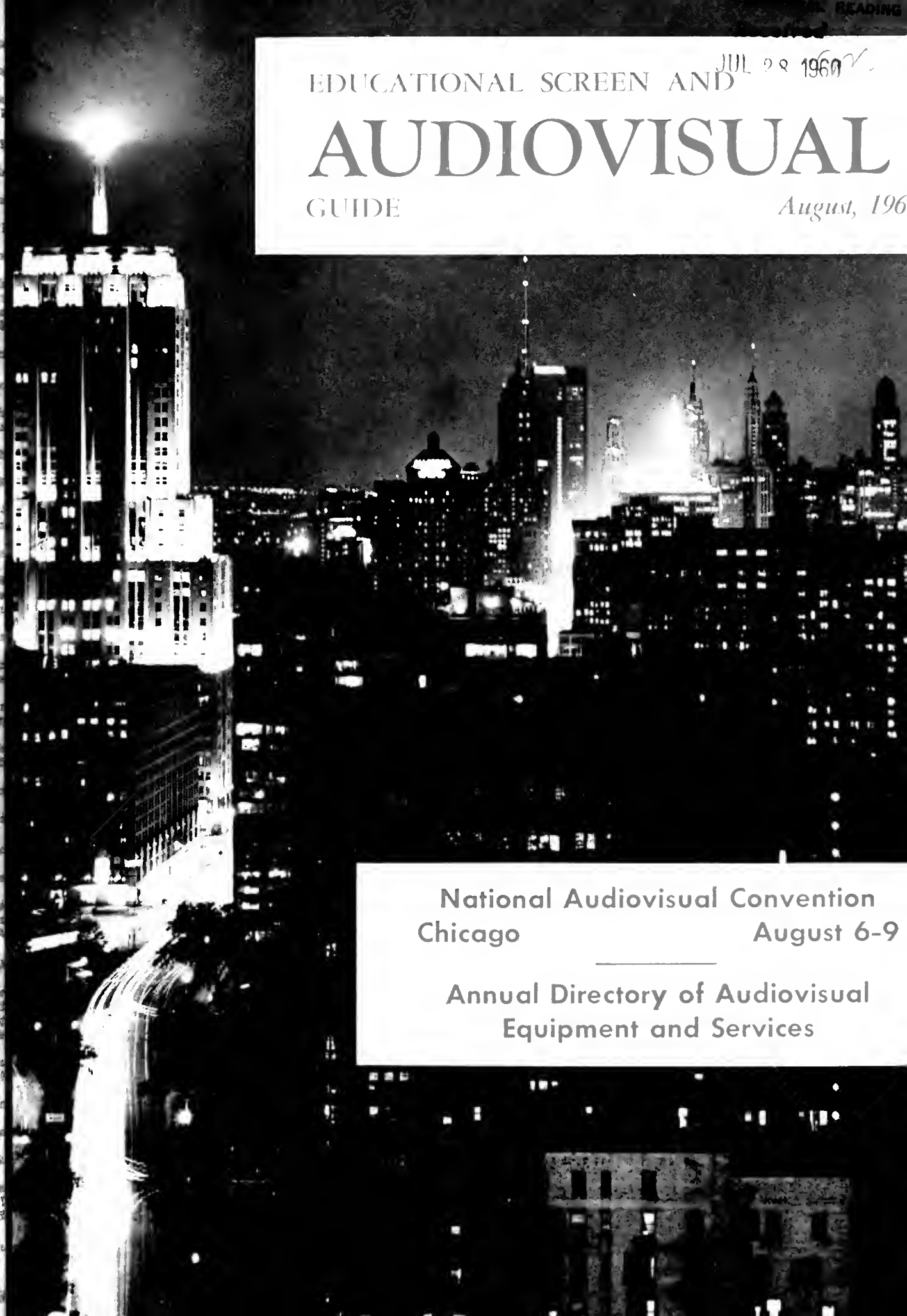
JUL 28 1960

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

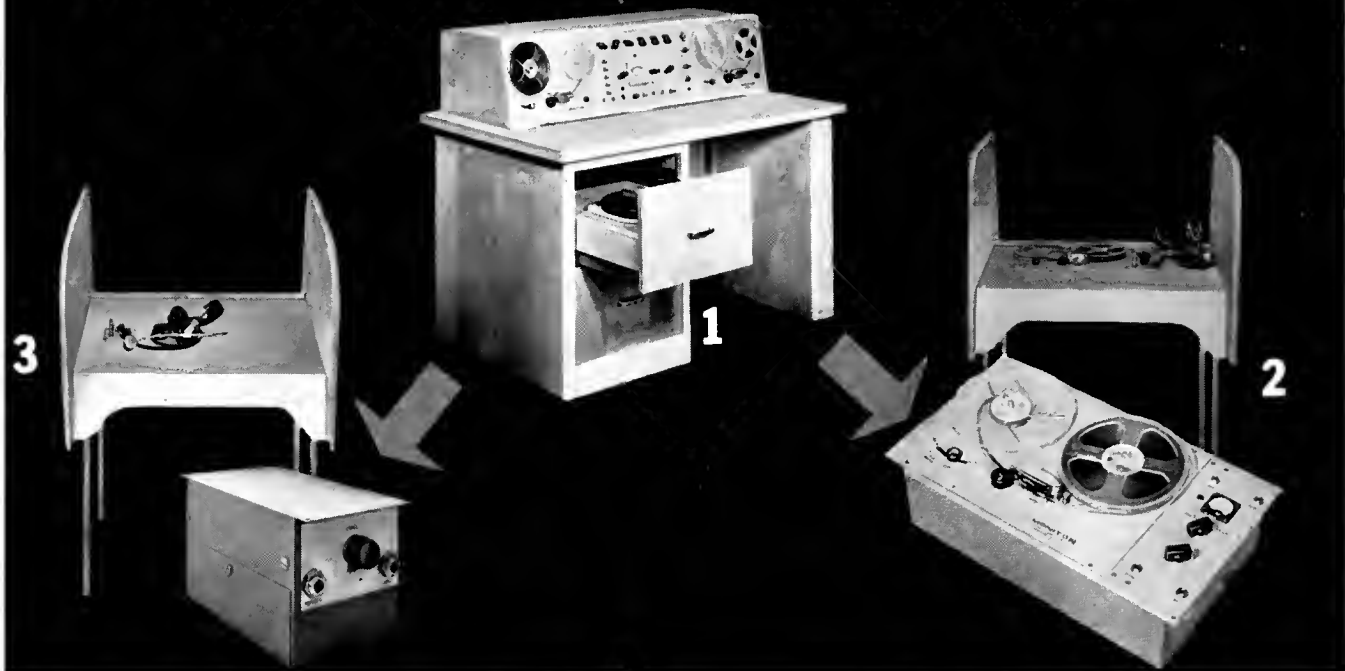
August, 1960



National Audiovisual Convention  
Chicago August 6-9

Annual Directory of Audiovisual  
Equipment and Services

# MONITOR—For Linguistic Excellence



## MONITOR FEATURES . . .

- SIMPLICITY OF OPERATION
- RELIABLE PERFORMANCE
- RUGGED CONSTRUCTION
- FUNCTIONAL FLEXIBILITY
- EXCLUSIVE, PATENTED DUAL-CHANNEL DESIGN

### INSTRUCTOR'S MONITORING CONSOLE

**1** MONITOR's standard Console gives the teacher control of the laboratory without requiring him to be an engineer or a switchboard operator. It can simultaneously conduct five separate course programs thus providing a variety of teaching materials to meet individual student needs. The console offers exclusive circuitry for private two-way communication, individual booth monitoring, program distribution to each booth or by rows and remote control of booth recorders for mass tape duplication.

### STUDENT UNIT—TYPE I

**2** Type I features the MONITOR E-3CS *patented* dual-channel recorder which enables students to listen to the master channel while simultaneously recording their own voices. Just two controls plus an on-off, volume switch assure simplicity of operation. Thus, students can perform operations by reflex action—and concentrate solely on the lesson material.

### STUDENT UNIT—TYPE II

**3** Type II includes a tube or transistorized amplifier and an activated headset-microphone. It enables each student to speak and listen to his voice simultaneously. It also provides for intercommunication between the student and teacher.

### Additional System Oriented MONITOR Equipment

MONITORET—A simplified version of the MONITOR E-3CS for home study with prerecorded tapes . . . REMOTESTER—Automates testing by stopping student tapes during questions and restarting them for recording answers only . . . AUDIO-VISUAL SYNCHRONIZER—Automatically coordinates visual presentations with prerecorded tapes or with the instructor's microphone.

Our rapidly expanding school population makes a teacher for each student an idealistic concept. Yet, educators agree there is an increasing need for teaching techniques that meet the varied capabilities of each student.

In the field of language teaching, the MONITOR Language Laboratory System offers the teacher the best means to achieve this objective. MONITOR today is the *only* language laboratory standard of the United States Government . . . the result of twelve years of product design and development. MONITOR is the product of first hand experience in installing, maintaining and directing hundreds of language laboratories in 51 countries.

To the student, MONITOR means more intensive learning through repetition, active use of new word sounds, and objective comparison of his own voice in playback.

To the teacher, MONITOR means the opportunity to meet student needs on an individual basis. As an easily operated and highly flexible teaching tool, MONITOR adds a new dimension, *tutorial supervision*, to the science of language teaching.

The coupon below is for your convenience in obtaining more information regarding a MONITOR Language Laboratory for your school . . .

## MONITOR Language Laboratories

Division of Electronic Teaching Laboratories, Inc.  
1818 M Street, N.W. Washington 6, D.C.



1-60-E

Name \_\_\_\_\_

Position \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

**Be Sure...**

To keep for file purposes the Directory of Audiovisual Equipment and Services which begins on 444. A true 'one of a kind,' this listing of more than 600 manufacturers and suppliers for the AV field is probably one of the most complete, most practical and—to the AV specialist—most valuable ever compiled.

An exhaustive listing of AV equipment, supplies and services includes a cross-indexing of all companies and organizations supplying each item.

Take a look. Page 444.



*convention highlights*

*programs and special stories*

National Audiovisual Convention	408
Audiovisual Education Forum	411
Audiovisual Conference of Medical and Allied Sciences	413
Illinois Training Directors' Association Audiovisual Workshop	414
Industrial Audiovisual Association	415

<i>exhibitors list</i>	418
------------------------	-----

<i>annual directory of audiovisual equipment and services</i>	444
---	-----

*special articles by*

Maj. Gen. J. B. Medaris Chairman of the Board, Electronic Teaching Laboratories	426
W. G. Kirtley President, National Audio-Visual Association	409
James D. Finn President, Department of Audio-Visual Instruction, NEA	430

**EDUCATIONAL SCREEN & AVGUIDE**

**EDITORIAL STAFF**

PAUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations. IRENE THORSON, Editorial Assistant.

**BUSINESS STAFF**

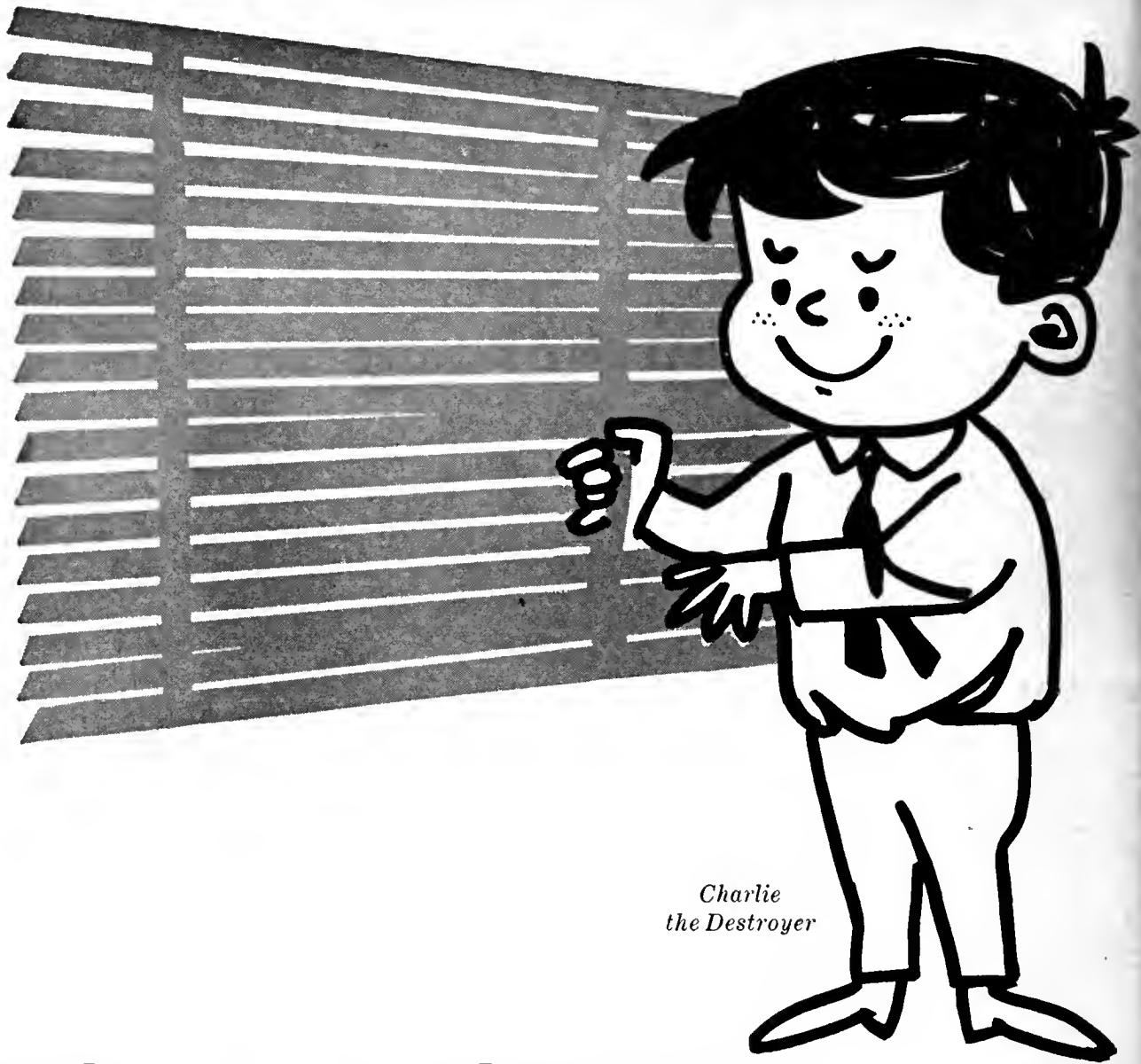
H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

**Advertising Representatives**

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet B-5313)

**EDITORIAL ADVISORY BOARD**

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia



*Charlie  
the Destroyer*

# DON'T WORRY, HE WON'T GET IT OUT!

To remove a LEVOLOR bottom rail clip, one must know how. No amount of yanking and pulling on the tape can get them out. But to the maintenance man who knows how, it is as simple as A. B. C.

Information that insures the best installation possible is a service all LEVOLOR representatives will give you. They will submit a prospectus covering every detail of your Venetian Blind installation—help with the specifications and make a final inspection after the blinds are installed. It is a service that guarantees good specifications and good Venetian Blinds.

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN VENETIAN BLINDS  
AUDIO-VISUAL CONVENTIONAL SKYLIGHT

Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.





## ARGUS DIRECT-WIRE TV CAMERA

*Brings closed circuit television down to the price of conventional (and far less versatile) audio-visual equipment. Operates in room light, requires no special equipment or training. Just \$595 with 1-inch, f/1.9 lens. Argus telephoto and wide-angle lenses at slight extra cost.*

**THERE'S A DEALER NEAR YOU, eager to give you a demonstration and superior service.**

### ALABAMA

**BIRMINGHAM**  
Audio-Visual Film Service, Inc.  
2114 8th Avenue, North

### ARIZONA

**PHOENIX**  
Arizona Photo Center  
1633 E. McDowell Road

Kelton Audio Equip. Co., Inc.  
808 North First Street

### TUCSON

Audio-Visual Center  
1022 North Park Avenue

### CALIFORNIA

**FRESNO**  
Photo & Sound Company  
444 Blackstone Avenue

**LOS ANGELES**  
A. F. Milliron Company  
1198 South LeBrea Avenue

Photo & Sound Company  
5525 Sunset Boulevard  
Winter & Co., 525 W. Sixth St.

**REDLANDS**  
Redlands A-V Sales & Service  
10 West Citrus

**SACRAMENTO**  
Photo & Sound Company  
2505 Cambon Way

**SAN DIEGO**  
Photo & Sound Company  
1025 University Avenue

**SAN FRANCISCO**  
Photo & Sound Company  
116 Natoma Street

### COLORADO

**DENVER**  
Davis Audio-Visual, Inc.  
2023 East Colfax

### CONNECTICUT

**BRIDGEPORT**  
Jay James, 183 Fairfield Avenue

**NEW HAVEN**  
H. B. Motion Picture Company  
21 Audio Lane

### DISTRICT OF COLUMBIA

**WASHINGTON**  
Paul L. Brand & Son  
2153 "K" Street, N.W.

### FLORIDA

**FORT LAUDERDALE**  
Gordon Cook Co., P. O. Box 2306

**JACKSONVILLE BEACH**  
Ronald A. Trumble  
P. O. Box 1266

### HAWAII

**HONOLULU**  
John J. Harding, 1514 Kona

### ILLINOIS

**CHICAGO**  
Midwest Visual Equipment Co.  
3518 West Devon Avenue

**PEORIA**  
Illini A-V Education Service  
221 Main Street

**SPRINGFIELD**  
Pfle's Camera Shop  
418 East Adams

### INDIANA

**EVANSVILLE**  
Smith & Butterfield, 305 Main St.

**FORT WAYNE**  
Wayne Camera & Visual Equip.  
Co., 1231 East State Street

**INDIANAPOLIS**  
Hoosier Photo Supplies, Inc.  
1210 N. Pennsylvania

### IOWA

**CEDAR RAPIDS**  
Pratt Sound Films, Inc.  
129 Third Ave., S. E.

### KENTUCKY

**LEXINGTON**  
D. T. Davis Co., 178 Walnut St.

**LOUISVILLE**  
D. T. Davis Co. of Louisville, Inc.  
1341 Bardstown Road

### LOUISIANA

**NEW ORLEANS**  
Jasper Ewing & Sons, Inc.  
725 Poydras Street

### MARYLAND

**BALTIMORE**  
Folkemer Photo Service  
927 Poplar Grove Street

### MASSACHUSETTS

**NEWTON CENTRE**  
H. B. Motion Picture Service  
203 Spiers Road

### MICHIGAN

**DETROIT**  
Engleman Visual Education Serv.  
4754-58 Woodward Avenue

**GRAND RAPIDS**  
Newman Visual Education, Inc.  
1408 South Division

**ST. JOSEPH**  
Gillespie Visual Service  
220 State Street

### MINNESOTA

**MINNEAPOLIS**  
Midwest Audio-Visual  
10 West 25th Street

### MISSISSIPPI

**JACKSON**  
Jasper Ewing & Sons, Inc.  
227 East Pearl Street

### MISSOURI

**KANSAS CITY**  
Hoover Bros., Inc., 1020 Oak St.

**ST. LOUIS**  
W. Schiller & Company  
1101 Clark Avenue

### NEBRASKA

**OMAHA**  
Modern Sound Pictures, Inc.  
1410 Howard St.

### NEVADA

**LAS VEGAS**  
Metcalf Radio & Sound Supply  
25 E. California Street

### NEW JERSEY

**EAST ORANGE**  
Oscar H. Hirt A-V., Inc.  
190 Central Avenue

**NEWARK**  
L. Kaltman & Sons, Inc.  
287 Washington Street

### PLAINFIELD

Howard W. Boise  
144 East Front Street

### NEW YORK

**ALBANY**  
Wilber Visual Service, Inc.  
1182 Western Avenue

**ASTORIA, L.I.**  
A. C. Camera Company  
34-01 Broadway

**HEMPSTEAD, L.I.**  
Eastern Camera Exchange  
68 West Columbia Street

**JOHNSON CITY**  
Wilber Visual Service, Inc.  
130 Main Street

**NEW YORK**  
E. J. Barnes & Co., Inc.  
480 Lexington Avenue

United Audio-Visual Aids  
1409 Second Avenue

**SYRACUSE**  
Wilber Visual Service, Inc.  
2030 South Salina Street

### NORTH CAROLINA

**RALEIGH**  
Stone's, 329 West Hargett St.

### OHIO

**CINCINNATI**  
Eastern Hills Camera Co.  
6004 Madison Road

**CLEVELAND**  
Harpster Audio-Visual Equip.,  
Inc., 13902 Euclid Avenue

Argus Cameras, Inc., Subsidiary of Sylvania Electric Products Inc.

**argus**

GENERAL TELEPHONE & ELECTRONICS



### COLUMBUS

Salem Graphic Supply Company  
1475 West Fifth Avenue

### DAYTON

Salem Camera Company  
335 Salem Avenue

### TOLEDO

Torrence Sound Equip. Co., Inc.  
1314 Madison Avenue

### OREGON

**PORTLAND**  
Moore A-V Corporation  
1201 S.W. Morrison

### PENNSYLVANIA

**HARRISBURG**  
J. P. Lilley & Son  
928 North Third Street

**PHILADELPHIA**  
Oscar H. Hirt A-V., Inc.  
41 N. Eleventh Street

### SOUTH CAROLINA

**COLUMBIA**  
R. L. Bryan Co., 1440 Main St.

### SOUTH DAKOTA

**SIOUX FALLS**  
Harold's Photography  
308 South Phillips Avenue

### TENNESSEE

**MEMPHIS**  
Ed's Camera Shop, 1279 Madison

**NASHVILLE**  
Visual Education Co., Inc.  
2114 8th Avenue, South

### TEXAS

**DALLAS**  
Texas Educational Aids  
4006 Live Oak

**FORT WORTH**  
Miller's Visual Aids, Inc.  
519 Pennsylvania Avenue

**LUBBOCK**  
South Photo Sales Company  
2107-A Broadway

### TEMPLE

Hoover Brothers, Inc.  
1305 N. 14th Street

### UTAH

**SALT LAKE CITY**  
Deseret Book Company  
44 E. South Temple Street  
P.O. Box 958

### VIRGINIA

**BRISTOL**  
Belew Sound & Visual  
P.O. Box 653

**NORFOLK**  
Tidewater Audio-Visual Center  
29 Southern Shopping Center

**RICHMOND**  
Audio Fidelity Corporation  
8532 Patterson Avenue

### WASHINGTON

**SEATTLE**  
Rarig Motion Picture Company  
2100 North 45th Street

Seattle Art & Photo Supply, Inc.  
616 Eighth Avenue

### SPokane

Inland Audio-Visual Company  
N. 2325 Monroe Street

### WISCONSIN

**LA CROSSE**  
Community Camera  
506 Main Street

**MILWAUKEE**  
Photoart Visual Service  
844 N. Plankinton Avenue

## Convention Keynote Theme: "The Challenge of the 60's"

The 1960 National Audio-Visual Convention in Chicago August 6-9 is expected to draw an attendance of 3,000 audiovisual specialists from the fields of education, religion, industry and business, according to Harvey W. Marks, general convention chairman.

A few of the highlights:

Keynoting the first general session will be a visual presentation entitled "The Challenge of the Sixties," prepared and presented by James W. Hulfish, Jr., NAVA Director of Information. The presentation will cover the development of the audiovisual industry to its present stature as well as a review of current trends and future prospects.

"Meet the Challenge!" is the title of an address to be made by Dr. G. Herbert True, nationally famous writer, psychologist and lecturer. The address will cover ways AV people may today gird themselves to meet the dramatic changes which will take place during this new decade.

In addition to the regular meetings of the NAVA board of directors and executive committee, there will be meetings of the NAVA Religious Council, Harvey Marks, chairman, and the NAVA Industry and Business Council, Robert Abrams, chairman. The NAVA Canadian members meeting will feature an informal breakfast, and the board of governors of the Na-



Dr. G. Herbert True

tional Institute for Audio-Visual Selling will hold a luncheon. Other NAVA groups meeting include the Association's educational committee, the religious dealers, the NAVA past presidents, and the western AV dealers.

## Harvey Marks Nominated As Next NAVA President

The election of new officers of the National Audio-Visual Association for 1960-61 will take place during the convention. Announcement will be made of the result of a mail ballot circulated previously to the association membership.



Dr. Richard B. Lewis, left, and Herrold E. Kemp will be part of a team from San Jose State College presenting "Selling to Industry" at the convention. W. G. Kirtley, NAVA president, says, "This presentation promises a practical and interesting analysis of AV utilization in industry."

## Cover Scene

Night views of Chicago are not uncommon, but this one shows an especially attractive range of lights and towers in 'the big city at night.' Traffic on Lake Shore Drive at left, with the Wrigley building shimmering in white in the distance.

Photographer: Hedrich-Blessing, Chicago.

Nominated are the following:

President: Harvey W. Marks, Visual Aid Center, Denver, Colorado; first vice-president: Mahlon Martin, M. H. Martin Co., Massillon, Ohio; J. Howard Orth, Midwest Visual Education Service, Des Moines, Iowa. Second vice president: Harold A. Fischer, Photosound of Orlando, Orlando, Florida; M. G. Gregory, Sound Photo Sales Co., Lubbock, Texas.

Secretary: Robert P. Abrams, Williams, Brown & Earle, Philadelphia, Pennsylvania; Peter Allinger, View-sound Supplies, Vancouver, B. C., Canada. Treasurer: Earl Harpster, Harpster Audio-Visual Equipment, Inc., Cleveland, Ohio; Mrs. Ruth B. Walsh, Hartley's Motion Picture Division, Bethlehem, Pennsylvania.

Directors-at Large: Mrs. Eloise Kcefe, T.E.A. Film Library, Dallas, Texas; Paul Cox, Coast Visual Education Co., Hollywood, California; R. Kenneth Cromar, Audio-Visual Center, Denver, Colorado; Joseph Meidt, Cousino Electronics Corporation, Toledo, Ohio.

Middle Atlantic Regional Director: Charles F. Appel, Appel Visual Service, Inc., Pittsburgh, Pennsylvania; Murray O. Cunningham, E. J. Barnes Co., Inc., New York, N. Y.; Rutherford K. Clarke, The Rud Clarke Co., DeWitt, N. Y. Midwestern Regional Director: Stephen J. Bartha, Bartha Visual Education Service, Columbus, Ohio; E. C. Carlton, Carlton Films, Beloit, Wisconsin; R. V. Reed, Reed Audio-Visual Company, Webster Groves, Missouri.

Southwestern Regional Director: Hilton McCrory, Stanley Projection Co., Alexandria, Louisiana; M. W. Huseman, South Texas Visual, Inc., Corpus Christi, Texas; I. L. Miller, Jr., Miller's Visual Aids, Inc., Ft. Worth, Texas. Canadian Regional Director: George Gibson, Toronto Camera Ex-

# Is he learning...

*or just being entertained?*

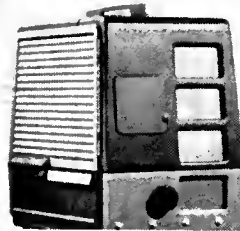
*He's learning...if* the classroom audio-visual equipment is designed, as only Bell & Howell equipment is, to be an active educational aid rather than a medium of entertainment. The full benefits of teaching with audio-visuals can be achieved only through built-in features and controls that make the teacher the *complete master* of the lesson rather than a bystander. Only Bell & Howell gives these to you, along with unmatched ease of operation.

The school administrator gets the assurance of long, trouble-free equipment operation, and the certainty that the school has

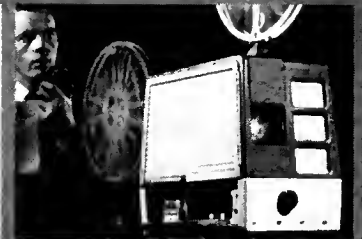
gotten the best value for its money. Program assistance and service is provided by an expert Bell & Howell Audio-Visual Representative in your area.

If you're going to specify audio-visual equipment soon... if you're interested in the added teaching power audio-visuals can give your school... write us today. There's no obligation. Education Dept., Bell & Howell, 7117 McCormick Rd., Chicago.

Qualifies for purchase under  
Public Law 864. (National  
Defense Education Act).



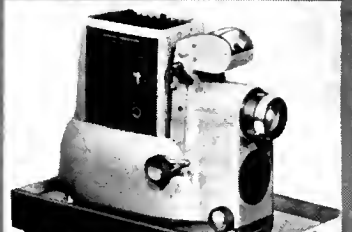
399AV. Stops on single scene for class discussion. Reverses instantly, lets you repeat scenes until they are clearly understood.



Filmosound 302. Add high-fidelity magnetic sound to any 16mm film, automatically. Doubles the value of language teaching film.



786AV-1. 2-Channel Tape Recorder. Teacher records lesson on one channel. Student listens, records answers on second channel.



724 Slide and Filmstrip Projector. Simple instructions on projector. Projects even in semi-lighted room to permit note-taking.

FINER PRODUCTS THROUGH IMAGINATION



**Bell & Howell**

change Ltd., Toronto, Ontario, Canada; W. H. Faulkes, Associated Visual Services Ltd., Vancouver, B. C., Canada.

### Many Langlab Manufacturers To Exhibit at Convention

There will be close to 30 different displays of language laboratory equipment, accessories and materials at the 1960 National Audio-Visual Convention and Exhibit. Firms planning to

exhibit language lab equipment and accessories include Advance Furnace Company, American Gelson Electronics, Inc., Audio Teaching Center and Films for Education, Audiometrics Corporation, Chester Research and Development Corporation, Cousino Electronics Corporation.

Also Educational Equipment Division, Edwards Company, Inc., Fleetwood Furniture Company, Hamilton Electronics Corporation, Instructomatic, Inc., International Film Bureau, Inc., Jentzen-Miller Company, Magnetic Recording Industries, Mobile-Tronics, Monitor Language Labora-

### Calendar

August 3-4 — NAVA Entertainment Film Meeting, Highland Park, Ill.  
August 6-9 — National Audio-Visual Convention, Chicago.

August 17-23—International Religious Executive Consultation, Boulder, Color.

August 23-26 — Annual meeting, Biological Photographic Association, Salt Lake City.

August 31-September 11 North American International Photographic Exhibit.

September 28-30—Illinois Audiovisual Education Association, Aurora, Ill.

October 14-17—National Association of Public School Adult Educator—Adult Education Association, Denver.

October 28-29—Southern Section Conference, Audio-Visual Education Association of California, Pasadena.

tories, Neumade Products Corporation.

Also Pentron Sales Co., Inc., Radio Corporation of America, Robert H. Redfield, Inc., Rheem Califone Corporation, Viking of Minneapolis, Inc., V-M Corporation, Webcor, Inc., and Webster Electric Company.

### Other Groups Gathering For Meetings During Convention

A special meeting of educational audiovisual directors will be held in connection with the convention, according to an announcement by Illinois University. The one-day meeting, which is being sponsored by IAVA, will be held Saturday, August 6, at the Morrison Hotel. Several other state associations have been invited to co-sponsor the event which will be open to educational AV directors throughout the Nation.

Other organizations meeting during the 1960 convention dates will be: AV Workshop for Industrial Training Directors, Industrial Audio-Visual Association (Midwestern Region), AV Conference of Medical and Allied Sciences, Department of Audio-Visual Instruction (NEA) executive committee and board of directors.

### Two AV Books Available

Educational Screen has a limited supply of two volumes, *Picture Values in Educational and Comparative Effectiveness of Some Visual Aids in Seventh Grade Instruction*, both by Joseph J. Weber. One or both are available upon written request at a cost of one dollar each to cover postage and handling.

**Rugged construction plus ease of handling equals...**

Everyone working with audio-visual equipment knows that your best buy is *the best you can buy!* In the case of projection screens, that's Da-Lite... a full line of wall-type and tripod models with exclusive features developed over the past 50 years by men who specialize in improved picture projection. See the all-new Da-Lite Jr. Electro—the finest electrically-operated medium-sized wall screen ever produced. Your Da-Lite A-V dealer will gladly demonstrate!



Vidiomaster A

*Write today!*

For complete information on Da-Lite Vidiomaster Screens and name of Da-Lite Franchised A-V dealer near you!

**Specially engineered for use by schools and industry**

**Da-Lite®**  
SCREEN COMPANY  
Warsaw, Indiana



\* Trademark

# AUDIOVISUAL

GUIDE

August, 1960 Volume 39, Number 8, Whole Number 388

## EDITORIAL

06 An Open Mind, Man!

## SPECIAL CONVENTION SECTION

- 08 National Audiovisual Convention
- 11 Audiovisual Education Forum
- 13 Audiovisual Conference of Medical and Allied Sciences
- 14 Illinois Training Directors' Association Audiovisual Workshop
- 15 Industrial Audiovisual Association
- 18 Listing of Exhibitors

## DIRECTORY OF AV EQUIPMENT AND SERVICES

44 Listing of Annual Directory

## ARTICLES

- 26 We Must Educate *Maj. Gen. J. B. Medaris*
- 28 Closed-Circuit Conference *Wm. F. Kruse*
- 30 Assignment DAVI *James D. Finn*

## DEPARTMENTS AND FEATURES

- 399 Convention Highlights
- 402 News
- 404 Calendar
- 432 Audio *Max U. Bildersee*
- 435 Filmstrips *Irene F. Cypher*
- 438 AV in the Church Field *William S. Hockman*
- 441 Film Evaluations *L. C. Larson, Carolyn Guss*
- 456 Trade Directory for the AV Field
- 457 New Equipment
- 462 Helpful Books
- 462 Directory of Sources
- 463 Index to Advertisers



Founded in 1922 by Nelson L. Greene

**BUSINESS & EDITORIAL ADDRESS:** EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

**SUBSCRIPTION PRICE** (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.

**CHANGE OF ADDRESS** should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

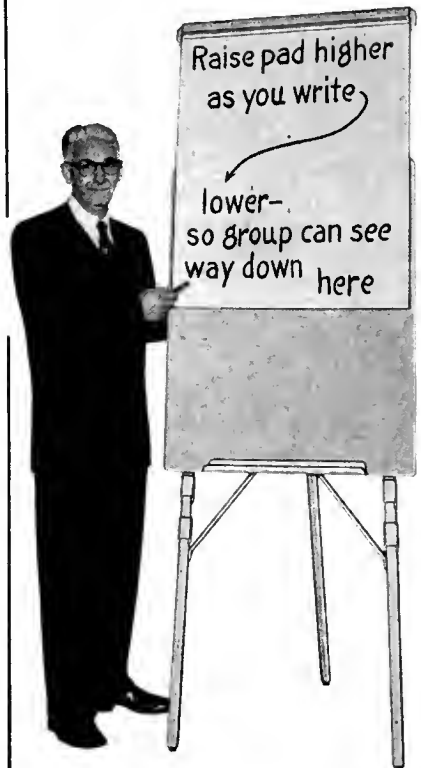
**EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE** is published monthly by Educational Screen, Inc. Publication office, Louisville Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

**ADDRESS ALL MAIL** (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

ENTIRE ISSUE COPYRIGHT 1960 BY  
THE EDUCATIONAL SCREEN, INC.

## Oravisual HIGH-LOW

All Purpose Portable Easel



- **NO STOOPING or SQUATTING** as you write lower on the pad.
- **NO STRETCHING or STRAINING** for viewers in the back rows.

Your paper pad or charts can be raised or lowered smoothly and without effort—automatically locking into place at any desired height. Its ingenious construction is entirely foolproof in operation. This all aluminum easel folds up small for convenient carrying or storage.

There are 27 other Oravisual easels to choose from—one for every purpose. Other exclusive Oravisual meeting equipment includes:

- Portable Aluminum Table Lecterns
- Portable Aluminum Floor Lecterns
- Deluxe Adjustable Lecterns
- Folding Flannel Boards

Write for free 42 page spiral bound catalog.

Oravisual Company, Inc.  
Box 11150, St. Petersburg 33, Fla.

Please mail me a copy of your 42 page spiral bound catalog.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

An  
Open  
Mind,  
Man!

*Paul C. Reed*

You can't be for or against a hammer. You can't be in favor of a saw or not in favor of it. These are tools, man! These are tools for doing a job. The only legitimate questions you can ask about a hammer are those related to its use. Can you use it to do the job that has to be done? Who should use it? How can he learn to use it better? How can you make a better hammer? One that's easier to use or one that will work better? Can you use it more effectively if you use it in combination with other tools?

It's the same thing with equipment and developments in the audiovisual field, man. These are tools and ideas for doing a job. How can you be for or against such communications tools as a projector, a tape recorder, a television receiver. They're tools. You can't be for or against them. The only legitimate questions are those related to what you use these tools for and how you can use them to accomplish the most.

With brand new tools or improvements on the old ones, you've got to keep an open mind, and use your imagination. That's hard to do, man. It's much easier to say "the way we're doing it already is better." "We tried it once and it doesn't work." "It's too small, too big, too complicated, too something else."

Take 8mm sound on film, for instance. Here's a new communications tool. A real audiovisual challenge for the Sixties. What are people saying about it? What do you think? Have you seen and heard it? Is the picture too small? For what group? Where? What *about* the sound? Are the educational film producers going to make 8mm sound films available? Do you know what the 35mm advocates said about 16 back in the Twenties? How are you going to find your answers? Or is your mind already made up!

But 8 mm sound film is just one of the new developments providing audiovisual challenge for the Sixties. There are learning machines, called "teaching machines" if you prefer. New and improved and varied adaptations of recording and language laboratory equipment. There is the challenge of the video tape recorder. Various combinations of multiple purpose equipment in single units for more efficient operation. Systems approaches to instructional problems.

All of these new tools and new ideas have got to be faced with an open mind if we are going to even begin to meet the challenge of the Sixties. Not only the new equipment ideas already here and on display at the 1960 NAVA exhibit, but the increasing number of new developments that will be on display each succeeding year of the Sixties.

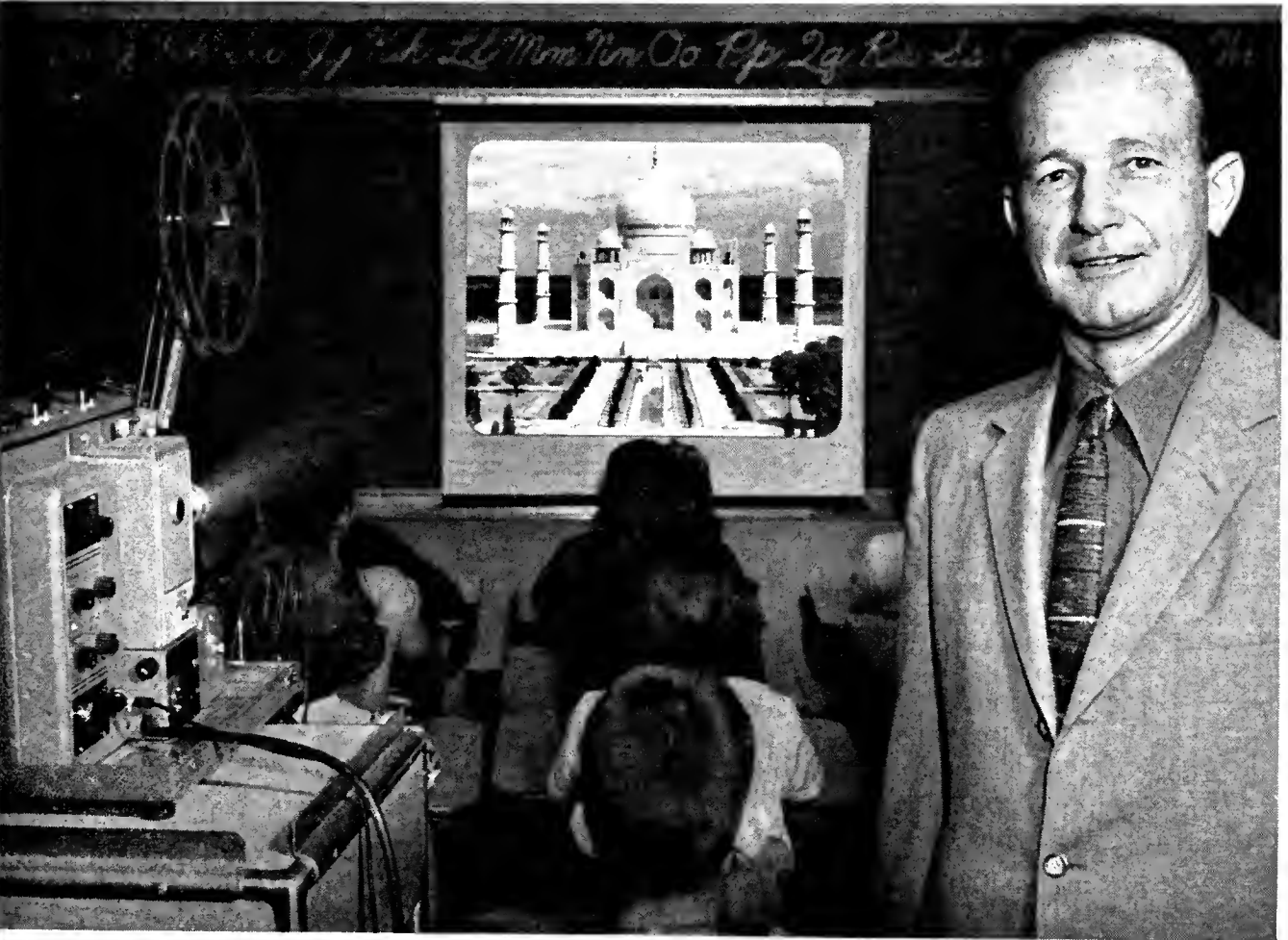
NAVA time in the summer time at Chicago is an exciting time. It's a challenging time. Especially in 1960. It's a time for exposing new products and expounding new ideas. It's a time for open minds and for imaginations to soar, man!

Advance announcements have promised the greatest opportunities ever at the 1960 National Audiovisual Convention and Exhibit for everyone in the audiovisual field. A wide variety of meetings, the most and most interesting exhibits, and the best time for everyone. We hope we'll be seeing you there.



**Kodak**  
TRADEMARK

*At the new Kaibab Elementary School, Scottsdale, Arizona, selected by A.A.S.A. for its exhibit of outstanding school designs, Mr. Marvin Osborn, Audio-Visual Director says:*



**“In operation 75% of the school day, these Kodak Pageant Projectors just keep running...without fail!”**

“Once-a-year checkups seem to be all they need to keep them operating the way we like, with no breakdowns, no disruptions of classroom order.

“Projection Club, 6th, 7th and 8th grade students handle showings. They catch on fast to the Pageant’s simple operation.”

Stresses on audio-visual equipment are extraordinary, even in normal use. Constant usage, hard usage, and usage by many different people mean that projection equipment must be built specifically for Audio-

Visual work, if it is to endure.

That’s the way we have constructed Kodak Pageant Projectors. First, to be sturdy . . . with quality sound and screen image for all types of A-V usage. Then, to be simply operated . . . even by children. Finally, to be easily maintained . . . with only occasional checkup.

*Kodak Pageant Projectors are sold through Kodak Audio-Visual dealers, who will demonstrate at your convenience. Or, you can write for Bulletin V3-22; no obligation, of course.*

*Kodak Pageant Projector* } **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**



## National Audiovisual Convention and Exhibit

# National Audio-Visual Association

### *Program*

#### Saturday, August 6

- 8 a. m. Breakfast in the Terrace Casino. Entertainment program under the direction of Martin S. Mendro. Midwest Visual Equipment Co., Chicago, Ill., featuring the Mid-States Four.
- 9 a. m. First General Session: The Terrace Casino. Presiding: Harvey W. Marks, Denver, Colo., General Chairman of the Convention.
- 9:05 a. m. Keynote Presentation: "The Challenge of the Sixties." An audiovisual presentation to be prepared and presented by

James W. Hulfish, NAVA Director of Information.

- 9:45 a. m. "Selling to Industry." A practical and interesting analysis of the various uses of AV devices, demonstrated in rapid-fire manner by a top team: Dr. Richard B. Lewis, Tom Clemens and Jerry Kemp, of the AV Center, San Jose State College, San Jose, Calif.
- 10:45 a. m. First General Session ends.
- 11 a. m. to NAVA Ladies' Sherry Party and 1 p. m. Open time.
- 2 p. m. NAVA Board of Directors meets.
- 1 to 6 p. m. National Audio-Visual Exhibit open: Mezzanine, 1st & 3rd floors.

NAVA officers for the 1959-60 term: from left: Robert P. Abrams, Williams, Brown & Carle, Philadelphia, treasurer; Mahlon Martin, M. H. Martin Co., Massillon, Ohio, second vice president; W. G. Kirtley, D. T. Davies Co., Louisville, Ky., president; Harold A. Fischer, Photo-Sound of Orlando, Fla., secretary; Harvey W. Marks, Visual Aid Center, Denver, first vice president.





8:30 p. m. Annual NAVA Dance Party: Terrace Casino.

### Sunday, August 7

- a. m. Religious Council Meeting.
- a. m. Canadian Members' Breakfast.
- 9:30 a. m. NAVA Educational Committee Meeting.
- 11 a. m. Audio-Visual Worship Service: The Terrace Casino. Conducted by Rev. Paul Kiehl, Church-Craft Pictures, Inc., St. Louis, Mo.
- 12 to 6 p. m. National Audio-Visual Exhibit open: Mezzanine, 1st & 3rd floors.
- 12:30 p. m. Luncheon for NAVA Institute Board of Governors.
- p. m. Industry and Business Council Meeting.
- 8:30 p. m. NAVA Religious Dealers Meeting.

### Monday, August 8

- a. m. Breakfast in The Terrace Casino. Entertainment program under the direction of Martin S. Mendro, featuring the NAVA Orchestra.
- a. m. Second General Session: The Terrace Casino. Presiding: W. G. Kirtley, Louisville,

Ky., President of the National Audio-Visual Association.

- 9 a. m. Annual Business Meeting of the National Audio-Visual Association.
- 9:30 a. m. Address: "Meet the Challenge!" By Dr. G. Herbert True, nationally famous writer, psychologist and lecturer of 1255 E. Madison St., South Bend 17, Ind.
- 10:30 a. m. Second General Session ends.
- 12 to 6 p. m. National Audio-Visual Exhibit open: Mezzanine, 1st & 3rd floors.
- 12:30 p. m. NAVA Luncheon for Past Presidents.
- 5:30 p. m. Hotel Morrison Reception for all Convention registrants: The Terrace Casino.
- 8 p. m. Special screening of outstanding films on sales, business management and similar topics: The Terrace Casino. In Charge: Keith Smith, Modern Sound Pictures, Inc., Omaha, Neb.

### Tuesday, August 9

- 8 a. m. Western A-V Dealers Breakfast.
- 9 a. m. to National Audio-Visual Exhibit
- 1 p. m. open: Mezzanine, 1st & 3rd floors.
- 1 to 5 p. m. NAVA Board of Directors meets.

## "...The Challenge of the Sixties"

by W. G. "Bill" Kirtley  
President  
National Audio-Visual Association

Pause a moment. Think back over the dramatic changes which have taken place in the AV world during the past ten years. You will begin to appreciate the scope of the challenge before us, this "Challenge of the Sixties." It is inevitable that by 1970 we will have progressed as far beyond 1960 as we have today passed beyond the AV industry of 1950. In fact, this progress is certain to be much greater because it is constantly accelerating. The prospect propels the imagination!

Yet, because our youthful industry, strongly sensing its own impending accomplishment, has remained steeped in today while keeping a steady eye on tomorrow—because we have been tightly concerned with the past recognizing that our ultimate promise of maturity rests with the future—perhaps we are not fully aware of just how far we have come in a brief decade. Breakthroughs are rarely recognized as such at the time they occur. Only in retrospect does their full significance dawn. Therefore, in anticipating the promise of the Sixties, it is appropriate to recall some of the advancements which set apart the "Fabulous Fifties" as a crucial decade in AV history.

For instance, ten years ago filmstrip sales in the United States were, comparatively speaking, negligible. Few then could possibly have imagined the extent to which they would be used by 1960. But the development of filmstrip projectors which were simpler, easier to use, and less expensive made the use of filmstrips as an instructional aid vastly more desirable. In addition the development of the fully automatic filmstrip projector, and later the sound slide film projector, contributed heavily to the market expansion of this item. Today filmstrips are among the most frequently sought of audiovisual aids.

When the Fifties began, the opaque projector was in limited use. Not until the light output was greatly increased did interest begin to approach today's proportions. Now the opaque projector is an AV staple.

Introduced during the period were 16mm film projectors with magnetic sound. With this significant advance it became easier for the talented, creative instructor to produce his own sound motion pictures tailored to his special needs. Local production took a giant stride forward.

Coinciding with the automation of filmstrip projection came similar advancements in slide and transparency units. An outgrowth of the fully automatic slide projector and the synchronized sound slide projector was the repetitive projector with its enormous implications for creating AV markets in sales and merchandising. The role of



W. G. Kirtley

the slide projector expanded to include the exhibit hall, display window, and showroom floor in addition to the lecture room.

Another now-familiar audiovisual item which really came into its own only during the past decade is the overhead projector. Of minor importance before 1950, the overhead's special characteristics—use of overlays, ability to work right on the projected transparency—were finally discovered by alert AV users. Making their contribution to full acceptance of the overhead were a variety of new transparency-making devices and systems, simplifying local materials production and lowering costs. Today, overheads are rightfully in great demand and sales of local production equipment and materials are steadily growing.

AV advances were not restricted to visuals. Remarkable improvements were made in the fidelity of record and transcription players, so much so, actually, that the description "high fidelity" lost all meaning in defining sound quality. Stereophonic sound became a major feature of both record players and tape recorders lending greater flexibility to aural presentations of all kinds. Today recorded sounds may be reproduced with the full brilliance of the original source.

But product development is only half the story. Industry progress results from a combination of product development *and* market acceptance. For without a fundamental change in the viewpoint of AV users and potential users, it would have been impossible to have realized gains made during the Fifties. Take three relatively recent AV entries as an illustration:

In 1950, if you broached the subject of educational TV your listener probably suggested that you "come back down to earth." At a reference to language laboratories he would pronounce, with little fear of contradiction, "impractical." And if you were caught musing about teaching machines, your eavesdropper would likely have

wondered what you planned to teach them. In fairness, it must be admitted that these items—educational TV, language labs, teaching machines—were largely unfamiliar within our own industry ten years ago. It is not surprising that to "the man in the street" they were just so much gobbledygook. But today he is informed and enthusiastic.

What about AV and "the man in the street?" A scant decade ago he would have declared himself of the opinion that audiovisuals were gimmicks, that their chief value was in their novelty. However unjust such a conviction may have been then is irrelevant, because today even our "man in the street" is becoming convinced of the value of AV aids. He is beginning to demand audiovisuals for his schools, is impressed with the better education they make possible for his children. He is personally growing acquainted with audiovisuals through their extensive use at his church, appreciates the way they have contributed to his own religious understanding. Finally, he is obtaining audiovisual equipment to help him in his own business, and can point to cold statistics to prove that they are improving sale and cutting training costs.

In short, the audiovisual industry began to come of age in the Fifties. It improved its products, coupling this advance with an upgrading of its services, and the market responded with soaring interest. In the wake of this, spectacular things began to happen.

General school construction began to include provision for audiovisual instructional materials and equipment. Architects began to reappraise school design with AV utilization in mind, and this in turn was in response to a new demand by school administrators for these AV facilities. Colleges of education greatly increased their programs to train teachers in the use of audiovisual aids. Congress appropriated funds for AV purchases. With, perhaps, less fanfare, corresponding increases in AV interest began to take place among religious and industrial users.

Most significant of all is the fact that the young people of today are being constantly exposed to audiovisuals in their schools and at their churches. If we do our job right, they will grow into adults pre-sold on the value of audiovisuals to communication.

In the final year of the Fifties an estimated \$287 million was spent for AV products—easily twice the amount spent in 1950. In a single decade our industry had doubled! Yet some responsible business leaders have predicted that the industry will double again in the next *two* years. Who then would be so bold as to hazard a forecast of the AV picture for 1970?

"The Challenge of the Sixties" is the many new things it will bring, the varied problems which will arise and be overcome, the new friends AV will win. The future will see materials of every type, more readily available to more people, on every subject under the sun. Equipment will be more streamlined, simpler to operate, easier to transport, and a cinch to service. There are many promising areas of advancement. But most exciting of all is the certainty that by 1970 we will be using wonderful, yet un-dreamed of audiovisuals.

# Audiovisual Education Forum

## Program

### Saturday, August 6

9:00 a.m. Registration.

Fee—\$3—covers three days or any part thereof, screenings, forum, trade show, NAVA dance party  
9:30 - noon Saturday night and Morrison Hotel  
2 - 5 p.m. party Monday afternoon. Screenings and discussion of "Blue Ribbon" winning films at the American Film Festival, conducted in New York City by the Educational Film Library Association. 'Pro' and 'con' critics, designated from the audience prior to each screening, will lead a discussion period following each film. Moderators: Richard Edmundson, director of AV training, Illinois Public Aid Committee; Reynolds Hungerford, visual instruction division, Chicago Public Schools.

Among these "best of show" films:

- World in a Marsh* (Natural Resources) NFBC-McGraw Hill.
- The Changing Voice* (Arts, Crafts, Household Arts) Florida State University.
- The New Girl* (Government) President's Committee on Government Contracts.
- Eternal Children* (Child Development) NFBC-International Film Bureau.
- The Middle East* (Geography) International Film Foundation.
- I Am A Doctor* (Guidance) Sterling Movies.
- Women on the March* (History) National Film Board of Canada.
- Overture and Power Among Men* (Foreign Affairs) United Nations—Contemporary Films.
- The Poisoned Kingdom* (Literature) Encyclopaedia Britannica Films.
- Between the Tides* (Nature and Wildlife) Contemporary Films.
- Rockets: Principles and Safety* (Elem-JH) Film Associates of California.
- A Conversation with Dr. Harlow Shapley* (NBC TV-EBF).
- Crystals* (SH-College) Physical Science Study Committee—Modern Talking Pictures, Inc.
- The Old Order Amish* (Sociology) Vedo Films.
- Navajo Silversmith* (Social Studies) ACI Productions.
- The Living Stone* (Graphic Arts) NFBC.
- The Red Balloon* (Children) Brandon Films.
- A Portrait of Hector* (Ethics) The Methodist Church.
- An American Museum* (Public Relations) City Art Museum, St. Louis.
- Second Chance* (Health) American Heart Association.

*There Was a Door* (Mental Health) Contemporary Films.

9:30 p.m. NAVA Dance Party—Terrace Casino, Morrison Hotel. Your badge admits you.

### Sunday, August 7

11:00 a.m. Non - denominational Audiovisual Church Service

1:00 p.m. Tour of NAVA Exhibits

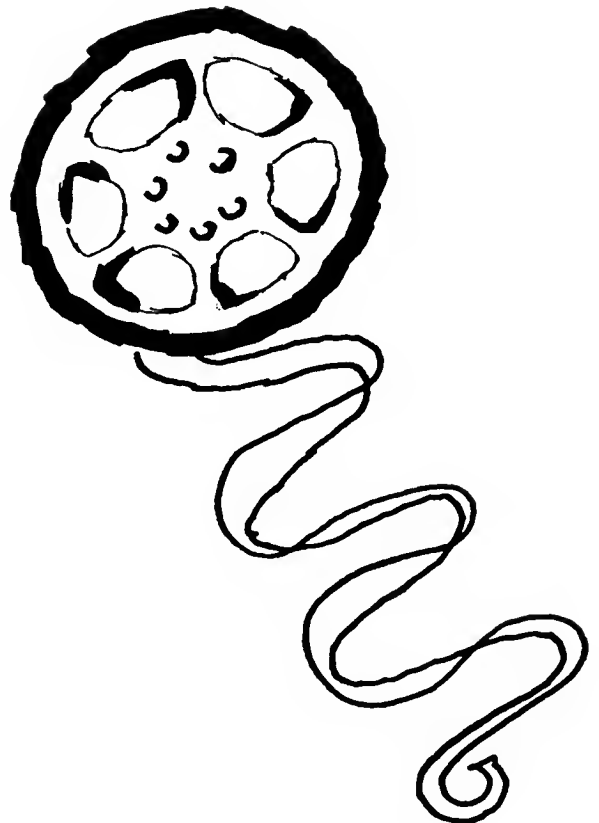
### Monday, August 8

9:00 a.m. "Town Hall" Forum on some of AV's to noon "hot potato" topics. "Teaching" Machines—programs—audio-visuals? Experience reports on National Defense Education Act. Technological progress? The 1960 NAVA Exhibits? Does current math-science stress de-emphasize the Humanities?

2 - 5 p.m. Do teachers know how to use audio-visuals? If not, whose fault? Airborne TV? Questions, anyone? What's doing in our present CCTV installations? Where does A/V fit into the school library set-up—or is it vice versa?

Moderators: Wm. F. Kruse, Educational Screen & Audiovisual Guide; Verne Stockman, Eastern Illinois University, president, Illinois Audio-Visual Education Association

(see following page)



# “...a bridge linking AV user and maker”

by Verne Stockman  
President  
Illinois Audiovisual Education Association

Although a newcomer among the professional groups meeting at Chicago this year, the Audiovisual Education Forum really has a substantial background as well as a unique and important role. It represents in one sense a revival of the Midwest Forum on Audiovisual Education which approximately twenty years ago served as a vehicle for close cooperation between the then users of AV materials and techniques and the commercial and manufacturing people who developed those materials and stimulated their use.

The need for this close relationship is at least as great today, and though it is fostered on the national level by DAVI, there remains a need for educational emphasis at the annual Chicago audiovisual complex, along with that on industry, agriculture, medical and allied sciences, religion and kindred applications of the medium.

In past years the meetings of the Educational Film Library Association provided this educational facet to a considerable degree, but since EFLA's discontinuance of its Chicago summer meeting a need exists for some other organized means to assure this interchange of thought and experience between AV-using schoolmen and the industry that serves them.

The NAVA exhibits represent an educational opportunity unequalled anywhere in the world for any AV professional to update his knowledge of the technological and ideological advance in his chosen field and of the lines along which progress is to be anticipated. To end this opportunity would represent an irreparable loss.

Another compelling reason why the Illinois Audiovisual Education Association considers preservation of this contact imperative is audiovisual's own "expanding universe" of new techniques and resources, new recognition and responsibilities, and new questions—with some answers supposedly found and many admittedly still to be sought. Productive as are our professional national, state and local gatherings they tend to cover so much territory, and generally in so impressively an organized manner, that there is too little chance or inclination for free and frank informal nonconformism.

At Chicago last year the Illinois Audiovisual Education Association joined with the Chicago Film Council in sponsoring an 11th hour traditional EFLA-type film screening program. The response was such that our annual fall meeting authorized an expansion of this participation. In response to spontaneous encouragement from AV workers in nearby states our spring meeting voted to invite co-sponsorship from DAVI affili-

ates in adjoining states. At this writing acceptances have been received from Minnesota and Michigan and others will likely be added.

We are all *thinking* about these new challenges, new techniques, new devices and materials. We need a chance to compare, contradict, collate. This Audiovisual Education Forum represents such a chance. If it works out as we hope it should become an annual event to which all dedicated workers in this field, whether in school, commerce, industry, government, science or civic affairs will look forward, a place where they will bring their ideas and experiences, their hopes and their misgivings, to meet with and on occasion clash with those of their peers.

The subjects suggested for discussion are designedly those on which the last word has not yet been spoken. A discussion technique is proposed that is a departure from customary "presentation" procedure (panelled or unpanelled). Instead a procedure is suggested that might be described as a "Great Books" graft on the Town Meeting tree, with an added touch of the film critique format of the UFPA. The "program" consists largely of a list of discussion topics. Time permitting, others may be added from the floor. Two spokesmen are to be designated for each topic, pro and con, a missionary and a gadfly. They, plus a moderator, will fence the topic's field and outline their idea of ground rules. Those desiring to speak will make this known in advance in order to allot time to advantage, but with a generous provision, we hope, for rebuttal and hindsight.

Ours is a three-day program. Saturday will be given over largely to critical screening of new materials. Here, too, pro and con evaluators will be designated in the manner UFPA has found so rewarding—and exciting. Sunday allows for an AV worship service and all afternoon at the exhibits. Monday is "town meeting" day, with time out for further exhibit viewing if the group so decides, and in any event a report-back session on this year's exhibits for discussion on what is, will be and perhaps ought to be.

Because this is a new approach we have no way of knowing our personnel resources in advance of the meeting. So any reader who plans to be in Chicago August 6-8 and wants to attend is urged to drop a note right away to one of our co-chairmen, Bill Kruse, *Educational Screen and Audiovisual Guide*, 2052 N. Lincoln Park West, Chicago 14, Illinois. (Reynolds Hungerford, Chicago Public Schools, is the other). Besides our excellent Illinois and Chicago local talent, the nationally prominent AV pros heard from to date include Lee Cochran, Neville Pearson, Ford Lemmler, Phil Lewis, Ralph Creer, James Boula, L. D. Miller, Charles Miller, John Hedges, Robert C. Snider, Mickey Bloodworth, Robert A. Bauman, James Fitzwater, Herb Jackman, Paul C. Reed, Seerley Reid and Paul Wendt. A lively and productive time is in prospect.

# Audiovisual Conference of Medical and Allied Sciences

## *Program*

### **Monday, August 8**

- 8:45 a. m. Registration  
9:00 — 1959-60 In Review—Exchange of information: five-minute comments on highlights in AV programs of participating organizations  
10:30 a. m. Coffee break  
10:45 a. m. Report of executive committee  
11:00 a. m. The Bio-medical Communication Specialist: Seymour Friedberg, Production Supervisor of AV Center, Indiana University  
11:45 a. m. The NAVA exhibits—Commentators: Robert Getty DVM, Professor and Head, Veterinary Anatomy, Iowa State College; John Franklin Huber, M.D., Professor

and Head, Department of Anatomy, Temple University

- 12:00 - 2:00 p. m. Lunch and NAVA exhibits  
2:00 p. m. Principles in Group Dynamics: Dorothy Stock, Ph.D., Assistant Professor of Psychology, University of Chicago  
3:00 p. m. Coffee break  
3:15 p. m. Meetings That Bring Results: Allen K. Heydrich, Director of Education and Training, Link-Belt Company, Chicago  
4:30 p. m. On Winning Cooperation: Panel: J. Edwin Foster, Ph.D., American Heart Association; Herbert Jackman, American Dental Association; James Rothenberger, American Medical Association; Kathryn Linden, ANA-NLN Film Service  
6:00 p. m. Dinner  
8:00 p. m. General discussion  
9:00 p. m. Business meeting  
9:30 p. m. Election of officers

## “... steady growth of AV programs”

by Kathryn Linden  
Chairman, AV Conference of  
Medical and Allied Sciences

The Audiovisual Conference of Medical and Allied Sciences, held annually under auspices of NAVA, was organized in 1953 to further audiovisual education in these areas and to keep the member organizations informed of new developments. Toward this end, annual meetings are held which feature an exchange of information among the members, and workshops on signal advances in the field.

The results of these annual meetings have been electrifying. Progress reports by one organization have frequently led to similar experiments in other professions. The free exchange of ideas, and the open discussion of mutual problems have proven both helpful and stimulating. It may be said that, over the years, the annual reports have reflected a steady growth of the AV programs in all the sciences represented.

Special workshops of the conference have dealt with national and international distribution problems, methods of film evaluation and film programming, utilization of the various AV media, bottlenecks and how these can be broken, educational television, planning and production of professional films, principles in education.

Prominent guest speakers have come from uni-

versities and industry. They have included educators and psychologists, film producers and potential sponsors. Among them have been Richard S. Angell of the Library of Congress; L. C. Larsen, director of the Audio-Visual Center, Indiana University; Glenn E. Mills, director of visual education at the University of Colorado School of Medicine; Dr. Robert C. Snider, director of the AV Center of the University of Chicago; Peter Hickman, former director of the Smith Kline & French medical library; and Warren Sturgis of Sturgis-Grant Film Productions. Last but not least, special sessions of the conference have been presented by its members.

In response to repeated requests from producers and AV directors of other organizations, the afternoon sessions of the conference have been opened to the public since 1959. This year the workshops will explore the 2-way theme of cooperation. Dorothy Stock, Ph.D., assistant professor of psychology at the University of Chicago, will speak on *Principles in Group Dynamics*. Allen K. Heydrich, director of education and training at the Link-Belt Company, Chicago, and a frequent speaker for the American Management Association, will discuss *Meetings That Bring Results*. In closing, there will be a panel presentation on *Winning Cooperation*, in which the following will take part: Dr. J. Edwin Foster, director of AV education, American Heart Association; Herbert Jackman, director, Bureau of AV Services, American Dental Association; James



Panel at Film Forum of recent American Nurses' Association convention: from left, Hildegard E. Peplau, director of graduate program in advanced psychiatric nursing, College of Nursing, Rutgers University; Dr. Bryce Ryan, chairman of department of Sociology and Anthropology, University of Miami; Mrs. Frances G. Brown, director of nursing education, Oregon State Hospital; Nina Bethea Craft, nursing consultant, Rosemead, Calif.

Rothenberger, assistant director, Department of Motion Pictures and Medical Television, American Medical Association; and Kathryn Linden, director, American Nurses' Association—National League for Nursing Film Service.

The AV activity of conference members is reflected in highlights from their reports. The American Medical Association, American College of Surgeons, and American Hospital Association co-sponsored with Johnson & Johnson production of such films as *Hospital Sepsis* which won a 1960 American Film Festival Award (Churchill-Wexler Film Productions.) The American Nurses' Association—National League for Nursing co-sponsored with the Smith Kline & French mental health education unit the film *Psychiatric Nursing*, a 1959 Academy Award nominee and winner of the Chris Award (Dynamic Films).

With the increasing use of educational films

in the medical and allied sciences, distribution has in some instances reached remarkable proportions. The American Medical Association, for example, reports over 6,000 bookings a year, and both the AMA and the nursing organizations have shown annually a 600-booking increase over previous years. The American Dental Association, with over 3,000 bookings a year, reported an increase of 21 percent in their distribution for 1959.

Films have been used also at convention film programs. The American College of Surgeons for years has conducted cine-clinics in which surgeons discuss their filmed operations. The AMA runs 3 theaters concurrently during their conventions. Ralph Creer, AMA director of medical motion pictures and television, has been invited to plan and conduct international medical film programs in Europe and Asia. The American Nurses Association and National League for Nursing conduct theme film sessions throughout their conventions, with an average attendance of 800 to 1,000—and as high as 1,500—at film forums.

Increasing AV activities have been evident in the programs of other members of the conference also, which include representatives from the national associations of veterinary medicine, podiatry, colleges of pharmacy, dental schools, osteopaths, anatomists and bacteriologists.

Membership in the AV Conference is open to national non-profit and non-governmental associations or groups devoting resources to AV materials and programming in the medical and allied fields. Two representatives from each participating organization are invited to the annual conference. As mentioned earlier, the afternoon sessions beginning at 2 p.m. are open to the public.

Officers of the 1960 Conference are Kathryn Linden, director, American Nurses' Association and National League for Nursing Film Service, chairman; Herbert Jackman, director, Bureau of Audiovisual Service, American Dental Association, vice chairman; and Dr. Marvin W. Shapiro, president, American Podiatry Association, secretary.

This year's conference will be held on Monday, August 8th, at the Morrison Hotel, Parlor F.

## Illinois Training Directors' Association Audio-Visual Workshop

### *Program*

#### **Monday, August 8**

9:00 a.m. Welcome to Workshop — I.T.D.A. president, G. W. Plank, Caterpillar Tractor Company

9:15 a.m. "The Range of Experience"—Gerald Young, Partner, Kottcamp and Young. Examples and demonstrations of new, exciting audiovisuals and some of the old standbys

10:15 a.m. "What Every Young Man Should Know . . ."—E. L. Hirsch, Chicago Transit Authority. The "production" of a short training program during the Workshop hours

0:45 a.m. Coffee Break—Enjoy coffee and rolls and watch artists preparing materials for "What Every Young Man Should Know"

11:15 a.m. "It All Depends on You"—Gordon S. Sargent, Spiegel, Inc. Presentation of a sound-slide film currently being used at

Spiegels. Mr. Sargent will explain the reasons behind the development of this specific program

12:00 noon Showing of "What Every Young Man Should Know . . ."

12:30 p.m. Visit audiovisual exhibits

## "... to supply best possible training"

by Eliot L. Hirsch

Secretary

Illinois Training Directors' Assn.

Throughout the years, personnel in industrial training and personnel in the audiovisual field have had much in common. One group is ever dependent on the other and both have the same objective: to supply the best possible training to our fast-moving industry where yesterday's ideas become realities today and obsolete tomorrow.

Without practical and effective training, industry would find it necessary to shorten its stride. Without the versatility and wide range of audiovisuals, training would be long, dull and ineffectual.

Illinois Training Directors' Association is privileged to be part of NAVA's annual convention. For the past five years, our annual Audiovisual Workshop has offered our members and friends an opportunity to exchange ideas with the AV people. It has been the means whereby the training man can see everything that's new and important in the AV field. This, our sixth annual workshop, again offers these same advantages.

Each year our workshop has drawn AV people as well as training people. Here the AV man can get a better understanding of how training people use their products; what they think of their products; and, perhaps, what additional AV needs they have.

Again, this year, I.T.D.A. extends a cordial invitation to everyone—training and AV people

alike—to attend our AV Workshop on Monday, August 8, 1960, 9:00 a.m. to 12:15 p.m., in the Venetian Room, 2nd Floor, Morrison Hotel.

This year's workshop theme is "Making Your A-V I.Q. Pay Off." A panel of I.T.D.A. members will present a most different type of workshop, with emphasis on "What We Must Know *before* We Select An Audiovisual."

This often-neglected phase of program planning will be dramatically presented through: (1) examples and demonstrations of new, exciting audiovisuals and some of the old standbys; (2) the "producing" of a short program during the workshop hours; (3) presentation of a training program currently in use by a member's company.

Illinois Training Directors' Association is affiliated with the American Society of Training Directors. Established in 1943, I.T.D.A. has a membership of more than 200, mostly from the metropolitan Chicago area.

The purpose of I.T.D.A. is to advance the profession of education and training in industry and commerce. In striving for this objective, provision is made for the professional development of its members through the discussion of mutual training problems, the interchange of experiences, ideas and methods, and the general stimulation of interest in sound education and training.

Anyone with an interest in training is most welcome to additional information about the association. Write I.T.D.A. membership chairman Henry E. Hlavaty, Administrator of Personnel Programs, Visking Company, Div. of Union Carbide Corp., 6733 W. 65th Street, Chicago 38, Illinois.

# Industrial Audio-Visual Association

## *Program*

**Monday, August 8**

The Central Region of the Industrial Audio-Visual Association annually hosts a meeting of the association at the time of the National Audio-

Visual Convention for the convenience of those national members who will be in town for the convention.

The Industrial AV Association will meet in Room 440 at the Morrison. There will be an informal discussion during the luncheon hour, after which the members will be able to devote their time to visiting the exhibits.

(see following page)

when you specify:

**"BESELER, or EQUAL"...**



The Beseler

## VU-LYTE II

OPAQUE PROJECTOR

When your specification sheet for Opaque Projectors reads, "Beseler, or Equal" it can only mean Beseler Vu-Lyte II. We are proud that our name is used as a standard. But, we take even more pride in the fact that Beseler Vu-Lyte II Opaque Projectors have not been equalled, though often imitated.

### Here is the proof:



**1. UNIVERSALLY ADJUSTABLE PLATEN.** Vacuumatic platen\* holds single sheets flat, without flutter — eliminating copy holders. Platen mechanism lowers parallel to desired copy plane. Holds steady in preset position without locking — no fear of snapping closed. The problem of annoying light leaks around the platen has been solved by the new Beseler Flashield which attaches permanently in one minute and holds in every ray of light.



**4. LIGHTWEIGHT, RUGGED CONSTRUCTION.** All wrought and riveted aluminum construction, contoured to hug optical path, for maximum compactness. Weight only 29 lbs., with two carrying positions. As an added convenience it has a permanently attached 15 ft. power cord with molded on right angle plug, and storage space provided in the projector.



**2. PROJECTS ALL SUBJECTS.** Feed-O-Matic\* conveyor belt, crank-feeds continuous copy. Built-in drawer accepts glass plate for projection of books and glossy photographs. Large rear door for oversize specimens and easy access to projection lamp. Heat reflecting filter available for projection of temperature-sensitive materials.



**5. HIGH LUMINOSITY OPTICAL SYSTEM.** Delivers 140 lumens, for uniform projection even in lighted rooms. Secondary reflection system features unbreakable "Alzac" mirrors. Cooling system reduces heat to minimum. Virtually no fan noise!



**3. SPECIALLY DESIGNED LENS.** 5" diameter, 18" focal length f3.6 color-corrected, coated anastigmat for overall sharp image, with Double Rack and Pinion focusing. Permanently attached lens cap offers permanent lens protection.



**6. BUILT-IN PROJECTION POINTER.** Dust-proof Pointex produces bright, sharp arrow image that moves anywhere on screen. Optical system\* utilizes same lamp for protection and pointer — no extra lamps or external wiring.

\*Patent or Patent Applied For

There's only one way to get Beseler Quality on all features and to get these 6 advanced design "exclusives". When you order Opaque Projectors specify: "Beseler Vu-Lyte II — No Substitutes Accepted."



WRITE FOR COMPLETE SPECIFICATIONS & CATALOG  
**CHARLES BESELER COMPANY**  
212 So. 18th Street, East Orange, New Jersey

SEE US — N.A.V.A. — Booth K55-56

# "...AV media permit these ideas to be seen as well as heard"

by Chas. N. Shaw

Director, Central Region

Industrial Audio-Visual Association

Modern business is becoming more and more complex and urgency is the order of the day. There is increasing need for quicker and more accurate means of getting information from headquarters to the field and of presenting programs and promotions to buyers. Audiovisual media permit these ideas to be seen as well as heard, allowing more accurate and longer retention of information.

The development and use of audiovisuals is growing at a rate comparable to that of electronics and plastics. We of the Industrial Audio-Visual Association can be proud of the part audiovisuals have already played in our respective companies; however we have only scratched the surface, as there are still many phases or departments of most businesses that have not yet taken advantage of these modern tools of communication.

As brought out in our constitution: "The purpose of the Industrial Audio-Visual Association shall be to study all means of audio and visual communication, including creation, production, appreciation, use and distribution; to promote better standards and equipment and to establish a high concept of ethics in the relations of, our members with associated interests."



Among those present at the spring meeting of the Industrial Audio-Visual Association: from left, Willis H. Pratt, Jr., American Telephone & Telegraph, 2nd vice president; James Craig, General Motors, secretary; Alan W. Morrison, Socony-Mobil, president; Ralph Fairchild, LeTourneau-Westinghouse, assistant secretary; Fred Woldt, Illinois Bell Telephone, treasurer.





**NOW  
TEACHING  
AND  
SELF-TRAINING  
MADE  
EASIER!**

**"ADD + A + TRACK"**

BY



**DRAMATIC NEW DEVELOPMENT IN TAPE RECORDERS!**

- Unique advance for modern teaching and learning!
- Develops oral skills and promotes retention!
- Excellent for language and speech students—speeds learning!
- Helpful to music students—helps improve technique!
- Benefits teachers—saves time and energy!

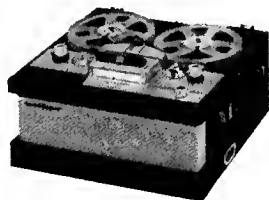
Exclusive V-M "Add-A-Track" is the big *new* feature in tape recorders! Opportunities for powerfully effective teaching methods are limitless! Record on one track, rewind the tape and record again on another track *while listening* to the first recording through the V-M recorder's own speakers or through

another speaker system. Then play-back again and you hear *both* recordings *simultaneously!* The student can rerecord his voice or instrument, repeatedly, without affecting the first (or master) track in any way. He can even play a duet with himself!

For budget-conscious administrators, here is the economical way to begin a completely effective modern language laboratory. Here, in one compact portable case, simplicity of operation is combined with practical versatility for the many uses it will find in every school.

Ask for a thrilling demonstration of V-M "Add-A-Track"—an engineering advance that benefits both in the classroom and at home. Investigate *today!*

V-M/"ADD-A-TRACK" 'tape-o-matic'®  
4-TRACK STEREO-PLAY TAPE RECORDER—  
Records and plays-back monophonically on  
four tracks. Plays stereophonic tapes. High-  
Fidelity Speaker System. Simple Push-But-  
ton controls assure complete simplicity of  
operation. Model 720 . . . . . \$225.00 List\*  
MODEL 166—AUXILIARY AMPLIFIER-SPEAK-  
ER—for stereo playback \$75.00 List\*



\*Slightly Higher West

**the Voice  of Music®**

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS  
FOR THE FINEST IN TAPE RECORDERS, PHONOGRAPHS AND RECORD CHANGERS

V-M CORPORATION—Dept. ES  
305 Territorial Road  
Benton Harbor, Michigan

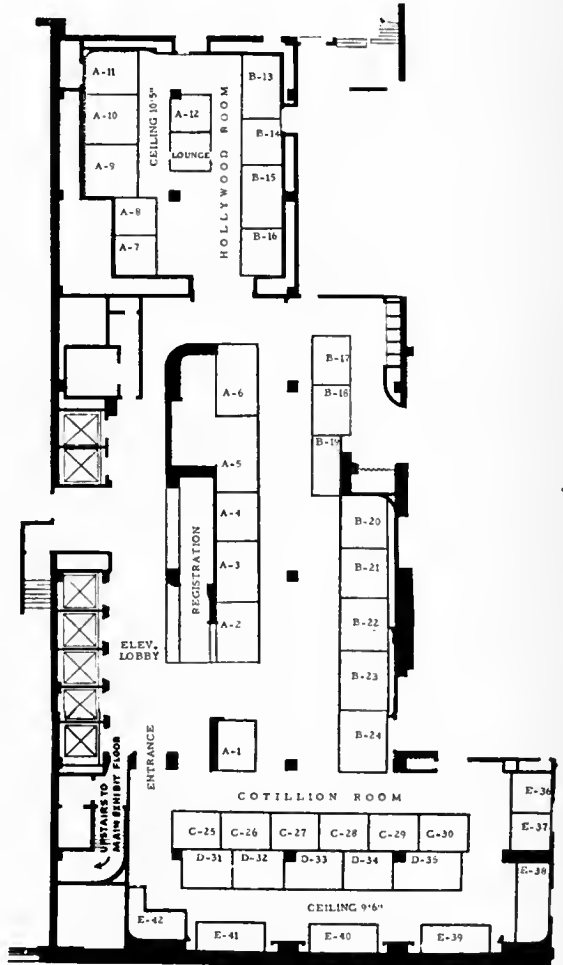
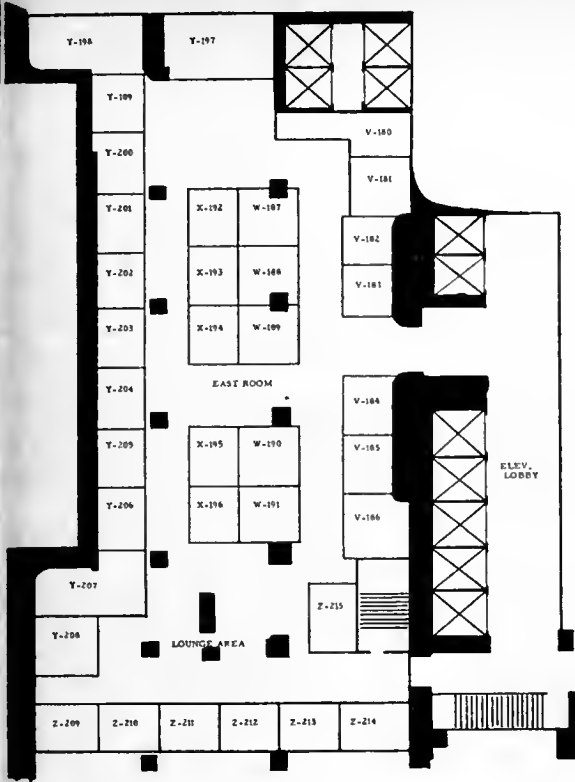
*Please send me without obligation, your booklet giving  
additional information on "Add-A-Track"*

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

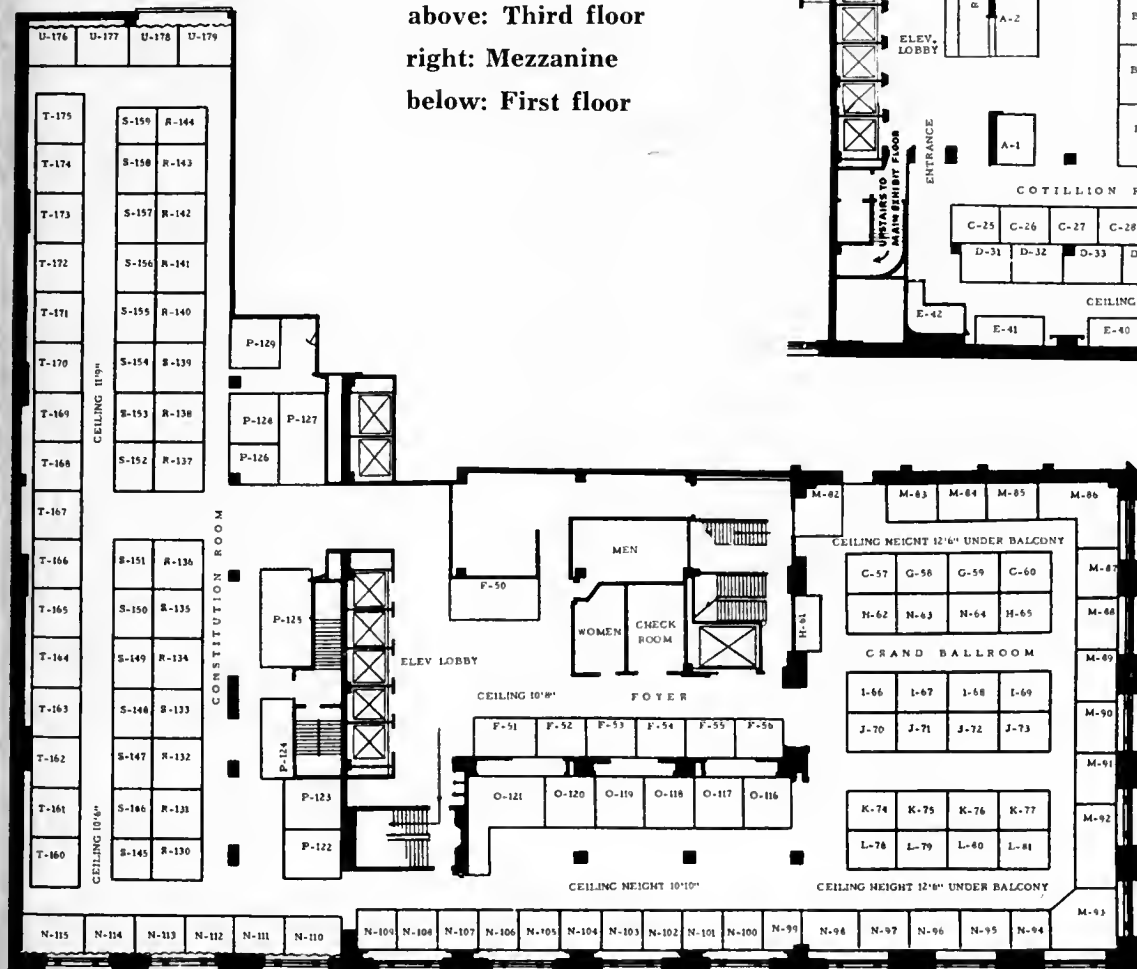
# EXHIBITORS

- Advance Furnace Company** Booths N-114 & N-115  
2310 E. Douglas St., Wichita 7, Kan., FO 3-4232  
*Exhibiting:* Projection tables, portable easels, language lab booths, book trucks, and book cases  
*Personnel:* Howard E. Mickley, MacLean W. Briggs, Garvin R. Latta
- American Gelo Electronics, Inc.** Booth S-147  
251 Park Ave., So., New York 10, N. Y., AL 4-2282  
*Exhibiting:* Gelo Stenotape Dictating-Transcribing Machine; Gelo Tape Recorders and Language Teaching Recorders  
*Personnel:* Myles S. Spector
- American Optical Company** Booths S-150 & S-151  
Instrument Division, Eggert & Sugar Rds., Buffalo 15, N. Y., Fillmore 4000  
*Exhibiting:* Overhead Delineascope, Opaque Delineascope, Slide Projector, School Vision Instruments and Techna-mation  
*Personnel:* Ed Finnegan, Jack P. Britton, Bill P. Williams, Phil R. Mayo, John Beverage
- Animation Equipment Corp.** Booth S-154  
38 Hudson St., New Rochelle, N. Y., NE 6-8138  
*Exhibiting:* Oxberry unistand designed for educational and industrial animation photography  
*Personnel:* Edward Willette, Robert Troy
- Applied Communication Systems** Booth B-17  
8535 Warner Dr., Culver City, Calif., VE 7-7175  
*Exhibiting:* Audio-visual devices for industry, educational, government and sales  
*Personnel:* N. G. Stasinos, D. Stewart, J. Crumpler, C. Beggy
- Arel, Inc.** Booth O-118  
4916 Shaw Ave., St. Louis 10, Mo., PR 3-1600  
*Exhibiting:* Strip Film Projectors; Tape Recorders; Pre-Recorded Tape; Photographic Accessories  
*Personnel:* A. Lipsitz, Jack Freeman
- Argus Cameras, Inc.** Booths I-68 & I-69  
405 Fourth St., Ann Arbor, Mich., NOrmandy 2-6511  
*Exhibiting:* Direct-Wire Television System, 35mm cameras and projectors  
*Personnel:* Robert Kreiman, James Rohrbaugh, Mary Lou Anderson
- Audio-Master Corp.** Booth N-98  
17 E. 45th St., New York 17, N. Y., OXford 7-0725  
*Exhibiting:* 4 Speed Record and Transcription Players; Sound Slide Film Projectors; Tape Recorders; BG-Library of Mood and Bridge Music for the production of education and industrial films as well as television shows  
*Personnel:* Herbert Rosen
- Audio Teaching Center and Films for Education** Booth G-60  
Audio Lane, New Haven 11, Conn., SPruce 7-2371  
*Exhibiting:* Language Laboratory equipment and filmstrips and sound slidefilms  
*Personnel:* Donald C. Hawthorne, Mackey Barron, Donald Finn and Edwin O. Dix
- Audiotronics Corporation** Booths T-160 & T-161  
11057 Weddington St., No. Hollywood Calif., TRIangle 7-0567  
*Exhibiting:* Portable language lab equipment, classroom record players, radios, transcription players & related accessories  
*Personnel:* Don E. Warner, E. W. (Bill) Williams, Buddy La Salle
- Bell & Howell Company** Booths U-176, U-177, U-178 & U-179  
7100 McCormick Rd., Chicago 45, Ill., AM 2-1600  
*Exhibiting:* Audio-visual line of sound projectors, filmstrip projectors, cameras and tape recorders  
*Personnel:* A. W. Zacharias, G. L. Oakley, G. P. Myles, J. J. Graven, C. A. Musson, A. G. Scarborough, R. J. Bowden, Lois E. Cummings
- Charles Beseler Company** Booths K-74 & K-75  
219 S. 18th St., East Orange, N. J., OR 6-6500  
*Exhibiting:* Vu-Graph desk, Vu-Lytes, Vu-Graph  
*Personnel:* M. F. Myers, A. Eccles, R. H. Yankie, R. Shoemaker, R. Campbell
- Better Selling Bureau** Booth N-102  
a division of Rocket Pictures, Inc., 6108 Santa Monica Blvd., Hollywood 38, Calif., HO 7-7131  
*Exhibiting:* Color Sound Film Programs for the Insurance field: Agent Recruiting, Training, Consumer Selling; also Sales Development, Management and Supervisor Film Programs for industry in general  
*Personnel:* Dick Westen, Kay Shaffer
- Billerett Company** Booth E-42  
1544 Embassy St., Anaheim, Calif., PRospect 2-6902  
*Exhibiting:* Swingline wall chart rack, Book display stand, Standing easel, Standing chart rack  
*Personnel:* Everett Boynton, Clif McAfee
- Bradford Products Co.** Booth N-100  
710 Seventeenth St., North Chicago, Ill., DEXter 6-5183  
*Exhibiting:* Filmstrip Filing Cabinets; Slide Binders & Viewers  
*Personnel:* E. J. McGookin, C. Krueger
- Robert J. Brady Co.** Booth N-106  
3227 M St., N.W., Washington 7, D.C., FEderal 3-4414  
*Exhibiting:* Diazo (Visichrome) Color Foils for Overhead Projector Transparencies  
*Personnel:* Robert J. Brady, J. J. Fitzsimmons, J. T. Haslinger, G. D. Post, J. D. Womack
- Bridgeport Brass Co.** Booth A-2  
Hunter Douglas Division, 405 Lexington Ave., New York 17, N. Y., OXford 7-9720  
*Exhibiting:* Flexalum audio-visual blinds—for projection room darkness  
*Personnel:* W. O. Spiess
- Broadcasting & Film Commission** Booth T-165  
National Council of Churches, 475 Riverside Dr., New York 27, N. Y., RIVERSide 9-2200  
*Exhibiting:* Religious motion pictures  
*Personnel:* J. Margaret Carter, Arthur W. Rhinow

# Exhibit Areas



above: Third floor  
right: Mezzanine  
below: First floor

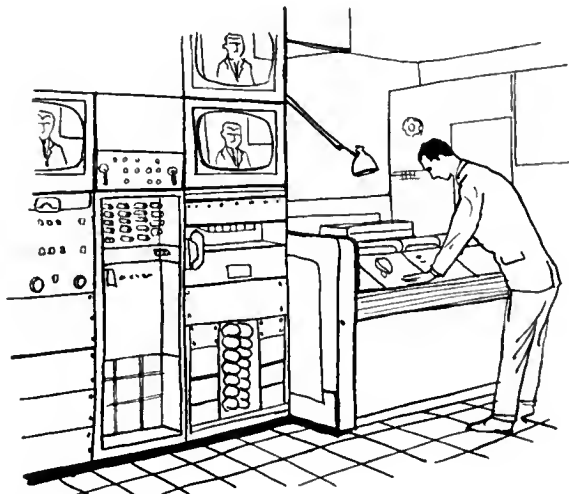


- Broadman Press** Booth H-63  
127 Ninth Ave. N., Nashville 3, Tenn., ALpine 4-1631  
*Exhibiting:* Motion pictures, filmstrips, recordings and maps  
*Personnel:* James W. Clark, Kenneth McAnear, David Gibson, Connely McCray, Joe M. Brantley
- Busch Film & Equipment Co.** Booth T-173  
214-212 S. Hamilton, Saginaw, Mich., PLeasant 4-4806  
*Exhibiting:* Cinesalesman continuous projectors, Cineducator A-V Teaching Machine  
*Personnel:* Edwin Busch
- Buttenheim Publishing Co.** Booth M-89  
470 Park Ave., So., New York 16, N. Y., MUrray Hill 5-9250  
*Exhibiting:* Overview—The magazine for all educational executives  
*Personnel:* Craig F. Mitchell, Frank Raymond, Jack Raymond, Don Buttenheim
- C.O.C. Industrial** Booth B-13  
a division of Camera Optics Mfg. Corp., 37-19 23rd Ave., Long Island City 5, N. Y., RA. 1-9500  
*Exhibiting:* C.O.C. Communicator, C.O.C. Executive, C.O.C. Examiner, C.O.C. Standard Rear View Projectors  
*Personnel:* John Rosenthal, Carl Zweidinger
- Cathedral Films, Inc.** Booth F-50  
2921 W. Alameda Ave., Burbank, Calif., TH. 8-6637  
*Exhibiting:* Religious sound filmstrips and motion pictures  
*Personnel:* Robert Zulch, Dr. James K. Friedrich, B. B. Odell, Al LaCom, Don Bauter, Grace Colson
- Chester Research and Development Corp.** Booth S-156  
31 Broadway, New Haven, Conn., SPruce 7-5421,2  
*Exhibiting:* Language laboratory  
*Personnel:* David Joslow
- Christian Herald Association** Booth S-155  
35 E. Wacker Dr., Chicago 1, Ill., CE. 6-4176  
*Exhibiting:* Protestant Church Buildings & Equipment Magazine  
*Personnel:* Laurence S. Heely, Jr., John R. Doscher, Charles A. Johnson, Ford Stewart, B. V. Parent
- Church-Craft Pictures, Inc.** Booth 0-121  
3312 Lindell Blvd., St. Louis 3, Mo., FR. 1-6676  
*Exhibiting:* Sound filmstrips, filmstrips and slides  
*Personnel:* Paul G. Kiehl, Eric H. Kiehl
- Closed-Circuit Corporation of America** Booth Z-212  
5397 Poplar Blvd., Los Angeles 32, Calif., CApitol 5-5705  
*Exhibiting:* New TV Projector and a television Scanner, which produces a TV picture on a monitor or TV projector from a transparency or anything drawn on a sheet of acetate and also reproduces X-rays without loss of detail  
*Personnel:* Eugene Singer, Wm. Golden, James R. Singer, Peter Felsch
- Jack C. Coffey Co., Inc.** Booth H-62  
710 Seventeenth St., North Chicago, Ill., DEXter 6-5183  
*Exhibiting:* Filing Systems and Cabinets for Filmstrips, Stereo Slides, 2x2" Slides, Sound Slidefilm and Records, Disc Records, Recording Tape, Mobile Projector Stands, Mobile Projector Cabinet-stands, Filmstrip Wall-files, Filmstrip Table-files  
*Personnel:* Jack C. Coffey, John M. Kroll, Jack Beres
- Colonial Films** Booth V-182  
71 Walton St., N.W., Atlanta 3, Ga., JA. 5-5378  
*Exhibiting:* Series of Elementary Science Filmstrips, Color  
*Personnel:* Taylor E. Hoynes
- Colonial Plastics Co.** Booth N-107  
108 S. Foushee St., Richmond 20, Va., MI. 8-1996  
*Exhibiting:* Classroom darkening drapes; Stage curtains  
*Personnel:* C. E. Lindenmayer
- Concordia Films** Booths T-168 & T-169  
3558 S. Jefferson Ave., St. Louis 18, Mo., MOhawk 4-7000  
*Exhibiting:* Religious films and filmstrips: Biblical and modern subjects  
*Personnel:* Victor B. Growcock, Jim Thompson, C. E. Monteith, Ken Webster, Robert Hinz, Lowell Hake, Gary Klammer
- Coronet Films** Booth G-57  
65 E. South Water St., Chicago 1, Ill., DE. 2-7676  
*Exhibiting:* 16mm educational motion pictures in color and black-and-white  
*Personnel:* E. N. Nelsen, E. C. Dent, L. H. Homan, J. P. Field, and all Regional and Direct Representatives
- Cousino Electronics Corp.** Booths M-83 & M-84  
2107 Ashland Ave., Toledo 1, Ohio, CHerry 3-4208  
*Exhibiting:* Language Lab and Sale-O-Matic Display Projectors, Cartridge Load Automatic Tape Repeaters, Audio Vendor Repeater Magazines  
*Personnel:* Richard C. Gearhart, Bernard A. Cousino, Joseph C. Meidt, Robert Kunkle, Ralph Cousino
- Curriculum Materials Corp.** Booth A-3  
1319 Vine St., Philadelphia, Pa., and 14-20 Glenwood Ave., Raleigh, N. C., TE. 3-2824  
*Exhibiting:* Curriculum Eastman-color Filmstrips; Filmstrip Cabinets  
*Personnel:* Carl J. Kunz, Herschel Smith, Lora Cook, Herb Elkins, Mrs. Herb Elkins, James W. Bradshaw, Ralph Neill
- Da-Lite Screen Company, Inc.** Booths P-126, P-127 & P-128  
Road 15, Warsaw, Ind., AMherst 7-8101  
*Exhibiting:* Projection Screens for Audio-Visual usage  
*Personnel:* Robert H. Maybrier, William E. Borden, C. N. Oakley, Norflet "Pete" Hamzy, Robert Bickley, Leslie Berrent, C. J. Cerny, C. C. Cooley, George Lenke, E. C. Hamm, N. P. Oppenheim, Don Browne
- Decca Distribution Corp., Educational Division** Booth E-40  
445 Park Ave., New York, N. Y., PLaza 2-1600  
*Exhibiting:* Phonograph Records and Phonographs  
*Personnel:* Ben Deutschman, Ed Walker, S. Shultz, A. Weiner
- Distributor's Group, Inc.** Booth E-37  
204—14th St., N.W., Atlanta 13, Ga., TRinity 4-1661  
*Exhibiting:* FilMagic Cloths, FilMagic Tapes, FilMagic Pylon Kits for 16mm SOF Projectors; FilMagic-Long Life Tape Maintenance Kits, with FilMagic-Long Life applicators and fluids  
*Personnel:* W. Wells Alexander
- Luther O. Draper Shade Company** Booth T-162  
Spiceland, Ind., YU. 7-3605  
*Exhibiting:* Projection Screens and light control Window Shades  
*Personnel:* Luther A. Pidgeon, Howard Newkirk
- DuKane Corporation** Booth 0-119  
Audio-Visual Division, St. Charles, Ill., JUnO 4-2300  
*Exhibiting:* "Micromatic," "Mite-e-Lite" and "Flip-Top"; sound slidefilm projectors and viewers; and filmstrip projectors and viewers  
*Personnel:* Howard Turner, Al Hunecke, Stewart deLacey, Robert T. Larson, Charles Graeves, Marie Nicoloff
- DuKane Corporation** Booth V-180  
Commercial Sound Division, St. Charles, Ill., JUnO 4-2300  
*Exhibiting:* DuKane Medallion Language Laboratory System  
*Personnel:* Al Tonn, Les Klewin, Al Masters, Bob Taylor, Herb Jaffe, Norman Plagge

- Eastman Kodak Co.** Booths R-137, R-138, S-152 & S-153  
Apparatus & Optical Division, 400 N. Plymouth Ave., Rochester 4, N. Y., LO. 2-6000  
*Exhibiting:* Kodak 8mm, 16mm and 35mm Cameras, Projectors and Accessories  
*Personnel:* A. S. MacDowell, R. K. Anderson, R. J. Day, J. B. DeWitt, R. J. Dwyer, T. J. Hargrave, Jr., M. P. Hodges, F. H. Lloyd, E. M. Murphy, F. M. O'Brien, R. O. Sanders, C. F. Smock, R. D. Stallman, R. K. Waggershauser, L. E. Weber, J. W. Welch
- Educational Developmental Laboratories, Inc.** Booths N-110 & N-111  
75 Prospect St., Huntington, N. Y., HA. 7-8948  
*Exhibiting:* Controlled Reading program: Tach-X tachistoscope, Controlled Reader, accompanying filmstrip libraries; Reading Eye camera; Business Education programs  
*Personnel:* Stanford E. Taylor, Helen Frackenpohl, Robert J. Ruegg, James L. Pettee
- Edwards Educational Equipment Division** Booth A-9, A-10 & A-11  
Edwards Company, Inc., 90 Connecticut Ave., Norwalk, Conn., TEmple 8-8441  
*Exhibiting:* Language Laboratory equipment  
*Personnel:* L. T. Chandler, R. S. Edwards, Jr., G. W. Rheim, Mrs. S. B. Huston
- Educational Screen & Audiovisual Guide** Booth N-109  
2000 Lincoln Park West Bldg., Chicago 14, Ill., Blttersweet 8-5313  
*Exhibiting:* A-V monthly; "Blue Book of Audiovisual Materials"; Convention program issue  
*Personnel:* Wm. F. Kruse, H. S. Gillette, Marie C. Greene, Wilma Widdicombe, Olive Tracy, Thea Bowden, Paul C. Reed, Margaret Kruse, Jim Cummings, Irene Thorson
- Electro-Voice, Inc.** Booth Y-202  
Cecil & Carroll Sts., Buchanan, Mich., OXbow 5-6831  
*Exhibiting:* Microphones for Public Address and General Purpose Use; Microphones for Language Laboratories; Public Address Projectors and Loudspeakers  
*Personnel:* William H. Wennerberg, Dean M. Nordquist, Terence E. Furey, George R. Riley, Lloyd W. Loring
- Encyclopaedia Britannica** Booth D-33  
332 S. Michigan Ave., Chicago 4, Ill., HA. 7-8813  
*Exhibiting:* New edition of the Encyclopaedia Britannica and its correlated fact finding and technical research services  
*Personnel:* Ralph M. Hinckley, Charles Cobb, Gregory Grover, George Ray, Doris Philp
- Eye Gate House, Inc.** Booths F-53 & F-54  
146-01 Archer Ave., Jamaica 35, N. Y., AX. 1-9100  
*Exhibiting:* Educational and Religious Filmstrips, Foreign Language Filmstrips and Records  
*Personnel:* Alfred E. Devereaux, Robert F. Newman, Henry C. Gipson
- Fairchild Camera & Instrument Corp.** Booth V-184  
580 Midland Ave., Yonkers, N. Y., GR. 6-0201  
*Exhibiting:* Fairchild Cinephonic 16mm Magazine Sound Camera; Fairchild Cinephonic 8mm camera projector  
*Personnel:* C. J. Sass, H. M. Oshan, C. Abernathy, M. Dalton
- Family Films** Booths P-124 & P-125  
5823 Santa Monica Blvd., Hollywood 38, Calif., HO. 2-2243  
*Exhibiting:* Family Films, Family Filmstrips  
*Personnel:* Chas. Wayne, Sam Hersh, Melvin Hersh, Donald R. Lantz, Paul R. Kidd, Miss George Allen, Leonard Skibitzke, Leonard Sims, William Kruse, Gussie Kruse, Betty Hurd, Stan Hersh
- Fleetwood Furniture Company** Booths T-174 & T-175  
Zeeland, Mich., PR. 2-4693  
*Exhibiting:* Language Lab Equipment Audio Visual Cabinets and Equipment  
*Personnel:* Frank Newcomb, Norwood Hubbell, Irv Gephart, W. W. White
- Folkways Records & Service Corp.** Booth W-189  
117 W. 46th St., New York, N. Y., CO. 5-9343  
*Exhibiting:* Phonograph records, books, catalogues, filmstrips, films  
*Personnel:* Moses Asch
- Friddell Mfg. Co.** Booth D-34  
P.O. Box 721, Galveston, Texas, SH. 4-1716  
*Exhibiting:* Friddell BI-FI  
*Personnel:* Roy Friddell, Russell Williamson
- Genarco, Inc.** Booth R-130  
97-04 Sutphin Blvd., Jamaica 35, N. Y., OL. 8-5850  
*Exhibiting:* 3,000 watt Slide Projectors and Electric Slide Changers for 3¼ x4" slides  
*Personnel:* J. P. Latil, Mrs. J. Latil, O. Millie
- General Electric Co.** Booth A-6  
Photolamps Dept., Nela Park, Cleveland 12, Ohio, GL. 1-6600  
*Exhibiting:* Lamps for visual equipment applications  
*Personnel:* R. E. Biri
- Grade Teacher Magazine** Booth S-159  
23 Leroy Ave., Darien, Conn., OLiver 5-1438  
*Exhibiting:* Grade Teacher Magazine  
*Personnel:* Homer Thurston
- Graflex, Inc.** Booth R-136  
3750 Monroe Ave., Rochester 3, N. Y., LU. 6-2020  
*Exhibiting:* Filmstrip & 2x2" slide projectors, record players, tape recorders, 16mm sound projectors, cameras and photographic equipment  
*Personnel:* D. R. Calver, W. A. Taylor
- Gruber Products Company** Booth S-149  
2223 Albion, Toledo 6, Ohio, CHerry 3-2481  
*Exhibiting:* "Wheelit" folding and non-folding transportation and projection tables  
*Personnel:* George H. Gruber, Clara P. Gruber, James E. Miller, Doyt H. Shafar
- Hamilton Electronics Corporation** Booth N-101  
2726 W. Pratt Ave., Chicago 45, Ill., MR. 4-6373  
*Exhibiting:* Language Laboratory Equipment, Phonographs and Transcription Players  
*Personnel:* Curtiss L. Helgren, S. Harris, W. A. Hamilton, L. P. Hamilton, E. H. Helgren, L. B. Parsons, L. Sohn, W. Hester
- Harwald Company** Booths P-122 & P-123  
1245 Chicago Ave., Evanston, Ill., DA. 8-7070  
*Exhibiting:* Model U Inspect-O-Film, MM Supreme 16mm projector, Admatic, Sonomatic, Splicers and related accessories  
*Personnel:* Ray Short, R. Grunwald, H. Bowen, R. Wallace, M. Dalton, P. Browder, S. Caldwell

- Industrial Photography** Booth E-36  
10 E. 40th St., New York, N. Y., MU. 6-3100  
*Exhibiting:* Industrial Photography—Film Media Magazine  
*Personnel:* Rodd Exelbert, Aaron Lafer, Fred Ross, James Watkins
- Instructomatic, Inc.** Booths C-29 & C-30  
8300 Fenkell Ave., Detroit 38, Mich., UN. 1-0733  
*Exhibiting:* Instructomatic Mod. Language Lab.  
*Personnel:* Sidney Knight, Dan Richards, Geo. Weibel, Burr Hayer, Walter Moon
- International Film Bureau, Inc.** Booth B-24  
57 E. Jackson Blvd., Chicago 4, Ill., WA. 2-1648  
*Exhibiting:* Language Film, Language Lab Equipment, Foster Rewind Unit  
*Personnel:* Wesley H. Greene, Carl J. Ross, S. J. Sperberg, Robt. Sbarge, H. Kakehashi, F. Syoen
- Jam Handy Organization** Booth K-77  
2821 E. Grand Blvd., Detroit 11, Mich., TR. 5-2450  
*Exhibiting:* Educational filmstrips, records and films  
*Personnel:* V. C. Doering, Max R. Klein, Mrs. Tenby Storm, Ed Dix
- Jentzen-Miller Company** Booth S-146  
585 Stephenson Hwy, Troy, Mich., JORDAN 4-5660  
*Exhibiting:* Language Laboratory Student Station (furniture only)  
*Personnel:* Samuel W. Burnley, Jr., Roy L. Stephens, Jr.
- Joanna Western Mills Co.** Booth T-172  
2141 S. Jefferson, Chicago 16, Ill., CANAL 6-3232  
*Exhibiting:* Room darkening window shades and shades for any purpose  
*Personnel:* W. B. Berry
- Ken-A-Vision Mfg. Co., Inc.** Booth N-97  
5615 Raytown Rd., Raytown 33, Mo., FLEMING 3-4787  
*Exhibiting:* Micro-Projectors  
*Personnel:* Jess F. Kemp, Lon M. Sutherland
- Kidde Machine Corporation** Booth W-187  
35 Farrand St., Bloomfield, N. J., PILGRIM 8-8100  
*Exhibiting:* Film Splicer and Rewinder  
*Personnel:* S. H. Brown, C. H. Sollmann, G. A. Stanford, E. Faletto
- Kimberley International Ltd.** Booth Y-197  
346 W. 44th St., New York 36, N. Y., CL. 5-6115  
*Exhibiting:* Uher Universal, Uher Stereo Record III Tape Recorders & Uher Stereo Tap Deck  
*Personnel:* Warren J. Weiss, Arnold M. Damsky, Sheldon Schak, Fred Fry, Jim Seffren
- Knox Manufacturing Company** Booth S-157 & S-158  
9715 Soreng Ave., Schiller Park, Ill., GL. 5-7666  
*Exhibiting:* Screens  
*Personnel:* Frank Vydra, Alan Linqvist, Joe Richardson
- La Belle Industries** Booth D-32  
Oconomowoc, Wis., LOGAN 7-5527  
*Exhibiting:* Maestro, AV Tutor, and Pla-Matic series of synchronized slide and filmstrip projection equipment  
*Personnel:* Robert Rumpel, Leonard Coulson, Robert Anderson, Harry Thies, V. M. Ivie
- Linguaphone Institute** Booth M-90  
30 Rockefeller Plaza, New York 20, N. Y., CIRCLE 7-0830  
*Exhibiting:* Linguaphone Tapes, Records and Manuals for School Language Instruction  
*Personnel:* Chas. M. Sherover, John Rabe-Steele
- Magnetic Recording Industries** Booths W-190, W-191, -195 & X-196  
126 Fifth Ave., New York 11, N. Y., AL. 5-7250  
*Exhibiting:* Language Laboratories; Educational Television  
*Personnel:* Alexander S. Pukalo, Jack Kay
- Charles Mayer Studios, Inc.** Booth Y-203  
776 Commins St., Akron 7, Ohio, JE. 5-6121  
*Exhibiting:* Lecterns, Flannel Boards, Easels, Flipcharts, Boxes, Easels, Film & Record Cases, TV Screens, Flock Papers  
*Personnel:* C. W. Mayer, Jr., C. W. Mayer, Sr.
- McClure Projectors, Inc.** Booth Y-205  
1122 Central Ave., Wilmette, Ill., AL. 1-8520  
*Exhibiting:* Sound film-strip and slide projectors  
*Personnel:* Floyd D. Parker, Patrick B. Brady
- McGraw-Hill Book Co.** Booth M-88  
Text-Film Dept., 330 W. 42nd St., New York 36, N. Y., LO. 4-3000  
*Exhibiting:* Educational films and filmstrips; audio-visual-lingual programs for Modern Foreign Languages  
*Personnel:* Fred T. Powney, Norman C. Franzen, J. E. Skipper, Godfrey Elliott
- Miller Manufacturing Company** Booth C-25  
3310 E. Roxboro Rd., N.E., Atlanta 5, Ga., CEDAR 7-6073  
*Exhibiting:* Miller Self-Adjusting Projector Tables & Television Tables  
*Personnel:* Lee W. Miller, Mrs. Lee W. Miller, Miss Regina L. Miller
- Minnesota Mining & Mfg. Co.** Booth Y-206  
Magnetic Products Division, 900 Bush Ave., St. Paul 6, Minn., PROSPECT 6-8511  
*Exhibiting:* "Scotch" Brand Magnetic Tapes and Accessories  
*Personnel:* C. L. Alden, W. H. Madden, D. T. Windahl, Don Slattery, Dick Stoll, Herb Van Driel, Bob Ferderer, Jack Savidge
- Miratel, Inc.** Booth T-163  
1080 Dionne St., St. Paul 13, Minn., HU. 8-5536  
*Exhibiting:* Television Monitors, Disaster Warning & Control Receivers, Television Tuners, Voice Operated Relay, Accessories for A-V Closed Circuit TV and Citizens Band Equipment  
*Personnel:* H. E. Kurzweg, N. C. Riter, W. S. Sadler, B. J. Klindworth
- Mobile-Tronics** Booth E-41  
1703 Westover Rd., Morrisville, Pa., CY. 5-3544  
*Exhibiting:* Language lab equipment, tape recorders, record players  
*Personnel:* Conrad A. Baldwin, Elizabeth C. Baldwin
- Monitor Corporation** Booth N-108  
1428 You St., N.W., Washington 9, D.C., DE. 2-0242  
*Exhibiting:* "Preview", new visual aid which shows 21 cards by twisting dial  
*Personnel:* W. Willerooy Wells
- Monitor Language Laboratories** Booths L-78 & L-79  
1818 M St., N.W., Washington 6, D.C., RE. 7-7646  
*Exhibiting:* Language lab equipment  
*Personnel:* John E. Medaris, Julia Lee Roberts, Roger A. Neuhoff
- Moody Institute of Science** Booth K-76  
11428 Santa Monica Blvd., Los Angeles 25, Calif., GRANITE 8-8287  
*Exhibiting:* Latest films and filmstrips  
*Personnel:* Hedley J. Parker, Eva Parker, Percy Bagge, H. Bal Reed, Ray Swanson

- Multiplex Display Fixture Co.** Booth C-28  
910-920 N. Tenth St., St. Louis 1, Mo., DE. 1-1968  
*Exhibiting:* Multiplex all-steel slide cabinets; Swinging wing panel Multiplex display and reference equipment  
*Personnel:* R. R. Benson
- National Institute for A-V Selling** Booth T-170  
Indiana University, Bloomington, Ind.  
*Exhibiting:* Information about sales and management training at the National Institute for A-V selling  
*Personnel:* Institute participants
- Nega-File Company** Booth Z-215  
Box 405, Edison-Furlong Rd., Doylestown, Pa., Fl. 8-2356  
*Exhibiting:* Files for Film, Negatives and Slides, including Film Strips  
*Personnel:* Ross G. Rusch, Mrs. Ross G. Rusch (Mary)
- Neumade Products Corp.** Booths T-166 & T-167  
250 W. 57th St., New York 19, N. Y., JUdson 6-5810  
*Exhibiting:* Language lab tape files; Film, filmstrip and slide files; Film inspection and cleaning equipment; projection and editing tables  
*Personnel:* Lee E. Jones, Robert E. Hempel, Lew Grofsik, Richard Riehn, Warren Clements
- Newcomb Audio Products Co.** Booths G-58 & G-59  
6824 Lexington Ave., Hollywood 38, Calif., HOLlywood 9-5381  
*Exhibiting:* Classroom phonographs, radios, transcription player/P.A. Systems  
*Personnel:* Robert Newcomb, Harry Winslow, Lee Maynard, Frank Haggerty
- North American Philips Co., Inc.** Booth Y-204  
230 Duffy Ave., Hicksville, N. Y., WElls 1-6200  
*Exhibiting:* Tape Recorders, Record Players and Speakers  
*Personnel:* James F. Gerrity, Dwight Smith
- Novelty Scenic Studios, Inc.** Booth Y-201  
432 E. 91st St., New York 28, N. Y., TR. 6-0800  
*Exhibiting:* Room Darkening Drapes  
*Personnel:* Mel Feldman, A. I. Kessler, Philip Kessler, Leslie I. Kessler
- Oravisual Company, Inc.** Booth V-185  
Box 11150, St. Petersburg 33, Fla., Telephone: 7-1144  
*Exhibiting:* Oravisual easels  
*Personnel:* George J. Pippert
- Orr Industries Company** Booth M-85  
Division of Ampex Corp., P.O. Box 190, Opelika, Ala., SHERwood 5-7643  
*Exhibiting:* Irish Brand High Fidelity Recording Tape  
*Personnel:* Charles H. Donahue, Jr., J. Reynolds Carey, Warde Adams, J. J. McBride
- Ozalid, Audio-Visual Products** Booths M-93 & N-94  
Anso Rd., Johnson City, N. Y., SW. 7-2301  
*Exhibiting:* New overhead projector; Projecto-Printer transparency equipment; Ozamatic 60 duplicating machine; Audiovisual supplies and sensitized materials  
*Personnel:* James LeMay, Arthur Smith, Eric Burtis, Guy Lam, James Gillespie
- Paillard Incorporated** Booth C-27  
100 Sixth Ave., New York 13, N. Y. CA. 6-8420  
*Exhibiting:* Bolex Motion Picture Equipment  
*Personnel:* George Schectman
- Paulmar, Incorporated** Booth A-1  
4444 W. Chicago Ave., Chicago 51, Ill., CA. 7-5400  
*Exhibiting:* Model 60 automatic film inspection machines, automatic splicers, film conditioners, and other miscellaneous film library equipment  
*Personnel:* R. F. Menary, George Hauck, E. H. Simonsen, Joseph Firyck, Mrs. Paula Menary
- Pentron Sales Co.** Booth L-81  
777 S. Tripp Ave., Chicago 24, Ill., SA. 2-3201  
*Exhibiting:* Magnetic tape recorders, Repeater machines, Language laboratories, Stereo recording equipment, Sleep teaching equipment  
*Personnel:* George R. Royster, Irving Rossman, Howard Vierow, Hope Borows, Wm. Mullen, Theodore Rossman
- Phillips Catalogs** Booth B-18  
33 W. 60th St., New York 23, N. Y., PL. 7-3700  
*Exhibiting:* Audio-Visual Catalog for Dealers  
*Personnel:* Edwin M. Phillips, Daniel Katz, Jim Falconer, Arthur Silverstadt
- Photo Methods for Industry** Booth N-104  
33 W. 60th St., New York 23, N. Y., PLaza 7-3700  
*Exhibiting:* PMI magazine  
*Personnel:* Milton Astroff, Bill Parris, Robert Parris, Jules Wartell, Ralph Bergen
- Picture Recording Company** Booth M-86  
1395 W. Wisconsin Ave., Oconomowoc, Wis., LOGan 7-4416  
*Exhibiting:* Model PRC Tape Repeater; Models of PRC projection cabinets and projectors, including two continuous advertising projectors for 2x2" slides; 1000 watt Filmstrip Projector  
*Personnel:* George Howie, G. E. Musebeck, Mrs. Thelma Curtis
- Plastic Products, Inc.** Booth S-145  
1822 E. Franklin St., Richmond 23, Va., MILton 8-8059  
*Exhibiting:* Classroom light control Vinyl draperies  
*Personnel:* R. L. Withers, Sr., C. L. Truesdale
- Polacoat Incorporated** Booth N-96  
9750 Conklin Rd., Blue Ash 42, Ohio, SY. 1-1300  
*Exhibiting:* Lenscreen for rear screen projection in lighted rooms. Portable screens and Lenscreen materials for In-Wall or custom use  
*Personnel:* L. M. Heath



- Polaroid Corporation** Booths R-133 & R-134  
730 Main St., Cambridge 39, Mass., UN. 4-600  
*Exhibiting:* Polaroid Land Transparency System—finished slides in 2 minutes; Polaroid Land 3000 speed film—available light photography  
*Personnel:* Rolf M. Augustin, Jr., Robert S. Quackenbush, Jr., Joan H. Smith, Kemon P. Taschioglou
- Projection Optics Co.** Booth M-92  
271 Eleventh Ave., East Orange, N. J., OR. 6-6500  
*Exhibiting:* Transpaque and OpaScope Projection Equipment  
*Personnel:* Philip Berman
- Projector Belt Co.** Booth H-61  
Box 176, Whitewater, Wis., TUrner 3-2920  
*Exhibiting:* Replacements belts both spring wire and fabric type for 16mm and 8mm projectors; Rewind-takeup and motor drive belts  
*Personnel:* Helen Joy Dwinell, Richard Dwinell, Bill Dwinell, Jr.
- Psychotechnics, Inc.** Booth D-31  
105 W. Adams, Chicago 3, Ill., DE. 2-6277  
*Exhibiting:* Reading machines, films, and other teaching equipment related to reading improvement  
*Personnel:* Samuel N. Stevens, Jr., Samuel N. Stevens, Sr., Adeline Pruyne
- Quick-Set, Inc.** Booth E-38  
8121 N. Central Park, Skokie, Ill., OR. 3-1200  
*Exhibiting:* Tripods, Projectors and Projector Stands  
*Personnel:* Anthony J. Briglia, Paul C. Mooney, Edward Schultz
- Radiant Manufacturing Corp.** Booths J-70, J-71, J-72, J-73  
8220 N. Austin Ave., Morton Grove, Ill., IRving 8-9000  
*Exhibiting:* Audio Visual Projection Screens  
*Personnel:* Milt Sherman, Adolph Wertheimer, Herschel Feldman, Seymour Jacob
- Radio Corporation of America** Booths F-51 & F-52  
Front & Cooper Sts., Camden 2, N. J., WO. 3-8000  
*Exhibiting:* 16mm Projectors, Record Players, Tape Recorders, Language Laboratory Equipment, Educational TV Receivers, Electronic Lectern  
*Personnel:* A. J. Platt
- Robert H. Redfield, Inc.** Booth C-26  
1018 S. Wabash Ave., Chicago 5, Ill., HA. 7-2691  
*Exhibiting:* Portable Language Laboratory equipment  
*Personnel:* Robert H. Redfield, Dave Stevenson
- Rheem Califone Corp.** Booths B-20, B-21, B-22, B-23  
1020 N. La Brea, Hollywood 38, Calif., HOLlywood 2-2353  
*Exhibiting:* Automated teaching devices; language laboratory equipment; phonographs, tape recorders, radios  
*Personnel:* Robert G. Metzner, Robert J. Margolis, Geri Langsner, Charles Phillips, Harold Ort, O. X. Pitney
- Rutherford Duplicator Co.** Booth Y-200  
P.O. Box 13087, Houston 19, Texas and Chicago, Ill. JACKson 6-1021  
*Exhibiting:* Rudco Projection Tables  
*Personnel:* Gus Rutherford, Mrs. Gus Rutherford
- Safe-Lock, Inc.** Booth N-103  
870 W. 25th St., Hialeah, Fla., TUxedo 8-9532  
*Exhibiting:* Safe-Lock Project-O-Stands and Tripods  
*Personnel:* D. I. Welt, R. L. Welt, J. Childs, B. Childs
- Sawyer's Inc.** Booth R-14  
P.O. Box 490, Portland, Ore., MITchell 4-1181  
*Exhibiting:* Sawyer's correlated classroom materials  
*Personnel:* George H. Patton
- Seal, Inc.** Booth L-8  
8 Brook St., Shelton, Conn., RE. 4-1643  
*Exhibiting:* The making of transparencies using Transpa film; Sealamin laminating film and dry mounting presses and materials  
*Personnel:* Arthur M. Willoughby, Walter F. Miehle
- Allan E. Shubert Company** Booth N-9  
3818 Chestnut St., Philadelphia 4, Pa., EVergreen 6-297  
*Exhibiting:* Your Church; International Journal of Religious Education  
*Personnel:* Allan E. Shubert, William B. Shubert, Robert Lunn, William S. Clark, Rev. J. Martin Bailey
- Slide and Filmstrip Productions Ltd.** Booths X-192, X-193 & X-194  
292 Merton St., Toronto 7, Ont., Canada, HU. 3-6288  
*Exhibiting:* Slides, Filmstrips, Animated transparencies (Technamation)  
*Personnel:* C. Redford, Chas. Corn, Cecil Matthews, Howard Reichard, Stanley Schwartz, Geo. Baker
- Society for Visual Education, Inc.** Booth R-13  
1345 Diversey Pkwy, Chicago 14, Ill., LAkeview 5-150  
*Exhibiting:*  
*Personnel:* John C. Kennan
- Southern School Service, Inc.** Booth B-1  
Canton, N. C., MISSION 8-6400  
*Exhibiting:* Filmstrip filing cabinets, 16mm Film Storage Racks, Projection Tables and A-V Equipment Specialties  
*Personnel:* Kin McNeil, John M. Rigdon, Wallace W. Peck
- Spindler & Sauppe, Inc.** Booth M-9  
2201 Beverly Blvd., Los Angeles 57, Calif., DUmkirk 9-1288  
*Exhibiting:* Selectroslide professional automatic slide projection equipment  
*Personnel:* Norman A. Sauppe, George A. Sauppe, Albert Schnurpfeil
- Squibb-Taylor, Inc.** Booth 0-12  
1213 S. Akard, Dallas 2, Texas, RI. 7-3595  
*Exhibiting:* Taylor Spotlight Opaque Projector, Model TS-4 Taylor Spotlight Pointer, Taylor Adjusto Stand, Taylor "Spotlight" Projection Table  
*Personnel:* Clif Squibb, Jody Damton
- Stanbow Productions, Inc.** Booth M-8  
12 Cleveland St., Valhalla, N. Y., WH. 6-2600  
*Exhibiting:* Filmstrips and records produced by Stanbow Productions, Inc., the United Nations and the National Film Board of Canada  
*Personnel:* Bill Reimann
- Standard Projector and Equipment Co. Inc.,** Booths F-55 & F-56  
7106 Touhy Ave., Chicago 48, Ill., NIlles 7-8928  
*Exhibiting:* Combination Filmstrip and Slide Projectors, Filmstrip Projectors, Filmstrip Viewers, Projector Accessories, and Screens  
*Personnel:* Pat J. Kilday, Jim Reyord
- Sterling Educational Films** Booth N-9  
6 E. 39th St., New York 16, N. Y., MU. 3-3642  
*Exhibiting:* Journey Into Time—Dr. Jekyll & Mr. Hyde—The General  
*Personnel:* Leonard Feldman



- Strong Electric Corporation** Booth P-129  
87 City Park Ave., Toledo 1, Ohio, CH. 8-3741  
*Exhibiting:* Strong Universal Carbon Arc Slide Projector  
*Personnel:* N. E. Alexander
- Superscope, Inc.** Booth W-188  
8150 Vineland Ave., Sun Valley, Calif., TR. 7-1313  
*Exhibiting:* Sony Stereorecorder 300, Sony Tape recorder 262-S, Sony CR-4 Wireless Microphone, Sony C-37A Condenser Microphone  
*Personnel:* Irving Rose, Sheldon Shack, Fred Tushinsky
- Sylvania Electric Products Inc.** Booth D-35  
Photolamp Division, 1740 Broadway, New York 19, N. Y., JUDson 6-2424  
*Exhibiting:* Full Sylvania line of Projection Lamps  
*Personnel:* R. W. Lockman, Al Gordon, Rodger Kramer, Preston Reed, Carl Nelson, Harold Carter, Rush Munder, Curtis Oaks
- Synchro-Mat Equipment Corp.** Booth B-19  
1316 Wildwood, Jackson, Mich., ST. 4-3721  
*Exhibiting:* Synchro-Mat line  
*Personnel:* D. Siegel, A. Shadley, R. Rogers, B. Rutter
- Transvision, Inc.** Booth R-141  
31800 W. Eight Mile Rd., Farmington, Mich., KENwood 3-8800  
*Exhibiting:* 16mm Sound Motion Picture Projectors  
*Personnel:* Paul E. Ruedemann, Edward H. Lerchen
- Technical Service Incorporated** Booths I-66 & I-67  
460 North Ave., New Rochelle, N. Y., NE. 6-6000  
*Exhibiting:* TV classroom Receiver; TV Mobile Stand  
*Personnel:* Alvin Reinberg, Herbert Suesholtz, Stanley Marks
- Underwriters Films** Booth N-105  
2025 Glenwood Ave., Toledo 2, Ohio, CHerry 8-3361  
*Exhibiting:* Audio-Visual Sound-Slide productions for the insurance industry  
*Personnel:* Robert W. Miller, Robert E. Harrison, A. J. Ruhfel, Jane Ruhfel
- United States Office of Education** Booth E-39  
Educational Media Branch, 7th & D Sts., S. W., Washington 25, D. C., EXecutive 3-3600  
*Exhibiting:* Reports on Title VII Activities and Publications of the Educational Media Branch of the U.S. Office of Education  
*Personnel:* Roger L. Gordon, J. J. McPherson
- V-M Corporation** Booths B-14 & B-15  
280 Park, Benton Harbor, Mich., WA. 5-8841  
*Exhibiting:* Tape Recorders, Language Lab Applications, Phonographs  
*Personnel:* C. J. Stevens, M. B. Cain
- Victor Animatograph Corporation** Booths R-131 & R-132  
a division of Kalart, Plainville, Conn., SHERwood 7-1663  
*Exhibiting:* Complete line of Victor and Victor-Soundview Motion Picture and Sound Slidefilm equipment and Accessories  
*Personnel:* John J. Harnett, Hy Schwartz, Morris Schwartz, Mort Goldberg, Ted Gromak
- Victorlite Industries, Inc.** Booths N-112 & N-113  
4117 W. Jefferson Blvd., Los Angeles 16, Calif., RE. 2-4033  
*Exhibiting:* Visual Cast Daylight Overhead Projectors and Packaged Transparency Course Materials  
*Personnel:* James J. Fitzsimmons, Robert J. Brady, George Post, Joseph Haslinger
- Viewlex, Inc.** Booths 0-116 & 0-117  
35-01 Queens Blvd., Long Island City, N. Y., EXeter 2-0100  
*Exhibiting:* Slide and filmstrip projectors and sound filmstrip equipment  
*Personnel:* M. R. Abrams, Ben Peirez, Fran Welch, Russ Yankie, John Conlan
- Viking Of Minneapolis, Inc.** Booth A-5  
9600 Aldrich Ave., S., Minneapolis 20, Minn. TU. 1-2636  
*Exhibiting:* Viking of Minneapolis language laboratory equipment  
*Personnel:* John L. MacAllister
- Wallach & Associates, Inc.** Booth S-148  
1589 Addison Rd., Cleveland 3, Ohio, SW. 1-5580.  
*Exhibiting:* Cabinets for: Records, tapes, films, filmstrips, combination cabinets, mobile units and mobile A-V center  
*Personnel:* Charles D. Wallach, Mrs. Chas. Wallach, Larry Oliver, Alvin Tengler, Mrs. Alvin Tengler
- Webcor, Inc.** Booths R-139 & R-140  
5610 W. Bloomingdale, Chicago 39, Ill., TU. 9-8500  
*Exhibiting:* Educator tape recorder for language lab installation. Portable tape recorders, portable fonographs  
*Personnel:* Ed Normandt, George Simkowski, Lou Burdick, Martin Jensen
- Webster Electric Co.** Booths R-142 & R-143  
1900 Clark St., Racine, Wis., ME. 3-3511  
*Exhibiting:* Electronic teaching equipment, tape recorders, communications  
*Personnel:* C. W. Stacey, Rob't. Baldwin, W. E. Dent, H. C. Stacey
- Westinghouse Lamp Division** Booths H-64 & H-65  
1 MacArthur Ave., Bloomfield, N. J., HUMBoldt 4-3000  
*Exhibiting:* Light sources for audio-visual educational equipment  
*Personnel:* W. R. Wilson, F. H. Rixton, R. D. Barr, W. A. Cramer, A. Frankel, R. L. Allen, J. J. Burke, R. D. Reynolds
- H. Wilson Co.** Booth M-87  
106 Wilson St., Park Forest, Ill., PI. 8-2706  
*Exhibiting:* Portable classroom rear projection unit and complete line of projection tables  
*Personnel:* Howard Wilson
- Wood-Regan Instrument Company, Inc.** Booth T-171  
184 Franklin Ave., Nudley 10, N. J., NO. 7-2460  
*Exhibiting:* Wrico Sign-Maker and accessories; Wrico lettering guides and pens  
*Personnel:* Arthur J. Lempeler
- World Wide Pictures** Booth T-164  
P. O. Box 1055, Sherman Oaks, Calif., STATE 4-5515  
*Exhibiting:* Religious motion pictures  
*Personnel:* Brunson Motley, Dick Ross, Dave Barr
- Your Lesson Plan Filmstrips** Booth A-4  
1319 Vine St., Philadelphia, Pa., and 14-20 Glenwood Ave., Raleigh, N. C.  
*Exhibiting:* New color filmstrips with "built-in student participation" for science, mathematics; and foreign language—sixty French and Spanish language training filmstrips with recordings and student development books  
*Personnel:* E. E. "Jack" Carter, John P. Voorhees, Donald Kunz, Ruth Hentz

# We Must Educate for Survival of Democracy

by Maj. Gen. J. B. Medaris, USA (Ret.)

Chairman of the Board

Electronic Teaching Laboratories, Inc.

The history of man is that of infinite struggle—struggle against poverty and disease and disaster. Long ago, perhaps in even those unrecorded days of primitive existence, man began to discern that ignorance is the root of his troubles. Man then surely concluded that his ultimate survival depended upon his ability to acquire and transmit knowledge, that this was the challenge of his time.

Ignorance is still our fundamental challenge, and I would guess it to be the challenge of our kind in the years 2060 or 9060. Ignorance is elusive. Knowledge is not stable. The child born tomorrow will be as ignorant as dirt and the sum of mankind's knowledge is meaningless unless it is transmitted to the child.

But aside from the generalities of the need for learning, I believe that the American of 1960 has a unique challenge in education, a challenge posed by the prospect of world Communism.

As participants in a democracy we demand certain freedoms of individual thought and action and association. We count these freedoms holy, and we have defended them with human sacrifice. We are prepared to continue the defense of these freedoms. However, one of the by-products of our demand for freedom is a mechanism of government which cannot function without our will. This is right and proper, and only in circumstances of extreme threat have we willingly suspended our individual freedoms so that our government might function without our immediate consent.

There is a very practical limit to which the individual can contribute to the processes of democratic government: he can vote; he cannot administer. Thus his single vote must be an intelligent, knowledgeable vote. That vote must include some understanding of the principles of good government and some evaluation of a candidate's ability to administer good government. It is an awesome responsibility for a single vote to bear, but it is an inescapable one if we are to

retain individual freedom. By voting, we simply decide who will decide for us.

In the past few years we have become disturbed by the economic and technological growth of the Communist world. Their growth is cleanly planned and executed, uncluttered by indecisive policy. Our government appears to be floundering, and about the only thing on which all Americans agree is that something radical must be done before Communist successes reduce us to an enfeebled power in world affairs.

What can be done? Several things, I believe; but first, let us consider whether or not our government actually is floundering. To begin with, we are following precisely the same principles of action that we have followed since 1776. We have not substantially changed in that respect. We elect intelligent and informed men to office and they execute our desires. We are rich and healthy and insulated, at least temporarily, against the probability of destruction by an aggressor. Our cup runneth over, to the benefit of millions of destitute people all over the world.

But something *has* changed, and that something is the formulation of a Communistic process of government and the demonstration of that government's effectiveness in mapping a plan of action and proceeding to its fulfillment, unencumbered by demands of individual freedoms. This does not mean that a Communist government is either immune or indifferent to public opinion. On the contrary, having usurped the will of the people in gaining power, the Communist government thus has in its control those means by which public opinion can be shaped to appropriate the very policies of government. The Communist government can give the peasant bread and convince him that he is eating cake.

Further, the Communist government can impose all manner of sacrifices on the individual in the name of diverting national energies and resources to "the race with capitalism." It is folly to underestimate the impact on the individual



General Medaris

Communist of Soviet accomplishments in technology. What can the individual Communist conclude from U. S. failures and Soviet successes in the space field except that his leaders were right all along—that capitalism is innately ineffective and democracy is decaying? It does not matter that this is one small area in the vast field of science, and that the Soviet Union is far behind in many other areas of science. The point is that this is an example of what Soviet government can do when it makes up its mind to do it.

Against this backdrop of fanatical dedication to immediate, radical action, our own processes of decision-making and execution appear belabored and untimely. We are changed simply by contrast. We are doing business as usual, but "as usual" is no longer good enough.

Clearly, we must acquire the capability to define national aims and to pursue those aims with the same enthusiastic dedication that our competitors are enjoying.

How? The easiest way would be to strengthen the powers of our own government, to surrender a measure of our individual freedoms so that our government could decide what is best for us without fear of being thrown out of office. This would relieve the individual of much of the responsibility of intelligent choice of leadership, and assure him of positive, dynamic government. It would not guarantee him that he would like what his government did, or that he could retrieve his right to disagree once he had surrendered that right.

The other choice is more difficult. If we refuse to part with those individual liberties and at the same time demand more decisive and dynamic leadership from our government, we must be prepared to fulfill the responsibility that is thus entailed. In other words, the burden of providing more effective government lies with the individual. It means that he cannot be ignorant of na-

tional and international affairs. It means that he must develop some higher loyalty to national interest that is not purely a reflection of his own economic, religious, or ethnic interests. It also means that his interest in government must not be something that is only evinced every four years. It means that his vote in a national election must be a decision based on real knowledge of the issues involved, and that his vote, once cast, is not *carte blanche* consent that will not be questioned for the next four years.

To be realistic, I must admit to some misgiving that we will ever be able to maintain substantial national concern over the full breadth of national and international affairs. It is simply not the nature of most of us to be philosophically concerned with abstractions. We are concerned about the space race only when we are behind. We are concerned about economic trends only when they have caught up with us. We fear war only when we see the possibility of it. We live with the immediate.

However, the more knowledge an individual has the more inclined is he to look behind and beyond the immediate—to seek causes for political and economic defect and to attempt to prevent their recurrence in the course of tomorrow's events. One can therefore conclude that the creation of a more knowledgeable electorate would result in the creation of a more responsible and effective electorate. I believe this to be the peculiar challenge of the Sixties: How can we educate for the survival of democracy?

If knowledge were stable this challenge would be easier met; it is not. The generation of knowledge is not geared to a timetable. The sheer bulk of learning which tomorrow's child will have to absorb is in itself staggering, all because of the explosive growth of modern science and technology.

Even the arts are not immune to change. In the field of languages, for example, there is an unprecedented demand for people who are not linguistically crippled by knowledge of only their native tongues. It is often said that the world is shrinking under the impact of transportation technology. It is to be hoped that the result of the shrinkage will be more intelligible communication among peoples and not merely the movement of pig iron to Japan and fireworks to North Africa.

Thus, the educator of the Sixties has a dual burden. On the one hand he is required to teach more to the child, and on the other he is expected to do it in less time in the name of national urgency. What is the answer to this paradox?

I submit that the answer to this problem is the increased application of technology to the teaching process.

Because we have progressively more to teach, because we have progressively more children to be taught, and because our survival depends upon a knowledgeable citizenry, it is imperative that professional educators make maximum use of those techniques which technology is offering.

As long as ignorance is our fundamental challenge, we cannot afford anything less than objective consideration of any means by which ignorance can be overcome.

# Closed-Circuit Conference

by Wm. F. Kruse

A nationwide conference on prospects and practices of closed-circuit television for instructional purposes was held June 19-22 in Evanston, Illinois. All but the opening and closing sessions were held in giant Evanston Township High School where, under direction of Miss Wanda Mitchell, an extensive foundation-supported CCTV program has been in operation for several years.

The National Education Association's Division of Audiovisual Instructional Services sponsored the conference; 150 invitations were issued, approximately 135 accepted, some 85 attended, all professionally interested in this specific segment of the AV field.

Lee A. Campion, NEA's consultant on ETV matters, explained informally that this type of conference was precisely what was needed to serve the special interests of the educator-specialists who now work in a sort of professional "no man's land" midway between DAVI and NAEB (Department of Audiovisual Instruction; National Association of Educational Broadcasters). They are closer to DAVI, he felt, because most CCTV programming has classroom instruction as its end. But while NAEB primary interest is in mass communication its technical practices and resources are very similar to those of the CCTV specialist.

The conference program was very well planned. Three groups rotated in three sections—on Program Origination, Production and Distribution respectively—with each participant getting a full session in each of the sections. The preliminary program had also called for a section on "receiving" CCTV.

An effort was made to form homogeneous interest groups. Thus there was one comprised mainly of college and university people, the second predominantly participants from secondary schools and city systems, and the third most everyone else.

The general opening dinner session was addressed by Lloyd Michael, superintendent of the host high school; another evening session featured William Brish, county school superintendent at Hagerstown, Maryland, on "Four Years of Experimentation in CCTV." Afternoon general sessions were conducted by Miss Mitchell and by Dr. Sherman Swarthout and John R. Manley. The closing general session, conducted by Lee Campion and Neal Balanoff, chairman of the TV-Radio-Film department, Stephens College, summarized some of the findings and gave everyone a final chance to talk.

At another general session six representatives of the AV-TV industry presented a joint program on equipment resources and prospects. Alan Finstad (Dage) was moderator; William Sadler (Miratel), Glenn Hoxie (Ampex), Louie Lewis

(RCA), Dan Meadows (Sarks-Tarzian) and Lloyd Matter (Dage) each presented a specific phase of technology and economics.

It was noteworthy that the questions raised were not so much on technology as on professional status, philosophy and utilization. They boiled down to just four major concerns: (1) relative "status" between the CCTV production specialist and the TV teacher; (2) just how much production "quality" should be required in intra-school program production and transmission; (3) should the modern school aim at giving the student his "entire" education via TV; and (4) how to condition the classroom teacher to accept and where designated, effectively help create CCTV programs. These four questions were found to be interrelated. Status differentials and quality-tolerance may be viewed as facets of the "content versus communication" controversy. Food for the mind, as for the body, should first of all be nutritious, but lots of good vittles have been known to be ruined by bad cooks and sloppy service.

There was quite a contrast between a color slide presentation of the CCTV facilities and staff at Penn State and those actually demonstrated at Evanston High, where one student crew sets up the studio and an entirely different one, unrehearsed, shoots the program. Under such an arrangement considerable unevenness in end result is inevitable. In one case a "live" program (stage make-up for male actors) came through as smoothly finished as anything on the networks, but another, through faulty lighting or training or both, had the poor librarian-teacher painfully blinking into the lights in a way that must have detracted from the material she sought to present.

There was room for improvement also in the presenting of visuals—printed matter too small to be read, violation of the 4x3 dimension ratio and of contrast range for projected visuals, and stills covering so little of the screen that they became the picture of a picture rather than a presentation of action or situation described. Nor were the 'pros' free of these faults in their demonstrations, indicating a need for upgrading of CCTV technical communication skills on all levels.

One of the speakers defined CCTV as "a means of transmitting an image for a purpose." Under the conditions in which it operates, the Evanston High School production staff is doing a commendable job that, in the main, achieves its purpose. Allowing for some rationalizing in the snubbing of network "spit and polish," there was fairly general agreement that a school's own CCTV production quality ought to be at least adequate to hold students' attention and to pass across its lesson effectively.

Technical guidance literature such as put out by Hagerstown, Stephens College and other centers was in lively demand. A series of N.E.T. films on production techniques, distributed by

Indiana University, was recommended. The Electronics Industry Association reportedly will distribute 20,000 copies of a new book on ETV fundamentals authored by Philip Lewis, director of instructional materials for the Chicago public schools (also technical director of *Educational Screen and Audiovisual Guide*).

There was interesting discussion on the role of "visuals" in educational TV. One production consultant stated his preference for holding a dynamic TV teacher on camera full face by the hour rather than bring in a lot of distracting "visuals." Miss Mitchell and Mr. Balanoff, on the other hand, stressed the use of good visuals.

There was no support for the idea that TV could or should attempt the whole job of the student's instruction, much less his education. Cooperation in an atmosphere of mutual respect was the accepted answer to teacher-producer relations; as teachers increase their familiarity with the medium and its techniques they are expected to take a more active positive interest in TV

teaching and to improve their contributions to its results.

In his keynote address, superintendent Michael stressed the need for greater investment in "tools of instruction." He did not expect CCTV to save money, but did look to it for "better quality education." It would re-deploy and re-orientate teachers but not replace them. This was not, in his opinion, a panacea to overcome all present classroom problems but, with television tape making possible the storage of "superlative" teaching, TV should make a substantial contribution to better schooling.

In the future, he felt, students would spend 40 percent of their time in individual training, 20 percent in small groups of 10 to 15, and 40 percent in large group situations.

The conference wound up with a recommendation that further meetings of this type be arranged, preferably with each CCTV craft "pro" accompanied by a classroom teacher involved in TV lesson production and/or use.



At left, planning for CCTV. Left to right, Neal Balanoff, Stephens College; Wanda Mitchell, Evanston, Ill., Township High School; James Lynch, Indiana University; William Mavrides, TV coordinator, Akron University; Lee Campion, ETV consultant, NEA; William Pohts, TV Engineer, Penn State University; Alan Finsted, Dage Television Division.

Below, William Mavrides and James E. Lynch conducting a production seminar. Included in the audience are at left, A. H. Imhoff, International Cooperative Administration, Washington, D. C.; James Quincy, Florida State University, James Spear and Stan Johnson, Hagerstown, Md.



Photos by Lee Campion

# Assignment:

## DAVI

# Personnel:

## 1970

by James D. Finn  
Professor of Education  
University of Southern California  
and  
President  
Department of Audio-Visual Instruction  
National Education Association

*(The Board of Directors of DAVI will meet in closed session during the National Audiovisual Convention and Exhibit in Chicago. In further observance of one of the major AV events of the year, Dr. Finn presents this view of DAVI's responsibilities during the coming decade.)*

*The disease in all professions is stagnation, a failure to grow in professional wisdom and competence. (Edgar Dale, 1960)*

TO begin with a cliché, the Department of Audio-Visual Instruction is *people*. As I have said elsewhere, these people are a wonderful conglomerate; there are teachers of the first grade who are audiovisual building coordinators in small schools; there are communication theorists working on the campuses of large universities; there are audiovisual directors in school systems and colleges with operations so vast that all bookings are handled by IBM, and others so small that slide production is carried on in the director's kitchen on week-ends; there are producers, librarians, misplaced curriculum specialists, military officers with a training aids specification number, religious audiovisual workers, broadcasters, government information specialists, applied psychologists and at least one college president. And this is but part of the list.

DAVI, since it began to grow up about 1952,

has provided a home for these many different people who have a common interest in audiovisual communication. Looked at another way, of course, DAVI is an organization; it is a national office of growing importance in the NEA; it is a host of committees working on projects ranging from cooperative libraries to educational networks; it is a publishing house and it is the national posture for the educational profession on matters of instructional technology. Fundamentally, however, as old and tired as the concept seems, DAVI is people—the people that make up the organization and the committees and who write for the publications and who develop the national posture.

When assessing the “challenge of the sixties,” as this symposium is attempting to do for the audiovisual movement as a whole, it is fitting, I think, that the DAVI contribution should concern itself with the people involved, with the future requirements of the audiovisual profession, whatever they may be. The future of any movement depends on the quality of the people who support and develop it.

Actually, even when confining the discussion to the educational (as opposed to the commercial) personnel needs for audiovisual specialists in the next decade, it is obvious that we will need, first of all, a much larger number than during the past ten years. Second, we need all the talent and quality in this larger number that we can get. Our first problems, then, not at all new to the educational scene, are the twin problems of quantity and quality of personnel.

The need for large numbers of highly qualified people is a function of a technological society as a whole and is not limited to a small segment such as that portion of the educational profession represented in the audiovisual specialist. C. P. Snow has recently pointed out that,

“There is one curious result (of technology and industrialization) in all major industrialized societies. The amount of talent one requires for the primary tasks is greater than any country can comfortably produce, and this will become increasingly obvious. The consequence is that there are no people left, clever, competent and resigned to a humble job, to keep the wheels of social amenities going smoothly round. Postal services, railway services, are likely slowly to deteriorate just because the people who once ran them are now being educated for different things. This is already clear in the United States, and is becoming clear in England.”<sup>1</sup>

The talent needed for the primary audiovisual tasks is very great indeed.

A professional organization must address itself to the work of developing the competence of its members. This, then, is one of the big jobs for DAVI in the decade ahead. A start has already been made with the first Invitational Seminar on Professional Education which was held in conjunction with the 1960 DAVI Convention in

<sup>1</sup> C. P. Snow, *The Two Cultures and the Scientific Revolution*, New York: Cambridge University Press, 1959, p. 58.

Cincinnati. The Seminar was the brain-child of L. C. Larson of Indiana University and was authorized by the action of the Seattle convention in 1959.

The first seminar began a study both of the content for the professional education of the general audiovisual specialist and the pattern in which this content must be developed. Much remains to be done even to lay the groundwork, and plans are now underway for a series of such seminars which will eventually, we hope, specify pretty clearly the pattern of training and experience that the new instructional technology will require of its leading practitioners.

By 1970, the demands on the audiovisual specialist—the learning technologist—are going to be rigorous. First class talent will be needed to fulfill a first class demand. This means that, in addition to a rigorous pattern of training, we will need standards of admission, especially to full-fledged standing in the profession. Until very recently, the educational profession as a whole has been very reluctant to adopt this characteristic of other professions. Now, however, signs of a new attitude may be seen in several places.

The American Association of School Administrators has already taken the step of setting up admission standards; naturally, in all such arrangements, there is a "grandfather clause" to avoid threatening many existing and dedicated people in the profession. Eventually, however, the new standards take over. It is especially significant, I think, that Dr. Richard Batcher, immediate past president of the Classroom Teachers (the largest NEA division), has been advocating immediate adoption of minimum professional standards for admission to his organization. It is my personal position that we need to begin immediately studying the problem of standards of membership in DAVI; we will end up, I think, before 1970, with classes of membership and standards of admission to these classes; only by such a procedure may we develop and provide the much-needed talent for the primary tasks of audiovisual communication in the future.

A rigorous pattern of content and training for the general audiovisual specialist to achieve competence, and enforcement of this competence by selective standards of admission, provide the form of the solution to the audiovisual manpower problem of the next decade. The substance of the solution is another matter, a matter that must be worked on very hard. DAVI, through its seminars, through contact with other branches of the educational profession and with industry, through the thought and research of leading thinkers in our own and related fields and through general discussion among the membership, must come up with a content for audiovisual professional training.

It is easy enough to list some of the items in this content: communication theory, learning psychology, systems theory, curriculum, technical areas like production, etc., etc., etc. We need, however, a pivot on which to swing this content, whatever it may be. That pivot must deal with the leadership role that the members of DAVI must play in the next ten years. How does our organization provide leadership? How



Dr. Finn

does it provide leadership not only for the audiovisual group as a whole, but for the entire educational profession in matters touching our specialty? Make no mistake about it. DAVI—the people who make up DAVI and the posture the organization takes—is important today, nationally and internationally. Our time has come. The demand for leadership is here. How shall we exercise it?

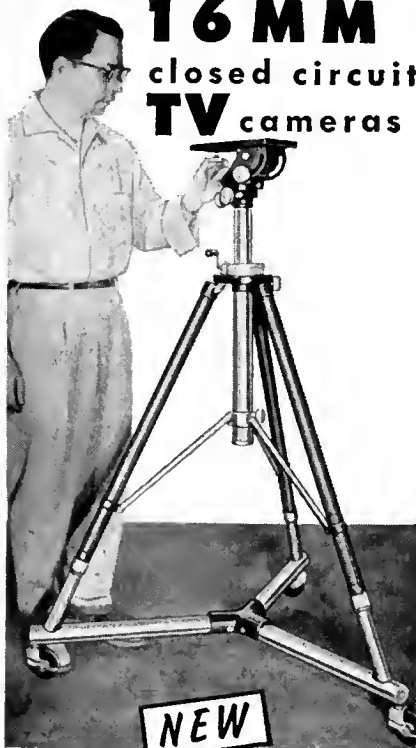
One thing is certain. L. C. Larson, in his series of memoranda on the professional education problem, has insisted that the audiovisual professional must be a *change-agent* in education. I would go one step further and define the audiovisual professional as a learning technologist who is essentially an *innovator*. Change-agent or educational innovator, the audiovisual specialist faces daily (and will continue to do so) the problems of the most rapid change occurring in American education. Almost all the current educational changes are related to, caused by or, are part of our developing instructional technology. And this whether we are talking about the current problems of TV, teaching machines and language laboratories, the immediately anticipated 8mm sound film, thermo-plastic recording and instructional systems development, or the future applications of computers as teaching machines, facsimile communication between schools and data-retrieval and cataloging systems.

It is apparent that the next ten years will demand that the pivot of our professional core be based upon an ability to deal with change and innovation throughout education. The end of the decade of the Sixties should see the true audiovisual professional come into being. The membership of DAVI, then, as learning technologists, as innovators, as change-agents will be, God willing, supplying American education with the needed leadership from the individual school through state systems to the federal government.

This leadership imperative to close with another cliché, is a great challenge. It is also a great adventure. There is, it seems to me, little place in the audiovisual future for the faint-hearted or those who prefer the good old days of the carbide gas slide lantern. There is a large place for those who want growth in professional wisdom and competence.

# IDEAL SUPPORT

for **STUDIO  
16 MM  
closed circuit  
TV cameras**



# SAMSON

## • TRIPOD

**\$105** STILL HEAD     **\$110** MOVIE HEAD

- ELEVATOR COLUMN with worm gear drive for fast, accurate positioning.
- STILL CAMERA and FRICTION Pan Heads interchangeable.
- LO-HI UNIT works right down to the floor.
- COLUMN EXTENSION for emergency extra-high shots.
- TRIPOD DOLLY for full maneuverability.

SEND FOR FREE BROCHURE



**QUICK-SET INC.**

8137 N. Central Park • Skokie, Ill.

SEND FREE BROCHURE on SAMSON TRIPOD and accessories with descriptions, prices and illustrations.

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Street No. \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# AUDIO

by Max U. Bildersee

## Campaign — 1960

The nominating conventions are over. The candidates for office of president and vice president of the United States have been named and are preparing their campaigns. Internal party political enmities will be temporarily buried while the political faithful rally around the standard bearers and indicate their support of their party's candidates.

Of course we prepared for this in May and June. Despite the approaching school-year end, we found time to begin to delineate major political and social issues which would be emphasized before the conventions and during the campaigns. We followed the several primary contests—West Virginia, Oregon, Wisconsin and the others with our classes as we helped our maturing students prepare to observe this national contest and, in observing and in stating their preferences and opinions, to take part in this event.

Where do we find the best history of past campaigns? In the newspapers? In files four years musty are the records of the second Eisenhower-Stevenson campaigns. In files are the words that each man spoke, the promises made, the story of endless hours

We can refer our students to the papers and to the newsmagazines of that year and to other permanent of campaigning, traveling, speaking, and moving on to the next brief stop. printed data which tell the story but which lack the excitement of the feeling of presence.

Are there films to give life to the campaigns? There are newsclips of the earlier campaign which may be available for school use. There are films describing political campaigns which should be used as interest in the current campaign grows to the climax of ELECTION DAY!

There are recordings which give depth and breadth to previous campaigns and which can be used effectively in schools. First, of course, are the tape recordings made four years ago and carefully stored for just this purpose. Schoolmen throughout the country kept careful audio records of "Campaign-1956" and are ready to bring out the salient recordings of that year and present them to their classes for critical appraisal.

And there are the parallel recordings which have been made this spring as the potential candidates paraded their views before radio and television audiences. Yet, there is a large library

**RUGGED  
LOW COST  
EIGHT STATION  
LISTENING  
NETWORK**



**ALL-IN-ONE CONVENIENCE AND ECONOMY**

The ATC HB-2 is a compact all-in-one unit featuring a built in 8 station listening network with an extra jack to link several units together. It is equipped with 8 light weight, U.S. made Alnico magnet double headsets with vinyl covered headbands. Both the headsets and the 10-foot input cable are furnished

with standard phone plugs. Other fittings are available upon request. The rugged 3/8" plywood case is fully covered in a durable rust tone textured material that matches other ATC sets. Ask your dealer about the complete Audiotronics line of Audio Teaching Components, or write for the new ATC Catalog.

**AudioTronics**

CORPORATION

11057 WEDDINGTON STREET, NORTH HOLLYWOOD, CALIFORNIA



of recorded material—home recorded but nonetheless effective.

And there are commercial recordings of past campaigns which are most valuable in helping our students prepare to follow and to understand "Campaign—1960."

Let's start with some faraway background material that can be useful. The changing nature of the political scene and of political expression can perhaps be best demonstrated by showing an old time orator and comparing his techniques and presentation with some more recent speakers.

There is the famous "Cross of Gold" speech which was delivered by William Jennings Bryan back in 1896. This was delivered during the Democratic convention of 1896 in Chicago. William Jennings Bryan, "the boy orator of the Platte," made of this famous speech a campaign issue, and as a result of his presentation he became the candidate for president. This speech is read by Ed Begley as part of the album Great American Speeches (Caedmon TC 2016). Also in this album are such other campaign and inaugural addresses as "Washington's First Inaugural Address" (read by Ed Begley), "Thomas Jefferson's First Inaugural Address" (read by Melvyn Douglas), and Carl Sandburg reading both the "House Divided" and "Cooper Union" speeches delivered originally by Abraham Lincoln.

The series I Can Hear It Now can be used effectively to summarize some of the more recent presidential campaigns. Volume III of this series (covering the years 1919-1932) includes such choice items as Daugherty's "smoke filled room" prediction (could it happen in 1960?) as well as the voices of Harding, Coolidge, Hoover, Roosevelt and Al Smith. Volume I (1933-1945) brings the voices of Roosevelt, Landon, Willkie and Dewey to the attention of the student. Volume I continued the chronicle with the years following the close of World War II summarizing the major conventions of 1948 and the Dewey-Truman campaigns of that year. These records are produced by Columbia and are numbered ML 4340, ML 4095 and ML 4261 respectively.

Other recordings worthy of consideration are Mr. President — FDR To Eisenhower (RCA Victor LM 1753) and Veep (Folkways FS 3870).

Coming to the 1956 campaign, there is a recorded history of that event titled Campaign '56 produced by Yale University. The recording presents the voices and sounds in the election of the president of the United States in 1956. Heard in addition to the major

candidates, Eisenhower and Stevenson, are Kefauver, Nixon, Harriman, Stassen, Clement, Langlie, Chandler, Martin, Rayburn, Hoover, Truman, Kennedy and Eleanor Roosevelt. Campaign Fifty-Six recalls for the student and the listener the primary fights, the excitement of the two national conventions, the intensity of the hard fought national campaign, and finally the long awaited night when the nation's choice of a president became

known. It can be used most effectively to orient today's students to the events happening around them.

Finally, inauguration addresses of the modern age come into focus. These are available on Franklin Delano Roosevelt—1933 and 1937 (Spoken Word 115), Franklin Delano Roosevelt—1941 and 1945 and Harry S. Truman—1949 (Spoken Word 112) and Dwight David Eisenhower—1953 and 1957 (Spoken Word 113).

## Audio CARDALOG\* Record Reviews on Cards

- ☆ on 3x5 punched, cross-indexed cards
- ☆ for accessible filing and finger tip reference
- ☆ published monthly, September through June
- ☆ at least 400 cards per year
- ☆ efficient, constantly expanding reference center
- ☆ supplying synopses and appraisals
- ☆ interesting audience and instructional use
- ☆ your buying guide

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —

\*Registered Trademark

## These Improved

# Wheelit

TRADE MARK

### —models multiply your equipment's usefulness

Combination transportation and projection tables, folding or non-folding, in various heights to meet special needs. . . . will carry projectors, amplifiers, tape recorders and other heavy equipment. . . . lock securely for projection. All models precision built, with all-steel frames, ball-bearing casters, sound-absorbing platforms to eliminate vibration.

## GRUBER PRODUCTS CO.

Dept. ES

Toledo 6, Ohio

Visit Booth 5-149 at Chicago Convention, Aug. 6-9.



Model C-402 (Folding)  
Two-platform 40" height



Model 4102 (Non-folding)  
Two platforms. 41" height



Model 3302 (Non-folding)  
Two platforms. 33" height  
(Straps additional, at cost)



Model 2502 (Non-folding)  
Two platforms. 25" height

The election campaign will be heard this year—via radio and television—and we can help our students prepare themselves not only to hear but also to understand the nature of the campaigns and the words that are uttered by the candidates.

### Upcoming

Looking ahead to anticipated new recordings is always hopeful. Somehow the recordings you look forward

to hearing are going to be the best yet, always and all ways. We anticipate reporting to you on the continuation of Audio Education's Pathways To Phonic Skills with the early release of Volumes II and III. This material, designed of course for elementary school consumption, will be reported in the near future.

Upper elementary school and junior high school students and their teachers have found the productions of

Enrichment Materials consistently useful. This year there will be eight new titles available for school, library and home use including, in the American history series, Swamp Fox of the Revolution and Custer's Last Stand along with Andrew Carnegie: Age of Steel backed up with America's First World War. In their Great American Documents series Enrichment will offer Northwest Ordinance along with Missouri Compromise on one record and Woodrow Wilson's 'Fourteen Points' on the reverse side of a presentation and delineation of the Preamble to the Charter of the United Nations.

English literature and American poetry stand to have a 'good year' too. Junior and senior high school students will profit undoubtedly from hearing and reading simultaneously the complete Julius Caesar which will shortly be available from The Spoken Word. This and King Lear will both be on the market before schools reopen for the 1960-1961 academic year. Both will be complete—and both performed by the Dublin Gate Theatre group, directed by Anew McMaster and produced by Fred O'Donovan. McMaster, who will play Marcus Brutus in Julius Caesar will also play the title role in King Lear.

Anew McMaster will also be available from Spoken Arts in selections from Shakespeare in a two record album which will offer the exponent of the heroic style of acting as Petruchio in Act II, Scene 1 of The Taming of the Shrew, Othello in Act V, Scene 2 of Othello, Shylock in Act I, Scene 3 of The Merchant of Venice, Romeo in Act I, Scene 4, and Act V, Scene 3, of Romeo and Juliet, the King in Act II, Scene 4 of King Lear, the melancholy Dane in three scenes (Act II, 2; Act III, 1 and 2) from Hamlet, Macbeth in Act I, Scene 7, and Act II, Scenes 1 and 2, of Macbeth, as Jacques in Act II, Scene 7 of As You Like It and as Caesar in Act III, Scenes 1 and 2 of Julius Caesar.

Of course there will be new language records and other materials designed for all grade levels using language laboratory learning techniques. We anticipate that there will be a variety of recordings in French, Spanish, German and Russian with fewer offerings in Italian and other languages.

Basil Rathbone's reading of The Minister's Black Veil and Young Goodman will be offered by Caedmon. There will be many others as the new school year progresses and the first announcements give promise of a banner year in the expanding spoken and instructional records area.

## Audio CARDALOG® Record Reviews on Cards

Box 1771 — Albany 1, New York

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

## EDUCATIONAL TESTING SERVICE announces

completion of its motivational film series

# Horizons of Science

Ten integrated films to stir imagination, stimulate thinking, and broaden understanding with respect to the sciences.

**COLOR** - Each 19 minutes  
Grades 6-14  
\$1900 the series of ten  
\$200 the print  
Brochure on request

**NDEA**  
approved

Anthropology  
Astronomy  
Atomics  
Biochemistry  
Biophysics  
Electronics  
Mathematics  
Microbiology  
Oceanography  
Optics  
Physiology  
Psychology  
Radiology  
Seismology  
Space

Immediately available for preview and acquisition from



**EDUCATIONAL TESTING SERVICE**

20 Nassau Street, Princeton, New Jersey

# FILMSTRIPS

by Irene F. Cypher

We have always said that there was great merit to "field trips," and this past week we had an opportunity to prove this, for we went visiting the audiovisual program of Toronto, Canada. There is a fine group of leaders in that city, and we strongly advise our friends to go a-visiting as we did, for it gives you an opportunity to see what is being done in various parts of the globe, as well as to watch a neighboring school system in action. One particular opportunity was given us to watch a second grade in action, and it *was* an opportunity (speaking in terms of filmstrip utilization)!

A lovely tow-headed lass in a blue sailor dress was quietly and efficiently operating the filmstrip projector, and the members of the class were observing, reading, questioning and talking at a fine pace. No one said anything about "watch this filmstrip and it will show you . . ."; no one said anything about "in this filmstrip you will learn about," or anything else of that nature.

The class projectionist was calmly presenting to her classmates an experience which they could share and which helped them to discuss the material about which they were "reading." It was an example of filmstrips in use in a normal classroom situation, without fuss and fanfare.

As we quietly left the classroom we thought how wonderful it was to see modern children actually using mod-

ern instructional materials as part of the everyday course of events and not making a lot of uproar about it. The principal was proud of the fact that every classroom was equipped so that such learning experiences could take place; the class thought nothing about projection (for it was all part of the usual routine), and the result was a group of children really participating in learning. Wonderful, isn't it, to be able to report that perhaps we are making progress in the use of instructional materials as an integral part of normal school work. (And think of how nice it is to find a second grade class as the ones sharing in such an experience).



## "FIBERBILT" CASES "THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance of "Finest Quality"

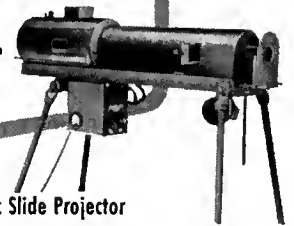


For 16mm Film—  
400' to 2000' Reels

Sold by All Leading Dealers

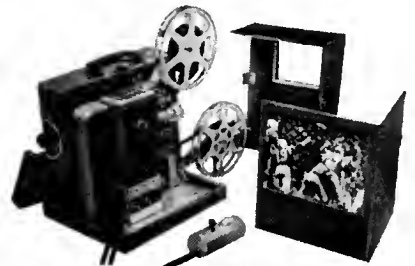


Our professional Know-how helps solve your AUDIO-VISUAL Problems.



### Strong Arc Slide Projector

Projects 2" x 2" and 3½" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.



### Weinberg Watson Analyst Projector

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

### Why is CECO the Audio Visual Equipment Center?

Because CECO spans the *entire* complex field. We sell and service every professional type equipment on the market—cameras, projectors, screens, slide projectors, animation equipment, sound recorders, timers, tripods, etc.

More important, we provide *solutions* to problems, no matter how intricate. We charge for the products. We make no charge for our experience. That's why most AV experts come to CECO.



### Single Frame Eyemo

35mm filmstrip camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—trademark of Camera Equipment Company

SALES • SERVICE • RENTALS

CAMERA EQUIPMENT CO., INC.

Dept. E88, 315 West 43rd St., New York 36, N. Y. • JUdson 6-1420

Gentlemen: Please rush me FREE literature on CECO Products for Audio-Visual use:

Name \_\_\_\_\_

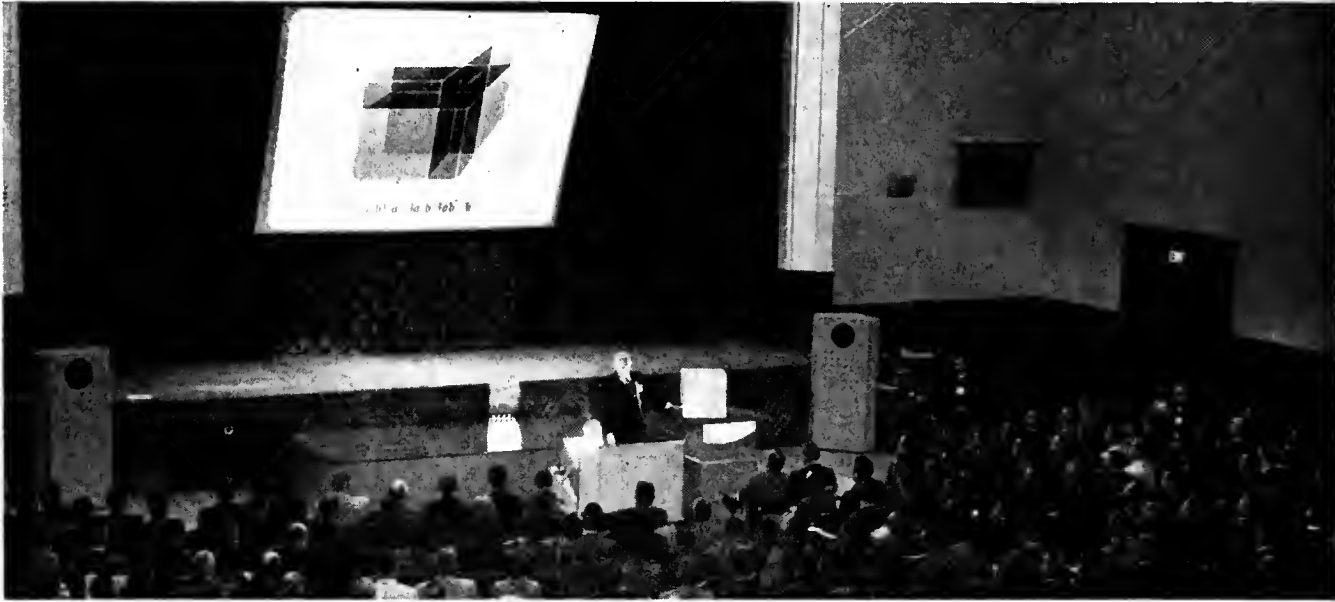
Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# YOURS FOR THE ASKING!

Tecnifax Corporation is continuously developing in its Visucom Laboratories new and interesting techniques for using the "overhead" projector. Training in these techniques is available to you, without charge for materials, facilities or instruction, through the following services:



**SEMI-ANNUAL SEMINAR-WORKSHOPS** . . . at these hard-working, three-day seminar-workshops, over 500 attendees acquire information, exchange ideas, and use new visual techniques to solve communication problems . . . 16 held to date.



**VISUCOM PROGRAM** . . . this continuing training program provides first-hand experience in the preparation of "overhead" projectuals . . . five-day course . . . small classes . . . facilities for working out specific projects.

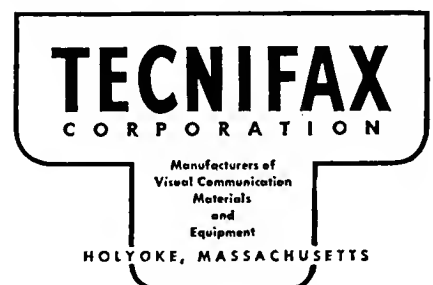
**TECNIFAX LITERATURE** . . . a series of brochures published by Tecnifax to provide useful and interesting information for workers in the field of visual communication.

FOR ADDITIONAL INFORMATION, call or write Tecnifax Corporation, Holyoke, Massachusetts.

Tecnifax equipment and materials are approved for purchase under the National Defense Education Act.



**BRANCH WORKSHOPS** . . . projectual-making workshops are also conducted at Tecnifax' twenty-six sales branches . . . registrations are accepted for groups or individuals.



*Arithmetic Series* (6 strips, color; produced by McGraw-Hill Book Co., 332 West 42nd St., New York 36, N. Y.; \$32.50 per set). The problems of fractions, decimals, measurement and time-telling, percentages and the use of money are an essential part of learning to use numbers. This series is planned to aid in work with number concepts and the practical application of arithmetic to everyday life. Facts are presented in a plain, clear manner and arithmetical processes are shown in their relation to science, trade, personal budgeting and personal living. The material is closely correlated with problems encountered in grades 4 to 6 and will be found helpful when used with any textbook or lesson arrangement in these grades.

*Cat Stories* (3 filmstrips, color; produced by Curriculum Material Center, 10031 Commerce Ave., Tujunga, California; \$3.95 per strip). Anyone who likes cats, anyone who enjoys looking at pictures of cats, and anyone who likes stories about cats will like these filmstrips. *The Cat Who Meets a Wombly*, *The Cat Who Finds a Friend* and *The Cat Who Sleeps All Day* are delightful filmstrips. Actual photography is combined with art work to make the pictorial sequences appealing, and there is a warm sense of humor in the story presentations. This is something a bit out of the ordinary run of story material, it has story value, has a potential for language art work, and will satisfy the desire of younger learners for something that is good to look at and discuss. If we will use material of this type in our reading and story hours, it will help to build up a sense of appreciation for this work and encourage pupils to turn to other story material for enjoyment and for learning.

*Electing a President* (single strip, black and white, one of the monthly series produced by the Educational Dept., New York Times, 229 West 43rd St., New York, N. Y.) The fact that we face a presidential election this November makes a filmstrip such as this of value in social studies classes and for civic groups. This particular strip, which is the May, 1960, unit of the series, traces the process by which the citizens of the United States set about electing a president. Nomination, election campaign, manner of voting, the electoral college and the final result are all presented and discussed in some detail. The strip will help to visualize the election process and serve as a good basis for reading, class discussion and consideration of the American system of gov-

ernment and the manner in which our people participate in carrying out the American form of living. It is probably best suited to junior and senior high school work.

*The Atlantic Region* (2 filmstrips, color; produced by The National Film Board of Canada and available from Stanley Bowmar Co., Valhalla, New York; \$5 per strip). Subtitles of the two strips here considered are *From The Sea* and *From Mine and River*. As the teachers' guide tells us, the atlantic region of Canada provides from 55 to 60 percent of the total

fish caught, and is also one of the oldest mining regions in this same country. The picture gives us a good idea of what both industries mean in terms of national wealth, activity and industry. They are also good for schools in this country, for conditions are similar and both fishing and mining are a vital part of the life of this country. We see how modern fishing and mining methods are put into operation and how men in both occupations set about their work. Good clear factual presentations, with value for social studies units.



## PHILCO advances the science of visual education

### WITH NEW TRANSISTORIZED CLOSED CIRCUIT TV SYSTEMS

Visual education, through the use of closed circuit TV, is being adopted rapidly by schools throughout the nation. Philco's broad experience in educational TV is your assurance of obtaining the greatest flexibility and economy. Philco's new all-transistor equipment is your guarantee of maximum reliability, freedom from maintenance and ease of operation. Write today for information and your copy of the Philco Closed Circuit TV Systems Planning Guide.

#### Government & Industrial Group

4700 Wissahickon Ave., Philadelphia 44, Pa.  
In Canada: Philco Corp. of Canada, Ltd., Oon Mills, Ont.



Philco Closed Circuit TV Systems permit multi-group instruction, with full audience participation.

**PHILCO**  
Famous for Quality the World Over

# AV in the Church Field

by William H. Hockman

## Reaching The Shut-Ins

Many churches would like to get the church services to the home-bound people of the congregation, and many approaches to the solution of this problem have been tried. Would you be interested in our present plan?

In our church this work comes under the Board of Deacons and its arm-of-service is the Christian Service committee. When the CSC sat down and looked this problem over it ran head-on into certain fixed things: (a) the shut-in wanted to hear the entire service; (b) the shut-in was old, in most instances, and wanted to talk with the caller and not listen at *that* time to something which he/she had brought; (c) the home-bound person did not want to receive the church service through any hard-to-operate equipment; (d) they did not want to listen just once but several times; and, (e) they wanted to listen when they were in the mood, and able to, and not when it was convenient for some caller to stop by.

This is a tough order to fill! But with these factors in mind we went to work.

What about a portable tape recorder? We had already installed in the sanctuary a good professional-type tape recorder so there would be no problem at all in transferring services to the smaller recorder. But our real problem was at another point. First, the tape recorder was too 'hard' for these older people to operate themselves, and to reach our shut-ins we would need three or four of them in operation at the same time, pushing our investment in equipment above our limits (so we thought).

Then we checked into a short-wave radio system, with receivers in the homes of our home-bound people. This had possibilities, but the initial cost and the trouble in operation soon eliminated this from further consideration.

About this time we discovered another factor: Some of our aged could not see to read any longer. How could we serve them? We knew that portions of the Bible had been put on records and in this medium could be utilized by many of our people.

This brought us back to records and to a portable record player which could be taken to a shut-in and left

there to be played at her convenience. Now we seemed to be on a rather promising track. All we had to do now was to get the taped church service onto records. Could that be done—within our budget—and would the 'cut' records have a lifetime of usefulness sufficient to justify their production?

We soon found a local firm which would transfer our tapes to records for \$7.50 per record. They could squeeze on to each side about 22 minutes of running time at 33 $\frac{1}{3}$  rpm. We felt we could afford this rate of expense and we set about to create our first "Shut-in Package."

It so worked out that the first 22 minutes of the service went on one side and the second 22, which would be the sermon, on the other. Naturally, something had to be left off, and it was the hymns that got cut, in some instances, to one stanza. At other times it was some other item.

Now, with our first record we only needed a light-weight phonograph record player, and we were in business. Finding it was no trouble, but we required one with a minimum of controls and considerable sturdiness.

For some weeks now this first Package (phono player plus two or three records) has been taken from one home to another by the Minister's Assistant who tells the Christian Service committee that she thinks we have hit upon just the right solution to a knotty problem. She finds that the Package needs to stay with a shut-in about three days, and that in that time it is played many times. She finds that they enjoy both the sermon and the rest of the service equally, but do not miss the parts that must be deleted to reduce an hour to 44 minutes on the record. To our surprise, the operation of the player was not beyond the feeblest if a little care was taken in explaining its operation, and if the record was not cut too close to the edge, making starting difficult.

It wasn't long before our worker ran into the request for the Bible on records. We then put into operation a set of the New Testament records from Audio Book Company, Benton Harbor, Michigan. These records have a speed of 16 rpm, a speed now available on many phono players. This brought not only the church service but the Bible to these people of failing sight, and their gratitude has been profound. This album could easily be divided into two parts, each to be included in a Package.

We are not certain as yet what the lifetime of one of these cut records will be. It is difficult, in the first place, to know how many playings they have received. Again, we find

The KEYSTONE Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act

The Keystone Standard Overhead Projector is designed for the projection of Transparencies, Standard (3 $\frac{1}{4}$ " x 4") Lantern Slides, Polaroid Slides, and Hand-made Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2 $\frac{1}{4}$ " Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.



Write for Further Information or a Demonstration by our Local Representative.  
KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

*Family Films*  
and *Family Filmstrips*  
extend a cordial invitation



to visit them at the NAVA convention...booths P-104 - 105  
...to see their new 1960-61 product.

A QUICK PREVIEW SHOWS AN EXCITING NEW SERIES OF MOTION PICTURES ENTITLED

**"THE LAND OF THE BIBLE SERIES"**



7 films recently photographed in color in Lebanon, Jordan and Israel.

**THE BIBLE COMES TO LIFE!**

...and 3 new films to add to the popular teenage series of Christ-centered films "by teenagers - for teenagers"

- \* **TEENAGE CRUSADE**  
A teenage crusade for Christ.
- \* **TEENAGE LOYALTY**  
Putting Christ and the Church first.
- \* **TEENAGE CONFLICT**  
Science vs. Faith.

\* *Plus 31 New Family Filmstrips*

Presenting Vital Lessons About the Church, Parables of Jesus, Learning Church Manners, Getting to know God Better with Additions to the FAMOUS Teenage Series on Life's Problems - including two BETTER and DIFFERENT Spiritual Life Kits, one of which is designed to help the spirit-filled teenager in his walk with the Lord; and another which is a completely NEW INNOVATION in filmstrip production for use in pre-marital counselling sessions with couples to be married.



*Family Films-Family Filmstrips*  
*Visualizing the message of Christ*

**FAMILY FILMS**

5823 Santa Monica Blvd., Hollywood 38, Calif.

that they get damaged by the playing arm being dropped, and by handling. We shall retire them when we believe their general condition requires it.

We do not tape every service, only those which we think will have especial appeal to shut-ins. During the coming year we expect to have in circulation throughout our parish of some 2,000 members at least three of these Packages in an effort to carry the worship and message of the church to a shut-in list of more than 70. As of now, we think we have met a significant challenge.

### Vocation Filmstrips

We seem to remember some findings to the effect that many young men and young women wind up in the vocation which interested them when they were about 13 years old or in the 8th grade. Now comes a filmstrip producer (Eye Gate House, Inc., Jamaica 35, N. Y.) with an 8-unit series entitled, "Let's Talk About Vocation," for a target audience of 10-15-year-olds. In the Master Study Guide they say "most children between 10 and 15 years old are not ready to make a realistic decision on vocation," but point out that all of them need to be thinking about it. And right here is where the church comes in: to deepen motivation and broaden perspective. This, and more,

this series has undertaken.

The eight titles and their length, and accent, are: *Phillip's New House*; 13-min.; under God's grace, all work is good and worthy. *Virginia's Day*; 15½ min.; vocation can begin when you are young. *Lucky Carolyn*; 16½ min.; planning a career in music, Carolyn is helped to see that even now she needs to share her God-given talent. *Mike's Decision*, 16 min.; Mike begins to see that after all he may have the courage it takes to be a foreign missionary. *Judy's Journey*; 19 min.; Judy is losing interest in school when a teacher helps her to see teaching might be a good vocation, and revives her interest in study. *Junior Businessman*; 16 min.; Jimmy sees that as a business man there are ways to serve God. *Patty Goes To The Hospital* and begins to see what being a nurse can be like; 18-min. *Heal The Sick* were just words which sounded good but did not mean much until a tour of a hospital reveals real suffering, and the great services performed by modern medicine.

It seems to me that this series is not only for the child but for his parents as well. After all, they stand close to his life; they have a deep interest in his vocational interests and choices, and they desire to help. With a new perspective and with new ideas, they can be helped to see vocation from the child's level-of-view.

What about quality? The color photography is excellent across the series. The color itself is right, and the photos are meaningful. The narration is a fine rendering by one voice of commentaries which have a dialogic and conversational structure. Here we wonder if straight narration might not have done as well, making possible somewhat fewer words with each frame. Yet, the producer is trying at all times to give us nuances of thought and feeling which require conversation. Withall, there is in the series a greater economy of pictures than of words, when leanness is more desired in the latter.

The commentary for the first two frames is the same for each filmstrip. This is good. It gives the context, the point-of-view; it orients the user. There is a Master Guide for the series and a Leader's Guide for each. They are well printed and helpful.

In my judgment the target audience is Junior and Junior Hi. This drops it a grade or two lower than the producer does. On some of these I'd be a little shy about using them with ninth graders and very cautious at the tenth grade level. However this varies with user, with the group, with the purpose and the setting. I am certain that most Juniors will find them to their liking. (Complete with scripts, four LP records, \$50.00 through your AV dealer).



Major denominations cooperate through the Broadcasting and Film Commission to bring you powerful, realistic motion pictures produced with professional skill and dramatic talent. BFC Films are designed for churches to meet specific church needs.

Photographed in India, Africa, and Thailand; this sound color film was produced specifically for the 1960-61 interdenominational foreign mission study theme—INTO ALL THE WORLD TOGETHER.

### HOUSEHOLD OF FAITH

Out across the world, Christians are becoming increasingly aware that they are one fellowship and share one faith. New patterns of missionary expression are evolving as Christians unite in their faith to cross denominational, racial, and national lines.

28 minutes Rental: Black and White \$8.00; Color \$12.00

Order from your local film library

**BROADCASTING AND FILM COMMISSION**

NATIONAL COUNCIL OF CHURCHES, 475 RIVERSIDE DRIVE, NEW YORK 27, N. Y.

- AWAKEN new interest in your church program
- ENCOURAGE material support and sharing of time and talents
- TEACH valuable lessons in Christian living



# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Happy Little Hamsters

(Portafilms, Orchard Lake, Michigan) 13½ minutes, 16mm, sound, color or black and white, 1959. \$135 and \$75. Teacher's guide available.

### Description

*Happy Little Hamsters* is the amusing but warmhearted story of Naomi—her courtship, motherhood, and the raising of her family of eight children. It also gives unusual close-up views of the day-by-day development of a hamster litter from birth to maturity.

Naomi and Abdullah “fall in love” at first sight—or rather, first smell—and for a while they are happy. But like all adult hamsters after mating, they soon begin to have family spats. The quarrels get so bad that pretty soon Abdullah, who has been relegated to the role of a “hamster-pecked” husband, is taken away.

Several weeks later Naomi gives birth to eight healthy squirming babies each weighing about one-fifteenth of an ounce. Their skin is loose and transparent and their eyes and ears not fully formed. However, they develop rapidly, and in four days they begin to look like hamsters.

As the babies start to walk, they become quite hard to manage and feed. They scramble about blindly and delight in after dinner romps at the end of which poor Naomi is ready to drop from sheer exhaustion. In two weeks the babies’ eyes open, and since they have learned to eat solid foods by then, they eat everything in sight so that Naomi has to remind them that cedar chips are not for eating. Too, their fights, which they think are lots of fun, get on their mother’s nerves.

By the time the hamsters are three weeks old, they are tired of fighting as a form of exercise. They are more sure-footed and begin to show off in front of an appreciative group of children who love to watch their antics. The children have such fun with them that each child wants one for a pet.

The hamsters are now ready to leave their mama and go out on their own, so they are placed in neat, new cages. As the last child hamster leaves, Naomi feels sad, but proud, too, be-

cause these happy little hamsters will make a lot of children happy.

### Appraisal

Although designed specifically for children on the lower elementary level, the film, because of its unusual treatment, would appeal to people of all ages. The photography is excellent and the narration, along with a clever sound track giving human voices to hamsters, provides just the right amount of humor to keep audience interest high.

*Happy Little Hamsters* is authentic and most informative. It can be used to correlate with units on animal families and habits, value of animals to mankind, and care of pets. There is only one point which might have been more emphasized: the necessity of staying away from the young for a week after birth. Science and biology students would be interested in the day-by-day development of the litter from birth to maturity. They could also use the film as a springboard for discussion and study on individual similarities and differences in various animal families. The Humane Association might be interested in this film,

too, as well as parents who know little about hamsters and hesitate to let their child have one for a pet.

—Herminia M. Barcelona

(Continued on next page)

NAVA Booth M-82



### Brand New

#### LABOR-MANAGEMENT RELATIONS

A set of 4 black and white filmstrips designed to aid the students in obtaining a clearer picture of *labor and management* and the problems each faces—stylized drawings used throughout. Jr.-Sr. H. S. J. Woodrow Sayre, formerly of N. Y. S. School of Industrial and Labor Relations, Cornell University, now Field Director, N. Y. S. Council on Economic Education, Syracuse University is consultant on the series.

10.34 MANAGEMENT

10.35 LABOR

10.36 GOVERNMENT AND LABOR

10.37 COLLECTIVE BARGAINING

10.37X Labor-Management

Relations Set. . . \$13.30

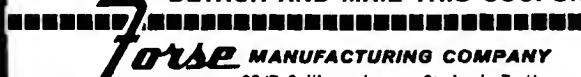
## FORSE THE RIGHT DARKENING DRAPES AND SHADES for Classrooms and Auditoriums



Forse Drapes and Shades meet every requirement for light control and room darkening. Choice of decorative colors.

Inexpensive . . . Guaranteed for 10 years . . . Used throughout the United States since 1917.

DETACH AND MAIL THIS COUPON



Send free samples and literature.

NAME \_\_\_\_\_

INSTITUTION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## EXCELLENT TEACHING AIDS!

Thought provoking filmstrips, carefully prepared in collaboration with classroom teachers, with provision for student participation.

BOY SCIENTIST SERIES  
PICTORIAL CHEMISTRY  
ELECTRICITY & PHYSICS  
OUTLINES NATURAL SCIENCE  
ANIMAL HOW SERIES  
SOCIAL STUDIES, ETC.

Write now for illustrated catalog!

Long

FILMSLIDE SERVICE  
7505 Fairmount Ave. El Cerrito 8, Calif

## From Generation to Generation

(McGraw-Hill Text Films, 330 West 42nd Street, New York 36, New York)  
Produced by Cullen Associates. 31 minutes, 16mm, sound, color, no date. \$225.

### Description

From Generation to Generation uses the continuous, natural pattern of nature's rhythmic, seasonal changes to form the matrix in which evolves the two interrelated concepts of the development of a new human life from fertilization to birth and the deep human love within a family that is

both the agent and product of the newly created life. Animation of an "impressionist character" is used to describe the female reproductive system, the development of the embryo and fetus and the birth of the infant. Live-action photography establishes both the seasonal design patterns and the feeling of deep affection within the rural family in which the mother is expecting her second child.

The story of the cyclic patterns of nature begins with the rolling surf at sunrise and moves on to panoramas of fields, woods, streams and ponds. Then close-ups of flowers and foliage establish the first season as spring. The film's total mood is revealed in, "The earth turns, day follows night, the seasons change, and an infinite variety of things unfold." Time-gaps are bridged by characteristically picturing the changing seasons.

The rural family of mother, father and young son provides the symbolism for each animated sequence. The unifying spirit of family love is apparent in family walks through the spring woods; in the warm affection of the husband when he learns they are to have their second child; in the wife as she holds her husband's hand on her abdomen to feel the movements of the new life; in the comforting calm gestures of the husband to his wife as she begins labor; and in the happiness apparent in the family, now four, as they again stroll through the spring woods.

Many cinematic techniques are used to bridge time or shift from one medium to another. The couple sowing the field precedes the description of fertilization by animation. Soft, silky thistle seeds are blown into the wind by the son. As these are fol-

# Summertime... when your films are out of circulation

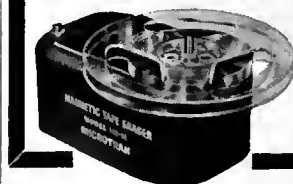
... is the best time for you to have us remove scratches, correct brittleness, repair sprocket holes, remake dried-out splices.

Then, thoroughly reconditioned, your prints will be ready for hard use again in the fall.

*Of course, before proceeding we tell you the cost...SEND US YOUR PRINTS NOW.*

**PEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

## MAGNETIC TAPE RECORDER



A Language Laboratory Must!

Bulk erasure of dual tracks

Erases recorded signals and noise from magnetic tape without rewinding. Spindle mounting of reel permits rapid coverage without missed spots. Noise level reduced below level of standard erase heads. Restores tape to like new condition or better. Reel size range 5", 7", 10½". May also be used for demagnetizing record—playback—erase heads.

Model HD-11 Price \$27.50

Write Dept. E-8



**MICROTRAN** COMPANY  
Inc.  
Valley Stream, L. I., N. Y.

ved, the landscape changes from  
l to winter. The first cry of the  
wborn child signals the shift from  
imation, picturing labor, to a baby  
ing placed in the outstretched arms  
his mother.

Interwoven animation locates and  
cribes the functions of the female  
productive organs and the cycles  
which may or may not result in fer-  
zation. The actual union of sper-  
matozoa and the ovum, the hereditary  
es of chromosomes and genes, and  
e early cell divisions are graphically  
presented. Attaching itself to the  
erine wall, the embryo is surrounded  
the aminoic and yolk sacs, and the  
quence of development during the  
st 25 days is outlined.

Food and oxygen are supplied, and  
waste materials eliminated through the  
centa. Fetal movements are observ-  
within this structure. Labor stages  
e presented in detail with stress  
on the rhythmic sequences of mus-  
contractions.

In concluding, the mood is re-en-  
ced with the reflection that, "In  
s act of renewal the human race  
ads its confirmation."

#### Appraisal

From *Generation to Generation*  
ouples reverent respect for the human  
productive processes with an out-  
standing treatment of visual and ver-  
bal content to produce a film of po-  
tential classic dimensions. Not only  
es it present a comprehensive cov-  
erage of the female reproductive sys-  
tem and of the prenatal development,  
e additionally these concepts are  
presented in such a background of  
family love and natural expectancy  
at this is one of the few films of  
s type whose use should be en-

couraged with mixed groups of high  
school age and older.

Evaluators universally stated that  
it would be an excellent film to set  
the proper atmosphere for the study  
of human reproduction in biology and  
health classes on the high school and  
college level. Establishing this mood  
is done at only slight sacrifice of factu-  
al concept development and nomen-  
clature.

Some members of the preview com-  
mittee regretted the amount of time  
devoted to labor, the omission of the  
male reproductive system and the fail-  
ure to show in detail the stages in  
early embryonic development.

Others, however, indicated that the  
overall picture of embryonic and fetal  
development coupled with the inspira-  
tional values more than offset possible  
criticisms. Likewise they indicated  
that the use of this film as an intro-  
duction would set an atmosphere in  
which not only many other materials  
could be used to develop concepts  
omitted in the film, but the atmos-  
phere created would make presenta-  
tion of the concepts easier and more  
meaningful.

—Richard Gilkey

AMERICAN FILM FESTIVAL

Blue Ribbon

AWARD WINNER

BETWEEN  
THE TIDES

16mm Sd. Color 20 min.  
Rental: \$7.50 Sale: \$175

Send For Our Latest Catalog  
of Outstanding Films.



Contemporary films inc.

Dept. E5, 267 W. 25 St. N. Y. 1 ORegon 5-7220  
Midwest Office  
14 Davis St., Evanston, Ill. DAvis 8-2411

We have a date!



Meet  
Dick Ross  
and  
Brunson  
Motley

BOOTH  
T-164  
NAVA  
CONVENTION  
AUG. 6-9

Get your new catalog  
of rental films  
including exclusive  
Billy Graham Films

BOX 1055  
SHERMAN OAKS, CALIF.



No Matter  
How You Look At It...  
Viewlex  
Projectors  
Are Easier  
To Learn With



Viewlex  
V-25-P

COMBINATION 35MM FILMSTRIP  
AND 2" x 2" SLIDE PROJECTOR

Viewlex V-25-P makes teaching easier from  
every angle . . . gives student interest and  
your teaching period a real lift! Produces an  
image so crisp and brilliant—even with room  
lights on—that it literally MAKES students  
LOOK and LEARN! Its operation is so auto-  
matic—in threading itself, in film take-up  
and in "pop-up" ejector lamp changing—  
that teaching and learning go on without  
interruption.

Other Viewlex projectors available from  
\$50.25 to \$495.00. Ask your Viewlex Audio-  
Visual franchised dealer for a demonstration,  
or write for catalog.

All Viewlex projectors are  
GUARANTEED FOR A LIFETIME.

Viewlex INC.

35-10 Queens Blvd. Lang Island City 1, N.Y.

# Directory of AUDIOVISUAL Equipment & Services

*This annual equipment round-up is presented as a special service to our readers. Its purpose is two-fold: (1) to identify major sources of equipment, supplies and services; (2) to provide a quick-reference alphabetical roster of names and latest available addresses of firms serving this field.*

*This 1960 Directory is concerned primarily with equipment. For materials available to*

*audiovisual specialists, see the July 1960 issue of Educational Screen and Audiovisual Guide for the annual Blue Book of Audiovisual Materials.*

*The equipment listing is on the right hand column of each page. The numbers in parentheses following each item refer to the respective manufacturers and suppliers carried in the first two columns.*

- (1) **A.A. Records, Inc.**  
630—5th Ave., New York 22, N. Y.
- (2) **Ace Banner & Flag Co.**  
224 Haddon Road, Woodmere, Long Island, N. Y.
- (3) **Acme Bulletin & Directory Board Corp.**  
37 E. 12th St., New York 3, N. Y.
- (4) **Adler Electronics, Inc.**  
1 Lefevre Lane, New Rochelle, N. Y.
- (5) **Admaster Prints, Inc.**  
1168 Sixth Ave., New York 36, N. Y.
- (6) **Advance Furnace Company**  
2310 E. Douglas Ave., Wichita 7, Kan.
- (7) **Aeroshade Company**  
433 Oakland Ave., Waukesha, Wisc.
- (8) **Aetna Life Affl. Cos.**  
Information and Education Dept.,  
151 Farmington Ave., Hartford 15, Conn.
- (9) **Agfa, Inc.**  
516 W. 34th St., New York 1, N. Y.
- (10) **Airequipt Mfg. Co.**  
New Rochelle, N. Y.
- (11) **Alexark & Norsim**  
156 N. Arden Blvd., Los Angeles 4, Cal.
- (12) **Aljac Productions, Inc.**  
107 N. Longbeach Ave., Freeport, N. Y.
- (13) **Allied Impex Corp.**  
300 Fourth Ave., New York 10, N. Y.
- (14) **Allied Radio Corporation**  
100 N. Western Ave., Chicago 80, Ill.
- (15) **Alonge Products, Inc.**  
163 W. 23rd St., New York 11, N. Y.
- (16) **Altee Lansing Corp.**  
9356 Santa Monica Blvd., Beverly Hills, Calif.
- (17) **Ambco, Inc.**  
1222 W. Washington Blvd., Los Angeles 7, Cal.

- (18) **American Air Filter, Nelson School Div.**  
215 Central, Louisville 8, Ky.
- (19) **American Electronics, Inc.**  
9449 W. Jefferson Blvd., Culver City, Cal.
- (20) **American Geloso Elect., Inc.**  
251 Park Ave., South, New York 10, N. Y.
- (21) **American Microphone Mfg. Co.**  
Div. of GC-Textron Electronics, Inc.  
412 S. Wyman St., Rockford, Ill.
- (22) **American Microphones, Elgin Watch Co.**  
Electronics Div., 370 S. Fair Oaks Ave., Pasadena, Calif.
- (23) **American Molded Products Co.**  
2727 W. Chicago Ave., Chicago 22, Ill.
- (24) **American Optical Co.**  
Instrument Div., Box A, Buffalo 15, N. Y.
- (25) **American Photocopy Equipment Co.**  
2100 W. Dempster St., Evanston, Ill.
- (26) **American Seating Company**  
901 Broadway, Grand Rapids 2, Mich.
- (27) **American Teletronics, Inc.**  
1754 S. Clementine St., Anaheim, Calif.
- (28) **American Television & Radio Co.**  
300 E. Fourth St., St. Paul, Minn.
- (29) **American Trunk and Case Co.**  
811 W. Evergreen Ave., Chicago 22, Ill.
- (30) **Ampco Chemical Division**  
1135 Pearl St., Boulder, Colo.
- (31) **Ampex Audio, Inc.**  
1020 Kiefer Road, Sunnyvale, Calif.
- (32) **Ampex Magnetic Tape Products Orr Industries Company**  
A Division of Ampex Corp., P.O. Box 190, Opelika, Ala.

## A CAMERAS

1. motion picture, 16mm, silent (40) (43) (68) (77) (100) (105) (177) (218) (301) (376) (396) (417) (501) (541)
2. motion picture, 16mm, sound (88) (105) (112) (218) (396) (501)
3. motion picture, 8mm (9) (40) (41) (77) (97) (177) (201) (256) (301) (319) (396) (455) (541)
4. television (41) (85) (100) (105) (225) (234) (282) (374) (452) (501)
5. still, amateur (9) (13) (40) (41) (77) (79) (97) (100) (177) (228) (238) (256) (310) (325) (417) (455) (512) (541) (590)
6. still, professional (13) (79) (100) (112) (177) (218) (238) (256) (294) (310) (325) (417) (512)
7. special purpose (40) (77) (100) (105) (112) (197) (238) (256) (301) (310) (422) (582)
8. picture-in-a-minute (435)
9. stereo (77) (238) (460)
10. motion picture, 35mm (376)

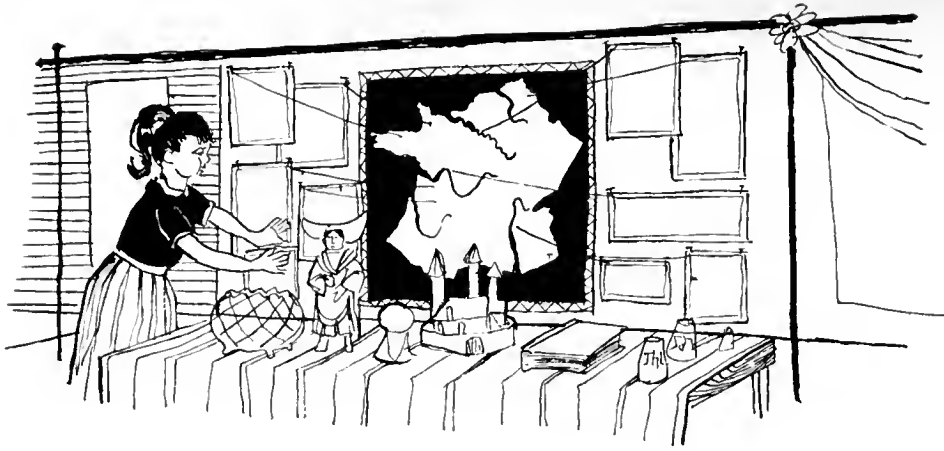
## B CAMERA ACCESSORIES

1. film (9) (38) (101) (177) (228) (302) (387) (435) (512)
2. lenses (40) (43) (77) (99) (100) (101) (177) (178) (179) (191) (199) (218) (225) (238) (256) (319) (376) (417) (501) (512) (590)
3. tripod (13) (40) (41) (43) (68) (100) (105) (106) (178) (218) (238) (256) (319) (374) (376) (449) (455) (478) (501) (590)
4. dolly (41) (68) (105) (106) (377) (449) (501)
5. lights (13) (40) (68) (100) (106) (106) (254) (259) (306) (381) (455) (501) (541)
6. flash equipment (9) (13) (40) (41) (100) (101) (177) (229) (238) (256) (259) (302) (319) (435) (455) (512) (590)

- 33) **Ampex Professional Products Co.**  
934 Charter St., Redwood City, Calif.
- 34) **Amplifier Corporation of America**  
398 Broadway, New York 13, N. Y.
- 35) **Amplo, Inc.**  
Hix Ave., Newton, N. J.
- 36) **Anchor Dough**  
Box 2056, Riverside, Calif.
- 37) **Animation Equipment Corp.**  
38 Hudson St., New Rochelle, N. Y.
- 38) **ANSCO, Div. Gen. Aniline & Film Corp.**  
40 Charles St., Binghamton, N. Y.
- 39) **Antrex Corp.**  
2001 W. Willow St., Chicago 47, Ill.
- 40) **Arel, Inc.**  
4916 Shaw, St. Louis 10, Mo.
- 41) **Argus Cameras, Inc.**  
405 Fourth St., Ann Arbor, Mich.
- 42) **Arlington Aluminum Co.**  
19015 W. Davison, Detroit 23, Mich.
- 43) **Arriflex Corporation of America**  
257 Park Ave., South, New York 10, N. Y.
- 44) **Artist Aid**  
3417 W. First St., Los Angeles 4, Calif.
- 45) **Art Materials, Inc.**  
10-40 49th Ave., Long Island City, N. Y.
- 46) **Artype, Inc.**  
127 S. Northwest Highway, Barrington, Ill.
- 47) **Associated Educators**  
State College, P.O. Box 470, West Chester, Pa.
- 48) **Association Films, Inc.**  
347 Madison Ave., New York 17, N. Y.
- 49) **Astaltic Corp.**  
Jackson & Harbor Sts., Conneaut, Ohio.
- 50) **Athletic Institute**  
Film Dept., 209 S. State St., Chicago, Ill.
- 51) **Atlas Sound Corp.**  
1449 39th St., Brooklyn 18, N. Y.
- 52) **Auburn Plastics, Inc., Norton Labs Div.**  
Lockport, N. Y.
- 53) **Audio Devices, Inc.**  
444 Madison Ave., New York 22, N. Y.
- 54) **Audio Equipment, Inc.**  
75 Harbor Road, Port Washington, N. Y.
- 55) **The Audio-Master Co.**  
17 E. 45th St. New York 17, N. Y.
- 56) **Audio Teaching Center, Inc.**  
Audio Lane, New Haven, Conn.
- 57) **Audiotex Manufacturing Co.**  
3225 Exposition Place, Los Angeles 18, Calif.
- 58) **Audiotronics Corp.**  
11057 Weddington St., P.O. Box 505, No. Hollywood, Calif.
- 59) **Audio-Visual Publications**  
Box 185, Wellesley, Mass.
- 60) **Audio Visual Research**  
523 S. Plymouth Court, Chicago 5, Ill.
- 61) **Not Used**
- (62) **Audivision Language Teaching Service**  
200 Church St., New York 7, N. Y.
- (63) **Aurora Industries, Inc.**  
P.O. Box 6905, Chicago 80, Ill.
- (64) **Austin-Lee, Inc.,**  
1624 Eye St., NW, Washington 6, D.C.
- (65) **AV-ED**  
7934 Santa Monica Blvd., Hollywood 46, Cal.
- (66) **A/V Equipment and Supplies**  
11552 Anabel Ave., Garden Grove, Calif.
- (66a) **Avis Films, Inc.**  
Box 643, Burbank, Calif.
- (67) **Mr. Harry E. Babbitt**  
238 Miami, Park Forest, Ill.
- (68) **Bach Aurlson, Inc.**  
6930 Romaine St., Hollywood 38, Calif.
- (69) **Bache, Semon & Co.**  
Greenwich & Morton Sts., New York 14, N. Y.
- (70) **Bala Corp.**  
9353 Lee Rd., Jackson, Mich.
- (71) **Barnett & Jaffe**  
6100 N. 21st St., Philadelphia 6, Pa.
- (72) **Bar-Ray Products Inc.**  
209 25th St., Brooklyn 22, N. Y.
- (73) **A. H. Baumhauer Co.**  
2810 S. 12th St., St. Louis, Mo.
- (74) **Bausch & Lomb, Inc.**  
68860 Bausch St., Rochester 2, N. Y.
- (75) **Beckley-Cardy Co.**  
1900 N. Narragansett Ave., Chicago 39, Ill.
- (76) **Bee Paper Co., Inc.**  
P.O.B. 1016, Passaic, N. J.
- (77) **Bell & Howell Company**  
7117 McCormick Blvd., Chicago 45, Ill.
- (78) **Bell Sound Systems, Inc.**  
555 Marion Rd., Columbus 7, Ohio
- (79) **Charles Beseler Company**  
219 S. 18th St., East Orange, N. J.
- (80) **Better Reading Program, Inc.**  
230 E. Ohio St., Chicago 11, Ill.
- (81) **Bienfang Paper Co., Inc.**  
Amboy & Linsley, Metuchen, N. J.
- (82) **Bioscope Manufacturing Co.**  
220 W. Archer St., Tulsa, Okla.
- (83) **Black Light Corp. of America**  
5403 Santa Monica Blvd., Los Angeles 29, Calif.
- (84) **Black Light Products**  
53 W. Jackson Blvd., Chicago 4, Ill.
- (85) **Blonder-Tongue Laboratories**  
9 Alling St., Newark 2, N. J.
- (86) **Bogen-Presto Co., Div. Siegler Corp.**  
Box 500, Paramus, N. J.
- (87) **Bourges Color Corp.**  
80 Fifth Ave., New York 11, N. Y.
- (88) **R. T. Bozak Sales Co.**  
Darien, Conn.
- (89) **Bradford Products Co.**  
710 17th St., North Chicago, Ill.
- (90) **Robert J. Brady Co.**  
3255 M St., N.W., Washington, D.C.
- (91) **Brand Products, Inc.**  
39 W. 55th St., New York 19, N. Y.
7. exposure meter (9) (13) (40) (41) (100) (229) (256) (302) (319) (455) (501) (512) (590)
8. filters, shades (9) (40) (100) (177) (178) (179) (302) (319) (501) (512)
9. self-timer (13) (100) (177) (319) (590)
10. copying stand (41) (100) (256) (302) (435) (478) (541)
11. title stand (100) (223) (256) (262) (501) (541) (590)
12. paper, transparencies (9) (435)
13. processing equipment (100) (157) (302) (435) (501)
14. animation stand (37) (104) (218) (501)
15. enlarger (9) (79) (100) (177) (256) (334) (541) (590)
16. dark room equipment (9) (10) (40) (79) (97) (100) (177) (221) (269) (408) (590)
17. mounting materials (9) (90) (100) (177) (302) (490)
18. coloring materials (266) (418) (494) (594)
19. motors (43) (105) (501) (512)
20. magazines (43) (77) (105) (501) (512)
21. booms, cranes (production) (51) (218) (501)
22. electronic printer (334)

## C LABORATORY SERVICES

1. complete film or filmstrip production (66a) (104) (108) (112) (181) (207) (212) (265) (283) (321) (335) (424) (461) (492) (503) (539) (561) (580) (587) (597)
2. synchronizing recording (66a) (104) (108) (112) (128) (207) (212) (232) (358) (364) (387) (457) (461) (503) (539)
3. titles (66a) (104) (108) (112) (128) (138) (207) (212) (232) (264) (321) (387) (421) (424) (461) (503) (539)
4. editing (66a) (104) (108) (112) (128) (207) (212) (232) (264) (273) (358) (387) (424) (448) (457) (461) (503) (539) (579) (601)
5. processing, printing (66a) (104) (108) (128) (138) (169) (177) (207) (212) (232) (264) (265) (314) (320) (321) (387) (439) (460) (522)
6. cleaning, protecting (66a) (104) (108) (112) (138) (166) (232) (264) (273) (320) (321) (387) (421) (458) (461) (503) (573)
7. rehabilitation (66a) (104) (138) (232) (264) (320) (321) (387) (421) (458) (573)
8. magnetic striping (77) (104) (138) (177) (232) (320) (387) (539)
9. preserving new prints (104) (108) (138) (232) (320) (387) (421) (458) (461) (557) (573)
10. mounting (104) (108) (112) (128) (138) (169) (232) (273) (320) (321) (387) (421) (460) (503) (539)
11. booking and shipping (48) (108) (273) (387) (421) (461) (539) (573)
12. stock footage (108) (539)
13. duplicating slides, strips, stereo (108) (112) (128) (177) (232) (265) (321) (344) (364) (460) (461) (503) (520) (522) (539) (587)
14. record manufacture (108) (112) (212) (288) (539) (569)
15. optical effects, animation (112) (138)
16. tape to film or record (138)



- (92) **Bray Studios, Inc.**  
719 Seventh Ave., New York 19, N. Y.
- (93) **Col. Arthur T. Brice**  
656 Austin Ave., Sonoma, Calif.
- (94) **British Industries Corp.**  
80 Shore Road, Port Washington, N. Y.
- (95) **Broadcast Equipment Specialties Corp.**  
P.O. Box 149, Beacon, N. Y.
- (96) **Arthur Brown & Brothers, Inc.**  
2 W. 46th St., New York 36, N. Y.
- (97) **Brumberger Sales Corp.**  
24—34th St., Brooklyn 32, N. Y.
- (98) **Charles Bruning Co., Inc.**  
1800 W. Central, Mount Prospect, Ill.
- (99) **Buhl Optical Co.**  
1009 Beech Ave., Pittsburgh 33, Pa.
- (100) **Burke & James, Inc.**  
321 S. Wabash Ave., Chicago 4, Ill.
- (101) **Burleigh Brooks, Inc.**  
10 W. 46th St., New York 36, N. Y.
- (102) **Burleigh-Cashman Co.**  
Franklin, New Hampshire
- (103) **Busch Film & Equip. Co.**  
214 S. Hamilton, Saginaw, Mich.
- (104) **Byron Motion Pictures**  
1226 Wisconsin Ave., N. W., Washington 7, D. C.
- (105) **Camera Equipment Co.**  
315 W. 43rd St., New York 36, N. Y.
- (106) **The Camera Mart**  
1845 Broadway, New York 23, N. Y.
- (107) **Camera Optics Mfg. Corp.**  
C.O.C. Industrial, 37-19 23rd Ave., Long Island City, N. Y.
- (108) **Capital Film Service**  
224 Abbott Rd., East Lansing, Mich.
- (109) **Capps & Co.**  
20 Addison Place, Valley Stream, N. Y.
- (110) **Carousel Films, Inc.**  
1501 Broadway, New York 36, N. Y.
- (111) **Carr Plastics Corp.**  
3407 Prospect, Cleveland 15, Ohio
- (112) **Cathedral Films**  
2321 W. Alameda, Burbank, Calif.
- (112a) **C-B Educational Films**  
690 Market St., San Francisco, Calif.
- (113) **Celanese Corp. of America**  
744 Broad St., Newark 2, N. J.
- (114) **Cellomatic Corp.**  
756 Seventh Ave., New York 19, N. Y.
- (115) **Cello-Tak Lettering Corp.**  
431 W. 28th St., New York 1, N. Y.
- (116) **Central Scientific Co.**  
1700 W. Irving Park Road, Chicago 13, Ill.
- (117) **Chapel Films**  
Div. of McMurray Audio Electronics, Inc., Box 179, Culver City, Calif.
- (118) **Chartmasters, Inc.**  
1020 N. Rush St., Chicago 11, Ill.
- (119) **Chart-Pak, Inc.**  
1 River Road, Leeds, Mass.
- (120) **Chester Research & Development Corp.**  
Chester, Conn.
- (121) **Children's Music Center**  
5373 W. Pico Blvd., Los Angeles 19, Calif.
- (122) **Christian Missions Films**  
P.O. Box 27833, Hollywood 27, Calif.
- (123) **Cinema Engineering**  
1100 Chestnut St., Burbank, Calif.
- (124) **Clay-Adams, Inc.**  
141 E. 35th St., New York 10, N. Y.
- (125) **Clingtite Letters**  
1533 Hyde Park Blvd., Chicago 15, Ill.
- (126) **Closed Circuit TV Co.**  
5397 Poplar, Los Angeles, Calif.
- (127) **Jack C. Coffey Co., Inc.**  
710 Seventeenth St., North Chicago, Ill.
- (128) **George W. Colburn Laboratory, Inc.**  
164 North Wacker Drive, Chicago 6, Ill.
- (129) **Collins Radio Co.**  
Cedar Rapids, Iowa
- (130) **Colonial Plastics Co.**  
108 S. Foushee St., Richmond 20, Va.
- (131) **Colrod Mfg. Co.**  
4503 Dodds Ave., Chattanooga, Tenn.
- (132) **Columbia Sign Equipment Co.**  
Columbia, Pa.
- (133) **Commercial Picture Equipment, Inc.**  
5137 N. Broadway, Chicago 40, Ill.

## D PROJECTORS—Motion Picture

1. sound, 16mm, optical (68) (77) (105) (157) (177) (182a) (347) (387) (396) (452) (457) (501) (542) (578) (579)
2. sound, 16mm (magnetic, stop-motion, speed, football, etc. analysis) (68) (77) (105) (157) (177) (238) (387) (396) (452) (501) (542) (578)
3. television (105) (126) (234) (374) (452) (501) (542)
4. sound, 35mm (105) (234) (452) (501) (601)
5. silent, 16mm (40) (77) (100) (105) (157) (177) (301) (396) (417) (452) (501) (578) (579)
6. silent, 8mm (13) (40) (41) (77) (97) (177) (301) (319) (396) (417) (455) (579)
7. carbon arc, 16mm (105) (157) (177) (452) (501) (528) (578) (579)
8. special purpose (24) (77) (103) (105) (178) (318) (373) (424) (457) (501) (543)
9. self-contained cabinet projector (103) (105) (202) (224) (481) (501) (514) (526) (557)
10. 8mm, sound (9) (177) (201) (417)

## E PROJECTORS—Automatic repetitive

1. motion picture, sound (103) (105) (202) (501) (514) (542) (548) (557) (579)
2. motion picture, silent (105) (253) (514) (542) (548) (557) (579) (606)
3. filmstrip, silent (105) (121) (253) (514) (564) (578) (579) (582)
4. filmstrip, sound (79) (105) (121) (315) (514) (564) (578) (579) (582)
5. slides, silent (10) (38) (40) (74) (77) (105) (177) (228) (229) (301) (315) (444) (460) (506) (514) (528) (547) (564) (578) (579) (582)
6. slides, sound (34) (105) (177) (315) (429) (444) (506) (514) (564) (578) (579) (582)

- (134) **Comma**  
4715 S. Normandie Ave., Los Angeles 37, Calif.
- (135) **The Compeo Corp.**  
1800 N. Spaulding Ave., Chicago 47, Ill.
- (136) **Concord Electronics Corp.**  
1549 N. Vine St., Hollywood 28, Calif.
- (137) **Conley Electronics Corp.**  
8225 Christiania Ave., Skokie, Ill.
- (138) **Consolidated Film Industries**  
959 Seward St., Hollywood 38, Calif.
- (139) **Contemporary Films, Inc.**  
267 W. 25th St., New York 1, N. Y.
- (140) **Co-operative League of the U.S.A.**  
343 S. Dearborn St., Chicago 4, Ill.
- (141) **Copease Corp.**  
425 Park Ave., New York 22, N. Y.
- (142) **Copycat Corp.**  
215 Park Ave., South, New York 3, N. Y.
- (143) **Copy-Craft, Inc.**  
105 Chambers St., New York 7, N. Y.
- (144) **Corcon, Inc.**  
1168 Sixth Ave., New York, N. Y.
- (145) **Cormac Photocopy Corp.**  
80 Fifth Ave., New York 11, N. Y.
- (146) **Coronet Films, Inc.**  
65 E. South Water St., Chicago 1, Ill.
- (147) **Cousino Electronics Corp.**  
2325 Madison Ave., Toledo 2, Ohio
- (148) **Craftint Manufacturing Co.**  
1615 Collamer Ave., Cleveland 10, Ohio
- (149) **Crow Electric-Craft Corp., Div. of Universal Scientific Corp.**  
Box 336M, Vincennes, Ind.
- (150) **Cultural History Research, Inc.**  
Harrison 1, N. Y.
- (151) **Cushman & Dennison Mfg. Co., Inc.**  
730 Garden St., Carlstadt, N. J.
- (152) **Dage Television Division**  
Thompson, Ramo, Wooldridge, West 10th St., Michigan City, Ind.
- (153) **Da-Lite Screen Co.**  
Audio Visual Div., Warsaw, Ind.
- (154) **H. G. Daniels Co.**  
621 S. Grand Ave., Los Angeles 17, Calif.
- (155) **Datrel Co., Inc.**  
156 N. Franklin St., Hempstead, N. Y.
- (156) **Dayton Rogers Manufacturing Co.**  
2824 13th Ave. S., Minneapolis, Minn.
- (157) **Andre De Brie of America, Inc.**  
14-29 112th St., College Point, N. Y.
- (158) **Decatur Plastics**  
407 Holly St., Decatur, Ala.
- (159) **Delcote, Inc.**  
P.O. Box 1335, Wilmington 88, Del.
- (160) **Demco Library Supplies**  
P.O. Box 1488, Madison, Wis.
- (161) **Denoyer-Geppert Co.**  
5235 Ravenswood Ave., Chicago 40, Ill.
- (162) **Diamond Power Specialty Co.**  
Electronics Div., Lancaster, Ohio
- (163) **A. B. Dick Co.**  
5700 W. Touhy Ave., Chicago 31, Ill.
- (164) **Disciples of Christ United Christian Missionary Soc.**  
222 S. Downey, Indianapolis 7, Ind.
- (165) **Robert Disraeli Films**  
P.O. Box 343, Cooper Sta., New York 3, N. Y.
- (166) **The Distributor's Group, Inc. (FilMagic)**  
204 14th St., N.W., Atlanta 13, Ga.
- (167) **The Dramatic Publishing House**  
179 N. Michigan Ave., Chicago 1, Ill.
- (168) **Luther O. Draper Shade Co.**  
Spiceland, Ind.
- (169) **Du-Art Film Laboratories, Inc.**  
245 W. 55th St., New York, N. Y.
- (170) **DuKane Corporation**  
Audio-Visual Div., St. Charles, Ill.
- (171) **Duotone Company, Inc.**  
Locust St., Keyport, N. J.
- (172) **E. I. duPont de Nemours & Co., Inc.**  
Fabrics Div., Wilmington 98, Del.
- (173) **Durable Fibre Sample Case Co.**  
42 E. 20th St., New York 3, N. Y.
- (174) **Duracote Corp.**  
350 N. Diamond St., Ravenna, Ohio
- (175) **Dyna-Slide Co.**  
600 S. Michigan Ave., Chicago 5, Ill.
- (176) **Eastern Products Corp.**  
1601 Wicomico St., Baltimore 30, Md.
- (177) **Eastman Kodak Co.**  
343 State St., Rochester 4, N. Y.
- (178) **Edmund Scientific Co.**  
101 E. Gloucester Pike, Barrington, N. J.
- (179) **Ednalite Optical Co.**  
200 N. Water St., Peekskill, N. Y.
- (180) **Educational Developmental Laboratories, Inc.**  
75 Prospect St., Huntington, N. Y.
- (181) **Educational Film Enterprises, Inc.**  
500 N. Wilcox Ave., Los Angeles 4, Calif.
- (182) **Educational Films**  
690 Market St., San Francisco, Calif.
- (182-a) **Educational Services**  
1730 Eye St., NW, Washington 6, D. C.
- (183) **Educational Television Aids**  
111 Hampton Rd., West, Williamsport, Md.
- (184) **Educo, Inc.**  
Box 86, Ojai, Calif.
- (185) **Edwal Scientific Products Corp.**  
470 W 111th St., Chicago 28, Ill.
- (186) **Electro-Chemical Products Corp.**  
427 Bloomfield Ave., Montclair, N. J.
- (187) **Electromatic Industries**  
3000 Taft St., Hollywood, Florida.
- (188) **Electronic Applications, Inc.**  
Stamford, Conn.
- (189) **Electronic Teaching Labs**  
1818 M. St., N.W. Washington 6, D. C.
- (190) **Electro-Voice, Inc.**  
425 Carroll St., Buchanan, Mich.
- (191) **Elgeet Optical Co.**  
Rochester, N. Y.

## F SPECIAL DEVICES

- tachistoscopic (60) (79) (105) (180) (238) (302) (318) (580) (582)
- reading training devices (24) (60) (80) (112a) (180) (182) (292) (302) (370) (424) (446)
- audiometers (17) (455) (569)
- sight test equipment (24) (74) (220) (302) (416)
- lie detectors
- voice devices (17) (39) (180) (370) (569)
- timers, testers (162) (297) (393) (416) (487) (606)

## G PROJECTORS—Still

- filmstrip, silent (13) (40) (55) (77) (105) (107) (121) (170) (177) (182a) (192) (238) (302) (325) (469) (489) (513) (514) (541) (578) (579) (582) (587)
- filmstrip, sound (40) (55) (79) (105) (107) (121) (170) (182a) (315) (355) (356) (469) (578) (579) (582)
- slides, silent (9) (10) (24) (35) (40) (41) (55) (74) (77) (79) (97) (105) (107) (170) (177) (178) (182a) (192) (229) (238) (254) (302) (315) (319) (325) (392) (435) (449) (455) (460) (469) (506) (513) (514) (528) (541) (578) (579) (582) (590) (606) (609)
- slides, sound (9) (34) (40) (55) (105) (182a) (315) (356) (429) (469) (496) (506) (514) (578) (579) (582)
- slides, 3¼ x 4, 4 x 5 (24) (74) (79) (105) (228) (254) (302) (306) (541) (547)
- overhead transparencies (24) (79) (90) (99) (105) (114) (302) (317) (325) (443) (544)
- opaque (24) (40) (74) (79) (105) (178) (317) (443) (509) (541)
- micro (74) (82) (105) (258) (299) (302) (325) (459)
- stereo (135) (460) (483) (506)
- microfilm, readers, copiers (77) (105) (203)
- filmdisc (117) (483)
- previewers (12)
- battery powered (375)

## H PROJECTION ACCESSORIES

- lamps (13) (24) (40) (41) (82) (105) (178) (192) (230) (302) (386) (444) (450) (452) (501) (528) (535) (578) (579) (580) (582) (590) (600)
- carbons (105) (306) (381) (394) (452) (501) (578) (579)
- lenses (41) (69) (74) (77) (99) (105) (177) (191) (229) (443) (452) (460) (493) (497) (501) (509) (544) (578) (579) (581) (582)
- pointers (105) (124) (179) (405) (472) (505) (509) (580)
- oil (77) (105) (393) (501) (578)
- voltage regulators, invertors (28) (105) (187) (296) (393) (499) (501) (532) (578) (579)
- polarized glasses for 3-D (105) (434)
- slide changers, trays (77) (228) (229) (445)
- slide editors (353) (491)
- belts (286)

- (192) **Herbert M. Elkins Co.**  
10031 Commerce, Tujunga, Calif.
- (193) **George D. Ellis & Sons**  
American and Luzerne, Philadelphia  
40, Pa.
- (194) **Emde Products, Inc.**  
2040 Stoner Ave., Los Angeles 25,  
Calif.
- (195) **Encyclopaedia Britannica Films,  
Inc.**  
1150 Wilmette Ave., Wilmette, Ill.
- (196) **Enrichment Teaching Materials**  
20 E. Eighth St., New York 1, N. Y.
- (197) **Ercona Camera Corp.**  
551 5th Ave., New York, N. Y.
- (198) **Esterbrook Pen Co.**  
Delaware Ave. & Cooper, Camden  
1, N. J.
- (199) **Excelsior Fibre Case Co., Inc.**  
134 W. 14th St., New York 11, N. Y.
- (200) **Executone, Inc., Special Educa-  
tion Div.**  
415 Lexington Ave., New York 17,  
N. Y.
- (201) **Fairchild Camera and Instru-  
ment Co., Industrial Products Divi-  
sion**  
5 Aerial Way, Syosset, L. I., N. Y.
- (202) **Fairway Products, Inc.**  
2331 Morris Ave., Union, N. J.
- (203) **Federal Mfg. & Engineering  
Corp.**  
1055 Stewart Ave., Garden City,  
N. Y.
- (204) **Ferro Dynamics Corp.**  
Rt. 17 & Gregg, Lodi, N. J.
- (205) **Fibrebilt Case Co.**  
40 W. 17th St., New York 11, N. Y.
- (206) **Fidelitone, Inc.**  
6515 N. Ravenswood Ave., Chicago,  
Ill.
- (207) **Filmack Studios**  
1327 S. Wabash Ave., Chicago 5, Ill.
- (208) **Film Classics Exch.**  
1977 S. Vermont Ave., Los Angeles  
7, Calif.
- (209) **Filmkare Products Co.**  
446 W. 43rd St., New York 36, N. Y.
- (210) **Film Research Co.**  
Box 1015, Minneapolis, Minn.
- (211) **Filmscope, Inc.**  
Box 397, Sierra Madre, Calif.
- (212) **Filmstrip & Slide Lab.**  
292 Merton St., Toronto 7, Ont., Can.
- (213) **Fisher Manufacturing Co.**  
1185 Mt. Read Blvd., Rochester 6,  
N. Y.
- (214) **Fisher Radio Corp.**  
21-21 44th Dr., Long Island City 1,  
N. Y.
- (215) **Flash Mfg. Co.**  
169 Murray St., Newark 5, N. J.
- (216) **Fleetwood Furniture Co.**  
Zeeland, Mich.
- (217) **Florez, Inc.**  
815 Bates St., Detroit 26, Mich.
- (218) **Florman & Babb, Inc.**  
68 W. 45th St., New York 36, N. Y.
- (219) **Focus Films, Inc.**  
1385 Westwood Blvd., West Los An-  
geles 24, Calif.
- (220) **Foringer & Co., Inc.**  
312 Maple Dr., Rockville, Md.
- (221) **Forse Mfg. Co.**  
2347 Sullivan Ave., St. Louis, Mo.
- (222) **Fo/Tomics Corp.**  
1035 Lake St., Chicago 7, Ill.
- (223) **Fototype, Inc.**  
1414 Roscoe St., Chicago 13, Ill.
- (224) **Friddell Mfg. Co.**  
P.O. Box 721, Galveston, Texas
- (225) **Gates Radio Company**  
Quincy, Ill.
- (226) **Geiss-America**  
6424 N. Western Ave., Chicago 25,  
Ill.
- (227) **H. E. Geist Co.**  
8624 Lorain Ave., Cleveland 2, Ohio
- (228) **Genarco, Inc.**  
9704 Sutphin Blvd., Jamaica 35, N. Y.
- (229) **General Aniline & Film Corp.**  
Anso Co. Div., 40 Charles St., Bing-  
hampton, N. Y.
- (230) **General Electric Co., Photo  
Lamp Dept.**  
Nela Park, Cleveland 12, Ohio
- (231) **General Electric Laboratories**  
195 Massachusetts Ave., Cambridge,  
Mass.
- (232) **General Film Laboratories**  
1546 N. Argyle, Hollywood 28, Calif.
- (233) **General Photo Products Co.,  
Inc.**  
P.O. Box 23, Chatam, N. J.
- (234) **General Precision Laboratory,  
Inc.**  
63 Bedford Rd., Pleasantville, N. Y.
- (235) **Giantview Television Network**  
901 Livernois St., Ferndale, Mich.
- (236) **Goldberg Bros.**  
3535 Larimer St., Denver, Colo.
- (237) **Golden Records**  
630 5th Ave., New York 22, N. Y.
- (238) **Graflex, Inc.**  
3750 Monroe Ave., Rochester 3, N. Y.
- (239) **Graphic Calculator Co.**  
833 Plymouth Ct., Chicago 5, Ill.
- (240) **Gray High Fidelity**  
16 Arbor St., Hartford 1, Conn.
- (241) **L. Charlton Greene Co.**  
314 Washington St., Newton 58,  
Mass.
- (242) **Griffin Mfg. Co.**  
1656 Ridge Road East, Webster, N. Y.
- (243) **Griswold Machine Works**  
412 Main St., Port Jefferson, N. Y.
- (244) **Gruber Products Co.**  
2223 Albion St., Toledo 6, Ohio
- (245) **Halber Corp.**  
4151 Montrose Ave., Chicago 41, Ill.
- (246) **Hamilton Electronic Corp.**  
2726 W. Pratt Ave., Chicago 45, Ill.
- (247) **Hamilton Manufacturing Co.**  
Two Rivers, Wis.
- (248) **R. D. Hanish Co.**  
93 E. Longview Ave., Columbus 2,  
Ohio
- (249) **Harte & Co., Inc.**  
16 E. 34th St., New York, N. Y.
- (250) **Hartley Products Co.**  
521 E. 162nd St., New York, N. Y.
- (251) **Harvest Films**  
90 Riverside Drive, New York 24,  
N. Y.

## I PROJECTION STANDS, etc.

1. folding (105) (127) (131) (133)  
(244) (280) (300) (441) (478) (501)  
(506) (544) (578) (579) (590)
2. wheeled (6) (74) (79) (105) (121)  
(127) (131) (147) (182a) (192) (216)  
(244) (280) (300) (302) (371) (400)  
(478) (498) (501) (509) (547) (578)  
(579) (580) (591) (605)
3. including storage cabinet (24)  
(105) (121) (131) (216) (280) (400)  
(498) (501) (504) (556) (594)
4. equipment transport carts (6) (82)  
(105) (121) (127) (131) (147) (244)  
(280) (300) (498) (591) (605)

## J FILM, SLIDE, TAPE CARE

1. reels (40) (77) (97) (104) (105)  
(112) (135) (177) (236) (263) (264)  
(280) (345) (386) (387) (400) (421)  
(464) (501) (511) (573) (578) (579)  
(580)
2. cans (40) (77) (97) (104) (105)  
(112) (135) (177) (193) (236) (263)  
(264) (280) (319) (345) (349) (386)  
(387) (400) (421) (437) (464) (474)  
(501) (573) (578) (579) (580)
3. shipping cases (29) (40) (104)  
(105) (112) (173) (199) (205) (236)  
(280) (349) (386) (387) (400) (421)  
(464) (484) (501) (573) (578) (579)  
(580)
4. inspection machines (105) (280)  
(349) (386) (400) (420) (501)
5. inspection tables (105) (280) (386)  
(400) (501)
6. cleaning machines (105) (106)  
(186) (280) (298) (386) (400) (501)
7. cleaning, preserving materials (30)  
(105) (107) (166) (172) (177) (185)  
(186) (209) (248) (263) (280) (298)  
(362) (386) (387) (400) (404) (408)  
(420) (421) (427) (474) (476) (501)
8. ink, crayon (105) (386) (501) (551)
9. storage cabinets (40) (97) (105)  
(121) (192) (280) (319) (372) (386)  
(398) (400) (420) (501) (587) (591)
10. booking forms, files, record sys-  
tems (280)
11. film editor (40) (70) (105) (135)  
(177) (191) (218) (269) (294) (345)  
(386) (387) (389) (400) (501) (578)  
(579) (580) (601)
12. splicers (40) (41) (70) (77) (105)  
(135) (177) (218) (243) (269) (294)  
(304) (345) (386) (387) (400) (442)  
(501) (579)
13. film cement, splicing tape (38)  
(40) (70) (77) (105) (135) (177)  
(213) (218) (229) (294) (345) (362)  
(386) (387) (400) (476) (501) (579)
14. labels (155) (316) (367) (386) (400)  
(421) (437)
15. cleaning cloth (121) (166) (192)  
(362) (386) (400) (404) (421)
16. racks (386) (400) (498) (501)
17. gloves (105) (177) (209) (386)  
(400) (501) (573)
18. rewinds, flanges (70) (263) (294)  
(345)



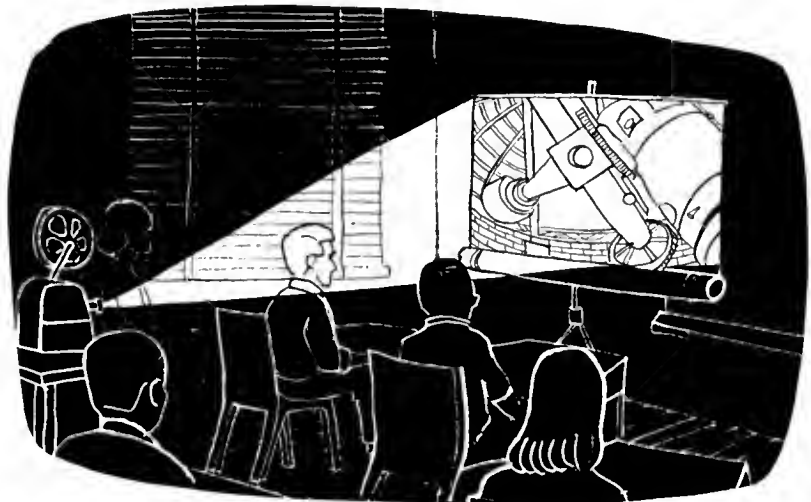
- (252) **Harvey Enterprises**  
5390 Grove St., West Linn, Ore.
- (253) **The Harwald Co., Inc.**  
1245 Chicago Ave., Evanston, Ill.
- (254) **Heiland Div.; Minneapolis-Honeywell**  
5200 E. Evans Ave., Denver 22, Colo.
- (255) **Helloom Records**  
Brookhaven, N. Y.
- (256) **Karl Heitz, Inc.**  
480 Lexington Ave., New York 17, N. Y.
- (257) **H. T. Herbert Co.**  
10-63 Jackson Ave., Long Island City 1, N. Y.
- (258) **Herrick Micro-Projector**  
2457 Holmes St., Kansas City, Mo.
- (259) **Hershey Mfg. Co.**  
4301 W. Lake St., Chicago 24, Ill.
- (260) **Higgins Ink Co.**  
271 Ninth St., Brooklyn 15, N. Y.
- (261) **Hoffman Electronics Corp.**  
3761 S. Hill St., Los Angeles 54, Calif.
- (262) **Hollywood Cine Products**  
P.O. Box 366, Elsinore, Calif.
- (263) **Hollywood Film Company**  
956 Seward St., Hollywood 38, Calif.
- (264) **Hollywood Film Enterprises, Inc.**  
6060 Sunset Blvd., Hollywood 28, Calif.
- (265) **Frank Holmes Laboratories, Inc.**  
1947 First St., San Fernando, Calif.
- (266) **Horders Stationery Stores, Inc.**  
231 S. Jefferson St., Chicago 6, Ill.
- (267) **Hosho of America, Inc.**  
1549 N. Vine St., Hollywood 28, Calif.
- (268) **Not Used**
- (269) **Hudson Photographic Ind., Inc.**  
Irvington-on-Hudson, N. Y.
- (270) **C. Howard Hunt Pen Co.**  
7th & State St., Camden, N. J.
- (271) **Hunter Douglas Division, Bridgeport Brass Co.**  
405 Lexington Ave., New York 17, N. Y.
- (272) **ICR Corp. Vision, Inc.**  
635 Madison Ave., New York 22, N. Y.
- (273) **Ideal Pictures Corp.**  
58 E. South Water St., Chicago 1, Ill.
- (274) **Ideas, Inc.**  
214 Ivinston Ave., Laramie, Wyo.
- (275) **Impco, Inc.**  
1050 Boulevard, New Milford, N. J.
- (276) **Indiana University**  
Audio Visual Center, Bloomington, Ind.
- (277) **Instructional Productions Co.**  
2527 Honolulu Ave., Montrose, Calif.
- (278) **Instructomatic, Inc.**  
8300 Fenkell Ave., Detroit 38, Mich.
- (279) **International Communications Foundation**  
9033 Wilshire Blvd., Beverly Hills, Calif.
- (280) **International Film Bureau, Inc.**  
57 E. Jackson Blvd., Chicago 4, Ill.
- (281) **International Radio & Electrs. Corp.**  
P.O. Box 261, Elkhart, Ind.
- (282) **International Tel. & Tel. Corp.**  
Industrial Prod. Div., 15191 Bledsoe St., San Fernando, Calif.
- (283) **Iverson-Ford Associates**  
175 Fifth Ave., New York 10, N. Y.
- (284) **Jacrona Mfg. Co.**  
5449 Hunter St., Philadelphia 31, Pa.
- (285) **The Jam Handy Organization**  
2821 E. Grand Blvd., Detroit 11, Mich.
- (286) **Jatco Industries, Inc.**  
3517 W. Touhy Ave., Chicago 45, Ill.
- (287) **Jentzen-Miller Co.**  
585 Stephenson Highway, Troy, Mich.
- (288) **Jerl Productions**  
3212 Glendale Blvd., Los Angeles 39, Calif.
- (289) **J-M Developments Co.**  
116 W. 29th St., New York, N.Y.
- (290) **Joanna Western Mills**  
22nd & Jefferson, Chicago 16, Ill.
- (291) **Johns-Manville Corp.**  
22 E. 40th St., New York 16, N. Y.
- (292) **A. B. Jordan**  
5811 Riverview Blvd., St. Louis 15, Mo.
- (293) **Judy Company**  
310 N. 2nd St., Minneapolis 1, Minn.
- (294) **The Kalart Company**  
Plainville, Conn.
- (295) **Kane Manufacturing Co.**  
Box 641, Kane, Pa.
- (296) **Kato Engineering Co.**  
1415 First Ave., Mankato, Minn.
- (297) **Kayden Records**  
12240 Ventura Blvd., Studio City, Calif.
- (298) **K.C.D. Products, Inc.**  
1701 Pearl St., Boulder, Colo.
- (299) **Ken-A-Vision Manufacturing Co.**  
6250 Raytown Rd., Raytown, Mo.
- (300) **Ken-Rol-It Products**  
810 Madison Ave., Toledo 2, Ohio
- (301) **Keystone Camera Co.**  
151 Hallet St., Boston 24, Mass.
- (302) **Keystone View Co.**  
Meadville, Pa.

## K STILL AND POSTER ACCESSORIES

1. filmstrip containers (97) (121) (182) (192) (209) (280) (386) (398) (400) (432) (471)
2. previewers (slide, strips, stereo) (40) (41) (97) (112) (170) (177) (182) (192) (280) (513) (520) (582) (587)
3. slide editor, assembler (227) (463) (590)
4. slide making materials (5) (40) (69) (89) (90) (97) (101) (177) (194) (302) (414) (454) (460) (493) (590)
5. transparency materials (76) (79) (81) (87) (90) (96) (111) (154) (222) (257) (330) (414) (418) (436) (463) (476) (490) (517) (544) (554) (594)
6. opaque mounting materials (490) (544)
7. "lifting" materials (490) (544) (545)
8. colors, shading (87) (96) (119) (414) (544)
9. lettering (3) (223) (297) (414) (430) (462) (522) (524) (541) (544)
10. storage cabinets (stills) (40) (71) (89) (97) (127) (209) (391) (398) (400) (498) (573) (587) (591)

## L SCREENS

1. portable roller (40) (63) (97) (100) (105) (153) (168) (177) (182a) (308) (410) (451) (544) (579)
2. permanently mounted, large (40) (97) (105) (153) (168) (182a) (434) (451) (501) (544) (579)
3. electric roller (40) (105) (153) (434) (451) (501)
4. solid sheet (105) (153) (332) (434) (451) (466) (501) (544)
5. rear projection (102) (105) (133) (153) (409) (429) (434) (501) (523) (526) (542) (544) (547) (605)
6. beaded (40) (63) (97) (105) (153) (177) (451) (455) (501) (513) (579)
7. matte (53) (97) (105) (133) (153) (168) (302) (451) (501) (544) (579)
8. lenticular (40) (63) (97) (105) (153) (192) (332) (434) (451) (501) (513) (579)



- (303) **Kimberly International, Ltd.**  
1650 Broadway, Suite 207, New York, 19, N. Y.
- (304) **Kinevox**  
1646 18th St., Santa Monica, Calif.
- (305) **Kin-Tel**  
5725 Kearney Villa Rd., San Diego 12, Calif.
- (306) **Kliegl Bros.**  
321 W. 50th St., New York 19, N. Y.
- (307) **Knickerbocker Case Co.**  
501 W. Huron St., Chicago 10, Ill.
- (308) **Knox Mfg. Co.**  
9715 Soreng Ave., Schiller Park, Ill.
- (309) **Koh-I-Noor Pencil Co., Inc.**  
North Street, Bloomsbury, N. J.
- (310) **Konica Camera Co.**  
76 W. Cheltenham Ave., Philadelphia 44, Pa.
- (311) **Koss, Inc.**  
2227 N. 31st St., Milwaukee 8, Wis.
- (312) **Krengel Manufacturing Co.**  
227 Fulton St., New York 7, N. Y.
- (313) **Kwik Copy Co.**  
608 S. Dearborn St., Chicago 5, Ill.
- (314) **Labcraft International Corp.**  
4019 Prospect Ave., Cleveland, Ohio
- (315) **LaBelle Industries, Inc.**  
510 S. Worthington St., Oconomowoc, Wis.
- (316) **Labelon Tape Co., Inc.**  
450 Atlantic Ave., Rochester 9, N. Y.
- (317) **Laboratory Furn. Co.**  
Old Country Rd., P.O. Box 590, Mineola, L. I., N. Y.
- (318) **Lafayette Instrument Co.**  
N. 26th St., Lafayette, Ind.
- (319) **Lafayette Radio**  
P. O. Box 511, Jamaica 31, N. Y.
- (320) **Lakeside Laboratory**  
Box 2408, Gary 5, Ind.
- (321) **Lance Color Studios**  
424 E. 89th St., New York, N. Y.
- (322) **Language Training Aids**  
Language Center, Boyds, Md.
- (323) **Langua-Lab., Inc.**  
167 Chestnut St., Albany 10, N. Y.
- (324) **Lectro-Stik Co.**  
4155 Montrose Ave., Chicago 41, Ill.
- (325) **E. Leitz, Inc.**  
468 Park Ave. South, New York 16, N. Y.
- (326) **Lemlar Mfg. Co.**  
P.O. Box 352, Gardena, Calif.
- (327) **Leslie Creations**  
Lafayette Hill, Pa.
- (328) **Letterguide Co.**  
Box 99, State House Sta., Lincoln 9, Nebr.
- (329) **Levolor Lorenzen, Inc.**  
391 W. Broadway, New York 12, N. Y.
- (330) **Lewis Artist Supply Company**  
6408 Woodward Ave., Detroit 2, Mich.
- (331) **Libraphone, Inc.**  
10 E. 44th St., New York 17, N. Y.
- (332) **Lightmaster Screen Co.**  
12270 Montague St., Pacoima, Calif.
- (333) **Ling-Altec Electronics, Inc., Electron Corp.**  
P. O. Box 5570, Dallas, Texas
- (334) **Logetronics, Inc.**  
500 E. Monroe Ave., Alexandria, Va.
- (335) **Long Filmslide Service**  
7505 Fairmount Ave., El Cerrito, Calif.
- (336) **Luciphone, Inc.**  
5130 Edwin, Detroit 12, Mich.
- (337) **F. G. Ludwig, Inc.**  
Old Saybrook, Conn.
- (338) **Lynn Metal Products Co., Inc.**  
P.O. Box 671, Aurora, Ill.
- (339) **Macklin Venetian Blind Co.**  
300 W. 6th St., Momence, Ill.
- (340) **Magnasynce Manufacturing Co., Ltd.**  
5546 Setsuma Ave., No. Hollywood, Calif.
- (341) **Magnet Sales Co.**  
3657 S. Vermont Ave., Los Angeles 7, Cal.
- (342) **Magnetic Products Div.**  
Minnesota Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.
- (343) **Magnetic Recording Industries**  
126 Fifth Ave., New York 11, N. Y.
- (344) **Manhattan Color Laboratory**  
210 W. 65th St., New York 23, N. Y.
- (345) **Mansfield Industries, Inc.**  
1227 W. Loyola Ave., Chicago 16, Ill.
- (346) **Marantz Company**  
25-14 Broadway, Long Island City 6, N. Y.
- (347) **Marcellus Manufacturing Co.**  
POB 2, Belvidere, Ill.
- (348) **Mark Specialty Co.**  
183 St. Paul St., Rochester 4, N. Y.
- (349) **Howard B. Marks Co.**  
203 Loeb Arcade, Minneapolis 2, Minn.
- (350) **Marsh Stencil Co.**  
707 East "B" St., Belleville, Ill.
- (351) **M. H. Martin Co.**  
1118 Lincoln Way East, Massillon, Ohio
- (352) **Masonite Corp.**  
111 W. Washington St., Chicago 2, Ill.
- (353) **Mast Development Co.**  
2212 E. 12th St., Davenport, Iowa
- (354) **Master Addresser Co.**  
6500 W. Lake St., Minneapolis 26, Minn.
- (355) **Charles Mayer Studios, Inc.**  
Bowery at Center St., Akron 8, Ohio
- (356) **McClure Projectors**  
Box 236, Wilmette, Ill.
- (357) **McGraw-Hill Book Co.**  
College Adv. Dept., 330 W. 42nd St., New York 36, N. Y.
- (358) **McMurray Audio Electronics, Inc.**  
Box 179, Culver City, Calif.
- (359) **Mecotape Teaching Systems**  
2000 Broadway, San Antonio, Texas
- (360) **Jerome Menall Co.**  
141 E. 44th St., New York 17, N. Y.
- (361) **Robert C. Merchant**  
Box 594, West Lafayette, Ind.
- (362) **Merix Chemical Co.**  
2234 E. 75th St., Chicago 49, Ill.
- (363) **Andrew Merryfield of Canada**  
265 Adelaide St., W. Toronto 1, Ont., Canada

9. wide-screen portable (40) (97) (105) (133) (153) (168) (451) (501)
10. shadowboxed (103) (105) (481) (526) (605)
11. perforated (105) (153) (501)
12. shipping cases (501)

## M BUILDING CONDITIONING

1. blinds (100) (176) (249) (271) (326) (329) (339) (577)
2. shades (7) (72) (75) (130) (168) (221) (249) (290) (295) (515)
3. drapes (130) (172) (174) (221) (249) (290) (431) (480) (501) (515) (603)
4. skylight control (168) (290) (329) (515)
5. acoustical treatment (568)
6. ventilation (18) (271) (329)
7. seating, furniture (75) (501)
8. stage lighting (501)
9. dimmers (501) (532)
10. spotlights (100) (501) (528)
11. stage curtains, sets (130) (174) (221) (290) (501) (603)
12. wiring (274)

## N NON-PROJECTED VISUALS

1. chalkboard (75) (119) (182a) (275) (291) (410) (412) (505) (568) (585) (593)
2. tack and perforated, etc., board (52) (75) (182a) (275) (352) (568) (593)
3. flannel, felt board (118) (182a) (217) (275) (284) (293) (297) (355) (411) (412) (466) (489) (505) (541) (543) (585) (586) (588) (597)
4. flat pictures (211) (277) (279) (297) (302) (448) (539) (585) (597)
5. maps, globes, charts (161) (182a) (183) (410) (456) (593)
6. models (96) (161) (410) (448) (533)
7. realia, specimens (161) (279)
8. educational games (75) (411) (505)
9. flocked letters, paper, etc. (3) (96) (275) (284) (293) (411) (462) (524) (541) (597)
10. magnetic boards (284) (341) (412) (585)
11. projection equipment (44) (45) (52) (215) (223) (252) (348) (418)
12. flags (2) (522)
13. cutters (242) (270) (348)
14. adhesives (36) (159) (324)

## O PRESENTATION MATERIALS

1. easels (6) (42) (75) (118) (119) (182a) (272) (275) (355) (365) (412)
2. paper (6) (42) (44) (75) (412) (418)
3. lectern (73) (144) (355) (412) (452) (544) (547)
4. crayon, chalk, erasers (6) (75) (132) (275) (412) (593)
5. felt-tipped pens (79) (151) (215) (257) (350) (501) (522) (544) (551) (607)
6. inks, transparent, opaque (79) (81) (132) (148) (151) (215) (260) (309) (350) (414) (494) (501) (522) (544) (551)



- (364) **Meston's Travels, Inc.**  
3801 N. Piedras, El Paso, Tex.
- (365) **Metal Products Engineering Co.**  
7000 Long Beach Ave., Los Angeles  
58, Cal.
- (366) **The Methodist Church, General  
Board of Christian Social Concerns**  
100 Maryland Ave., N.E., Washing-  
ton 2, D. C.
- (367) **Meyercord Company**  
5235 W. Lake St., Chicago 44, Ill.
- (368) **Microtron Co., Inc.**  
145 E. Mineola Ave., Valley Stream,  
L. I., N. Y.
- (369) **Midwestern Instruments, Inc.**  
P.O. Box 7186, Tulsa 18, Okla.
- (370) **Miles Reproducer Co.**  
812 Broadway, New York 3, N. Y.
- (371) **Miller Mfg. Co.**  
3310 E. Roxboro Rd., N.E., Atlanta,  
Ga.
- (372) **Mills Affiliates**  
100 W. Eighth St., Kansas City, Mo.
- (373) **Minnesota Mining & Mfg. Co.**  
900 Bush Ave., St. Paul 6, Minn.
- (374) **Miratel, Inc.**  
1080 Dionne St., St. Paul 13, Minn.
- (375) **Mitchell Art Productions**  
P.O. Box 25005, Los Angeles 25,  
Calif.
- (376) **Mitchell Camera Corp.**  
666 W. Harvard St., Glendale, Calif.
- (377) **Mobile-Tronics**  
1703 Westover Rd., Morrisville, Pa.
- (378) **Modern Electronics Mfg. Co.,  
Mecotape Div.**  
2000 Broadway, San Antonio, Texas
- (379) **Modernophone-Linguaphone**  
30 Rockefeller Plaza, New York 20,  
N. Y.
- (380) **Mohawk Business Mach. Corp.**  
944 Halsey St., Brooklyn 33, N. Y.
- (381) **Mole-Richardson Co.**  
937 N. Sycamore Ave., Hollywood  
38, Calif.
- (382) **Monitor Language Laboratories,  
Inc.**  
1818 M St. NW, Washington 6, D.C.
- (383) **Monitor Recording, Inc.**  
Suite 2914, Empire State Bldg., New  
York 1, N. Y.
- (384) **Moody Institute of Science**  
11428 Santa Monica Blvd., Los An-  
geles 25, Calif.

- (385) **M. O. Publishers**  
Box 406, State College, Pa.
- (386) **Motion Picture Enterprises, Inc.**  
Tarrytown 83, N. Y.
- (387) **Motion Picture Laboratories, Inc.**  
1672 Union Ave., Memphis 4, Tenn.
- (388) **Motorola, Inc.**  
4501 W. Augusta Ave., Chicago 51,  
Ill.
- (389) **Moviola Mfg. Co.**  
1451 Gordon St., Hollywood 28, Calif.
- (390) **M. P. Engineering Co.**  
Fairfield 3, Conn.
- (391) **Multiplex Display Fixture Co.**  
910 N. 10th St., St. Louis 1, Mo.
- (392) **Naren Industries, Inc.**  
2104 N. Orchard St., Chicago 44, Ill.
- (393) **National Camera Repair School**  
Box 174 CO, Englewood, Colo.
- (394) **National Carbon Co.**  
30 E. 42nd St., New York 17, N. Y.
- (395) **National Cine Equipment Co.,  
Inc.**  
209 W. 48th St., New York 36, N. Y.
- (396) **National Cinema Service**  
71 Dey St., New York 7, N. Y.
- (397) **National Film Board of Canada**  
Canada House, 680 Fifth Ave., New  
York 19, N. Y.
- (398) **Nega-File Co.**  
Edison-Furlong Rd., Doylestown, Pa.
- (399) **Nesbit's**  
711 Columbia Road, Colorado  
Springs, Colo.
- (400) **Neumade Products Corp.**  
250 W. 57th St., New York, N. Y.
- (401) **New American Lib. of World  
Lit., Inc.**  
Educ. Dept., 501 Madison Ave., New  
York 22, N. Y.
- (402) **Newcomb Audio Products Co.**  
6824 Lexington Ave., Hollywood 28,  
Calif.
- (403) **New York Univ. Film Library**  
26 Washington Pl., New York 3,  
N. Y.
- (404) **Nicholson Products Co.**  
3403 Cahuenga Blvd., Los Angeles  
28, Calif.
- (405) **Nife, Incorporated**  
Lambert Ave., Copcague, L. I. N. Y.

7. lettering aids (2) (3) (46) (79)  
(115) (125) (132) (148) (154) (198)  
(223) (245) (262) (266) (270) (293)  
(309) (312) (328) (330) (412) (414)  
(430) (462) (501) (518) (522) (524)  
(529) (544) (574) (575) (607)
8. tapes, logos for charts (44) (46)  
(96) (119) (148) (160) (171) (257)  
(266) (316) (418) (501) (544) (545)
9. mounting materials (25) (44) (52)  
(87) (111) (148) (156) (245) (297)  
(330) (436) (490) (525) (544)
10. copy process materials (46) (119)  
(148) (337) (414) (438) (544)
11. fluorescents (83) (84) (408) (560)

## P COPYING PROCESSES

1. facsimile, verifax, etc. (9) (25)  
(35) (98) (141) (142) (143) (145)  
(163) (177) (212) (233) (313) (321)  
(337) (373) (406) (414) (422) (428)  
(438) (537)
2. transparency making (25) (35)  
(79) (90) (98) (212) (233) (313)  
(321) (337) (414) (438) (490) (503)  
(537)
3. microfilm (9) (212) (321) (373)  
(503)
4. microcard (321)
5. diazo (98) (212) (544)

## Q DEMONSTRATION EQUIPMENT

1. physics lab (79) (116) (149) (175)  
(319) (341) (416) (528) (532) (549)  
(598)
2. chemistry lab (116) (149) (175)  
(416) (598)
3. biological science lab and museum  
(116) (175) (533) (598)
4. general science room (116) (149)  
(175) (416) (452) (533) (598)
5. electronic trainer (162) (452)

## R RECORD—RECORD PLAYERS

1. record and transcription player  
(14) (40) (55) (57) (58) (66) (73)  
(86) (94) (121) (182a) (238) (240)  
(241) (246) (319) (331) (343) (377)  
(390) (402) (407) (426) (447) (452)  
(455) (461) (470) (475) (479) (527)  
(569) (579) (582) (589) (592) (595)  
(608)
2. disc recorder (14) (86) (333) (343)  
(407) (479) (569)
3. tape recorder-player (reel) (14)  
(19) (20) (31) (33) (34) (40) (55)  
(77) (78) (86) (95) (100) (105)  
(121) (136) (197) (238) (267) (281)  
(303) (304) (315) (319) (336) (340)  
(343) (361) (363) (369) (377) (382)  
(390) (402) (407) (423) (440) (447)  
(452) (455) (470) (473) (479) (488)  
(502) (511) (522) (534) (537) (546)  
(552) (559) (567) (569) (583) (589)  
(592) (606)
4. same, magazine repeater (14) (34)  
(55) (78) (86) (137) (315) (336)  
(380) (423) (455) (479) (488) (496)  
(548) (569) (583) (606)
5. language lab equipment (14) (20)  
(32) (55) (56) (57) (58) (78) (120)  
(182a) (189) (231) (246) (278) (281)  
(287) (322) (343) (361) (368) (370)  
(377) (379) (382) (390) (400) (452)  
(461) (470) (479) (488) (500) (501)  
(511) (546) (569) (602)

- (406) Nord Photocopy and Business Equipment Corp.  
300 Denton Ave., New Hyde Park, L. I., N. Y.
- (407) North American Phillips Co.  
Hicksville, N. Y.
- (408) Nuclear Products Co.  
10173 E. Rush St., P. O. Box 649, El Monte, Calif.
- (409) Nu-Vu Industries  
P. O. Box 4221, Pasadena, Calif.
- (410) A. J. Nystrom & Co.  
3333 Elston Ave., Chicago 18, Ill.
- (411) The Ohio Flock-Cote Co.  
5713 Euclid Ave., Cleveland 3, Ohio
- (412) Oravisal Co., Inc.  
Box 11150, St. Petersburg 33, Fla.
- (413) Ottenheimer Publishers, Inc.  
4805 Nelson Ave., Balimor 15, Md.
- (414) Ozalid Div., General Aniline & Film Corp.  
Johnson City, N. Y.
- (415) Packard Bell Electronics Corp.  
1920 S. Figueroa St., Los Angeles, Calif.
- (416) Paco Electronics Co.  
70-31 84th St., Glendale 27, Long Island, N. Y.
- (417) Paillard Incorporated  
100 Sixth Ave., New York 13, N. Y.
- (418) Para-Tone, Inc.  
512 W. Burlington Ave., LaGrange, Ill.
- (419) Pathe News, Inc.  
245 W. 55th St., New York 19, N. Y.
- (420) Paulmar, Inc.  
4444 W. Chicago Ave., Chicago 51, Ill.
- (421) Peerless Film Processing Corp.  
165 W. 46th St., New York 36, N. Y.
- (422) Peerless Photo Prod., Inc.  
Rt. 25-A, Shoreham, Long Island, N. Y.
- (423) Pentron Corp.  
777 S. Tripp Ave., Chicago 24, N. Y.
- (424) Perceptual Development Laboratories  
6767 Southwest Ave., St. Louis 17, Mo.
- (425) Personal Products Co.  
Milltown, N. J.
- (426) Philco Corporation, Government & Industrial Div.  
4700 Missahickon Ave., Philadelphia 44, Pa.
- (427) Photographic Specialties  
5170 Hollywood Blvd., Hollywood 27, Calif.
- (428) Photorapid Corp.  
236 Fifth Ave., New York 1, N. Y.
- (429) Picture Recording Co.  
1395 W. Wisconsin Ave., Oconomowoc, Wisc.
- (430) Planoscope  
551 Fifth Ave., New York, N. Y.
- (431) Plastic Products, Inc.  
1822 East Franklin St., Richmond 21, Va.
- (432) Plastican Corp.  
Box 157, Butler, N. J.
- (433) Poetry Records  
475 Fifth Ave., New York 17, N. Y.
- (434) Polacoat, Inc.  
9750 Conklin Road, Blue Ash, Ohio.
- (435) Polaroid Corp.  
730 Main St., Cambridge 39, Mass.
- (436) Porter Manufacturing & Supply Co.  
2836 Sunset Blvd., Los Angeles 26, Calif.
- (437) Post Designs Co., Acc. Robins Industries  
7 Chester Drive, Great Neck, N. Y.
- (438) Frederick Post Co.  
3650 N. Avondale Ave., Chicago 18, Ill.
- (439) Precision Film Laboratories  
21 W. 46th St., New York 19, N. Y.
- (440) Premier Electronic Laboratories  
382 Lafayette St., New York 3, N. Y.
- (441) Premier Materials Co.  
3717 N. Halsted St., Chicago 13, Ill.
- (442) Prestoseal Mfg. Corp.  
37-27 33rd St., Long Island City 1, N. Y.
- (443) Projection Optics Co., Inc.  
271 Eleventh Ave., East Orange, N. J.
- (444) Projectograph Corp.  
116 Pearl Ave., Oshkosh, Wisc.
- (445) Projector Belt Co.  
Box 176, Whitewater, Wisc.

6. listening center (earphones) (14) (55) (57) (58) (121) (182a) (189) (246) (311) (377) (390) (402) (455) (470) (479) (569)
7. tape (9) (14) (32) (40) (53) (55) (77) (91) (100) (113) (121) (171) (184) (204) (206) (319) (342) (373) (387) (426) (452) (455) (465) (479) (501) (511) (538) (546) (569)
8. tape index (14) (53) (55) (155) (319)
9. tape and record storage (14) (55) (57) (97) (121) (204) (319) (400) (455) (569) (591) (602)
10. lightweight, battery-powered recorder-players (14) (34) (55) (95) (105) (197) (226) (246) (303) (319) (370) (380) (455) (511) (516) (530) (565) (569) (582)
11. dictating machines (20) (226) (240) (303) (370) (455) (522)
12. message repeaters (121) (380) (447) (455) (569)
13. hi-fi components (14) (21) (57) (58) (78) (86) (91) (94) (197) (214) (319) (346) (368) (390) (407) (416) (426) (452) (455) (475) (486) (519) (569) (589)
14. stereo (14) (33) (40) (55) (57) (58) (78) (86) (91) (94) (121) (197) (214) (281) (315) (319) (346) (369) (390) (402) (407) (416) (426) (452) (455) (486) (527) (546) (569) (592) (608)
15. turntables, arms, cartridges (14) (21) (57) (58) (86) (94) (197) (319) (407) (426) (452) (455) (475) (500) (501) (569) (602)
16. speakers (14) (16) (31) (53) (55) (57) (58) (77) (88) (94) (129) (197) (214) (250) (319) (407) (416) (426) (452) (455) (475) (479) (501) (519) (566) (569) (578) (579) (580) (602)
17. microphones (14) (16) (20) (21) (22) (49) (51) (55) (57) (58) (77) (105) (109) (121) (129) (188) (190) (197) (319) (407) (452) (455) (479) (495) (500) (501) (519) (558) (569) (578) (579) (580) (602)
18. amplifiers (14) (68) (78) (86) (197) (214) (246) (281) (319) (346) (380) (390) (416) (426) (452) (455) (461) (479) (501) (569) (578) (580)
19. tuners (14) (20) (31) (78) (86) (91) (94) (197) (214) (319) (319) (416) (426) (452) (455) (461) (479) (569)
20. multiple tape copying (33) (281) (343) (364) (369) (511) (538) (569)
21. bulk erase units (14) (53) (57) (105) (121) (123) (319) (368) (437) (452) (455) (474) (479) (501) (511) (569)
22. shipping containers (53) (57) 199) (400) (569)
23. tape splicers (15) (21) (32) (57) (105) (269) (304) (319) (400) (437) (442) (455) (467) (474) (501) (569)
24. record cleaner (21) (24) (121) (166) (362) (408) (437) (455) (474) (569)
25. synchronizers (360) (380) (387) (389) (395) (400) (496) (501) (610)
26. recorder, 16mm film (105) (289) (406) (452) (501) (579)
27. empty reels (9) (23) (32) (40) (105) (158) (342) (400) (437) (455) (501)
28. editing, splicing tape (9) (32) (53) (57) (105) (106) (155) (269) (342) (437) (455) (474) (501)



- (446) **Psychotechnics**  
105 W. Adams St., Chicago, Ill.
- (447) **Pyramid Enterprises**  
3815 Trimble Rd., Nashville 12, Tenn.
- (448) **Pyramid Film Prod., Ltd.**  
7166 Melrose Ave., Hollywood 46, Calif.
- (449) **Quik-Set, Inc.**  
8121 Central Park Ave., Skokie, Ill.
- (450) **Radlant Lamp Corp.**  
300 Jelliff Ave., Newark 8, N. J.
- (451) **Radiant Mfg. Corp.**  
8220 N. Austin Ave., Morton Grove, Ill.
- (452) **Radio Corp. of America**  
RCA-Victor Div., Bldgs. 15-1 and 15-2, Camden 2, N. J.
- (453) **NOT USED**
- (454) **Radio-Mat Slide Co.**  
222 Oakridge Blvd., Daytona Beach, Fla.
- (455) **Radio Shock Corp.**  
730 Commonwealth Ave., Boston 17, Mass.
- (456) **Rand McNally & Co.**  
P. O. Box 7600, Chicago 80, Ill.
- (457) **Rangertone, Inc.**  
73 Winthrop St., Newark 4, N. J.
- (458) **Rapid Film Technique**  
37-02 27th St., Long Island City, N. Y.
- (459) **Rayoscope Co.**  
358 N. Sandusky St., Delaware, Ohio.
- (460) **Reallst, Inc.**  
N-93 W-16288 Mecal Drive, Menomonee Falls, Wis.
- (461) **Robert H. Redfield, Inc.**  
1018 S. Wabash Ave., Chicago 5, Ill.
- (462) **The Redikut Letter Co.**  
185 N. Prairie Ave., Hawthorne, Calif.
- (463) **Reed Research, Inc., Educational Lab. Div.**  
1048 Potomac St. NW, Washington, DC.
- (464) **Reelane Co.**  
573 Newbridge Ave., East Meadow, N. Y.
- (465) **Reeves Soundcraft Corp.**  
Great Pasture Road, Danbury, Conn.
- (466) **Frank K. Reid Co.**  
1210 Westway Blvd., McAllen, Texas.
- (467) **F. Reiter Co.**  
3340 Bonnie Hill Drive, Hollywood 28, Calif.
- (468) **Rembrandt Film Libr.**  
267 W. 25th St., New York 1, N. Y.
- (469) **Resource for Education**  
63 Fourth Ave., Mount Vernon, N. Y.
- (470) **Rheem-Califone Corp.**  
1020 N. Labrea Ave., Hollywood 38, Calif.
- (471) **Richard Mfg. Co.**  
5914 Noble Ave., Van Nuys, Calif.
- (472) **C. P. Richter**  
2642 Farwell Ave., Chicago 45, Ill.
- (473) **Roberts Electronics, Inc.**  
1041 N. Sycamore St., Los Angeles 38, Calif.
- (474) **Robins Industries Corp.**  
36-27 Prince St., Flushing 54, N. Y.
- (475) **Rockbar Corp.**  
Mamaroneck, N. Y.
- (476) **Rosco Laboratories, Inc.**  
29 Moore St., Brooklyn 6, N. Y.
- (477) **Rothchild Film Corp.**  
1012 E. 17th St., Brooklyn 30, N. Y.
- (478) **Safe-Lock, Inc.**  
870 W. 25th St., Hialeah, Fla.
- (479) **Sampson Electronics**  
Central City, Nebr.
- (480) **William Sanson Co.**  
2451 Broadway, Santa Monica, Calif.
- (481) **Sarasota Audio-Visual Corp.**  
P. O. Box 3637, Sarasota, Fla.
- (482) **Sarkes Tarzian, Inc.**  
E. Hillside Drive, Bloomington, Ind.
- (483) **Sawyers, Inc.**  
Special Products Dept., Box 490, Portland 7, Ore.
- (484) **William Schuessler**  
361 W. Superior St., Chicago 10, Ill.
- (485) **Science-Electronics, Inc.**  
195 Massachusetts Ave., Cambridge 39, Mass.
- (486) **H. H. Scott, Inc.**  
111 Powdermill Rd., Maynard, Mass.
- (487) **Scott Instrument Labs, Inc.**  
17 E. 48th St., New York 17, N. Y.
- (488) **Scribe Internationale**  
509 Madison St., New York, N. Y.
- (489) **Scripture Press**  
1825 College Ave., Wheaton, Ill.
- (490) **Seal, Inc.**  
Brook St., Shelton, Conn.
- (491) **Seary-Michelbach Corp.**  
19 Nebraska Ave., Endicott, N. Y.
- (492) **Leo Seltzer Assoc., Inc.**  
368 E. 69th St., New York 21, N. Y.
- (493) **Semon Bache & Co.**  
Greenwich & Morton Sts., New York 14, N. Y.
- (494) **Shiva Artists' Colors**  
433 W. Goethe St., Chicago 10, Ill.
- (495) **Shure Bros, Inc.**  
222 Hartrey Ave., Evanston, Ill.
- (496) **Siegel Synchronat Corp.**  
148 W. Michigan Ave., Jackson, Mich.
- (497) **Simpson Optical Mfg. Co.**  
3200 W. Carroll Ave., Chicago, Ill.
- (498) **Smith System Mfg. Co.**  
212 Ontario St., SE, Minneapolis 14, Minn.
- (499) **Sola Electric Co.**  
4333 W. 16th St., Chicago 50, Ill.
- (500) **Sonotone Corporation**  
Electronic Applic. Div., Elmsford, N. Y.
- (501) **S.O.S. Cinema Supply Corp.**  
602 W. 52nd, New York 19, N. Y.
- (502) **Soundpac Electronics Corp.**  
3456 E. Jefferson Ave., Detroit, Mich.
- (503) **Southeastern Films**  
179 Spring St., N.W., Atlanta 3, Ga.
- (504) **Southern School Service, Inc.**  
P. O. Box 867, Canton, N. Car.
- (505) **Spin-a-Test Co.**  
P. O. Box 38311, Los Angeles, Calif.
- (506) **Spindler & Sauppe, Inc.**  
2201 Beverly Blvd., Los Angeles 57, Calif.
29. record filing systems (21) (127) (155) (400) (498) (501) (591)
30. records (1) (121) (167) (184) (196) (211) (237) (255) (288) (297) (331) (383) (401) (413) (433) (452) (455) (501) (507) (508) (510) (522) (553) (596) (602) (608)
31. pre-recorded tapes (78)
32. tape cartridges (23) (78) (152)
33. recording discs (53)

## S RADIO

- classroom receivers (57) (61) (85) (121) (374) (390) (402) (426) (452) (455) (470) (486) (527) (569) (589) (610)
- broadcast equipment (123) (225) (246) (452) (455) (569)
- public address (14) (39) (55) (86) (246) (319) (390) (402) (452) (455) (569)
- intercom, sound distribution systems (14) (86) (97) (170) (200) (246) (319) (390) (452) (455) (547) (569)
- electronic warning devices (14) (39) (86) (374) (455) (569)
- teaching kits (14) (149) (319) (416) (452) (455)
- tubes, supplies (14) (197) (319) (426) (452) (455) (569)
- mock-ups (149) (162) (569)
- power megaphones (14) (39) (54) (64) (105) (246) (319) (455) (569)

## T TELEVISION

- classroom receivers (41) (126) (152) (234) (261) (282) (333) (374) (388) (390) (415) (426) (452) (455) (550) (556) (610)
- large screen projectors (19) (27) (126) (234) (235) (374) (390) (434) (452) (547)
- closed circuit (19) (27) (162) (225) (234) (261) (282) (305) (322) (374) (388) (406) (426) (452) (482) (556)
- antennas, antennaplex systems (4) (14) (85) (225) (426) (452) (455)
- camera and accessories (41) (68) (85) (152) (225) (234) (282) (333) (374) (426) (452) (501) (550)
- multiplexors (86) (374) (426) (452)
- titles, lettering (6) (223) (272) (430) (462) (501) (524) (541)
- tape, TV (9) (32) (452)
- TV production services (105) (181) (547)
- TV background screens (434) (501) (547)
- TV projection screens (434) (547)
- tape cabinets (452) (591)
- TV production aids (33) (183) (333)
- receiver stands (183)
- telecast equipment, general (4) (33) (333)
- tape reels (386)

## U INSTRUCTIONAL MATERIALS

- armed forces (48) (90) (146) (273) (419) (505) (522) (570) (587)
- agriculture (572)
- arts and crafts (48) (65) (67) (134) (139) (146) (192) (195) (208) (210) (211) (273) (276) (297) (397) (413) (419) (455) (468) (510) (522) (536) (570) (572) (587)

- (507) **Spoken Arts, Inc.**  
95 Valley Road, New Rochelle, N. Y.
- (508) **The Spoken Word**  
10 E. 39th St., New York 16, N. Y.
- (509) **Squibb-Taylor, Inc.**  
1213 S. Akard, Dallas 2, Texas.
- (510) **Stanbow Productions**  
12 Cleveland St., Valhalla, N. Y.
- (511) **Stancil-Hoffman Corp.**  
921 N. Highland Ave., Hollywood 38, Calif.
- (512) **Standard Camera Corporation**  
319 5th Ave., New York 16, N. Y.
- (513) **Standard Projector & Equipment Co.**  
7106 Touhy Ave., Chicago 48, Ill.
- (514) **Staples-Hoffman, Inc.**  
500 E. Monroe Ave., Alexandria, Va.
- (515) **Oliver C. Steele Mfg. Co.**  
Spiceland, Ind.
- (516) **Steelman Phonograph & Radio Co., Inc.**  
2-30 Anderson Ave., Mt. Vernon, N. Y.
- (517) **Steiner Paper Co.**  
601 W. 26th St., New York, N. Y.
- (518) **Stenso Lettering Co., Inc.**  
1101 E. 25th St., Baltimore 18, Md.
- (519) **Stephens Tru-Sonic, Inc.**  
8538 Warner Dr., Culver City, Calif.
- (520) **Stereo-Magniscope, Inc.**  
40-31 81st St., Elmhurst 73, N. Y.
- (521) **Sterling Movies, U.S.A., Inc.**  
375 Park Ave., New York 22, N. Y.
- (522) **Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. 1., N. Y.
- (523) **Stewart-Trans-Lux Corp.**  
1161 W. Sepulveda Blvd., Torrance, Calif.
- (524) **Stik-a-Letter Co.**  
R. 2, Box 1400, Escondido, Calif.
- (525) **Stik-Tack Co.**  
165 Bridge St., Cambridge 41, Mass.
- (526) **Strobel Vision**  
917 E. Meadow Place, Milwaukee 17, Wisc.
- (527) **Stromberg - Carlson, Special Products Div.**  
1400 N. Goodman St., Rochester 3, N. Y.
- (528) **The Strong Electric Corp.**  
87 City Park Ave., Toledo 2, Ohio.
- (529) **Joseph Struhl Co., Inc.**  
540 Atlantic Ave., Brooklyn 17, N. Y.
- (530) **Matthew Stuart & Co., Inc.**  
353 W. 54th St., New York 19, N. Y.
- (531) **Stuart Reynolds Productions**  
195 S. Beverly Drive, Beverly Hills, Calif.
- (532) **The Superior Electric Co.**  
Bristol, Conn.
- (533) **Superior Plastics, Inc.**  
426 N. Oakley Blvd., Chicago, Ill.
- (534) **Superscope, Inc.**  
8520 Tujunga Ave., Sun Valley, Calif.
- (535) **Sylvania Electric Products, Inc.**  
730 Third Ave., New York 17, N. Y.
- (536) **Tabletopper Productions**  
P. O. Box 706, Carson City, Nev.
- (537) **Tandberg of America**  
8 Third Ave., Pelham, N. Y.
- (538) **Tapes for Teaching**  
A-V Center, Kent State Univ., Kent, Ohio.
- (539) **Teaching Aids Service**  
31 Union Square, West, New York 3, N. Y.
- (540) **Teaching Machines, Inc.**  
235 San Pedro, N.E., Albuquerque, N. Mex.
- (541) **Tech. Photo Products, Inc.**  
1945 McDonald Ave., Brooklyn 23, N. Y.
- (542) **Technical Service, Inc.**  
31800 West 8 Mile Road, Farmington, Mich.
- (543) **Techni-craft**  
Box 1534, Petersburg, Va.
- (544) **Tecinifax Corp.**  
195 Appleton St., Holyoke, Mass.
- (545) **Technygraph Co.**  
36 Skokie Highway, Highland Park, Ill.
- (546) **Telectrosonic Corp.**  
35-18 37th St., Long Island City 1, N. Y.
- (547) **Teleprompter Corp.**  
311 W. 43rd St., New York, N. Y.
- (548) **Television Associates of Indiana, Inc.**  
E. Barker Ave., Lakeland, Michigan City, Ind.
- (549) **Thermo Power, Inc.**  
6124 N. Pulaski Road, Chicago 46, Ill.
- (550) **Thompson, Ramo, Wooldridge**  
Dage Television Div., West 10th St., Michigan City, Ind.
- (551) **Time-Saving Specialties**  
2922 Bryant Ave., South, Minneapolis, Minn.
- (552) **Alfred C. Tuetpfer, Inc.**  
1 Broadway, New York 4, N. Y.
- (553) **Tradition Records**  
Box 72, Village Sta., New York 14, N. Y.
- (554) **Transilwrap**  
4427 N. Clark St., Chicago 40, Ill.
- (555) **Trans-Lux Corp.**  
625 Madison Ave., New York, N. Y.
- (556) **Transvision, Inc.**  
460 North Ave., New Rochelle, N. Y.
- (557) **Triangle Projectors, Inc.**  
3706 Oakton St., Skokie, Ill.
- (558) **Turner Co.**  
909 17th St., NE, Cedar Rapids, Iowa.
- (559) **Turning Corp. of America**  
34 Park Row, New York 38, N. Y.
- (560) **Ultra Violet Products Inc.**  
5114 Walnut Grove Ave., San Gabriel, Calif.
- (561) **Underwriters Films**  
Div. of U. Supp. Co., 2025 Glenwood Ave., Toledo 2, Ohio.
- (562) **Unesco Publications Center**  
801 Third Ave., New York 22, N. Y.
- (563) **United Catalog Publishers, Inc.**  
60 Madison Ave., Hempstead, N. Y.
- (564) **United States Projector Corp.**  
Delaware Bldg., Federal Way, Washington, D. C.
3. cinema arts (139) (181) (195) (208) (273) (397) (419) (468) (510) (572)
4. business education (48) (90) (146) (195) (251) (273) (285) (302) (357) (403) (508) (561) (570) (587)
5. education, teacher training (112a) (139) (146) (182) (192) (195) (251) (273) (276) (285) (288) (335) (357) (403) (419) (468) (510) (531) (539) (562) (570) (572) (587) (597)
6. feature films (48) (93) (139) (181) (195) (208) (273) (357) (384) (419) (448) (468) (521) (570)
7. guidance, personal (139) (146) (195) (273) (285) (357) (397) (403) (510) (539) (570) (587) (597)
8. guidance, vocational (48) (139) (146) (165) (195) (273) (276) (285) (357) (397) (521) (539) (570) (572) (587)
9. health, safety (8) (48) (92) (139) (146) (165) (192) (195) (211) (251) (273) (276) (285) (288) (302) (335) (357) (397) (419) (425) (448) (468) (510) (521) (570) (572) (587) (597)
10. home economics (48) (139) (146) (195) (211) (273) (285) (302) (357) (397) (468) (510) (521) (531) (570) (587)
11. industrial arts (48) (65) (139) (146) (195) (273) (285) (302) (397) (536) (539) (570) (572) (587)
12. industry, transportation (48) (146) (195) (251) (273) (285) (302) (335) (397) (419) (522) (584) (587)
13. languages (62) (65) (67) (112a) (121) (139) (146) (150) (182) (184) (195) (208) (219) (273) (279) (285) (297) (302) (397) (413) (452) (468) (505) (510) (539) (604)
14. language arts, study and communication skills (48) (112a) (121) (139) (146) (150) (165) (182) (192) (195) (208) (211) (273) (276) (285) (288) (302) (397) (433) (468) (505) (510) (536) (539) (562) (570) (572) (596) (597)
15. literature and drama (48) (121) (134) (139) (146) (195) (208) (255) (273) (285) (302) (357) (397) (419) (433) (468) (477) (507) (508) (562) (570) (572) (597)
16. mathematics, geometry (48) (90) (139) (146) (192) (195) (273) (276) (285) (302) (357) (505) (539) (587) (596) (597)
17. medical and allied sciences (48) (93) (146) (195) (251) (273) (302) (357) (397) (403) (533) (570)
18. mental health, psychology (48) (110) (139) (146) (195) (251) (273) (276) (302) (357) (397) (403) (468) (505) (531) (562) (570)
19. music (48) (121) (139) (146) (184) (195) (208) (255) (273) (276) (279) (285) (288) (302) (357) (397) (413) (419) (452) (468) (477) (505) (510) (562) (570) (587) (596)
20. physical education, sports (48) (50) (146) (192) (195) (208) (273) (276) (288) (302) (335) (357) (397) (419) (539) (570) (572)
21. primary grade materials (48) (65) (146) (165) (192) (195) (211) (273) (276) (285) (302) (335) (397) (477) (505) (510) (522) (539) (562) (570) (587) (597)
22. religion, ethics (11) (48) (112) (117) (122) (146) (164) (195) (208) (273) (283) (285) (302) (358) (366) (384) (397) (419) (468) (489) (503) (505) (539) (570)

- 565) Universal International Sales Corp.**  
314 Fairview Ave., Seattle 9, Wash.
- 566) University Loudspeakers, Inc.**  
80 S. Kensico Ave., White Plains, N. Y.
- 567) U. S. Photo Supply Co., Inc.**  
6478 Sligo Mill Road, Washington 12, D. C.
- 568) U. S. Plywood Corp.**  
55 W. 44th St., New York, N. Y.
- 569) U. S. Recording Co.**  
1121 Vermont Ave., N.W., Washington 5, D. C.
- 570) United World Films**  
1445 Park Ave., New York 29, N. Y.
- 571) Universal Language Labs Corp.**  
200 W. 57th St., New York, N. Y.
- 572) University of California**  
Educational Film Dept., Los Angeles, Calif.
- 573) Vacuumate Corp.**  
446 W. 43rd St., New York 36, N. Y.
- 574) Varigraph Co.**  
841 W. Lakeside St., Madison 1, Wisc.
- 575) Vari-Typer Corp.**  
720 Freilinghuysen Ave., Newark 12, N. J.
- 576) Vedo Films**  
962 Salisbury Court, Lancaster, Pa.
- 577) Vertical Blinds Corp. of America**  
1936 Pontius Ave., Los Angeles 36, Calif.
- 578) Victor Animatograph Corp. of America, Div. of Kalart Company, Inc.**  
P. O. Box 112, Plainville, Conn.
- 579) Victor-Kalart**  
380 Madison Ave., New York 17, N. Y.
- 580) Victorlite Industries, Inc.**  
4117 W. Jefferson Blvd., Los Angeles 16, Calif.
- 581) Vidoscope Corp.**  
730 Fifth Ave., New York 19, N. Y.
- 582) Viewlex, Inc.**  
35-01 Queens Blvd., Long Island City, N. Y.
- 583) Viking of Minneapolis, Inc.**  
9600 Aldrich Ave. S, Minneapolis 20, Minn.
- 584) Vis-Ta Films**  
Box 2406, Sepulveda, Calif.
- 585) Visual Aid Materials**  
3212 Butler Ave., Los Angeles 66, Calif.
- 586) Visual Crafts Supply Co.**  
640 N. Willow St., Kent, Ohio.
- 587) Visual Educ. Cons., Inc.**  
2066 Helena St., Madison 4, Wisc.
- 588) Visual Specialties Co.**  
835 S. State St., Caro, Mich.
- 589) V-M Corporation**  
305 Territorial, Benton Harbor, Mich.
- 590) Voss Photo Corp.**  
28 School St., Yonkers, N. Y.
- 591) Wallach & Assoc., Inc.**  
1532 Hillcrest Road, Cleveland 18, Ohio.
- 592) Webeor, Inc.**  
5610 W. Bloomingdale Ave., Chicago 39, Ill.
23. biological sciences (48) (90) (92) (93) (110) (146) (192) (195) (208) (211) (273) (276) (285) (302) (335) (357) (384) (397) (399) (419) (456) (468) (510) (533) (539) (562) (570) (587) (597)
24. general science (48) (121) (146) (192) (195) (273) (276) (285) (302) (335) (357) (384) (397) (399) (419) (456) (468) (477) (505) (533) (539) (562) (570) (587) (597)
25. physics, chemistry (48) (92) (146) (195) (273) (276) (285) (302) (335) (357) (468) (477) (505) (539) (570) (572) (587)
26. social studies, economics (48) (65) (140) (146) (165) (192) (196) (208) (210) (211) (251) (255) (273) (276) (279) (285) (297) (302) (335) (357) (397) (419) (456) (468) (477) (510) (522) (531) (539) (562) (570) (572) (576) (584) (587) (596) (597)
27. geography, travel (47) (48) (65) (67) (117) (146) (192) (195) (208) (210) (211) (273) (276) (279) (285) (302) (335) (357) (358) (364) (397) (399) (419) (456) (468) (477) (510) (522) (539) (562) (570) (587) (597)
28. government, politics (48) (146) (150) (181) (192) (195) (208) (273) (276) (285) (297) (302) (335) (357) (397) (419) (468) (539) (570) (587) (596) (597)
29. history, anthropology (47) (48) (146) (150) (181) (192) (195) (196) (208) (210) (255) (273) (276) (279) (285) (302) (357) (397) (419) (456) (468) (477) (508) (510) (522) (539) (562) (570) (576) (587) (597)
30. social problems (48) (110) (140) (146) (192) (195) (208) (273) (302) (357) (366) (397) (419) (468) (522) (562) (570) (587)
31. photography (146) (177) (208) (211) (229) (273) (276) (357) (419) (468) (570) (587)

## V BOOKS

1. on AV education (357) (385) (562) (578) (579)
2. communication arts (59) (357) (412) (437) (455) (501) (562) (563)
3. sources of teaching materials (401) (562)
4. pictorial histories (501)
5. art (357) (501) (562)
6. recorded books (121) (184) (455) (507)
7. AV technology (385) (563)

## W LANGUAGE

### LABORATORIES

1. consoles (14) (55) (56) (120) (147) (170) (216) (247) (278) (322) (323) (351) (359) (361) (378) (382) (390) (452) (461) (470) (485) (569) (571) (583) (595)
2. student recorders (14) (20) (55) (56) (120) (147) (163) (170) (216) (247) (278) (319) (322) (323) (359) (377) (378) (382) (390) (452) (461) (470) (485) (546) (569) (571) (583) (595)
3. speaker - microphones (55) (56) (120) (147) (163) (170) (216) (247) (322) (323) (351) (359) (361) (378) (382) (390) (452) (455) (461) (470) (485) (488) (500) (519) (569) (571) (595)
4. mobile centers (61) (120) (246) (359) (377) (390) (402) (452) (455) (461) (569) (571)
5. headphones (21) (55) (56) (61) (120) (147) (163) (170) (216) (247) (311) (319) (322) (323) (359) (361) (377) (378) (382) (390) (452) (455) (461) (470) (488) (571) (583) (595)
6. furniture (26) (56) (120) (147) (323) (351) (359) (390) (452) (461) (470) (571)
7. wiring (120) (147) (323) (359) (452) (461) (470) (571)

## X TEACHING MACHINES

1. manual, mechanical (80) (175) (180) (220) (239) (470) (505) (540) (599)
2. electronic (220) (323) (359) (416) (452) (470) (532) (540) (571) (599)
3. programming (175) (180) (220) (470) (540)
4. electronic trainers (302) (452)
5. test equipment (452)

## Y MISCELLANEOUS

1. carrying cases, general (71) (199) (205) (263) (264) (307) (355)
2. shipping cases, general (71) (199) (205) (263) (307) (452)
3. storage cabinets, general (307) (338) (400)

# TRADE DIRECTORY FOR THE AUDIOVISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

### FILMS

**Association Films, Inc.** (PD)

**Headquarters:**  
347 Madison Ave., N. Y. 17, N. Y.  
**Regional Libraries:**  
Brood at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Bailey Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Chapel Films** (PD)  
Div. McMurry Audio Electronics, Inc.  
P. O. Box 179, Culver City, Calif.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Film Research Company** (PD)  
Onamia, Minnesota  
Forest Indian and Science Films

**Ideal Pictures, Inc.** (D)

**Home Office:**  
58 E. South Water St., Chicago 1, Ill.  
**Branch Exchanges:**  
1840 Alcairax Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 — 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
55 NE 13th St., Miami 32, Fla.  
52 Auburn Ave., N.E. Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
614 — 616 So. 5th St., Louisville 2, Ky.  
1303 Prytanis Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
40 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
1915 Chicago Ave., Minneapolis 4, Minn.  
3400 Nicollet Ave., Minneapolis 8, Minn.  
1402 Locust St., Kansas City 6, Mo.  
3743 Gravois, St. Louis 16, Mo.  
6509 N. 32nd St., Omaha 11, Neb.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio  
2110 Payne Ave., Cleveland 14, Ohio  
West Penn Bldg., Suite No. 204, 14 Wood St., Pittsburgh 22, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 So. Third St., Memphis 3, Tenn.  
2434 S. Harwood, Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Beretania St., Honolulu, T.H.

**International Film Bureau** (PD)  
57 E. Jackson Blvd., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryon St., Dallas, Tex.  
5023 N. E. Soudy Blvd., Portland 13, Ore.  
1311 N. E. Bayshore Dr., Miami, Fla.

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.**

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Christian Education Press Filmstrips** (PD)  
Religious Subjects  
1505 Race St., Philadelphia 2, Pa.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 13

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**DuKane Corporation** (M)  
St. Charles, Illinois

**Viewlex, Incorporated** (M)  
35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 (FS) Haddon Rd., Woodmere, L.I., N.Y.  
All sizes—Immediate delivery

## GLOBES — Geographical

**Denayer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denayer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byron, Inc.**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

**Geo. W. Calburn, Inc.**  
164 N. Wacker Drive, Chicago 6, Ill.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Victor Division, Kalart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denayer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denayer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co.** (MD)  
315 W. 43rd St., New York 36, N. Y.  
**S.O.S. Cinema Supply Corp.** (MD)  
602 W 52nd St., New York 19, N. Y.  
6331 Hollywood Blvd., Hollywood 28, Cal.

## READING IMPROVEMENT

**Psychotechnics, Inc.**  
105 W. Adams St., Chicago 3, Ill.  
Mfrs. of SHADOWSCOPE Reading Pacer

## RECORDS

**Children's Music Center, Inc.** (D)  
5373 W. Pico Blvd., Los Angeles 19, Calif.  
**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.  
**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.  
**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.  
**Melroam Records** (PD)  
Brookhaven, N. Y.  
(History through Ballads & Folksongs)  
**Monitor Recordings, Inc.** (PD)  
413 W. 50th St., New York 19, N. Y.  
Russian, French, Spanish Language Materials  
**Music Education Record Corp.** (P)  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra)  
**Spencer Press, Inc.** (D)  
179 N. Michigan Ave., Chicago 1, Ill.  
Free School & Library Catalog of Columbia Records

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## SCREENS

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Morton Grove, Ill.

## SLIDES

**Key:** Kodachrome 2 x 2. 3/4 x 4 1/4 or larger  
**Keystone View Co.** (PD-4)  
Meadville, Pa.  
**Meston's Travels, Inc.** (PD-2)  
3801 North Piedras, El Paso, Texas  
**Walt Sterling Color Slides** (PD-2)  
224 (ES) Haddon Rd., Woodmere, L.I., N. Y.  
4,000 slides of teacher world travels

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## Local AV Dealers

### Illinois

**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

### New Jersey

**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark,  
N. J.

### Ohio

**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Massillon,  
Ohio



# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Sources, page 310. For more information about any of the equipment and materials announced here, use the enclosed reader service postcard.

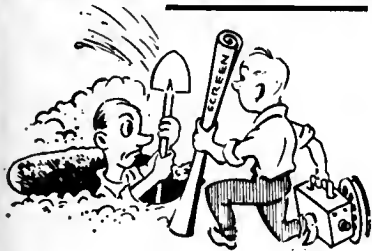
## CAMERAS—Movies & TV

**Transistorized CCTV Camera**, cylindrical in design, 5½" diameter 11¾" long; withstands shock and noise without special protective housing; 650-line horizontal resolution; operates on only 18 watts input, provides 1.0-volt composite video output; works down to 1.0-footcandle scene illumination; circuitry uses only one tube. GECOMPRO.

## CAMERAS—Accessories

**Safe-look Speed Tripod** features 3-directional head. \$22.50. Heavy duty "Speed-pro" model, max height 68" from

## DON'T TAKE YOUR AUDIO-VISUALS INTO A DARK HOLE



You can now project visuals in normal room light!

Using new, modern LENSSCREEN rear projection screens, visuals are presented easily, efficiently. Audiences are alert and in full control of instructor.

For the first time in A-V history, here is a screen that meets the standards of modern education. Images are sharp, bright, true in color and contrast. Viewing is easy, at any time, with no loss of time, no interruption.

Send for complete kit of LENSSCREEN A-V Ideas—helpful, revealing. You'll be glad you did.

**POLACOAT Inc.**

9710 Conklin Road

Blue Ash, Ohio

closed length of 43"; pneumatic device controls 11" rise in center column. \$44.50. GRAFLEX.

## PROJECTORS—Movie

**Bolex 8mm Sound**, "Sonorizer" unit attaches to Bolex M-8 and some other 8mm movie projectors to add and play sound on magnetic-stripped 8mm film. The 30-mil stripe is added after the film is processed. Aperture to sound takeoff distance reportedly differs from that of the Fairchild and Eastman 8mm sound projectors previously announced. Wt. 28½ lb. \$250. BOLEX.

**Kalart-Victor Series 70** sound-on-film projectors offer choice of 15 watt in single or dual (Classmate) case models; also 25 watt, with inputs for two speakers, phonograph and microphone; and a console combination of motion picture and still projectors, 4-speed record player and tape deck, microphones, either 9" or 12" speaker, all mounted on a wheeled projection stand. VICTOR ANIMATOGRAPH.

## PROJECTORS—Still

**Flashlight Still Projector** operates on 6-volt lantern or 8 flashlight batteries, also on car battery or (with transformer) on AC line. Filmstrip only, with plastic lens \$24.95. Slides only, with Airequipt automatic changer \$29.95. (No combination model). Glass lens, add \$6.50. AC transformer \$7.95. Car battery connection \$1.95. Transistor radio-phonograph, operates on 4 flashlight batteries, \$49.95. MITCHART.

"PhD" Filmstrip-Slide Combination features spring lock framing; spin-back device speeds review and repeat showing; converts instantly to slides, 2x2 or bantam; 500w; 5" f:3.5 lens. Ties into 4-speed, single-case phonograph-amplifier, complete \$169.50; phono-

graph-amplifier, complete \$169.50; phonograph alone \$80. VICTOR ANIMATOGRAPH.

**1200-Watt Slide Projector**. New model "Selectroslide" features 1200-watt lamp. Show up to 48 slides, continuously, automatically; matched condensers for lenses from 1¼" to 12", front-surfaced reflector. Also new 750-1000 watt model. SAUPPE.

## PROJECTORS—Accessories

**Audi-Viewer** for rear-projection on 24" x32" Polacoat screen, 6x9" oval speak-



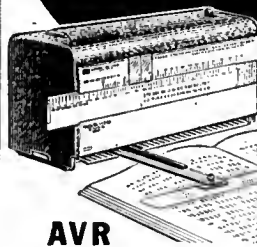
**4 SPEED RECORD & TRANSCRIPTION PLAYERS**

Write for illustrated catalog

**AUDIO-MASTER**

17 E. 45th St., New York

## NOW IN THOUSANDS OF CLASSROOMS!



BEST... because it has passed the classroom test

AT A COST AS LOW AS **37¢** PER PUPIL\*

## AVR RATEOMETER

Tops the list of America's Reading Learning Aids because of its proven performance

**IT'S VERSATILE**... fits into any reading improvement program.

**IT'S ACCURATE**... Lifetime electric motor provides clock accuracy, trouble-free service.

**STUDENT CENTERED**... requires minimum assistance. Students master its use in minutes.

**EASY ON BUDGET\***... Actual classroom experience over a 5-year period shows that costs run as low as 37¢ per pupil.

Teachers say: "Pupils love working with them" ... "best of its type" ... "more convenient" ... "so quiet" ... "flexible and adaptable" ... "rate increase 70 to 300%."

Complete with manual, carry-case, \$39.95  
5 to 9 units, ea. \$35.95 • 10 or more, ea. \$33.95

Satisfaction guaranteed or money refunded

Send orders to

**AUDIO VISUAL RESEARCH**

Dept. U08 523 S. Plymouth Ct., Chicago 5

FACTORY: Box 71, Waseca, Minnesota

**SIMPLE! EFFECTIVE! DURABLE!**

## NEW! The WILD RICE Story...

"Mahnomem—Harvest of the North"  
... Selected as a U.S. Entry in the 1960 Edinburgh and Venice Festivals, this documentary film shows the ancient Chippewa "water" harvest of WILD RICE, stressing its importance, past and present, to the life of the northern forest Indians.

**History—Social Studies—Geography**

17 Min. Color \$170

Library of Congress No. Fi A60-526

Preview prints from

**FILM RESEARCH COMPANY**

Box 1015, Minneapolis 40, Minn.

# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.



**Ulysses**—In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

**The Vikings**—In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson in Mythology**—Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50. With guide, \$7.80.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$7.00. With guide, \$7.30.

**Knights of the Round Table**—A set of two filmstrips. Part One, black-and-white, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, full color, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**The Glass Slipper**—The charming fairy tale of *Cinderella*, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50. With guide, \$7.80.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Richard III**—Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**Alexander the Great**—Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe**—In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$4.00.

**Hansel and Gretel**—In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kine-mins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth**—In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

**Shakespeare Series**—Eight black-and-white filmstrips dealing with Shakespeare's life, theatre, and plays. Each of the filmstrips on his plays is made from photographs taken from a photoplay, presenting a complete synopsis of the play, **Introduction to William Shakespeare** (40 frames); **Shakespeare's Theatre** (43 frames); **Hamlet** (62 frames); **Macbeth** (45 frames); **Romeo and Juliet** (62 frames); **A Midsummer Night's Dream** (53 frames); **As You Like It** (50 frames); **Henry V** (42 frames). Set of 8 filmstrips—\$28.00. Each filmstrip—\$4.00.

EDUCATIONAL & RECREATIONAL GUIDES, Inc.

10 Brainerd Road, Summit, New Jersey

# COMPCO

professional quality reels and cans  
are preferred by...

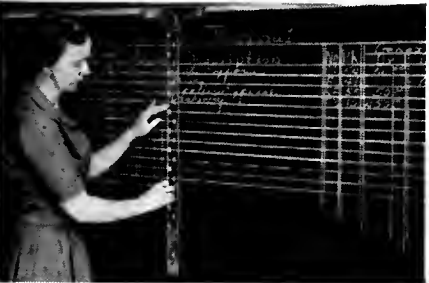
**WILDING**  
Communications  
For Business



Only CompcO offers "a new dimension in quality" recognized and accepted by leaders in the movie making industry. CompcO's superiority is attributed to a new, major advance in film reel construction—resulting in truly professional reels that run truer, smoother, providing lifetime protection to valuable film. CompcO reels and cans are finished in a scratch-resistant baked-on enamel, and are available in all 16 mm. sizes—400 ft. thru 2300 ft. For details and prices write to:

**COMPCO** corporation  
1800 N. Spaulding Ave., Chicago 47, Ill.

## More time for teaching



## NEW L & L T-Rule

Draw geometric figures — business forms — shop drawings . . . Fast! Rule chalkboards with vertical lines — horizontal lines — curved or diagonal lines . . . Simply — Easily — Rapidly. New L & L T-Rule attaches to any chalkboard in 7 minutes. Ideal for bookkeeping, geometry, shop, music, and other classes.  
Ask your School Supply Dealer or write:

**MASTER ADDRESSER COMPANY**  
6500-EA West Lake Street Minneapolis 26, Minn.

er, 13mm f:1.5 wide angle lens, built-in extension cord, laminated wood cabinet and stand on 6" semi-pneumatic wheels. \$487.50. SARAV

**Filmstrip Viewer** offers 3x enlargement, 45-degree viewing angle, wt 24 oz., \$14.95. GRAFLEX

**Gate-Cleaning Film Leader.** A thicker, impregnated leader, spliced at the head of projection prints, cleans the film channel and prevents off-sprocket threading, thereby minimizing film damage. 500' roll 16mm single or double perf \$60. Available also in 35mm and 70mm. PHOSPEC.

**Slide Editor** illuminated metal-clad light box for viewing and arranging slide sequences preparatory to showing. 4200 Kelvin luminant. \$13.98 MAST

"Technamation" attachment for overhead projector applies Polaroid principles to simulate animation of still transparencies. DO-it-yourself production kit. AMERICAN OPTICAL

### SOUND EQMPT.— & Accessories

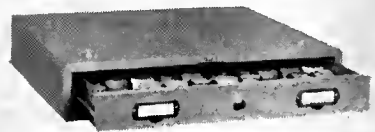
**Citizens Band Mikes**, in six models. 40-8,000 cps, high impedance, either ceramic or crystal construction. With slide lock switch \$12.50; without \$10.60. AMMIKE.

"Classie" **Tape Recorder** for school and institutional use features two speakers, storage compartment, built-in tape splicer, transformer-powered amplifier, wt 25 lb. \$244.50. GRAFLEX

**EVERYTHING IN ELECTRONICS  
FREE ALLIED 1960 CATALOG**  
Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.  
**ALLIED RADIO**  
100 N. Western Ave., Chicago 80, Ill.

**PAT DOWLING PICTURES  
SCIENCE FILMS  
(IN COLOR)**  
For Elementary Through High School Grades  
— SALE ONLY —  
Write for List of New Releases and Study Guides and Previews  
1056 So. Robertson Blvd., Los Angeles 35, Calif.

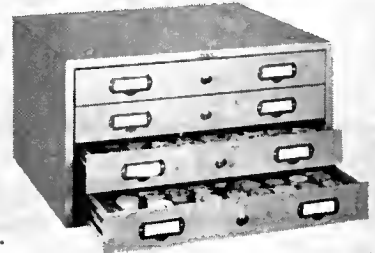
## VERSATILE!



Holds 100 Filmstrips **No. 4E \$19.90**



Holds 200 Filmstrips **No. 24 \$35.80**



Holds 400 Filmstrips **No. 400 \$54.80**

## Standard

### FILMSTRIP LIBRARY PLANS

- Start with any unit, add other units as your library grows.
- Each will lock-stock with any other.
- Individual, key-numbered compartments.
- Silver-grey hammerloid finish.
- Special floor bases also available.

The time-saving, money-saving way to get more filmstrips used; get maximum use of all titles. Plans and materials are provided for organizing and administering your filmstrip library.

Thousands of schools now use Standard Filmstrip Library Plans for safe, economical storage . . . easy distribution and record-keeping. Write for catalog showing filing systems for filmstrips, sound filmstrips, disc records, sound records, recording tape and 2x2 slides.

**JACK C. COFFEY CO., INC.**  
710 Seventeenth St. NORTH Chicago, Ill.

A thoroughly tested "prep" course in

## COLLEGE ENTRANCE ENGLISH

Recorded on seven 12" LP records (14 sides) plus 104-page textbook for classroom teaching or home study

### The ANATOMY OF LANGUAGE

by Morris Schreiber, New York City principal, author, instructor in English, drama, poetry.

A new teaching tool which will help to vitalize and dramatize classroom instruction. Excellently adapted for modern self-instructional techniques in and out of school.

9108 list price \$52.50. School net \$42.00

Send for free pamphlet describing in full content, utilization, evaluation.

## FOLKWAYS RECORDS

117 W. 46th Street, New York 36, N. Y.

## SLIDE MAKING EQUIPMENT

### IDEAL 3 1/4 x 4" LANTERN SLIDE MATS

The Professional Standard For 50 Years!

Package - 25 mats.....50c  
Box - 100 mats .....\$1.85  
1000 in bulk (not assorted) .....\$15

● "RIGHT SIDE UP" Red Spot Identification Labels: Quality-White-gummed-Accepts Ink No 4008 Box of 250.....\$3



● Type Your Own Slides on B&J RADIO MATS Special carbon for writing or typing titles - transparent cellophane and masking mat included. White, amber or green.

2x2" (100 slides) \$2 — 3 1/4 x 4" (50 slides) \$1.50

### NEW SLIDE FILE

Notebook style—displays 12 slides in full view The VUE-FILE mount fits standard 3-ring binder. No. 4010.

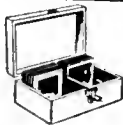
Box of 25.....\$8.75  
Box of 100 \$35.00

SPECIAL—# G4010 to fit glass mounted slides. Box of 100.....\$40.00



### LANTERN SLIDE FILE BOX

Individual slide grippers hold 76-3 1/4 x 4" slides. Leatherette-covered wood. Handle. No. 4011.....\$7.50



### FREE CATALOG — 132

Pages of Photo Equipment

62nd ANNIVERSARY

Greatest Lens Offerings!

Cameras — Regular, Industrial and Scientific! En-

largers — Solar etc.! Light-

ing, etc.! Accessories —

Write to: "ESAG 8/60."



## BURKE & JAMES, INC.

321 S. Wabash Chicago 4, Illinois

**Classroom Radios.** AM and FM table model radios with identical output and speaker systems provide a balanced team for reproducing AM-FM stereo simulcasts, while usable separately for their own respective reception. Each has 10-watt output, 9" oval dual-cone speaker. Available also are AM-FM 15-watt table model, and "Music Room" FM model 12-watt, dual 9" speakers. NEWCOMB.

**Stereo Phonograph.** New model 900 includes Garrard RC-210 changer, diamond needle stereo cartridge, ASR-333 stereo amplifier with peak power capability of 48 watts, two RS-401 Acoustical Labyrinth loudspeaker systems. Mahogany finish \$279.95; others \$389.95. STROMBERG-CARLSON.

**Transistorised Miniature Tape Recorder,** battery powered (penlight cells), 32 min per tape, 2 min rewind, 100-4,000 cps response at 3 3/4 ips, complete with recording mike, 2-way telephone mike, earphone, carrying case, 3" reel of tape. \$97.50. UISC.



**Upright Cideotape recorder** affords all the facilities of the stockier professional console, requires 11 sq. ft. floor space instead of 19; weight approx 500 lb. instead of 780. Like the large machine it may be equipped for color and for inter-synchronizing live, network, taped, and filmed material on composite tape. AMPEX.

## SCIENCE FILMSTRIPS

SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
BIOLOGY ATOMIC ENERGY  
PHYSICS GENERAL SCIENCE  
CHEMISTRY MICROBIOLOGY  
BIKE SAFETY BUS SAFETY

Science filmstrips available under NDEA—Title III.

## VISUAL SCIENCES

Box 599E Suffern, New York



AT LAST... A COMPLETE FILM ON

## CREATING CARTOONS



Through the use of cartoon animation, this pleasant film delights and encourages the average student to try his hand at this very popular art form.

Its straightforward demonstrations make it possible for the viewers to actually produce cartoons of surprising quality.

Produced by Patricia  
Films for upper elementary through college classes.  
Helps teacher at the chalkboard, too!

10 MIN. 16MM. B&W  
SALE \$60.00 RENT \$3.00

Write for your print and free catalog today!

## BAILEY FILMS, INC.

6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

## MISC. ITEMS

**AC-DC Projection Meter** designed to project large image on screen so whole class can see readings. Free booklet shows how it may be used with projection set-ups already in the school. See-through meter \$31. CENSCI.

**Anti-Static Chemical** applied to films records, plastics generally, and various industrial processes counteract static formation, dust attraction, adhesion. Qi sample \$3.85. MERIX.

**Anti-Static Wetting Agent,** Automati chemical control against dust-attraction static is achieved by adding this new chemical to rinse water like a wetting agent. Prevents water spots.

Election Year 1960

## TODAY'S STUDENTS TOMORROW'S CITIZENS

FUNDAMENTAL DEMOCRATIC PROCESSES PRESENTED IN TWO AWARD-WINNING FILMS:  
\* VOTING PROCEDURES  
\* THE LEGISLATIVE PROCESS

Purchase, review, or rental information available from

INDIANA UNIVERSITY audio-visual center  
Bloomington, Indiana



speeds drying time, and kills static. Effective for removing static also from filters, slide carriers, printing equipment, etc. ELECHEM.

**Double-X Pan Negative** motion picture film has 3x the speed of Plus-X and nearly the same grain, according to Eastman Kodak announcement. Exposure index 250 daylight, 200 tungsten. It comes in 100, 200, 400 and 1200 foot rolls in 16mm; 100 to 2000 foot rolls in 35mm. KODAK  
See your dealer.

**Dual Sound Editor** combines Zeiss Moviscop Viewer \$89.50 with Camart Dual Reader \$195. Choice of optical or magnetic sound reproduction head, for single or double system, complete with amplifier speaker. Viewer gives 2 1/4 x 3 1/4 picture. CAMART

**Electronic Learning Center**, designed to connect teacher with individual pupils in sound-treated cubicles in a combination of sturdy classroom furniture, dependable electronic equipment, and effective teaching techniques. AMSEAT.

**Hand-held Recognition Driller**, "Flash-X" metal holder of 40-exposure printed disks, each holds for approx 1/25th second, window may be opened for check. 18 sets 12 each of training materials ready @ \$3.60 (word recognition, spelling, arithmetic, vocabulary). Flash-X each \$7.20. EDL

**Headline Printer**, dial-operated, prints in many styles and sizes up to 84 pt. Prints on paper or film without dark-room or trays. VARITYPER.

**"Lectre-Stik" Applicator** for dry like rubber cement, rolls 1" wide adhesive stripe by means of AC-DC low power applicator. 24 bars (reportedly equal in coverage to 2 gallons of rubber cement) \$2.80; applicator \$7.95; introductory offer both for \$7.95. LECTRO

**Magnetic Calendar Chalkboard** 24x36" pre-ruled into 7 columns, 42 spaces, for magnetically attaching dates, memos, and other language-building matter involving calendar concepts. White on black, \$29.95 postpaid. VISAID.

**Magnetic Sound Striping** 8 mm-16mm. Eastman now applies magnetic sound striping to 8mm as well as 16mm motion picture film. This may be ordered simultaneously with initial processing (25 ft. 8mm roll combina-



**NEW!**

**Religious motion picture and sound filmstrip developments**

**Booth F-50**

right in front of the elevator on the Main Exhibit Floor

**1960 NAVA Convention Morrison Hotel August 6-9**



**RADIO-MAT**

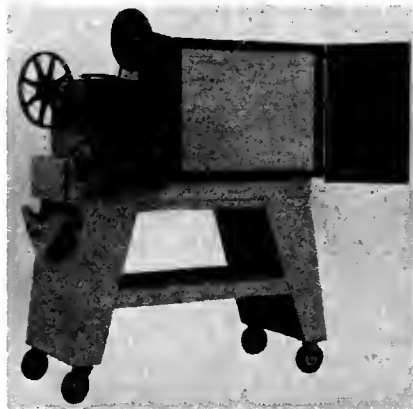
TALK from your SCREEN with your quickly TYPEWRITTEN MESSAGES on RADIO-MAT SLIDES WHITE-AMBER-GREEN ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES on your own TYPEWRITER by using RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—  
**RADIO-MAT SLIDE CO., Dept. V, 222 Oakridge Blvd., Daytona Beach, Fla.**

Something Worth Looking Into . . .



**AUDI-VIEWER SOLVES YOUR FILM PROJECTION PROBLEMS WITH ONE COMPACT, EASY-TO-OPERATE UNIT!**

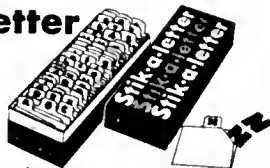
Yes, Audi-Viewer is worth looking into. It will revolutionize your film-viewing program. Now you can show films in any lighted room through the magic of rear-projection viewing. Students stay in their classrooms! Windows are open for ventilation; There is light for note-taking! Supervision is easy!

Developed by teachers to fill a long-felt need in the field of film presentation, the Audi-Viewer will more than please you.

You can put an Audi-Viewer to work for you right away by contacting your nearest dealer or writing to us directly.  
**SARASOTA AUDIO-VISUAL CORP.**  
P.O. Box 3637 Sarasota, Fla.

**Stik-a-letter**

PROFESSIONAL LETTERING TECHNIQUE



Write for literature

Stik-a-letter Co. Rt. 2, Box 1400, Escondido, Calif.

**THE FILM DOCTORS®**

**SPECIALISTS in the science of FILM REJUVENATION**

RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid**

Founded 1940

37-02C 27th St., Long Island City 1, N.Y.

**FILM TECHNIQUE INC.**



# HELPFUL BOOKS

**ADMINISTERING AUDIO-VISUAL SERVICES.** By Carlton W. H. Erickson. Covers administrative, supervisory, and technological problems, emphasizing competent performance in all service aspects. 479 pp., illustrated. Macmillan Company, 60-5th Ave., New York 11, N. Y. \$6.95.

**THE AUDIO - VISUAL EQUIPMENT MANUAL.** By James D. Flinn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO - VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE SLIDE-FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Diffor. Twelfth Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Sixth Annual Edition. 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 20th Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$9.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

tion processing \$3.75; 25 ft. magazine net \$3.40; 50 ft. 16mm magazine net \$3.70, 100 ft. 16mm roll \$8.25). Charges for "Sonotrack" coating of already processed film are 6c per foot for less than 400'; 4c for rolls longer, minimum \$3 per roll. Film is cleaned without extra charge, but bad splices mean extra billing and delay. Film should be sent wound as for projection. Work is done only in Rochester.

Transportation 4 kits INPRO ea. set includes 10 flat pix 11x14"; a 30 fr fs col; a 35p manual \$25. I: Boats, Ships and Harbor; II: Trucks and the Motor Age; III: The Freight Train as a Carrier of Goods; IV: Airplanes and the Airport. Elem.

## Directory of Sources and Materials Listed on Pages 457-462

**AMERICAN GELOSO** Electronics Inc., 312 Seventh Ave., New York.

**AMERICAN OPTICAL**, Buffalo 15, N. Y.

**AMMIKE**—American Microphone Mfg. Co., Division of GC—Textron, 412 S. Wyman St., Rockford, Ill.

**AMSEAT**—American Seating Company, 901 Broadway, Grand Rapids 2, Mich.

**BOLEX**—Paillard, Inc., 100 Sixth Ave., New York 13, N. Y.

**CAMART**—Camera Mart, Inc., 1845 Broadway, New York 23, N. Y.

**EDL**—Educational Developmental Laboratories, Inc., 75 Prospect St., Huntington, N. Y.

**ELECHEM**—Electro-Chemical Products Co., 427 Bloomfield Ave., Montclair, N. J.

**GECOMPRO**—General Electric Co., Electronics Park, Syracuse, N. Y.

**GRAFLEX**, Inc., 3750 Monroe Ave., Rochester 3, N. Y.

**INPRO**—Instructional Productions Company, 2527 Honolulu Ave., Montrose, Calif.

**LECTRO**—Lectro-Stik Co., 4155 Montrose Ave., Chicago 41, Ill.

**MAST** Development Company, Inc., 2212 E. 12th St., Davenport, Iowa.

**MITCHART**—Mitchell Art Productions, P.O.B. 25005, West Los Angeles 25, Calif.

**NEWCOMB** Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.

**PHOSPEC**—Photographic, Specialties 5170 Hollywood Blvd., Hollywood 27, Calif.

**SARAV**—Sarasota Audio-Visual Corp., P.O. Box 3637, Sarasota, Fla.

**SAUPPE**—Spindler & Sauppe, Inc., 2201 Beverly Blvd., Los Angeles 57, Calif.

**STROMBERG-CARLSON**, Rochester 3, N. Y.

**UISC**—Universal International Sales Corp., 314 Fairview Ave., Seattle 9, Wash.

**VARI-TYPER** Corporation, 720 Frelinghuysen Ave., Newark 12, N. J.

**VICTOR** Animatograph Corp., Division of The Kalart Co., Inc., Plainville, Conn.

**VISAID**—Visual Aid Materials Co., 3212 Butler Ave., Los Angeles 66, Calif.

### Let's Visit Africa

28 color transparencies mounted in "childproof" Viewmaster-type **FILM DISC**

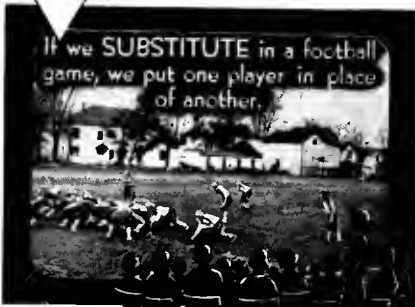
With script, study print, in sturdy folder \$2.65



**hapel Films**

P. O. Box 179, Culver City, Calif.

## Recent BEST SELLERS SVE FILMSTRIPS



- Basic ALGEBRA / TOP SEVEN in demand are basic subject sets . . . 5 are black and white . . . all are captioned . . . all recommended for purchase under Title III, NDEA.
- Basic ALGEBRA Grades 8-9. Photos of familiar objects and situations. Diagrams simplify algebraic concepts, uses, and relate with arithmetic. — 556 S, Set of 7, boxed, avg. 50 frames ea. \$20.45
  - FRACTIONS Gr. 4-5. Pictures clarify concepts. — 535 S, Set of 8, boxed, avg. 43 frames ea. \$23.40
  - SCIENCE for Beginners Gr. 3-4. In COLOR. — 425 S, Set of 6, boxed, avg. 38 frames ea. \$27.00
  - Basic WEATHER Gr. 6-9. Fine photos, diagrams. — 426 S, Set of 4, boxed, avg. 56 frames ea. \$11.70
  - EARTH and UNIVERSE Gr. 6-9. Drawings, photos. — 487-S, Set of 7, boxed, avg. 51 frames ea. \$21.50
  - Plane GEOMETRY Gr. 9-10. Photos, drawings. — 541 S, Set of 12, boxed, avg. 49 frames ea. \$35.10
  - Primary SCIENCE—Group I Gr. 1-2. In COLOR. — 424 SA, Set of 6, boxed, avg. 25 frames, ea. \$24.30

Orders Shipped Same Day Received • Catalog on Request

**SOCIETY FOR VISUAL EDUCATION, INC.**  
1345 Diversy Pkwy., Dept. AG2, Chicago 14, Ill.

**SVE** GENERAL PRECISION COMPANY **KNOWLEDGE THROUGH PROJECTED PICTURES**

To Order, check item desired. Mail entire ad.

# AUDIOVISUAL

GUIDE

September, 1960



From "Education in America:  
The 17th and 18th Centuries"  
—Coronet Films

NAVA Convention Report—page 484  
Developing Map Reading Skills—page 486

# Michigan professor uses Argus TV camera to teach TV instruction

Edward Stasheff, Professor of Speech at the University of Michigan, explains:



**NOW JUST \$595\***—the cost of a movie projector—can bring your school closed-circuit television. This new Argus Direct-Wire TV Camera transmits a clear, vivid picture with ordinary room light. It telecasts up to 1000 feet through standard co-axial cable. It hooks up to any TV receiver without interfering with regular reception. It can produce the same picture on several receivers at once, or as many as four cameras can be channeled to a single receiver. It costs about one third as much as other closed-circuit TV cameras.

*\*price includes 1-inch, f/1.9 lens; telephoto and wide-angle lenses available at modest extra cost*

**argus**  
GENERAL TELEPHONE & ELECTRONICS 



"For my course in TV production, I need a camera that is compact and easy to move between studio and classroom, yet gives me sharp, clear results."



"The Argus Direct-Wire TV Camera gives me the picture quality I need with nothing more than normal room light."



"It attaches to any TV receiver, warms up in just five minutes. And you don't have to be an engineer to operate it."

Available for purchase under the  
National Defense Education Act.

**argus AV** Audio-Visual Systems  
Ann Arbor, Michigan

**WRITE FOR FREE BOOKLET:**  
How to use Direct-Wire TV as a low-cost educational tool.

Argus A/V Systems Dept. AA  
Argus Cameras, Inc.  
Ann Arbor, Michigan

Name \_\_\_\_\_

School \_\_\_\_\_



## The Authors

Dr. Bathurst is associate professor of education at Fresno State College, Fresno, Calif., teaching elementary and audiovisual education. He has presented the material in this story to several of his classes at the college and university level and says he has found reflected there the growing interest in building map reading abilities of the young.

Helen Carlton is audiovisual coordinator at St. Petersburg Senior High School, St. Petersburg, Fla. She is an old friend of *EdScreen and AV Guide*; for another of her light but deft contributions see the issue of March, 1956.

Samuel Rubinstein is an instructor at Junior High School No. 104 in New York City.

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

September, 1960 Volume 39, Number 9, Whole Number 389

## EDITORIAL

482 The Ultimate Up Until Now

## ARTICLES

484 NAVA Convention Report

486 Developing Map Skills *Leonard H. Bathurst*

489 Film Earphones in Classroom *Samuel R. Rubinstein*

490 "I Can Dream, Can't I?" *Helen Carlton*

## DEPARTMENTS AND FEATURES

467 The Authors

468 AV Business News

478 News

478 Calendar

492 Filmstrips *Irene Cypher*

494 Film Evaluations *L. C. Larson, Carolyn Guss*

497 AV in the Church Field *William S. Hockman*

499 Audio *Max U. Bildersee*

502 Trade Directory for the AV Field

503 New Equipment and Materials

513 Helpful Books

514 Directory of Sources

515 Index to Advertisers

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. I. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations. IRENE THORSON, Editorial Assistant.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years. \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00. CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

ADDRESS ALL MAIL (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

ENTIRE ISSUE COPYRIGHT 1960 BY  
THE EDUCATIONAL SCREEN, INC.



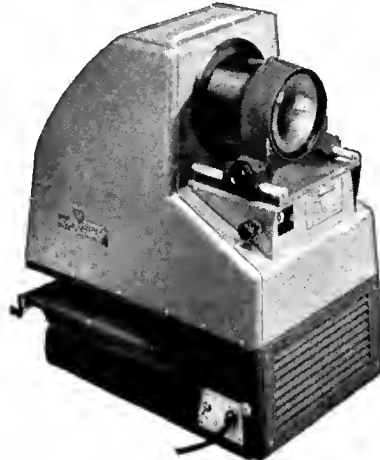
## AO OPAQUE DELINEASCOPE

### LIGHTER AND BRIGHTER

AO's New High Speed Opaque Delineascope projects a brighter image than any other opaque projector. Improved, large-diameter, coated projection objective delivers a full 145 lumens to screen. You have clearer image definition in tone, contrast and detail... from edge to edge, from corner to corner of the screen. And, it's lighter than ever... only 29 lbs.

### RIGHT SIDE CONVENIENCE

New, modern styling and design places all adjustments on the right side of the instrument... where they belong. You operate switch, focus knob, optical pointer and handy roll feed... quickly and easily. Extra deep copy platform positions and locks instantly at any desired level... accommodates material up to 2½ inches thick. Every detail has been planned for your convenience.



### SERVICEABILITY

Large hinged access door makes it easy to replace bulb and clean reflecting mirrors. All-glass reflecting mirrors will not tarnish or deteriorate. AO's exclusive glass reflecting surfaces plus sturdy "unitized" construction assure projection precision that will withstand vigorous classroom use. You can be sure that your AO Opaque will still produce the brightest screen image, even after years of service.

# AV industry news

#### EBF T/Mc Programs

Encyclopaedia Britannica Films, Inc., has started production of "programs" for use in self-instruction teaching machines. Initial subject areas now ready are high school and college math and foreign languages, the latter with an "added audio component"—a pre-recorded tape cartridge" containing key sounds and phrases which are fed to individual student earphones on cue from the printed program." The EBF "Tcmac" programs are expected to be available soon in two forms (a) for the teaching machine and (b) the programmed textbook, "a unique kind of book which also provides a sequential, organized presentation." Next in line for "program" treatment are similar factual subjects such as English grammar and spelling and Latin.

#### Animation Workshop

More than 100 artists and technicians representing 70 firms and organizations attended a 4-day workshop in film animation techniques sponsored by Florman & Babb June 12-15 at New York's Trade Show building. Film producers and advertising agency executives were the panelists who carried the course from idea to storyboard to camera and eventually to audience.

Warren Portman, designer of the stand used at the workshop, led several sessions; a trip was taken through the Du Art lab; and Arthur Florman outlined the possibilities of low budget in-plant and small studio animation



Ernest Pittaro, Dancer-Fitzgerald-Sample, Inc., talks on animation techniques.

production. The technical up-grading and business building potential of this first animation seminar augurs similar events in the future.

(Continued on Page 472)



American Optical  
Company

INSTRUMENT DIVISION, BUFFALO 15, NEW YORK

Dept. J241

- Please send full information on AO's New Opaque Delineascope by return mail.
- Please have my AO Sales Representative set up a demonstration.

Name \_\_\_\_\_


Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

IN CANADA write—American Optical Company Canada Ltd., Box 40, Terminal A., Toronto, Ont.

Tells about general body  
cleanliness, complexion,  
hair, hand care

Prepared with technical  
advice of audio-visual experts,  
home economics teachers,  
medical and health  
authorities



Teacher's guide and  
student good grooming booklets  
also available

**FREE** for the asking  
Send coupon below



## Order Early Get best choice of show dates

Dial Good Grooming Movie  
Association Films, Inc.  
561 Hilgrove, La Grange, Ill.

Please send me your new 20-minute, full-color sound film on  
good grooming. Available after Nov. 1, 1960. Date wanted  
\_\_\_\_\_ ; 2nd Choice \_\_\_\_\_ ; 3rd Choice \_\_\_\_\_  
Also send me one free copy of Teacher's Guide and \_\_\_\_\_  
free copies of new student booklet.

Name \_\_\_\_\_  
(please print)  
School \_\_\_\_\_ Title \_\_\_\_\_  
School address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

ES

# AV industry news

(Continued from Page 468)

## Front and Center

In the impressive 96-page Chapman study, "Design for ETV," published by the Educational Facilities Laboratories in the course of its work under a \$4.5 million dollar Ford Foundation grant, there are 13 reading references suggested under the heading "Audiovisual Teaching Techniques and Equipment." Five of the 13 are from *Educational Screen and Audiovisual Guide*, four feature articles and our

annual *Blue Book of Audiovisual Materials*. The remainder: Eastman Kodak publications, 3; National Education Association, 3; Ozalid, 1; Modern Language Journal, 1.

## M.R.I.A. Elects

Officers of the Magnetic Recording Industry Association for the coming year are: president: Herbert Brown, Ampex; vice president: Kenneth Bishop, Bell Sound; treasurer: Charles Murphy, Michigan Magnetics; secretary: Herman Kornbrodt, Audio Devices. Board members: Hugh Daly, Magnecord; Victor Miller, V-M; Irving Rossman, Pentron; Harry Sussman, Telectro; E. Wallerstein, Everest Records.



Wertheimer at left, with Mr. and Mrs. Feldman at their plane.

## Wertheimer Back, Feldman Away

Adolph M. Wertheimer, executive vice president, Radiant Manufacturing Co., returns from European sales trip in time to see off his sales vp, Herschel Y. Feldman, on a similar trip to Israel and south European cities.

## U.S. Films Festival-Bound

The Committee on International Non-Theatrical Events (CINE) has chosen 39 non-feature type films as entries in the 1960 International Film Festivals in Venice, Edinburgh, Berlin and Vancouver. Four are university-produced; Churchill-Wexler landed two of its pictures on the list. Anna L. Hyer, executive secretary of DAVI-NEA and CINE coordinator, credits the success of U. S. entries during the past two years to the high standards set by the CINE screening group.

## DAVI at Miami Beach

The Department of Audiovisual Instruction, N.E.A., is calling for commercial exhibits at its 1961 meeting at the Deauville Hotel, Miami Beach, Florida, April 24-28. Most booths are 8 x 10 ft., a few larger, some smaller. Rates range \$190 to \$225.

## GE's Large-Screen TV

Although not yet marketed commercially, General Electric's large-screen TV used at the nominating conventions offers hopeful prospect of effective large-group use of the medium. An oversize rear-projection screen about 35 feet behind and 55 feet above the speaker's platform allowed everyone in the great convention halls to have a clear view of the speaker, and hook-

(Continued on Page 474)

**Rugged construction plus ease of handling equals...**

Everyone working with audio-visual equipment knows that your best buy is *the best you can buy!* In the case of projection screens, that's Da-Lite... a full line of wall-type and tripod models with exclusive features developed over the past 50 years by men who specialize in improved picture projection. See the all-new Da-Lite Jr. Electrol—the finest electrically-operated medium-sized wall screen ever produced. Your Da-Lite A-V dealer will gladly demonstrate!



Vidiomaster A

**Write today!**

For complete information on Da-Lite Vidiomaster Screens and name of Da-Lite Franchised A-V dealer near you!

**Specially engineered for use by schools and industry**

**Da-Lite®**  
SCREEN COMPANY  
Warsaw, Indiana



\* Trademark



# THE CLASSROOM TEACHER REMAINS IN THE CENTER OF THE PICTURE AT CORONET FILMS



Why do  
teachers overwhelmingly  
prefer  
Coronet films  
to all other  
educational  
motion pictures?

*...Because Coronet films have been produced  
solely with classroom requirements in mind!*

Even in brief screening sessions, teachers are quick to recognize that Coronet films are designed to make optimum use of limited time... to reflect basic educational concepts... and to correlate precisely with the curricula and textbooks which are the teacher's guides in daily instruction.

As she strives to make her classroom a vivid, rich center of learning, the teacher considers it an obligation to restrict her use of materials to those, like Coronet films, which help her do the most effective, specific teaching job.

Her enthusiastic approval of Coronet films is substantiated by facts. Coronet is the *only* producer with a research-script department which analyzes, unit by unit, state-approved curricula and appropriate related texts to determine fundamental guideposts for scriptwriters and film makers.

The result?—films which *truly* correlate to what is being taught... exactly and specifically.

*You may wish to investigate for yourself why Coronet films are teacher-preferred. We shall be pleased to send you a handsome, new chart correlating more than 100 science films for grades 4-6 to 30 widely used textbooks (from which you may make preview selections at no obligation) and other literature telling the complete story of Coronet Films. Merely send your request to:*

## **CORONET FILMS**

DEPT. ES-960 • CORONET BUILDING • CHICAGO 1, ILLINOIS

(Continued from Page 474)

to the deaf through schools, organizations and other groups along lines similar to the federal Braille and Talking Books programs for the blind.

**Realist Moves**

Realist, Inc., has moved its manufacturing facilities from Milwaukee to Berlin, Wisconsin, and its general offices five miles north to Menomonee Falls, Wisc. The address: N93 W16288 Megal Drive.

**Appointments at EBF**

Joseph E. Dickman has been promoted to manager of special projects, such as promoting the utilization of Encyclopaedia Britannica Films' complete science courses on film. His place as southwest manager will be taken by Grant Halladay whose Canadian assignment goes to Lael Carter, now in Ohio. Elliott Newcomb is named head of the federal government division. Raymond P. Kroggel, northeast district manager, is upped to vice president in the same territory.



Recent New York demonstration of high speed slide production as described below.

**Shot to Screen In 18 Min.**

Black-and-white 35mm slides photographed at an AV meeting in New York were projected on the screen 18 minutes later and were available in quantity for immediate delivery.

The original negatives were processed in 6 minutes in Cormac's "Unibath CC-1," dried in 2 minutes in their "Unidri," printed on Kodak High Contrast Copy Film by electronic flash in the new Heiland "Repromar" copy

**Test Films to SMPTE**

camera, processed in 3 minutes, dried in 2, and mounted and projected on the screen in another 6. Any number of duplicates could be made at once.

The Society of Motion Picture and Television Engineers has taken over the motion picture test film program formerly administered by the Motion Picture Research Council, recently dissolved.



**NEW BONUS RECORDED TAPE**

Some of our greatest popular songs — "Full Moon and Empty Arms," "Till the End of Time," "Stranger in Paradise" — took their melodies from the classics. Eight of these lovely themes — in their original classical setting — are the basis for "Classics that Made the Hit Parade."

This unusual program, professionally recorded in sparkling full fidelity on Audiotape, is available RIGHT NOW from Audiotape dealers everywhere. (And only from Audiotape dealers.) Don't pass up this unique opportunity to get a fine recorded tape at a bargain price.

**audiotape**

Manufactured by **AUDIO DEVICES, INC.**  
444 Madison Ave., New York 22, New York  
Offices in Hollywood & Chicago

**DETAILS OF THE PROGRAM**

- Borodin . . . . . Polovtsian Dances from Prince Igor (Stranger in Paradise)
- Tchaikovsky . . . . . Symphony No. 5 in E (Moon Love)
- Waldteufel . . . . . Espana Waltz (Hot Diggity)
- Chopin . . . . . Polonaise No. 6, in Ab Major (Till the End of Time)
- Tchaikovsky . . . . . Symphony No. 6 in B (The Story of a Starry Night)
- Rachmaninoff . . . . . Piano Concerto No. 2 in C Minor (Full Moon and Empty Arms)
- Chopin . . . . . Fantasie Impromptu in C# Minor (I'm Always Chasing Rainbows)
- Tchaikovsky . . . . . Romeo and Juliet Overture (Our Love)

**DETAILS OF THE OFFER**

This exciting recording is available in a special bonus package at all Audiotape dealers. The package contains one 7-inch reel of Audiotape (on 1½-mil acetate base) and the valuable "Classics that Made the Hit Parade" program (professionally re-

corded on Audiotape). For both items, you pay only the price of two reels of Audiotape, plus \$1. And you have your choice of the half-hour two-track stereo program or the 55-minute monaural or four-track stereo versions — all at 7½ ips.

See your Audiotape dealer now!

# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.



**Knights of the Round Table**—A set of two filmstrips. Part One, black-and-white, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, full color, 28 frames, tells the story of the great legend, based on the M-G-M photoplay. \$7.50.



**Alexander the Great**—Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

*Send for complete catalog.*

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**

10 Brainerd Road, Summit, New Jersey

## University Film Producers Meet At Williamsburg

Producers of educational and documentary films from colleges and universities met August 7 at the College of William and Mary in Williamsburg, Virginia, for the 14th Annual Conference of the University Film Producers Association. Host for the affair was the Film Production service of the Virginia State Department of Education.

Representatives of the major motion picture equipment companies were on hand to demonstrate the latest in movie making equipment.

## Prizes Awarded in Farm Film Foundation Show

Richard G. Turner, visual aids technologist at the New York State College of Agriculture, Cornell University, Ithaca, N. Y., won the Farm Film Foundation's 1960 Professional Improvement Award. Mrs. Edith Bennett of Washington, D. C., executive vice president of the Foundation, pre-

sented the winner with a Certificate of Award and a check for \$500 on July 18 at the annual meeting of the American Association of Agricultural College Editors being held at Oregon State University.

Kirby Brumfield, information specialist at Washington State University, Pullman, and Hays L. Fisher, senior photographer in the Agricultural Extension Service at the University of California, Berkeley, both received honorable mention certificates and checks for \$50.

## Indiana U. Conference Evaluates Airborne TV

An Airborne Television Conference and Workshop was held at Indiana University, June 27 to July 1. Over 600 educators from the project's area and from several foreign countries attended the first two days of the conference and 71 took part in the full five-day workshop.

Speakers and resource persons brought to the conference included John E. Ivey, Jr., Harold B. Cores, I. Keith Tyler, Gerald F. Winfield, Miss Martha Gable and Edgar Dale.

Airborne telecasts will begin on a six-month trial basis in January, 1961. The following September, for six hours a day, a full academic year of telecasts will begin from a plane flying over Montpelier, Indiana. Courses will be offered in elementary and high school subjects at a frequency of two to four times per week.

## Plan Florida TV Institute For Medical Administrators

On October 28 and 29, 1960, the Council on Medical Television will present "Teaching with Television: An Institute for Medical Educators."

This is a tuition course designed for educators and administrators who have expressed interest in acquiring more information on television fundamentals. These sessions and small group demonstrations will be taught by educators actively using television, and illustrated examples will be drawn from among the 23 medical schools now using television for medical education and research.

The first day of the Institute, Friday, October 28, will be held at the University of Florida College of Medicine in Gainesville. On Saturday morning, October 29, participants will board a chartered bus for Jacksonville

### Cover Scene

Ah, 'twas ever thus . . . a fella just can't enjoy himself on the way to school on a beautiful September morning. Only a half-hour late and you get the old what-for from the schoolmaster.

Of course, this scene goes back about 250 years. *Education in America: The 17th and 18th Centuries* is a 16-min. production of Coronet Instructional Films.

where Dr. Max Michael will demonstrate the use of an open-circuit "scrambled image" TV system as an aid to graduate and postgraduate education. This presentation will employ the microwave link connecting Jacksonville with the medical school at Gainesville.

## NEA Departmental Status Voted to School Librarians

In action taken at its annual conference in Los Angeles, the National Education Association voted departmental status to the American Association of School Librarians, June 30,

## WHEELIT

IS ALWAYS READY!



—ready to use  
—ready to move  
ANYWHERE!

Saves time and effort in transporting projectors, amplifiers, tape recorders and other heavy equipment from room to room, floor to floor, building to building. Beautifully designed. Perfectly balanced. Precision engineered. Durably constructed.

### Folding and Non-Folding

Folding type Wheelit fits easily into auto trunk, with ample room for other equipment. Non-folding model for interior use. Either may be locked in stationary position to serve as projection table. Prices—\$29.95 to \$79.50.



See your supply dealer or write Dept. EP

**GRUBER PRODUCTS CO.**  
Toledo 6, Ohio

## Calendar

September 24 – October 2 – International Congress on Medical Photography and Cinematography, Cologne, Germany.

September 28-30—Illinois Audiovisual Education Association, Aurora, Ill.

October 10-13—Industrial Film and AV Exhibition, New York City.

October 14-15 – Society of Photographic Scientists, Engineers, Washington, D. C.

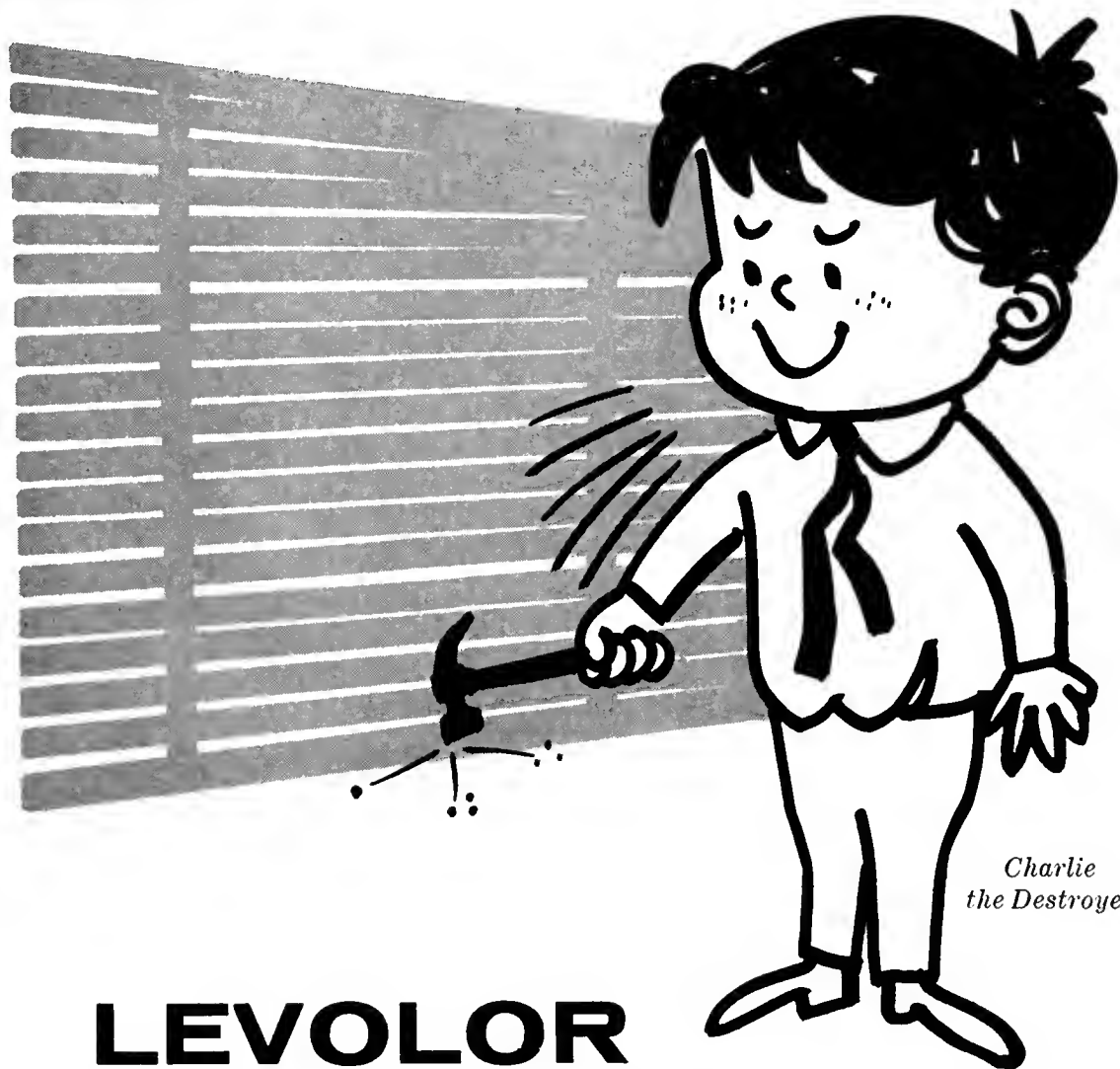
October 14-17—National Association of Public School Adult Educators—Adult Education Association, Denver.

October 19—November 1—San Francisco Film Festival.

October 27-28 – TV Institute for Medical Educators, Gainesville, Fla.

October 28-29—Southern Section Conference, Audio-Visual Education Association of California, Pasadena.





*Charlie  
the Destroyer*

# LEVOLOR BOTTOM RAILS CAN TAKE IT!

Yes, you can depend on the husky .025 metal and the triple "U" forming. LEVOLOR bottom rails are truly HEAVY DUTY—made to take use and abuse.

Information that insures the best installation possible is a service all LEVOLOR representatives will give

you. They will submit a prospectus covering every detail of your Venetian Blind installation—help with the specifications and make a final inspection *after* the blinds are installed. It is a service that guarantees good specifications and good Venetian Blinds.

**LEVOLOR** VENETIAN BLINDS

**AUDIO-VISUAL**

**CONVENTIONAL**

**SKYLIGHT**

Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

1960. The 5,000 delegates who make up the representative assembly, the policy-forming body of NEA, approved the action by which AASL becomes an NEA department while continuing its status as a division of the American Library Association.

Headquarters of the AASL will remain at the American Library Association in Chicago with Eleanor Ahlers as executive secretary of the division. A staff member of NEA, as yet unnamed, will act as liaison between the two groups.

### U. of Chicago Lab School Appoints Field Coordinator

A field services coordinator has been appointed for the laboratory school of the University of Chicago. This new position was created primarily, it is said, because of the problems involved in arranging field trips for large numbers of students.

The major responsibilities of the field services coordinator, according to the university, will include arranging transportation, making contacts

at the places to be visited, preparing proper release forms, and securing materials to be used in planning the trip with the students. In some cases the coordinator will meet with the group prior to the trip and discuss the geography or culture of the area to be visited. He will also document the trip photographically if the resulting materials could be of instructional value to the teacher involved.

About 80 trips off campus for the lab school were planned for the coming year. This is about three times as many as had occurred prior to this service. A resource file is gradually being developed for use as a reference for the teachers.

#### Two AV Books Available

Educational Screen has a limited supply of two volumes, *Picture Values in Education*, and *Comparative Effectiveness of Some Visual Aids in Seventh Grade Instruction*, both by Joseph J. Weber. One or both are available upon written request at a cost of one dollar each to cover postage and handling.

## The Passing Parade in Educational Screen

### 10 Years Ago

A coordinated schedule of the tional Audio-Visual Convention, Chicago's Sherman Hotel, July Aug. 2. . . . Film Council of America senate meeting. . . . EFLA general sessions and six group meetings, also joint meetings with FCA, NAVA, the Midwest Forum on Audiovisual Aids. Speaker: Roy E. Larsen, president of TIME, Inc., and chairman of the National Citizens Committee Better Schools. . . . Seerley reported 27,257 sound motion picture projectors in 24,314 U. S. high schools. . . . James Card, of Eastman Kodak and George Hamilton, Keystone Visual Co., wrote about early equipment

### 20 Years Ago

Editor Nelson L. Greene reported 605 "judges" in 36 states individually evaluated 1807 different educational films after actual use with classes. The new zonal plan for DVI-NEA tended to put every teacher within easy travel distance of the annual zone meeting and anticipating a percent increase in membership (400). . . . Continuation (18th installment) of A. E. Krows' history of "Motion Pictures—Not for Theatres." Report by E. C. Waggoner and Cochran on the second Midwest Forum on Visual Teaching Aids. Query, by J. E. Hansen, "Where are we going in visual instruction?" Chicago schools buy 40 more motion picture projectors bringing total to (sound and silent), also \$8,000 worth of Eastman, Yale and Erpi films. A 4-page, 4-color SVE advertisement of Kodachrome slides.

### 30 Years Ago

The National Academy of Visual Instruction (Ellsworth C. Dent, secretary) announced a directory of more than 1,000 directors and producers of visual aids throughout the United States, price \$1, free to members. . . . The NEA Department of Visual Instruction's meeting at Columbus, Ohio, had as topics "Citizenship Learning as a Vital Value in Education" and "The Art of Living: A Vital Value in Education." J. C. Hollinger, president; F. C. Deane Clusky, vice president; B. A. A. baugh, local arrangements chairman.

## A New Concept in Language Training— TUTORETTE



TUTORETTE, a complete, closed circuit language lab. for individual or group instruction, is a compact, light weight, practical and economical language training unit. TUTORETTE adds amazing LSP (Live Sound Playback) to all standard language records.

LSP LIVE SOUND PLAYBACK lets students hear their own voices repeating the recorded material through the individual LSP microphone-earphone system. TUTORETTE is a 12 watt, true high fidelity, 4 speed record player and PA system. Ask your dealer about TUTORETTE.

**AudioIronics**  
Corporation

All ATC products are transformer powered for complete safety.

Box 505, North Hollywood 6, California

# 3 BIG REASONS

## WHY YOU SHOULD BE USING

# SCHOOL MASTER\*

### FILMSTRIP and SLIDE PROJECTORS



SCHOOL MASTER 750 shown with exclusive accessory rewind take-up and semi automatic slide changer.

- ① *Your teaching efforts are more effective when a School Master's brilliant projection is used. Pupils comprehend faster with the brighter, more detailed image . . . projection problems are minimized.*
- ② *You can use Filmstrips or 2 x 2 slides with a School Master . . . a dual-purpose machine that utilizes the two most popular and effective visual materials. Conversion from one to the other is quick and easy . . . in seconds . . . without tools or removal of parts.*
- ③ *You concentrate on teaching, not the projector. So simple is its mechanism . . . so sure its operation, the School Master is easy for anyone to use.*

School Masters, available in 500 and 750 watt manual or remote control models, are priced from \$84.50. Exclusive accessory rewind take-up allows filmstrips to be rewound into storage container automatically.

## GRAFLEX® AV RECORD PLAYERS

Light-weight, compact, dependable, Graflex AV Record Players were designed specifically for classroom use. Features: Astatic Power Point Dynamic Cartridge with two long-life sapphire needles; Micro-Balanced Tone Arm; High Fidelity Speaker; four speed floating turntable plays records up to 12" diameter; built-in jack for external speaker (AV-II only). Two models: AV-I (3 watts); AV-II (6 watts). Both models have sturdy, precision-built cases covered with attractive two-tone scuff-proof fabric.

For additional information on the equipment shown, see your Graflex A-V dealer. Or, write Dept. ES-90, Graflex, Inc., Rochester 3, N. Y. A subsidiary of General Precision Equipment Corporation.

Prices subject to change without notice.



**GRAFLEX®** 

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

# The Ultimate Up Until Now

*Paul C. Reed*

We've never actually seen a learning room completely equipped for the automatic audiovisual presentation of information and ideas, but we hope to! We've seen it already, almost, and what we *have* seen may well signal the most sensational advances of the next decade in the adaptation of space and equipment for audiovisual presentations.

The ultimate up until now in rooms for audiovisual learning is in the new Reception Center of Eastman Kodak's headquarters offices in Rochester, New York. In these conference and meeting rooms, groups that are assembled to learn can be multi-sensationally impressed in such a way that learning is practically inescapable.

In these rooms total control of a complete array of audiovisual facilities is at the fingertips of the instructor or communicator. Stereophonic or monophonic sounds come from ceiling and wall speakers. The amount and placement of light can be accurately related to the needs of the moment. Screens position themselves appropriately for various still or motion picture projections. Wide screens appear when needed for projection of wide pictures or when two or three standard pictures are to be projected simultaneously. All audiovisual equipment, and in effect the total room environment, responds instantaneously to the will of the leader.

Educators who have been privileged to experience the demonstrated use of these presentation-facilities, (and you, too, could be so privileged), are inspired to imagine the changes that could take place in their traditional schools and colleges if instead of classrooms they were to create *learning rooms* for maximum audiovisual impact. They recognize that this isn't a simple matter of copying a blueprint, but that there are fundamental concepts here to be applied to every learning situation.

The Kodak rooms were not designed as model rooms to be copied. Nor were they planned to sell equipment or materials. Actually they evolved over a period of years as various departments strove to provide training and presentation facilities that would be most effective and most efficient in the use of time and personnel. But there is stimulation here for all educators and especially those seriously concerned with creating environments and using methods based upon sound psychological principles conducive to maximum learning.

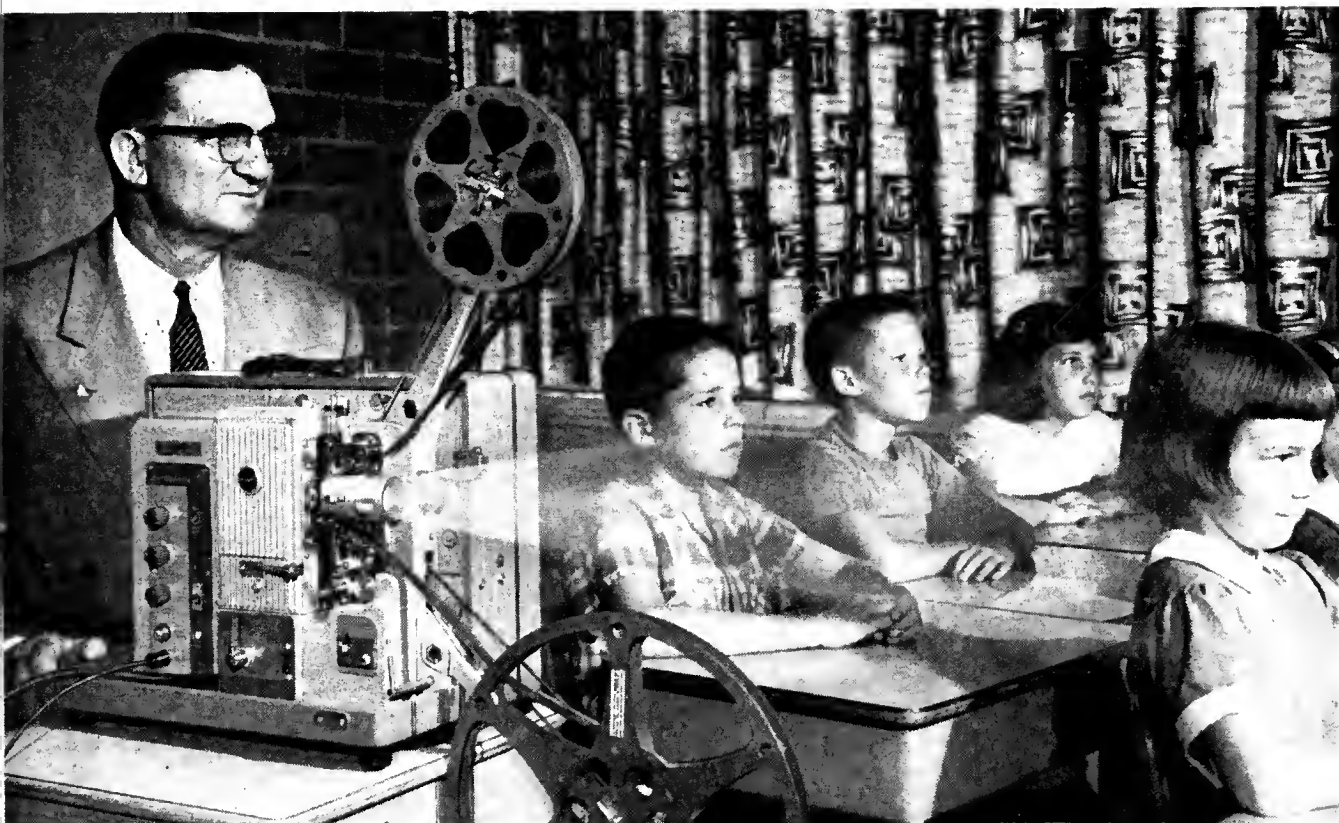
But the ultimate is only until now. Change is the order of the day and of the decade of the sensational sixties that lie ahead. For instance, it would be but a simple step to automate completely to audiovisual presentations in learning rooms like those at Kodak. Human fingers can make mistakes and push wrong buttons. Fingertip control might better be replaced by completely automated electronic controls. If something as complex as a television station can be programmed for a full day with completely automated controls, why not an audiovisual presentation room, with complete and pre-planned presentations of ideas and information automatically controlled and readily available to learning groups as needed.

Let no one misunderstand, however. We well know that such presentations, audiovisual and automated, would not be teaching. Teaching is much more complex. But an important aspect of teaching is the presentation of ideas and information. Too much current teaching still relies too much upon the teachers' spoken words and the reading of the textbook for the presentation of information.

The great educational advances of this coming decade will be in the direction of freeing teachers to perform better those aspects of teaching only humans can do. Automated audiovisual presentation could be one of the giant steps.



At the new Monroe Elementary School, Monroe, Iowa, selected by A.A.S.A. for its exhibit of outstanding school designs, R. J. Hekel, Superintendent, says:



## “We’re convinced that A-V increases learning efficiency by 20 to 30 percent.”

“Even slow learners grasp meanings quickly when they see a subject in context.

“After showing a movie on rural fire prevention, for example, nearly every pupil readily understood basic concepts of the subject. Before A-V, it was a slow process, sometimes tedious, to drum home the same subject.

“We frequently show movies—and we take care to see that they add to the learning experience.

“To show our movies, we selected the quietest, easiest-to-operate 16mm sound projector we could find—the KODAK PAGEANT PROJECTOR.

“Its quiet operation is not distracting, and we usually don’t have to show a new teacher or student more than twice how to operate it with ease. This means we don’t

have to lose valuable class time.

“We must move our projectors about the school, so we don’t like cumbersome, heavy machines. This Kodak Pageant is as light as any we’ve seen. And we know there’s good reason for this projector’s weight. For instance, from our examination of the sound amplifier, we found this to be a quality sound system, obviously not skimped on in manufacture. This sound quality is exactly what we need to accommodate showings in either classroom or auditorium.”

*Test the Kodak Pageant Projector yourself. See how easy it is to set up, how quietly it operates. Call your Kodak A-V Dealer for a demonstration, or write for Pageant Bulletin V3-22. No obligation, of course.*

*Kodak Pageant Projector* > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N.Y.**

# A-V Show Draws Crowds, Sets Records in Chicago

See the October issue of Educational Screen and Audiovisual Guide for added features on the National Audiovisual Convention and Exhibit.

**T**HE final tally for the 20th annual National Audiovisual Convention and Exhibit showed 3,170 registered in attendance. This exceeded advance estimates, and surpassed the 1959 show by 23 percent.

Those attending the big show at the Morrison Hotel in Chicago, August 6-9 represented users, producers, equipment manufacturers, and dealers of non-theatrical motion pictures, film strips and recordings for teaching and selling.

Harvey W. Marks, partner in the Visual Aid Center, Denver, Colorado was elected president of the National Audio-Visual Association. Marks was installed by outgoing president W. G. Kirtley of the D. T. Davis Company of Louisville, Kentucky, who now becomes chairman of the NAVA board of directors.

Mahlon H. Martin, Jr., M. H. Martin Company, Massillon, Ohio, was installed as first vice president, and Harold A. Fischer, Photosound of Orlando, Orlando, Florida, was made second vice president of the association. Robert P. Abrams, Williams, Brown & Earle, Inc., Philadelphia, Pa., and Earl Harpster, Harpster Audio-Visual Equipment, Inc., Cleveland, Ohio, were

elected secretary and treasurer respectively. Each of the officers will serve a one year term.

Marks, former first vice president, was general chairman of the convention.

The keynote speech of the convention was presented by James W. Hulfish, Jr., Fairfax Virginia, director of information of NAVA. Using three slide projectors and tape recordings and a "wide screen" Hulfish described the development of the audiovisual industry and delivered a prediction of the future of the use of audiovisuals in the next decade.

His presentation featured recorded interviews with a score of men and women prominent in the audiovisual fields of business, education, religion, medicine and manufacturing.

Discussing the growth of the AV industry Kirtley said that "the audiovisual field represents an investment in excess of \$2.5 billion in the United States since World War II."

"The annual dollar volume," he said, "was estimated to be over a quarter-billion dollars in 1958 and in 1960 is expected to pass the \$300 million mark."

"The most dramatic growth is taking place in education, where expenditures have been accelerated as the direct result of the National Defense Education Act of 1958 which channels federal funds to the purchase of instructional materials," he said.

The one-half mile of audiovisual exhibits located



Officers of the newly formed National Audio-Visual Association of Canada (NAVAC) are back row, from left): Peter Allinger, Vancouver, B.C., regional director; Marvin Melnick, Winnipeg, Man., vice president; Ben Elkinson, Montreal, Que., director; Ray Guthrie, Hamilton, Ont., treasurer; (front row) Gordon Stewart, Toronto, Ont., director; George Gibson, Toronto, president; Arch Stewart, Toronto, secretary.

ed on three floors of the Hotel Morrison were valued in excess of one million dollars. This was the largest display of audiovisual equipment and material ever assembled at one time under one roof.

The four day program included an Audio-visual Educational Forum on such topics as Teaching Machines, Do Teachers Know How to

Use Audiovisuals, and the School Library.

Participating groups which held meetings during the convention were: AV Workshop for Industrial Training Directors, Industrial Audio-Visual Association, AV Conference of Medical and Allied Sciences, and the Department of Audio-Visual Instruction, NEA.



Official announcement of the election of Harvey W. Marks, Denver, Colo., as president of the National Audio-Visual Association was made August 8.

James W. Hulfish, Jr., NAVA director of information, shown delivering the keynote presentation on August 6 at the convention in Chicago.



Jerrold Kemp, left, and Raymond Litke of the Audio-Visual Center, San Jose State College, San Jose, Calif., present "Selling to Industry" at the convention's first general session on Saturday, August 6.

# Developing Map Reading Skills

by Leonard H. Bathurst

**I**F maps are to be used effectively in the classroom, it is essential that the students have a complete understanding of maps. The reader of a map must know that it is a "bird's eye view," drawn with lines, of a given area or section of the earth. This may be a relatively small area or it may include the entire surface of the earth. With few exceptions, a map is not a photograph nor is it a realistic view of the area represented.

The skills required in reading maps should begin with children in the primary grades. There is great need for developing map reading readiness. The writer has observed first grade children working with and understanding simple maps that had been made in the classroom. "Map" is part of the vocabulary of six-year-old children. At times these children will draw checkerboard lines on drawing paper and describe their "map" with no prompting from the teacher or parent. This map reading experience is similar to word reading or picture reading experiences which children begin to have prior to entering the first grade.

Teachers must realize that map reading, like word reading and picture reading, is a developmental continuing process which requires several skills. It must be understood that all skills and understandings are not grasped during a single concentrated lesson on map reading. Many lessons and years of growth will be required for mastery of map reading skills.

The major concern of this article is in the area of understanding the types of maps used in the schools throughout the United States and Canada. The writer is not concerned at this point with more specialized maps not normally used by students in school situations.

This proposed method of introducing map reading is based upon known facts about learning. Since the writer does not know each teacher's class (its capabilities, experiences, etc.), some variety may—at times necessarily—be entertained at the discretion of the classroom teacher in order to make his or her teaching more effective and interesting for the students.

To first grade children, the school-home community is the world which they study and attempt to understand. This "world" is usually studied as a segment of their social studies curriculum. They will devote many hours studying and understanding this community.

The study of maps could, and perhaps should, commence during this first school year. The students take many excursions about the school grounds and the surrounding streets. These trips are considered an essential part of the reading readiness and social studies program. While the children are creating this common denominator, they may very well be preparing themselves for an introductory study of map making and understanding.

The teacher's responsibility would be to direct the attention of the children to the important sites that will assist the children when they begin map construction. Some of these sites would in-

These photos, provided through the courtesy of A. J. Nystrom & Co., illustrate steps paralleling those described in the story. Here, a more advanced class studies a 'linoleum map' of the United States.





clude the principal streets and avenues, service stations, prominent homes, traffic signs, fire stations, the post office, grocery stores, barber shops, mail boxes, open fields and lots and other "landmarks" in the community.

Along with discussions of these sites (not all at one time), directions and relationships would be observed and discussed in the classroom as well as in the field."

Colors are learned and used by the children. The many structures they see will have color (Bobby's home, the fire station, the stop sign, etc.). These colors will be used as the map is constructed and may help the children to remember the location of certain landmarks.

In the spring of the school year, after many trips and discussions, the class should be ready to begin a map construction project. This social studies unit should be introduced as interestingly as any other unit. If the group is not yet ready for the project, the teacher should postpone the unit until a more suitable time.

Rather than waiting for the children to become ready, the teacher will be evaluating the class, plus his or her own techniques and weaknesses. Using the results of the evaluation the teacher would strive effectively to assist the children in gaining a deeper understanding of their school-home community.

The children would need to realize that because of the size of the real community it would be impossible to bring it into the classroom. The teacher might have the children name other objects which would be too large to bring into the classroom. The class would discuss symbols by which the objects could be shown in the school room. Photographs, models or drawings of these objects are brought to the schools to represent the real object. The teacher would explain that a map is a drawing or model of the area which it represents.

"We will make our map look as much like our community as we can," is the idea to have the students accept, desire and discuss.

During the discussions the group would be integrating the language arts and social living program into the map unit. Art abilities and small muscle skills would be required to construct the buildings of construction paper. Making signs, lettering streets, addressing homes, drawing pedestrian crosswalks, etc., will require skills which are being developed by these youngsters. Safety rules and habits may very easily fit into this unit. The proper way to cross a street, the shortest, safest way home from school, to the store, etc., may be practiced on the map and discussed in the class and out on the streets. Teaching boys and girls to observe is very important at any age level and is often neglected during the educational experiences of the children. The teacher would be expected to continue to teach good work habits and study habits while initiating this unit.

The next step, in this method of teaching map construction and reading, consists of setting aside a section of the classroom as the map corner. (An area approximately 9 x 12 feet on the floor may work very well). Some first grades have a linoleum play area in their classroom. If such is the case, the reverse side of the floor covering (to



When this class arrived at a study of the southwestern regions of our country, they wanted to construct their own sand table desert, complete with small desert plants contributed by the local florist.



... And fifth graders build their own 3-D table map to present a true-to-scale (almost) presentation of their community. The teacher is careful to confine his activities to that of passive overseer, answering questions as desired. Note the wall map used as guide.

eliminate distractions) may serve very well for the map. With a linoleum, the map has a natural boundary line which could be helpful.

After the teacher has planned the "layout" of the map in advance, the class, using chalk or tempera paint, would draw a street which would represent the street in front of the school building. The nearest intersection could then be drawn.

The streets on this floor map should be wide enough for the children to walk on without touching the buildings which will be placed on the map. (The width of the streets should be considered during the construction of the "homes" so that the scale is fairly accurate.)

After the first intersection is placed on the map, it would be feasible to place the school building on the proper site. This would provide a point of orientation from which the children could continue developing the map. The child living nearest the school could then place his "home" on the map. If it is necessary for him to cross a street, it may be important to draw in another street. The children would be visualizing the boy's actions because they know where he lives. The next child places his home on the map. Streets are added as the homes are placed on the map. Other buildings are placed in their relative positions.

**I**T would be interesting and helpful to have the children actually walk down the street from the school. They turn left or right when they normally turn as they walk home. The children obey the traffic and safety rules as they walk down the streets on the map. This would also provide an opportunity for the teacher to observe the learnings of the pupils in a "play life" situation.

The names of the streets are written on the floor, intersections are lined with safety zones, traffic signs are placed at the proper intersections and other "landmarks" are put into position by the students.

After the map has been completed the students would walk up and down its streets describing their walk and the objects placed on the map. As they do this walking and talking, the map should become more realistic to them. When the students have learned the map, the teacher might have them make a three-dimensional map on a sand table. This would be more abstract than the map on the floor. Instead of walking up and down the streets, the children could have their fingers walk through the streets. The sand table would be much smaller, the streets much narrower, and the buildings very small. Small blocks of wood used in games such as *Monopoly* might be used. The small symbols for houses and the larger ones for the school, store, post office, etc.

The sand table map would be more abstract than the map on the floor but it would still have three-dimensions. The writer believes that this transferring to a smaller, 3-D map is rather essential in order to assure more complete understanding by all the children in the class. The map should be developed as slowly as necessary to have every child follow the abstracting. The floor map should remain until the unit is completed so that the children may go back to it for reassurances when necessary.

After the children have walked through the map with their fingers several times, they may be ready to move to a more abstract level of understanding. That level would be presented on the chalk board. The map now leaves the horizontal plane and is presented on a vertical plane. It becomes more abstract because it is a series of lines drawn to represent the streets, signs, buildings, etc. If this is developed slowly by the students, there may be little or no difficulty involved. Nevertheless, the teacher must be certain that the students are understanding this transference from the three-dimensional horizontal model map to a two-dimensional drawn or diagrammatic map in a vertical position.

The students should trace the routes home, to the store, post office and friends' homes on the drawn map many times, with the teacher observing each motion of the fingers. Questions, answers and discussions should be held to evaluate the learnings of the students. References would be made to the sand table map and the floor map as the occasion required.

Moving into the final phase of this elementary home-school community map the teacher may wish to reduce the map to 8½ x 11 inch paper for the children to take home. The writer believes this could be achieved by having the teacher attach an 8½ x 11 sheet on the chalkboard beside the larger map. While in full view of the children, the teacher would draw the outline of the map's main arteries on the sheet of paper. He or she would explain to the children that the map is being reduced, or made smaller to fit that size paper. If one line is smaller, shorter, or narrower, then all lines must be made smaller, shorter or narrower. He could draw the school and perhaps some other buildings or symbols for them on the map and have the students discuss them. Perhaps some of the children could assist in placing them on the drawn reduced map.

In preparation for the next day's lesson, the teacher could duplicate enough maps so that each child would have two copies. On the first one, each child would trace his safe way home and place his home on the map. He could color his home, the school, store, etc. On the second map, each child could make a complete map showing the location of the homes of all the boys and girls in his class and all the important "landmarks."

This map construction could be a very real evaluation of his knowledge of map making and interpreting on an elementary level, as well as providing enjoyable problem solving.

In the years to follow, the child's understanding of a larger community (a larger section of town) would have developed. His small world has grown and he has gained some understanding of size relationship. A map of his city is made very similar to his own map, but a greater area is included. The study of maps continues from city to county, to state, to country, to continent, to hemisphere and to the entire earth. As the child's community gets smaller in size relationships, his world of understanding, if developed properly, continues to grow, and, having an understanding of elementary maps, he can graduate to the study of more complicated maps.

# Earphones Permit Select Showing Of Film in Classroom

by Samuel R. Rubinstein

IT is well known that earphones can be utilized by pupils listening to recordings without disturbing other pupils at work in the room. Capitalizing on this idea, we experimented with the possibility of having six pupils listen with earphones and see a 16mm motion picture film projected on a screen. This idea has great potentialities.

The mechanics of this set-up are quite simple. An adapter box with six jacks was used. The box has its own plug which was inserted into the jack marked "speaker," in the audio section of the projector. Six pairs of earphones were plugged into the adapter box.

Six children sat around a table and watched the film projected about 4 feet away onto a white surface glued onto the inside of a shadow box. On this enclosed surface, black-and-white and color pictures showed up very clearly without having to darken the room or to draw the shades.

It should be possible to use this arrangement in any subject where small groups are expected to do independent research. Committees often require special films. Usually they are forced to spend extra time or move themselves or equipment to other rooms. This new method would make these disturbances unnecessary.

The film can be shown in one corner of any room; a table and several chairs provide a study area for the pupils. While these pupils are listening and watching the film, other pupils continue with their work and they will not be affected by any sound from the projector.

One jack in the adapter box can also be used with a plug from the tape recorder. We have taped special sound effects from film sound tracks, as well as some interesting commentaries on various subjects. Tapes are reused as pupils progress from one subject area to another.

Initially pupils were curious about this new arrangement and stopped work to watch the other pupils engrossed in listening and in viewing the films. Soon, however, everyone continued work at his own activity in the shop or in the classroom.

The teacher assigns one of the two AV squad monitors in each class to handle the threading and the rewinding of the film. When the projector is returned to the audiovisual building coordinator, the earphones remain plugged into the adapter box and are placed in the box with the white "screen" surface. This assembly, thus, is returned as a unit. The white surface is protected by interposing a sheet of oak tag or piece of felt between this surface and the earphones.

Teachers will find even greater values from using these films if they find ways to use them for small group instruction within larger classes.





# “I Can Can

by Hel

ONCE upon a time there was an AV director who, along about June, became very tired and discouraged. There seemed to be nothing but problems: projector troubles, films arriving late, need for more money for the program (a whim of which the administration took a dim view), all departments wanting films on the same day at the same hour. And next year's film programming loomed like a lurking monster.

To top it off, the boss, who up to now had seemed a reasonable, fair-minded man, turned out to be mean enough to think the AV director should give up part of her lunch hour to struggle with and solve all these problems.

As she lay tossing sleeplessly in bed that night, counting jobs to be done instead of sheep, an amplified stereophonic voice came up from nowhere. She heard the soothing voice tell her that all suffering AV directors were entitled to one dream of perfection. She felt the world lifting from her shoulders as she awakened to the wonderful land of tomorrow.

The schools were all functionally designed for audiovisual teaching. There were no more projector or room-darkening worries. All a teacher had to do was press a little button and there appeared on the wall a bright and perfect image. The room itself, meantime, had retreated into the exact degree of darkness to accommodate the reflected picture.

There was no scheduling problem and no shortage of materials. A central source provided all materials. All the teacher had to decide was which of the buttons to push. There were no worries for the AV director. In fact there was no

need for a director because there was no pre-planning, no catalogs or ordering to worry about, no struggle to get the post office to deliver the films on time, and no records to keep.

And the teachers? That was best of all. Bless their hearts for being in this dream world! They all used materials wisely and well. No in service training was necessary—except when an occasional teacher couldn't remember which button was which. They were all happy and satisfied. Not one griped or wrung his hands over the human limitations of an AV director. They no longer needed selection or programming help for they knew that all the projected images had built-in automatic previewing devices that eliminated mistakes. If any of the buttons got stuck one only had to press the big button for automatic repairs. (The medium-sized button was for electronic computation of all statistics.)

The AV director now ate her lunch with dignity and composure, with no pressures or problems. There were no more professional meetings for (1) there was nothing to discuss, (2) no one had problems, (3) everyone already knew the answers.

Yet she was sad at times when she remembered the old days. She missed the poor distracted souls with whom she had argued, laughed, and cajoled. She enjoyed helping them. It wasn't the new pay. That was just right. High enough to raise her morale, but not enough to lower her morals.

The days slipped by in this blissful haze. Then they dragged, and she realized that this was a terribly dull situation. An instructional program

ream

?"

ton



without audiovisual problems was a program without challenge. Such a situation was too boring to exist.

At that moment, in no uncertain tone, the alarm cried out "For heaven's sake get up and get going or you'll be late again!" Then she realized gratefully that here was another day with all its difficulties to be faced.

She appreciated the privilege that was hers: to help others meet aggravating situations and imperfect conditions. She knew the genuine satisfactions that came from the professional relationships with other teachers as they worked and planned together to achieve the ideal program. She began to realize that her ideals would never be accomplished merely by pushing buttons.



# FILMSTRIPS

by Irene F. Cypher

Are you a pattern follower? The majority of us are. There is nothing wrong with patterns; actually, a pattern is a type of map which helps to chart a course or guide in the presentation of something. The trouble with being a *pattern follower*, however, is that creativity and side-road investigating are often overlooked by the one who adheres too closely to a pattern. The truly creative craftsman is the one who adds little personal touches to his pattern.

. . . All by way of introduction to the fact that a new school year is about to start. We face new classes, and we also face the task of helping them become acquainted with much the same basic information we presented to last year's classes. There is a subtle danger in the temptation to look at last year's pattern of subject presentation as an ideal guide for this year's work. Try to resist this temptation if you can, for the filmstrip that stimulated last year's discussion may leave the new class totally uninspired.

If, as a teacher, you are thinking about this problem of the use of instructional materials give some attention to new productions; try a slightly different method of presentation for old materials; if you do use materials you have used before then try, with apologies to Gilbert and Sullivan, to "make the material fit the need." It is just possible that both you and the new class may have an even better year (and learn a lot, too!).

*Aural Comprehension in French* (2 units of three filmstrips each, with record or tape; produced by Teaching Auidials and Visuals, 250 West 57th St., New York 19, N. Y.; \$18.80 for unit of one filmstrip and record or \$27 for one filmstrip and two 5-in. reels 7½ i.p.s. sound tapes). Known as "The Audio-Visual Comprehension and Dictation Exercise Units," this puts into the hands of language teachers a set of practical material well planned and well organized. Photographs for the filmstrips were taken in France and give us good visuals with which to show something of this country. The records or tapes provide well coordinated narrations which give meaning to the visuals and also provide for vocabulary training and help

to make the language itself meaningful. "En Bretagne," "A La Plage," "La Douce France" are planned for the junior high school or first year French; "Paris—La Ville Pour Flaner," "Du Haut De Notre Dame De Paris" and "Tout Droit Au Sacre-Coeur" are for the senior high school or college entrance board students. Pictorials are sharp and artistic; the voices of the narrators are clear and well paced. There is a flexibility to this material and it will help to make language study and comprehension interesting. It shows what happens when a producer devotes some thought and attention to the fact that study of language involves both appeal to eye and ear and a sensible arrangement of subject content.

*Cities of Europe* (7 strips, color; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.: \$42 per set, \$6 single strips). The cities included in this series are Rome, Paris, Vienna, London, Madrid, Toledo, Granada and the Alhambra. In each instance the city is one closely associated through the centuries with major events of history; they are also centers of cultural and artistic importance. We are given a view of the city itself and also provided with information about the industrial and political life. This is social geography material for middle and upper grades, and is also recommended for art classes at the same level.

*Elementary Science Series* (8 strips, color; produced by Moody Institute of Science, P.O. Box 2575, Los Angeles 25, Calif.; each for 1 to 4 filmstrips, other prices for quantity purchases). The photographers who work for this producer seem to achieve a quality of picture that is truly vivid and realistic. The range of subject matter in the series includes Life Story of A Butterfly, How Does A Garden Grow?, How We See and Hear, Miniature Plants of the Desert, Our Desert Treasure, Wealth in the Ocean, Wonders of Crystals and Wonders of Snow. Because so many of the shots are close-ups, one has almost the feeling of working with actual objects and specimens. The strips are good for

classroom science sessions and also as preparation for field trips and nature study trips.

*French Language Filmstrips* (2 strips, color; with record and manual; produced by National Film Board of Canada and available from Stanley Bowmar Co., Valhalla, New York; \$7.95 each). Any class would enjoy visit to the great wheat farms of Canada and to the equally interesting forests and logging camps. These areas provide the background for becoming familiar with simple French conversation. The pictures involved in "Exploits of Ti-Jean Dans L'Ouest" and "Ti-Jean et Les Boucheurons" catch the spirit of the story content and the record narrations are easy to comprehend. Material of this type is appealing; it helps to make language study interesting and also provides a medium which allows the pupil to use the language as an actual channel for communication. These are interesting stories, and to understand them you learn to use the language; you find yourself using the words of the narrator.

*Picture Book Parade* (4 strips, one black and white and three color, and record with four stories; produced by Weston Woods Studios, Westport Conn.; \$25 per set). Several months ago we reviewed some of the filmstrips of this series. The producer has now combined four of the filmstrips, with the story books and the story narration on record. The result is still excellent and to be recommended for any primary grade work in reading language arts and especially for story hours. "In the Forest," "Curious George Rides A Bike," "Jenny's Birthday Book" and "The Five Chinese Brothers" are all sprightly tales. In this new package unit the delightful pictures are balanced with story and the quality of the narration matches the art work of the filmstrips. There is a simple, direct style in both which is appealing to children. This is material that gives both teacher and pupils the potential for many hours of enjoyment.

*The 90% You* (single strip, color with manual; produced by William F. Gottlieb for Am. Inst. of Men's and Boy's Wear, Inc., and available without charge from Audio-Visual Associates, Box 243, Bronxville, N. Y.) High school students have long been told that attention to clothing and grooming are important to success in both social and business life. When it came to material with which to illustrate these statements, very little was

available that was either of value or interest for the boys in a class—everyone seemed to assume that only girls gave serious attention to such matters. This filmstrip addresses itself squarely to the high school boy and gives him some plain, common sense advice as to the reasons for wearing clothing suitable to specific occasions; it also stresses the essential value for giving thought to the care of clothing and body. This is a fact-account with personal meaning for boys.

*Winnie The Witch* (single strip, color; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$6). A witch who fails to scare anyone is sure to have many problems, and the witch of our filmstrip is no exception. The story of her trials and her triumphs in achieving true witch-status is delightfully illustrated in a story with seasonal appeal for primary graders. The filmstrip lends itself to story-viewing and to story-telling. It is fantasy with value for creative language work.

*The Development of the American Republic - Modern American Republic* (7 filmstrips, color; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$37.80 per set, \$6 single strips). Outstanding events from 1900 to the present day constitute the material of this series. Particular attention is centered on such units as events before and after World War I, the Depression period and its effects on American life, World War II and the Atomic Age. This is social history, and the pictorial content shows us how the United States changed from a country with a policy of isolation to one of leadership in international affairs. Emphasis is placed on social and political trends in the various periods and the implications for future periods. The series will be found useful with any text, and can be made the basis for considerable research and study. The strips are not cluttered with a lot of little details, but give broad presentations, allowing for individual class work units. Particularly suited to junior and senior high school work.

*The St. Lawrence Seaway* (3 strips, color; produced by Jam Handy Organization, 2821 E. Grand Blvd., Detroit 11, Michigan, \$14.95 per set). The St. Lawrence Seaway is undoubtedly one of the greatest engineering projects of this century. The material here presented gives us the background of historical events leading up to the planning of the Seaway, a pic-

ture journey through the Seaway, and an outline of how the project operates. Any understanding of what this great waterway means to both Canada and the United States will necessitate study of just such material and the filmstrips are excellent for both social studies and for economic and world geography. The facts are clearly presented, and the economic results of the great project well illustrated. The photographic journey through the locks and along the great river is interesting and gives us a feeling of appreciation for the entire project.

For Teachers of  
SOCIAL STUDIES,  
GEOGRAPHY,  
SCIENCES, HISTORY  
and others

**FILMS FROM AUSTRALIA**

**FOR RENTAL OR PURCHASE**  
A wide choice of sound films in color and black & white, about the fascinating land "Down Under." **Free illustrated catalog**

**AUSTRALIAN NEWS & INFORMATION BUREAU**  
630 Fifth Ave., Suite 414 • New York 20, N. Y.  
*Illustrated pamphlets and brochures also available*

## Summertime... when your films are out of circulation

... is the best time for you to have us remove scratches, correct brittleness, repair sprocket holes, remake dried-out splices.

Then, thoroughly reconditioned, your prints will be ready for hard use again in the fall.

*Of course, before proceeding we tell you the cost... SEND US YOUR PRINTS NOW.*

**DEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Origin of Weather

(*Carousel Films, Incorporated, 1501 Broadway, New York 36, New York*) 26 minutes, 16mm, sound, black and white, no date. \$135.

## Description

Through the use of time-lapse and other special photographic techniques, *Origin of Weather* indicates the present state of knowledge concerning weather and dramatically portrays research by Dr. Joanne Malkus and Dr. Bernard Vonnegut in the area of cloud formation and the creation and effects of storms. The fact that there are more things unknown about the weather than are known is illustrated by dramatic pictures of tornadoes, "run-away" clouds, and hurricanes, causes of which are not yet understood. Other unknowns include the process by which a cloud is formed, what makes rain, what causes lightning, and how the forces in the atmosphere interact to produce high winds or great snow storms.

In an effort to find answers to some of these questions, the audience is taken to the laboratory of Dr. Joanne Malkus. By means of a cup of hot coffee the main ingredients in cloud formation are identified. Much the same atmospheric conditions prevail over tropical oceans as those over the coffee cup. Time-lapse photography is used to show clouds forming, moving and disappearing. Simple line drawings are used to explain the formation of clouds.

In order to study the clouds more thoroughly, an airplane is used to take recording instruments of various kinds into the clouds. Most of the clouds, it is pointed out, exist for only about ten minutes, being eroded out of existence by the surrounding cool, dry air. Sometimes, however, a cloud grows so rapidly that the cool air cannot evaporate it. The resulting "run-away" cloud is pictured by means of time-lapse photography. When scientists find out what it is that permits the formation of such giant clouds, Dr. Malkus believes that they will be able to determine what forms and maintains hurricanes.

In the North Pacific area the giant "run-away" clouds are often formed.

By flying between Hawaii and Guam, Dr. Malkus was able to obtain a photographic record of the cloud formations. The motion pictures thus obtained were transformed into a map representation of the cloud formations. The maps clearly show that the clouds tend to line up with the wind. A radar picture of a hurricane is shown and a possible relationship between the arms of the hurricane and the lined-up clouds is proposed. However, if there is a connection between the lining up of the clouds and the formation of hurricanes, it is still not known how the clouds line up nor how they provide the energy to drive the storm.

It has long been thought that electricity resulted from rain in a thunderstorm. Dr. Bernard Vonnegut has been doing some experimentation which challenges this accepted view. He suggests that lightning comes first and is a major force in the formation of rain drops. A simple laboratory demonstration, pictured by slow motion photography, shows the influence of static electricity on the formation of large drops from small drops of water.

A small Van de Graaf generator is used by Dr. Vonnegut to explain the formation of electricity in the clouds. He likens the vertical currents of air which carry electrical charges upward to the cloud to the operation of the Van de Graaf generator.

To test his theory, Dr. Vonnegut studied the formation of thunderstorms over a mountain range in New Mexico. A photographic record was made of the cloud formations; an airplane was used to fly over and measure the electricity in the clouds; balloons were used to measure the vertical currents of air; and radar was used to determine when raindrops were first formed within the cloud. The information thus recorded was later reduced and compiled in chart form. Electrical activity was shown to precede the formation of rain and seemed to coincide with the growth of vertical currents within the clouds.

Although not conclusive, preliminary results tend to support Dr. Vonnegut's theory. Such healthy skepticism and application of experimental science is helping man gain a greater insight into the forces of nature. One day man may control the weather.

First, however, he must understand the atmosphere and its activities.

## Appraisal

The preview committee felt that this was an outstanding film for several reasons. It gives a good general view of the problems associated with the understanding and forecasting of weather, and it shows scientists, who are portrayed as real people, at work on a real problem. A healthy skepticism and a willingness to try new things, both of which are essential to scientific progress, likewise are portrayed. Much information concerning weather is presented and the handling of the subject is very interesting.

The outstanding feature of the film is the photographic portrayal of weather phenomena. The use of such motion picture techniques as time-lapse and slow motion also contributes much.

Teachers on the junior high school through college level will find the film a worthwhile contribution to the study of weather. On the junior high level the presentation of basic information on weather and the depiction of the scientific method of problem solving should add realism to the understanding of both by a general science class. On the senior high school level the factual information should serve as a good review of knowledge previously acquired and as a springboard to further study. The college student will find challenging the new concept of rain formation, and he will also find interesting the photographic record of weather phenomena and the methods of collecting data.

Originally produced as a television program, this film should find a place for itself among the better educational motion pictures on weather.

—Donald Nicholas

## Musical Performance: Improvement for Snare Drum

(*University of Wisconsin, Madison 6, Wisconsin*) 23 minutes, 16mm, sound, black and white, 1960. \$80.

## Description

Through a number of demonstrations, *Musical Performance: Improve-*



ment for Snare Drum discusses the common mistakes made by student drummers and how to correct them. It calls for audience practice right after each example while the instruction is still fresh in mind.

The demonstrator starts by emphasizing correct grip of the sticks, for without this basic knowledge one cannot apply drumming fundamentals correctly. He then proceeds to demonstrate the fundamental rudiment—the single stroke roll—and calls attention to the students' neglect of the wrist motion and failure to decrease the height as the speed increases.

Comparing the early strokes of the drummer to the bowing of a violinist, he demonstrates the downstroke, upstroke, full stroke and tap while the appropriate notation for each stroke appears on a corner of the screen.

Continuing with the rudiments, he shows how to do the flam which is a combination of the upstroke and downstroke. A drummer too often makes the mistake of "airing" the sticks all at once while doing the flam-accent-number-one. This looks awkward aside from producing the wrong sound and rhythm. This can be corrected, according to the demonstrator, by using a tap for the first note and an upstroke, slow and graceful, for the second note.

Whether playing a drum solo or in a concert group, a drummer is judged on his ability to make a roll. The demonstrator executes the fundamental rolls and demonstrates the five-stroke roll on paper and carbon to show how even the strokes should be. He plays drum music to illustrate the *lento* and *allegro* tempo.

Very often the drum tone is criticized as rattly or tinny. The demonstrator shows how a misadjusted drum with either a loose batter head or snare head or both produces unsatisfactory sound. Poor sound may also be attributed to the use of incorrect sticks such as large street sticks on an orchestra drum or small orchestra sticks on a large drum.

### Appraisal

A how-to-do-it film, *Musical Performance: Improvement for Snare Drum*, would be of interest to drum students. Band directors would profit from it because mistakes as well as their corrections are demonstrated. Definitely not for beginners, the film is aimed at drummers on the junior high school level through college who have had some experience and is to be used as a check up and improvement on their playing.

Though the film covers many skills, it is well done and well explained, besides providing for practice on the part

of the audience. However, in the closing sequence on drum adjustment and use of sticks, the evaluators are at a loss to know what is to be practiced. Too, the demonstrator could have maintained more eye contact with the audience. He seems ill at ease and keeps looking sidewise off-screen as if he is being cued, or down as if he is reading from a script.

Overall this film offers both instruction and opportunities for practice in the use of fundamental drum techniques to help the average beginner become a more skilled performer.

—Herminia Barcelona

## Electromagnets: How They Work

(*Encyclopaedia Britannica Films*, 1150 Wilmette Avenue, Wilmette, Illinois) 11 minutes, 61mm, sound, color or black and white, 1960. \$120 or \$60. Teacher's guide available.

### Description

*Electromagnets: How They Work* uses simple laboratory demonstrations and commonplace examples of the application of electromagnets to explain their operation and usefulness to man. As a youngster is shown experiment-



## PHILCO advances the science of visual education

### WITH NEW TRANSISTORIZED CLOSED CIRCUIT TV SYSTEMS

Visual education, through the use of closed circuit TV, is being adopted rapidly by schools throughout the nation. Philco's broad experience in educational TV is your assurance of obtaining the greatest flexibility and economy. Philco's new all-transistor equipment is your guarantee of maximum reliability, freedom from maintenance and ease of operation. Write today for information and your copy of the Philco Closed Circuit TV Systems Planning Guide.

#### Government & Industrial Group

4700 Wissahickon Ave., Philadelphia 44, Pa.

In Canada: Philco Corp. of Canada, Ltd., Don Mills, Ont.



Philco Closed Circuit TV Systems permit multi-group instruction, with full audience participation.

**PHILCO**  
Famous for Quality the World Over

ing with a permanent magnet, the narrator reviews specific facts about magnets. As an electromagnetic crane is shown lifting scrap metal, electromagnets are described as having magnetic properties only when current is flowing through them as opposed to permanent magnets which cannot be turned off.

Materials for making an electromagnet are then introduced. A dry cell battery is used as a safe source of electric current, and pupils are warned that house current, on the other hand, should never be used for experiments with electricity. The battery, wire and

switch are connected, the switch is closed, and animation is used to portray the flow of current through the wire.

The demonstrator shows that a permanent magnet will pick up iron filings. Wire, on the other hand, is depicted as being non-magnetic until current is caused to flow through it; then the wire acts as a weak magnet. The magnetism in the wire is not sufficient, however, to pick up small nails. How can the field be made stronger? The wire is formed into a coil to concentrate the magnetic field, and a few nails are lifted. The magnetic field can

be further strengthened by inserting an iron core into the coil of wire. This is demonstrated by the magnet lifting more nails once the core is inserted.

Two steel weights of two and five pounds respectively are introduced, and the electromagnet is strong enough to lift the smaller of the two weights. How can it be made strong enough to lift the five pound weight?

One way to make an electromagnet stronger is to increase the number of turns of wire in the coil. When this has been done, the electromagnet easily lifts the five pound weight. To lift a ten pound weight, however, it must be made still stronger. This can be done by increasing the amount of current flowing in the coil. A second dry cell battery is connected in series with the first, and the electromagnet is made strong enough to lift the ten pound weight.

The points covered relative to the structure and strengthening of an electromagnet are reviewed. The crane is again pictured as an application of the electromagnet. The crane, the automatic dial system of the telephone, the telephone bell and the telephone receiver are pictured as devices making use of electromagnets.

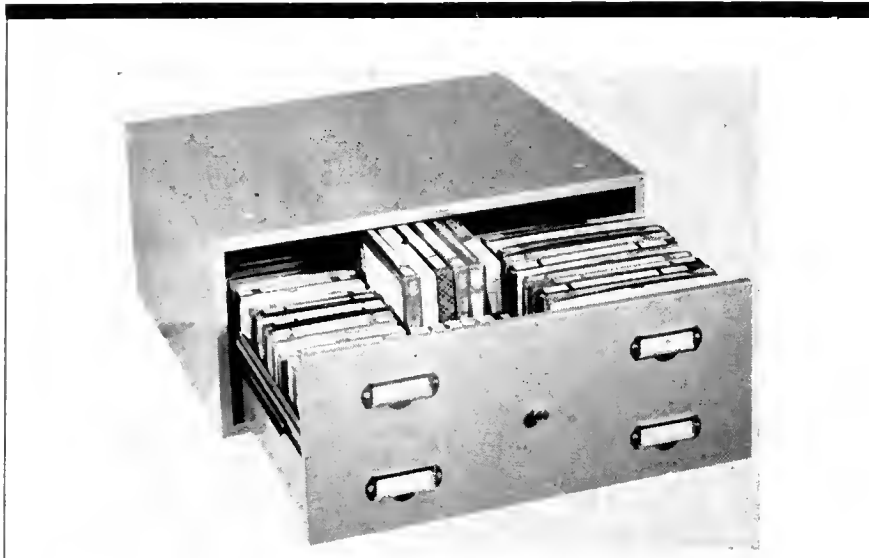
To make the magnetic field visible a piece of paper is placed over a permanent magnet and over an electromagnet. As iron filings are sprinkled over the pieces of paper, a definite pattern is formed. The similarity of the two patterns is pointed out, and the narrator asks, "Is there a connection between electricity and magnetism? Can you find the answer?"

### Appraisal

The elementary and junior high school teacher will find *Electromagnets: How They Work* to be a clear concise presentation of the principle underlying the construction and operation of electromagnets. The material presented is well organized and illustrated. The demonstrations are simple enough that students may want to try them for themselves. In this connection the teacher's guide points out that considerable heat is generated in the wire if the battery is left connected for any long period of time. The short life of batteries used in this type demonstration is also indicated.

Teachers will find the film to be an excellent introduction to the study of electromagnets. It should serve not only to instruct, but the "open-ended" technique should also encourage further study on the part of the more able students.

—Donald Nichola



### New...for Your Language Laboratory—an Add-a-Unit Tape File

Matches and lock-stacks with your Standard Filmstrip Library Plan cabinet

One new Standard Recording Tape Add-a-Unit drawer file provides a more convenient way to safely file up to eighty-four 5-inch or sixty 7-inch tape reels in original cartons. It meets the need of the starting, small, growing, or a large recording tape library. Add-a-Unit as your tape library grows, one on another.

#### Flexible

Has three adjustable filing rows for 5-inch tape in the 3 rows, or one row of 5-inch tape (24 reels) and one row of 7-inch tape (24 reels) in cartons, or

2 rows of 7-inch reels. Center row in combination filing holds an additional twelve 5-inch or twelve 7-inch reels in cartons.

Lock-stacks with matching Standard Filmstrip Library Plan cabinets Nos. 360D, 400, 1080, 1200 and EBFilms 2-drawer cabinets, in use in thousands of schools.

Thirty-six, 400-foot, 16mm films in cans instead of tape may be stored in the Add-a-Unit, if desired.

Finished in hammerloid grey with 4-inch tabs. Drawer opens and closes easily due to MB extension arms. All reels accessible. One unit bolts to another or to a filmstrip cabinet.

Size 9"H x 19 1/2"W x 17 1/4"D. Made of heavy-gauge steel, electronically welded. Wt. approx. 30 lbs. Mobile steel floor bases available for this tape file.

Order a No. 38 Standard Add-a-Unit Recording Tape Drawer file from your A-V dealer, complete .....\$36.80

## JACK C. COFFEY CO., Inc.

Standard Audio-Visual Library Plans for .....

- filmstrips
- sound filmstrips
- disc records
- recording tape
- 2" x 2" slides

Catalog mailed upon request

710 Seventeenth St., NORTH Chicago, Ill.

# AV in the Church Field

by William S. Hockman

## Lit-Lit Filmstrip

What does Lit-Lit mean? It is the shorthand for The Committee on World Literacy and Christian Literature of the National Council of Churches, 475 Riverside Dr., N.Y. 27. This great organization has produced a fine filmstrip to tell the story of literacy to children. They call it "*Lit-Lit Makes Wishes Come True*, and in good color photography and a nicely composed printed commentary, it shows lively children in all parts of the world and talks about their need to be taught to read and what being able to read really means. Commendable job! Script by Elizabeth Allstrom and the photos by Floyd Shacklock, Leon Kofod and Marion Van Horne.

The script is followed by a section of suggestions to guide the user in getting the most from this filmstrip. There are 52 frames, and the utilization time can vary from 15 to 30 minutes, depending upon the teaching techniques employed. Available with this filmstrip is a splendid packet of materials on world literacy and literature. Send \$5.00 for the fs and add 50c for the Children's Packet. A good buy for your AV library.

## Jews In U.S.S.R.

The Department of Audio-Visual Aids of the Union of American Hebrew Congregations (UAHC) has just released two more titles in its "Jews In Distant Lands" series: *The Soviet Union*, Part I and Part II. Each has 50-odd frames of excellent color photographs and informative printed commentary which forms but a part of a very useful guide for the user.

Part I shows glimpses of Jewish life in Moscow and Leningrad and Part II takes us to Kiev and Tashkent. In each of these sequences there are a number of scenes of general interest. These serve as excellent context for pictures of Jewish people and their synagogues. With rare exceptions these scenes show only old (Jewish) people. No schools or organizations for Jewish youth under 18 are permitted by the Soviet government, and this rule is vigorously enforced. Everything must center in synagogue worship and there

are no clubs for men and women as in the U.S.A.

I found these two filmstrips interesting. They filled a gap in my information about the life of a minority group on the USSR. They might do the same for you. I recommend them for use with young people and adults in church and synagogue. They should stimulate sober thinking, further investigation, and deep gratitude for the blessed freedom we have in our land to worship and to teach. From UAHC (838 Fifth Ave, N.Y. 21) at \$7.50 each.

## Documentary

*Epistle From The Koreans* is a 35-minute b&w film produced by the Department of Stewardship and Promotion (DSP) of the United Presbyterian Church in the USA, 475 Riverside Dr., N.Y. 27. It is widely available to UP churches through presbytery and synod offices and from DSP.

In moving scenes it tells the story, via the documentary method, of the young Korean student, In Ho Oh, who was brutally murdered in the spring of 1958 in Philadelphia and of the letter from the parents to the city asking that it deal leniently with the murderers and offering funds for their rehabilitation thru education.

In the film we have the whole story, with a little too much realism here and there—the murder scene, for instance. We doubt if pictured brutality can edify. Knowing what to include and leave out is the essence of the art of the documentary film, and this art takes the measure of all who would use it, from client right on through producer and director. All this material could have been compressed, it seems to this reviewer, into a 28-minute film to considerable cinematic and utilization advantage.

Despite the above comments it is a useful film for general congregational use and for use with young people. The utilization guide, excellent in every respect, was written by the Rev. Arthur M. Byers, Jr., who acted as executive producer. It can help any user to a fruitful presentation of the film.

## They Did, Indeed

Adapted from the book by the same title, the film *They Looked for A City* tells the incredible but true story of a Jewish-Christian family in Eastern Europe and its bitter struggle to survive and find a place of refuge. From death under the sabres of Russian Cossacks to death under the London blitz, we follow via excellent photography and a fine story telling the fortunes, calamities, triumphs and trials of a remarkable family whose faith in the God of Abraham and Christ never weakened. Excellent feature-type film for church groups, especially on Sunday nights. It has 45 minutes running time, leaving within the hour time to give it a context of scripture, hymns and prayer. Mrs. Victor Buksbazen, author of the book, and her husband, with the help of a good professional cast, have produced a fine and useful film. From Friends of Israel Missionary and Relief Society, 330 Witherspoon Building, Philadelphia 7, Pa. Rental \$25.00.

## Planned Families

If culture is the coefficient of the human cortex, then planned families ought to make a lot of cerebral sense. But such is not always the case, as we see in the 14½ minute film *Fair Chance*. It is the story of two fathers. They meet in the corridor of the maternity wing of a hospital. One is calm; his daughter was planned for and has just arrived. The other is in panic, delayed labor, young children at home, bills.

The calm one invites the other to have a cup of coffee and learn how, with the proper help, families can be planned. Of course, all the information in the film is *about* the need for planning for children through the securing and use of medical knowledge. Good film for that purpose. Board spectrum of usefulness: churches, schools, social and welfare agencies, colleges, etc. Color or b&w; available from Pathueon Films, 2625 Temple St., Los Angeles 26, Cal. Produced by the Planned Parenthood Federation of America.

## Now, Really!

Quite a 'family' of films have been produced on the general subject of Prejudice. Some show what it is; others miss the mark. Some try to go clever and flop. Some try the arty tack and take a tumble from effectiveness. *Heritage*, (10-min; b&w, and from McGraw Hill, 330 W. 42nd St., N.Y. 36) is one of this family. It is clever cartooning. It tries to define the

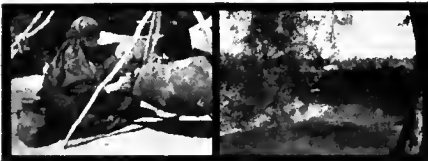


Family  
Films

## NEW MOTION PICTURES

### LAND OF THE BIBLE SERIES

Important Bible background . . . in live photography revealing life and customs . . . geography . . . places related to the life and teachings of Christ . . . and Bible history.



- "A Pictorial Geography"
- "Where Jesus Lived"
- "Life and Customs"
- "Shepherd Life"
- "Exploring Ancient Cities"
- "Jerusalem, the Sacred City"
- "The Dead Sea Scrolls"

Seven inspiring films ideal for Church School and general Church groups, Junior through Adult.

**NEW!** Three new Moving Teenage Films

- "Teenage Crusade" (Evangelism)
- "Teenage Conflict" (Science & Faith)
- "Teenage Loyalty" (Loyalty to Christ)

Building Christian Youth Today  
For Tomorrow's World

Order these new films from your Family Films Dealer now . . .

or write for the name of nearest dealer

Family Films

5823 Santa Monica Blvd.  
Hollywood 38, California

natural rights of man and show what each man can do about maintaining them. But the intellectual powder was a bit damp, it seems to me, and the film just sputtered without any bang of real meaning. I could be wrong, of course. I just don't see either children or youth or adults—as I know them—getting much but bland entertainment out of this package.

*A Day In The Night of Jonathan Mole* is not quite the same as the above. It is clever and dramatic in structure, and tells a fantastic story of Mr. Mole, super-patriot, who dreams he is in the land of "Adanac." There he sits as a judge in a trial. A Jew wants to be a broker on the stock exchange, an Indian wants to be a physician and an immigrant wants to be a journeyman plumber—all in violation of the basic law of this whimsical Adanac land. Prosecution and Defense bring out all the fantastic arguments (of the prejudiced man and his society) which define and delimit the human status of these three men.

Called to the stand are Mrs. Platitude, Mr. Shortsight, Mr. Parrott, Elmer Bigot and others. What a trial it is! At last Mole renders his decision—against the defendants, just like he would in the daylight Adanac, or C-a-n-a-d-a! No change; so he stumbles off to his job next morning the same Old Mole, but we may go back to our jobs with the evidence of the trial vividly in our minds, and not soon will we forget the faces of the defendants. With all, a pretty good job; way above the average. From McGraw Hill (see above).

### Human Document Film

The 22-minute color film *Vincent Van Gogh* documents both the art and the life of this great and for-many-

years-neglected Dutch painter. Many photos of his paintings are skillfully interwoven with fragments of the moving letters which he wrote almost daily to his older brother, Theo. We see not only a progression in his canvasses but a movement in his feelings, his impressions, his hopes, his goals, his excitements and his depressions. The musical score is vivid and helpful.

With all a fine film. Use it for the art's sake, but don't overlook the man behind the art. Use it as a human document, too, and let it lead your youth fellowship or that weary circle of women or those tired business men who enjoyed their supper too well, into some creative discussion about the uses and issues of life. From Coronet Films, Coronet Building, Chicago I, Ill., and from many rental libraries (I hope) across the nation.

### Moral Guidance Filmstrips


Tom goes swimming when his mother advises against it; Helen thinks a new girl in the community, whom she scarcely knows, is stuck up; and Alan finds out that bad manners don't pay while good ones do. The titles are: *Tom Misses a Picnic*, *Janet Finds A Friend* and *Alan Minds His Manners*. These are from "Adventures in Personality Development" by Creative Education, Inc., and are available through the International Film Bureau, 57 E. Jackson Blvd., Chicago 4, Ill.

These are captioned filmstrips with live color photography. Each filmstrip, the producer says, deals with young people making decisions about right and wrong, and the user is advised, at the beginning of each filmstrip, to discuss the things that interest the class most.

It is good to see captions used. There is nothing wrong with captions per se. There can be a lot wrong with particular captions. Dialogue is not good in captions, it seems to me, especially where a story is being told. Why not cast it into narration? It makes for smoother flow of the story.

Again, the producer counseled the user to discuss as he goes. Discuss what? I saw nothing worth stopping for; nothing urgent emerged in my screen. All I saw was lightweight matters of prudence rather than serious moral problems.

The locale of the homes is upper suburbia; the target audience seems to be Juniors—where the 'issues' would fit—but the 'actors' in the fs look like late Junior Hi youth. My young people would not take the subject matter seriously. Perhaps they are different in the public schools. General evaluation: Not very potential for church use.



## WORKSHOP FOR PEACE

A complete tour of the U.N. Headquarters in New York, including the meeting halls of the General Assembly, the Trusteeship Council, the Economic and Social Council, and the Security Council. Also shows the General Assembly in action and how the Secretary-General and the U.N. Staff carry on their day-to-day activities. (new version 1960)

16mm • Black & White • 29 Min.  
Rental: \$7.50 • Sale: \$65.00  
Write for New Catalog

Contemporary films inc.

Dept. ES, 267 W. 25 St. N. Y. 1 Oregon 5-7220  
Midwest Office  
614 Davis St., Evanston, Ill. DAvis 8-2411

# AUDIO

by Max U. Bildersee

## Stability Vs Volatility

It has often been said, particularly in the field of the motion picture projector, that today's machine is so very much like those of many years ago that there is an indication of design freezing. We have heard accusations of mental stagnation, of failure to introduce new ideas to save film wear and tear and of plain downright almost smug satisfaction with "that which is" to the end that technical, mechanical progress in film projection has been at a standstill.

This is unfair! Unquestionably every major manufacturer of equipment has better means of film transport, superior film gates and higher quality picture and sound projection. Every effort is made to improve equipment—even to redesign equipment—to be beneficial to schools. The vast library of 16mm sound films, each of which was produced to be projected on a 'standard' machine at a 'standard' speed must limit the potential of such research.

And yet if a new machine came on the market immediately embodying entirely new principles of film movement it would die aborning because we, as schoolmen, would immediately denounce it because the library of available materials would have to be re-made at great cost. True, the cost would fall on the producer, but it would be passed on to the schools in higher sales prices, higher rental prices and the great costs of conversion. No! It is not any one group's failure which has caused this standardization; rather it is the nature of the medium and the great costs and risks involved and inherent in any change.

Audio equipment, on the other hand, has been anything but stagnant. And additional changes are forecast. Does this mean that we will (or did?) stop buying the materials we needed? No . . . it meant that we adapted rapidly and successfully to changes.

Let's examine the record of those changes. We need go back only a generation ago to find that there were no magnetic recorders available to schools. There were universally disliked and distrusted disc recorders which none of us used to any great extent. And there were central sound systems which were instructional monstrosities, mere pieces of furniture.

And finally, there were recordings. These were in short supply in terms of variety, they were delicate and fragile, being easily broken as well as rapidly worn out, and they lasted too short a time for effective instructional use. Still, schools bought them and used them for there are ever pioneers in struction.

These recordings were of the old '78' variety. They were shellac and, unlike a famous brand of coffee, 'good to the first drop' only. True, there were automatic record changers, but even these were unreliable and many records were chipped sliding down a spindle, or as the three ounce or heavier tone arm plopped into place.

Then came the introduction of LP records—both 33 1/3 and 78 rpm. This, it was forecast, would either revolutionize the record industry and immediately antique every 78 rpm machine, or it would introduce the ultimate decline and downfall of the industry. Obviously, looking backward, we know that pessimism was unrealistic. We know that schools bought machines—and more machines—and that the old phonographs were not antiquated—they were junked!

Realistic observers today predict the early demise of the 78 rpm speed! And we are not inclined to disagree, for practically every recording today is produced at 33 1/3 rpm. To appease phonograph record collectors, for a while, records were produced at three speeds—78, 33 1/3 and 45. But no longer.

Automatic record changers have changed, and now the record is protected through superior changers and through the internal manufacture of the disc itself. Vinylite has replaced shellac and now to clean records you merely dip them in appropriate water/soap solution and 'drip-dry' them! We could go on, but suffice it to say that record longevity is now guaranteed, barring too rough treatment, by superior materials, superior pressing, thickened lips to give added strength and tone arms whose pressure is measured now in grams as against ounces of not so many years ago.

So the record industry was reborn through modernization and today every school, or nearly so, has record players as well as record collections to speed and enrich learning.

And along came a new development—magnetic recording! This was first introduced as wire recording . . . remember? These were spool driven and there was constant speed only at the hub of the take-up reel. If you never untangled a 'bird's nest' of your favorite wire recording, you were fortunate. And repair of the broken wire was so simple! Just tie a bow (preferably a square knot because a 'granny' might slip) in the wire and then anneal it with the end of a cigarette. Long after World War II major companies were trying to redesign and improve the wire recorder for the school market.

### Early 'Portables'

But magnetic tape took over. And there were a few machines on the market—a very few. We can recall stopping off in Cleveland and marveling at the first 'push-button' machine developed by Brush which later became a temporary standard for the schools. This was a portable machine—requiring two men and a small truck to transport it—but we are reliably

**Audio CARDALOG® Record Reviews on Cards**

# 943

**INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!**

**SUBSCRIBE NOW — \$25.00 a year**

**Audio CARDALOG — Box 1771, Albany 1, New York**

**— A WORLD OF SOUND ON FILE —**

informed that some of these are still in use! They were rugged.

Tape speed: this was academic. There was a choice between 7.5 ips and runaway. And sometimes they did just that spewing tape all over. And then you quietly rewound a thousand feet of tape by hand. Dual track? Unheard of. We could go on with description of the early magnetic recorders, and we must say that they were magnificent developments.

Today's machine? You know it well. Rugged and yet lightweight. Speeds? 7.5 ips is still available but now you can range upwards to 15, 30 and even 60 inches per second. Not practical for school purposes, but they are available. Yet, 7.5 is still available but you can range downward too, to 3.75 and 1.875 ips. And these have become practical.

### Progress Made

Improvements in the medium? Of course there are new materials used for tape base, and surely more will come. We have progressed from the old paper tape through a variety of materials to superior quality tape media generally available, and much less expensive. As improvements have happened and been developed, so prices have changed because there has been greater circulation, more intense competition and increased school savings.

But this was guessed at 15 years ago!

These developments in audio equipment were paralleled in visual equipment in the early days of the motion picture. Does your school still boast of owning a single motion picture projector? Is it a 'carbon-arc' type? Does it use (as well as tear and burn) only 35mm film? Is it a silent machine? If so, then you may well complain about lack of change. But if you

are using modern non-flammable color film in an easily threaded 16mm projector in your classroom (sound of course), then please recognize that there have been changes, many changes. And guess with me that there will be more, many more . . . like 8mm sound on film (almost here) and video tape (as close).

One which is forecast reliably in the field of sound recording is a new cartridge type of tape, mounted on an automatic changer, using tape less than one-seventh of an inch wide, with dual track for stereo of course, traveling at a tape speed of 1.875 inches per second and satisfying the quality demands of the most critical listeners. Yes, this is forecast for early presentation, and indeed commercial models, it is hoped, may be available for school and home use early in 1961.

Such machines, using the cartridges designed for them, will hold up to six hours of continuous sound and all that one need do is press the start button, adjust the volume and tone controls, and that will be it. Talk about push-button teaching!

There are changes of a non-technical nature forecast in disc recording, too. Just as Columbia has sought a national distributor for their product, and as Ottenheimer has undertaken a similar arrangement, so we can anticipate that major record companies and minors as well will be nationally represented by school-to-school salesmen representing a variety of printed and audiovisual materials. There is an undercover scramble going forward to line up the better record producers and the finest product for exclusive representation. We will not be surprised if, within weeks or months at the most, we suddenly discover that the man who used to represent films, filmstrips, projectors, record players and tape recorders in a

complete (he said) audiovisual catalog will find himself hopelessly outdated if he does not have a catalog of superior recordings, too.

Isn't a major film/filmstrip producer with exclusive national sales organization quietly talking with several record producers in the effort to create an exclusive distributor/sales set-up for such products? In fact, there's bidding afoot as one competes with the other for this new line to sell.

Book firms are involved in this, too. Harcourt, Brace, American Book Company, Allyn and Bacon and others are in the audiovisual manufacture and distribution business more than ankle-deep. And they, too, will become important factors in this market. And all of this bodes well for the schools, for as the product is bettered, as the competition becomes keener and as ready availability is common rather than rare, prices will be affected.

There are good times ahead! This is based on relative volatility, not stability. It is a volatile product and an explosive market. And we, the consumers, stand to profit most from this combination involving distribution and competition.

### Special Help

Weston Woods Studios (Westport, Connecticut) whose superior storytelling records we have reported to you from time to time is now offering these records in company with appropriate filmstrips and scripts. They can be used in a variety of ways, both in direct instruction as well as in informal situations. The story-telling applications are immediate and obvious. But here, too, is a device to help teaching reading because the child needing practice or wanting to advance at a rate inconsistent with that of his classmates can look, listen and read by himself.

This practice may be frowned upon in some institutions and by some teachers and supervisors, but we have heard of it as being a regular practice in government schools for Indian children in some parts of the south. We investigated, found it to be true (in fact, they want *more* materials) and learned that this was the happy solution to the problems indicated—basically the difference of learning speed and of drive.

## Audio CARDALOG® Record Reviews on Cards

Box 1771 — Albany 1, New York

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_



### 4 SPEED RECORD & TRANSCRIPTION PLAYERS

Write for illustrated  
catalog

AUDIO-MASTER  
17 E. 45th St., New York

**AN EXTRAORDINARY  
PROGRAM IN LIVING**



# AMERICAN HISTORY!

## THE PROGRAM

A RARE COMBINATION OF 4 VERSATILE TEACHING TOOLS OF UNMATCHED POWER, AUTHENTICITY AND SCHOLASTIC EXCELLENCE . . . CREATED BY A DISTINGUISHED STAFF OF HISTORIANS, VISUAL EDUCATION EXPERTS AND RECOGNIZED AUTHORITIES IN SPECIALIZED FIELDS . . .

Here is history, projected in dramatic word and brilliant image, *telling* and *showing* America's great story with an excitement and conviction never before achieved. Scrupulously designed to enrich American history and many other courses of study, this four point program of books and filmstrips is a comprehensive and unique apparatus to develop understanding and help to build enlightened citizens.

## THE FILMSTRIPS

Two award-winning series created under the editorial direction of  
RALPH H. GABRIEL, Sterling Professor of History Emeritus, Yale University

★ **THE CHRONICLES OF  
AMERICA FILMSTRIPS**  
15 units

This newest series has already won exceptional stature—and well earned! Largely based upon the books and motion pictures of the same name, its realism brings our Country's history to graphic life, from discovery through civil war. Its dynamic images have been likened to "adventures in democracy."

\$97.50 complete or \$7.00 each  
Comprehensive TEACHER'S GUIDE free

★ **THE PAGEANT OF  
AMERICA FILMSTRIPS**  
30 units

Broad in scope as their companion volumes, these documentary filmstrips have opened new vistas of teaching effectiveness throughout the entire curriculum. Each unit portrays a historical drama in America's growth to a world power; together these striking re-enactments span five centuries, from aboriginal Indian to Atomic Age.

\$195.00 complete or \$7.00 each  
TEACHER'S GUIDE free with each unit

## THE BOOKS

★ **THE CHRONICLES  
OF AMERICA**  
56 volumes

Edited by Allen Johnson and Allan Nevins

Interest-sustaining accounts of the titans and forces that struggled in our past to forge America's present. Each volume is a milestone in *action*—from Red Man to the aftermath of VJ Day—authentic, accurate, written in gripping narrative form. Most wanted in every class—a "must" in every library—good reading!

\$199.00 complete or \$3.95 per volume

★ **THE PAGEANT  
OF AMERICA**  
15 volumes

Edited by Ralph H. Gabriel

Picture journals of our history as fresh as today's news! Directed in orderly progression by enjoyable, scholarly text, thousands and thousands (11,500) of timeless illustrations trace the molding of our nation. A treasure-trove of fascinating information, professionally and expertly indexed. Fully tested for successful use at all levels.

\$147.75 complete or \$10.75 per volume

## ORDER NOW

**YALE UNIVERSITY PRESS FILM SERVICE**

**YALE UNIVERSITY PRESS**

386 Fourth Avenue

New York 16, N. Y.



# TRADE DIRECTORY FOR THE AUDIOVISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

## FILMS

- Association Films, Inc.** (PD)  
Headquarters:  
347 Madison Ave., N. Y. 17, N. Y.  
Regional Libraries:  
Broad at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.
- Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.
- Bailey Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.
- Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.
- Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.
- Chapel Films** (PD)  
Div. McMurry Audio Electronics, Inc.  
P. O. Box 179, Culver City, Calif.
- Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.
- Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.
- Film Research Company** (PD)  
Onemina, Minnesota  
Forest Indian and Science Films
- Ideal Pictures, Inc.** (D)  
Home Office:  
58 E. South Water St., Chicago 1, Ill.  
Branch Exchanges:  
1840 Alcatraz Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 — 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
55 NE 13th St., Miami 32, Fla.  
52 Auburn Ave., N.E. Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
614 — 616 So. 5th St., Louisville 2, Ky.  
1303 Prytanis Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
40 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
1915 Chicago Ave., Minneapolis 4, Minn.  
3400 Nicollet Ave., Minneapolis 8, Minn.  
1402 Locust St., Kansas City 6, Mo.  
3743 Gravois, St. Louis 16, Mo.  
6509 N. 32nd St., Omaha 11, Neb.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio.  
2110 Payne Ave., Cleveland 14, Ohio.  
119 Ninth St., Pittsburgh, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 So. Third St., Memphis 3, Tenn.  
2434 S. Harwood, Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Beretania St., Honolulu, T.H.
- International Film Bureau** (PD)  
57 E. Jackson Blvd., Chicago 4, Ill.
- Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.
- Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.
- United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Bayshore Dr., Miami, Fla.

## FILMSTRIPS

- Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.
- Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.
- Christian Education Press Filmstrips** (PD)  
Religious Subjects  
1505 Race St., Philadelphia 2, Pa.
- Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.
- Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.
- Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 14
- Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3
- Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

- Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.
- DuKane Corporation** (M)  
St. Charles, Illinois
- Viewlex, Incorporated** (M)  
35-01 Queens Blvd., Long Island City, N. Y.

## ELECTRONIC TRAINING KITS

- Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

- Ace Banner & Flag Company** (M)  
224 Haddon Rd., Woodmere, L.I., N. Y.  
All sizes—U.S., State, Foreign, etc.—immed. del.

## GLOBES — Geographical

- Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

- Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

- Byron, Inc.**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.
- Geo. W. Calburn, Inc.**  
164 N. Wacker Drive, Chicago 6, Ill.

## MOTION PICTURE PROJECTORS & SUPPLIES

- Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.
- Eastman Kodak Company** (M)  
Rochester 4, New York
- Victor Division, Kelart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co.** (MD)  
315 W. 43rd St., New York 36, N. Y.

**S.O.S. Cinema Supply Corp.** (MD)  
602 W 52nd St., New York 19, N. Y.  
6331 Hollywood Blvd., Hollywood 28, Cal.

## READING IMPROVEMENT

**Psychotechnics, Inc.**  
105 W. Adams St., Chicago 3, Ill.  
Mfgs. of SHADOWSCOPE Reading Pacer

## RECORDS

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Curriculum Materials Center** (PD)  
5128 Venice Blvd., Los Angeles 19, Cal.  
Records, Tape Recordings, Filmstrips, Books

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Melroam Records** (PD)  
Brookhaven, N. Y.  
(History through Ballads & Folksongs)

**Monitor Recordings, Inc.** (PD)  
413 W. 50th St., New York 19, N. Y.  
Russian, French, Spanish Language Materials

**Music Education Record Corp.** (P)  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra)

**Spencer Press, Inc.** (D)  
179 N. Michigan Ave., Chicago 1, Ill.  
Free School & Library Catalog of Columbia Records

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## SCREENS

**Radiant Manufacturing Co.**  
8220 Na. Austin Ave., Morton Grove, Ill.

## SLIDES

Key: Kodachrome 2 x 2. 3/4 x 4 1/4 or larger

**Keystone View Co.** (PD-4)  
Meadville, Pa.

**Meston's Travels, Inc.** (PD-2)  
3801 North Piedad, El Paso, Texas

**Walt Sterling Color Slides** (PD-2)  
224 Haddon Rd., Woodmere, L. I., N. Y.  
4,000 (scenic & maps) of teacher's world travel

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## Local AV Dealers

**Illinois**  
**AMERICAN FILM REGISTRY**  
1018 S. WABASH AVE.  
Chicago 5, Ill.

**New Jersey**  
**L. KALTMAN & SON, INC.**  
287 Washington Street, Newark,  
N. J.

**Ohio**  
**M. H. MARTIN COMPANY**  
1118 Lincoln Way E., Massillon,  
Ohio

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIOVISUAL GUIDE**, 2000 Lincoln Park West Bldg., Chicago 14, Ill.



# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Sources, page 514. For more information about any of the equipment and materials announced here, use the enclosed reader service postcard.

## NEW EQUIPMENT

### CAMERAS, Movies, TV

**All-transistor CCTV Camera** 6½x85 18 13"; wt 16lb; operates on 117v AC or 12.5v DC; eliminates tub microphonics; reduces radiation; simultaneous output of video and RF signals. Accessories now available include weatherproof housing, pan and tilt unit, remote controlled and manually controlled zoom lenses. PHILCO.

For more information circle No. 101 on return postal card.

**Kinescope Recorder** housed in and on an office desk, a practical method of storing on film special instructional telecasts for future reference. Complete with camera \$6800; less camera \$2800; off the air tuner \$495. TUCNORD

For more information circle No. 102 on return postal card.

**"Observer" CCTV Camera System** provides two crystal-controlled RF outputs on any VHF channel plus one video output; self-mixing RF output circuits for multi-camera operation on one coaxial cable; self-regulating power supply to control all AC and DC voltages; 350-line resolution on each RF channel, 600-line video. BTL

For more information circle No. 103 on return postal card.

### CAMERA ACCESSORIES

**CCTV System.** Several auxiliary units now round out our previously listed Motorola line of 5 TV cameras (Oct. '59) and 21" classroom receiver (Jan. telephoto lenses (½" to 6") and an automatic zoom lens; weather-, dust- and explosion-proof housings; remote control mountings; pushbutton channel selector; AV mixer handling up to 10 monitors and several cameras; and line and distribution amplifier for distance transmission. MOTOROLA.

For more information circle No. 104 on return postal card.

**CCTV Talk-Back system** as developed for use in Penn. State University provides TV-teacher-controlled communication with receiving classroom; other ganged receiving rooms hear these questions and answers; TV-teacher can also monitor any one of the ganged receiving rooms; dual type PA speaker-mike handles question and answer in each room. Various ac-

cessories have been developed at this source; amplifiers, converters, detectors, filters, generators, etc. COMMENG.

For more information circle No. 105 on return postal card.

**Omnitar Telephoto Lens Systems**, range in focal length from 125mm to 1000 mm. Available also are monocular omniscopes for tracking finders; Shown above is the 600mm f5 lens assembly, complete with basic mount, filters, lens shade. \$595. BSCE

For more information circle No. 106 on return postal card.

**Projection Video Monitor** reportedly will project closed-circuit and over-the-air programs for large-screen requirements; dust-proof; safe from high voltage hazards. BTL

For more information circle No. 107 on return postal card.

### PROJECTORS, Movie, TV

**Auditorium TV**, a 12x16 foot picture. reportedly bright enough to allow room light level sufficient for note taking, exam writing. Compact, mobile, self-contained, "technically feasible for school use." GPL.

For more information circle No. 108 on return postal card.

### PROJECTION ACCESSORIES

**Polarizing spinner** gives motion effect to overhead still projection by means of revolving disc in light path above specially treated transparencies. The disc is edge-driven, its speed regulatable, its size 8"x9"x4". May be clamped to most Vue-Grapr models. \$85. BESELER.

For more information circle No. 109 on return postal card.

**Red-I-Frame Lensscreen** stretches on frame quickly assembled from tubular parts that pack compactly for shipping and storage. Polacoat rear-projection screen material is now available in any size from 4x5' to 40x80', at \$2.50 per sq. ft. POLACOAT

For more information circle No. 110 on return postal card.

### SOUND, EQUIPMENT & Accessories

**Dual-track "Minltape" recorder** delivers sync-sound with any motion picture camera, (8-16-35mm), spring or motor driven, by recording 60-cycle track parallel to the audio pickup track. The 60-cycle track, amplified, drives a synchronous motor on re-recorder or projector. STANCIL.

For more information circle No. 111 on return postal card.

**Magnematic Recorder** records up to 8 hours on cartridge load tape that eliminates threading. The recorder measures only 3½" in height. AMPCORP.

For more information circle No. 112 on return postal card.

**Personal Portable Public Address**, transistorized, weighs only 11 ounces and reportedly adequate for audience of 100 or more, recommended for meet-



The Portable PA

ings to pick up and amplify questions from floor. Powered by 9-volt mercury battery; 1¼ watt output; 5-year guarantee; \$110. MOORE.

For more information circle No. 113 on return postal card.

**Portable record player** 4-speed, 15 lbs, built-in 45" adapter, accommodates 12" records, 105-120 v. AC only, Model AV-1 gives 3 watts output, 5x7" speaker, \$49.95; Model AV-2 gives 6 watts output, 6x9" speaker, \$67.50. GRAFLEX.

See local dealer

**"Preceptor" Language Lab** offers 10 channels, provides for monitoring each student separately, listening in on master tape and student repetition, 2-way conversation with student, recording the student on central recorder and adding instructor's comment, and simultaneous "all-call" communication with entire class. RCA

For more information circle No. 114 on return postal card.

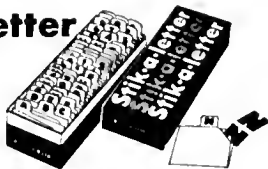
**"Packaged" Tape Teaching Lab** consists basically of monitor, power and program panels, tape recorders, microphones and headsets all engineered

## Stik-a-letter

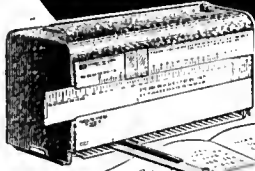
PROFESSIONAL  
LETTERING  
TECHNIQUE

Write for literature

Stik-a-letter Co. Rt. 2, Box 1400, Escondido, Calif.



**NOW IN THOUSANDS  
OF CLASSROOMS!**



BEST . . .  
because it has  
passed the  
classroom test

AT A  
COST AS LOW  
AS **37c**  
PER PUPIL\*

### AVR RATEOMETER

**Tops the list of America's  
Reading Learning Aids because  
of its proven performance**

**IT'S VERSATILE . . .** fits into any reading improvement program.

**IT'S ACCURATE . . .** Lifetime electric motor provides clock accuracy, trouble-free service.

**STUDENT CENTERED . . .** requires minimum assistance. Students master its use in minutes.

**EASY ON BUDGET\* . . .** Actual classroom experience over a 5-year period shows that costs run as low as 37c per pupil.

**Teachers say:** "Pupils love working with them" . . . "best of its type" . . . "more convenient" . . . "so quiet" . . . "flexible and adaptable" . . . "rate increase 70 to 300%."

Complete with manual, carry-case, \$39.95  
5 to 9 units, ea. \$35.95 + 10 or more, ea. \$33.95

Satisfaction guaranteed or money refunded  
Send orders to

### AUDIO VISUAL RESEARCH

Dept. U09 523 S. Plymouth Ct., Chicago 5  
FACTORY: Box 71, Waseca, Minnesota

**SIMPLE! EFFECTIVE! DURABLE!**



Webster 'Packaged' Tape Teaching Lab

for compatible operation; offers up to nine different lesson channels to 6-54 student positions, 2½ watt output, sufficient for 54 positions, and 45 ohm loudspeakers for paging and PA; 3-position talk-listen switch; annunciator lights and all-call optional; individual student position jacks, volume controls; program selector switch optional as also call-in push-button. WEBSTER.

For more information circle  
No. 317 on return postal card.

Quarter-track head is now available for the Magnecordette Series 100. Installed with small screwdriver. \$160. With return of old heads \$65. MAGNECORD.

For more information circle  
No. 115 on return postal card.

"Rhythmaster" Record Player, designed to meet any required degree of tempo control, varies speed continuously

from 25 to 100 rpm without stopping the turntable. Especially suited for dance instruction, music analysis therapists. Microphone can superimpose comment while records are being played. Unit serves also all customary record-player and P.A. functions. \$349.95. REK-O-KUT.

For more information circle  
No. 116 on return postal card.

Seven stereo-monaurel recorders, tailored to meet a wide range of requirements, price range \$79.95 to \$289.95. Numerous accessories include amplifier-speakers, patch cords and library of prerecorded tapes @ \$4.95. TELECTROSONIC.

For more information circle  
No. 117 on return postal card.

Tape reel holders, hold reels firmly, especially helpful on vertical deck. Package of 2 for 55 cents. ROBINS

For more information circle  
No. 118 on return postal card.

Tape Recorder plays 8-hours at 15/16 ips, also (1⅞ and 3¾) 5" reels, each phone jack automatically cuts off speaker, push-button operation. \$199.95. Carrying case \$14.95. AMERICAN CAN

For more information circle  
No. 119 on return postal card.

Two-Channel Tape Recorder. Teacher and student can listen to both channels, master and practise, simultaneously. B&H

For more information circle  
No. 120 on return postal card.

TV Antenna or Line Amplifiers for master and community type systems. expendable; several models and numerous accessories. BTL.

For more information circle  
No. 121 on return postal card.

Voice-Flector, individual student acoustic containment shell, with built-in dynamic microphone-speaker, reportedly eliminates need for special classrooms, partitioned booths, ear

The KEYSTONE Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act



The Keystone Standard Overhead Projector is designed for the projection of Transparencies, Standard (3¼" x 4") Lantern Slides, Polaroid Slides, and Hand-made Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2¼" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.

Write for Further Information or a Demonstration by our Local Representative.  
KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.



Cousino "Voice-Flector"

**Ozalid 60 Tabletop Copying Machine.** Copies single-side originals up to 15" wide, at speeds of from 8" to 40 feet per minute. Originals automatically separated from copies; thermostat control; uniform exposure; air-cooled; cylinder can be wiped clean while machine is in motion. Size 28¼" x 35½" x 39½" including feedboards. Available either 60 or 50 cycles; 115v AC. Optional accessories include all-steel desk; automatic electric developer pump kit; plastic dust cover; deep slant master receiving tray **OZALID**

For more information circle No. 128 on return postal card.

**Plastic Dip Protects Slides.** A liquid plastic into which 2x2 slides are dipped reportedly protects them against

**TRIPLE THE LIFE OF YOUR MOVIES and SLIDES**



1 oz. treats 400 ft. 16 MM for only

**89¢**

**PERMAFILM**

The Amazing Preservative PREVENTS scratches, brittleness, torn sprocket holes, color fading, fungus, warping and popping. Easy to use. Just wipe it on.

Ask your dealer for Permafilm 1 oz. 89c; 8 oz. \$4.95; 16 oz. \$8.25

Edwal Scientific Prod. Corp. Chicago 28, ILL.

phones or hear-back amplifiers, and gives student full access to classroom visuals. **COUSINO.**

For more information circle No. 122 on return postal card.

**MISCELLANEOUS EQUIP.**

**Automatic Room Light Control** regulates light level very much as thermostat governs temperature. Any change in daylight level is detected and instantly compensated for. **SUPEL.**

For more information circle No. 123 on return postal card.

**Flexible Magnet**, rubber-covered, originally designed as a sign-writer's aid, has educational applications on magnetic chalkboards; May be cut to any desired length; also metal mounting strips with pressure-sensitive adhesive backing (9" long x 1" wide) adapt non-magnetic surfaces for use of this new device. Samples. **CARPRO**

For more information circle No. 124 on return postal card.

**Illuminated Magnifier** offer a wide field of a 3x magnification, lit either by batteries or 115v current. \$14.75 plus batteries. **B&L**

For more information circle No. 125 on return postal card.

**Jacks** facilitate and safeguard CCTV and master-antenna installations to make every receiver outlet a camera input. **JERROLD**

For more information circle No. 126 on return postal card.

**Folded Rubber "Electriduct,"** an over-the-floor conduit for all electrical connections where in-wall conduit is not mandatory; reportedly safe, skid-proof, trip-proof, can be painted; 2-wire (16 or 14), also 3-wire with ground stud at each outlet; costs range from \$9 for a 4' 2-wire unit with duplex outlet and 2' of wall cord, to \$26.75 for 10' 3-wire with outlets, grounding adapter, ASA 3-prong plug. "Electriduct" tape, 2" wide, adhesive both sides, for securing ducts to floor, from 4' @ \$1.25 to 10' @ \$2.20. **IDEAS**

For more information circle No. 127 on return postal card.

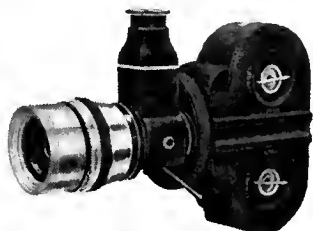


Our professional Know-how helps solve your **AUDIO-VISUAL Problems.**

*Why is CECO the Audio Visual Equipment Center?*

Because CECO spans the entire complex field. We sell and service every professional type equipment on the market—cameras, projectors, screens, slide projectors, animation equipment, sound recorders, timers, tripods, etc.

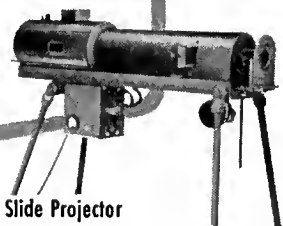
More important, we provide solutions to problems, no matter how intricate. We charge no for the products. We make no charge for our experience. That's why most AV experts come to CECO.



**Single Frame Eyemo**

35mm filmstrip camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—trademark of Camera Equipment Company



**Strong Arc Slide Projector**

Projects 2" x 2" and 3½" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.



**Weinberg Watson Analyst Projector**

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

**SALES • SERVICE • RENTALS**

**CAMERA EQUIPMENT CO., INC.**

Dept. E68, 315 West 43rd St., New York 36, N. Y. • JUDSON 6-1420

Gentlemen: Please rush me FREE literature on CECO Products for Audio-Visual use:

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

dirt, scratches, finger prints, and minimizes "popping" in and out of focus. FORALCO.

For more information circle No. 129 on return postal card.

Static Removal Brushes and Polonium bars for removal of static from films,

Election Year 1960

# TODAY'S STUDENTS TOMORROW'S CITIZENS



FUNDAMENTAL DEMOCRATIC PROCESSES



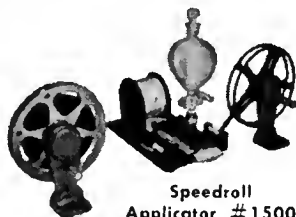
PRESENTED IN TWO AWARD-WINNING FILMS:  
 \* VOTING PROCEDURES  
 \* THE LEGISLATIVE PROCESS

Purchase, Preview, or Rental Information available from  
**INDIANA UNIVERSITY**  
 audio-visual center  
 Bloomington, Indiana



## New ECCO Improved Model D For 16mm & 35mm

Cleans — Lubricates — Prevents Dust Static



Speedroll Applicator #1500

Clean and inspect your film in one easy operation. Operates effectively at several hundred feet per minute. Save time, fluid, labor, and money. Lifetime bakelite construction. Eliminates waxing. Absolutely safe and NON-TOXIC . . . NON-INFLAMMABLE. Widely used by schools, colleges and film libraries.

Ecco No. 1500 Applicator . . . . . \$33.00  
 Ecco No. 1500 cleaning fluid, quart, . . . \$2.50  
 Gallon . . . \$9.00  
 Ecco No. 2000 cleaning fluid, quart, . . . \$1.95  
 Gallon, \$6.50

### ALL FILM HANDLING SUPPLIES IN STOCK

Acetone, per quart . . . . . \$1.40  
 Per gallon, \$4.50  
 Ethylid Film Cement, pint . . . . . \$2.00  
 Film Handling gloves, per dozen . . . . \$1.95  
 Galco Filimeter stop watch, Swiss jewelled movement. Measures equivalent footage for 16mm and 35mm film . . . . . \$24.50

### THE CAMERA TRAVEL

1845 Broadway (at 60th St.) N. Y. 23  
 Plaza 7-6977

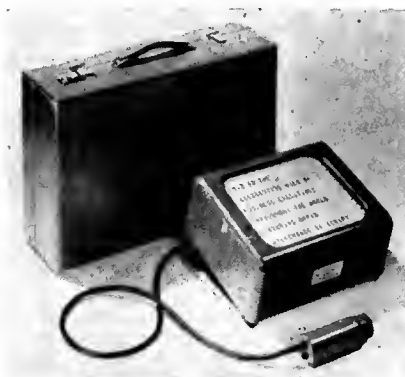
records and industrial processes. 1" brush \$4.95-\$7.45. 3" \$9.95-\$14.95; record brush \$14.96. NUCLEAR.

For more information circle No. 130 on return postal card.

Scan-A Graph Electric Blackboard offers CCTV facilities without camera or lights, transmitting instant visual communication to as many as 500 locations simultaneously. Widely used for multiple unit communication in transportation and industry, it is now offered as means of transmitting motion pictures and static lesson material to multiple classroom locations. Complete installation can be housed in and on an office desk; compatible with existing TV equipment. Desk model \$2,875; add 14" monitor \$315. Rack model \$3,475, recommended accessories \$520. TUCNORD

For more information circle No. 131 on return postal card.

Table-top portable speech prompter rolls a typed commentary at speed controlled by palm-sized control in speaker's hand; script is illuminated firm within, permitting use in dark or



Portable Speech Prompter

light room; each spool holds hour or more of continuous script depending on size of type used; plugs into AC; smaller than portable typewriter. \$169.50. TELIT

For more information circle No. 132 on return postal card.

Trainer in Transistor Use. Technical students learn the theory and use of transistors with the aid of a 9x12x5" battery-powered training device by which they mount solid state devices at indicated positions to complete various operating circuits. RCA

For more information circle No. 133 on return postal card.

Transistor Analyzer features clear Lucite panel mounting binding posts, resistances, capacitances, flexible leads, imprinted circuitry, for graphic demonstration of basic transistor configurations. \$37.50. CENSCI

For more information circle No. 134 on return postal card.

Vido Monitors, broadcast studio type, in cabinet, 8" \$325; 14" \$315; 17" \$340; 21" \$385; 24" \$420; 27" \$450. Chassis only and rack mounting available. For Polaroid filter add \$15 for 8" to 21"; \$30 for 24" and 27". TUCNORD.

For more information circle No. 135 on return postal card.

## NEW MATERIALS

### KEY TO ABBREVIATIONS

mp—motion picture  
 fs—filmstrip  
 sl—slide  
 rec—recording  
 LP—33-1/3 r.p.m. microgroove record  
 min—minutes (running time)  
 fr—frames (filmstrip pictures)  
 si—silent  
 sd—sound  
 R—rent  
 b&w—black & white  
 col—color  
 Pri—Primary  
 Int—Intermediate  
 JH—Junior High  
 SH—Senior High  
 C—College  
 A—Adult

### AGRICULTURE

The New Story of Milk mp EXCELLO 27 min. Old world dairy herds and methods are contrasted with American streamlined dairy production Testing, processing and packing milk EI JH

For more information circle No. 136 on return postal card.

Prescribed Burning in the South mp UWF 23 1/2 min. sd col \$112.56. USDA training film for foresters and fire suppression crews in the pine forests of the Southern Coastal Plain. Controlled burning to check undergrowth reduce fire hazards, improve wildlife habitat, and check tree diseases. SH C A

For more information circle No. 137 on return postal card.

Starting a Vegetable Garden mp UWISC 12 min col \$20.04 r\$1 (in Wisconsin 50c wk) Home garden project from soil preparation to harvesting. JH-A

For more information circle No. 138 on return postal card.

Summer Feeding mp UWISC 13 min. col \$54.06 r \$1 (in Wisconsin 50c wk.) Compares feeding cattle stored or green fodder, strip grazing. C A

For more information circle No. 139 on return postal card.

Supervised Farming Records Made Easy 3fs EDUFS si col set (3) \$16.50. Importance of farm records; entries useful in analyzing the farm enterprise; meaningful records of farm labor. SH A

For more information circle No. 140 on return postal card.

This Business of Turkeys mp OSU 17 min. col sd. Life cycle of the turkey; history and practice of raising. SH C A

For more information circle No. 141 on return postal card.

### ARMED FORCES—CIVIL DEFENSE

From the Four Corners mp HUGHES 10 min col loan. Official Air Force report on the 1958 World-wide Weapons Meet. at Tyndall Air Force Base. SH C A

For more information circle No. 142 on return postal card.

**On Guard—One Target** mp HUGHES 1½ min col loan. Role of North American Air Defense (NORAD), with its DEW-line, picket ships, picket planes, "Texas" towers, and interceptors as protection against surprise attack, SH C

For more information circle No. 143 on return postal card.

**Practice for Peace** mp HUGHES 13½ min col loan. Debut demonstration of the F-104 and the Sidewinder missile, in night flying, SH C A

For more information circle No. 144 on return postal card.

**Seek, Find and Kill** mp HUGHES 13½ min col loan. ADC interceptors ward off a simulated enemy air attack. SH C A

For more information circle No. 145 on return postal card.

**This is the Falcon** mp HUGHES 8 min col loan. Animated history of armament from Stone Age to airborne missiles, shows indispensable role of airborne electronic equipment for national defense. SH C A

For more information circle No. 146 on return postal card.

#### ARTS & CRAFTS

**Autumn Color** mp THORNE 7 min sd col \$70 r\$3. Vivid autumn color scenery with improvised piano background. JH-A

For more information circle No. 147 on return postal card.

**Helen Tamaris—Negro Spirituals** mp REMBRANDT 17 min b&w \$125 r\$12.50. Five solo dances. C A

For more information circle No. 148 on return postal card.

**Humanism—Victory of the Spirit** mp REMBRANDT 30 min b&w \$175 r\$17.50. Renaissance history and philosophy illumined by Haesaert's sequence of paintings. C A

For more information circle No. 149 on return postal card.

**Regina Coeli** mp REMBRANDT 13 min col \$150 r\$15. Assumption of the Virgin Mary told through the frescoes of Fra Angelico. C A

For more information circle No. 150 on return postal card.

#### BUSINESS EDUCATION

**Ben Franklin on Salesmanship** mp JAM 23 min b&w \$145. How Franklin's five principles of salesmanship can be applied in modern selling situations. SH C A

For more information circle No. 151 on return postal card.

**How Good Is a Good Guy?** mp ROUNDTABLE 21 min col b&w apply. Three case studies, dramatized, of the supervisor who fails to supervise because of a distorted desire to be a "good guy" to his subordinates. A SH C

For more information circle No. 152 on return postal card.

**Insurance Agent Training** 3fs UNDERWRITERS col Titles: Paid in Full \$30); Four in One (home owner

(mortgage cancellation policy 36fr "package" policy 52fr \$50); The Missing Link (income interruption policy 40fr \$30). A

For more information circle No. 153 on return postal card.

#### EDUCATION

**And No Bells Ring** mp NASSP 60min r \$3. Recommended changes in secondary education include flexible class size, individual and small group study, greater use of audiovisual materials and techniques. Accompanying booklet, "New Directions to Quality Education" free. SH A TT

For more information circle No. 154 on return postal card.

**Legal Liability of Teachers for School Accidents** mp BARBRE 30min col \$290. Numerous situations involving school and teacher liability are discussed by Dean R. R. Hamilton, authority on school law. TT A

For more information circle No. 155 on return postal card.

**Teenagers Will Read** mp MH 26min b&w \$135. Technique for stimulating reading and discussion. Ties into A Book for You. TT

For more information circle No. 156 on return postal card.

**Time Out for Study** 5fs VISTU b&w set \$12.50. Titles: Principles of Organized Study; The Study Schedule; The Notebook; How to Study for an Exam. JH SH

For more information circle No. 157 on return postal card.



**"FIBERBILT" CASES**  
**"THEY LAST INDEFINITELY"**  
 Equipped with steel corners, steel card holder and heavy web straps.  
 Only original Fiberbilt Cases bear this Trade Mark



Your Assurance of "Finest Quality"  
 For 16mm Film—  
 400' to 2000' Reels  
 Sold by All Leading Dealers

FOR BETTER PRESENTATIONS

# OPTIVOX

PORTABLE EASEL

The newest thing for visual aid is this lightweight, portable **Optivox** easel. 29" x 39½" steel board finished in "rite-on" green, adaptable for chalk, charts, or magnets. Aluminum legs fold to convert from 70" floor easel to table model. Net weight, 17 lbs. Comes with eraser, crayons, chalk, pointer, and removable chalk tray. **Only \$44.95** Carrying case and lamp fixture are extra equipment.



## PIXMOBILE

### PROJECTION TABLE

Save time... save storage space. Prepare your visual presentation in advance on the portable **Pixmobile**, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. **42" table only \$32.95.**



**THE ADVANCE FURNACE CO.**  
 2310 EAST DOUGLAS WICHITA, KANSAS

# a new concept IN LANGUAGE LABORATORY EQUIPMENT...by



## new convenience

Any room in your school can be made into a Language Laboratory in minutes.

## new simplicity

No permanent installation—no construction—all units are portable with simple plug-in connections.

## new low cost

Approximately \$50.00 per position. Designed for use with school's present Tape Recorder or Sound System.

Developed by Switchcraft — one of the top manufacturers of Quality Electronic components.

Write or use coupon.

SWITCHCRAFT, INC.  
Language Laboratory Division  
5593 N. Elston Ave., Chicago 30, Ill.  
Send full details on Language Laboratory Components.

Name \_\_\_\_\_  
Position \_\_\_\_\_  
School \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**The Workshop Process** mp UCLA 12min b&w \$55. Filmed during an actual educational workshop, the film demonstrates problem solving in group learning situations. C A

For more information circle  
No. 158 on return postal card.

### FEATURE FILMS

**My Wild Irish Rose** mp UAA 101min. Apply Film biography of famed Irish tenor Chauncey Olcott. Dennis Morgan, Andrea King.

For more information circle  
No. 159 on return postal card.

### GUIDANCE, Personal

**Older Teens and Dating** 4sfs FAMILY col with 2 LPs set \$25.50 indiv fs @ \$6.50 rec (2 subjects) L \$3.50. **Going Steady** (54fr); **Falling In Love** (51 fr); **Conduct on a Date** (49fr); **When Should I Marry?** (45fr). SH C

For more information circle  
No. 160 on return postal card.

**Psychology for Living** (series) 5mp MH b&w. Correlated with Sorenson and Malm text. Titles: **Facing Reality** (12 min) \$75; **Habit Patterns** (15 min) \$85; **Successful Scholarship** (11min) \$60; **Heredity and Family Environment** (9min) \$55; **Toward Emotional Maturity** (11min) \$65. SH C

For more information circle  
No. 161 on return postal card.

### GUIDANCE, Vocational

**A Question of Life** mp METHODIST 13 min b&w r\$4. A college student wants to become a minister; his parents oppose this choice. SH C A

For more information circle  
No. 162 on return postal card.

### HEALTH, SAFETY

**Safety Through Seatbelts** mp UCLA 12½min b&w \$37. Contribution to safety in case of intersection collision. SH C A

For more information circle  
No. 163 on return postal card.

### INDUSTRY, TRANSPORTATION

**Industries** flat pix INPRO set of 10 pix 11x14" \$2.50. Titles: **Petroleum** (2); **Tuna** (2); **Oranges and Lemons** (2); **Vegetable and Melon Crops** (2). Int.

For more information circle  
No. 164 on return postal card.

**The New Giant** mp HUGHES 15min col loan. Tremendous growth of the airborne electronics industry. Columbus Award 1958. SH C A

For more information circle  
No. 165 on return postal card.

**The Prime Dimension** mp HUGHES 24 min col loan. An ADC colonel tours the Hughes Tucson facility, and has success in using one of the missiles he saw under construction. SH C A

For more information circle  
No. 166 on return postal card.

**Transportation** 4kits INPRO ea set includes 10 flat pix 11x14"; a 30fr fs col; a 35p manual \$25. I: **Boats, Ships and Harbor**; II: **Trucks and the Motor Age**; III: **The Freight Train as a Carrier of Goods**; IV: **Airplanes and the Airport**. Elem.

For more information circle  
No. 167 on return postal card.

### LANGUAGES

**Aprende a Escribir** tape LTS 7" 7½ips. Thirty-six lessons entirely in elementary Spanish, the final 8 in quiz form for self-examination. Presumes some previous knowledge of the language. SH C A

For more information circle  
No. 168 on return postal card.

**Beginning Spanish** 4mp, 4sfs, 8 tapes C-BEF set complete with manual \$486. Conversational approach, entirely in Spanish, in 9th-10th grade USA classroom situation. First two cover speech and aural comprehension; second two include reading. Scenes from film on filmstrip provide review; tapes give repetitive exercises. Each 10-12 min. SH TT

For more information circle  
No. 169 on return postal card.

### LANGUAGE ARTS

**Children's School Stories** 5sfs CATHE-DRAL col 15min rec. Series (5) \$33.75; indiv fs \$5 rec \$2.50. Titles: **Raggedy Elf**; **The Little Cloud**; **Little Star That Got Lost**; **The Mighty Hunters**; **How the Birds Got Their Color**. Pri.

For more information circle  
No. 170 on return postal card.

**The Chinese Village** mp COLWIL \$80 r\$3. Story of a tiny village's transformation from a place of evil into one of eternal happiness, told in filmograph technique from the 18th century handpainted wallpaper in the Governor's Palace at Williamsburg.

For more information circle  
No. 171 on return postal card.

**How to Conduct a Meeting Using Parliamentary Procedures** fs BASIC col \$6. Informative guide for chairmen and sketches. Evaluated ESAVG 1/60, p31. parliamentarians; good diagrams

For more information circle  
No. 172 on return postal card.

**Rawhide No. 3** rec FOLKWAYS 12" LF \$5.95. Satire on wide variety of topics e.g. "University for Soap Serial Writers"; conceived and told by Max Ferguson who plays all the characters. SH C A

For more information circle  
No. 173 on return postal card.

**Sentences: Simple, Compound, Complex.** mp CORONET 11min col \$110 b&w \$60. Animated and live-action

## PAT DOWLING PICTURES



NEW—16mm color  
For Elementary Science

### WIND AT WORK

11 Min. Sale Only—\$110.00

write for Previews.  
1056 S. Robertson Blvd,  
Los Angeles 35, Calif.

scenes demonstrate sentence building through the use of dependent and independent clauses. JH SH

For more information circle No. 174 on return postal card.

**Speechphone Courses** rec ICR 4 courses ea incl 3 LP and book ea \$29.50 incl 6 mos consultation service. I: **Elementary** is for the student from other lands. II: **Intermediate** includes also remedial material for the American student III: **Advanced**. IV: **Spoken Word List**, pronunciation of 3,000 words.

For more information circle No. 175 on return postal card.

**Stefan on Sunday** mp EBF 14min col \$150 b&w \$75. Boy in Swedish village finds Sunday a break in his usual chores and goes to church with his family. Pri Elem

For more information circle No. 176 on return postal card.

**The Town Musicians** mp BRANDON 9 min col \$120 4\$5. Color cartoon from the fairy tale by the Brothers Grimm. Silver Reel Award 195. Pri-SH

For more information circle No. 177 on return postal card.

**Use Your Library** fs SVE 81fr b&w \$6. Designed for use without manual. JH-TT

For more information circle No. 178 on return postal card.

### LITERATURE, DRAMA

**Basic Russian Through Conversation** rec/tape WILMAC Two 7" 7½ips \$14.95. Two 12" LP \$9.95. Exercise material fits into any Russian course JH through C. Vocabularies are followed slowly spoken dialogs, with spaces for student repetition.

For more information circle No. 179 on return postal card.

**Fabulas de Esopo** rec/tape WILMAC 7" 7½ips \$8.95. 12" LP \$5.95. Spanish comprehension and vocabulary building. SH C

For more information circle No. 180 on return postal card.

**French Simplified Vol. 1** rec/tape WILMAC 7" 7½ips \$8.95. 12" LP \$5.95. Six students tell of their life in France. For II or III semester SH. This is continued in **French Vol III** for II and III year SH. (Same prices). Similarly **German Simplified Vol. I** and **German Vol. III**.

For more information circle No. 181 on return postal card.

**Mr. Pickwick's Christmas** rec DECCA 12" LP. Four members of the Corresponding Society spend Christmas with Mr. Wardle. Read by Charles Laughton. Flip side: **A Christmas Carol**, narrated by Ernest Chappell; "Scrooge" played by Eustace Wyatt. SH C A

For more information circle No. 182 on return postal card.

**Talking Books** ree LIBRAPHONE 16 rpm. Recent additions include **Nauticus 90 North** 3½hrs \$8.95; **The Merry**

**Adventures of Robin Hood** 2hrs \$6.95; **The Great Gatsby** 5hr \$10.95; **Children's Arabian Nights** 2hr \$6.95.

For more information circle No. 183 on return postal card.

### MATHEMATICS

**Discovering Solids (Series)** 5mp DELTA 15-18min col ea \$150 b&w \$75. Titles: I: **Solids in the World Around Us**; II: **Volume of Cubes, Prisms and Cylinders**; III: **Volume of Pyramids, Cones and Spheres**; IV and V: **Surface Areas of Solids**. JH SH

For more information circle No. 181 on return postal card.

**Mathematical Models for Teaching**. Several hundred clear plastic models by Guenther Herrman (Germany) enable students to relate external shape with intersecting planes, concealed edges, etc. Models on plane, solid and analytical geometry; Curve-Drawing; Projections, Elevations, Traces and Intersections; Sections and Development of Solids; Interpenetration of Solids; Gears and Driving Mechanisms. Colors coded to identify hidden edges, etc. Some are scaled for numerical measurements. Free illustrated catalog. LAPINE

For more information circle No. 185 on return postal card.

**Transparent Slide Rule for Overhead Projection**. BESELER. 9" long, clear lucite, smooth sliding hairline indicator, permits projection on screen greatly magnified so all can see.

For more information circle No. 186 on return postal card.

### MEDICAL & ALLIED SCIENCES

**The Laboratory Animal Technician** mp UCLA 22min col \$195. A vivarium supervisor recounts training of technicians and operation of a laboratory animal facility. SH C A

For more information circle No. 187 on return postal card.

### MUSIC, Vocal

**Yankee Legend** rec HEIRLOOM 12" 33.3 rpm. Folk songs of New England as sung by Bill and Gene Bonyun. JH SH C ##

For more information circle No. 188 on return postal card.

### PRIMARY GRADE MATERIALS

**Instructional Study Prints** flat ptx INPRO ea set includes 10 pictures 11x14 col captioned @ \$2.50. Titles: **Animals and Pets; Home Activities; Boats and Ships; etc.** Pri.

For more information circle No. 189 on return postal card.

### NEW! The WILD RICE Story . . .

"*Mahnomen—Harvest of the North*" . . . Selected as a U.S. Entry in the 1960 Edinburgh and Venice Festivals, this documentary film shows the ancient Chippewa "water" harvest of WILD RICE, stressing its importance, past and present, to the life of the northern forest Indians.

**History—Social Studies—Geography** 17 Min. Color \$170

Preview prints from  
**FILM RESEARCH COMPANY**  
Box 1015, Minneapolis 40, Minn.

# NEW

## Magnetic Tape Cabinet



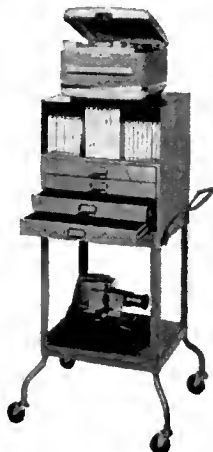
### 5" and 7" tape compartments

Each section 19" x 7½" x 7½". May be used independently for wall mounting. Two selections may be stacked back to back with film strip and slide cabinets. Each section holds 27 5" or 7" diameter tapes. Gray hammerloid enamel finish. No. 5-7 Tape Cabinets, each sec. \$13.00\*

## Tape and Film Cabinet



Keep your precious recorded tapes, film strips and slides in perfect condition in these specially designed all-steel cabinets. Photo shows cabinets stacked on



handy cart. Cabinets may be used separately as desired. No. 5-7 5" Tape Cabinet—19" x 7½" x 7½" each section \$13.00\*

No. 10FS Film Strip—Slide Cabinet only less trays. Ship. wt. 42 lbs. \$53.00\*  
No. 10F Tray for 90 film strips. Each \$2.00\*  
No. 10S Tray for 280 2" x 2" slides. Each \$5.00\*  
No. 16 Mobile Cart only. Ship. wt. 20 lbs. \$28.00\*  
Complete 3 in 1 cabinet as illustrated \$115.00\*

## Portable Steel Projection Stand



Four 3" casters, two with brakes. Height: 41". Stable, tapering design (19" x 31½" at bottom) 18" x 26" at top. Rail on 3 sides. With non-skid rubber shock-proof mat. All steel, with 1" tubular steel frame. Baked enamel in tan or gray.

\*All prices F.O.B. Minneapolis

**MAIL COUPON TODAY!**

*Smith System*

**MANUFACTURING COMPANY**

212 Ontario Street S.E.,  
Minneapolis 13, Minn.

I am interested in your line of A-V storage equipment. Please send catalog.

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**EVERYTHING IN ELECTRONICS  
FREE ALLIED 1960 CATALOG**

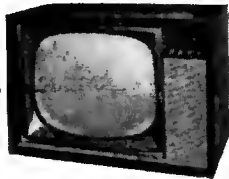
Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

**ALLIED RADIO**

100 N. Western Ave., Chicago 80, Ill.

**BUILT ESPECIALLY  
FOR SCHOOL USE**

- 24" Screen
- built-in adjustable antenna
- 9" front speaker
- 3 wire AC grounded cord
- SHOCK-PROOF WOOD CABINET



Packard Bell's Classroom TV Receivers are custom engineered for classroom use. Big, oversize screen provides easy visibility from any part of the classroom. You can rely on Packard Bell... quality manufacturers of electronic products for over 34 years. For full details, write:

*Packard Bell Electronics*

1920 South Figueroa Street  
Los Angeles 7, California  
Richmond 8-6103



**Alaska's  
Modern Agriculture**

Maps show Alaska's location and regions of varying climates. Historic scenes taken 25 years ago show how farming developed. World War II and Statehood have brought a new boom to Alaska, increasing the need for agriculture. Today, modern farming methods are replacing hand methods as the people adapt themselves to this challenging land. The film depicts the conservation and development of resources; recreation, transportation, education, interdependence of the people, opportunities for new settlers.

15 Min. Color \$150, Rent \$7.50; B&W \$85, Rent \$5



Order your print today!  
Write for free catalog.

**BAILEY FILMS, INC.**

6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

**Korochan, the Little Bear** mp EBF 11 min b&w \$60. Japanese folk tale about a disobedient baby bear, who doesn't like to work and who gets into all sorts of troubles, from which his loving parents rescue him. Pri.

For more information circle No. 190 on return postal card.

**What Plants Need For Growth** mp EBF 10min col \$120; b&w \$60. Marvels of plant growth shown in time-lapse and ultra closeup photography; how plants react to favorable and unfavorable conditions of light, water, minerals, air and warmth. Pri.

For more information circle No. 191 on return postal card.

**RELIGION, ETHICS**

**Holy God We Praise Thy Name** rec COLREC 12" LP \$4.98; stereo \$5.98. Choir of the Church of St. Dominick, Shaker Heights, Ohio, recorded this album of 14 favorite Catholic hymns.

For more information circle No. 192 on return postal card.

**In Such a Time** mp PESV mp sd col loan. How men in middle age leave successful careers in business and in the long professions to study for the ministry. Adjustments not always easy, especially for their families, they nevertheless grow into dedicated, self-forgetting Christian ministry. SH C A

For more information circle No. 193 on return postal card.

**Monkey Business** mp GOSFILMS 50min confronts two high school students; col. The issue of evolution and Bible one contends "I believe God created monkeys to be monkeys, just as He created people to be people." SH A

For more information circle No. 194 on return postal card.

**Music of The Methodist Church** rec WORD LP 37 min. \$3.98 Stereo \$4.98. Also **Music of the Memnonite Church; Wheaton College Centennial Albums 2 and 3**; etc.

For more information circle No. 195 on return postal card.

**The Stones Cry Out** mp MOODY 45min col r\$20. Archeological support found in Bible land excavations. A SH

For more information circle No. 196 on return postal card.

**Youth Workers' Audio-Visual Kit** 6fs BFC 3LPs 12" col set \$69.50 includes 6 fs, 3 rec, 12 user guide and projectionists' script. Designed to aid the re-

cruitment and training of teachers and advisors for the junior and senior highschool level. TT A

For more information circle No. 197 on return postal card.

**SCIENCE, Biology**

**Of Books and Sloths** mp MOODY 29min col r\$12.50. This "Sermons from Science" film shows the sloth perfectly conditioned for his Panamanian environment, and not the "blunder of nature" as sometimes charged. Religious point is made of accuracy of the Scriptures as compared by passing judgments of man. SH A

For more information circle No. 198 on return postal card.

**Sense Perception** mp MOODY 27min (Part I); 28min (Part II) col. Each part \$220, r\$10. Part I emphasizes the wonders of our sensory receptors that bear sensation to the brain; the Stratton inverted vision experiment; interworking of our senses. Part II deals with limitations of sensory perception; the invisible spectra of light and sound. JH SH C

For more information circle No. 199 on return postal card.

**Sounds of . . . (series) 6rec (IFB 12" L) ea \$5.95. Sounds of Animals (tiger, lion, etc. domestic fowl, etc). Sounds of Sea Animals. Sounds of the Sounds of the American Southwest (birds, snakes, animals, thunder, storm, flash flood). Sounds of the South American Rain Forest (2 rec**

For more information circle No. 200 on return postal card.

**SCIENCE, Physics, Chemistry**

**Electronics at Work** rec WESTINGHOUSE 3 rec 16" 33.3 rpm set, with guide, \$8. Transcriptions from 6. "Adventures in Research" radio programs, each 15min. Titles: The Electron; The Electron Tube; Electronics in Communication; . . . in Transportation; . . . in Industry; . . . in Health and Personal Enjoyment. JH-A

Write direct

**Everyday Electricity** charts WESTINGHOUSE 25x38", two colors, reinforced for hanging, set of 9 for \$1. Titles: The Incandescent Lamp; The Electric Toaster; The Electric Motor; The Vacuum Cleaner; The Electric Refrigerator; The Electric Elevator. JH-A

Write direct

**Living With the Atom** mp MOODY 15min col \$220 r\$10. Awesome birth of atomic age in the H-bomb, need for individual sense of responsibility and reverence. JH SH C

For more information circle No. 201 on return postal card.

**SOCIAL STUDIES, General**

**American Harvest** (new edition) mp JAM/29min col loan. Interdependence of all phases of American life, agr-

**RADIO-MAT**

TALK from your SCREEN with your quickly TYPEWRITTEN MESSAGES on RADIO-MAT SLIDES WRITE-AMBER-GREEN ACCEPT NO SUBSTITUTES

**MAKE YOUR OWN SLIDES on your own TYPEWRITER by using RADIO-MATS**

Regular size 3 1/2x4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE write—

**RADIO-MAT SLIDE CO., Dept. V,  
722 Oakridge Blvd., Daytona Beach, Fla.**



culture, industry, town, country, mechanized agriculture. Award Winner. El-A

For more information circle No. 202 on return postal card.

**The Cowboy 2fs FILMSCOPE** col ea \$5. I: The Rodeo. II: On the Ranch, where the cowboys use the same skills in working together. Elem.

For more information circle No. 203 on return postal card.

**SOCIAL STUDIES, Geography, Travel**

**Bermuda sl MESTON** col 71 packets of 4 slides each, Nassau in the Bahamas 11 packets.

For more information circle No. 204 on return postal card.

**The Desert 3fs DOWLING 30-35fr** col set \$13.50 ea \$5. Titles: Desert Animal Life; . . . Plant life; . . . Rocks and Minerals. El JH

For more information circle No. 205 on return postal card.

**Florida**, by Vera L. Lowery. Highlights of the state described in 64p book, with 3 cards mounting 18 pairs of stereo color frames and a folding cardboard stereograph viewer, all for \$1.98. Additional slide cards 50c each, 3 for \$1. SWT.

For more information circle No. 206 on return postal card.

**Geo-Physical Relief Work Globe kit BROADART** \$11.95. Includes 12" raised relief globe, stand, 6 jars of liquid tempera colors, brushes, world map teacher's guide. Also U.S. raised relief map, 30x20", choice of plain or state lines or cities, etc. ea \$3.

For more information circle No. 207 on return postal card.

**Hawaiian Islands 3fs DOWLING** b&w set \$8 ea \$3. Titles: Volcanic Origins and Growth (32fr); The People of Hawaii (42fr); Sugar Cane—the Main Industry (53fr). Elem Int

For more information circle No. 208 on return postal card.

**Mahnomen—Harvest of the North** mp FILMRES 17min col \$170. Harvesting techniques and importance of wild rice to northern Indians. JH SH C A

For more information circle No. 209 on return postal card.

**Mediterranean Europe 6fs EBF** av 49fr col set \$36 ea \$6. Titles: Farmers of Portugal; Po Valley and the Alps; Two Spanish Towns; People of Yugoslavia; Rhone Valley in France; Villages in Greece. El JH

For more information circle No. 210 on return postal card.

**Mexico and Central America 6fs EBF** av50fr col set \$36 ea \$6. Titles: Ranch in Northern Mexico; Town and City in Mexico; Farmers in Mexico; People of Guatemala; Costa Rica, the Rich Coast; Panama and the Canal. El JH SH

For more information circle No. 211 on return postal card.

**Northern Europe 5fs EBF** av60fr col set \$30 ea \$6. Titles: Denmark; Norway; Sweden; Belgium; The Netherlands. El JH SH

For more information circle No. 212 on return postal card.

**The Northeastern States 6fs EBF** av50fr col set \$36 ea \$6. Titles: N.E.States: Natural Environment; . . . People and History; . . . Agriculture; . . . Industry; . . . Commerce; . . . Life and Culture; El JH

For more information circle No. 213 on return postal card.

**The Northwestern States 6fs EBF** av50fr col set \$36 ea \$6. Titles: N.W.States: Natural Environment; . . . People and History; . . . Agriculture; . . . Industry; . . . Commerce; . . . Life and Culture. El JH

For more information circle No. 214 on return postal card.

**Our North American Neighbors 8fs EBF** av60fr b&w set \$24 ea \$3. Titles: Maritime Provinces of Canada; Industrial provinces . . . ; Prairie Provinces . . . ; Pacific Canada; Alaska; Land of Mexico; Central America; West Indies. El JH SH

For more information circle No. 215 on return postal card.

**Our South American Neighbors 5fs EBF** av60fr b&w set \$15 ea \$3. Titles: Argentina; Brazil; Peru; Chile; Columbia and Venezuela. El JH SH

For more information circle No. 216 on return postal card.

**Quetico mp CONTEMPORARY 22min** col \$200 r\$10. Million-acre natural wilderness athwart the Minnesota-Ontario boundary, established jointly by Canada and U. S. JH-A

For more information circle No. 217 on return postal card.

**Siberian Tiger Hunt mp STERLED 10** min b&w \$45. Unusual hunt in snow-covered wilds. JH A

For more information circle No. 218 on return postal card.

**South America: Along the Andes 6fs EBF** av49fr col set \$36 ea \$6. Titles: The New Venezuela Mountain Farmers of Columbia; Along the Equator in Ecuador; Inca Lands in Peru; Highland People of Bolivia; Pan-American Highway. El JH SH

For more information circle No. 219 on return postal card.

**South America: Eastern and Southern Lands 6fs EBF** av51fr col set \$36 ea \$6. Farmers of Argentina; Ranch and



*Oravisual*  
**Portable Pulpit**

The Portable Pulpit enables you to read text for films or slides in a darkened room while facing your audience. By pressing a button switch, the speaker flashes the light in his Portable Pulpit to signal the person operating the projector for the next picture, without distraction. With its 11 ft. cord, the Portable Pulpit can be plugged into any convenient outlet. Mode of lightweight aluminum, complete with lamp and paper clamp.

**\$16.00**



**A MODEL FOR EVERY PURPOSE**

Tell your story better with an Oravisual easel. You have 32 models to choose from. Write for free 42 page spiral bound catalog.

Oravisual Company, Inc.  
St. Petersburg 33, Florida  
Please mail me a copy of your 42 page spiral bound catalog.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_

**Let's Visit Africa**  
28 color transparencies mounted in "childproof" Viewmaster-type  
**FILM DISC**  
With script, study print, in sturdy folder \$2.65  
 **Apel Films**  
P. O. Box 179, Culver City, Calif.

City in Uruguay; People of Paraguay; Desert to Forest in Chile; Amazon Village; New Coffee Lands in Brazil. EI JH SH

For more information circle No. 220 on return postal card.

**Southern Europe: 5fs EBF av55fr col set \$30 ea \$6.** Titles: France; Spain; Switzerland; Italy; Portugal. EI JH SH

For more information circle No. 221 on return postal card.

ton; The Declaration of Independence; The War from Saratoga to Valley Forge; The War at Sea; The War in the South. Picture material is from the magazine "American Heritage." JH SH C A

For more information circle No. 229 on return postal card.

**SCIENCE FILMSTRIPS**  
 SINCE 1931 SINCE 1931  
 MADE BY TEACHERS FOR TEACHERS  
**BIOLOGY** **ATOMIC ENERGY**  
**PHYSICS** **GENERAL SCIENCE**  
**CHEMISTRY** **MICROBIOLOGY**  
**BIKE SAFETY** **BUS SAFETY**

Science filmstrips available under NDEA—Title III.

**VISUAL SCIENCES**  
 Box 599E Suffern, New York

**U.S.S.R.—A Regional Study 9fs EYE-GATE col set \$25.** Photography by Harrison Forman. Attested "educational" by U.S.I.A. JH SH

For more information circle No. 222 on return postal card.

**Valley of the Standing Rocks mp BARBRE 24 min col. \$240.** Life and problems of the Navajo Indians on remote reservations in Monument Valley, Arizona. Sand painting, sweat bath, sheep raising, trading post, family life. JH SH

For more information circle No. 223 on return postal card.

**The Civil War 8fs EBF av50fr col set \$48 ea \$6.** Titles: Causes of the Civil War; From Bull Run to Antietam From Shilo to Vicksburg; The Civil War at Sea; Gettysburg; Sherman's March to the Sea; The Road to Appomattox; The Reconstruction Period. JH SH C A

For more information circle No. 230 on return postal card.

**Early Americans 3fs DOWLING b&w set \$8 ea \$3.** Indian Tools (33fr); Indian Corn (28fr); The Pioneer Fire Room (30fr). EI

For more information circle No. 231 on return postal card.

**Early West 3fs DOWLING b&w set \$ ea \$3.** Gold Prospecting (33fr); Gold Mining (44fr); Hide Curing (19fr). EI

For more information circle No. 232 on return postal card.

**The Face of Red China mp MH 54min b&w \$225.** Communes, military training, primitive and modern production methods contrasted, urban and village life. CBS television photography late 1958. Other titles in this "Project 20" series include "Three, Two, One—Zero (Atom bomb); Nightmares in Red (Russian Revolution); The Twisted Cross (Hitler) ea 54min b&w \$195. SH C A

For more information circle No. 233 on return postal card.

**George Washington: Frontier Colonel rec ENRICHMENT 12" LP.** Summary of early life, emphasizing his 1751 journey to the Ohio Valley; service with Braddock. Flip side: The Santa Fe Trail. Elem JH

For more information circle No. 234 on return postal card.

**Imperialism and European Expansion mp CORONET 13¼min col \$137.5 b&w \$75.** Factors affecting the imperialist expansion movements c 1875-1914. Nationalism, commercial rivalry, technological competition drive for exploitable cheap raw material sources, missionary activity. JH SH

For more information circle No. 235 on return postal card.

**Man on the Land mp VWF 14min col loan.** Man's conquest of the soil told in cartoon style with background narration and old-time ballads. EI JH

For more information circle No. 236 on return postal card.

**The Man Without a Country sfs FFE 6 fr 10" LP 20min col \$15.** Lt. Philip Nolan, accused of collaboration in the conspiracy of Aaron Burr, sentenced to spend rest of his life on a U.S. warship. Yale University School of Drama. SH

For more information circle No. 237 on return postal card.

**SOCIAL STUDIES, Government**

**The Constitution and Fair Procedures mp INDIANA 30min b&w \$125.** Seventh release in this "Decision" series, produced for ETV, deals with the Leyra vs Dennon case (1954). Right to counsel, jury trial, protection against unreasonable search and seizure, the average man and civil liberty. SH C A

For more information circle No. 224 on return postal card.

**Eight Steps to Peace (series) 8mo FRITSCH 13½min b&w \$25.50 ea.** Titles: World Law; Does Disarmament Make Sense?; A Permanent UN Police Force; What's in it for Everyone?; Membership in the UN; You and the UN; Charter Review; The Answer Now. SH A C JH

For more information circle No. 225 on return postal card.

**Peace and Friendship in Freedom mp UWF 39min col \$252.05.** President Eisenhower's Middle East tour December 1959. JH SH A

For more information circle No. 226 on return postal card.

**The UNICEF Story sl UNICEF set of 30 col slides \$5.** Shows work around the world in disease control, nutrition, maternal and child health programs. Free guide: "Information for Speakers." SH A

For more information circle No. 227 on return postal card.

**SOCIAL STUDIES  
 History, Anthropology**

**Abraham Lincoln's Life Through Postage Stamps sfs H-R \$11.** The life of the Great Emancipator told via reproductions of commemorative postage stamps, and interesting narration. Evaluated ESAVG 6/59. JH SH

For more information circle No. 228 on return postal card.

**The American Revolution: A Picture History 6fs EBF av50fr col set \$36 ea \$6.** Titles: Causes of the Revolution; The War from Lexington to Prince-

**THE FILM DOCTORS®**  
**SPECIALISTS**  
 in the science of  
**FILM**  
**REJUVENATION**




**RAPIDWELD Process for:**  
 • Scratch-Removal  
 • Abrasions • Dirt • "Rain"

Send for Free Brochure


**rapid**  
 Founded 1940 **FILM TECHNIQUE INC.**  
 37-02C 27th St., Long Island City 1, N.Y.

**COMPCO**  
 professional quality reels and cans  
 are preferred by...

the customers  
 of...



**GEO. W. COLBURN  
 LABORATORY, Inc.**



the most "Quality Conscious"  
 16 mm film laboratory in America

Only CompcO offers "a new dimension in quality" recognized and accepted by leaders in the movie making industry. CompcO's superiority is attributed to a new, major advance in film reel construction—resulting in truly professional reels that run truer, smoother, providing lifetime protection to valuable film. CompcO reels and cans are finished in a scratch-resistant baked-on enamel, and are available in all 16 mm. sizes—400 ft. thru 2300 ft. For details and prices write to:

**COMPCO corporation**  
 1600 N. Spaulding Ave., Chicago 47, Ill.

**New Lives for Old** mp ETS 20min col \$210. Cultural anthropological study of changes in life patterns of the Manus people of the Admiralty Islands and their adaptation during a 25-year span. JH SH

For more information circle  
No. 238 on return postal card.

**The Rayattam** mp FILM IMAGES 18 min b&w \$95. Documentary film depicting ancient dance worship in south India. C A

For more information circle  
No. 239 on return postal card.

**United States Expansion: Settling the West** (1853-1890). mp CORONET 13¼ min col \$137.50 b&w \$75. Advance by miner, rancher, farmer, homesteader visualized through re-enactments on original locations. From Iowa and Missouri to the mountain ranges of California and Oregon. SH JH

For more information circle  
No. 240 on return postal card.

**Wagons West** mp NYLIFE 13½min b&w loan. The trek of the "fifty-niners" who retrace the path of the pioneers along the Oregon Trail with mule-drawn covered wagons, against the modern background of diesel trains and a food air-drop by National Guard planes. Thirty men, women and children trek from Independence, Mo., to Independence, Ore. JH-A

For more information circle  
No. 241 on return postal card.

## SOCIAL PROBLEMS

**Employees Only** mp HUGHES 13½min b&w loan. Complete integration of the physically handicapped; film stresses their adaptability, reliability and safety records; 1959 Academy Award nominee. SH C A

For more information circle  
No. 242 on return postal card.

**Exposure** mp CONTEMPORARY 9min b&w \$30. The urgency of the refugee and displaced persons plight. SH C A

For more information circle  
No. 243 on return postal card.

**Indian Summer** mp FOLKFILMS 28min b&w apply. An old farmer resists eviction from land wanted for a dam site. JH SH C

For more information circle  
No. 244 on return postal card.

**The Integration Issue** fs NYTIMES 57fr b&w \$2.50, with discussion manual. History and background of a century of struggle. Focus is on schools but civil rights, and changing patterns in the fabric of the American freedom image are also treated. JH-A

For more information circle  
No. 245 on return postal card.

**The "Y" That Wouldn't Die** mp YMCA 10min sd col \$28. Thousands of young Koreans find life and hope even in the ruins of the burned out YMCA at Seoul. A phase of the "Buildings for Brotherhood program. SH A

For more information circle  
No. 246 on return postal card.

## NEW PUBLICATIONS

**Apparatus for the Study of Earth, Air, and Space.** Free bulletin describes barometer, hygrometer, gyroscope, rock and mineral collections, vacuum and pressure pump, and, for higher grades, the celestial globe, orrery, and radio-activity locator. LAPINE

For more information circle  
No. 247 on return postal card.

**Appealing Bulletin Board Ideas,** by Robert H. Burgert and Elinor S. Meadows, San Diego City Schools. 48 pages of fine school-made photography and hundreds of useful ideas. OWEN.

For more information circle  
No. 248 on return postal card.

**CCTV System Planning Guide,** detailed, practical, profusely illustrated, 40pp. outlines applications and installation situations in education, industry, business, hospitals; excellent 3-page glossary of TV terms. Free. PHILCO.

For more information circle  
No. 249 on return postal card.

**Curriculum Materials Center,** 4p 8½x-11", free. Room layout plan and lists of Kodak materials to be stocked. EK

For more information circle  
No. 250 on return postal card.

**Designing and Installing Master TV Systems** for schools, institutions, etc., charts, tables, glossary, 24pp free BTL

For more information circle  
No. 251 on return postal card.

**Electra Records Catalog** of folk songs, jazz, and unconventional recordings is one of the most striking examples of the printer's art, as well as a completely unusual compendium of recorded material. Free. ELECTRA.

For more information circle  
No. 252 on return postal card.

**Illuminator for Slide Sequences** 2p free working drawings for building trans-illuminated light box for viewing and sequencing slides. EK

For more information circle  
No. 253 on return postal card.

**Language Laboratory Learning,** Fornand Marty, 268p 8½x11" \$3.75. Replaces "Methods and Equipment for the Language Laboratory," now out of print. AVPUB

Write direct

**Master Recorders in Education** a study of applications of professional type tape recorders in a variety of educational uses. Free. AMPEX

For more information circle  
No. 254 on return postal card.

**NAB Engineering Handbook.** Fifth edition, 1664 pages, 1306 illustrations, \$27.50. MH

Write direct

## Advertisement

# HELPFUL BOOKS

**ADMINISTERING AUDIO-VISUAL SERVICES.** By Carlton W. H. Erickson. Covers administrative, supervisory, and technological problems, emphasizing competent performance in all service aspects. 479 pp., illustrated. Macmillan Company, 60-5th Ave., New York 11, N. Y. \$6.95.

**THE AUDIO-VISUAL EQUIPMENT MANUAL.** By James D. Finn. Published under the general editorship of Edgar Dale. 384 pp. 1400 illustrations. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$15.00.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**AUDIO-VISUAL METHODS IN TEACHING: REVISED AND ENLARGED.** By Edgar Dale. 544 pp. Illustrated; and with 49 full-color plates. Henry Holt and Co., 383 Madison Ave., New York 17, N. Y. \$7.75.

**EDUCATORS GUIDE TO FREE FILM-STRIPS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Diffor. Twelfth Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Sixth Annual Edition. 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Diffor. Educational Consultant, John Guy Fawkes. 20th Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$9.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

## Directory of Sources and Materials Listed on Pages 503-514

**AMERICAN GELOSO** Electronics Inc., 312 Seventh Ave., New York.

**AMPCORP**—Amplifier Corp. of America

**AMPEX** Audio, Inc., 1020 Kifer Rd., ca. 398 Broadway, New York 13, N.Y. Sunnyvale, Calif.

**AVPUB** — Audio-Visual Publications, Box 185, Wellesley, Mass.

**BARBRE**, Thos. J., Productions, 2130 S. Bellaire St., Denver 22, Colo.

**BASIC** Skill Films, 1355 Inverness Drive, Pasadena 3, Calif.

**BEHREND** Cine Corp., 161 E. Grand Ave., Chicago 11, Ill.  
Formerly Television Equipment Co. same address.

**BESSELER** Co., Charles, 211 S. 18th St., East Orange, N.J.

**BFC**—Broadcasting and Film Commission, National Council of Churches of Christ in the USA, 475 Riverside Dr., New York 27, N.Y.

**B&H** Bell & Howell Co., 7100 McCormick Rl., Chicago 45

**B&L**—Bausch & Lomb Optical Co., Rochester 2, N.Y.

**BRANDON** Films Inc., 200 W. 57th St. New York 19, N.Y.

**BRO-DART** Industries, 56 Earl St., Newark, N.J.

**BTL**—Blonder-Tongue Laboratories, Inc., 9 Alling St., Newark 2, N.J.

**CARPRO**—Carter Products Co., P.O. Box 1924, Columbus 16, Ohio.

**CATHEDRAL** Films Inc., 140 N. Hollywood Way, Burbank, Calif.

**C-BEF**: C-B Educational Films, Inc., 690 Market St., San Francisco 4, Calif.

**CENSCI**—Central Scientific Co., 1700 Irving Park Road, Chicago, Ill.

**COLREC**—Columbia Records, 799 Seventh Ave., New York 19, N.Y.

**COLWIL**—Colonial Williamsburg. Film Distr. Office, Williamsburg, Va.

**COMMENG**—Community Engineering Corporation, P.O. Box 824, State College, Pa.

**CONTEMPORARY** Films, Inc., 267 W. 25th St., New York 1, N.Y.

**CORONET** Films, 65 E. South Water St., Chicago 1, Ill.

**COUSINO**, Inc., 2107 Ashland Ave., Toledo 2, Ohio

**DECCA** Records, 50 W. 57th St., New York 19, N.Y.

**DELTA FILM**—Delta Film Productions, Inc., 7238 W. Thuohy Ave., Chicago 31, Ill.

**DOWLING**, Pat. Pictures, 1056 S. Robertson Blvd., Los Angeles 35, Calif.

**EBF**—Encyclopaedia Britannica Films, Inc., 1150 Wilmette Ave., Wilmette, Ill.

**EDUFS**—Educational Filmstrips, Box 289, Huntsville, Texas

**EK**: Eastman Kodak Co., Audio-Visual Service, Rochester 4, N.Y.

**ELECTRA** Records, 116 W. 14th St., New York 11, N.Y.

**ENRICHMENT** Teaching Materials, 246 Fifth Ave., New York 1, N.Y.

**EXCELLO**—Ex-Cell-O Corp., Pure-Pak Division, 1200 Oakman Blvd., Detroit 32, Mich.

**EYEGATE** House, Inc., 146-01 Archer Ave., Jamaica 35, N.Y.

**FAMILY** Films, Inc., 5823 Santa Monica Blvd., Hollywood 38, Calif.

**FFE**—Films for Education, 1068 Chapel St., New Haven, Conn.

**FILM IMAGES**, Inc. 1860 Broadway, New York 23, N.Y.

**FILMRES**—Film Research Company, Star Route, Onamia, Minn.

**FILMSCOPE**, Inc., Box 397, Sierra Madre, Calif.

**FOLK FILMS**, Inc., 251 W. 42nd St., New York 36, N.Y.

**FOLKWAYS** Records and Service Corp., 117 W. 46th St., New York 36, N.Y.

**FORALCO**—Foralco Enterprises, Inc., 307 W. 38th St., New York 18, N.Y.

**FRITSCH**E—J. Fritsche Associates, 570 Fifth Ave., New York 36, N.Y.

**GOSFILMS**—Gospel Films, Inc., Box 455, Muskegon, Mich.

**GPL**—General Precision Laboratory, Inc., Pleasantville, N.Y.

**GRAFLEX**, Inc., 3750 Monroe Ave., Rochester 3, N.Y.

**HERLOOM** Records, Brookhaven, N.Y.

**H-R**—H-R Productions, Inc., 17 E. 45th St., New York 17, N.Y.

**HUGHES** Aircraft Company, Public Relations and Advertising, C. W. Short, Bldg 6, Room D1005E, Culver City, Calif.

**ICR** Corporation, 281 State St., New London, Conn.

**IDEAS**, Inc., Warren M. Mallory, 214 Ivinson Ave., Laramie, Wyo.

**IFB**—International Film Bureau, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.

**INDIANA** University, Audio-Visual Center, Bloomington, Ind.

**INPRO**—Instructional Productions Company, 2527 Honolulu Ave., Montrose, Calif.

**JAM** Handy Organization, 2821 E. Grand Blvd., Detroit 11, Mich.

**JERROLD** Electronics Corporation, Jerrold Bldg., Philadelphia 32, Pa.

**LaPINE** — Arthur S. LaPine & Co., 6001 S. Knox Ave., Chicago 29, Ill.

**LIBRAPHONE**, Inc., Box 215, Long Branch, N.J.

**MAGNECORD**, Div. of Midwestern Instruments, Tulsa, Okla.

**MESTON'S** Travels Inc., 3801 N. Piedras, El Paso, Texas.

**METHODIST** Publishing House, 201 8th Ave. S., Nashville 2, Tenn.

**MH**—McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N.Y.

**MOODY** Institute of Science, 11428 Santa Monica Blvd., Los Angeles 25, Calif.

**MOORE**—J. B. Moore Laboratories, Inc., P.O. Box 606, Opa-Locka, Fla.

**MOTOROLA** Communications and Electronics, Inc., 4501 W. Augusta Blvd., Chicago 51, Ill.

**MRI**—Magnetic Recording Industries, 125 Fifth Ave., New York 11, N.Y.

**NASSP**—National Association of Secondary School Principals 1201-16th St., NW, Washington 6, D.C.

**NUCLEAR** Products Co., 10173 E. Rush St., El Monte, Calif.

**NYLIFE**—New York Life Insurance Co., Public Relations Dept., 51 Madison Ave., Room 2300, New York 10, N.Y.

**NYTIMES**, Office of Educational Activities, 229 West 43rd St., New York 36 N.Y.

**OSU**—Ohio State University, Department of Photography, Columbus 10 Ohio.

**OWEN**—F. A. Owen Publishing Co. Dansville, N.Y.  
Instructor Handbook Series. 9/60

**OZALID** Division, General Aniline and Film Corp., 17 Corliss Lane, Johnson City, N. Y.

**PESV**—Protestant Episcopal Seminar in Virginia, Arlington, Va.

**PHILCO**—Philco Government and Industrial Div., Mr. Rob't W. Fuehrer Pub. Rel., 4700 Wissahickon Ave. Philadelphia 44, Pa.

**POLACOAT**, Inc. 9750 Conklin Road Blue Ash, Ohio.

**RCA** Communications Products, Advertising Manager, Building 15-1 Camden, N.J.

**REK-O-KUT** Company, Inc., Corona N.Y.

**REMBRANDT** Film Library, 13 E. 37th St., New York 16, N.Y.

**ROBINS** Industries Corp., 38-27 Prince St., Flushing 54, N.Y.

**ROUNDTABLE** Productions, 139 S Beverly Drive, Room 133, Beverly Hills, Calif.

**STANCIL-Hoffman** Corp., 921 N. Highland Ave., Hollywood 38, Calif.

**STERLED**—Sterling Educational Films 6 E. 39th St., New York 16, N.Y.

**SUPEL**—Superior Electric Co., Bristol Conn.

**SVE**—Society for Visual Education Inc., 1345 W. Diversey Pkwy., Chicago 14, Ill.

**SWT**—Stero World Tours, Inc., Trip of the Month, Box 2186, Fort Pierce Fla.

**TELECTROSONIC** Corp., 35-16—37th St., Long Island City, N.Y.

**TELIT** Industries, Inc., 226 S. Wabash Ave., Chicago 4, Ill.  
Thorne Films, Inc., 1707 Hillside Road Boulder, Colo.

**TUCNORD**—Television Utilities Corp. Division of NORD, 300 Denton Ave. New Hyde Park, L. I., N.Y.

**UAA**—United Artists Associates, Inc. 247 Park Ave., New York, N. Y.

**UCLA**—University of California, Educational Film Sales Dept., Los Angeles 24, Calif.

**UNICEF**—U.S. Committee for UNICEF P.O.B. 1618, Church Street Sta., New York 8, N.Y.

**USDA**—U.S. Dept. of Agriculture, Motion Picture Section, Washington 25 D.C.

**UWF**—United World Films, 1445 Park Ave., New York 29, N.Y.

**UWISC** — University of Wisconsin Madison, Wisc.

**VISTU**—Visual Aids Studio, 1909 Ave Q, Huntsville, Texas.

**WEBSTER** Electric Co., Racine, Wisc

**WESTINGHOUSE** Electric Corporation School Service, 306 Fourth Ave., P.O. Box 1017, Pittsburgh 30, Pa.

**WILMAC** Records, 921 E. Green St Pasadena, Calif.

**WORD** Records, Inc., P.O. Box 179 Waco, Texas.

**YMCA** World Service, 291 Broadway New York 7, N.Y.

EDUCATIONAL SCREEN AND

PERIODICALS  
Received SEP 28 1960

# AUDIOVISUAL

JIDE

October, 1960



From "The Eskimo in Life and Legend—  
The Living Stone"  
—Encyclopaedia Britannica Films

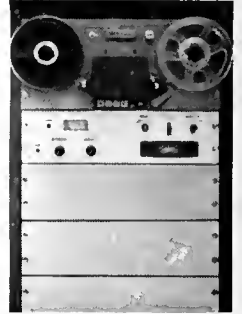
Saskatchewan's Visual Education—page 540

Audiovisual at West Point—page 543

# ALL NEW FROM AMPEX

*In sound quality, in operating principle and in features, this is the compact professional recorder that will set the standards for all others. New in every detail and Ampex throughout, the PR-10 is all you expect of the name. It is a worthy companion of the big Ampex recorders that make the master tapes of nearly all the recorded performances sold in the world today. To a heritage of excellence, the PR-10 adds the completely new electrodynamic frictionless tape handling system that makes possible studio-quality performance in a compact machine. Your dealer has it. See it operate soon.*

**FEATURES AND ESSENTIAL DATA** PR-10-2 stereo/monophonic model records and plays back stereo-  
namic, monophonic, sound-on-sound, cue-track, selective track and mixed or unmixed two-microphone sound • PR-10-1  
monophonic available full track or half track • Pushbutton controls of professional relay/solenoid type • Full remote control  
provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact  
electronics • Professional monitoring includes A-B switches, VU meters, phone jacks and output circuits • Separate erase,  
record and play heads • 4-track stereo playback optional on open fourth head position • Two speeds with options: 15 and  
7½ ips or 7½ and 3¾ ips • Hysteresis synchronous motor • Electrodynamic tape handling for lowest flutter ever in a  
portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack  
mount • Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders.



## PR-10



Complete descriptive literature available from Ampex. Write Dept. E-1.

AMPEX PROFESSIONAL PRODUCTS COMPANY • AUDIO PRODUCTS DIVISION • 934 Charter St. • Redwood City, Calif.

# AUDIOVISUAL

GUIDE

October, 1960 Volume 39, Number 10, Whole Number 390

## EDITORIAL

538 Four Letter Words

## ARTICLES

532 Boulder Religious Conference

535 Film Rental Libraries Meeting

536 NAVA Meeting in Review

540 AV in Canada: Saskatchewan *Fred Holliday*543 AV at West Point *Capt. John B. Keeley*

## DEPARTMENTS AND FEATURES

519 The Authors

519 The Cover Scene

522 AV Industry News

528 News

548 Filmstrips *Irene Cypher*550 Film Evaluations *L. C. Larson, Carolyn Guss*553 AV in the Church Field *William S. Hockman*555 Audio *Max U. Bildersee*

558 Trade Directory for the AV Field

559 New Equipment and Materials

565 Helpful Books

566 Directory of Sources

567 Index to Advertisers

## The Cover Scene

This figure has been carved out of stone by an Eskimo artist. The film *The Eskimo in Life and Legend—the Living Stone* deals with his art pursuits and depicts the seal hunting activities of the Baffin Islands inhabitants. Photographed by Film Board of Canada. Produced by Encyclopaedia Britannica Films.

## The Authors

E. F. (Fred) Holliday is film commissioner of the province of Saskatchewan. His pioneering efforts in visual education in the city of Regina go back to 1935. Since that time he has served as supervisor of visual education and has reorganized and modernized the visual activities of the Department of Education.

Captain John B. Keeley is an instructor in the Department of Social Sciences at the United States Military Academy and is one of those responsible for the academy's very successful audiovisual program.

## EDUCATIONAL SCREEN &amp; AVGUIDE

## EDITORIAL STAFF

PAUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations. IRENE THORSON, Editorial Assistant.

## BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

## Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Grestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

## EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor of Education, Head of Audio-Visual Education, University Extension, University of California at Los Angeles  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington  
CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—\$0 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00. CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

ADDRESS ALL MAIL (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

ENTIRE ISSUE COPYRIGHT 1960 BY  
THE EDUCATIONAL SCREEN, INC.

**11:00 A. M.**  
**This movie is really sharp! Not a light leak anywhere.**

REASON: The windows in this room are light-controlled with Flexalum Audio-Visual Blinds. These blinds make any room theatre-dark anytime. Here's why: (1) more slats per height plus (2) patented notch in each slat that permits adjacent slats to touch, equals (3) no between-slat light leaks. (4) Light-trap channels eliminate around-the-edge light leaks.

**11:10 A. M.**  
**The slides look great. Just enough light to take notes.**

REASON: You get just the degree of light control you need with Flexalum Audio-Visual Blinds. No other form of blackout covering allows you this flexibility. And Flexalum Audio-Visual Blinds will always stop and stay just where you want them. They're precision engineered to operate so flawlessly, they're guaranteed in writing for five full years.



**11:20 A. M.**  
**Back to groupwork. Full daylight, instantly—no glare.**

REASON: Nothing to take down, nothing to tug back. No wasted money for multiple coverings, no wasted classroom minutes. Flexalum Audio-Visual Blinds do the whole job — taking you from projection darkness to full light (or anything in between) with just a flick of a nylon cord. The plastic lined side channels eliminate all noisy flutter!



**Get full-range light control—at low cost—with *Flexalum*® Audio-Visual Blinds!**  
Bridgeport Brass Co., Hunter Douglas Division, 30 Grand St., Bridgeport 2, Conn.





## Bell & Howell "Specialist" projects slides or filmstrips brilliantly...even in semi-daylight!

The brilliant "750 Specialist" is specifically designed for today's brighter classrooms. The unique 750-watt lamp throws more light than any comparable projector—a full 950 lumens—enough light for brilliant showings even in semi-daylight! But illumination is only part of the story:

**The housing** is rugged die-cast aluminum. Unusually strong but *light*, it weighs only 9¼ lbs. without case.

**Highly versatile**, it projects single frame filmstrips or 2 x 2 slides . . . easily converts for automatic slide projection.

**A powerful 5" fan** assures cool operation, hour after hour.

**Specially designed** "smooth focus" lens gives razor sharp picture.

**Metal instruction plate** is permanently mounted on projector.

**Costs only \$129.95** with "air-flow" case and slide changer. The 500-watt "Specialist" multi-purpose projector is only \$89.95.

Write for private showing

Bell & Howell, 7117 McCormick Road, Chicago 45, Illinois.

Gentlemen:

I would very much like to see how the "Specialist" performs in our classroom. Please have your representative call for a demonstration appointment.

NAME \_\_\_\_\_

SCHOOL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Qualifies for purchase under Public Law 864 (National Defense Education Act).

# Bell & Howell

**FINER PRODUCTS  
THROUGH IMAGINATION**

# BIG PERFORMANCE BIG SAVINGS



**ATC 420VR** • The ATC 420VR four speed transcription player provides all key features at big dollar savings • Features: 20 watt push-pull Hi-Fi amplifier, transformer powered for complete safety • 12" armored basket heavy duty speaker with coaxial tweeter cone and 25' cable • Inputs for mike, radio, tape recorder or stereo kit • Scuff-resistant fabric covered 3/8" plywood case, metal corners and knees, spring cushioned plastic feet • 4 speeds plus variable speed control, illuminated "Strobe O Scope" • Plays any size records up to 17 1/4" masters • Weighs only 23 lbs. • ATC 420R with 4 fixed speeds — weight: 22 lbs.

ALL ATC PRODUCTS ARE TRANSFORMER POWERED FOR COMPLETE SAFETY.

# AUDIOTRONICS

AudioTronics CORPORATION • BOX 505, NORTH HOLLYWOOD 6, CALIFORNIA

## AV industry news

### Lang Lab Editions

Folkways Records is issuing its language teaching materials in four different editions. The latest, a course of basic and intermediate French by Armand and Louise Begue, is a special "lab" edition recorded at 3-3/4 ips on top track only, leaving the lower half for student practice. Three tapes \$38.85. The same material dual track \$26.85; and at 7 1/2 ips \$38.85. Also an album of three 12-in. L.P. records \$20.85. In each case a 176-page illustrated book is included. The book is also sold separately at \$2.50.

Other Begue courses include Literature Readings in French, French Children's Songs for Teaching French and Conversational French.

### Lang Lab Research Planned

Bernco, Inc., electronics manufacturer, has entered the language laboratory field with a three-pronged research project that may prove of benefit to both users and this new industry as well.

One study will go into environmental conditions such as best location, lighting, ventilation, shape and layout of a school language lab. Another will analyze the instructional materials available from all sources and techniques of classroom application. The third will work on technical standards toward the announced goal of developing a composite factor that correlates present technical criteria (frequency response, signal to noise ratio, distortion, wow and flutter, etc.)

### Golden Anniversary

Congratulations to Victor Animagraph Corporation on its 50th anniversary. A long list of "firsts" in the development of audiovisual equipment and materials stands to the credit of this pioneer leader in the AV industry.

### "Graflex Audiovisual Digest"

Graflex is offering a 48-page book with 4-color cover, edited by James M. Meagher, coordinator of audiovisual materials for the Penfield (N. Y.) Central Schools. The book carries articles on slide and filmstrips making and use, 16mm films, records, tapes, reading trainers, overheads and

(Continued on Page 524)

OZALID ENGINEERS CHECKED EVERY WANTED FEATURE IN  
OVERHEAD PROJECTORS...PUT THEM ALL TOGETHER IN THE

# NEW OZALID PROJECTO-LITE

Yes, the new Ozalid® PROJECTO-LITE incorporates every most-wanted feature of overhead projectors.

Its straight-through optical light path means brighter screen illumination. Images can be projected in *any* horizontal direction from transparencies up to 10" x 10" . . . all with needle-sharp detail. And its economical use of a 750-watt lamp gives sparkling quality even in normal room lighting. See all its fine new features in action. Ask your Ozalid Audio-Visual dealer for a demonstration, or write for complete descriptive folder of the new PROJECTO-LITE. **Ozalid** Division, General Aniline & Film Corporation, Johnson City, N.Y.



# a new concept

## IN LANGUAGE LABORATORY EQUIPMENT...by



### new convenience

Any room in your school can be made into a Language Laboratory in minutes.

### new simplicity

No permanent installation—no construction—all units are portable with simple plug-in connections.

### new low cost

Approximately \$50.00 per position. Designed for use with school's present Tape Recorder or Sound System.

**Developed by Switchcraft — one of the top manufacturers of Quality Electronic components.**

Write or use coupon.

**SWITCHCRAFT, INC.**  
Language Laboratory Division  
5593 N. Elstan Ave., Chicago 30, Ill.  
Send full details on Language Laboratory Components.

Name \_\_\_\_\_  
Position \_\_\_\_\_  
School \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## AV industry news

(Continued from Page 522)

opaque, and television. (Five of the articles appeared originally in *Educational Screen & Audiovisual Guide*). The last seven pages tell of Graflex equipment in terms of application to the techniques and purposes outlined in the body of the book. One of the best industry-produced publications since the days of the late Marie Witham's (SVE) annual.

### Institutional-Pictura-Almanac

Institutional Cinema Service, one of the oldest sources of rental films in this country, is now under the joint ownership of Harold Baumstone (Almanac Films) and Roslyn Appelbaum (Pictura Films). All three enterprises are operated from Institutional's address, 41 Union Square West, New York 3.

### Grad Class Gift: Films

The graduating class of the J. Sterling Morton Township High School, Cicero, Ill., bought \$2,000 worth of EBF films as a gift to the school. Supplemented by \$880 from the budget of AV director Bohumil Mikula, this bought the 12 completed half-hour films in Britannica's "Humanities Series."

### Name Changes

Berndt-Bach, Inc., is now Bach Auricon, Inc., address unchanged.

Television Equipment Co., Chicago, now Behrend Cine Corp., address also the same.

### Compatible Color Processing

Eastman has just announced a new Ektachrome reversal print film that can be locally processed through the same equipment and chemicals used for their new (daylight 160, tungsten 125) color reversal camera film. This point-of-use processing will save time and tend to check the temptation to project irreplaceable original camera footage. The 16mm print stock is called Type 7386, the 35mm Type 5386

### Needles!

The diversity of the audiovisual and home and professional audio market is reflected in an announcement by Astatic Corporation that there are now more than 450 different record-player needles in its line, each labeled in detail and packaged for handy filing. The extent of the market is glimpsed in the announcement that to date nearly 150 million cartridges have been made and sold by this one source.

### Air Force Teaching Machines

Western Design, a division of U. S. Industries, Inc., has received from the U. S. Air Force a contract for 18 auto

(Continued on Page 526)



A 250-pound birthday cake was ordered at the National Audiovisual Convention by Eastman Kodak to mark the 10th anniversary of the introduction of their Pageant 16mm projector.

WHEN THERE'S A LESSON TO TEACH OR A STORY TO TELL . . .



use the  
**SCHOOL MASTER<sup>®</sup>**  
COMBINATION FILMSTRIP  
and 2 x 2 SLIDE PROJECTOR

Yes! When there's a lesson to teach or a story to tell, more and more educators are selecting the famous Graflex School Master.

School Masters provide an unusually high screen brilliance that: (1) allows projection in a room that's not completely darkened (saves buying room-darkening devices) and, (2) is easier on young eyes, more effective on young minds.

Change from filmstrips to slides in seconds—no tools, no extra parts required • Optical system removes as a unit for easy cleaning • Threading and framing is easy • Exclusive built-in handle facilitates carrying • A line of accessories that increases the use and the value (but not the cost) of the School Master—makes it the most flexible piece of equipment in your instructional aids. 500 watt and 750 watt manual or remote control models are priced from \$84.50.

For additional information contact your Graflex Audio-visual dealer or, write Dept. ES-100, Graflex, Inc., Rochester 3, N. Y. Prices are subject to change without notice.

**GRAFLEX<sup>®</sup>**  
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION 

School Master 750 is shown with  
Accessory Rewind Take-up and  
Semi-Automatic Slide Changer.

**GRAFLEX AV RECORD PLAYER**

The features you want in a record player for classroom use, at a price to fit your budget. Floating turntable has four speeds for 78, 45 and 33 1/2 plus 16 2/3 rpm records. Micro-Balanced Tone Arm reduces record wear. Exceptionally fine reproduction. Light in weight, compact and dependable. Two models, from \$49.95—plus tax.



Graflex Record Player Model AV-II

# THE FILM DOCTORS®

**SPECIALISTS**  
in the science of  
**FILM**  
**REJUVENATION**



**RAPIDWELD Process for:**  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

Send for Free Brochure

**rapid**

Founded 1940

**FILM TECHNIQUE INC.**

37-02C 27th St., Long Island City 1, N.Y.

## AV industry news

(Continued from Page 524)

matic teaching machines. The "Auto-Tutor" will be tested by the U. S. Air Force in training in basic electronics.

Signing of a prime contract with the Air Force was announced by H. C. Bream, president and general manager of Western Design, whose personnel developed the AutoTutor.

### Service!

Each monthly customer - prospective mailing of the George W. Colburn Laboratories encloses an association of Commerce leaflet on what's doing in Chicago, plus an offer to look after hotel reservations, show and ball game tickets, etc.

### People—

*Ralph Steetle*, for nine years executive director of the Joint Committee of Educational Television, goes to the Oregon System of Higher Education this month as associate dean of the general extension division.

*Hugh J. Daly* has been named vice president for Magnecord sales, at the Midwestern Electronics plant at Tulsa, Okla. Daly had been Magnecord sales manager at Chicago prior to the firm's purchase by Midwestern. Daly is a well-known figure in recording industry affairs, board member and chairman of the MRIA committee on public relations.

The Rev. *Albert C. Johnson*, American Bible Society's assistant secretary for audiovisuals for the past 13 years, has accepted the post of secretary of Cathedral Press, New York City.

*George Hamilton*, president of Keystone View Company, will be honored by having the new library at Edinboro State College bear his name. It will be the largest and most up-to-date library in northwestern Pennsylvania, with 100,000 volumes housed on open stacks and facilities including music-listening rooms and individual student cubicles. Hamilton, former Rhode Island scholar, taught school and worked as a publishing executive. He has been with Keystone View since 1919.

*William S. Vaughn* is the new president of Eastman Kodak Company. *Albert K. Chapman*, his predecessor since 1952, is now vice chairman of the board. Vice president *M. Wren Gabel* takes Mr. Vaughn's former spot as general manager.

*Don White*, NAVA executive vice president testified before the House committee on post office and civil service in opposition to proposals to increase postage rates on educational materials and library materials. He pointed out that the increase on average shipment would amount to as much as 122 percent on library materials and that the burden would be borne entirely by educational, religious and other non-profit cultural groups.

*Dr. B. F. Jackson, Jr.*, is the new chairman of the National Council of Churches' committee on audiovisual and broadcast education, and continues as chairman of the religious education section of DAVI-NEA.



LEARNING BY SEEING

## PHILCO advances the science of visual education

**WITH NEW TRANSISTORIZED CLOSED CIRCUIT TV SYSTEMS**

Visual education, through the use of closed circuit TV, is being adopted rapidly by schools throughout the nation. Philco's broad experience in educational TV is your assurance of obtaining the greatest flexibility and economy. Philco's new all-transistor equipment is your guarantee of maximum reliability, freedom from maintenance and ease of operation. Write today for information and your copy of the Philco Closed Circuit TV Systems Planning Guide.

**Government & Industrial Group**

4700 Wissahickon Ave., Philadelphia 44, Pa.

In Canada: Philco Corp. of Canada, Ltd., Don Mills, Ont.



**Philco Closed Circuit TV Systems** permit multi-group instruction, with full audience participation.

**PHILCO®**  
Famous for Quality the World Over

# HOW TO TEACH MORE EFFECTIVELY WITH AN OVERHEAD TRANSPARENCY PROJECTOR

*An important visual aids primer -- clip and save it*

As a person who uses and is often called upon to advise in the selection of visual aids equipment, it is essential that you become familiar with the many advantages of overhead projection techniques—how it can make your teaching even more effective, how it helps the student to grasp and to retain ideas, how it increases the scope of your subject matter.

For many teachers the prime advantage of the overhead transparency projector is the fact that it is the only type of projection equipment that is designed to be operated in broad daylight. The ordinary classroom becomes a theater without turning out the lights or drawing the shades. Of course, you must have a projector that provides the maximum screen light required to retain detail and color. Projection Optics' Transpaque Jr., for instance, provides up to three times more light on the screen than any other projector of its type. Transpaque Jr.'s exclusive optical system has completely eliminated a serious overhead projection problem — the distracting rings that have always appeared on the screen.

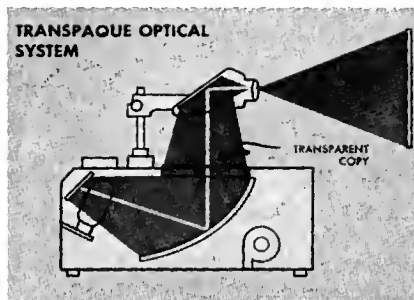
## Up-Front Projection

With this teaching tool, both you and the projector are at the head of the class. As you teach, you face your students. You can gauge their reactions, spot questions immediately; students can take notes and you can refer to yours. Remember, the lights are on! In short, with the Transpaque Jr. you retain all the advantages of a classroom environment.

The very small profile of Transpaque Jr., especially the projection

head, makes every seat usable. There is nothing obstructing your view of the class. Every student is able to see both you and the screen. The more compact Transpaque Jr. is also easily portable.

Superimpose transparency over transparency, building a progressive story before the eyes of your class. Transpaque Jr. retains the brilliance



and color even through multi-colored overlays. Each transparency has a large 10" x 10" format. You can tailor-make them yourself, simply and inexpensively. You can buy them already prepared, covering a multitude of subjects.

## Write As You Speak

To create large screen images of your notes or ideas, just write in your normal size script on a transparency. It is projected as you write,



just behind you on the screen. You can draw lines, write clarifying remarks, circle areas of special interest. Your individual technique is as unlimited as your own imagination. There is no squeaky chalk or tiresome blackboard work. Use the roll of transparent film. Write on it and roll it away for a continuous supply of clean writing surface.

Transpaque Jr. is UL-CSA approved. It is easy to operate and trouble-free. For a free demonstration or additional information, write to

**Projection Optics Co., Inc.**  
276 Eleventh Avenue  
East Orange, New Jersey

In Canada, Anglophoto, Ltd., 880  
Champagne Ave., Montreal, Quebec.

## William Lewin

The passing of William Lewin, veteran educator-publicist, at 71, represents a grievous loss to the audiovisual movement to which he devoted long and dedicated service. He will be best remembered as editor-publisher of *Audio-Visual Guide*, merged in 1956 with *Educational Screen* to form this publication.

Yet this magazine was but one facet of his many AV activities, the means rather than the end in effectuating a lifelong philosophy that saw the motion picture in all its forms as the major communication of our culture.

Contemporaries privileged to know his work will recognize four of his many contributions as especially significant:

(1) His leadership in the photoplay appreciation movement was reflected in his doctoral thesis *Photoplay Appreciation in American High Schools*, in his original film study courses and in his publication of the long series of detailed, illustrated photoplay discussion guides that appeared in virtually every issue of his magazine. There were, reportedly, ten million reprints of 250 such guides put into circulation.



William Lewin

(2) His recommendations to ERPI, after completing a nation-wide test of their initial sound films, that these be brought much closer to the curriculum, even to the extent of buying motion picture rights to widely accepted textbooks, were not followed. Had they been, better films might have been made—much sooner.

(3) Under sponsorship of the Department of Secondary Teachers, NEA, which he served as president in 1949, he initiated the *National Audiovisual Education Week* movement, officially proclaimed by governors and mayors from coast to coast, and tied in with his National Audiovisual Awards and “pilot” school demonstration center projects. While the goal of 500 such centers may not have been reached, enough came into being to provide an almost inexhaustible flow of local case histories of praiseworthy AV achievement to enliven a long sequence of magazine issues.

His steering committee and other organization forms drew the cooperation of A-V activists on all levels. When some AV professionals gave this effort less than complete endorsement, particularly that phase which rewarded pilot school “winners” with some \$40,000 worth of equipment and other materials donated for this purpose by commercial interests, he rejected this criticism with—“Let us not be hindered by self-seeking pedagogical politicians nor by educational isolationists in ivory towers.”

(4) His sustained publication of *Who's Who in Audiovisual Education*, a series of almost 100 pen pictures of active workers in this field, is today a priceless reservoir of historical data. At the time of publication, it provided a means of getting acquainted with many AV co-workers who might otherwise never have “met.” This “Who's Who” series reflected clearly Lewin's basic concept of the oneness of the entire audiovisual medium. Campus and commerce were included side by side; he published a parallel (though smaller) *Who's Who in Radio Education*, and made a beginning of similar coverage of television education.

Front covers of his magazine usually carried an attention-getting picture from a current theatrical feature film, generally one receiving discussion guide treatment in the same issue.

Emphasis was on discussion. The magazine originally called *Group Discussion Guide* was later named *Film and Radio Discussion Guide*, with side boxes specifying “Radio and Newspaper” and “Film and Theatre.”

Truly, here was a man of many sides. High school teacher, publisher, prolific writer, non-conformist in some of the professional organization niceties, strong-willed, utterly unsparing of his strength and talents, often misunderstood and sometimes misunderstood, a man who gave his all—always—to his cause, the cause of audiovisual communication.

## In-School Study of French Via TV Now Under Way

“Parlons Francais,” the first in-school course of instruction ever offered on a national basis via television was inaugurated in September on 16 educational TV stations throughout the United States. The program is being sponsored by Louis de Rochemont Associates.

The series will be distributed through the facilities of the non-profit National Education Television and Radio Center.

It was tried last year on an experimental basis over Boston's WGBH-TV when it was telecast into 1,200 classrooms with 35,000 youngsters participating.

## U. of Wisconsin Educator To Korea As AV Aid

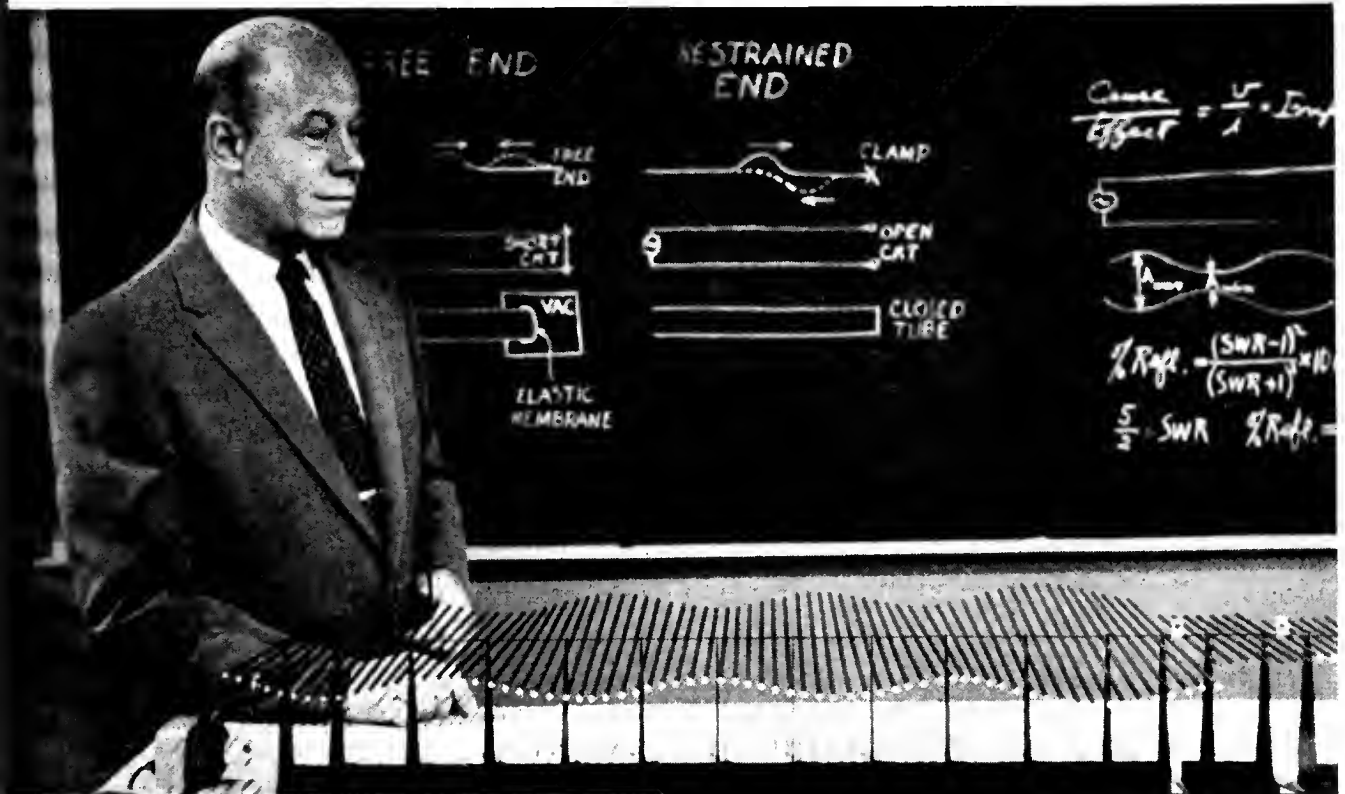
Dr. Frederick A. White, associate professor of education and director of the University of Wisconsin Extension Bureau of Audio-Visual Instruction has taken a one-year leave of absence to serve as a consultant to the Korean ministry of education.

Dr. White will work as a specialist in audiovisual utilization with teacher training institutions throughout the Republic of Korea. This project, begun in 1958, is under the direction of Syracuse University for the U. S. Department of State's International Cooperation Administration. In Korea Dr. White will carry on the work started two years ago by Dr. Gilbert Tauffner of the University of Kentucky and Dr. Maurice T. Iverson of the University of Wisconsin.



Bell Telephone Laboratories presents...

# TWO NEW FILMS FOR SCIENCE AND ENGINEERING EDUCATION



Dr. John N. Shive, using torsion wave machine which he designed, demonstrates the behavior of waves in various mechanical, electrical, acoustical, and optical wave systems.

Bell Laboratories now makes available two new sound motion pictures for college-level education. The films, "Memory Devices" and "Similarities in Wave Behavior," provide another opportunity for you to share new knowledge with Bell Laboratories scientists. The Bell-produced films contain no advertising and are loaned without charge.

In the film, "Similarities in Wave Behavior" (26½ minutes), Dr. J. N. Shive of Bell Laboratories demonstrates and discusses wave behavior

using torsion wave machines which he designed.

"Memory Devices" (27 minutes, color) shows some of the principal types of storage devices used in computer memories and explains how binary information is stored in them.

Send for both films or for any of the audio-visual aids previously produced by Bell Laboratories (see box). Write to Director of Educational Films, Dept. 22C, Bell Telephone Laboratories, 463 West Street, New York 14, N. Y. All requests will receive prompt attention.

## OTHER EDUCATIONAL MATERIALS PRODUCED BY BELL LABORATORIES

**FILMS** "Crystals — An Introduction," 16 mm color, sound, 25 minutes. Introduces the subject of crystals by demonstrating the orderly arrangement of atoms in the crystalline state and the relation of this arrangement to the physical properties of the substances.

"Brattain on Semiconductor Physics," 16 mm, black and white, sound, 30 minutes. Walter H. Brattain, Nobel Laureate in Physics, gives an introductory college-level lecture on the physics of semiconductors with demonstrations.

**FILMSTRIPS** "The Formation of Ferromagnetic

**Domains,"** color, 132 frames, 33 1/3 records, 45 minutes. Discusses the physical principles of domain formation with particular emphasis on the energies involved

"**Zone Melting,"** color, 133 frames, 33 1/3 records, 45 minutes. Describes a new method of ultra-purifying solids and controlling the distribution of impurities in solids.

**RECORDS** "The Science of Sound," two 33 1/3 rpm microgroove recordings, 90 minutes. Using 19 separate bands, this album demonstrates and explains fundamentals of acoustic phenomena.

**BELL TELEPHONE LABORATORIES**

WORLD CENTER OF COMMUNICATIONS RESEARCH AND DEVELOPMENT



## Industrial AV Exhibition In New York Oct. 10-13

A sizable array of audiovisual equipment and services will be on display at the fourth annual Industrial Film & A-V Exhibition to be held October 10-13 in New York City. The exhibit will cover the full range of audiovisual materials and accessories used in business and industry, in government and the armed forces, in education, religious instruction, in civic and welfare training programs, and in medical and health services.

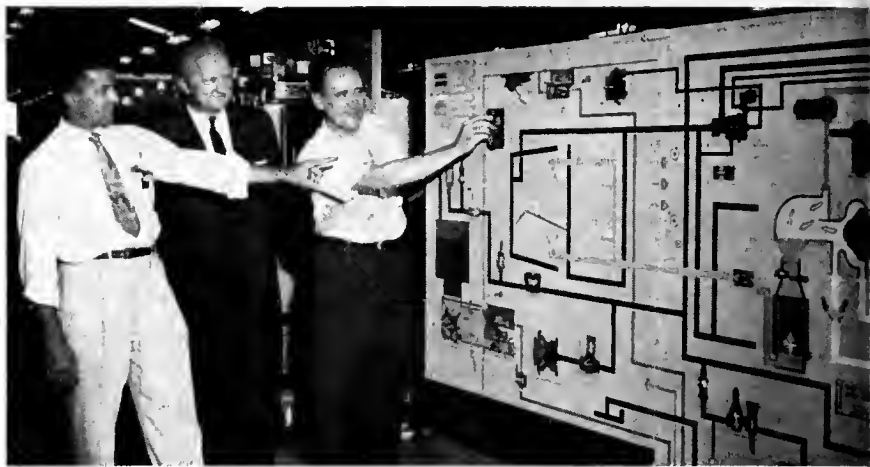
Several industrial and business groups will hold seminars and workshops sessions during the show. These include the Industrial Audio-Visual Association and the board of directors of the National Visual Presentation Association.

## Dr. Mees, Science Pioneer and Eastman VP, Dies at 78

Dr. C. E. Kenneth Mees, internationally famous scientist and retired vice president for research for Eastman Kodak Company, died August 15 in Honolulu, Hawaii, where he had lived since his retirement in 1955. He was 78.

One of the pioneers of American industrial science, Dr. Mees had guided Eastman Kodak research for nearly 44 years following his organization of Kodak Research Laboratories for the company in Rochester, N. Y., in 1912.

Known for his work in photographic science and as an authority on complex color photography processes, Dr. Mees has also been cited as the "warm-hearted and understanding friend of the ordinary snaphooter," the man who knows little of photography but simply wants a good picture of family and friends.



How training device techniques used in aircraft and missiles industry could be applied to the academic field was studied by Claremont (Calif.) College graduate class in Audiovisual Aids during a recent tour of Lockheed Aircraft Service Special Devices division. Professor William Blanchard, summer session director of Audiovisual Aids for the college, is shown operating an F-104 Starfighter training panel manufactured by the division at Ontario, Calif. In center is C. T. Thum, Special Devices division manager, with a Lockheed inspector, left, pointing out features on the panel.

## Montana Receives TV Grant From Ford Foundation

The Montana Educational Television Committee is the recipient of a \$21,450 grant from the Ford Foundation, it has been announced by Montana superintendent of public instruction Harriet Miller and Dr. Erling S. Jorgensen, chairman of the committee.

The grant will make it possible, it was said, to carry out a study of Montana's educational needs and how they can best be met through television instruction. It will permit basic planning for the development of ETV in Montana and for the eventual activation of the six television channels reserved for educational use in Montana.

Dr. Jorgensen, director of radio-television studios and associate professor of journalism at Montana State University, Missoula, will take a year's leave of absence from his university

post to head the project. The Ford grant will be administered by Montana State University.

"We are grateful to the Ford Foundation for making it possible for the committee to begin a systematic development of this new educational medium," Jorgensen said. "I believe educational television has a great potential for significant use in Montana."

## Film Production Program Started By U. of California

University of California Extension has begun a study program in motion picture production. The first two evening courses in the program, "Basic Principles of Motion Picture Production" and "Workshop in Television and Film Scripting," began the week of September 19 at the U.C. Extension Center in San Francisco.

Courses now in the planning stage will deal with mass media problems, cinematography, television production, experimental films and films as an art form.



"Horizons of Science," a series of ten educational films was presented recently to the Massachusetts Department of Education's Office of Audiovisual Services by the John Hancock Mutual Life Insurance Company. Richard P. Waters, left, a vice president of John Hancock, makes the presentation to Dr. Owen B. Kiernan, Massachusetts Commissioner of Education. Present are Kelsey B. Sweatt and Jesse Richardson of the department.

### Two AV Books Available

Educational Screen has a limited supply of two volumes, *Picture Values in Education*, and *Comparative Effectiveness of Some Visual Aids in Seventh Grade Instruction*, both by Joseph J. Weber. One or both are available upon written request at a cost of one dollar each to cover postage and handling.

# "FIRST THE EAR..."

Now, hear first-hand  
how tape recordings help teachers  
put new life into language studies!

Now, a special tape recording. "First the Ear . . .", tells the exciting success story of the use of magnetic tape in today's language classrooms! With this new 30-minute tape from 3M Company, you hear first-hand accounts from instructors who now use tape to win keen student interest, enthusiasm and concentration . . . in both modern and classical languages, both beginning and advanced courses.

Whether you have a language laboratory, as shown at left, or simply use portable tape recorders, you'll find many valuable teaching ideas by listening to this new tape. For example, it tells how students become more proficient by hearing many native voices and accents . . . tells how both you and your students can better evaluate individual achievement . . . tells how you can pre-record practice drills, then spend more time making corrections and working with individual students.

"First the Ear . . .", prepared for professional educators with the counsel and participation of leading language instructors, is available to you for only \$1.50. Just return the coupon below to 3M Company . . . manufacturers of professional-quality "SCOTCH" BRAND Tapes, famous for perfect sound reproduction and available in a variety of types to meet all recording requirements.



MINNESOTA MINING AND MANUFACTURING COMPANY  
... WHERE RESEARCH IS THE KEY TO TOMORROW



"SCOTCH" and the Plaid Design are registered trademarks of the 3M Co. © 1960 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY  
Magnetic Products Division (Dept. MCG-100), Box 3300, St. Paul 6, Minnesota  
**Please send the new 30-minute tape, "First the Ear . . ."**  
Enclosed is check or money order for \$1.50. (Make check payable to Minnesota Mining and Manufacturing Company.)

NAME \_\_\_\_\_

SCHOOL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Religious Conference at Boulder Stresses Training

For another review of this meeting see the feature "AV in the Church Field," page 553.

**T**HE 17th annual international conference on the use of audiovisual communication media, held on the University of Colorado campus August 17-23, put special emphasis on improved training for AV workers on all levels, from local church to international agencies. The conference, in its final summation, recommended holding specialized "convocations" for area, denominational and national AV specialists, with an agenda limited to training matters.

Next year's AV "consultation," however, will follow the traditional pattern of fellowship and joint study of AV concerns common to all religious education workers from local church to top agencies, and including also equipment manufacturers and materials producers. This will be held at Green Lake, Wisconsin, September 3-9, 1961.

Attendance at the Colorado meeting was by invitation extended by the Department of Audiovisual and Broadcast Education of the National Council of Churches to 150 leading AV activists; 145 attended.

James D. Finn, president of Department of Audiovisual Instruction, NEA, keynoter at the opening session, spoke of new electronic devices used in industry and secular education.

Robert deKiefer and Don Ely of

Colorado and Syracuse universities, respectively, led the general sessions on communication philosophy and techniques. Their extensive use of all kinds of visualization devices in their own presentations helped set a pattern for virtually all the rest of the program.

The overhead projector was most extensively used, although many of its projections were verbal rather than pictorial or symbolic. Effectively used also were motion pictures, filmstrips, flannel boards, presentation easels, blackboards, and realia that included even a barnyard shovel brought in by the chaplain, the Rev. Malcolm Boyd, who conducted the daily vesper services.

Surveys conducted among regional and denominational AV centers on their training practices and results were discussed in detail by small work groups. The plenary session concurred in their recommendations that utilization training be developed for each of the three major levels of church work (local, regional and national).

Emphasis was placed on bettering the use of the existing materials now admittedly in excellent supply and

good quality. At the local church and council level there is to be stress on operational skills and on selection and evaluation of materials. This would continue into the training of the regional cadres but with heavier emphasis on learning and communication theory, knowledge of AV resources and familiarity with training techniques. These requirements, in turn, would extend up into the training programs for national leadership, with such added subjects as contemporary research and technological developments.

Among the leaders in the various general sessions were Alva I. Cox, Jr.; Don Kilphart; Scott Mitchell, Porter Bower, William F. Fore; Beveral Chain; Arthur Lomas; George Heimrich and Edward George.

An innovation at this year's meeting was a series of film "analyses in depth" by psychologist Dr. Elaine Tracy and the chaplain, the Rev. Malcolm Boyd. They discussed in considerable detail the psychological and moralistic overtones in the story treatment and characterizations by the two analysts, and this discussion was continued actively by the audience. The entire program of this year's "consultation" was marked by maximum audience participation and by a unanimous concern for better usage of audiovisuals in all levels of church work.

WFK

## Trolinger Tape Added to AV Archives

Reminiscences of early days in the audiovisual activities at the University of Colorado were recorded in a taped interview with Miss Lelia Trolinger, who headed this work from 1923 until her retirement in 1956. Her successor, Dr. Robert deKiefer, introduced the interview, and William F. Kruse, DAVI archivist, guided Miss Trolinger in telling her story.

In 1923 a young mathematics teacher who came to the Boulder campus for her degree and stayed on to teach in the local high school, somewhat hesitantly took the job of secretary of the university extension division's Bureau of Visual Instruction. Intending to try it "for just a year" (especially since the pay was lower than that of a math teacher), she came in just in time to be sent to the NEA convention at which DAVI achieved departmental status. Later, during World War II, she served as national secretary-treasurer of the department.

Hale, hearty and jolly, "Trolly" maintains an active well-wisher interest in the great growth of the department she headed so many years, an inspiration to the younger cadres now



Prior to taping of recollection, memories: from left, Kruse, Trolinger, de Kiefer.

carrying on the ever-expanding work. CCTV, tape duplicating services, and vastly increased resources of materials of all kinds have burgeoned since her retirement, but the helpful-to-all philosophy of her department remains unchanged.

## MAGNETIC TAPE ERASER



A Language Laboratory Must!

Bulk erasure of dual tracks

Erases recorded signals and noise from magnetic tape without rewinding. Spindle mounting of reel permits rapid coverage without missed spots. Noise level reduced below level of standard erase heads. Restores tape to like new condition or better. Reel size range 5", 7", 10½". May also be used for demagnetizing record—playback—erase heads.

Model HD-11 Price \$27.50

Write Dept. E-8



## MICROTRAN

COMPANY Inc.

Valley Stream, L. I., N. Y.



*Charlie  
the Destroyer*

## WHAT'S GOING ON HERE?

Why, Charlie the Destroyer is trying to rip the tape, but he can't because LEVOLOR plastic tape is re-enforced two ways. Take a plastic fabric, impregnate this under pressure with more plastic, and you have LEVOLOR two-way re-enforced tape, a tape to resist the efforts of the most mischievous student in the school.

Information that insures the best installation possible is a service all LEVOLOR representatives will give you. They will submit a prospectus covering every detail of your Venetian Blind installation—help with the specifications and make a final inspection *after* the blinds are installed. It is a service that guarantees good specifications and good Venetian Blinds.

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN VENETIAN BLINDS  
**AUDIO-VISUAL                      CONVENTIONAL                      SKYLIGHT**

Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.



*A scene in the filmstrip starring Kirk Douglas as Ulysses.*

**Ulysses**—In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

**The Vikings**—In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson In Mythology**—Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50. With guide, \$7.80.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$7.00. With guide, \$7.30.

**Knights of the Round Table**—A set of two filmstrips. Part One, black-and-white, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, full color, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50. With guide, \$7.80.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Richard III**—Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**Alexander the Great**—Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe**—In full color, 50 frames, a clear pictorial guide to the Defoe classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$4.00.

**Hansel and Gretel**—In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kine-mins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth**—In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50. With guide, \$7.80.

—  
*Send for complete catalog.*  
—

**EDUCATIONAL & RECREATIONAL GUIDES, Inc.**

10 Brainerd Road, Summit, New Jersey

# Film Rental Librarians Discuss Industry Issues

THE 25th anniversary of film rental libraries specializing in recreational motion pictures was observed in a two-day conference under the auspices of the National Audio-Visual Association, on August 3 and 4. Close to 100 operators and staff members attended the meeting at the suburban Moraine Hotel, north of Chicago, just prior to the 20th annual National Audiovisual Convention.

Program chairman Carl Nater (Walt Disney Productions) opened the session with a talk on "How to Recognize an Entertainment Film Library." This was followed by a visualized presentation on new markets and services by Alan Twyman (Dayton, Ohio), who told of his own rental library beginnings a quarter-century ago when projector owners were few and good 16mm sound films fewer.

Twyman topped a pre-conference contest by naming 167 specific fields of use for 16mm entertainment. Additions from other contestants brought the list up to 272, and this was further increased by several score other listings brought out in the very active floor discussion that prevailed throughout the conference. No less than 48 separate use areas were disclosed in schools and colleges along; 15 areas in religious institutions.

The banquet that evening was addressed by NAVA president Bill Kirtley and NAVA executive vice-president Don White. Toby Chandler (Film Center, Washington, D. C.) was master of ceremonies.

The second morning's session had as discussion leaders Lennie Deacom (Ideal Pictures, Los Angeles) on personal service for the walk-in customer; Mike Nuzzola (Films, Inc., Chicago) on the economics of field salesmen; Yolanda Salla (Association Films) on telephone service; Toby Chandler on catalog production; Bill Rayner (Swank Films) on promotional letter writing.

Paul Foght, general chairman of the NAVA entertainment film committee and president of the Ideal Pictures network of 28 libraries, gave an excellent Ozalid-visualized report on a survey of the business practices of his organization, under the heading of "The Dollars and Sense of the Entertainment Film Business."

Thomas J. Brandon, assisted by

past presidents D. T. Davis and Bill Kruse, made the concluding presentation on the self-chosen theme of "The Fabulous Invalid of Remarkable Potency." His potent "invalid" was the theatrical motion picture industry. Brandon discussed its remarkable recovery, thanks to bigger and better pictures, and the lessons to be drawn by its non-theatrical sibling.

According to the speaker, 1960 is birth of the independent 16mm en-birth of the independent 16mm entertainment film rental library, but also of the publication of some of Edgar Dale's "Payne Fund" studies on the impact of the motion picture on our culture. He urged that such studies be now renewed with special emphasis by high schools and colleges and by the educational press on the feature length film. The high schools that pay any attention to motion picture appreciation number less than one in 100.

Brandon's suggestions that the AV trade organization, NAVA, be urged to give greater attention to the importance of film as film and to the



Thomas J. Brandon, left, introduced by D. T. Davis.



Lennie Deacom, left, and Carl Nater.

importance of its economic and cultural image won unanimous approach. Answers to a questionnaire filled out by the participants are to be collated and the findings reported to the NAVA board of directors.

The conference was remarkable not only as the largest of its kind in many years but also as a forum for sharing techniques and experiences developed by business rivals in a highly competitive commercial calling. Unlike earlier gatherings, no time was wasted here in jeremiads over wicked price cutters and hardhearted purveyors of new products. Instead, emphasis throughout was on the manifold consumer areas that good recreational films would benefit, to the resultant benefit to all engaged in the business of meeting these needs. Far from being deplored, commercial competition was viewed as a contribution to overall growth from which all would benefit—those served and all who serve them.

## FREE CATALOG

16mm Color-Sound  
Elementary Grade  
Instructional Films

(Sale only—no rentals)

AVIS FILMS, Box 643, Burbank, Calif.

**DON'T TAKE  
YOUR AUDIO-VISUALS  
INTO A DARK HOLE**



You can now project visuals in normal room light!

Using new, modern LENSSCREEN rear projection screens, visuals are presented easily, efficiently. Audiences are alert and in full control of instructor.

For the first time in A-V history, here is a screen that meets the standards of modern education. Images are sharp, bright, true in color and contrast. Viewing is easy, at any time, with no loss of time, no interruption.

Send for complete kit of LENSSCREEN A-V Ideas—helpful, revealing. You'll be glad you did.

**POLACOAT Inc.**

9710 Conklin Road

Blue Ash, Ohio

## AV Show in Review "Big," "New," "Most"

The 20th annual National Audio-visual Convention marked a new high in number of exhibitors, booths and attendance.

The highlight this year was the emphasis on language laboratories and their component tape recorders, furniture, microphones and other accessories. One exhibitor eliminated wiring by means of a citizen-band, low-power transmitter.

Eight millimeter sound-on-film was demonstrated in the Fairchild booth and also mentioned somewhat incidentally by Eastman and Paillard. While there was no very heavy emphasis on teaching machines, some typical written-response, multiple-choice, sleep-teach, and tachistoscopic examples were demonstrated.

Graflex unveiled a completely new 16mm sound projector to replace its Ampro line. It offers a reflector-type 250-watt lamp which reportedly gives 500 lumens and passes part of the heat rays back through its reflector. Adjustable lamp brilliance and a palm-sized, transistorized, slide-in amplifier are among other new features.

The Sawyer "film-disc," mounting 14 16mm color pictures in cardboard wheel for individual viewing or small-group projection, is soon to be put into national distribution after several years of use in test situations. The countless thousands of "Viewmaster" discs and viewers in home use will ease its introductions into school and church when the full program is launched. This handy little device may prove of major help in adding visuals to teaching machine "programming."

A close second in number of exhibits was a "service" group including projector and TV tables and carts, presentation easels, flannel boards, display racks, storage cabinets and containers, etc. The interest of producers and dealers in these broader lines reflects a growing ability and interest on the part of audiovisual dealers to meet the entire, ever-broadening needs of school, church and industry customers.

Most encouraging at this year's meeting was the emphasis on industry use of audiovisuals, not only in meetings of NAVA's Industry and Business Council but also in the general session in which three faculty members from San Jose State Teachers College made a presentation on "Selling to Industry."

Trade show attendance by top-level consumer groups was swelled by a number of contiguous special interest

meetings. The Industrial Audio-Visual Association, Industrial Training Directors, and Medical and Allied Sciences groups followed their usual pattern. An AV Education Forum was co-sponsored by several mid west professional educator groups. The AV Worship Service was followed by meetings of the NAVA Religious Council and of

the religious film libraries and dealers, but for the first time in years there was no church-user workshop.

DAVI held several committee and board meetings, and more national sales meetings than ever were scheduled by manufacturers, producers, and distributors. It was quite a show.

WFK



A session of the Audiovisual Education Forum.



Audiovisual Conference of Medical and Allied Sciences.



NAVA officers 1960-61: front row Harold A. Fischer, Photosound of Orlando, Orlando, Fla., second vice president; Harvey W. Marks, partner in the Visual Aid Center, Denver, Colo., president; Mahlon H. Martin, Jr., M. H. Martin Company, Massilon, Ohio, first vice president. Back row W. G. Kirtley, D. T. Davis Company of Louisville, Ky., outgoing president who now becomes chairman of the NAVA board of directors; Earl Harpster, Harpster Audio-Visual Equipment, Inc., Cleveland, Ohio, treasurer; Robert P. Abrams, Williams, Brown & Earle, Inc., Philadelphia, Pa., secretary.

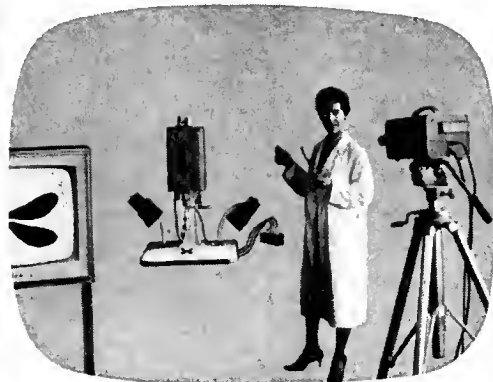




**THIS IS AN INSTRUCTOR.** All the students can see her, but they can't see what it is she is talking about.



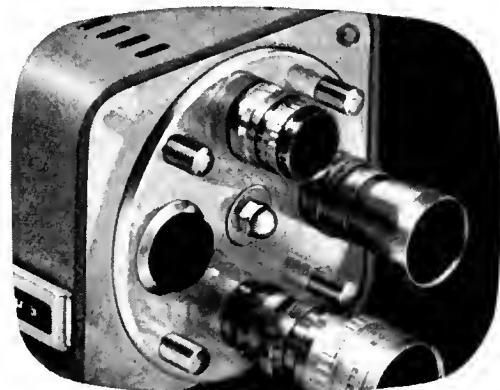
**BUT** add an Argus Direct-Wire TV Camera and Receiver and the object is suddenly 15 x 19 inches, so the whole class can see.



**ADD** another Direct-Wire TV Camera, and the instructor's hands and what they are doing are enlarged, too, on the very same screen. Extra receivers can show them to an auditorium.



**NO SPECIAL WIRING** necessary. The cameras and receivers are connected directly by standard co-axial cable. A simple switch chooses which camera "broadcasts."



**NO SPECIAL LIGHTING** is necessary. Ordinary room light works fine for pickup and viewing, and an electric eye adjusts for changing light.



**NO SPECIAL BUDGET** is necessary. The cameras cost just \$630 each with one-inch, f/1.9 lens. Non-electric-eye camera costs just \$595.

Monitors, telephoto and wide-angle lenses, co-axial switches and microscope attachments are all modestly priced, too. For a free booklet, "How to use Direct-Wire TV as a low cost educational tool," write to:

**argus AV**

Argus Audio-Visual Systems, Dept. D.D.,  
Argus Cameras, Inc., Ann Arbor, Michigan

Argus Cameras, Inc., Subsidiary of Sylvania Electric Products Inc.

**argus**

GENERAL TELEPHONE & ELECTRONICS



# Four Letter Words

*Paul C. Reed*

In this time of great change and technological advances in education, audiovisual departments in universities and school systems are finding present departmental names inadequate. For instance, DAVE, Department of Audio Visual Education does not define nor do justice to a modern, up-to-date audiovisual department that provides instructors with teaching machines, learning programs, language laboratories and television broadcasts. This time of broadening concepts of audiovisual services is a time for name changing.

As a service to audiovisual directors everywhere we offer the following suggestive list of new departmental titles from which they may choose or be stimulated:

- DAFT – Department of Apparatus For Teaching
- DAME – Department of Apparatus Materials and Equipment
- DAMN – Department of Audiovisual Materials and Nostrums
- DARE – Department of Audiovisual Resources for Education
- DATA – Department for Applying Technological Aids
- DATE – Department for Applying Technology to Education
- DAWN – Department of Audiovisual Wonders and Novelties
- DEAD – Department of Educational Aids and Devices
- DEAF – Department of Equipment Apparatus and Fittings
- DEBT – Department of Educational Bric-a-brac and Textbooks
- DEFT – Department of Educational Fittings and Trappings
- DICE – Department of Instructional Contrivances and Equipment
- DIRE – Department of Instructional Resources for Education
- DIRT – Department of Instructional Research and Technology
- DOER – Department Of Educational Resources
- DOLT – Department of Learning Technology
- DONE – Department of Odd and Nondescript Equipment
- DONT – Department Of Newer Tools
- DOPE – Department of Paraphernalia for Education
- DREG – Department of Resources and Educational Gear
- DRIP – Department of Resources for Instructional Process
- DUPE – Department of Utensils for Propulsive Education

You can readily see from this sampling that one cannot approach this name changing problem lightly. Careful and considerate thought must be given to the four letter words. The image that this word projects to your public can be striking!

And what about the four letter words if you have a Bureau instead of a Department? Well, we'll leave the "B" words for you to figure out.



**“This is how we help them remember more of what they see and hear in a movie.”**

“We take the view that most educational films have been prepared professionally, and as such can communicate subject matter worth learning.

“All that remains is for the children to open their minds to concentrate on and receive the message. Gaining their concentration is, we feel, a matter of shutting out distraction.

“Many of our movies, therefore, are shown in the quiet isolation of the auditorium, using a Kodak Pageant Projector. We selected our Pageant on the basis of its quietness, picture brilliance, and clarity of its sound. Its consistent performance helps keep young minds from wandering.

“Our reward is evidenced in the picture above. Good attentiveness, and — later — good recall of what they saw and heard.”

The picture above was taken using only that light reflecting from the screen while a movie was in progress. The projector that throws such a brilliant easy-to-see image on the screen is a Kodak Pageant Sound Projector, with its special Kodak Super 40 Shutter. With this shutter, the Kodak Pageant actually projects 40% more light onto the screen than projectors with ordinary shutters.

Your Kodak A-V dealer will demonstrate at your convenience, or write for Pageant Bulletin V3-22. No obligation.

*Says Lawrence Root,*  
Principal at the new Brighton District No. 1 Council Rock Elementary School, Rochester, New York, selected by A.A.S.A. for its exhibit of outstanding school designs:

*Kodak Pageant Projector*

**EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**



# Saskatchewan's Vis-Ed Branch

by Fred Holliday

**S**ASKATCHEWAN'S audiovisual program has been in operation since the latter years of World War II. At that time, only a very few schools received service compared with the 4,763 classrooms that are today receiving regular shipments of instructional films.

There is justifiable reason for this expansion. The province of Saskatchewan, in 1960, is a wealthy province, rich in resources and people. Until 1945 Saskatchewan's economy was based almost solely on agriculture, and a crop failure was literally a provincial disaster. The farm population lived in constant fear of drought or early frost. Today the economic structure is changed. There are now many more oil wells in Saskatchewan than there are grain elevators.

Potash is mined in the midst of wheat fields and uranium serves the atomic age. Regina, the provincial capital, now has its steel mill and factories and the completion of the South Saskatchewan River dam will provide water and power for agriculture and industry.

It is almost 800 miles from the northern limits of Saskatchewan to the International boundary and 400 miles between the sister provinces of Alberta and Manitoba on the west and east respectively. Within the province live 900,000 people.

Enrolled in secondary schools are more than 400,000 pupils; over 3,000 are in private schools and nearly 152,000 in elementary schools. Tending the needs of these students are some 8,100 teachers.



Fred  
Holliday

The Saskatchewan Visual Education Branch has a staff of 16 and, with a theatre seating 30, covers almost 4,500 square feet of area in the Government Administration building in Regina. During the school year ended June 30, 1960, 13,115 shipments of film were made, and 33,800 individual films shipped.

A considerable proportion of our time is devoted to the evaluation of materials supplied by the distributors. Preview committees are composed of specialists in the various curricular fields. The committee's approval ensures purchase in accordance with available funds.

A booking room staff of 4 takes care of accessioning of films, handling booking files and preparing shipping orders. Teachers and other borrowers requisition their films every two months and, for some subjects, on a "spot booking" basis. In-service training of teachers and initial training at Teachers Colleges assists the teacher in base selection of films on need. With a short booking period, teachers have time for preview and the opportunity to integrate the film satisfactorily with the teaching program.

A carefully organized manual helps to determine availability of films at different grade levels. The Dewey-decimal classification number helps in locating films quickly. The success of any school film library, professional or otherwise, depends on adequate attention being given to film utilization. To ensure this, there must be cooperation between library staff and teachers.

Two male employees look after outgoing and incoming shipments. Film distribution is by mail as there are rural deliveries and post offices at remote points which are not reached by other methods of transportation. The Canada Post Office allows films to be returned free of charge if the Department's "reversal" postal card is used. There are well over 200 film shipments made daily during each semester.

The director and staff assume responsibility for the appointment of audiovisual co-ordinators in the larger schools throughout the province. These are, in turn, responsible for the training of teachers in the efficient use of projection materials to minimize film damage. Although most schools participate in an insurance scheme, an efficient film inspection system with four employees helps to prevent deterioration.

Our library maintains a good reporting system on film showings and classroom usage. This provides contact between the director and the teacher. From this the director and staff can ascertain whether the film has been used efficiently and if it serves the required purpose. The report also acts as a guide in the purchase of additional prints and in the withdrawal of those films which are considered inadequate. In short, the statistics obtained give a complete history of film usage.

The branch, of necessity, has an administrative section with a secretary and stenographic assistance to move correspondence speedily.

This June, all teachers in training have received practical instruction given during the year in the handling of equipment. Film and filmstrip libraries, film and filmstrip projectors

*(Continued on Page 542)*



# talkback

films are  
unfinished  
dramas that  
leave the  
solution  
to you!

Talkback is a series of fifteen-minute dramas which presents 26 of the most vital problems in contemporary America. Since no solution is offered in the films, group discussion must determine the outcome. Talkback was created and produced for television release after exhaustive research, involving some 10,000 opinions and interviews, to bring into light major crises within families, businesses, colleges, and individuals. By popular demand it is now available for use by adult and youth study groups, civic, fraternal, church, and school organizations.

Educators who work with groups in self-education are quick to endorse Talkback because of its ability to stimulate creative thinking.

Talkback stars

Sheppard  
Strudwick



Howard Morris



Patty Duke



and many others.

See the Talkback display at the NAPSAE-AEA, USA Joint Conferences in Denver, Colorado, October 14-17.

For free audition film and additional literature, clip and mail coupon.

Gentlemen: I am interested in acquiring the Talkback series (all or part) for my adult or community education group. Please send audition film and literature to

Name \_\_\_\_\_

Address \_\_\_\_\_ Date \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



1525 McGavock Street  
Nashville 3, Tennessee

through courtesy of certain distributors, were installed in each training college and student teachers were fully equipped audiovisually for their practice teaching periods. Following theory and practice tests, qualifying certificates were issued.

In addition to distributing films, filmstrips and 2x2 slides, and endeavouring to obtain the best utilization for these materials, the branch provides service in the field of non-projected aids also. Promotional use of chalkboards, bulletin boards, flannelgraphs, dioramas, etc., is carried on incidentally to the general program.

The Branch attempts to encourage research in the Audiovisual field and conducts workshops and institutes as a regular feature of its in-service training program.

Schools are encouraged to establish their own filmstrip libraries. Although about 300 filmstrip libraries have been set up in central locations, the core system is proving to be the most practicable.

An Audiovisual Board has been set up under authority of the Minister of Education for the Province. This board acts in an advisory capacity on all aspects of audiovisual aids in the schools, and with adult organizations in respect to films, radio and telecasts. Represented on the board are many prominent educational organizations, the University of Saskatchewan, the Saskatchewan Wheat Pool, the Federated Co-Operatives, the Provincial School Trustees Association, and the Saskatchewan Teachers Federation. Many of these groups purchase films for their own needs and leave them on deposit in the provincial library.

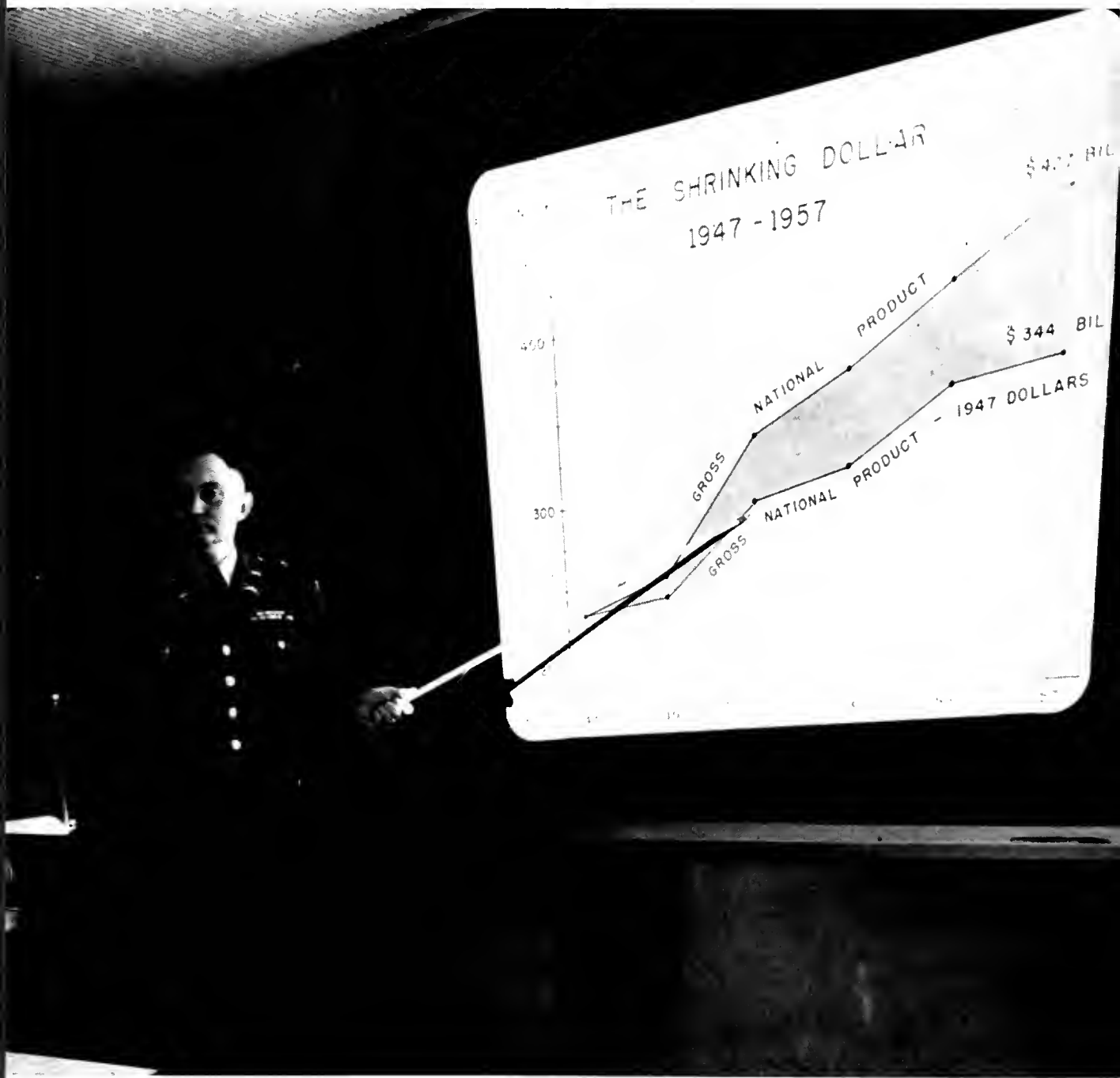
One may truly say that the teaching profession and the citizens of this province are film conscious and can adequately use films for their needs from a library established to give service. However, despite the best laid program in a challenging field, the important question still remains, "How can schools get all the films they need when they want them?"



The Visual Education branch of the provincial Department of Education has a staff of 16 in Regina.



The booking room staff handles files, receipt of films and preparation of shipping orders. Over 33,000 films were sent out during the school year 1959-60.



**And at West Point...**

THE value of audiovisual materials in modern education is becoming widely accepted. In keeping with this trend, the United States Military Academy has been increasingly active in the employment of these aids to improve the quality of instruction presented to cadets.

Before describing the manner in which the Department of Social Sciences employs these materials, it is necessary to point out several features of the academic system of the Academy which have a direct bearing upon the employment of audiovisual aids. First, the Academy has a prescribed curriculum, which means that between 500 and 600 cadets will study a particular course during the same semester. This simplifies the task of designing materials for instructional use and provides the economies of large-scale production of these materials. Second, each department has an even teaching load throughout the school year. This means the classrooms are continually in use, justifies the expenditure of funds to provide each classroom with the latest in audiovisual devices, and provides full time employment for personnel engaged in the design and production of audiovisual materials.

A third, and most significant, aspect of the academic system at West Point is the favorable ratio of instructors to students. The small classes (11 to 15 students per class) permit considerable flexibility in the use of audiovisual materials within the classroom. In contrast with many other institutions of higher learning, the Military Academy is not concerned with the problem of teaching more students with fewer instructors through the use of AV.

It is felt that audiovisual materials can make four significant contributions to the process of teaching. By appealing to the various senses they serve to:

1. Increase retention of material taught the student.
2. Speed the flow of information between the instructor and the student.
3. Provide a means for simplifying complex ideas and processes.
4. Stimulate a cadet's interest in the subject material and consequently hold his attention better in class.

Using these attributes of audiovisual aids, the objectives of the Department of Social Sciences are two-fold: first, to provide each instructor with the materials and devices to make him a

more effective teacher in the classroom and second, to stimulate and motivate cadet thinking along areas of cultural and educational value outside of the classroom through the use of selected audiovisual materials. With these objectives in mind, the department has organized its audiovisual program into three major functional activities.

The first of these activities, termed Teaching Aids, deals with the provision of audiovisual equipment and materials for use in the classroom. In this category are: record players, tape recorders, slide projectors, outline and wall maps blackboards, bulletin boards, and, very important transparencies for the overhead projector. Each classroom is provided with an overhead projector and it is probably the principal teaching aid in use by the instructors. The versatility of the transparency as an art medium coupled with the ease of use of the projector make the overhead projector the most suitable of all audiovisual devices for our purposes. It is in wide use throughout the Academy. In the past four years the Department has produced approximately 1,500 separate transparencies. Most of these have been produced in multiple copies giving a total library of approximately 13,000 transparencies for instructional use in the classroom.

The responsibility for the employment of audiovisual materials in support of a course is that of the officer in charge of the course\*; though all instructors are encouraged to recommend material which they feel will be of value. Every summer the material used to support each course is reviewed to determine its value for the coming year. Some material is discarded, some revised and some new material produced. This material is indexed and cross-indexed to provide easy reference to all material pertinent to a particular course. This is especially important since there is a broad area of overlap among many of the

---

\*Courses taught by Department of Social Sciences are: European & American History, U. S. Government, Contemporary Foreign Governments, Far Eastern History, Economics, Economics of National Security, and International Relations. Special courses for selected students are taught in Middle East History, Russian History, Diplomatic History, Political Philosophy, and National Security Problems.

# AV Instructs the Corps





Above, a lecture at the academy is enlivened by the use of a projected cartoon.



This is a bulletin board display contrasting the democratic and totalitarian systems.



A display illustrating Soviet and American competition in the less developed areas of the world.

courses (e.g., Geography, Economics, and International Relations).

The production of requested material is coordinated through the instructor who has been designated the "Teaching Aids Officer." Working under his direction is an illustrator who produces the majority of the original art work for signs, displays and transparency production. The production of this material and the maintenance and indexing of the large collection of audiovisual material already on hand is a full time job for the illustrator.

In addition to the illustrator, the department receives major support in the production of audiovisual material from the USMA Signal Center. This Center is capable of providing rapid and excellent service in the production of photos, transparencies, movie films and audio assistance (the center has a fully equipped recording studio). Other agencies at the Military Academy also provide assistance in the manufacture of three dimensional aids, bulletin boards, display frames, etc. As may well be imagined, the department's audiovisual program would be severely handicapped without the assistance of these agencies.

THE second functional activity, Curriculum Supporting Displays, is intended to reinforce the material taught in the classroom, and is responsible for the hallway bulletin boards, an automatic slide projector and the large display cases in the foyer of the academic building. This activity also provides display material illustrating department functions for homecoming weekend, open houses, and other appropriate occasions.

The officers in charge of the courses currently in progress are responsible for providing material for the hallway bulletin boards and the automatic slide projector. Materials for these media are keyed to the courses and normally emphasize a theme being taught in the course. For example, a set of 16 slides illustrating the factors generating inflation will be displayed at a time when the economics course is teaching this aspect of our economic system, or a photo display of the Depression will be mounted on the hallway bulletin board. Materials displayed here are normally rotated every week to ten days.

The large display cases in the foyer are used to present a more general theme related to the courses. The officer in charge of a course will determine the concept which he desires to have presented and briefly outlines how he feels that this may be best done. The officer responsible for this portion of the display program then coordinates this request with personnel from the West Point Museum. The Museum with material from its own stocks or borrowed from other institutions (e.g. The Museum of Natural History) creates and mounts the display in the foyer cases. Explanatory descriptions for the display are provided by the department. Typical displays might represent Elizabethan England or the history of weapons development in Europe. These displays are rotated every two weeks.

In conjunction with these aspects of the display program, the department also makes use of displays created by other institutions. Many very fine and valuable displays are available from

organizations such as the United Nations, the Federal Reserve Bank, the International Monetary Fund, and American corporations. Possibly a half dozen of these displays are utilized each year for varying periods of time.

The Great Films Program is the third of the department's activities. The Great Films Program commences in late January and runs until the middle of April. This is a period of less outdoor activity for the cadet, and for several reasons related to the poor weather and the long wait until summer is popularly called "gloom period." On two afternoons of each week during this time specially selected feature films are shown to the cadets. The films to be shown are selected with two objectives in mind. The first is to "bring to life" the issues and problems discussed in the classroom, thus stimulating the cadets' thinking and broadening their awareness of the problems of their country and the world in this period of crisis and change. The second objective is to broaden his appreciation of his own and others' cultures. Fortunately, many fine films serve to do both.

To accomplish the first objective, films such as *Mr. Smith Goes to Washington*, *All the King's Men* and *Triumph of the Will* (a Nazi propaganda film) are shown. Insofar as possible, the showing of these films is coordinated with material presently being taught in the classroom. The first two films mentioned above are shown in conjunction with the course in United States Government; *Triumph of the Will* is shown in conjunction with the course on European and American History.

To accomplish the second objective, films covering periods of history and films depicting life in other countries, such as *The Good Earth* and *Rashomon* are shown.

The film program has been quite successful both from the point of view of the department and of the cadets. Attendance of 400 or more cadets at a showing (strength of Corps is 2,400) is not unusual. Since attendance is voluntary; it is important, if the program is to succeed, that the films be of high quality and have entertainment value for the cadet. For these reasons, educational and documentary films, though technically quite accurate and providing comprehensive coverage of desired material, are not normally shown. One source of films which is often a happy blending of entertainment value and broad, accurate coverage of the material has yet to be fully exploited. These are the network television documentaries, which because of their topicality tend to be most valuable. Our Military History Department has been able to make extensive use of documentary films of World War II campaigns.

The officer in charge of the Great Films Program also coordinates the procurement of films to be shown in the classroom as part of the normal course of instruction. In the field of the social sciences, unfortunately the department has found few films appropriate for classroom use.

A last aspect of our audiovisual program, not falling directly under any of the activities mentioned above, is the utilization of the television facilities of our new academic building. During the course of the year, events of special signif-

icance to Americans are broadcast on television. Where possible in the busy schedule of the cadet, it is arranged that he be permitted to view these events in the happening. For example, in September, 1959, cadets were excused from classroom attendance to see and hear Premier Khrushchev's address to the National Press Club. Both cadets and instructors felt this worthwhile.

The activities and organization so briefly outlined above have evolved through time and experience. They will continue to be adapted to meeting changing circumstances and requirements. However, the provision of the latest in audiovisual materials and an organization to serve them is not enough to ensure an effective audiovisual program. Beyond the basic physical and equipment requirements, an effective AV program requires; (1) an understanding of the potential of the various media to be employed, (2) a knowledge of the type of instructional material suitable for audiovisual portrayal, and (3) an appreciation by the instructors of the value of audiovisual aids to instruction and also of the proper techniques for use of material available.

Much of the knowledge required to develop an effective audiovisual program can be acquired through experience, and the department has gathered much "lore" in this way. But experience is a slow and uncertain way of accumulating knowledge. The department has taken several steps to ensure that it is abreast of the latest developments in the audiovisual programs conducted by the Tecifax Corporation at Holyoke, Massachusetts. Here the newest in special audio-

visual developments can be seen.

During the year, also, we monitor developments through the USMA Signal Officer. Every summer the new instructors are given an orientation on the audiovisual materials available and the best techniques for using them. This last step is essential since a number of instructors have an almost instinctive reaction against the use of audiovisual materials. They often feel that the use of such materials competes with their own presentation—in the classroom as can happen if they are improperly used.

In the last analysis, however, the best salesmen for the employment of audiovisual materials are the materials themselves. When properly and imaginatively conceived and effectively employed they quickly establish their own worth. Such has been the experience of this department over the past four years. We now have a well-articulated and growing program for the employment of audiovisual materials. Our instructors now use these as a matter of habit and their skill is integrating them into the courses improves with each passing year. The display and film programs are supplementary but they, too, contribute to the educational goals of the department by broadening and stimulating the cadet's mind.

Audiovisual materials no longer can be considered merely an aid to provide fringe benefits to the educational process. They are now an integral and vital part of this process. There are problems of money, organization and experience in establishing an effective audiovisual program, but the improvement in teaching and the student response reward the effort expended.

## JUST OFF THE BOARD FROM BESELER

## NEW BESELER POLARIZING SPINNER ADDS MOTION TO VU-GRAPH TRANSPARENCIES



Suddenly, as if by magic, wheels turn . . . liquids flow . . . gears mesh . . . objects move—these and hundreds of other dramatic "motion" effects are now possible with your overhead projector. It's done by simply adding the new Beseler Polarizing Spinner to your overhead projector and a special pressure sensitive "motion" material to your transparencies. The result—a science slide, for example, on electricity comes to life—as current appears to flow, generators turn and lights go on and off.

Available as an accessory for most Vu-Graph Projectors the new Beseler Polarizing Spinner features:

- Variable speed control (80 to 40 RPM) permits adjustment of rate of on-screen motion.
- Swivel action clamping ring, swings spinner in and out of position.
- Special edge drive makes unit extremely compact, only 8" x 9" x 4".
- Angular scale with 36 positions on 180° arc, positive positioning for fade-ins, fade-outs.

Your Beseler A-V Dealer will gladly arrange a free demonstration of this advanced Beseler product. For complete specifications write:



**CHARLES BESELER COMPANY**  
212 S. 18th St., East Orange, New Jersey

# FILMSTRIPS

by Irene F. Cypher

World War II had its Battle of the Bulge; filmstrip production seems to have had a battle of "How Much Is Enough and How Often?" The problem might even be called one of "Sets vs. Singles." Personally, we are inclined to take the side of Singles—at least to the extent of saying that we are opposed to a statement which purports to claim that there is a hard and fast rule to determine the exact number of frames to be included in any one filmstrip, or that there is another rule which gives the exact number of strips that constitute a set. Quality of content and of color or black and white is more important to us than frequency of appearance. Some subjects can be covered in the proverbial

twinkling of an eye; why, then, stretch them out into yards of rather boring pictures? Other subjects can be divided and redivided into small units with enough left over for several extra sets. Moreover some subjects fall into a sequential order that is adapted to serial type production.

We make a plea to both producers and users to maintain and insist upon a standard of filmstrip production that will assure material worth using to stimulate and hold pupil interest. If this means single strips, all right; if it means sets, then still all right. There is nothing against variety in technique of presentation (if variety is the spice of life, it should be applicable to filmstrips).

**BIRDS OF THE CITY** (single strip, color; produced by National Film Board of Canada and available from Stanley Bowmar Co., 12 Cleveland St., Valhalla, N. Y.; \$5). There is just as much opportunity to study bird life in a city as there is in the country. Many birds are to be seen in the parks of cities and there can be many hours of enjoyment for the city child who learns to recognize them. Among the birds clearly pictured for us in this strip are the pigeon, starling, robin, woodpecker, crow, blue jay and gull. The sketches are true to color and show in detail the features to look for in identifying each bird. The filmstrip is good for classroom nature study work and is excellent preparation for a nature trip or bird walk or camping trip.

**BOBBY VISITS THE FARM** (single strip, color with manual; produced by California State Polytechnic College, El Corral Book Store, San Luis Obispo, California; \$5 for strip and one manual; extra manuals 75 cents each). This strip is the cooperative production of a college education and audiovisual department, and we think it is a good example of what these groups can do. The story is simple: a boy goes to visit a farm; he sees farm animals and the work carried out on a farm; he glimpses something of the life of a farm family and what they do in the course of a day's activities.

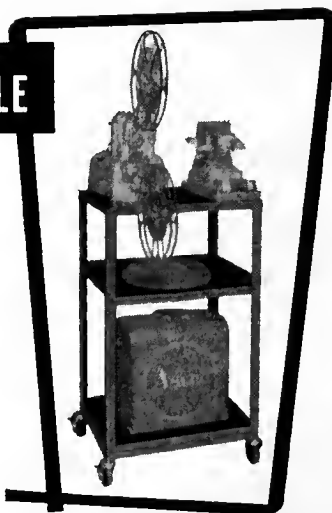
The pictures are clear, and they give us close-ups which enable us to recognize the animals. The picture presented is what a boy would see if he actually went to this farm. The fact that there are no captions to interfere with looking makes it possible to do a lot of talking about the picture content, and this is why we like the strip. Our guess is that pupils will do a lot of talking when this strip is used, and they will do it because the picture material presents something of interest to talk about.

**READING MEANING INTO MAPS THROUGH THE CAMERA LENS** (six strips, color; produced by Curriculum Materials Center, 10031 Commerce, Tujunga, California; \$3.95 per strip). People today have more recourse to maps than ever before, and it is certainly important for them to know how to read maps. The presentation techniques are good in this series. Basically, the purpose is to train the reader to recognize the standard symbols used to indicate map features. The strip relates this to real life by including photographs which show

## PIXMOBILE PROJECTION TABLE

**KEEPS YOUR EQUIPMENT  
READY FOR USE**

Save time... save storage space. Prepare your visual presentation in advance on the portable **Pixmobile**, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. **42" table only \$32.95.**



## OPTIVOX PORTABLE EASEL

**FOR BETTER CHART TALKS**

Make a better showing with the versatile **OPTIVOX**, suitable for either floor or table. Steel working board, finished in "rite-on" green, is adaptable for chalk, charts, or magnets. Aluminum legs fold into compact unit. **Only \$44.95** Carrying case, lamps optional.

Write for Literature and Name of Dealer. Some Dealer Territories Open. Write...

**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS

what the geographic feature actually looks like. This helps us to realize that the map symbols are really an alphabet which helps us read map information.

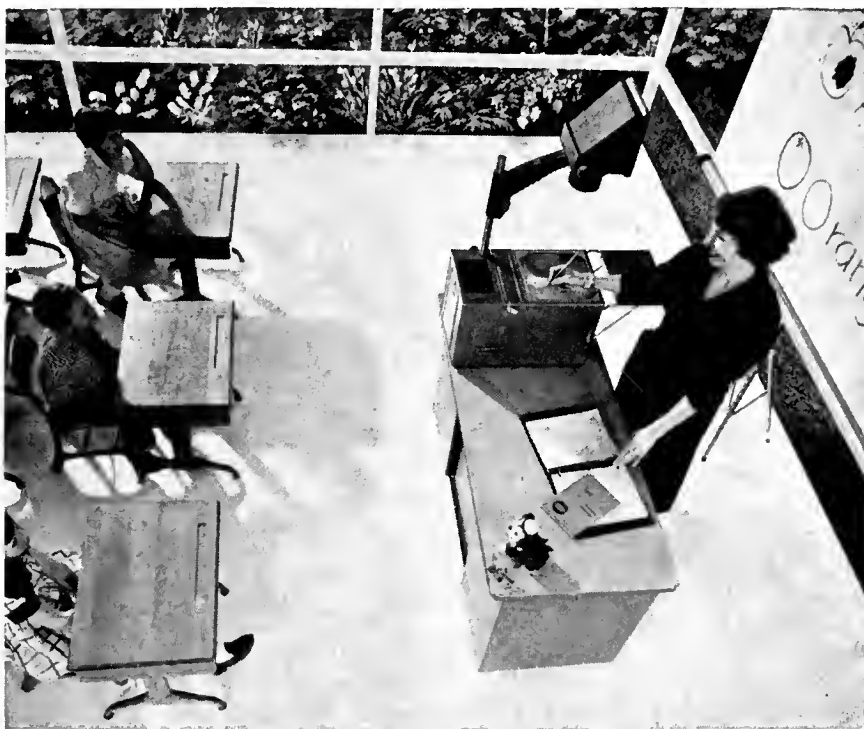
Material of this type is good for introductory map and globe study and it also has meaning for units of work where it is important to be able to look at maps and get an over-all idea of what geography means to history and world affairs.

**THE REVOLUTION OF EXPECTATIONS** (single strip, color and black and white, with 33 1/3 rpm record; produced by Life Filmstrips and available from Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$7.50 strip and record). Any study of world development, must of necessity include a consideration of what in each generation led men to seek out new places, still going on. An understanding of what is involved gives us a clue to the reasons why men go to war, why they struggle to produce machines and goods.

The strip is essentially suited to units in world history, economics and social science. Again this is an instance of non-captioned film strip (with comment and explanation on the record); this allows considerable latitude in the technique for presenting the material to any group and means that discussion can be carried out in terms of group background, level of work and language ability.

*United Nations Material—International Court of Justice, and The U. N. and the Refugees* (2 strips, black and white; produced by United Nations and available from Stanbow Productions, Valhalla, N. Y.; \$3 each). Much criticism of the way the United Nations operates stems from a lack of appreciation of how international matters are carried out. The first strip listed here gives us an idea of how the international court deals with matters involving people of different nationalities and affiliations. The second strip show us how important it is for refugees driven from their homelands to make new contacts and to become established in new homes. Neither of these strips is fabricated in a producer's outline; the facts are taken from real life and the story (if it can actually be called "story") is documentary and true to conditions existing today. There are captions to guide the viewer, but in many instances the pictures speak for themselves, and it would be good to invite student comment over and above what is suggested by the caption.

*Even in classrooms sunshine bright...*



## AO's NEW OVERHEAD DELINEASCOPE

*gives the clearest image you've ever seen!*

This revolutionary new overhead projector, by American Optical Company, was developed around a powerful 1000 watt light source to give you the brightest... biggest projected screen image you've ever seen. Even the extreme corners are sharp and clear because a specially designed Fresnel lens affords perfectly balanced illumination to every square inch of screen area.

This precision teaching instrument will project all the line, form and color of a 10" x 10" transparency up to a huge 177 sq. ft. screen image... in crisp, accurate detail.

You'll enjoy using this instrument because you face your class at all times... observe every movement and expression of subject reception and understanding.

AO's Overhead Delineascope helps give your program an unlimited flexibility that is not possible with any other AV medium. You can emphasize or dramatize by adding to your prepared teaching material on-the-spot.

You'll want to see all the new, exclusive features that make this instrument a practical investment in creative teaching. Your AO Salesman or Audio-Visual Dealer will be happy to arrange a demonstration at your convenience.

American Optical  
Company



SPENCER  
INSTRUMENT DIVISION, BUFFALO 15, NEW YORK

Dept. K241

Please send complete information on AO's New  
Overhead Delineascope.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

IN CANADA write—American Optical Company Canada Ltd., Box 40, Terminal A, Toronto, Ontario

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## The Industrial Revolution In England

(Encyclopaedia Britannica Films, 115 Wilmette Avenue, Wilmette, Illinois) 25 minutes, 16mm, sd, black and white and color, 1960. \$135 and \$270. Teachers guide available.

### Description

*The Industrial Revolution in England* presents a succinct resume of perhaps the greatest of all modern revolutions, namely, the Industrial Revolution. Its background, origin, precursors, and most important, its impact on England's body politic, society, and conscience are depicted with broad, bold and deft strokes.

The first sequence, a prelude in a somewhat a la Williamsburg manner, delineates the atomistic society of

the domestic system of England of 200 years ago in which the agrarian life of small farms, little changed from the Middle Ages, afforded its people a life of primitive toil and a low standard of living. At this time, too, when each household possessed its spinning wheel and each village its looms, every master, carrying on with his own capital, tried to wrest his family's necessities from his three to fifteen acres and to meet his augmented needs by the sale of domestically produced woolen cloth. While it is indeed true the master often displayed a genuine paternalistic attitude toward the training and welfare of his apprentices and journeymen, they were, nevertheless, bound by reprehensible custom and parliamentary law halfway between serf and citizens and were, therefore, destined to live and die on the spot where they were born.

The second sequence, utilizing a melange of pithy animation, 19th century engravings, and live shots, presents the sociological and economic facets of this change from domestic production to the factory system. Pastoral and somnolent villages became bustling towns, and towns became squalor- and vice-ridden cities spawning misery and destitution on an unprecedented scale. This era can best be synthesized in the lives of three Englishmen whose inventions launched and spearheaded this economic upheaval.

James Hargreaves, in 1765, came up with the "spinning jenny," a hand operated machine capable of weaving 16 spindles at a time, thereby replacing 100 hand spinners. He was followed shortly by the Rev. Edward Cartwright who in 1785 set the stage for further improvement in weaving by his invention of the "power loom" operated by water power, thus weaving cloth automatically. Lastly, and most significantly, was James Watt who despite the apocryphal teakettle story did, in 1769, improve upon the earlier work of Thomas Newcomen and constructed an efficient steam engine capable of driving machinery.

Thus it was that by 1781 the "age of steam" had ushered in a cheap source of power which, coupled with

improved methods of producing iron and steel, made the Industrial Revolution a *fait accompli*. Moreover, this inexorable movement left in its wake widespread unemployment and bitter opposition to the tyranny of the machine and the factory system.

However, by the 19th century, England had become the workshop of the world and supreme in world trade. All of this brought prosperity—prosperity, that is, if you were on top and well to do, because the whole structure was supported by the great masses who lived and toiled 12 to 14 hours a day under unspeakable conditions. In a very real sense the worker's life began with the employer and ended with the machine. Thus this new wealth and world preeminence rested upon the work of women and children in mines and mills who grubbed out an existence amid poignant human misery.

Why did not the warning of Mathew Arnold that England would undergo a "political bloodbath of revolution" not unlike that of France fail to materialize? The answers are two. First, the great reforms passed by Parliament from the middle 19th century onward: the Mines Act of 1842 forbidding women and children under ten to work in the mines; the Ten Hours Act of 1847, limiting the work day; the Acts of 1875 which gave trade unions full and legal protection. Second, the increased productivity as contrasted to the former low output of the manual system with its high prices and first class craftsmanship for those who could afford it. However, the machine increased production by the division of labor—shoes being made in 20 minutes rather than 18 hours by the old hand methods—thereby giving rise to such salutary benefits as higher wages, lower costs, and shorter hours. Indeed, it was these evolutionary rather than revolutionary changes which averted a bloodbath and made possible an increased standard of living for the English people. At the same time they made England an exporter of industrialism itself to the world, thus ushering in our modern technological and industrial civilization.

**NOW!**

science  
film . . .



## GRASS-BLADE JUNGLE

Encourages upper elementary and junior high students to observe and understand the small animal world of the backyard. Introduces the arthropoda division of the animal kingdom, which includes insects, crustaceans, chilopods, diplopods, and orachnids. Explains the differences in simple terms. Extreme close-ups of many kinds of insects and spiders, sowbugs, and the millipede and centipede, reveal their particular habits. Photographed by August Lenox.

11 MINUTES. COLOR \$120, RENT \$6

Order your print today!  
Write for free catalog.



**BAILEY FILMS, INC.**

6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

## Appraisal

This film is eminently suited for junior high use and, depending upon level of background and sophistication, for senior high. Certainly it lends itself to inexhaustible discussion which surely must accompany its use. However this capsule treatment of the Industrial Revolution would have been enhanced had the producers seen fit to plumb deeper the still unresolved social dislocations of this historical "Juggernaut," but perhaps that is a subject for further treatment. Let us hope so.

—Robert B. Pettijohn

a nervous seal to appear on the ice, and finally how to trap the white fox whose fur they will trade. Indeed, the family's trip to the Hudson Bay post is a highlight of the summer, for here they can secure not only new parkas, guns and ammunition, but also metal cooking utensils, mirrors and even baby cribs. In the near-by town where the family has relatives they see oil drilling and communication installations, a modern school for Eskimo children, and an increasing number of opportunities for their men who like to work with machinery. So as Anakudluk leads his family back

to their hunting grounds he realizes anew that now there are few Eskimos who do not have some contact with the white man in the Arctic.

## Appraisal

An anthropologist member of the evaluation committee, acquainted with the work of the film's collaborator and himself familiar with the Arctic, identifies the Eskimos pictured here as those inhabiting Baffin Land, Southampton Island, and the mainland on the west coast of Hudson Bay. The film mentions no specific locale, but

## Eskimo Family

(*Encyclopaedia Britannica Films*, 1150 Wilmette Avenue, Wilmette, Illinois) 17 minutes, 16mm, sd, black and white and color, 1959. \$90 and \$180. Teachers guide available.

### Description

This film pictures an Eskimo family during its journey to and its life in a spring hunting and camp site, its summer visit to a trading post and a nearby town, and its brief contact with modern technology as represented by industrial and military installations in the Arctic.

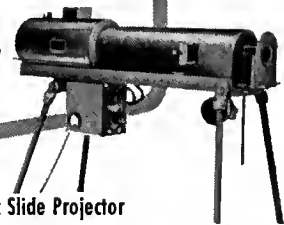
After almost ten months of winter during which the treeless land and the sea are frozen together, Anakudluk readies his *krammotik* and his half-wolf Huskies to carry his wife, infant daughter, and son over high ridges and long level stretches of ice to dry ground. Never travelling in large groups because of food shortages, the Eskimos pause frequently to test the sea ice, rest the dogs, permit the children to play, and partake of raw seal meat, their main food.

Finally reaching the tundra with its *paunrain*, the Eskimo family joins with others in setting up canvas "igloos." Each day the boys are called from their ball games to feed the dogs who fight fiercely over the remnants of seal meat, and the women cut seal skin into strips for various uses. During the summer nights when the sun never sets, families gather to exchange stories and to pass the time by telling jokes on each other.

But Anakudluk is always concerned about the weather and its effect on *Netchek* the Seal and *Tiriginiak* the White Fox. Fitting himself and his son in doubly furlined parkas, he teaches the boy how to fish by harpoon and line, how to crouch silently behind the portable blind waiting for

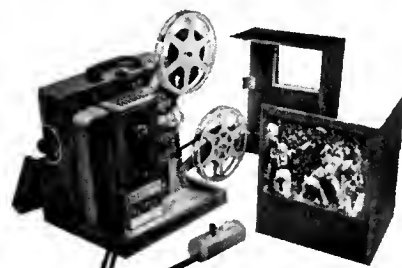


Our professional  
Know-how helps  
solve your  
AUDIO-VISUAL  
Problems.



### Strong Arc Slide Projector

Projects 2" x 2" and 3½" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.



### Weinberg Watson Analyst Projector

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

SALES • SERVICE • RENTALS

CAMERA EQUIPMENT CO., INC.

Dept. E68, 315 West 43rd St., New York 36, N. Y. • JUDSON 6-1420

Gentlemen: Please rush me FREE literature on CECO Products for Audio-Visual use:

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### Why is CECO the Audio Visual Equipment Center?

Because CECO spans the *entire* complex field. We sell and service every professional type equipment on the market—cameras, projectors, screens, slide projectors, animation equipment, sound recorders, timers, tripods, etc.

More important, we provide *solutions* to problems, no matter how intricate. We charge for the products. We make no charge for our experience. That's why most AV experts come to CECO.



### Single Frame Eyemo

35mm filmstrip camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—trademark of Camera Equipment Company

all these Eastern Arctic Indians have basic similarities. Many in the Hudson Bay area are of mixed stock, but not so much as are the "Greenlanders," a name now preferred by Eskimos living on that island.

*Eskimo Family* is accurate in its description of food and clothing sources. Caribou, though still hunted in some parts of the Arctic, are not found in large enough numbers for Indians pictured here to hunt them, even for skins used in parkas. The film's short sequence on modern technology is not overdone; many Eskimos, besides those who live regularly in towns, abet their incomes by operating bulldozers during the summers. Other interesting evidences of change are the modern colored glasses worn by Anakudluk as he stalks the seal, refrigerators found in town homes, and the small but efficient oil stoves used for heating tea while en route from one camp site to another. Such items suggest some use of this film at upper secondary levels but its chief appeal is for middle grade social studies.

Some teachers may be disappointed in its paucity of "built-in" geographical information but others will use it as a springboard to or even as a case study in Arctic life. It provides opportunity to contrast sounds of words in the Eskimo and other languages and illustrates the meaning of several interesting terms descriptive of eastern Arctic culture.

Technically the film is well done. The beginning of the trip, with the heavily loaded sled pulled by dogs running in a fan-like formation and

pushed by all but the infant member of the family, is especially dramatic. Color is used to advantage in many spots, one of which is a close-up of Anakudluk's weather-beaten and careworn face as he watches the changing weather from his summer igloo. Certainly this film should help at several grade levels to suggest that stereotype of Eskimos, like those of so many other people we do not know, are badly out of date.

—Kenneth B. Thurston

## Telling Stories to Children

*(The University of Michigan, Audio-Visual Education Center, Frieze Building, 720 East Huron, Ann Arbor, Michigan) 25 min, 16mm, sound, color, no date. Price not available.*

### Description

The art of story telling is developed in *Telling Stories to Children* through demonstration and explanation of techniques. The urgency of small feet running to take their owner to the library story hour in the opening is significant of the magic of this ancient art for youngsters.

A young librarian joins the children as an engrossed listener to the old favorite "Three Billy Goats Gruff." She expresses to the Story Lady her desire to be an experienced teller of tales and is introduced to collections of folk and fairy tales and to the techniques of the story telling art. Her first attempt to entertain young listeners fails. A successful telling of "Master

My Master" follows more thorough preparation and a rehearsal of techniques with a young man who comes to entertain at the story hour with a folk tale and Irish harp.

A colorful mobile displays the children's attempts to capture memorable moments of the Scandinavian tale of the three goats and the troll. This mobile silently expresses the imaginative creativity which stories can foster in children and indicates an activity which may be developed in combination with story hour programs. Similarly the use of the Irish harp points up the valid integration of another of the art forms, such as music.

Close-ups of the children's faces as they sit entranced by a well-told story are as significant as the squirming disinterest displayed to the tale poorly related. The unposed glimpses of the children help to draw the viewer into the spell of "Once upon a time" which takes the young out of their narrow world and allows them momentary satisfaction of identification with persons in the world of make believe. Through the natural response of the children is shown, also, the rapport which exists between listener and the weaver of the magic spell, a rapport which breaks down all the barriers of age, sex, and place.

### Appraisal

This film is an especially helpful introduction to the study and practice of a too little used ancient art. The integration of other art forms with story telling helps to point up the fact that, at its best, this is indeed a practiced and studied art.

The abortive attempt at story telling by the young librarian and her eventual success at delighting the story hour group should give heart to any novice.

Words of the demonstration stories are sometimes lost on the sound track. This is probably due to the naturalness of the story hour situation and to the teller's concern with his audience rather than the filming. The loss of a few words is no serious fault since the film's objective is to teach technique and not entertain with a story. There might properly have been a relation of story to book since story telling is often an ideal introduction to books. Students would also have found it helpful to know the collections from which the tales were taken.

Persons concerned with the training of those who are to work with children—librarians, teachers, recreation workers, group leaders, etc.—should find this much needed film of considerable value.

—Margaret Sheviak

## The KEYSTONE Standard Overhead Projector

is available for purchase under the

## National Defense Education Act

The Keystone Standard Overhead Projector is designed for the projection of Transparencies, Standard (3¼" x 4") Lantern Slides, Polaroid Slides, and Hand-made Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2¼" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the **Science Category** with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the **Mathematics Category** in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the **Modern Languages Category** in teaching French, Spanish, German and Russian with Tachistoscopic Units.



Write for Further Information or a Demonstration by our Local Representative.  
KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.



# AV in the Church Field

by William S. Hockman

## The 17th Workshop

During the latter part of August, close to 150 AV leaders in the church field met at the University of Colorado at Boulder for an executive conference on two large AV themes: Production and Utilization. While these two subjects formed the warp of all our considerations, the woof was laid down by a shuttle of large and small group discussions which asked three questions. They were: What is the fundamental implication of the art of communication for these two subjects? What is the present status of each of these processes? What is the future of both production and utilization?

As the conference progressed it was quite obvious that our heads were much clearer on the subject of production than on utilization. We do not need to seek far for the reason. In production many of them had some experience; in utilization most had but little. Thus in 'utilization' we were fuzzy, bifocal, and often nonfocusing.

No distinctions could be made between utilization—in the sense of relating an AV unit of experience to ongoing educational experience—and utilization techniques, the process of wringing the educational juice out of the stuff being used. Even those who spoke on the art of communication turned out to be rather poor communicators, chopping away with a dull axe and relying more on the heft of the stroke than on deftness.

One of the prime considerations was: what are the denominations to produce for themselves and what will they ask the 'independent' producers to produce for them or turn out for the church market?

At the end of the conference the status quo on production was considered reasonably acceptable, with curriculum-integrated productions likely to be undertaken by the denominations. The independent producers would continue to produce 'program' materials both for the denominations, upon request, and also for themselves. This seemed to me the trend, although the official findings qualify this somewhat.

Utilization is the crucial point. In volume it has not kept pace with production, nor with the quality of the

great bulk of materials produced. Some of us remember when the cry at the workshops was, "Give us quality materials and we will use them." Remembered, too, are the days when the wail was, "There is so little to choose from; we will start using AV materials when they are plentiful."

Now, when quality is high and materials are abundant, total usage is little above five or ten years ago. There isn't space here to detail the reasons for this, but this much can be said: the topsoil of AV motivation and AV know-how in the average church is as thin as it was a decade ago and possibly thinner. How can a decent crop of audiovisual usage be grown on an inch of AV motivation and understanding?

More than Production, Utilization took the measure of the Boulder conferees. With scanty experience in this area, and with the handicap of the delightful biases of preachers, they tended to flounder in a sea of words.

On Training there was some rather

**LUXOUT**  
**DRAPERIES**  
... offer your **BEST** choice of effective light control

(Photo illustrates "NASSAU" exclusive print on LuXout DIM-OUT draperies.)

**BETTER BECAUSE LUXOUT** Draperies offer **COMPLETE** effective light control:

LUXOUT TRANSLUCENT draperies eliminate glare in offices, lounges, corridors and where audio-visual instruction is not given.

LUXOUT DIM-OUT draperies diffuse sunlight and darken rooms for projected pictures.

LUXOUT BLACK-OUT (opaque) draperies give absolute darkness when preferred for science rooms, auditoriums, or all-purpose rooms.

**Widest selection of colors, patterns, materials!**  
Consult your LuXout distributor, or contact:

Free brochure, folders and color samples available upon request.

**Plastic Products**  
INCORPORATED

Department ES  
1822 East Franklin St.  
Richmond 23, Virginia

incisive thinking. If this was by accident, let us be thankful; if by design, let us be appreciative. As this training task was distributed among the various agencies which touch local church and educational personnel, there was considerable awareness of educational realities as well as ecclesiastical amenities. It is possible that the most realistic recommendations of the 'consultation' will turn out to be in this area. But let us not be kidded. Making recommendations to top level denominational executives is not to be equated with getting the job of training done at either the national, state, council, neighborhood or local church level. Both talk and momeo paper is cheap. It's time to perform; cut bait or go fishing!

One thing was obvious from the very beginning: more and more of those who work at the tasks of the church at all levels know less and less AV-wise. We have just about gone to seed. We have been content, as it were, to talk to each other, if not to ourselves. This AV movement within the church has gotten off the ground, away from the realities. We are one of those Nevada rain-clouds. There is a lot of water up there and some of it is

falling. But it never hits the parched earth, being reabsorbed into the atmosphere.

There is some promising new leadership coming along. They are competent in many ways, show a bias of urgency, are allergic to denominational fence-building and ecclesiastical fence-sitting. They want progress, for the Kingdom tarries. Weary of talk, they want some action. May their tribe increase!

The Consultation slipped its clutch on the so-called depth analysis of several important films. It seemed painfully obvious to many that the analysts had a superficial grasp of the meaning of 'depth analysis' and a scanty acquaintance with non-theatrical religious films. On the second go at it the floundering was not quite so pathetic.

On Sunday night the Consultation spun its wheels when we were obliged to view some very inconsequential films from overseas. A screening committee, as of old, could have spared us this waste of time. And waste it was, for in the library of the Consultation were dozens of fine films unseen and unknown by most of those in attendance. And right here let me say that the library and previewing operation was the most efficient of the Consultation. The scope of new materials, in both filmstrips and films, was most impressive. Many of those in attendance used every spare moment to increase their familiarity with the 67 films, 57 filmstrips and 11 recordings on hand. For the most part, only important new material came before us at the optional late-evening previews.

By and large the Consultation was a success. It was refreshing to see it turn down a proposal to omit such a 'workshop' (at Green Lake, Wisconsin) in 1961 in the interest of a small convocation of top denominational brass. This would raise that rain-cloud even higher above the parched earth. They wanted a 'Green Lake' in 1961, and suggested that a segment of it could then plan for the 1962 top executive AV meeting.

All who are interested in going beyond these comments and impressions are encouraged to secure the Boulder Consultation Findings from CAVBE, 475 Riverside Dr., New York 27, N. Y.

### This and That From Boulder

- In the 'let's dream' session, five of the ten 'dreamers' wished devoutly for 'truly integrated' materials, meaning that certain units of the curriculum continuum should appear in AV format. Pretty good dreaming, I'd say!

- Expert: "Though often wrong, he is one who is never in doubt." Another definition: "He doesn't know any more than you do but has it better organized—and uses slides." And this: "Ordinary man and his ideas a considerable distance from home."

- The food and the fellowship were tops at Boulder. By the way, just who has more fun, or a better right to it, than people who take the religious view of life? Within minutes everyone was acquainted; within hours we were all friends. What a goodly fellowship AV people are!

- When it comes to teachers, according to Bob de Kieffer, some are "unconscious inefficient," some "conscious inefficient," others "conscious efficient," and only a few are "unconscious efficient."

- For over-all technical excellence, honors go to the two motion pictures *Windows of the Soul* (Moody Institute of Science) and *From Generation to Generation* (McGraw-Hill). Runner-up: *One Love: Conflicting Faiths* (Methodist Radio and TV Committee).

- Sad reflection: Early-birds around the coffee urn just stand there and gab, never thinking to move out of the way so others can get up to the source of supply rather than stand afar with their mouths watering.

### Coming Up Here

In November we will review a number of important new films and filmstrips and evaluate them critically in terms of quality and utility.

This fall we will try to indicate some 'frontier' uses in the church for 'captured' and created audio materials which are available to alert church leaders here and abroad.

We also invite a 1000-word article on two subjects: "Steps A Beginning User of Audiovisual Aids Can Take;" and "How A Local Church Can Get Started in The Use of Audiovisual Aids." The past tense is acceptable, of course, if you have something to report on either of these subjects. (Yes; I'd settle for a little more or a little less than that thousand words!)

We hope to get an article on how to set a unit of learning into the experience continuum of a church school class, and stitch it fast so that it does not fall out. Or put another way, how to wring the educational juice out of an audiovisual aid.



### "FIBERBLIT" CASES "THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberblit Cases bear this Trade Mark

Your Assurance of "Finest Quality"

For 16mm Film—  
400' to 2000' Reels

Sold by All Leading Dealers



# AUDIO

by Max U. Bildersee

## Election Addenda

It's still not too late to give depth and perspective to the current election campaign boiling up around all of us. Have your students given thought to what the recent post-convention session of Congress meant to local and national candidate-congressmen? It may be just the time, now, to introduce Howard Langer's interview of Senator Margaret Chase Smith (Folkways FC 7352) in which the senator from Maine discusses her work in the Senate, her views on particular issues and her relations with her constituents in Maine. Or you may prefer Mr. Langer's interview of Jim Farley (Folkways FC 7355) and hear the former postmaster general and campaigner extraordinary discuss American politics, political machines and a variety of other subjects pertinent to this campaign.

You may want to help students find the "off the record" side of politicians on *The Un-typical Politician* (Folkways FH 5501). This recording utilizes the voices of Al Smith, Franklin Delano Roosevelt, Dwight D. Eisenhower, Harry Truman, Adlai Stevenson, Thomas E. Dewey and many others. In this recording you will find some of the past conventions brought to new life through the sounds recorded on the scene; you will hear campaign songs as well as campaign humor and you will, of course, hear portions of campaign speeches.

We are told that the current campaign will be the subject of documentary records, and we hope that is true. For by way of review, once the heat of the day has passed, such a summary of the events of these days will be an invaluable teaching tool for both immediate use and reuse four years from now when a new crop of students, inexperienced in campaigns and political life, will be seeking a point of view from which to examine another campaign. *Campaign-1960* or whatever name it carries will enrich school audio collections and make it possible quickly and efficiently to give tomorrow's student the depth and perspective he seeks.

"We, the peoples . . .

of the United Nations, determined to save succeeding generations from the source of war . . . ." is the opening

phrase of the magnificent document which may mean to the world what our own Declaration of Independence and Constitution have meant to us. The Preamble to the Charter of the United Nations summarizes in comparatively few words mankind's hopes, goals and ideals.

And this is the subject of a new documentary recording offered by Enrichment Teaching Materials. Their *Preamble to the United Nations Charter* (EAD 6B) is a summary of the events which led up to the presentation of this document to the world. The concise history must, of course, begin with the end of peace in 1939 and involvement of the world in armed conflict in the years which followed. The recording includes discussion of the high level conferences involving national leaders which preceded the end of World War II and the international conference in San Francisco which organized itself to produce the document.

The closing of the recording includes a complete reading of the Preamble to the United Nations charter and offers the teacher a dramatic device by which to introduce this statement of man's aspirations to students.

This recording has built-in instructional advantages for upper elementary and junior high school students. These are, all of them, children whose knowledge of the horrors of war can

come only from reading, television and motion pictures. These children cannot grasp the high motives of international organization unless these are presented simply, and directly. The alert teacher can use such a recording as a motivation for role-playing in a classroom re-enactment of the San Francisco meeting of 1945. The recording can be used, too, to present simply and directly the document basic to the record, or it can be used to summarize already completed in-

## The New Tri-level Wheelit-TV



—meets every  
TV teaching  
need.

Positions TV-set for  
any size class

Adjustable to  
point directly  
at viewers

Makes TV available  
to more classes

Moving set made  
easy, handling  
a pleasure.

Negotiates narrow  
halls, between desk  
rows, around  
corners, down  
sharp steps

Chromat, life-time  
finish

Non-vibrating plat-  
forms

Top shelf at 50-inch height for large classes,  
folds out of way when 34-inch second shelf is  
used. Lower shelf for record player, reference  
materials, etc. Price \$79.50

Shipped complete assembled  
See your dealer or write—

**Gruber Products Co.**

Toledo 6, Ohio

*Audio* **CARDALOG**<sup>®</sup> Record Reviews on Cards

# 983

**INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!**

SUBSCRIBE NOW — \$25.00 a year

Audio **CARDALOG** — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —



Weston Woods Studios has re-packaged their "Picture Book Parade" series in sound filmstrip sets: four individual filmstrips, their text booklets, and a 33 $\frac{1}{3}$  long-play record telling the stories.

struction or to review that which has been studied beforehand. School libraries which make a practice of lending recordings as they lend books will find this is a popular and valuable addition to the record collection and suited to the needs of students.

Appropriately, the "flip" side of this recording looks backward into an earlier generation which attempted world organization for the peaceful pursuit of mankind's objectives. *Woodrow Wilson's Fourteen Points* (Enrichment Teaching Materials EAD 6A) takes the student back into 1918 and mirrors the feeling of the people and the time through the then popular songs. The recording summarizes the atmosphere in which Woodrow Wilson went before the Congress in January, 1918, and delivered his statement viewing fundamental requirements for a lasting peace. These fourteen points went with him to Paris and one of

them, the organization of a League of Nations, became a reality without full American support.

The recording is designed to supply for that period what the recording about the UN supplies for this period, and the listening student cannot help but develop an attitude of understanding and appreciation for the wisdom of Woodrow Wilson, his humility and his desire to serve the world by creating the foundations for a just and lasting peace. As in the UN recording, this too summarizes at the conclusion by a simple restatement of the basic points which Wilson enunciated.

And, as its companion recording, this is suitable to upper elementary and junior high school students studying this period of man's development and may be used for motivation, for the presentation of fundamental information or for summary and follow-up.

## Politics-Perpetually

Playwrights and authors have always been fascinated by government and politics and have recorded the history of many real and legendary characters in political drama. William Shakespeare is no exception. Early in the 17th century he set down the story of *King Lear* (Spoken Word SW-A9) who decided to abdicate his throne in favor of his daughters in proportion to their love for him. The youngest daughter, Cordelia, expresses her love in terms of the proper affection a daughter should show her father, and is disinherited. But her two older sisters divide the kingdom.

Selfishness, greed and jealousy bring about the downfall of the dynasty which Lear sought to establish. The elder sister, Goneril, poisons her younger sister and later puts an end to her own life. Cordelia, who has come from France to aid her father is captured and dies in jail, and Lear also perishes.

A complete, full length recording of the play is presented. The production, a performance by the Dublin Gate Theatre, is read from the Oxford edition of the play. Anew McMaster directed the fine performance and leading roles are played by Mr. McMaster (*Lear*), Eve Watkinson (*Goneril*), Nancy Manningham (*Regan*) and Jillian Gotts (*Cordelia*).

Classes studying this play will find that the action and the language have new clarity as they hear the play and follow it in their texts simultaneously. Certainly this can be used for a variety of instructional activities far beyond the classroom.

Public libraries can plan the presentation on a single performance or a serial basis. So, too, can college libraries wanting to offer extra experiences beyond the classroom for interested students and faculty members.

And in any discussion of politics and the theatre the play *Julius Caesar* (Spoken Word SW-A15) cannot be overlooked. This is an equally highly considered performance of the Shakespeare play, performed by the Dublin Gate Theatre. This recording, as is true of the *King Lear* just mentioned, is complete and unabridged and is taken from the Oxford edition.

An additional use of this recording is suggested. Not infrequently this is the first Shakespeare play (in *is* or *Macbeth*) which is introduced in classrooms for close study. And this introduction may be in the senior high school or in the latter portion of the junior high school. Certainly in this instance, close listening for com-

### Audio CARDALOG® Record Reviews on Cards

Box 1771 — Albany 1, New York

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

prehension is an essential to appreciation, and thus is *Julius Caesar* suggested for introduction at this level of instruction.

Close study of the audience Shakespeare approached and charmed gives many parallels with our younger students. Shakespeare wrote to be heard, not read. His effort was to please a comparatively socially inexperienced audience which understood what was said and seen but may not have high literary accomplishments from a reading standpoint. So be it! We, then, as teachers have an obligation to introduce this man's work in the natural environment of sound so that appreciations can be developed. With the present availability of many fine, full-length productions of Shakespeare's plays there can be no reason for ignoring the presentation of this dramatic work in sound for the appreciation and understanding of modern students.

Sometimes politics seems timeless—and this indeed is true of the story *Robin Hood* (Libraphone J 1620). This is a complete reading by Ian

Martin of the story so happily adopted by all children. They will meet Robin Hood and all his outlawed companions in Sherwood Forest. Little John, Friar Tuck, Allan-a-Dale, Will Scarlet and Will Stutley are all there to fascinate young people in this excellent straight reading. Obvious application is for the upper elementary grades.

Libraphone Records are intended, primarily, for those who are sightless or have limited vision. These are recorded at the slow speed of 16.67 revolutions per minute and approximately one full hour of sound is included on one side of a single record.

Of course the use of such records is not limited to handicapped children or adults. This recording may be heard in class—chapter by chapter, as an introduction to this type of book. Or the teacher may elect to have the superior reading of Ian Martin present the first few chapters and then rely on the imagination and interest of the children to lead to additional reading. The uses are many and varied and the application most probably will be in the fifth and sixth grades.

## Something New at NAVA

Doing the round of the exhibits at the National Audio Visual Convention last August we were impressed by the tremendous project undertaken by the Academic Recording Institute of 3060 Locke Lane, Houston 19, Texas. Mr. and Mrs. Mack Reed have already produced 50 recordings in five subjects. The overall titles are Taste and Genius in the Arts, *The Philosophical Perspective, The Nature of Human Nature, Morison by Land and by Sea* and *Politics: The Folklore of Government*. The voices exploring these subjects in some depth are John Mason Brown, Charles Frankel, Ashley Montagu, Samuel Eliot Morison and C. Northcote Parkinson.

The recording companies mentioned in this summary of recent release include Folkways of 117 West 46th Street, New York 36; Enrichment Teaching Materials of 246 Fifth Avenue, New York 1; Spoken Word, 10 East 39th Street, New York 16; and Libraphone of Box 215, Long Branch, New Jersey.



# NEW BONUS RECORDED TAPE

Some of our greatest popular songs—"Full Moon and Empty Arms," "Till the End of Time," "Stranger in Paradise"—took their melodies from the classics. Eight of these lovely themes—in their original classical setting—are the basis for "Classics that Made the Hit Parade."

This unusual program, professionally recorded in sparkling full fidelity on Audiotape, is available RIGHT NOW from Audiotape dealers everywhere. (And only from Audiotape dealers.) Don't pass up this unique opportunity to get a fine recorded tape at a bargain price.

**audiotape**

Manufactured by AUDIO DEVICES, INC.  
444 Madison Ave., New York 22, New York  
Offices in Hollywood & Chicago

### DETAILS OF THE PROGRAM

Borodin	Polovtsian Dances from Prince Igor (Stranger in Paradise)
Tchaikovsky	Symphony No. 5 in E (Moon Love)
Waldteufel	Espana Waltz (Hot Diggity)
Chopin	Polonaise No. 6, in Ab Major (Till the End of Time)
Tchaikovsky	Symphony No. 6 in B (The Story of a Starry Night)
Rachmaninoff	Piano Concerto No. 2 in C Minor (Full Moon and Empty Arms)
Chopin	Fantasia Impromptu in C# Minor (I'm Always Chasing Rainbows)
Tchaikovsky	Romeo and Juliet Dverture (Our Love)

### DETAILS OF THE OFFER

This exciting recording is available in a special bonus package at all Audiotape dealers. The package contains one 7-inch reel of Audiotape (on 1½-mil acetate base) and the valuable "Classics that Made the Hit Parade" program (professionally re-

corded on Audiotape). For both items, you pay only the price of two reels of Audiotape, plus \$1. And you have your choice of the half-hour two-track stereo program or the 55-minute monaural or four-track, stereo versions—all at 7½ ips.

See your Audiotape dealer now!

# TRADE DIRECTORY FOR THE AUDIOVISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

## FILMS

**Association Films, Inc.** (PD)

### Headquarters:

347 Madison Ave., N. Y. 17, N. Y.

### Regional Libraries:

Broad at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Bailey Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Chapel Films** (PD)  
Div. McMurry Audio Electronics, Inc.  
P. O. Box 179, Culver City, Calif.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Film Research Company** (PD)  
Onamia, Minnesota  
Forest Indian and Science Films

**Ideal Pictures, Inc.** (D)

### Home Office:

58 E. South Water St., Chicago 1, Ill.

### Branch Exchanges:

1840 Alcatraz Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 — 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
55 NE 13th St., Miami 32, Fla.  
52 Auburn Ave., N.E. Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
614 — 616 So. 5th St., Louisville 2, Ky.  
1303 Prytania Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
40 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
1915 Chicago Ave., Minneapolis 4, Minn.  
3400 Nicollet Ave., Minneapolis 8, Minn.  
1402 Locust St., Kansas City 6, Mo.  
3743 Gravois, St. Louis 16, Mo.  
6509 N. 32nd St., Omaha 11, Neb.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio.  
2110 Payne Ave., Cleveland 14, Ohio.  
119 Ninth St., Pittsburgh, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 So. Third St., Memphis 3, Tenn.  
2434 S. Harwood, Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Beretania St., Honolulu, T.H.

**International Film Bureau** (PD)  
332 S. Michigan Ave., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Bayshore Dr., Miami, Fla.

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Christian Education Press Filmstrips** (PD)  
Religious Subjects  
1505 Race St., Philadelphia 2, Pa.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 14

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**DuKane Corporation** (M)  
St. Charles, Illinois

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 Haddon Rd., Woodmere, L.I., N. Y.  
All sizes—U.S., State, Foreign, etc.—immed. del.

## GLOBES — Geographical

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byron Motion Pictures, Incorporated**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Victor Division, Kalart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co., Inc.** (MD)  
315 W. 43rd St., New York 36, N. Y.  
6510 Santa Monica Blvd., Hollywood, Cal.  
**Camera Equipment Co., Inc., of Florida** (MD)  
1335 E. Tenth Ave., Hialeah, Fla.

## READING IMPROVEMENT

**Psychotechnics, Inc.**  
105 W. Adams St., Chicago 3, Ill.  
Mfgs. of SHADOWSCOPE Reading Pacer

## RECORDS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Children's Reading Service**  
1078 St. John's Place, Brooklyn 13, N. Y.

**Curriculum Materials Center** (PD)  
5128 Venice Blvd., Los Angeles 19, Cal.  
Records, Tape Recordings, Filmstrips, Books

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Falkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Heirloom Records** (PD)  
Brookhaven, N. Y.  
(History through Ballads & Folksongs)

**Monitor Recordings, Inc.** (PD)  
413 W. 50th St., New York 19, N. Y.  
Russian, French, Spanish Language Materials

**Music Education Record Corp.** (P)  
P. O. Box 445, Englewood, N. J.  
(The Complete Orchestra demonstrated)

**Spencer Press, Inc.** (D)  
179 N. Michigan Ave., Chicago 1, Ill.  
National Sch. & Lib. Distributor Columbia  
Records and Audio Books. Send for free catalogs.

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## SCREENS

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Morton Grove, Ill.

## SLIDES

Key: Kodachrome 2 x 2. 3/4 x 4 1/4 or larger

**Keystone View Co.** (PD-4)  
Meadville, Pa.

**Meston's Travels, Inc.** (PD-2)  
3801 North Piedras, El Paso, Texas

**Walt Sterling Color Slides** (PD-2)  
224 Haddon Rd., Woodmere, L. I., N. Y.  
4,000 (scenic & maps) of teacher's world travels

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.**

# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Sources, page 566. For more information about any of the equipment and materials announced here, use the enclosed reader service postcard.

## NEW EQUIPMENT

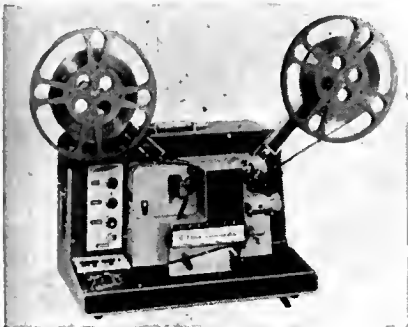
### CAMERAS, Movie, TV

**Electric-eye Video Camera** compensates automatically for light transmission values of different lenses, and for lighting changes varying as much as 100:1. The self-adjustment is effected through the vidicon tube's own light-sensing properties. All new cameras (\$630) will include this feature, those now in field can be adapted by means of a modification kit. ARGUS.

For more information circle No. 101 on return postal card.

### PROJECTORS, Movie, TV

**"Galaxy"** 16mm sound projector, offers a multitude of truly new features, including low wattage high output dichoric reflector lamp; 15-watt transformer-powered amplifier, printed



Graflex "Galaxy"

circuit, plug-in, replaceable without tools; slot threading with automatic attached at top; adjustable blade shutter setting; 2000' arms permanently ter for bright silent speed; still and reverse; color-coded push-button controls, etc. \$459-\$560. GRAFLEX

No. 102 on return postal card.  
For more information circle

**Large Screen TV Projector**, for off-air or closed-circuit, projection up to 20 feet wide, "Prizomatic" portable unit, caster mounted operates on house current, does not require darkened room, 42"x23 1/2"x39", wt 160 lb. CCCA

For more information circle No. 103 on return postal card.

**RCA Series "D"** 16mm projectors now fitted with nylon pressure shoes to minimize film and projector wear; a new one-piece gear and cam assembly

replaces former three-piece unit; heavier wire in take up belt absorbs vibration. RCA

For more information circle No. 104 on return postal card.

### PROJECTORS, Still

**Picturephone 400**, for sound filmstrip or slide presentations, operates on AC, wt 18 1/2 lb, 15x6 1/2x13 inches, 3-speed record player, fan-cooled light, 5" speaker, automatic filmstrip feed, Airequipt slide changers; \$154.95. McCLURE

For more information circle No. 105 on return postal card.

### SOUND, Equipment & Accessories

**Bantam Monophonic Dual Track Recorder**, 7" reels, wt 18 lb, 2-speed, \$99.50. Also **Model 262 SL**, 4-track monophonic recorder with 4 and 2 track stereo playback \$199.50 **Deck only**, minus electronics, \$89.50. SUPERSCOPE

For more information circle No. 106 on return postal card.

**Classroom Record Players**, 4-speed, 4-watt output. "Freshman" model in 12 1/2x15x8" plywood case, 6x9" oval speaker, 14 lb. "Collegiate" model in 12 1/2x12 1/2x7" steel case, 8" P.M. speaker, 13 lb. HAMILTON.

For more information circle No. 107 on return postal card.

**Lecternette**, portable, operates on AC or dry cells, transistor powered, finger tip controls, adjustable mike boom, reading light. Also a battery-only model. 18"x16"x9", lectern shelf (open) 15"x14"; wt 25 lb; output 8 watts. SOUNDRAFT.

For more information circle No. 108 on return postal card.

**Magazine Loading Dictating Machine**, wt 8 lb, capacity 35 min; automatic counter to find even a single word; \$179.50. NAPHILIPS.

For more information circle No. 109 on return postal card.

**Sony Stereorecorder**. 4- and 2-track stereo recording and playback, built-in amplifiers (stereo pre-amp, record and playback); with carrying case housing 2 speakers, 2 dynamic microphones \$399.50; same without case, speakers and mikes \$349.50. SUPERSCOPE

For more information circle No. 110 on return postal card.

**"Portapage"** Loudspeakers, battery powered, several models, weight ranges 10 - 12 lb, prices (incl batteries) \$64.50 to \$103. Accessories include mounting brackets, covers, etc. SOUNDRAFT.

For more information circle No. 111 on return postal card.

**Uher Universal Dictating Machine**, voice operated (stops and starts with voice sounds); pick-up range 50 feet; automatic stop; keyboard control; \$299.95. KIMBERLY.

For more information circle No. 112 on return postal card.

### LANGUAGE LAB

**Console and Student Stations** designed for incorporation of visuals as well as up to 10 simultaneous isolated programs, direct individual audio contact, general call, mass duplication of tapes,



Bernco Lang-lab station

individual student monitoring, program origination from any student station to provide "recitation" situation, aural adjustment to fit individual hearing differences established by audiometer tests. 16mm film and soundslide presentations available free. BERNCO.

For more information circle No. 113 on return postal card.

**Edwards Language Laboratory** offers a two or four channel system, with two tape recorders housed in handy desk drawers at teacher's control console; individual student booths with their own tape recorders equipped with non-erasable master track channel. EDWARDS

For more information circle No. 111 on return postal card.

**ETV Console** controls up to six cameras, controls designed for student operation, three monitors. Mobile control console model also available. DAGE.

For more information circle No. 115 on return postal card.

**Magneticon Tape Magazine** simplified operation for student and teacher. Eliminates threading errors. Also new indestructible magnetic recording discs, unlimited re-use. MRI.

For more information circle No. 116 on return postal card.

**Language Lab** Uncomplicated by special furniture installation is reported in a set-up reportedly costing less than \$50 per student. Uses school's present tape recorder, PA or record player, plus power supply, control center and individual headphones and microphones. Student hears own voice, teacher can listen in. Junction boxes available as accessories to meet special power situation. SWITCHCRAFT.

For more information circle No. 117 on return postal card.

**MISCELLANEOUS EQUIP.**

**Chart Rack**, wall-mounted, swivelled, 180 degree swing, with mounting bracket of 40 lb capacity, \$8.50. BILLERETT

For more information circle No. 118 on return postal card.

**8mm Magnetic Stripper** in a "commercial" size for photo-finishers and educational film production centers, 36" x45"x26". Operates on same principle as 35mm professional production model. REEVES

For more information circle No. 119 on return postal card.

**"Fish-Hook" Tape and Bulletin Board.** Uniquely woven nylon fabric, over aluminum board, holds solid objects as well as flat materials by means of adhesive-backed tape that interlocks with the fabric to hold weight up to 10 lb. per square inch. MAYER.

For more information circle No. 120 on return postal card.



Switchcraft Language Lab

**Film Inspection Table** with automatically braked reels, completely enclosed reels, automated splicer giving, arc-shaped splice on .0015 inch cut. KIDDE.

For more information circle No. 121 on return postal card.

**"Min-Rapid 16"** portable motion picture developing machine operates at 6 fpm, delivers 100 ft ready to screen in less than 20 minutes. Requires no plumbing; only a 110 volt AC outlet. One chemical loading processes up to 400 ft of film. 13"x13"x27"; wt empty 65 lb. FAIRCHILD

For more information circle No. 122 on return postal card.

**Multiple Choice Teaching Aid** consists of an illustrated workbook that fits



Illustrated Workbook

between two rows of buttons, which student presses for a 1 in 3 correct answer. SMITH-HARRISON.

For more information circle No. 123 on return postal card.

See and hear a  
**CLASSROOM DEMONSTRATION**  
**Linguaphone**  
**NEW ELECTRONIC LANGUAGE-TEACHING TAPES**



Linguaphone School Tapes are available in The 4 Most Popular Languages: Western Hemisphere Spanish, French, German, and Russian.

The Linguaphone Language Program is qualified under the provisions of the National Defense Education Act.

In your own school, inspect this latest development in audio-visual language training...outgrowth of Linguaphone's experience in over 18,000 schools, colleges, and universities.

This new conversational language program makes language-learning more enjoyable, language-teaching much easier.

Linguaphone's unique combination of native linguists and modern electronic devices makes possible tape and disc recordings of such quality that every nuance of pronunciation, diction, phraseology, and accent is clearly understandable. The *synchronized* Tapes and Discs, Manuals, and up-to-date Workbooks (by Dr. Theodore Huebener) comprise the ONLY COMPLETE language study program available today.

Such an achievement must be seen and heard. That is why we invite you to evaluate this new Linguaphone School-Tape Program in your own classroom. Mail coupon today for your free demonstration with no obligation.

Linguaphone Institute, Dept. SD-19-100, 30 Rockefeller Plaza, N. Y. 20

LINGUAPHONE INSTITUTE, Dept. SD-19-100  
30 Rockefeller Plaza, N. Y. 20, N. Y.

Gentlemen: Send me information about Linguaphone's School-Tape Program and a free demonstration.

Name .....

Position .....

School Name .....

School Address .....

**Folding Flannel Board.** Aluminum, 36 x48", attached easel, 11 lb, \$39.50. Many accessories include flock paper and plastic, markers, cleaners, etc. MAYER.

For more information circle No. 124 on return postal card.

**TENT LIFE IN BIBLE LANDS**

Shows what daily life might have been like in early Bible days. Home environment, daily tasks, dress and family customs are shown. 14 color transparencies mounted in "childproof" Viewmaster-type

**FILM DISC**

For use with Primary grades and up. With script, study print, in sturdy folder \$1.65



**Hapel Films**

P. O. Box 179, Culver City, Calif.



## NEW MATERIALS

### KEY TO ABBREVIATIONS

mp—motion picture  
 s—filmstrip  
 l—slide  
 ec—recording  
 p—33-1/3 r.p.m. microgroove record  
 min—minutes (running time)  
 r—frames (filmstrip pictures)  
 l—silent  
 d—sound  
 r—rent  
 b&w—black & white  
 col—color  
 pri—Primary  
 int—Intermediate  
 H—Junior High  
 H—Senior High  
 C—College  
 A—Adult

### ARTS & CRAFTS

**Stagecraft** (series) 4mp CORONET  
 Titles: **General Scenery Construction** 16min col \$165 b&w \$90. **Scenery Frame Construction** 11 min col \$110 b&w \$60. **Scenery Painting** 8 min col \$82.50 b&w \$45. **Stage Lighting** 11 min col \$110 b&w \$60. Frangor Films Production. SH C

For more information circle No. 125 on return postal card.

**Vincent van Gogh** mp CORONET 22 min col \$220. Numerous original works interwoven with fragments of letters the artist wrote to his brother, and scenes in which he worked. SH C

For more information circle No. 126 on return postal card.

**What Shall We Paint?** mp FA 10 min col \$110. Children discover ideas to paint at every hand. Pri El

For more information circle No. 127 on return postal card.

### HEALTH and SAFETY

**Safety for Sure** mp USDA 10 3/4 min col apply. In-service training film in safety procedures by means of a chalk talk by Forest Service artist Harry Rossoll. A TT

#### Write Direct

**Ben Franklin on Salesmanship** mp JAM 23min b&w \$145. How Franklin's five principles of salesmanship can be applied in modern selling situations. SH C A

For more information circle No. 129 on return postal card.

**How Good Is a Good Guy?** mp ROUNDTABLE 21min col b&w apply. Three case studies, dramatized, of the supervisor who fails to supervise because of a distorted desire to be a "good guy" to his subordinates. A SH C

For more information circle No. 130 on return postal card.

**Insurance Agent Training** 3fs UNDERWRITERS col Titles: **Paid in Full** (mortgage cancellation policy 36fr \$30); **Four in One** (home owner "package" policy 52fr \$50); **The Missing Link** (income interruption policy 40fr \$30). A

For more information circle No. 131 on return postal card.

**More Than Words** mp STRAUSS 14min col \$185 r\$17.50 for 3 days. Cartoon presentation of verbal and non-verbal communication dynamics. A C SH

For more information circle No. 132 on return postal card.

**Through the Mirror** mp JAM 27min b&w \$145. Examples of good and bad selling through the eyes of the customer. Revised version of "The Face in the Mirror." SH A

For more information circle No. 133 on return postal card.

**Teenagers Will Read** mp MH 26min b&w \$135. Technique for stimulating reading and discussion. Ties into **A Book for You**. TT

For more information circle No. 134 on return postal card.

**Time Out for Study** 5fs VISTU b&w set \$12.50. Titles: **Principles of Organized Study**; **The Study Schedule**; **The Notebook**; **How to Study for an Exam**. JH SH

For more information circle No. 135 on return postal card.

### LANGUAGES


**Classroom Courses in Russian, German, French, Spanish (American)** tapes and records, manuals. 32 reels \$240; companion records (uninterrupted) \$57.50; set of 3 student manuals \$5. The tapes contain pauses for student repetition, the records carry through without pause. These are special sets for classroom use, not available to general public. Native voices; modern idiomatic material included in basic 3,000 word minimum that presupposes no previous knowledge of the language. Manual carries pictures keyed to text. Advanced readings, etc., also available on records. LINGUAPHONE

For more information circle No. 136 on return postal card.

### SOCIAL STUDIES, Geography, Travel

**The Desert** 3fs DOWLING 30-35fr col set \$13.50 ea \$5. Titles: **Desert Animal Life**; . . . **Plant Life**; . . . **Rocks and Minerals**. El JH

For more information circle No. 137 on return postal card.



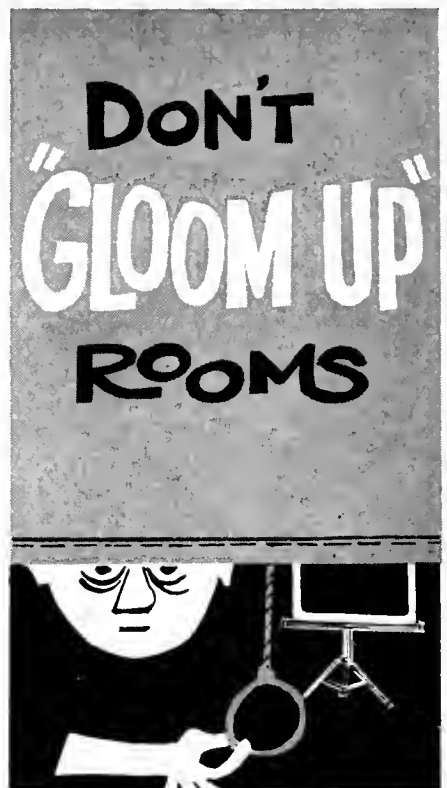
**RADIO-MAT**  
THE STATIONERY OF THE SCREEN

TALK from your SCREEN with your quickly TYPEWRITTEN MESSAGES

RADIO-MAT SLIDES  
WHITE-AMBER GREEN  
 ACCEPT NO SUBSTITUTE

**MAKE YOUR OWN SLIDES** on your own **TYPEWRITER** by using **RADIO-MATS**

Regular size 3 1/2 x 4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For **FREE SAMPLE** write—  
**RADIO-MAT SLIDE CO., Dept. V,**  
**222 Oakridge Blvd., Daytona Beach, Fla.**



**NEW**  
 projection screen now enables you to view pictures in semi-darkened rooms

It is true that you can project better pictures in darkened rooms—but there are many times when room darkening is inconvenient, difficult and costly. Now, with the new Radiant exclusive "truly lenticular" screen, which controls both horizontal and vertical light reflection, you can project slides and movies effectively in normally or partially lighted rooms where no unusual lighting conditions prevail. For schools—this enables viewers to take notes during showings, minimizes inattention and misbehavior, and permits simultaneous use of collateral material.

Send for illustrated Booklet which gives the complete explanation of this new truly lenticular screen, also catalog giving specifications and prices of Radiant's complete line of lenticular and glass-beaded screens of every type for every purpose.



**RADIANT**  
 Lenticular  
 SCREENS

Radiant Manufacturing Corp.  
 P. O. Box 5640, Chicago 80, Ill.

Gentlemen: Please rush me free copy of your booklet "The Miracle of Lenticular Screens" and complete Radiant Screen Catalog. #S-106

Name.....  
 School.....  
 Address.....  
 City..... Zone..... State.....

The Northeastern States 6fs EBF av 50fr col set \$36 ea \$6. Titles: N. E. States: Natural Environment; . . . People and History; . . . Agriculture; . . . Industry; . . . Commerce; . . . Life and Culture. El JH

For more information circle No. 138 on return postal card.

Northern Europe 5fs EBF av 60fr col set \$30 ea \$6. Titles: Denmark; Norway; Sweden; Belgium; The Netherlands. El JH SH

For more information circle No. 139 on return postal card.

South America: Eastern and Southern Lands 6fs EBF av 51fr col set \$36 ea \$6. Farmers of Argentina; Ranch and City in Uruguay; People of Paraguay; Desert to Forest in Chile; Amazon Village; New Coffee Lands in Brazil. El JH SH

For more information circle No. 145 on return postal card.

The Northwestern States 6fs EBF av 50fr col set \$36 ea \$6. Titles: N. W. States: Natural Environment; . . . People and History; . . . Agriculture; . . . Industry; . . . Commerce; . . . Life and Culture. El JH

For more information circle No. 140 on return postal card.

Southern Europe 5fs EBF av 55fr col set \$30 ea \$6. Titles: France; Spain; Switzerland; Italy; Portugal. El JH SH

For more information circle No. 146 on return postal card.



**4 SPEED RECORD & TRANSCRIPTION PLAYERS**  
Write for illustrated catalog  
**AUDIO-MASTER**  
17 E. 45th St., New York

Our North American Neighbors 8fs EBF av 60fr b&w set \$24 ea \$3. Titles: Maritime Provinces of Canada; Industrial provinces . . . ; Prairie Provinces . . . ; Pacific Canada; Alaska; Land of Mexico; Central America; West Indies. El JH SH

For more information circle No. 141 on return postal card.

U.S.S.R.—A Regional Study 9fs EYE-GATE col set \$25. Photography by Harrison Forman. Attested "educational" by U.S.I.A. JH SH

For more information circle No. 147 on return postal card.

**NEW! The WILD RICE Story . . .**  
"Mahnomen—Harvest of the North"  
. . . Selected as a U.S. Entry in the 1960 Edinburgh and Venice Festivals, this documentary film shows the ancient Chippewa "water" harvest of WILD RICE, stressing its importance, past and present, to the life of the northern forest Indians.  
**History—Social Studies—Geography**  
17 Min. Color \$170  
Preview prints from  
**FILM RESEARCH COMPANY**  
Box 1015, Minneapolis 40, Minn.

**SOCIAL STUDIES, Government**

The Constitution and Fair Procedure mp INDIANA 30min b&w \$125. Seventh release in this "Decision" series produced for ETV, deals with the Leyra vs Denno case (1954). Right to counsel, jury trial, protection against unreasonable search and seizure, the average man and civil liberty. SH C A

For more information circle No. 148 on return postal card.

Siberian Tiger Hunt mp STERLED 10-min b&w \$45. Unusual hunt in snow-covered wilds. JH A

For more information circle No. 143 on return postal card.

Eight Steps to Peace (series) 8mo FRITSCH 13½min b&w \$25.50 ea. Titles: World Law; Does Disarmament Make Sense?; A permanent UN Police Force; What's in it for Everyone?; Membership in the UN; You and the UN; Charter Review; The Answer Now. SH A C JH

For more information circle No. 149 on return postal card.

South America: Along the Andes 6fs EBF av 49fr col set \$36 ea \$6. Titles: The New Venezuela; Mountain Farmers of Columbia; Along the Equator in Ecuador; Inca Lands in Peru; Highland People of Bolivia; Pan-American Highland. El JH SH

For more information circle No. 144 on return postal card.

Peace and Friendship in Freedom mp UWF 39min col \$252.05. President Eisenhower's Middle East tour December 1959. JH SH A

For more information circle No. 150 on return postal card.

**PAT DOWLING PICTURES**  
NEW — FOR YOUR ELEMENTARY SCIENCE PROGRAM  
**HOW ELECTRICITY IS PRODUCED**  
11 Min. Color - Sale Only \$110.00  
write for previews to  
1056 S. Robertson Blvd., Los Angeles 35, Calif.

**SOCIAL STUDIES, History & Anthropology**

The American Revolution: A Picture History 6fs EBF av 50fr col set \$36 ea \$6. Titles: Causes of the Revolution; The War from Lexington to Princeton; The Declaration of Independence; The War from Saratoga to Valley Forge; The War at Sea; The War in the South. Picture material is from the magazine "American Heritage." JH SH C A

For more information circle No. 151 on return postal card.

Early American 3fs DOWLING b&w set \$8 ea \$3. Indian Tools (33fr); Indian Corn (28fr); The Pioneer Fire Room (30fr). El

For more information circle No. 152 on return postal card.

The Civil War 8fs EBF av 50fr col set \$48 ea \$6. Titles: Causes of the Civil War; From Bull Run to Antietam;

**You Are IN THE DARK** while presenting Audio-Visual programs

WITH **Forse** DARKENING DRAPERIES & SHADES

Finest materials—decorative colors  
Made to fit any size windows  
Guaranteed for 10 years  
Used throughout the United States since 1917

Write for literature and fabric samples. They're free.

**FORSE MANUFACTURING COMPANY**  
2347 Sullivan Ave. • St. Louis 7, Mo.



**SCIENCE, General**

**Light for Beginners** mp CORONET 10 min col \$110, b&w \$60. Basic properties; sunlight compared with man-made illumination; shadows, reflections, rainbow. Pri.

For more information circle No. 161 on return postal card.

**Mystery of Time** mp MOODY 40min col \$340 r\$10. Camera magic stretches and compresses action by time-lapse and slow-motion techniques. Inter-relationship of time and space shown in demonstration of "Fitzgerald contraction" in which units of distance "shorten" and those of speed slow down. JH SH C

For more information circle No. 162 on return postal card.

**The Science of Sound** rec FOLKWAYS Two 12" LP \$11.90. A Bell Telephone Laboratories production, written and directed by Bruce E. Strasser. Demonstrates extensive arrangement of acoustic phenomena and principles. Basic teaching tool. SH C

For more information circle No. 163 on return postal card.

**EVERYTHING IN ELECTRONICS  
FREE ALLIED 1960 CATALOG**

Recording equipment, Stereo, Hi-Fi audio, school sound systems, training kits, electronic parts. Write for value-packed Catalog.

**ALLIED RADIO**

100 N. Western Ave., Chicago 80, Ill.

**SCIENCE FILMSTRIPS**

SINCE 1931	SINCE 1931
MADE BY TEACHERS	FOR TEACHERS
<b>BIOLOGY</b>	<b>ATOMIC ENERGY</b>
<b>PHYSICS</b>	<b>GENERAL SCIENCE</b>
<b>CHEMISTRY</b>	<b>MICROBIOLOGY</b>
<b>BIKE SAFETY</b>	<b>BUS SAFETY</b>

Science filmstrips available under NDEA—Title III.

**VISUAL SCIENCES**

Box 599E Suffern, New York

**COMEDIE FRANCAISE**

in their first film

MOLIERE'S

**THE WOULD-BE GENTLEMAN**

LE BOURGEOIS GENTILHOMME

Send for our latest Catalog



**Contemporary films inc.**

Dept. ES 267 W. 25th St., N.Y. 1, N.Y.  
Oregon 5-7220 Midwest Office:  
614 Davis St., Evanston, Ill. DAVIS 8-2411



MRS. MARY LOU PLUGGE, *Chairman of the DEPARTMENT OF SPEECH AND DRAMATIC ARTS AT ADELPHI COLLEGE in New York, finds her NORELCO 'Continental' tape recorder an essential tool in speech instruction. Here MRS. PLUGGE illustrates, to her lovely student CAROL SAMISCH, the proper way to produce a sound. MISS SAMISCH, in turn, repeats the sound into the tape recorder so that she may listen to an accurate reproduction of her own voice and compare it. Says MRS. PLUGGE, "My NORELCO tape recorder is valuable to me for a number of reasons. There is an impressive tone quality in its reproduction of sound. Concomitant with this is the aid of the mechanical pause button which allows me to stop to analyze progress without turning off the machine. The control over recording is such that the possibility of accidental erasure is completely eliminated."* The NORELCO 'Continental' is a product of North American Philips Co., Inc., High Fidelity Products Division, Dept. 1S10, 230 Duffy Avenue, Hicksville, Long Island, New York.

From Shilo to Vicksburg; The Civil War at Sea; Gettysburg; Sherman's March to the Sea; The Road to Appomattox; The Reconstruction Period. JH SH C A

For more information circle No. 153 on return postal card.

**Early West** 3fs DOWLING b&w set \$8 Gold Prospecting (33fr); Gold Mining (44fr); Hide Curing (19fr). El

For more information circle No. 154 on return postal card.

**The Face of Red China** mp MH 54min b&w \$225. Communes, military training, primitive and modern production methods contrasted, urban and village life. CBS television photography, late 1958. Other titles in this "Project 20" series include "Three, Two, One—Zero (Atom bomb); Nightmare in Red (Russian Revolution); The Twisted Cross (Hitler) ea 54min b&w \$195. SH C A

For more information circle No. 155 on return postal card.

**Kryfto** mp CONTEMPORARY 20min b&w \$35. Refugee camp near Athens. SH C A

For more information circle No. 156 on return postal card.

**The Man Without a Country** sfs FFE 60fr 10" LP 20min col \$15. Lt. Philip Nolan, accused of collaboration in the conspiracy of Aaron Burr, sentenced to spend rest of his life on a U.S. warship. Yale University School of Drama. SH

For more information circle No. 157 on return postal card.

**Meet Mr. Lincoln** mp EBF 27min b&w \$150. Lincoln's life as president, as seen by his contemporaries, shown by means of still photos and graphic material of the period. Originally an NBC telecast. JH SH C A

For more information circle No. 158 on return postal card.

**Twentieth Century** 7mp MH 27min b&w \$135. Produced and telecast by CBS. Titles: War in China, 1932 to 1945; Victory Over Polio; F.B.I.; Gandhi; FDR—Third Term to Pearl Harbor; Mussolini; Toward the Unexplored; also Man of the Century, Churchill 54min \$250, SH C A

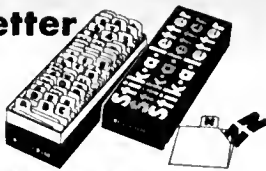
For more information circle No. 159 on return postal card.

**Wagons West** mp NYLIFE 13½min b&w loan. The trek of the "fifty-niners" who retrace the path of the pioneers along the Oregon Trail with mule-drawn covered wagons, against the modern background of diesel trains and a food air-drop by National Guard planes. Thirty men, women and children trek from Independence, Mo., to Independence, Ore. JH-A

For more information circle No. 160 on return postal card.

# Stik-a-letter

PROFESSIONAL  
LETTERING  
TECHNIQUE



Write for literature

Stik-a-letter Co. Rt. 2, Box 1400, Escondido, Calif.

Adventuring in  
**CONSERVATION**  
16mm color  
motion picture

- portrays the balance of nature
- illustrates good conservation practices
- demonstrates responsibilities of campers

INDIANA UNIVERSITY  
audio visual center  
Bloomington, Indiana

GUARANTEED FOR A LIFETIME . . . GUARANTEED FOR A LIFETIME . . .

FOR A LIFETIME . . . GUARANTEED FOR A LIFETIME . . .

Get the facts on *why*

**iewlex**  
is first choice in  
a-v equipment

FREE LITERATURE AND DEMONSTRATION on the complete Viewlex line of Audio-Visual equipment. Here's fully descriptive information on all the advanced features and automatic conveniences that have made Viewlex first choice among the nation's leading users of audio-visual projection equipment. Available at all Viewlex A.V. Franchised Dealers.  
**MAIL COUPON NOW!**

VIEWLEX, INC., 35-10 Queens Blvd., L. I. C., N. Y.  
 MY NAME \_\_\_\_\_  
 SCHOOL, COMPANY OR ORGANIZATION NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
 MY POSITION \_\_\_\_\_

Space and the Atom 10fs EBF col set \$60 ea \$6. Adapted from the Walt Disney motion pictures showing man's flight into space. Reviewed ESAVG 11/59. JH SH

For more information circle  
No. 164 on return postal card.

The Planet Earth mp AV-ED 10min col \$100 b&w \$50. Animation and effect photography depict origins of our planet. Elec.

For more information circle  
No. 165 on return postal card.

Science Experiments in the Grade Schools kit LaPINE manual and 45 demonstration items in wooden cabinet \$39.95.

For more information circle  
No. 166 on return postal card.

The Science of Sound rec BELTEL 90 min 2 LP microgroove. Demonstrates 19 different acoustic phenomena with narration written by Bell Telephone Laboratory scientists. SH C

For more information circle  
No. 167 on return postal card.

Scientific Method In Action mp IFB 19 min col \$195. From Galileo to Dr. Jonas E. Salk; the six-step sequence is applied in the discovery and testing of the polio vaccine. General applicability of the scientific methods. JH SH C

For more information circle  
No. 168 on return postal card.

The Story of the Universe (series) 6fs FILMSED si col set (6) \$36; indiv \$7.50. Unit 1: Introduction to Modern Astronomy and the Age of Space. Reviewed ESAVG 6/59. SH

For more information circle  
No. 169 on return postal card.

What Are Things Made Of? mp CORONET 11 min. col \$110 b&w \$60. Matter—solid, liquid, gas; atom and molecules; elements and compounds; physical and chemical change. Int JH

For more information circle  
No. 170 on return postal card.

Work and Power mp IFB 14min col \$150. A high school class in an amusement park find many applications of the principles they studied in their science class, pulleys, levers, inertia, momentum, centrifugal force, work, power. Color-coded animation visualizes significant relationships. JH SH

For more information circle  
No. 171 on return postal card.

## SCIENCE

### Physics and Chemistry

Solutions, mp CORONET 16min col \$165 b&w \$90. Nature of solutions. Solute, solvent. How solutions differ from suspensions. Effect of particle size, agitation, temperature, pressure. Examples: solids in liquids, liquids in liquids, gas in gas. Applications in research and industry. SH

For more information circle  
No. 172 on return postal card.

Properties of Solutions mp CORONET 28min col \$250 b&w \$125. Nature of solutes and solvents, factors influencing solution, effect of temperature. Supersaturation; extraction. C SH

For more information circle  
No. 173 on return postal card.

Physics and Fire Engines mp AVIS 11 min col \$110. Fifth grade studies simple machines, uses toy fire engine applications of their principle and then makes a trip to the fire house for a "treasure hunt" to locate applications on the real thing. Elem.

For more information circle  
No. 174 on return postal card.

A Study of Crystals mp JOURNAL 17 min col \$180. Dr. Walter McCrone demonstrates fusion methods in chemical research; crystals grow in strikingly beautiful formations under microscope. SH C

For more information circle  
No. 175 on return postal card.

## NEW PUBLICATIONS.

Catalog of Manuals, Materials, Equipment and Guidance for Reading Improvement Courses in Junior and Senior High Schools, Colleges, and Business Firms. Free PSYCHOTECHNCS.

For more information circle  
No. 176 on return postal card.

Design for Educational TV, the David Chapman, Inc., survey report, 96pp, 10x12", projects use of TV in schools of new design, and adaptation to current structures, suggests new class sizes, teacher-student relationship, types of ETV equipment. Beautifully illustrated. Free. EFLAB

For more information circle  
No. 177 on return postal card.

Educational Records. Catalog of several hundred records selected for classroom use, with age level and curriculum areas indicated. Free DECCA.

For more information circle  
No. 178 on return postal card.

How to Use Direct-Wire TV as a Low-cost Educational Tool, Suggested applications in several subject areas and age levels; technical advice on televisual slides and motion pictures for multiple receivers. 8pp free ARGUS.

For more information circle  
No. 179 on return postal card.

Language Laboratory Microphones. Catalog and utilization suggestions. Free ELECTROVOICE.

For more information circle  
No. 180 on return postal card.

Language Teaching Today, Felix J. Oinas (ed.), Report of the Language Laboratory Conference at Indiana University, Jan. 1960. Chapters on

Language Laboratories, teaching machines, and audiovisual aids. International Journal of American Linguistics, Vol. 26, No. 4, Part II, Oct. 1960. 221pp, \$4. Research Center in Anthropology, Folklore, and Linguistics, Indiana University, Bloomington, Ind.

Write Direct

**Master Recorders in Education.** Music recordings, school broadcasting, language labs, speech correction, tape libraries and duplicating with professional type equipment. Free. AMPEX-PRO.

For more information circle No. 181 on return postal card.

**New Teaching Aids for the American Classroom.** Symposium on the state of research in instructional television and tutorial machines (Carpenter, Hall, Hilgard, Hoban, Kanner, Lumsdaine, Riley, Cchramm, Spaulding, Tyler). 173pp. \$1. Order direct from Institute for Communication Research, Stanford University, Stanford, Cal.

Write Direct

**Protographic Lighting.** Detailed description and specifications on wide range of lighting resources. 36pp free SYLVANIA

For more information circle No. 182 on return postal card.

**141 Coronet Films for Intermediate Grade Science.** Correlation chart gives actual page number reference to specific concepts treated in 10 leading textbooks and covered by the related film titles. Free. CORONET

For more information circle No. 183 on return postal card.

**Planning Boards** 4p free. Working drawings for board mounting strips that hold cards that may be shifted readily in arranging sequence for lecture notes, scripts, etc. EK

For more information circle No. 184 on return postal card.

**Programming Guide for the Electronic Classroom** offers many practical suggestions on teacher preparation of recorded lesson material. 10pp and cover, mimeo, 8½x11, free. MRI

For more information circle No. 185 on return postal card.

**Professional Production Equipment,** 90p excellently illustrated, detailed catalog of extensive line of equipment for motion picture, TV and audio production. Free. BEHREND.

For more information circle No. 186 on return postal card.

**Source of Motion Pictures and Filmstrips** 19pp free bibliography of source catalogs and special subject lists. EK

For more information circle No. 187 on return postal card.

**A Report of an Experiment in the Acceleration of Teaching Tenth Grade World History with the Help of an Integrated Series of Films,** Paul R. Wendt and Gordon K. Butts. 1960. 9pp free. Southern Illinois University Carbondale, Ill.

Write direct

**Stories That Stick . . . On the Flannel-board.** One of a fine series of 48-page handbooks on classroom aids and techniques. Other titles include **Paper Art; Holiday Art; Creative Costumes; Art Recipes; Classroom Management; Building Arithmetic Skills With Games; Mending the Child's Speech; Together We Speak;** and **Finger and Action Rhymes.** Sold or available as premiums with The Instructor magazine. OWEN.

For more information circle No. 188 on return postal card.

**Suggestions for Organizing and Administering a Record Library.** Also **Library Plans.** COFFEY.

For more information circle No. 189 on return postal card.

**Time, Talent, and Teachers.** Treatise on the "instructional revolution" advocates professional partnership, flexible school building design, and employment of "modern visual and sound devices as an intrinsic part of teaching and learning materials," as applied both at college and lower levels. 52pp. Free. FORDFOUND.

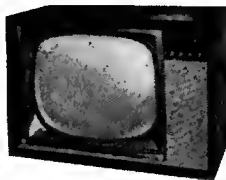
For more information circle No. 190 on return postal card.

**Window Shade Specification.** Standard AIA File (35-P-5) gives detailed information for architects and school equipment buyers. Free. JOANNA.

For more information circle No. 191 on return postal card.

## BUILT ESPECIALLY FOR SCHOOL USE

- 24" Screen
- built-in adjustable antenna
- 9" front speaker
- 3 wire AC grounded cord
- SHOCK-PROOF WOOD CABINET



Packard Bell's Classroom TV Receivers are custom engineered for classroom use. Big, oversize screen provides easy visibility from any part of the classroom. You can rely on Packard Bell . . . quality manufacturers of electronic products for over 34 years. For full details, write:

*Packard Bell Electronics*

1920 South Figueroa Street  
Los Angeles 7, California  
Richmond 8-6103

Advertisement

## HELPFUL BOOKS

**ADMINISTERING AUDIO-VISUAL SERVICES.** By Carlton W. H. Erickson. Covers administrative, supervisory, and technological problems, emphasizing competent performance in all service aspects. 479 pp., illustrated. Macmillan Company, 60-5th Ave., New York 11, N. Y. \$6.95.

**AUDIO - VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**EDUCATORS GUIDE TO FREE FILM-STRIPS.** Compiled and Edited by Mary Foley Harkhelmer and John W. Diffor. Twelfth Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertrude Hanson Halsted, M. A. Sixth Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Harkhelmer and John W. Diffor. Educational Consultant, John Guy Fawkes. 20th Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$9.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

**Three AV Materials Lists.** Motion Pictures on Higher Education 4p 51c; Motion Pictures on Juvenile Delinquency 6p 15c; 1960 Supplement to the National Tape Recording Catalog 49p 50c. Write direct to DAVI-NEA, 1201 16th St. N.W., Washington 6, D.C.

**Television in Teacher Education**, symposium of authoritative articles on purposes and techniques of open and closed circuit TV; a good basic chapter on utilization of available TV equipment; and consideration of the use of commercial facilities, with particular notice of the "Continental Classroom" project. Four appendices: glossary, film sources, CCTV equipment manufacturers, and ETV information centers. 72pp \$1.50 per copy, postpaid if remittance accompanies order. Write direct to The American Association of Colleges for Teacher Education, 1201 16th St. NW, Washington 6, D. C. NOT to this magazine.

**The VIDEOTAPE\* Television Recorder in Education** 8pp free AMPEX

No. 192 on return postal card.  
For more information circle

## Directory of Sources and Materials Listed on pages 559-566

**AMPEX** Audio, Inc., 1020 Kifer Rd., Sunnyvale, Calif.  
**AMPEX - PRO**—A m p e x Professional Products Corp., 934 Charter St., Redwood City, Calif.  
**ARGUS**—Argus Cameras, Div. of Sylvania Electric Products, Inc., Ann Arbor, Mich.  
**AV-ED**—7934 Santa Monica Blvd., Hollywood 46, Calif.  
**AVIS** Films, Box 643, Burbank, Calif.  
**BEHREND** Cine Corp., 161 E. Grand Ave., Chicago 11, Ill.  
**BELTEL**—Bell Telephone Laboratories, Consult local telephone company.  
**BERNCO**, Incorporated, Language Laboratories Division, 129 E. Market St., Indianapolis, Ind.  
**BILLERETT** Company, 1544 Embassy S., Anaheim, Calif.  
**BRO-DART** Industries, 56 Earl St., Newark, N. J.  
**CCCA**—Closed Circuit Corporation of America, 5397 Poplar Blvd., Los Angeles, Calif.  
**COFFEY**, Jack C., Co., 710 -17th Ave., North Chicago, Ill.  
**CONTEMPORARY** Films, Inc., 267 W. 25th St., New York 1, N. Y.  
**CORONET** Films, 65 E. South Water St., Chicago 1, Ill.  
**DAGE** Television, Div. Thompson Products, Inc., West 10th St., Michigan City, Ind.  
**DECCA** Records, 50 W. 57th St., New York 19, N. Y.  
**DOWLING**, Pat, Pictures, 1056 S. Robertson Blvd., Los Angeles 35, Calif.  
**EBF**—Encyclopaedia Britannica Films, Inc., 1150 Wilmette Ave., Wilmette, Ill.  
**EDWARDS** Company, Inc., 90 Conn Ave., Norwalk, Conn.  
**EFLAB**—Educational Facilities Laboratories, Inc., 477 Madison Ave., New York 22, N. Y.  
**EK**: Eastman Kodak Co., Audio-Visual Service, Rochester 4, N. Y.  
**ELECTROVOICE**, Inc., Cecil & Carroll St., Buchanan, Mich.  
**EYEGATE** House, Inc., 146-01 Archer Ave., Jamaica 35, N. Y.  
**FA**—Film Associates of California, 10521 Santa Monica Blvd., Los Angeles 25, Calif.  
**FAIRCHILD** Camera and Instrument Corp., Industrial Products Division, 5 Aerial Way, Syosset, Long Island, N. Y.  
**FFE**—Films for Education, 1066 Chapel St., New Haven, Conn.  
**FILMRES**—Film Research Company, Star Route, Onamia, Minn.  
**FILMSED**—Films for Education, 1066 Chapel St., New Haven, Conn.  
**FOLKWAYS** Records and Service Corp., 117 W. 46th St., New York 36, N. Y.  
**FORDFOUND**—Ford Foundation, Office of Reports, 477 Madison Ave., New York 22, N. Y.  
**FRITSCH**—J. Fritsche Associates, 570 Fifth Ave., New York 36, N. Y.

**GRAFLEX**, Inc., 3750 Monroe Ave. Rochester 3, N. Y.  
**HAMILTON** Electronics Corp., 2726 W. Pratt Ave., Chicago 45, Ill.  
**IFB**—International Film Bureau, Inc. 332 S. Michigan Ave., Chicago 4, Ill.  
**INDIANA** University, Audio-Visual Center, Bloomington, Ind.  
**JAM** Handy Organization, 2821 I Grand Blvd., Detroit 11, Mich.  
**JOANNA**—Joanna Western Mills Co. 22nd & Jefferson St., Chicago 16, Ill.  
**JOURNAL** Films, 2441 W. Peterson Ave., Chicago 45, Ill.  
**KIDDE** Machine Corp., Bloomfield, N. J.  
**KIMBERLY** International, Ltd., 346 W. 44th St., New York 36, N. Y.  
**LaPINE**—Arthur S. LaPine & Co., 600 S. Knox Ave., Chicago 29, Ill.  
**LINGUAPHONE** Institute, 30 Rockefeller Plaza, New York 20, N. Y.  
**MAYER**—Charles Mayer Studios, Inc. 130 W. Bowery St., Akron 8, Ohio.  
**McCLURE** Projectors, Inc., 1122 Central Ave., Wilmette, Ill.  
**MH**—McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y.  
**MOODY** Institute of Science, 1142 Santa Monica Blvd., Los Angeles 25, Calif.  
**MRI**—Magnetic Recording Industries, 125 Fifth Ave., New York 11, N. Y.  
**NAPHILIPS**—North American Philips Co., 230 Duffy Ave., Hicksville, L. I. N. Y.  
**NYLIFE**—New York Life Insurance Co., Public Relations Dept., 51 Madison Ave., Room 2300, New York 17, N. Y.  
**OWEN**—F. A. Owen Publishing Co. Danville, N. Y.  
**PSYCHOTECHNICS**, Inc., 105 W. Adams St., Chicago 3, Ill.  
**RCA** Communications Products, Advertising Manager, Building 15-1, Camden, N. J.  
**REEVES**—Soundcraft Corp., Great Pasture Road, Danbury, Conn.  
**ROUNDTABLE** Productions, 139 Beverly Drive, Room 133, Beverly Hills, Calif.  
**SMITH-HARRISON**, Inc., Devon, Pa. Teaching machine, Dr. Edgar A. Smith  
**SOUNDCRAFT** Systems, Petite Jean Mountain, Morrilton, Ark.  
**STERLED**—Sterling Educational Films, 6 E. 39th St., New York 16, N. Y.  
**STRAUSS**—Henry Strauss Productions, 31 W. 53rd St., New York 19, N. Y.  
**SUPERSCOPE**, Inc., 780 N. Grower St. Hollywood 38, Calif.  
**SWITCHCRAFT**, Inc., 5555 N. Elston Ave., Chicago 30, Ill.  
**SYLVANIA** Electric Products Inc., 174 Broadway, New York 19.  
**UNDERWRITERS** Films, 2025 Glenwood Ave., Toledo 2, Ohio  
**USDA**—U.S. Dept. of Agriculture, Motion Picture Section, Washington 25, D. C.  
**UWF**—United World Films, 1445 Park Ave., New York 29, N. Y.  
**VISTU**—Visual Aids Studio, 1909 Avenue Q, Huntsville, Texas

*New! For In-Service Teacher  
Training*

### Teaching Science in the Elementary School

The first four of a series of filmstrips in color with recordings and helpful guides, depicting actual science experiences in elementary schools and alerting teachers to many new opportunities. By Helen Heffernan, Chief of the Bureau of Elementary Education, State of Calif., and Lovelle Downing, Curriculum Director, Modesto City Schools.

**Kindergarten: The World is So Full of a Number of Things**

Stimulates an awareness of the richness of science experiences to be found within the environment of five year olds.

**Primary: All About Milk**

Experiencing science through several first hand study trips with classroom follow-ups and experimentation.

**Primary: Science in Our Daily Bread**

A creative teacher of seven and eight year olds demonstrates the scientific teaching method as well as the use of the wide variety of science content.

**Intermediate: Science in the Magic Story of Water**

Suggestions on how science learnings from a planned environment can be deepened by using books, audio-visuals, maps and other media. Sequences cover major water problems.

*Write now for descriptive brochure!*

**Long FILMSLIDE SERVICE**  
7505 Fairmount Ave. El Cerrito 8, Calif.

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

November, 1960

PERIODICAL READING ROOM  
Received

NOV 4 1960



"Waiting For The Train"  
—see page 593

The Audiovisual Wall—page 584  
"Do-It-Yourself" Language Lab—page 586



*Charlie  
the Destroyer*

# HE CAN'T PULL A LEVOLOR VENETIAN BLIND DOWN

Because, not only are LEVOLOR installation brackets made of heavier, stronger metal, but LEVOLOR installation brackets have a two-way safety catch. Even when not completely locked, the blind cannot come down.

Information that insures the best installation possible is a service all LEVOLOR representatives will give you. They will submit a prospectus covering every detail of your Venetian Blind installation—help with the specifications and make a final inspection *after* the blinds are installed. It is a service that guarantees good specifications and good Venetian Blinds.

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN VENETIAN BLINDS  
AUDIO-VISUAL CONVENTIONAL SKYLIGHT

Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.



## The Authors

*Charles A. Huff* is a teacher at Northampton Elementary School in Cuyahoga Falls, Ohio. An artist was given a quick look at a sketch Mr. Huff made of his 'wall' and then was given the manuscript to read. To us, at least, the idea of this 'wall' is a fresh one.

*Channon H. Krupsky* teaches seventh grade at the Askev School in Kansas City, Missouri. His story is another plank in the platform that almost all learning situations can be handled effectively by a resourceful teacher with AV materials at his disposal.

*James DeVirgilio* is professor of education at State Teachers College, Salisbury, Maryland. His refreshing little story developed, he said, out of his audiovisual materials class at the college.

*Robert Wiseman* is assistant director of the Audiovisual Center at Eastern Illinois University, Charleston. He had set up this langlab installation at a state audiovisual meeting last spring, and received many requests to write his story explaining the equipment.

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

November, 1960 Volume 39, Number 11, Whole Number 391

## EDITORIAL

582 Concern For A Dynamic Image

## ARTICLES

584 The Audiovisual Wall *Charles A. Huff*

586 "Do-It-Yourself" Language Lab *Robert Wiseman*

590 The Diggleswitch *James DeVirgilio*

591 Teaching the Constitution By Tape *Channon H. Krupsky*

## NEWS REPORTS

580 Illinois AV Association Meets

593 Student Photo Winners

## DEPARTMENTS AND FEATURES

571 The Authors

574 News

593 Cover Scene

594 Film Evaluations *L. C. Larson, Carolyn Guss*

597 AV in the Church Field *William S. Hockman*

600 Audio *Max U. Bildersee*

604 Filmstrips *Irene Cypher*

607 AV Industry News

610 Trade Directory

611 New Equipment and Materials

617 Helpful Books

618 Directory of Sources

619 Index to Advertisers

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. L. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILLIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations. IRENE THORSON, Editorial Assistant.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Production Manager.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, San Jose State College, California

EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus

AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools

MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California

W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia

CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia

EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City

F. EDGAR LANE, supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida

F. DEAN McCLUSKY, Professor Emeritus, University of California, P. O. Box 446, Nice, Calif.

SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington

CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan

ERNEST TIEMANN, Director, Visual Instruction Bureau, Associate Professor, Division of Extension, The University of Texas, Austin

DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia



Founded in 1922 by Nelson L. Greene

BUSINESS & EDITORIAL ADDRESS: EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

SUBSCRIPTION PRICE (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—50 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00.

CHANGE OF ADDRESS should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

ADDRESS ALL MAIL (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

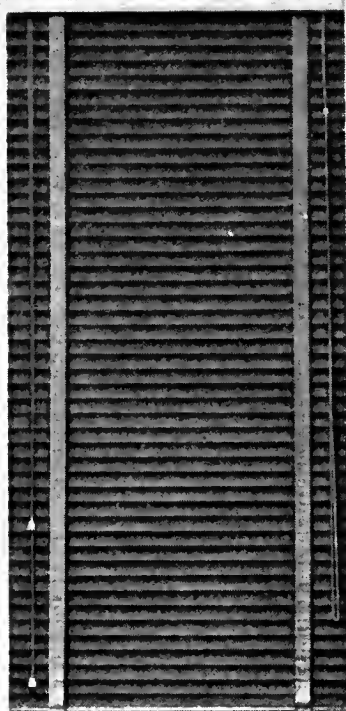
ENTIRE ISSUE COPYRIGHT 1960 BY  
THE EDUCATIONAL SCREEN, INC.

**11:00 A. M.**  
**This movie is really sharp! Not a light leak anywhere.**

REASON: The windows in this room are light-controlled with Flexalum Audio-Visual Blinds. These blinds make any room theatre-dark anytime. Here's why: (1) more slats per height plus (2) patented notch in each slat that permits adjacent slats to touch, equals (3) no between-slat light leaks. (4) Light-trap channels eliminate around-the-edge light leaks.

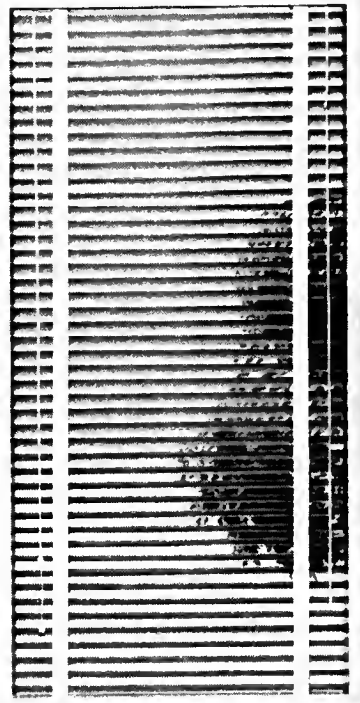
**11:10 A. M.**  
**The slides look great. Just enough light to take notes.**

REASON: You get just the degree of light control you need with Flexalum Audio-Visual Blinds. No other form of blackout covering allows you this flexibility. And Flexalum Audio-Visual Blinds will always stop and stay just where you want them. They're precision engineered to operate so flawlessly, they're guaranteed in writing for five year years.



**11:20 A. M.**  
**Back to groupwork. Full daylight, instantly—no glare.**

REASON: Nothing to take down, nothing to tug back. No wasted money for multiple coverings, no wasted classroom minutes. Flexalum Audio-Visual Blinds do the whole job — taking you from projection darkness to full light (or anything in between) with just a flick of a nylon cord. The plastic lined side channels eliminate all noisy flutter!



**Get full-range light control—at low cost—with *Flexalum*® Audio-Visual Blinds**  
Bridgeport Brass Co., Hunter Douglas Division, 30 Grand St., Bridgeport 2, Conn.

# EXTRAORDINARY ANNOUNCEMENT —

## PHOTOPLAY STUDIES

### Comes of Age—!

The NATIONAL COUNCIL OF TEACHERS OF ENGLISH, beginning with the academic year 1960-61, will publish a monthly magazine called

## MASS MEDIA STUDIES

This will include *Photoplay Studies*, as well as *Drama Studies*, *Television Studies*, *Magazine Studies*, *Newspaper Studies*, and other mass media studies from time to time.

The NCTE, now planning a 50th Golden Anniversary convention, has 60,000 members. The organization has a new headquarters building at Champaign, Illinois.

The general editor of the new *Studies* is Dr. Joseph Mersand. He is a past president of the NCTE. Dr. Mersand is a leader in the movement to include in the teaching of English a critical appreciation of America's mass media. The aim of this movement is to build "natural censorship" by developing independent critical judgment.

The photoplay-appreciation movement started in 1934, when the NCTE published Dr. William Lewin's pioneer monograph on *Photoplay Appreciation In American High Schools*. The following year (1935) *Photoplay Studies* was launched by Lewin and the late Max J. Herzberg. It has appeared in the same format for 25 years.

For your subscription to the new *Mass Media Studies*, use the order blank below.

### NCTE MASS MEDIA STUDIES:

- Eight monthly issues devoted to motion picture guides, television guides, and drama guides.
- Special articles furnishing information on forthcoming films and television programs with special exercises for studying the mass media.
- Mailed to arrive the first of every month.

Single Subscriptions  
**\$2.00**

Class Subscriptions  
(35 copies)  
**\$35.00**

#### Editor:

Joseph Mersand  
Brooklyn High School  
New York City

### ORDER BLANK

To: National Council of Teachers of English;  
Please enter subscription order as checked below:

.... Single subscriptions to *NCTE Studies in the Mass Media* at \$2.00 each (For orders of less than \$5.00 please enclose your remittance.)

.... Class subscriptions to *NCTE Studies in the Mass Media* at \$35.00 (35 copies of each issue).

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

Mail to: NATIONAL COUNCIL OF TEACHERS OF ENGLISH  
508 So. Sixth Street, Champaign, Illinois

Consultant:  
W. M. Lewin  
New Jersey

## Schools Can Now Obtain Foreign Language Newsreels

Current newsreels in six foreign languages will be made available to school and college language departments each week during the school year, according to announcement by J. Stanley McIntosh, executive director, Teaching Film Custodians, Inc.

"TFC" is a non-profit educational service for schools, colleges and universities sponsored by the Motion Picture Association of America and the major motion picture companies. The language newsreels are made available through the cooperation of 20th Century-Fox Movietone News and are produced with their technical facilities.

Languages now offered are English, French, German, Italian, Russian and Spanish. Other languages will be added according to the demand.

## Kansas City Schools To Have Own TV Station

The Kansas City School District, whose educational telecasts have been carried by the city's three commercial stations for the past three years, soon will operate its own TV outlet, KCS-D-TV.

J. Glenn Travis, administrative assistant to the superintendent of schools



and head of the educational TV study, said the new station's educational telecasts will be available to all of the district's 68,000 students. Channel 19 will begin operating with 4½ hours of programming per day and will build to seven hours daily, according to the projected schedule.

The district has used television in its school system since 1957 when KCMO-TV made air time available to telecast fifth grade Geography of Asia. With television receivers borrowed from local distributors, the telecasts were piped to about half the 80 schools.

KCSD-TV studios will occupy the 11th floor of the new public library-school administration building in Kansas City. Receiving units will be installed in all elementary and secondary schools in the district.

Railroaders in New Delhi, India, study American railroad operations through use of a recently produced Illinois Central Railroad motion picture titled *Block Signal, Centralized Traffic Control and Interlocking Rules*. The motion picture is being loaned to the Indian Railroads under the auspices of The International Cooperation Administration, an American foreign assistance agency.

## EFLA Announces Three Meetings For November

The Educational Film Library Association has announced three regional meetings to be attended by its national membership during November. Emily S. Jones, administrative director of EFLA, reports that all three meetings will feature screenings of new films of unusual interest, as well as demonstrations, conferences and discussion sessions.

The Eastern regional meeting will be held November 3-4 at the Carnegie International Center in New York City under the joint sponsorship of EFLA and the New York Film Council. The Central regional meeting is scheduled for November 10-12 at the Pick-Fort Shelby Hotel in Detroit. Presiding chairman will be James Limbacher of the Dearborn Public Library. The Western regional meeting will be in session November 18-19 in Tucson on the campus of the University of Arizona, under the chairmanship of Mrs. Venice M. Lindsay, of the A-V Center of the University.

## U. of Wisconsin Opens New Long Distance TV Course

A new long distance closed circuit TV course in electrical engineering is underway at the studios of WHA-TV on the University of Wisconsin campus. Three classes of students meeting simultaneously, two in Milwaukee and one in Madison, are enrolled in the pioneering TV course.

The UW has experimented with closed circuit TV classes previously, but only between buildings on the Madison campus.

The students in the three widely separated classes will see and hear Prof. Wayne Swift, of the UW electrical engineering department, lecture in the course. Through the use of "audio

(Continued on page 576)

### The KEYSTONE Standard Overhead Projector is available for purchase under the

## National Defense Education Act

The Keystone Standard Overhead Projector is designed for the projection of Transparencies, Standard (3¼" x 4") Lantern Slides, Polaroid Slides, and Hand-made Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2¼" Slides, Strip Film, and Microscopic Slides.

It is useful—

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.



Write for Further Information or a Demonstration by our Local Representative.  
KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

# TEACHERS ARE LOYAL TO CURRICULUM CORRELATED CORONET FILMS



Why are Coronet Films  
invariably the choice  
when teachers are  
concerned with film selection?

The skilled teacher—thoroughly familiar with the curriculum and highly sensitive to classroom needs—is constantly searching for supplementary materials to enrich each unit of instruction.

The main requirement is that these materials meet the needs of the modern curriculum and that they not only complement, but also extend and clarify the textbook... the basic teaching tool in the classroom. The teacher is quick to recognize that Coronet films do exactly this... that they reflect the curriculum precisely as she knows it from her day-to-day classroom experience.

Why do Coronet films have this instantly recognizable quality?... because for twenty years their production has been governed by a single aim: to make only those films which truly correlate with the course of study and the textbooks which are used most widely.

*To become better acquainted with Coronet films for classroom use, simply select preview prints of your choice from the current catalogue of nearly 1,000 Coronet films. For detailed information on the extent to which Coronet films correlate with the curriculum, write for a handsome, new chart which outlines the exact relationship between more than 100 Coronet science films and 30 leading textbooks used widely in grades 4, 5, and 6. Ask for "Intermediate Science Chart."*

## CORONET FILMS



DEPT. ES-110 CORONET BUILDING . CHICAGO 1, ILLINOIS

talk-back" on the closed TV circuit, the students will have the opportunity to question their professor and hear their answers immediately.

Of the three classes, the one on the UW's Madison campus will be only a few hundred feet from the WHA-TV studios, in the University's Education Building. The two classes in Milwaukee will be 80 miles away, one on the UW-M downtown campus and the other in the A-C Sparkplug plant at Oak Creek outside of Milwaukee.

**Illinois School For Blind Using Recordings of Texts**

Blind people are now using recordings of high school and college texts.

The recordings, called "talking textbooks," are being used for the third successive year by the Hadley School for the Blind, a correspondence institution for the blind located in Winnetka, Ill. According to Donald W. Hathaway, the school's executive director, the recorded texts help the student learn faster, better, and with more rapport with the instructor.

"Currently 150 blind students out of the total enrollment of 1,500 are using the recordings," Hathaway said. "Within ten years, we expect half our enrollment to be using records instead

*(Continued on page 578)*



An Argus direct wire television camera, donated by Photo & Sound Company, San Francisco, to the S. S. Hope, will be used to train medical students overseas. Dr. Paul E. Spangler, senior medical officer aboard the mercy ship shows off the equipment to nurses Alice Campion, Waterbury, Conn., Theresa Campbell, San Francisco; and Florence Mudge, Escondido, Calif. The closed circuit TV equipment included three viewers and necessary cable and wiring.

**FOR COMPLETE DEMONSTRATION OF THE**

# PR-10

**SEE YOUR AMPEX PROFESSIONAL DEALER**

- ALABAMA**  
BIRMINGHAM  
Ack Radio Supply Co.  
3101 - 4th Avenue So.
- ARIZONA**  
PHOENIX  
Bruce's World of Sound  
2711 E. Indian School Rd.
- CALIFORNIA**  
EL MONTE  
Audio Supply  
543 So. Tyler Ave.  
FRESNO  
Tingey Co.  
847 Divisadero St.  
HOLLYWOOD  
Franklin Electronics  
1130 El Centro St.  
Raike Co.  
849 No. Highland Ave.  
LONG BEACH  
Scott Audio Co.  
266 Alamitos St.  
LOS ALTOS  
Audio Center, Inc.  
293 State St.  
LOS ANGELES  
Arco Electronics  
111 So. Vermont Ave.  
California Sound  
310 No. Hoover St.  
Craig Corporation  
3410 So. La Cienega Blvd.  
Kierulff Sound Corp.  
1015 So. Figueroa St.  
Magnetic Recorders Co.  
7120 Melrose Ave.  
PALO ALTO  
Mardix Co.  
2115 El Camino Real  
SACRAMENTO  
McCurry Co.  
8th & I St.  
SAN DIEGO  
Radio Parts Co.  
2060 India St.  
SAN FRANCISCO  
Magnetic Recorders Inc.  
1081 Mission St.  
SAUGUS  
Sylmar Electronics  
26000 Bouquet Canyon Rd.
- COLORADO**  
DENVER  
Davis Audio Visual Inc.  
2149 So. Grape  
Electric Accessories  
1260 Blake
- CONNECTICUT**  
NEW HAVEN  
Radio Shack Corporation  
230 Crown St.
- DISTRICT OF COLUMBIA**  
WASHINGTON  
Shrader Sound, Inc.  
2803 M Street, N.W.  
Wilson Gill, Inc.  
1 Thomas Circle, N.W.
- FLORIDA**  
INDIALANTIC  
McHose Music  
145 Fifth Ave.  
JACKSONVILLE  
Fidelity Sound Inc.  
1427 Landon Ave.  
Southeast Audio Co.  
1125 Roselle St.  
MIAMI  
East Coast Radio of Miami  
1900 N. W. Miami Ct., N.W.  
Flagler Radio Co.  
1068 W. Flagler St.
- GEORGIA**  
ATLANTA  
Ack Radio Supply Co.  
331 Luckie St., N.W.  
Electronic Equipment Inc.  
526 Plaster Ave., N.E.
- HAWAII**  
HONOLULU  
John J. Harding Co., Ltd.  
1514 Kona St.  
Precision Radio Co.  
1160 So. King St.
- ILLINOIS**  
CHICAGO  
Alfred Radio Company  
100 N. Western Ave.  
Fried's Incorporated  
3801 W. 26th St.  
Newark Electronics Corporation  
223 W. Madison St.  
QUINCY  
Gates Radio Company  
123 Hampshire
- INDIANA**  
INDIANAPOLIS  
Radio Distributing Company  
814 N. Senate  
SOUTH BEND  
Colfax Company, Incorporated  
747 S. Michigan
- IOWA**  
CEDAR RAPIDS  
Collins Radio Company  
5200 C Avenue
- LOUISIANA**  
BATON ROUGE  
Southern Radio Supply Co.  
1112 North Blvd.  
NEW ORLEANS  
South Radio Supply Co  
1909 Tulane Ave.
- MARYLAND**  
BALTIMORE  
High Fidelity House  
512 Roland Ave.
- MASSACHUSETTS**  
BOSTON  
De Mambro Radio Supply  
1095 Commonwealth Ave.  
Radio Shack Corporation  
730 Commonwealth Ave.  
CAMBRIDGE  
Hi Fi Lab  
1071 Massachusetts Ave.  
NEEDHAM HEIGHTS  
Industrial Electronic Supply  
150 A Street  
SPRINGFIELD  
Del Padre Supply Co.  
999 Worthington St.  
WELLESLEY  
Music Box  
58 Central Ave.  
WORCESTER  
De Mambro Radio Supply  
222 Summer St
- MICHIGAN**  
ANN ARBOR  
Wedemeyer Electronic Supply  
215 N. 4th Ave.  
DETROIT  
K-L Laboratories, Inc.  
7375 Woodward Ave.
- MINNESOTA**  
MINNEAPOLIS  
Lew Bonn Company  
1211 LaSalle Ave.
- MISSOURI**  
KANSAS CITY  
B-A Hi Fidelity  
301 East 55th St.  
Burstein-Applebee Company  
1012 McGee St.
- NEBRASKA**  
OMAHA  
House of Hi Fi  
462B Dodge St.
- NEVADA**  
LAS VEGAS  
Rugar Electronics  
517 Tumbleweed Lane
- NEW JERSEY**  
CAMDEN  
Radio Electric Service Co.  
of New Jersey  
513 Cooper St.  
PATERSON  
Magnetic Recording Co.  
344 Main St.
- NEW MEXICO**  
SANTA FE  
Sanders & Associates  
70 West Marcy St.
- NEW YORK**  
BUFFALO  
Buffalo Audio Center  
161 Genesee St.  
NEW YORK CITY  
Camera Equipment Co.  
315 West 43rd St.  
Harvey Radio Co.  
103 West 43rd St.  
Lang Electronics  
507 Fifth Ave.  
Sonocract Corp.  
115 West 45th St.  
Visual Electronics  
356 West 40th St.  
ROCHESTER  
Rochester Radio Supply  
600 East Main St.  
SYRACUSE  
W. G. Brown Sound  
521 East Washington St.
- TUCKAHOE**  
Boynton Studio  
10 Pennsylvania Ave.
- NORTH CAROLINA**  
WINSTON-SALEM  
Dalton-Hage Incorporated  
938 Burke St.
- OHIO**  
CINCINNATI  
Customcrafters Audio, Inc.  
2259 Gilbert Ave.  
COLUMBUS  
Electronic Supply Corporation  
134 E. Long St.  
DAYTON  
Custom Electronics Incorporated  
1918 S. Brown St.  
Sreppo, Incorporated  
314 Leo St.
- TOLEDO**  
Warren Radio  
1002 Adams St.
- OKLAHOMA**  
NORMAN  
Thomson Sound Systems  
315 W. Boyd
- OREGON**  
SALEM  
Cecil Farnes Co.  
440 Church N. E.
- PENNSYLVANIA**  
PHILADELPHIA  
Austin Electronics Inc.  
1421 Walnut St.  
Radio Electric Service Co. of Pa.  
7th and Arch Sts.  
ROSLYN  
Grove Enterprises  
1383 Easton Rd.
- RHODE ISLAND**  
PROVIDENCE  
De Mambro Radio Supply  
1292 Westminister St.
- SOUTH CAROLINA**  
COLUMBIA  
Dixie Radio Supply Co.  
1700 Laurel St.
- SOUTH DAKOTA**  
SIOUX FALLS  
Warren Supply Co. of So. Dakota  
115 S. Indiana Ave.
- TENNESSEE**  
MEMPHIS  
W & W Distributing Co.  
644 Madison Ave.  
NASHVILLE  
Nicholson's High Fidelity Center  
113 - 19th Avenue So.
- TEXAS**  
ARLINGTON  
Audio Acoustic Equipment Co.  
130 Fairview Drive  
DALLAS  
Audio Acoustic Equipment Co.  
5645 N. Central Expressway  
EL PASO  
Sanders & Associates  
1225 East Yandall St.  
HOUSTON  
Busacker Electronic Systems Inc.  
1216 W. Clay St.  
Gates Radio Co.  
2700 Polk Ave.  
MIDLAND  
Midland Camera Co.  
317 N. Colorado St.  
SAN ANTONIO  
Modern Electronics Co.  
2000 Broadway
- UTAH**  
SALT LAKE CITY  
Standard Supply Co.  
225 E. 8th Street South
- VIRGINIA**  
NORFOLK - RICHMOND - ROANOKE  
Radio Supply Co. Inc.  
RICHMOND  
J. M. Stackhouse Co.  
5803 Patterson Ave.
- WASHINGTON**  
SEATTLE  
Electrafit, Incorporated  
1408 - 6th Ave.  
Western Electronics Supply Co.  
717 Dexter St.  
SPOKANE  
20th Century Sales Inc.  
West 1621 First Ave.
- WISCONSIN**  
MILWAUKEE  
Beacon Electronics Division  
715 N. Milwaukee St.  
Steffen Electro Art Company  
5101 W. Lisbon

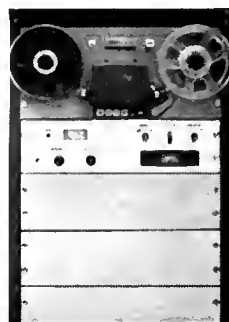
AUDIO PRODUCTS DIVISION  
**AMPEX PROFESSIONAL PRODUCTS COMPANY**  
 934 Charter Street • Redwood City, California



# ALL NEW FROM AMPEX

*In sound quality, in operating principle and in features, this is the compact professional recorder that will set the standards for all others. New in every detail and Ampex throughout, the PR-10 is all you expect of the name. It is a worthy companion of the big Ampex recorders that make the master tapes of nearly all the recorded performances sold in the world today. To a heritage of excellence, the PR-10 adds the completely new electrodynamic frictionless tape handling system that makes possible studio-quality performance in a compact machine. Your dealer has it. See it operate soon.*

**FEATURES AND ESSENTIAL DATA** PR-10-2 stereo/monophonic model records and plays back stereo-  
phonic, monophonic, sound-on-sound, cue-track, selective track and mixed or unmixed two-microphone sound • PR-10-1  
monophonic available full track or half track • Pushbutton controls of professional relay-solenoid type • Full remote control  
provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact  
electronics • Professional monitoring includes A-B switches, VU meters, phone jacks and output circuits • Separate erase,  
record and play heads • 4-track stereo playback optional on open fourth head position • Two speeds with options: 15 and  
7½ ips or 7½ and 3¾ ips • Hysteresis synchronous motor • Electrodynamic tape handling for lowest flutter ever in a  
portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack  
mount • Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders.



## PR-10



Complete descriptive literature available from Ampex. Write Dept. ES-1

AMPEX PROFESSIONAL PRODUCTS COMPANY • AUDIO PRODUCTS DIVISION • 934 Charter St. • Redwood City, Calif.

of Braille texts." He pointed out that of the 370,000 blind persons in the U.S., only 12,000 read Braille. Hence recordings can reach many more blind persons than Braille can.

### "Continental Classroom" To Offer Math In 1960-61

Mathematics will be offered on "Continental Classroom" during 1960-61 over the NBC network. This will be sponsored by the Learning Resources Institute in cooperation with the Conference Board of the Mathematical Sciences and NBC. The course, entitled Contemporary Mathematics, will offer Modern Algebra during the first semester and Probability and Statistics during the second semester.

Professor John L. Kelley, head of the mathematics department of the University of California will teach the first semester and Professor Frederick Mosteller, chairman of the Department of Statistics of Harvard University, will offer the second semester. These courses will be broadcast Monday through Friday 6:30 to 7:00 a.m. for graduate students and Monday, Wednesday and Friday for undergrads.

### "Cinema 16" to Present Varied Film Offerings

Cinema 16, America's largest film society, will present 16 programs of new features, international prize winners and rarely seen classics during its forthcoming 14th season, opening October 23rd. The fare will include a festival of prizewinning films from France, two programs presented in cooperation with Unifrance, featuring more than 20 prizewinners not previously seen in the U.S., including *Simenon*, first documentary of the famed novelist, showing his unorthodox work habits.

Cinema 16's performances are presented at two of New York's well-known art theatres, the Beekman and the Murray Hill; and at the Fashion Industries Auditorium.

### New Math Teaching System To Undergo Test Program

One of the largest test programs ever conducted to evaluate a new educational system was described to 57 top educators from 35 states and Canada during a two-day conference August 26-27 at Hollins College, Roanoke, Va.

The session was convened to discuss a proposed new method for teaching mathematics. The unique system, based on a series of specially designed "programs," was explained to state math directors, education supervisors and teachers by officials of Encyclopaedia Britannica Films and Hollins College, which will administer the project jointly.

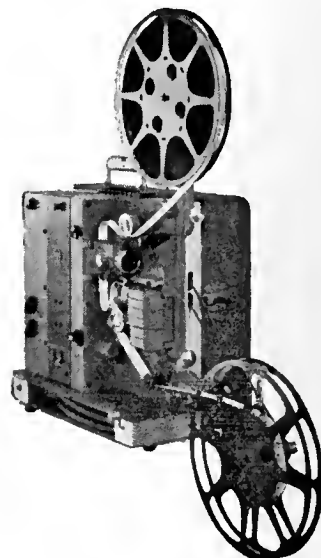
Dr. E. W. Rushton, superintendent of schools in Roanoke, said that the city's participation in the testing program, to be held in five U.S. cities beginning in September, grew out of a decision last year to relate high school instruction techniques to college teaching practices.

To expedite this pioneering effort, Dr. Rushton said, the school system enlisted the cooperation of the Roanoke school board, children selected for the special program and the teacher and principal of the school in which the 1960 test was conducted.

### Two AV Books Available

Educational Screen has a limited supply of two volumes, *Picture Values in Education*, and *Comparative Effectiveness of Some Visual Aids in Seventh Grade Instruction*, both by Joseph J. Weber. One or both are available upon written request at a cost of one dollar each to cover postage and handling.

## Good reasons for RCA projector popularity!



- "Life-Tested\*"—your assurance of projector quality!
- Easiest, fastest threading in the 16mm field!
- Whisper-quiet operation!
- Powerful 1200-watt lamp—throws 20% more light on screen!
- Built-in lubrication!
- Pressure guides are the "softest touch" in film handling!
- Nylon film pressure shoe—lasts 2 to 3 times longer!
- Superior sound reproduction!
- Longer operating life; minimum maintenance!

\*Rigid endurance standards have been set for RCA "LIFE-TESTED" Projectors. Individual components as well as finished projectors are subjected to continuous testing to evaluate the durability and efficiency of all operating parts. "LIFE-TESTED" at RCA means better, more reliable performance from RCA Projectors.



**RADIO CORPORATION OF AMERICA**

AUDIO-VISUAL PRODUCTS • CAMDEN 2, N.J.

## Teaching Science in the Elementary School

New filmstrips in color with recordings and helpful guides for in-service teacher training. Actual science experiences in elementary schools alert teachers to many new opportunities. By Helen Heffernan, Chief of the Bureau of Elementary Education, State of California, and Lovelle Downing, Curriculum Director, Modesto City Schools.

### Kindergarten: The World is So Full of a Number of Things

Stimulates an awareness of the richness of science experiences to be found within the environment of five year olds.

### Primary: All About Milk

Experiencing science through several first hand study trips with classroom follow-ups and experimentation.

### Primary: Science in Our Dolly Breed

A creative teacher of seven and eight year olds demonstrates the scientific teaching method as well as the use of the wide variety of science content.

### Intermediate: Science in the Magic Story of Water

Suggestions on how science learnings from a planned environment can be deepened by using books, audio-visuals, maps and other media. Sequences cover major water problems.

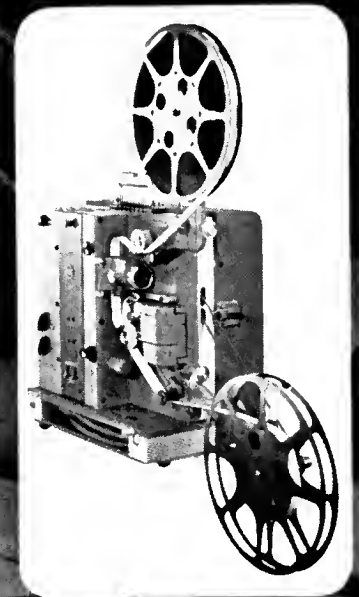
Write now for descriptive brochure!

**Long FILMSLIDE SERVICE**  
7505 Fairmount Ave., El Cerrito 8, Calif



Another reason  
to go RCA!

# THREAD-EASY FILM PATH



## ...EASIEST TO THREAD, SIMPLEST TO OPERATE

Almost anybody can thread an RCA "Life-Tested"\* 16mm Projector in less than 30 seconds. Its exclusive Thread-Easy film path is the simplest and most direct in the 16mm field. Even amateurs can screen every show with professional-like ease.

RCA engineers continually search for new ways to make RCA projectors even longer-lasting and easier to operate. As new ideas are proved valuable, they become part of RCA Projector design.

For example, the latest "Life-Tested" Projectors incorporate a nylon film pressure shoe which is kinder to film, quieter operating and so durable that it probably will not require replacing during the normal lifetime of the projector. New, too, is a one-piece, precision tooled intermittent cam and gear which replaces a 3-part assembly. A new claw design accommodates new or old film with equal facility and reduces film handling noise to a hush. Like most changes, these are not readily visible, but are

contributing substantially to the smooth operation and dependable performance you expect from RCA Projectors. This is the important kind of design change, the kind that keeps RCA Projectors always ahead in 16mm.

Competitive comparisons have sold thousands of RCA Projectors. Make your own . . . you'll go RCA!

*Your RCA Audio-Visual Dealer has full details on RCA "Life-Tested" Projectors and other electronic aids to education. Look for his number under "Motion Picture Equipment and Supplies" in your Classified Directory. He will be glad to come to your school to give you a demonstration.*



## **RADIO CORPORATION of AMERICA**

AUDIO-VISUAL PRODUCTS • CAMDEN 2, N. J.

# 400 Hear Experts, Attend Workshops At Fall Meeting Of Illinois AV Assn.

There was "something for everyone" at the fall meeting of the Illinois Audiovisual Association, held at the Aurora (East) High School, in Aurora Sept. 29-Oct. 1.

Schools were closed to permit all teachers to attend this specifically audiovisual education institute, and more than 300 Aurora teachers mingled with another hundred or more members of IAVA from all over the state.

The opening general assembly, chaired by Dr. Robert Campbell, director of instruction and curriculum of the Aurora schools, featured an all-out endorsement of modern teaching tools and methods in the opening address by Superintendent Norman S. Greene. He left no doubt about his high regard for the professional competencies of the audiovisual education specialist, on whom he counted, he said, for "sane and sound counsel" in advance-

ing the techniques and resources of teaching.

Three other addresses comprised the morning program. Dr. Maurice Mitchell, president of Encyclopaedia Bri-

tannica Films, spoke on "New Teaching Tools for the New World"; Alvin B. Roberts, AV director at Western Illinois University, gave a color-slide lecture on "Global Observations and



Dr. V. B. Kamath of Bombay, India, and teachers Benlah Bennett, W. Sherwood, Dorothy Everson, Blanche Benton.



Mr. E. Petersen, educational aids service, Aurora Public Schools, and "The Use of Instruments in Teaching Reading."



**"FIBERBILT" CASES**  
"THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this  
Trade Mark

Your Assurance  
of "Finest Quality"



For 16mm Film—  
400' to 2000' Reels  
Sold by All Leading Dealers

Impressions on Education"; and Dr. V. B. Lamath, University of Bombay, talked on "The Philippines, Japan and India."

During the mid-morning and luncheon intermissions and again at the close of the afternoon sessions an extensive commercial display of equipment and materials drew excellent attendance.

Most of the afternoon was taken up by 19 different workshops in as many classrooms. Five of the 23 demonstrators in charge of these workshops were commercial men, seven were classroom teachers, six were supervisory personnel in active service in the Aurora system, and five were visiting AV "experts" attending the state meeting.

Elizabeth Bloss, local AV director, and chairman of the committee that planned the meeting, had selected the workshop topics specifically requested by the teachers in her system. There were demonstrations of audiovisual techniques in subject areas ranging from art through zoology.

The two evening and the Saturday morning sessions, held at a downtown hotel, were attended mainly by the hundred or more IAVA members. The first of these, on Thursday, featured separate sessions for four professional interest groups—college-university, secondary-elementary, library, and industry. The latter, meeting as a separate professional group for the first time, worked out a most promising program of active service in support of the educators' activities.

The Friday evening session was a "What's New" report by William F. Kruse, visualized on an opaque projector and a 6-foot screen. The report covered 8mm sound-on-film, videotape and stratovision, thermoplastic tape, sound-on-filmstrip, and tutoring machines. The report on the last named was supplemented by James Brown, representing the Rheem-Califone Corporation.

At its business meeting IAVA adopted a proposal by DuPage County superintendent Roy DeShane to promote the formation of intermediate school district activity in AV, special education and similar cooperative programs. Continuation of the AV Education Forum in conjunction with NAVA was voted, and Tom Boardman, University of Illinois, and William F. Kruse were named as co-chairmen. Newly elected to the executive committee are Norma Bartz, AV director at Niles Township High School; Loren H. Allen, librarian at Peoria Heights; and Mary L. Mainwaring, AV Center head, Chicago Teachers College.

*Even in classrooms sunshine bright...*



## AO's NEW OVERHEAD DELINEASCOPE

*gives the clearest image you've ever seen!*

This revolutionary new overhead projector, by American Optical Company, was developed around a powerful 1000 watt light source to give you the brightest... biggest projected screen image you've ever seen. Even the extreme corners are sharp and clear because a specially designed Fresnel lens affords perfectly balanced illumination to every square inch of screen area.

This precision teaching instrument will project all the line, form and color of a 10" x 10" transparency up to a huge 177 sq. ft. screen image... in crisp, accurate detail.

You'll enjoy using this instrument because you face your class at all times... observe every movement and expression of subject reception and understanding.

AO's Overhead Delineascope helps give your program an unlimited flexibility that is not possible with any other AV medium. You can emphasize or dramatize by adding to your prepared teaching material on-the-spot.

You'll want to see all the new, exclusive features that make this instrument a practical investment in creative teaching. Your AO Salesman or Audio-Visual Dealer will be happy to arrange a demonstration at your convenience.

American Optical  
Company



INSTRUMENT DIVISION, BUFFALO 11, NEW YORK

Dept. M241

Please send complete information on AO's New Overhead Delineascope.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

IN CANADA write — American Optical Company Canada Ltd., Box 40, Terminal A, Toronto, Ontario

# Concern For A Dynamic Image

*Paul C. Reed*

Ever since the advent of projected pictures, the visual education specialist has been concerned about images. He wants the picture on the screen to be bright and clear. He wants to get the image there at the precise time the teacher needs it. He wants the image to resemble reality as closely as possible. He is really concerned about the quality of the image—the one on the projection screen. But what about the image he projects of himself as an audiovisual educator?

Should the audiovisual specialist be concerned about his own image? Should he care what others think his job is or should be? A public image is something a politician worries about because this influences elections. Great corporations must be concerned about images because this makes the difference between profits and more profits. The lawyer, the doctor, the artist, the teacher, and other professionals must be concerned about their images because this determines their prestige, their self-esteem, and their incomes, too.

Audiovisual educators must also be concerned about their own image because not only does this determine the kind of job they will do, but it may even determine their survival. For the audiovisual educator, the "public image" isn't important. But the image he holds of himself is. And his image as perceived by his supervisors and superintendents will determine whether or not this educational specialist is needed to meet education's needs today and tomorrow.

If the audiovisual specialist is going to survive in an age when continuing technological advances promise perpetual revolutions in the speed and methods of communication, he must create an image worth surviving. Furthermore, this image of the modern audiovisual or technological specialist, more than that of any other educator, must be a dynamic one, geared to the future of education.

Creating this dynamic image is not a task for the professional image makers. Madison Avenue and the PR boys may be needed later, but this isn't a first step. Nor can the creation of new dynamic images be left to the professional organizations, the conferences, and the professional magazines. These can only help.

The creation of the image is the task of the individual. In the audiovisual field, the creation of a dynamic image capable of surviving must be the concern and responsibility of every single person claiming audiovisual communication as his specialty. Everything he is and does on the job will contribute to that image. But a dynamic image cannot be created from a tintype character on a treadmill.

If a dynamic image is to exist and persist, the reality of the audiovisual specialist at work must disclose an educator more concerned with the ends of education than the means. He must be more able to create an idea than a photograph; more able to sense the significance of new equipment than to lift it; more interested in the use of a machine than in oiling it. He should be more interested in the film than in the machine that projects it; more interested in the picture than the substance upon which it's printed; more concerned with what happens to the mind that is learning than in anything else.

Back in the thirties, I knew personally and watched despairingly as an educator who had been a dynamic leader in the visual field finished out his educational career decrying the newfangled motion picture and declaiming the solid merits of the 3¼x4 lantern slide. Throughout the fifties some audiovisual educators kept hurling invectives hoping to bar television from their exclusive audiovisual worlds. Today there are "educators" responding to the challenge of startling new devices for the communication of knowledge and ideas by expounding learnedly that machines cannot replace teachers!

All we can say is that we hope sincerely that everyone in this field can become a little more concerned with the image he holds of himself as an audiovisual educator, and that he concern himself with developing the kind of dynamic image that will serve today's needs and the challenge of the future.

**Kodak**  
TRADE MARK

**“... quiet order helps our students concentrate—  
our Pageant Projectors help maintain this quiet.”**

*Says O. U. Johansen,  
Principal at the new  
Riverview Senior High  
School, Sarasota, Florida,  
selected by A.A.S.A. for  
its exhibit of outstanding  
school designs:*

“It’s an old problem:

“You’re showing a movie in one classroom. The sound must be loud enough for that class to hear, but not so loud as to spill over into other nearby classes.

“We feel that our Kodak Pageant Projector has contributed measurably toward our maintaining this school’s atmosphere of quiet order, so essential to a serious student’s concentration.

“Our Kodak Pageant Projector *operates so quietly, we don’t have to turn up the volume to drown out machine noises.*

“Since the Pageant has a good audio system, the entire class can hear the sound clearly without effort, even though volume levels are kept low.”

*If you’re not at the movie, you don’t have to listen to it . . . an important point to keep in mind. Your Kodak A-V dealer will demonstrate how quietly the Kodak Pageant Projector operates, and how efficiently it meets many other common A-V requirements. Call him or write for Pageant Bulletin V3-22—no obligation either way, of course.*

*Kodak Pageant Projector*

**EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**



# The Audiovisual Wall

by Charles A. Huff

ONE of the likeliest of reasons for non participation in Audiovisual teaching is the unavailability and inaccessibility of AV equipment and materials. Often a teacher will forego the use of a tape recorder, motion picture projector or slide projector rather than go to the trouble of obtaining them from a locked cabinet on another floor, risking a schedule conflict with other faculty members, or tolerating the interrupting commotion which it entails. Add to these the necessities of extensive bother in obtaining films and tapes, inadequate fabricating areas and materials, and the irritation of malfunctioning equipment due to the neglect of previous operators. It is no small wonder that some teachers think "it just isn't worth it."

Many of these problems can be eliminated with the installation of a common multi-purpose audiovisual wall between two adjacent classrooms. In this wall would be incorporated all the audiovisual equipment needed for the two classrooms and it would be available at a moment's notice. The wall should be accessible from both sides, and equipment, particularly projectors, should be mounted on swivel bases so that either room could use the facilities. This swivel arrangement could be further improved by the use of sound proofed enclosures to reduce projection noises and insure the absence of classroom disturbance to the adjoining rooms. Sliding panels are the safest and most desirable means of opening these enclosures as they will not protrude into the room.

Others would have their own ideas as to what should be included in the AV wall, according to teaching purposes and funds available. However the wall itself would probably be the least expensive, particularly in new construction, and could be planned with allowance for future equipment as funds become available. It is possible that some teachers might be interested in making "professional" investments in their own AV equipment, especially since they will have

exclusive use of the equipment. Some items which should be considered in any case are: slide and motion projectors, tape recorder, television set, headsets, a materials fabricating and repair table, and storage drawers and shelves. More bulky equipment such as opaque and overhead projectors might be more advantageously stored elsewhere.

The audiovisual wall should be adequately wired, with its own circuit and a circuit breaker box for maximum protection. Each swivel based shelf could be equipped with its own outlet and wired to allow freedom of movement. A master switch on each side of the wall would be feasible as it might be desirable to keep most equipment constantly set-up, plugged in and ready to go. Also, it may prove advantageous and economical to wire all audio equipment to a single high fidelity speaker at the front of each room. A multiple use amplifier could be a further economical measure.

*Projectors.* Film and slide projectors should be located close to the inside corner of the wall to take advantage of the projection angle to the opposite corner of the room. The supporting shelves should be revolving and should be high enough to project over all obstacles. The enclosure for the film projector should be large enough to allow the projector to revolve with the extension arms and reels connected. This would make it possible to thread the machine without requiring the operator to lift it from the shelf, merely swinging it parallel to the wall.

*Tape Recorder* A tape recorder and a record player could also be included in the wall. However, if a choice must be made a tape recorder would be more versatile. Locally produced tapes are inexpensive and can be easily adapted to filmstrips or film slides.

*Head-sets* One might want part of the wall devoted to a pull-down counter shelf behind which could be found ear phone head-sets con-

ected to the tape recorder or record player. This feature could be utilized in drill work, make up work, or any class where individual help is desirable. The tapes could be teacher-made and would release the teacher for other duties.

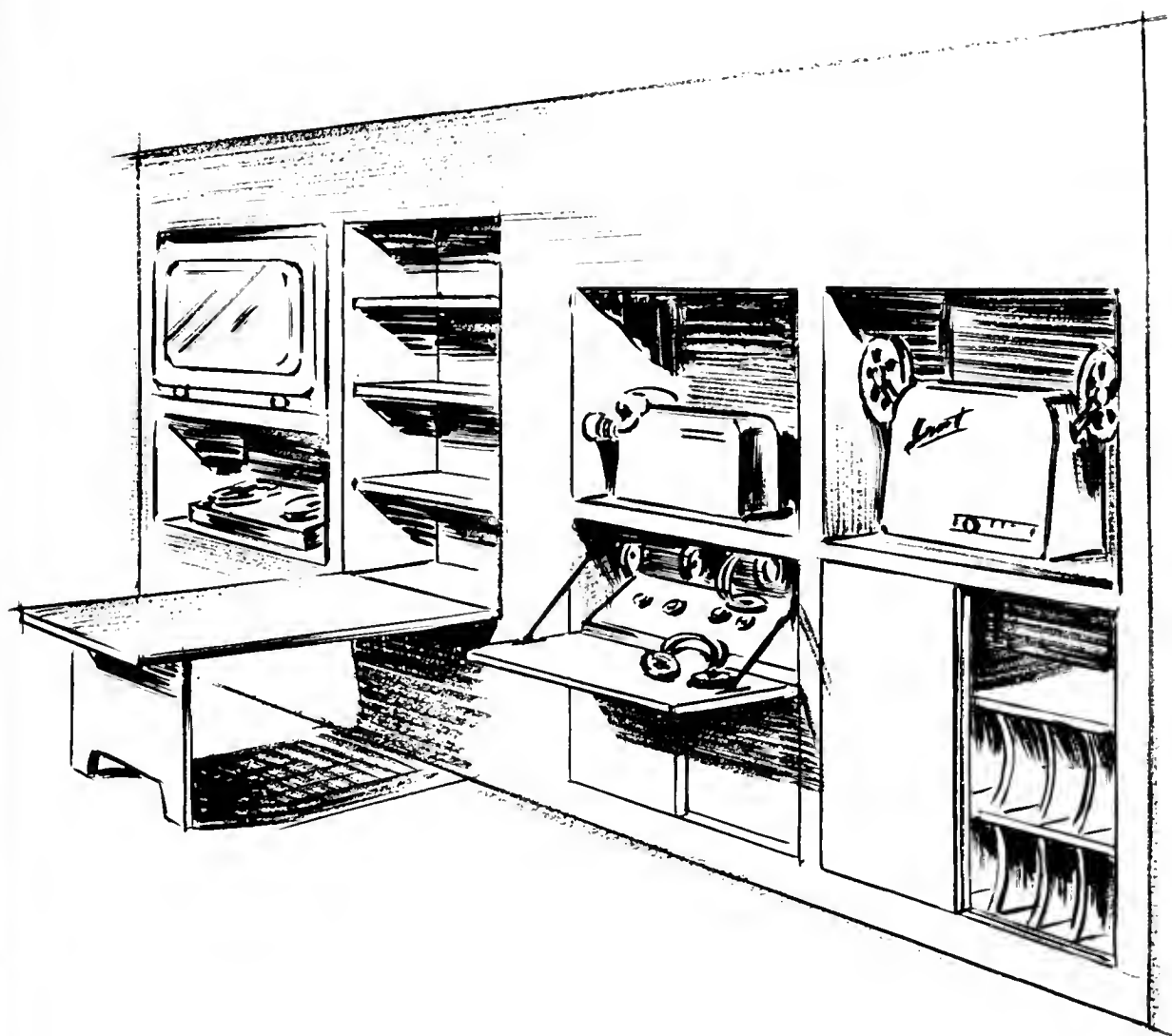
**Television** The television set would be a welcome addition to the AV wall and is now becoming a fairly inexpensive item. Although it might be more desirable to have a separate set in each classroom, especially if the school is equipped for a closed circuit, one set here could serve two rooms. On-the-spot coverage reports and educational programs are becoming increasingly available during school hours.

**Material Fabricating and Repair Table** One section of the audio-visual wall should have drop tables on both sides with two way storage drawers and shelves between. These areas would be well stocked with necessary materials and

tools for fabricating filmstrips, overhead transparencies, bulletin boards or any other teaching materials. Also provision could be made for an installation to handle minor repairs such as film and tape splicing and maintenance of equipment which a teacher can perform, thus avoiding delays and postponements.

**Storage** Easily accessible storage shelves and drawers will increase the use of audiovisual materials. Adequate security of the storage facilities might encourage more teachers to buy and make better materials. Of course all school owned films and tapes could not be "hidden" in classrooms but privately owned materials and those applicable exclusively to a given classroom could be effectively kept in that classroom. Special shallow drawers for filmstrips and record shelves for film cans would be convenient and efficient when categorizing and using the materials.

*(Below is an artist's representation of Mr. Huff's wall)*





# “Do-It-Yourself” Language Lab

by Robert Wiseman

**I**N the past few years language laboratories have been one of the leading conversational topics among audiovisual educators, foreign language teachers, and manufacturers. From the various methods that have been developed for the teaching of a foreign language have come a number of different language laboratories. All of these language laboratories are basically one of four types, the individual listening, the group listening, the group and/or individual listen-response, and the individual listen and recorded response. Although there may be various other methods these methods are basic to all language laboratories.

All have some value in the teaching of foreign language but the method that seems to offer the greatest number of advantages and the greatest amount of versatility is the individual listen and recorded response. This method gives the student an opportunity of working at his own speed. It also permits the student to analyze carefully a spoken word or phrase and then to record it on tape for self-comparison with original pronunciation and intonation.

With this system the teacher may evaluate each student's progress and offer assistance when it is needed. It is also possible to add a monitoring circuit which will enable the teacher to listen to individual students while they are working on an assignment. With the addition of still another circuit, it is possible for the teacher to talk directly with the student and to give help through individual instruction in the difficult phases of learning a foreign language.

It seems obvious that the individual listen and recorded response language laboratory described above offers many advantages over the other systems which usually consist of a tape player or record player terminating into a varying number of earphones. Through these earphones the students may listen only to the master recording or listen and repeat after the recording. Their response may be connected to the set of earphones by means of a microphone so that they may hear their response more clearly.

It is evident that a group listening system, such as this, has many disadvantages. One is that all students who are listening must progress with the other students in order to prevent disruption of the group. Since all students do not advance or learn at the same rate of speed, the slow learners may miss a certain amount of vital information. On the other hand, if the faster learners are



required to slow their pace, there is danger of them becoming disinterested. Another disadvantage is that the student in a group listening situation cannot give a response to what he hears; or if he is permitted to respond, he has no method of comparing his own response with that of the recorded master.

The advantages offered by the individual listen-record response (IL-RR) seem to outweigh those of the other systems because the IL-RR system properly designed and set up can offer anything that the other systems are designed to do in addition to providing an individual speed and self-evaluation system.

It would seem that the IL-RR system is versatile enough for most foreign language teachers; therefore, when a school system plans the installation of a language laboratory, it should consider only the IL-RR system. This would be the ideal, but such a system at the present time is a very costly installation, so costly, indeed, that most schools do not permit such an expenditure of money. It is not uncommon to hear quotes for the installation of a 20-student laboratory in excess of \$15,000. This amount eliminates all but the wealthier schools. With this figure far in excess of their allotted budgets, the smaller schools are left out entirely. The purpose of this article is to help schools develop a language laboratory that is in keeping with the teaching trend of foreign language and with modest budgets.

#### Availability of Equipment

In attempting to determine the possibility of setting up an IL-RR system at a reasonable cost and on an "add-on" basis, it was necessary to investigate the features of available equipment. The first necessary piece of equipment was a small, lightweight tape recorder. Such a tape recorder must possess certain features to be

adapted to such a system. The following features were necessary for such an adaptation: single channel record—two channel playback (stereo) also, changeable to four track stereo; pre-amplifier output on both channels; simple operation; compact design; and built for hard usage.

The second major piece of equipment that would be needed to work in conjunction with the tape recorder is a three or four channel phonomic pre-amplifier/mixer. The pre-amplifier/mixer should accept a minimum of two high level inputs (phono) and two low level inputs (microphone).

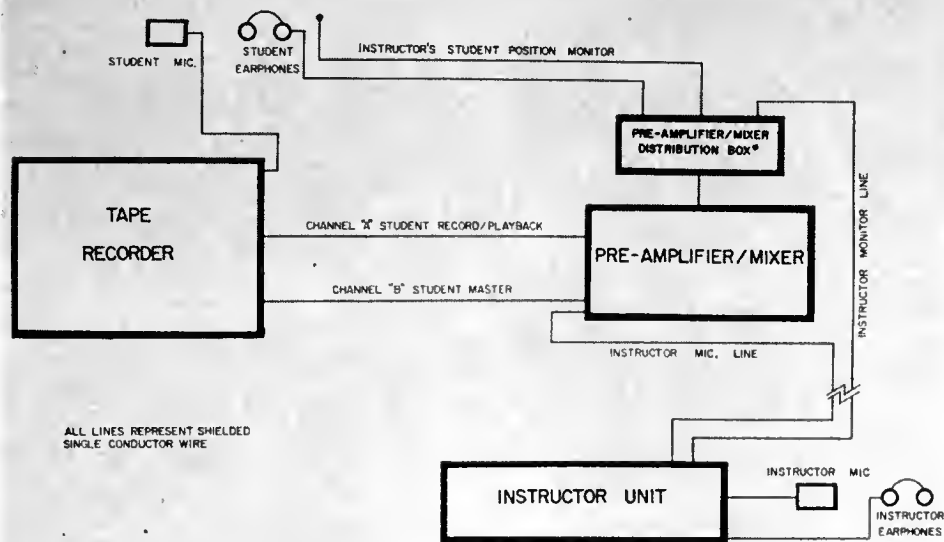
A set of earphones and suitable wiring, phone jacks and plugs completes the list of equipment needed to set up a complete IL-RR laboratory. The earphones should be capable of reproducing the full frequency range of the human voice.

The tape recorder that was found to match most nearly the requirements outlined above permits recording on only one channel and playback on two simultaneous channels. It will also play two or four channel stereo by a simple turn of a dial. By using the two-track four-track change dial, it is possible to record on any of the four channels. (The necessity of this feature will be discussed later.) Although this is the recorder chosen for this installation, it should not be construed as being the only available tape recorder which can be used. Any tape recorder that has these features should work without difficulty.

The pre-amplifier/mixer selected permits the mixing of four channels at one time, two of which can be phono and two microphone, or if desired four microphone inputs may be used. It should be noted that any mixing unit having these features can be used; however, the mixer chosen should be of the pre-amplifier type. This feature is necessary in order to raise the output of the earphones to accommodate the hearing requirements of individual students.

The earphone can be one of the lightweight

### EQUIPMENT COMPONENT DIAGRAM



\* MAY BE OMITTED BY MOUNTING OUTPUT PHONE JACKS IN PRE-AMPLIFIER/MIXER CABINET

models that fit under the chin or the headband type that go over the head. It is important that they be capable of reproducing the frequency range of the human voice or approximately 100-10,000 cps. For matching purposes with the MX6 pre-amplifier/mixer, the earphones should have an impedance of 2,000 ohms. This impedance should be used so that when two sets of earphones are used in parallel (student and teacher) the total resistance will be 1,000 ohms which is the output impedance of the MX6. When the teacher's set is not connected to the individual system a 2,000 ohm resistor will automatically be connected in the line so as to maintain the correct impedance load on the pre-amplifier output. (See schematic for the instructor unit.)

The wire used in connecting the equipment should be a shielded single conductor wire; and the connectors, because of their ability to withstand hard usage, should be the standard phone jack and plug.

### *Connecting The Component Parts*

The equipment and hook-up for each individual booth should be as follows:

1. One connecting cord from the pre-amp output on the tape recorder to phono 1 on the pre-amplifier/mixer.
2. One connecting cord from the stereo pre-amp output on the tape recorder to phono 2 on the pre-amplifier/mixer.
3. Tape recorder microphone into tape recorder.
4. Earphones into the output of the pre-amplifier/mixer.
5. A line from pre-amplifier/mixer output to the teacher's position.
6. A separate shielded line from the teacher position to the pre-amplifier/mixer microphone input.
7. One 16 ohm 10-watt load resistor into the speaker output of the tape recorder.

The connecting cord from the pre-amp output on the tape recorder to phono 1 on the pre-amplifier/mixer should consist of a short piece of single conductor shielded wire with a standard phone jack on each end. The cord connecting the stereo pre-amp output on the tape recorder to phono 2 on the pre-amplifier/mixer should consist of a cord as listed above with the exception that the plug going to the stereo pre-amp output on the tape recorder should be of the miniature type which can be readily obtained. The headset should be plugged into the distribution box as shown in the diagram.

The line from the pre-amplifier/mixer distribution box to the instructor unit should be a single conductor shielded wire. It should terminate directly into a phone jack or into a switch, whichever is desired, as shown in the instructor's unit diagram. The instructor's microphone line to the pre-amplifier/mixer should be a single conductor shielded wire separate from the monitor line going to the instructor's unit. This line may start in the instructor's unit from a shorting type phone jack or a shorting switch.

The 16-ohm 10-watt resistor, across the speaker output of the tape recorder, is merely a resistor soldered across the terminals of a phone plug. The purpose of this phone plug and resistor is to

inactivate the speaker and to prevent damage to the tape recorder amplifier which might result from no load on the output stage.

The teacher's unit can be as simple as a metal box with a phone jack for each student position into which the teacher can plug his (her) set of earphones, or a single earphone output connected to each student position line by means of a switch. The switches will permit the teacher to monitor the desired student position. The microphone can be connected to separate student positions by jacking it into the separate microphone jacks the same as for the headsets (again) by the use of switches. The teacher's unit should be entirely up to individual needs or desires. A sloping panel cabinet, available in many shops, will serve to permit the installation of many student position jacks as might be needed in most small labs. It is not considered necessary that the teacher should be able to converse directly with all students at the same time. If it should become necessary for the teacher to talk with all students at once, it would seem that the teacher should talk directly to the student. This would tend to establish a closer communication contact than is possible through the use of "piped sound." This direct communication would probably prove more effective as well as serve to alleviate the monotony of listening through earphones.

With the IL-RR system it is possible for the student to listen to a pre-recorded tape (master tape) and give a response which will be recorded on the same tape that is being played through the tape recorder. At the same time, the teacher may listen to the master tape and the student's response. If the teacher hears a serious defect in the student's response, she may talk directly with the student about the error without having her voice recorded on the tape. This gives the student a chance to compare his unknown error with the same error after the teacher has called his attention to it.

### *Recording The Master Tape*

Many foreign language tapes are available for the purpose of recording a retainable set of master tapes. A check of foreign language tape catalogs will soon acquaint one with many sources which will rent pre-recorded tapes for the purpose of making duplicates. If it is desired tapes can be made by an affluent speaker of the foreign language. Once the master tapes are made, they should be kept in a safe place so as to prevent accidental loss or erasure and used only for the purpose of recording student master tapes.

### *Recording The Student Master Tape*

In order to permit the student to listen to the tape and record at the same time, it is necessary to have two channels on the tape recorder. One for recording and playback, and one that is only for playback. The channel that can be played back only will be referred to as the student master channel or tape.

To record the student master tape, the tape recorder should be set to record on "B" channel. After the recording has been made, the channel selector dial should be set to "A" channel; then

he two screws holding the recording head cover in position should be removed along with the cover. It is now possible to lift off the channel changing dial. The reassembly of the head cover now makes it impossible to change the channel position. Channel "B" which will now be played through the stereo pre-amp output cannot be erased, but the student may record on "A" channel as many times as she wishes without harming the "B" or student master channel.

### Setting Up The System

In setting up this system the actual connecting of component parts can usually be performed by students who are interested in electronic and audiovisual work.

Although this system can be set up with as many units as needed, it is recommended that they be set up experimentally first and more added as the need develops.

Individual booths may be used, if desired, although it is not completely necessary provided that each position is set approximately four or five feet apart. In the average room and under

average conditions interference will not be excessive. The final answer to the question of booths will have to be decided by the teacher and the noise conditions in the lab room.

### Cost of Equipment

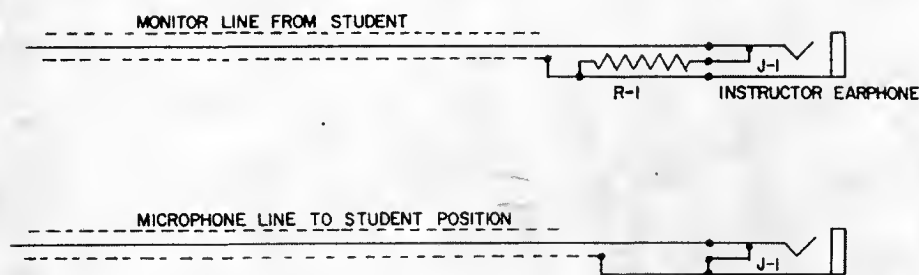
The cost of setting up each student position including the wiring and individual position share of the teacher's unit is approximately \$225. This figure may vary depending upon school prices.

### Facts About the System

It is possible to add or subtract units from the system whenever necessary without disrupting the entire lab. This addition or subtraction can be performed in a matter of minutes by a simple plugging or unplugging of phone jacks.

Perhaps one of the most valuable features of this system is that, if foreign language programs differ from the present trend, this system can be disbanded with relatively no monetary loss. The tape recorders are returned to recording purposes and the pre-amplifier/mixers may be put to public address use in the school system.

## INSTRUCTOR UNIT \*

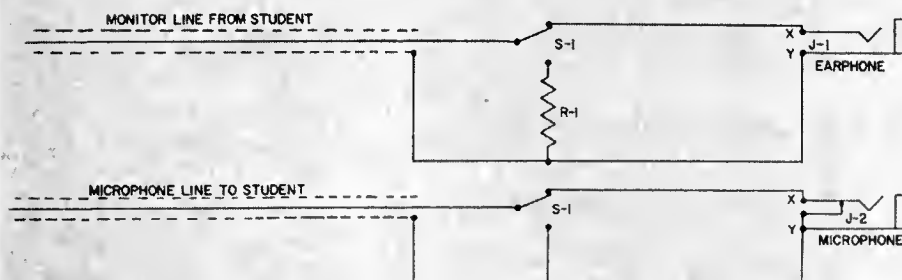


\* THIS REPRESENTS ONE STUDENT POSITION IN THE INSTRUCTOR UNIT

R-1 2000 OHM 1/2 W.  
J-1 2 POLE CLOSED PHONE JACK

## ALTERNATE INSTRUCTOR UNIT

(USING SWITCHES)



R-1 2000 OHM 1/2 W.  
S-1 SPDT SWITCH  
J-1 2 POLE PHONE JACK  
J-1 2 POLE SHORTING JACK

X-Y CONNECTING POINTS FOR EACH ADDITIONAL STUDENT POSITION CIRCUIT IN THE INSTRUCTOR UNIT

# The Diggleswitch

by James DeVirgilio

DOWN through the ages pedagogues have been known for a "jargon" common to their group. True, all professional groups have a "jargon" peculiar to their profession, but few of these groups are in the "fishbowl" of society such as we in education. Because of this we come under the scrutiny of other professional people, who through using a language of their own, seemingly resent the terms we use. Nevertheless, for lack of a better term, I shall attempt to discuss the building of concepts with prospective teachers.

Concepts are the important elements of a lesson; if a teacher is concept conscious he is not likely to fall into a "fact rut." The focal points, those of real value, will be the important ones of a lesson and the related facts will follow.

For an example let's consider the concept of freedom for junior high class. An interesting situation arose when this was used in one of my classes. Immediately most of the students thought in terms of political freedom. Their own experiences were coming to the fore as being of primary concern in developing an understanding of this concept. Consequently, they thought of using the Cuban revolution and the present differences between Communism and Democracy.

These considerations are noble and of some value, but they reveal a basic weakness on the part of these prospective teachers to see the need of developing the concept of freedom based on the immediate and past experiences of the youngsters they were teaching and not on their own. Had they considered the children's experiences in a typical 8th grade class, freedom as a concept would have had more meaning. This would be a good starting point, and could easily be expanded to include freedom of the press, speech, action, political parties and ideologies which are the peripheral facts. Therefore in developing a concept it is imperative that we call on the experiences of the youngsters and relate these to daily living, before we expand into more abstract consideration.

There is still the problem of concept communication. If we use verbal symbols alone, unless our students are thoroughly familiar with the concept before it is presented, we will develop verbalizers who have little understanding of the impact the concept has as it relates to a total situation. So we come to the conclusion that the more abstract and distant from the learner the concept, the greater the need for aids to clarify it. I would go so far as to say the antithesis is true also; the more familiar a concept, the more difficult it becomes to develop clear insights as to its totality. There are preconceived notions interfering with understanding. These have to be brought to the surface by the teacher and clarified.

What are aids to communication? One only has to look at Edgar Dale's "Cone of Experience"\* to get a full view of them. These include such things as filmstrips, slides, dramatizations, models, television, bulletin boards and exhibits. There are many more.

The point for the present is to show how verbal symbols are just that: symbols. Consequently, what may be clear in the mind of the one speaking may be meaningless to the listener. This was illustrated rather emphatically by a student, Sam Brannock, who appeared disinterested but who in reality had figured a way to show that concepts verbally presented can be beyond recognition. No one would deny that he relied on unusual extremes to prove his point.

In developing his "Diggleswitch," Mr. Brannock states that he wanted to take something very familiar to the students, dress it up in verbal apparel unrecognizable and meaningless to them and then show, by the use of simple aids, how learning would ensue. Before you read the following, be sure not to look for the answer and see if you can understand what it is.

## The Diggleswitch

The diggleswitch is a manually operated, alloy enclosed instrument for the purpose of initiating the fulfillment of certain specific libido passions.

There are several different types of diggleswitches, but I will explain only one.

This particular one depends upon the action of a louvered edge disc, hereafter known as a toggle, upon a resistant, conoidally fracturing cylinder, the finch, releasing a particle of extreme molecular activity, the fear-dunk, which is directed in a parabolic curve to a device for the regulation of hydro-carbon oxidation. This device, the zebben, is connected to the constant pressure cellulose absorption tank where it obtains its primary reactant.

When the toggle is manually activated, the integration of the aforementioned parts serves to produce the necessary function of the diggleswitch on the zebben, which, when applied to the libido satisfying device, achieves the ultimate response.

*(What is the diggleswitch? See page 596.)*

\*Dale, Edgar, *Audio-Visual Aids & Materials of Instruction*.

# Teaching The United States Constitution By Tape

by Channon H. Krupsky



Students checking the visual presentation which grew out of their tape recording of the President's Message.

**M**Y class of 7th grade boys and girls was faced with the necessity of learning the terminology and the greatness of our Constitution, the weighty decisions it embodies. I realized that, to make this unit interesting, the creation of a stimulating situation would challenge my ingenuity and ability as a teacher.

The opportunity for employing the medium of tape recording in teaching this unit on the Constitution of the United States occurred when the newspapers carried the announcement of a forthcoming message by the President on the State of the Union.

Since a tape recorder was available in our school, we were able to set it up and record the complete State of the Union message as given by President Eisenhower on January 6, 1960.

I obtained a copy of the message as it was printed in the newspaper and marked with red pencil those phrases which would be significantly connected with the Constitution. Then, replaying the tape, I noted the footage numbers shown by the recorder corresponding to the phrases I had marked on the newspaper account. Next I checked these particular passages with the Constitution and jotted down the exact article and section it referred to. I also checked references to history and specific offices and people and used several references to locate protocol and traditional procedures and seating for this occasion in the function of our government.

Our class was further prepared by charts and pictures which, displayed on a bulletin board, graphically described the organization of our government.

Our unit began with a brief discussion about the State of the Union message as part of our "current events" period. Not many students were alerted to this event nor were they particularly interested. I then asked the boys and girls if they would like to hear this message. The response was good; perhaps listening meant not having to "do" something.

I did not intend that the class should listen to a lengthy address which was above their understanding or endurance. For a short period we listened, particularly to the introduction by the narrator which gave us a complete word picture

of the setting for this occasion, and to segments of the message itself. This was followed by more discussion. Questions arose:

- Why did the president give this message?
- Did all presidents give such a message?
- What was a joint meeting?
- What was meant by "Speaker of the House"?
- How did the vice president become president of the Senate?

To answer these questions, we would listen to segments of the tape for discussion and interpretation, then we referred to the particular articles and sections of the Constitution.

As the climax to this unit, the students wrote their own interpretation of the significant terms in the preamble. The student whose interpretation was considered the best was given a chance to record it, with the whole class, in a speech choir background, reading the preamble. This

reading of the preamble was recorded on the same tape following the President's message.

We loaned the tape and other materials to several other 7th grade classes. A copy of the tape was made and is now in the library of the Audio-Visual Department of the Kansas City School District.

This unit on the Constitution emphasized the importance of modern audiovisual materials in making the learning interesting, stimulating and challenging. As a result of this unit we are using the tape recorder in other units this fall. We recorded some of the convention highlights and later will record the highlights of the presidential election itself. We will use these tapes to stimulate interest in units on American history, the development of the American political system, the executive branch of the government and related areas.

## I. Introduction

- A. Joint meeting of both Houses of Congress (Article II - Sec. 3)
- B. Presiding Officers
  - 1. Speaker of the House (Sam Rayburn) (Article I - Sec. 2)
  - 2. President of the Senate (Richard Nixon, Vice President) (Article I - Sec. 3)
- C. President announced by doorman. (Historical significance - relating back to arrival of the king.)
- D. Presidential Procession
  - 1. Senators and Representatives as honor guard
 

8 Senators	}	Historically similar
8 Representatives		to honor guard for kings.
  - 2. References made to majority and minority leaders - leading the procession. (Historical significance—Our two-party system—our democratic principal of majority and respect for the minority.)
- E. Presence of Dignitaries
  - 1. President's Cabinet (Article II - Sec. 2)
  - 2. Ambassadors, ministers, etc. (Article II - Sec. 2)
  - 3. Supreme Court—Justices (Article III - Sec. 1)
  - 4. Foreign Representatives (Article II - Sec. 3)
  - 5. Military chiefs (Article II - Sec. 2)
  - 6. Gallery (citizens)

Only segments which reflect articles and sections of the Constitution and are applicable to the learning situation for 7th graders are listed.

The following are introductory phrases from the presidential message, with the numbers indicating the place on the tape, and with the particular reference to the Constitution:

## II. The Address

- 1. A multi-lateral treaty .....No. 85 (Article II - Sec. 2)
- 2. This concern for .....No. 98 (Article I - Sec. 8)
- 3. In 1959 our deficit .....No. 142 (Article I - Sec. 8 Article VI Article II - Sec. 3)
- 4. But, just as we drew .....No. 157 (Historical reference our country in its early years)
- 5. As a nation .....No. 190 (Article I - Sec. 8)
- 6. The steady purpose .....No. 256 (Bill of Rights First 10 amendments Amendments - Article VI Article IV Article I - Sec. 8 (3))
- 7. It is my intention .....No. 292 (Article IV)
- 8. Once again I urge ..... No. 323 (Article II - Sec. 3)
- 9. We must fight .....No. 345 (current problems)
- 10. In the management .....No. 401 (Article II - Sec. 9-7)
- 11. Still another issue .....No. 411 (Amendments Article XV and Article XIV)
- 12. Each year and in .....No. 428 (Article IV - Sec. 3)
- 13. Here perhaps .....No. 496 (Relation of Presidents to Congress - checks and balances, veto power, etc.)
- 14. The communists can .....No. 531 (Bill of Rights)
- 15. On my recent visit .....No. 568 (History - our Constitution Article I - Sec. 8 (18))



"Highways and Byways"—Mike Kenney, Towson, Md.

## Student Photo Experts

These photos were among the prizewinners in the 1960 Kodak High School Photo Contest. A total of \$11,750 in prizes was awarded in the competition, which is open to students in grades 9 through 12.

### Cover Scene

"Waiting for the Train" won a special award in the Junior division for Gerald Smith, Grade 10, Pacific High School, San Bernardino, Cal.

"The Life and Death of a Petunia"  
Mark Cohen, Forty Fort, Pa.



"Tennis Pattern"  
Jodene Seaglia, Seattle, Wash.



# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## The Friendly Beasts

(Grover-Jennings Productions, Inc., P. O. Box 303, Monterey, California) 15 minutes, 16mm, sound, color, no date. Price not available. Teacher's guide available.

### Description

*The Friendly Beasts* is the story of a little wild goat from the mountains of Judea that wanders to the inn yard at Bethlehem on the first Christmas Eve. The other animals that came to the inn yard to give of themselves for the Baby Jesus are the "Friendly Beasts" referred to in the traditional Christmas carol sung at the beginning and ending of the film. The conversations of the animals are also taken from the Christmas carol.

Judea was truly the "land of animals," for there were many that roamed in its mountains. There were wolves, jackals, wild dogs and deer. Many birds also lived about but these were not "Friendly Beasts."

Those considered to be "Friendly Beasts" were the dove, bird of peace; donkeys, used to carry heavy packs; oxen, the beast of burden; camels, used in making long journeys; but most valuable of all the animals was

the goat. The goat was valuable for its meat and milk, while its hair could be woven into cloth. A goat also made an excellent pet and often slept with a family's children. Its nimbleness of foot enabled it to climb high and rocky places in search of the few blades of grass that grow in this land.

There were many different trees and plants that grew in the land of Judea. Among these were olive and fig trees, date palms, grapevines and cactus. These grew wild and were as wild as the little goat in this story.

As the story begins, this mischievous little goat, wandering about high in the mountains of Judea, came upon a flock of sheep. She ran toward them, startling them with a cry, and they fled, leaving two little lambs. But the little wild goat, showing a gentle heart, started them after the flock so they would not become lost.

The little goat then searched among the rocks for food, her nimble feet picking the way carefully. She had come near to Bethlehem when, being thirsty, she began a search of water, for without water she could not live.

Frightened by a huge bird, she ran onto the sands of the desert—where she almost stepped on a snake. Frantically the goat ran until, finding a

little spring, she drank her fill and then found shelter in a cave for the night.

Suddenly, a strange mood pervaded the night. A bright new star appeared in the heavens, a great light appeared over distant hill, and music from afar came to the cave. This was the night of the first Christmas.

Beckoned by these mysteries the little goat ran to the wall surrounding Bethlehem, found a gate and entered the inn yard where she was greeted by a "Hello!" from a donkey.

"Can you talk?" asked the goat.

"All of us can talk tonight," answered the donkey. "Each of us gave a gift to the Baby Jesus. I carried his mother to Bethlehem. What do you have to give?"

"I don't know," answered the goat. "What can I give?"

"Why don't you ask the dove?" said the donkey.

The little goat progressed from one animal to the next discussing their gifts to the Christ Child. The dove had sung a lullaby to help the Savior to sleep. The ram had given his wool to keep the Baby warm and the camel suggested the animals could give protection to the Christ Child and his family.

The cow offered the little goat some of her hay. As they ate, the cow said she had given her manger for a crib. The cow also said that when the Holy Family left they would have only the donkey to take with them.

When the little goat had finished eating and lay down to rest, she began to wonder how would the Holy Family get milk for the Baby Jesus. This could be her gift to the Christ Child. She would give herself and become the family goat. She carefully groomed herself and the next day as the Holy Family left Bethlehem the little goat was a part of their procession. In this way the little wild goat from the mountains of Judea became one of the "Friendly Beasts."

### Appraisal

This film is a new and refreshing approach to an age-old story, with animated scenes of the First Christmas at both the beginning and the end. Then the film progresses into the realistic animal scenes which are

## FOR SALE OR LEASE

### Surplus Educational Films

Save over half on most wanted educational titles.

Our surplus is your opportunity. Condition of all prints is guaranteed. Write for a catalog.

### Ideal Pictures Incorporated

58 E. South Water Street

Chicago 1, Illinois

*Serving America since 1920*



beautifully photographed as well as being informative in nature.

The general format of this film is so presented that it could be used with pre-school, primary, or lower intermediate age children. One of the film preview committee members suggested that a second version of the film might omit the animated scenes, thus making it less seasonal in its appeal. The film could be used by schools, churches and general groups for programs or for study. The musical framework of the film might also interest music education groups.

—Helen Dzur

### Weather Scientists

(United World Films, Inc., 1445 Park Avenue, New York 29, N. Y.) Produced by National Film Studio in cooperation with United States Weather Bureau. 16mm, sound, color, 1960. \$135.00.

### Description

*Weather Scientists* highlights the need for weather information through surveying common weather phenomena, pointing out the influence atmospheric elements have on persons' economic and recreational lives, and reviewing the functions and operations of the United States Weather Bureau. Instruments used for making, reporting and recording observations are explained in terms of the specific functions each perform.

The relationship between human activity and weather is illustrated in the use of a montage of clouds with various weather conditions and the effects these types of weather have upon the fun of swimming, the inconvenience of shoveling snow, the selection of an aircraft's flight plans, and navigation for all types of water commerce. Weather is defined as the condition of the atmosphere at the point of observation. The needs of individuals to know in advance what weather conditions will be is established as a principal reason for the varied operations of the United States Weather Bureau.

Using a map, the operations of the Weather Bureau are traced from its central office in Washington, D. C., to the regional offices which coordinate many different observations which are reported back to the central office. Observations are indicated as coming from local U. S. weather stations, fire tower observers, airline pilots, ocean vessels, and scientists engaged in meteorological research in this country and throughout the world, including both polar zones.

Weather maps contain a variety of

# BUDGET WISE



**ATC 300C** LOW COST 4 SPEED PORTABLE RECORD PLAYER • One of the most popular 4 speed portables on the market, the ATC 300C embodies proven teaching features and eliminates expensive consumer frills • Features: 10 watt Hi-Fi amplifier, transformer powered for complete safety • 9" oval speaker with coaxial tweeter cone • Output jack for headsets or external speaker • Automatic turntable idler release, rubber turntable mat • Scuff resistant fabric covered 3/8" plywood case, metal corners and knees, spring cushioned plastic feet • Carrying weight only 17 lbs. • ATC 300VC same as above with variable speed turntable • Weight: 18 lbs.

Ask your dealer about the ATC 300C or write for complete specifications. ALL ATC PRODUCTS ARE TRANSFORMER POWERED FOR COMPLETE SAFETY.



# AUDIOTRONICS

*AudioTronics* CORPORATION • BOX 505, NORTH HOLLYWOOD 6, CALIFORNIA

data which is gathered by many types of instruments. A meteorologist is introduced to explain the more common instruments used. The barograph and barometric pressure's relationship to weather in terms of the isobars forming highs and lows on the weather map are illustrated along with the thermometer and the significance of the freezing line on the map. He also shows how the wet and dry bulb thermometers on the psychrometer are used to measure relative humidity, the wind vane for wind direction, the anemometer for wind speed, and the

rain and snow gauge for amounts of precipitation. Radio sondes and their balloons are used to gather atmospheric data at altitudes up to 20 miles. The sunshine recorder, ceilometer (for determining the height of the cloud ceiling) and radar all assist in making observations. Overprints of new technical terms appear while discussed.

Weather facts are plotted on large official maps that are redone for use on television. Computers are used to sort, combine and analyze. Maps are transmitted by other electronic devices.

In concluding, the role of volunteer weather reporters, a job open to interested boys and girls, is described. Forecasting is shown to need many observations since tomorrow's weather exists today or will be caused by conditions today in regions near or afar.

evaluation committee felt that this film was more effective than field trips they had taken with children to a Weather Bureau office, but it could also serve as a preparatory or follow-up activity.

Content is centered upon instruments, their function and the correlation of the varied observations. For an explanation of what causes weather phenomena, other films, filmstrips, or supplementary readings would be required. Throughout, the pace of content development is slow enough that children should have no difficulty grasping the presentation.

High technical quality is evidenced throughout but especially in the selection of views of cloud formations, well employed close-ups, and the personal touch developed in the sync-sound sequence in which the weatherman explains his instruments. The small-sized letters used in the overprint titles of meteorological terms create a slight visual problem and constitute the only weak point in an otherwise excellent film.

—Richard Gilkey

## LANGUAGE LABS

protect your tape library  
with  
*Reel Cabinets*



**ECONOMICAL ADD-A-UNIT STORAGE FOR YOUR VALUABLE TAPE LIBRARY MODELS FOR 5", 7" & 10½" REELS ALSO AVAILABLE IN DOUBLE DOOR UNITS WITH LOCK.**

WRITE FOR FREE BROCHURE & PRICES ON COMPLETE LINE OF CABINETS FOR RECORDS, TAPES, FILMS & FILMSTRIPS

**WALLACH & ASSOCIATES INC.**  
1532 HILLCREST RD. • CLEVELAND 18, OHIO

### Appraisal

Intermediate and junior high pupils will find *Weather Scientists* an effective survey of the activities of weather stations. Several members of the

## Did You Guess The Diggleswitch?

(Author De Virgilio continues.)

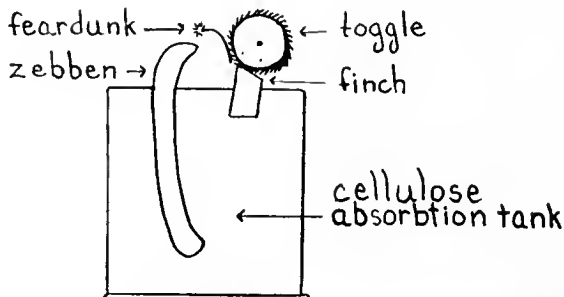
I'm sure the readers feel as the students did. They had no knowledge of this object, so familiar to them in real life yet in this case so totally obscure. Several more readings proved to be of no value. Words were words. Something else was needed.

We then used a few simple lines outlining the form as in the diagram, putting each line on the board as it was verbally explained. Immediately the group reaction showed that they understood. You could see the surprise on their faces for not recognizing something they felt they should have known. Aren't many of our classes the same? The thrill of understanding bubbles over and the spontaneity of it is stimulating. So it is that, in the classroom, aids of all sorts are the equivalent of adjectives and adverbs in a sentence. Yes, the diggleswitch is a cigarette lighter.

What does all of this prove? It proves that in teaching we are merely calling on the learners to recite if we:

- (1) fail to clarify the concept for ourselves before we started.
- (2) ignore the total field of the concept.
- (3) overlook the background of our students in relation to the concept as our starting point.
- (4) reply too heavily on lecture or verbal symbols as our medium of communication.
- (5) ignore the need for aids to communication.
- (6) fail to see the relationship of facts to concept.

Common though knowledge of this may be, we still see a lack of application of these good principles in the classroom. Why?



# AV in the Church Field

by William S. Hockman

## One Faith

Out across the world, Christians are becoming increasingly aware that they are one fellowship and share one faith. This faith may take many forms, include many institutions, and embrace many peoples, and be amid many diverse cultures. Yet, basically, it remains one faith. But, how can that be spelled out; shown, and made clear?

It's not easy to do, but the 28-minute color film *Household of Faith* does it pretty well. The film begins with 12 people, from as many countries, sitting at a circular table on which is a huge globe of the world. It ends with many kinds of Christians gathered at the table of the Lord for Communion. In between we witness cooperation within the household of faith. First, in the Christian Medical College at Ludhiana, India; next, at Madras where the College of the Church of South India is staffed by leaders from many denominations. Again we see this spirit at work in the Theological College of Bangalore. Lastly, we see the Indian Christian Church sending fraternal workers to Africa and Thailand where they will join Christians from Korea, Germany, the Philippines and America.

Twelve denominations sponsored this film which was produced by BFC of the NCC. Since it is one of the official films on the study theme "Into All The World Together," it will have wide availability through local film rental libraries. First, inquire of these; then write to BFC, 475 Riverside Dr., N. Y. 27. This is a B-plus production job, with an "A" rating on general utility for young people and up in church and community.

## Procession, Indeed!

Early in my ministry a layman remarked that something was "as difficult as leading a parade in worship." Churching the moving and mobile population of America is just about that hard. This is brought out clearly in the film *The Procession*, distributed through the BFC of the National Council of Churches, 475 Riverside Dr., N. Y. 27. This is a motion picture on the study theme "Heritage and Horizons."

Photographed in Chicago, this unusual motion picture utilizes the interview technique to explain the mission of the church—to people in the heart of a business district, to young families in a suburban community, to those who live in a rapidly changing area of the city, and to those in a badly depressed community. Here is the face of the city. The church must be here, but how? This film predicts new philosophies for churches both urban and suburban. With America on the move, what moves should the church make? A highly mobile camera and a good commentary give some of the answers in 28 minutes, and for a rental of \$8.00 your church or its groups may see and hear these answers.

## Filmstrip Evaluations

*Stories About Church* is a 4-unit series of color-art filmstrips by Family Filmstrips for use with 4 and 5 year olds. These titles — "We Go To Church," "Happy Times At Church," "Making Friends At Church," and "Gifts For Our Church"—are closely related to kindergarten lessons.

I liked the art. It is simple. I liked the commentary. It says enough; does not over-talk the pictures. I liked the accent on *church*. Notice the titles; not 'church school'. The larger context is what we need. I like the objectives given on the filmstrips. The concepts are strongly presented. The teacher can't miss them. The basic stand out. No homogenizing of big ideas into baby-food here, as: "Now children, give your pennies to Jesus." Bobbie Trent (writer), Dorothy Grider (illustrator) and Vic Perrin (narrator) make a fine production team. The utilization time is just right; 4 minutes. The leader's guide is helpful and should be taken seriously. This is an "A" job!

SVE brings us two new filmstrips on Christmas in song: *Christmas in Sacred Music* and *Christmas In Folk*



**FOR BETTER PRESENTATIONS**  
**OPTIVOX**  
PORTABLE EASEL

The newest thing for visual aid is this lightweight, portable **Optivox** easel. 29" x 39½" steel board finished in "rite-on" green, adaptable for chalk, charts, or magnets. Aluminum legs fold to convert from 70" floor easel to table model. Net weight, 17 lbs. Comes with eraser, crayons, chalk, pointer, and removable chalk tray. **Only \$44.95** Carrying case and lamp fixture are extra equipment.



**PIXMOBILE**  
PROJECTION TABLE

Save time... save storage space. Prepare your visual presentation in advance on the portable **Pixmobile**, roll it in, show it, store your equipment on it. Sponge rubber top, large enough for both movie and slide projector. Has 4" wheels, equipped with brakes that hold on incline. Vibrationless. Several models and heights. **42" table only \$32.95.**

**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS



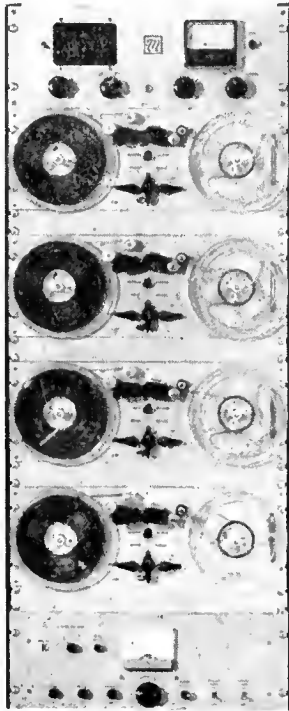
*A Professional Tape  
Duplicating System  
You Can Afford*

**M**agnecord  
**D3 DUPLICATOR**

- Copies 3 tapes simultaneously
- Simple to operate
- Guaranteed performance
- Rugged, trouble free
- 7½ and 15 ips speeds
- Monitor any channel
- Frequency response 50 to 15,000 cycles

Magnecord offers the most complete line of audio tape instruments available today. More Magnecord tape instruments are in use in broadcast stations throughout the world than any other brand . . . the reason? Professionals agree . . . Magnecord makes the finest tape recording instruments available anywhere!

only  
**\$2130**



**SOLD ONLY THROUGH  
FRANCHISED MAGNECORD DEALERS**



**Magnecord**  
SALES DEPARTMENT

**MIDWESTERN INSTRUMENTS, INC.**  
DEPT. 22, P. O. BOX 7509, TULSA 18, OKLAHOMA

*Music.* Both are good in content and format. Both are useful. The first can be used with juniors and up where it is to be the 'program'. The origin of four sacred carols is given, followed by the words of several stanzas. Organ and mixed chorus provided the musical background. Groups will find it easy to sing along with the music. The four carols are: O Little Town Of Bethlehem, Silent Night, We Three Kings of Orient Are, and Joy to the World. There are 41 frames.

The companion filmstrip, *Christmas In Folk Music*, brings us the stories and words of: Deck the Halls; The Holly and the Ivy; Good King Wenceslaus; Here We Come A-Caroling; God Rest You Merry, Gentlemen; O Christmas Tree, Up On The Hometown. The stories are short. The music is festive. The art nicely composed and the color good. Here is a filmstrip for the party in either church, home or school. It will be enjoyed by everyone from the third or fourth grade up. There are 44 frames.

Each filmstrip alone is \$6.00, with record \$9.00. The record alone is \$3.00, and the complete set of two filmstrips and one back-to-back record is \$13.00. Order direct from SVE, 1345 Diversey Parkway, Chicago 14, Ill.

For primary and junior children SVE has produced a lovely 35-frame color-art filmstrip entitled *Christmas Gifts of Love*. It concerns a family. Each member decided to make a gift for some other member, and the family together decided to give, through their church, to others. On Christmas morning Mother and Father and Betty and David sit around the Christmas tree and are happy about what they have done. Good job. With record \$9.00; \$6.00 otherwise.

### Notes and Comments on Films

We can learn something about a film, of great importance in estimating its quality and utility, by noting what the producer says about it. The producer of *How Vast Is Space?* (Atlantis Productions, 7967 Sunset Blvd., Hollywood 46) says "This film deals with basic information in a manner which will not become obsolete," and we are inclined to agree with him.

Designed for junior high school science classes, this film follows the line of science in dealing with the geography and structure of space among the stars and within the atom. In the church we might use this film to ask, What of God in a universe like this? How shall man regard himself in such a cosmos within such a universe? Is the creator of the galaxies aware of man, this very small speck on a quite small world, in a solar system

which could blink out and not even be missed in the vast universe?

While the taproot for religious faith must grow in other than scientific topsoil for most of us, it is good for the faithful to take a look now and then at how vast space really is. This 18-minute color film, with good cinematic qualities, can be useful in this role.

While not often yielding to the temptation to comment on theatrical (35mm films) we will do so in the instance of *Masters of the Congo Jungle*. A great film. The finest nature photography I have seen. Superb camera work; extraordinary on-location sound; color that's rich and true, and a continuity which sets the native African delightfully within his general abode, nature. Produced by scientific societies, it is good cinema.

Here is proof beyond doubt that if a film is interesting it will also be entertaining. Don't miss this one, and when a 16mm version comes along, as we hope it does soon, churches, clubs, schools of all kinds will give this superb film a large and appreciative audience.

*New Experiences For Mentally Retarded Children* (b&w, 36 minutes, from the Virginia State Board of Education, Richmond) is a training film for the teachers of such children, and also normal children. Here before our eyes is the patience, the tact, the skill and above all else the love which all good teachers have in more or less degree. This love is evidenced by the total acceptance of these children by their teachers. Given a religious utilization context, this film can give teachers a peek into the depths of love-in-action, or teaching.

*Indian Summer*, a b&w film of some 30-40 minutes, tells of a valley that is to be flooded by a power project, picking up the story of one old man who says he will not move—but does. As the camera follows him around—in the manner of good documentaries—his plight and pathos touch us deeply and we reflect on the human price of our marching technological progress. Produced by Folkfilm Productions.

Here is a trinity of useful films (Southern Baptist): *The Great Challenge*, 30 minutes, on the work of the church school teacher; *Preparing to Teach*, 17 minutes, filmic description of what real preparation involves; and, *Teaching The Word*, 17 minutes, accenting the central importance of the Bible in Christian education (as the Southern Baptists see it). The first two have little or no denominational reference, and the second title is highly recommended for use with teacher groups.

Facts and fancies about beverage alcohol are dealt with interestingly and effectively in the 14-minute color film *Theobald Faces the Facts*—and flunks! But you might, too. So might your youth group. Why not give them the various tests (of the film) to see how well they can do. By the National WCTU, Evanston, Ill.

Some years ago an American official of a 'foreign' mission board (that was the term then used) said he found himself way down the line going through the customs line in an Indian city and no longer first as Americans and British were wont to be, and knew right then that a new day had dawned in missions. That was the day of the 'fraternal worker'.

This new day, and what it means, is set forth in an interesting film, *Passport to Dehra Dun*. When an Indian churchman explains to a government official *what* a fraternal worker is and does, the entry of an American is granted. This explanation constitutes the meat of the film for us and we see a village worker at his tasks, visit a great medical school, and have pictured for us the meaning of 'dirty-hand education'. Good and useful film; 28 minutes; color; produced by the United Presbyterian Church's commission on Ecumenical Relations, 475 Riverside Dr., New York 27, N. Y.

*Mission In Bolivia* (25 minutes; color; Board Missions, the Methodist Church, 475 Riverside, N. Y. 27) is an interesting, informative and moving documentation of what the Gospel means to agriculture and education in this Andean country. Did you know that the 50-year-old Francis Harrington School in La Paz has 1,400 students, that the government has given special honor and recognition to the church-sponsored Cochabamba, and that this country is larger than Texas and California combined? Neither did I!

Most mission films to date have eentered on a description of the missionary process, and *Beyond the Night* is such a film. A professional thief enters a church on New Year's eve and is never quite the same after that. This slow change of his is the stuff we see in the film, and it is put together interestingly. By United Presbyterian Church's Ecumenical Mission, 475 Riverside Dr., N. Y. 27; 28 minutes.

We have spoken of the fine utility of the Methodist "Talk-Back Series," 15-minute b&w TV films which rent for \$4.00 and are excellent discussion starters. *The Victims* sets before us the problem of police methods, and Officer Travers and his methods will be defended by some and condemned by others. If you don't believe this,

just show it to a group of men, women, or young people and watch what happens when the lights go on! There are 26 titles in the series. Send to TRAFICO, Nashville 3, for descriptive material.

Latin America is the subject for study in 1961-62, and the film *Little Man Stand Tall* will help us understand the missionary process in Paraguay. As with the other titles above, this film shows the Protestant faith winning its way by its appeal to the minds and hearts of people and not by any kind of coercion. It helps all kinds of church-neglected people stand tall! Produced by the United Christian Missionary Society, Indianapolis, Ind., it does a good job of spelling out visually what 'missions' means.

Church parties would improve, in most situations, if both young people and their adult advisors could see and take to heart the excellent advice given in the 10-minute animated color film *Let's Have a Party*. Good parties don't happen; they are planned; they run on tracks of principle, and the film shows what these tracks are. By Broadman Films, Nashville, Tenn.

### This and That . . .

- The "God's Wonders" series of 12 10-minute films produced by Church Craft of St. Louis have now been acquired by Concordia Films, 3558 S. Jefferson St., St. Louis 18, Mo. Produced for children, and designed to show God's handiwork in nature, these useful films should now find a broader usefulness in the church at large.

- The SVE Religious Catalogue is available now. It lists many new filmstrips and over 600 2x2 color slides for instructional or devotional use. Also, it lists over 100 Great Art Prints which are suitable for framing or study.

- Sticking filmstrips! I had trouble; my students had trouble; a lot of other folks had trouble with filmstrips sticking in the projector this damp and humid summer. What to do? Cathedral Films, Inc., says that complaints came only from humid areas, where the strips absorbed moisture. When the heat of the lamp hits them they sweat and stick. A phone conversation with Ben Peirez of Viewlex, Inc., brought out the same facts; and more importantly, that his company is expecting to announce, by the time you read this, a new filmstrip gate that won't stick however wet the strip.

- Several times this summer we were told by church leaders that their table-type filmstrip Previewer had been a good investment. They found what I did. Teachers will use it when they will avoid the bother of using a projector for preview and study. It will stimulate use, and improve it, too.

<p><b>STEP</b></p> <p><b>UP</b></p> <p><b>TO</b></p>	 <p><b>Magnecord</b></p> <p><i>Quality</i></p> 
	 <p><b>728 STEREO</b></p> <p>THE ONLY RECORDER AT ANY PRICE THAT DOES EVERYTHING BETTER</p> <p><i>Best!</i></p>
	 <p><b>100 STEREO</b></p> <p>PROFESSIONAL PERFORMANCE. POPULARLY PRICED</p>
 <p><b>N35B</b></p> <p>HIGH PERFORMANCE, LOW PRICE AND MAGNECORD QUALITY</p>	

Magnecord, the oldest name in professional tape recording, has set the standard for performance, versatility, reliability and ease of operation in its diversified line of tape recorders. Magnecord merits your confidence.

SOLD ONLY THROUGH FRANCHISED  
MAGNECORD DEALERS  
For the dealer nearest you . . . write


**Magnecord**  
SALES DEPARTMENT

**MIDWESTERN INSTRUMENTS, INC.**  
 manufacturers of electronic data  
 acquisition instruments

DEPT. 22, P. O. BOX 7509  
 TULSA 18, OKLAHOMA

# AUDIO

by Max U. Bildersee

One of the nice things—and there are many—about this audio business is that things are happening all the time. Sometimes you know well in advance who is going to publish what and when. And then comes the time that you know absolutely nothing of a tremendous project and you stumble on it much to your pleasure and delight.

We had the latter experience earlier this year in Chicago when we met Mack Reed. We had just entered the exhibit area at the NAVA convention, and the first booth we stopped at carried the new and high sounding title Academic Recording Institute. We stopped to ask questions, we remained to listen and ask more questions, and thus learned for the first time of the most ambitious and potentially far-reaching recording project of the decade.

Where many major record distributors in the educational field began with one or two records and grew slowly, varying titles and talent to develop exciting libraries, the Academic Recording Institute has done just the opposite.

First they developed an idea which, succinctly, is 'investigation in depth' and then decided on using the phonograph record as the medium by which the ideas of outstanding current figures could be presented to the greatest audience. The thesis is: scholarship

and artistry for group and individual listening.

Then, after the idea, came the planning. The administrators went to the drawing board, so to speak. They created a blueprint for this unusual project which involved such outstanding people as George Jean Nathan, C. Northcote Parkinson, Samuel Eliot Morison, Ashley Montagu and Charles Frankel. The areas these men represent are *Taste and Genius in the Arts*, *Politics: The Folklore of Government*, *Morison by Land and Sea*, *The Nature of Human Nature* and *The Philosophical Perspective*.

Having drawn the rough plans, prepared the blueprints and secured the best materials, it is not surprising that Academic Recording Institute has gone on to build an exceptional library of records which should find broad acceptance in secondary schools, colleges and universities and libraries throughout the English speaking world.

John Mason Brown, eminent critic and author who has also had a lively career on the lecture platform, deals with *Taste and Genius in the Arts* under the headings "The World of the Theatre," "What is Greatness?" "The Artist and His Times," "Laughter," "Development of Style," "The Revelation of Character," "Biography and Autobiography," "What is a Classic?" "What Determines Taste?" and "Men and Ideas." Good listening, all of them,

in the variety of areas which Mr. Brown is so well equipped to discuss.

The technique employed is that of the informal interview, with the second person not only asking questions but also offering ideas for the featured speaker to accept or refute and citing examples, all of which contributes to a fast moving presentation. Serrell Hillman, a journalist who has served the news services, been a correspondent and is a bureau chief for *Time Magazine*, gracefully and skillfully guides the discussions with John Mason Brown but does not intrude to the discomfort of the listener.

High school teachers, college instructors and librarians will be interested not only in hearing these recordings but in offering their students a chance to hear them as well. Small, selected portions can be presented in class to stimulate discussion. Smaller groups can comfortably listen to longer portions, and individuals listening alone can pace the audio experience and hear the entire recording at one time.

## Selective Timing

We draw these differences because, generally, the adult optimum listening time is not over 15 minutes—more nearly 10 to 12. At the end of this short period there must be diversion if comprehension is to be at a high level. With modern communications equipment in which each student hears via headphones rather than a loudspeaker — and consequently is moved into closer physical approximation with the original sound source, these time suggestions are subject to extension.

True not only of these particular records, but of all of the records in the series, is their potential use in home entertainment. Ideas can be fascinating, and listening in a social environment will give added meaning to these recordings to a great many people. In the living room or den they take on a personal meaning which may be lacking in the stricter institutional environment of the school or library.

Libraries have herein an exceptional opportunity to exploit these 'name lecturers for the benefit of their patrons. It is entirely possible to schedule a year-long lecture series for a variety of interested people using these records in the appropriate order of presentation on a weekly basis. What a tremendous opportunity to bring these experts to the attention of the community in a series of evening auditions followed by open discussion. And, too, there is always the opportunity to present these for teenagers in a similar series of special program



John Mason Brown, right, is interviewed by Serrell Hillman in the series put out by Academic Recording Institute.

through the library or through the school or as a cooperative program.

In addition to the accepted classroom and instructional uses, schoolmen can schedule listening periods during free periods for interested students. These can be scheduled during the free luncheon period and be used both for relaxation and intellectual stimulation. During the 40-week school year students can be introduced to the historical acumen of Morison, the critical know-how of Brown, the sometimes 'tongue-in-cheek' but always challenging attitude of Parkinson and the scholarly approach of Ashley Montagu or Charles Frankel. It is only through such devices that today's young people are going to be introduced to such men and seasoned by their experience.

This proposal can be enlarged upon easily. There are sufficient recordings of a challenging artistic and intellectual nature to schedule a variety program throughout the school year. There are enough intellectually gifted and interested students to justify the program. And there are public relations media within the school to make these programs broadly attractive. The year-long listening program can be planned by students with or without adult supervision. The whole area of the History of Music can be included in the program. There can be plays, readings of poetry. There can be musical programs featuring style, instrument, artist, orchestra or composer. The variety is endless, and today's teenagers faced with the challenge of contemplating, planning and executing such a program will rise to the challenge.

We find more and more evidence that despite the highly publicized 'headline stuff' which involves a few young people there is a definite preponderance toward decency among

young people. The decade ahead will see a marked trend in this direction and it behooves our educational institutions at all levels to grasp leadership in this and to offer the finest information available and to create an attitude by precept which will impress upon all—young and old alike—that decency is normal and that contemplative individuals are the backbone of the national and local community.

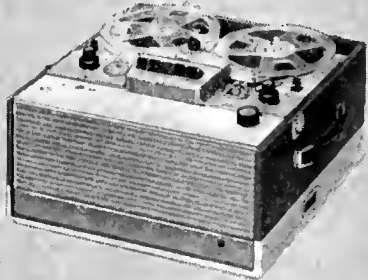
How many of your students understand Parkinson's Law? How well do you know its origins and applications, even in the school of today? Is the speaker serious, or is he teasing the listener with his presentation. Only through actually hearing it can schoolmen know and be able to advise their students.

### Two Parkinsons

It is interesting that, within the month, two different recordings of Parkinson's Law have been called to our attention. Both are very fine recordings and either or both merit the attention of teachers. In the Academic Recording Institute series on *Politics: The Folklore of Government* this is the introductory title. Others included in the series are "The Political Climate of the Far East," "The Theory of Political Cycles," "Monarchy," "Oligarchy," "Democracy," "Dictatorship," "The Russian Communist Theocracy," "The Phenomenon of War" and "The Bureaucratic Malignancy."

The scholar, author and lecturer, Cyril Northcote Parkinson, is interviewed by a colleague and outstanding teacher, Julian H. Franklin, whose activities are chiefly in the field of comparative government and political theory. Dr. Franklin does not intrude on Professor Parkinson's expounding of ideas but rather deftly

**NOW...**  
 A NEW WORLD OF  
 SIGHT AND SOUND  
 IN AUDIO-VISUAL AIDS  
 ... from **V-M**



**NEW STEREO TAPE RECORDER AND  
 SLIDE PROJECTOR SYNCHRONIZER  
 PUT NEW REALISM  
 IN SLIDE PRESENTATIONS!**

**V-M's 'tape-o-matic'® 4-Track Stereo Record Tape Recorder** adds interest-holding realism of stereo to your audio-visual programs. You can make your own stereo recordings easily, to fit your exact requirements. The new tape recorder is a four-track unit with simple push-button controls. Two microphones are included for professional-quality stereophonic recordings. V-M's "Add-A-Track" feature makes possible unique new teaching and self-training techniques.

**V-M/'tape-a-matic'® 4-Track Stereo Record Tape Recorder  
 Model 722.....\$259.95 List\*  
 Other Models Priced from \$189.95**



With complete simplicity in operation, V-M's Synchronizer adds inaudible slide-change cues to tape recorded commentary. On play-back, these cues actuate your remote-control projector, automatically advancing slides at the times selected!

V-M/Slide Projector Synchronizer—Model 1412  
**\$49.95 List\***

V-M ALSO OFFERS A COMPLETE "AUDIO LEARNING CENTER" PROPOSAL—FROM ONE UNIT TO AS MANY AS YOUR LANGUAGE LABORATORY REQUIRES. \*Slightly Higher West

the **Voice of Music**®

V-M CORPORATION • BENTON HARBOR, MICHIGAN

V-M CORPORATION—DEPT. ES 1160  
 305 TERRITORIAL ROAD, BENTON HARBOR, MICHIGAN  
 Please send me additional information without obligation on V-M Tape Recorders, Slide Projector Synchronizer, and "Audio Learning Center" proposal.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## Audio CARDALOG® Record Reviews on Cards

Edited by Max U. Bilderser

# 1023

INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —



**This man  
can  
demonstrate  
the "new"**



**... right in your own office**

Now, for the first time, you can see and operate a Language Laboratory before you buy.

There is a Switchcraft Distributor in your area who will gladly call and demonstrate this new concept to you.

Switchcraft Language Laboratory Components give you many advantages including:

1. A classroom can be turned into a Language Laboratory in minutes.
2. No permanent installation required.
3. All units especially constructed for classroom use.
4. A system that is low in cost and can be used with your present Tape Recorder or Sound System.



**Developed by Switchcraft — one of the top manufacturers of Quality Electronic components.**

Write or use coupon.

**SWITCHCRAFT, INC.**  
Language Laboratory Division  
5593 N. Elston Ave., Chicago 30, Ill.

Have your specialist call to demonstrate Language Laboratory Components.  
 Send full details.

Name \_\_\_\_\_  
Position \_\_\_\_\_  
School \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

brings to the surface and into focus for the listener the attitudes and information which Professor Parkinson offers.

In addition to the ARI recording on Parkinson's Law there is one of that title offered by Libraphone in their Atheneum series. This is the first recording at 33.3 rpm offered by Libraphone which, to this time, has offered only readings of whole books after the manner of the Library for the Blind and intended fundamentally for the use of handicapped people. The Parkinson Recording (Professor C. Northcote Parkinson Explains Parkinson's Law — Libraphone Athenaeum Number AS-3301 — Libraphone, Box 215, Long Branch, N. J.) is, we hope, the forerunner of a series of such recordings which have broad appeal and potentially wide use in the variety of educational and service institutions gradually adding to their audio libraries. Whereas Professor Parkinson is interviewed in the ARI recording, he speaks in lecture fashion on the Libraphone disc, and consequently is the only voice heard.

If we have not already communicated to you our utter enthusiasm for the Academic Recording Institute recordings, let us say so now and quite openly. The critic is in the happy position of being able to share his enthusiasms with many—and still not lose one whit of ardor for the object of his appraisal. We urge you—all of you—to take pen in hand and secure immediately a copy of the catalog which has been produced by these fine people. Write to Mr. Mack Reed at 3060 Locke Lane, Houston 19, Texas, and ask for the Academic Recording Institute catalog. Study it and select the series which you want to add to your collection—and add them. You'll not be sorry.



Samuel Eliot Morison is another in the stable of eminent speakers at ARI.

We asked Mr. Reed about the popularity of the various series and he told us the Philosophy records seem to be leading in requests, but that doctors generally prefer Montagu. It seems, he told us, that Parkinson is the choice of the business man and that schoolmen on the secondary level lean toward the Morison and Brown recordings. On the college level, the demand seems to be about equal for all five groups.

A final word about Mack Reed's point of view. He says, "I'm prejudiced, but I know these recordings belong in every library—with or without record players—because the discussions stimulate reading, and they make people think." I claim to be without bias in this matter, and I entirely support his point of view. In fact these recordings can be profitably added, without exception, to the libraries of secondary schools, colleges and communities.

So: run, do not walk, to the nearest postbox.

## Audio CARDALOG® Record Reviews on Cards

Box 1771 — Albany 1, New York

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_



*from Lecture Hall to Language Lab...*



this superb  
new microphone  
adapts perfectly to changing  
teaching  
techniques



A lecture is only as good as it sounds—and how it sounds depends first and foremost on the microphone. In designing the superb new Unidyne III microphone, Shure incorporated every feature that experience shows modern institutions need.

**IT FOCUSES ON THE VOICE.** Unidirectional pick-up pattern (from the front only) suppresses random background noise. Students hear *you*, not shuffling papers, not footsteps, not street noises. Completely controls annoying feedback "squeal!"

**UNPRECEDENTED VERSATILITY.** Unobtrusive size, light weight, instant change from stand to hand, faithful response, extraordinarily rugged design, simplicity and utter reliability combine to make the Shure Unidyne III the most practical institutional microphone ever created.

**SPECIAL LANGUAGE LABORATORY MODEL.** Model 544—Highly and authoritatively recommended for master microphone in language lab. (Shure also makes a lower cost Model "425" "student-proof" microphone for use throughout language laboratory systems.)

*write on your letterhead:*

SHURE BROTHERS, INC. 222 Hartrey Avenue, Evanston, Illinois

UNIDYNE III by SHURE

THIS FREE BOOKLET WILL HELP YOUR LECTURERS. Improves their microphone techniques... helps solve common public address system problems, too. A basic guide to mastering microphone technique. Invaluable guide to the correct selection of microphones for improving public address systems.

MANUFACTURERS OF THE WORLD FAMOUS UNIDYNE MICROPHONE...THE MOST REQUESTED MICROPHONE AMONG PROFESSIONAL SPEAKERS

# FILMSTRIPS

by Irene F. Cypher

An ounce of imagination, a dash of creativity, a sprinkle of fresh viewpoint—oh, what they mean to the production of any picture! And what they can do to raise the level of interest-holding potential for a filmstrip!

It is true that the general range of subject content to be taught remains

fairly well fixed year after year; certain basic information must be conveyed to all pupils as they proceed through their educational careers. This does not mean, however, that the same words must always be repeated when conveying this information; neither does it mean that the same type of

pietorial presentation must be used whenever the subject matter is visualized.

One of the favorite phrases used by everyone when attempting to give advice is, "Get a fresh viewpoint and you will see things more clearly." These sage words should be nailed up on the walls of every filmstrip producer's studio. There is no valid reason why there cannot be some trace of uniqueness, freshness, vividness in the treatment given to subject matter. Today's pupils approach all lessons with a considerable degree of exposure to radio, television, photography. The material presented to them in the classrooms should equal, if not surpass these media in vividness and interest appeal. Let's be willing to get a fresh viewpoint once in a while, and present age-old facts in terms of modern format.

*Christmas Celebrated in Song* (2 filmstrips, 1 record, 2 guides, color; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$13.50 per set). Here is the account of how many of the songs associated with the Christmas season came to be written. Christmas in Sacred Music relates the stories behind favorite hymns; Christmas in Folk Music does the same thing for favorite carols.

The filmstrips present both the picture story of the song and the words; the records give an excellent musical background for the material. Wherever and whenever consideration is given to music of special seasons, these filmstrips will lend interest because they both present information and allow the viewer to participate in learning, for they encourage the viewer to join in singing the songs. They will be of interest to any age group, and are to be recommended for school groups, choral groups and adult or community programs.

*Every Teacher . . . An Active Political Citizen* (single strip, color; produced by and available from Citizenship Committee, National Education Association, 1201 Sixteenth St., N. W., Washington 6, D. C.; available for cost of postage only for schools and meetings, charge of \$3 if print is kept). Our country was built to provide an opportunity for citizens to take part in and assume responsibility for government. Certainly teachers should set an example in any community for being responsible citizens, willing to take part in local and national affairs, and being informed on political affairs. The subject content of this filmstrip offers suggestions on ways for

**Rugged construction plus ease of handling equals . . .**

Everyone working with audio-visual equipment knows that your best buy is *the best you can buy!* In the case of projection screens, that's Da-Lite . . . a full line of wall-type and tripod models with exclusive features developed over the past 50 years by men who specialize in improved picture projection. See the all-new Da-Lite Jr. Electrol—the finest electrically-operated medium-sized wall screen ever produced. Your Da-Lite A-V dealer will gladly demonstrate!

**Vidiomaster<sup>\*</sup> projection screens**

*Write today!*

For complete information on Da-Lite Vidiomaster Screens and name of Da-Lite Franchised A-V dealer near you!

**Specially engineered for use by schools and industry**

**Da-Lite<sup>®</sup>**  
SCREEN COMPANY  
Warsaw, Indiana

\* Trademark

teachers to participate in community affairs, participate in political matters and still remain well balanced, clear-thinking educational leaders. Discussion pamphlets accompany the filmstrip, and it is intended for use with teacher and community groups. This is certainly timely material.

*Explorers of the New World* (6 strips, color; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$36 per set, \$6 single strips). These are the stories of the contributions made by the Spanish explorers to the settlement and development of the new world. Balboa, Cortes, Pizarro, Coronado, Ponce de Leon and De Soto are the men pictured for us, and the material deals with the expeditions, travels, conquests and work of this group. Maps help to locate the areas reached by the men, and there is considerable biographical information about the leaders themselves. This is social history, designed to show what type of men pioneered in opening up the new world to settlement and what human conditions they encountered in carrying out their tasks. Good, and can be recommended for enjoyable and worthwhile viewing in middle and upper elementary social studies.

*Learning To Look* (6 strips, color, and record; produced by Filmscope, Inc., Box 397, Sierra Madre, California; \$36.50 per set, \$5.50 single strip, \$5.00 single record). There is so much to see in the world around us, if only we know how to look and what to look for. In this series the camera helps us to focus our eyes on Trees, Lumber, Plants, Desert Flowers, Desert Textures, and Desert Soil, Sand and Stone. As our eyes look, our ears help to unfold the story of what we see in design, what forms are to be noticed in natural objects, and what beauty is to be observed in the world around us. This is a refreshingly well planned approach to the problem of stimulating pupils to "see what they are looking at" and to train them for the task of observing and noting details.

The material is certainly well organized for art, nature study and language arts at both the elementary and secondary levels. We need more of this type of filmstrip-record combination for it provides a viewing-listening experience which cannot always be secured first-hand, but which should be made available to all pupils. The title of the series is well chosen, for both picture and record do indeed help in the process of assisting pupils in "learning to Look."

(Continued on next page)



**NOW!**

## Primitive Man in Our World...

Shows the basic pattern of primitive life as it still exists in the Sepik River region of New Guinea. Here is a self-sufficient people living in a world almost untouched by modern civilization. The film pictures the daily lives of these people, showing how the jungle furnishes them with food, clothing, shelter, and transportation. For upper elementary and secondary social studies. An Americana production.

12 MINUTES. COLOR \$120, RENT \$6

Order your print today!  
Write for free catalog.



**BAILEY FILMS, INC.**  
6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

# NEW BONUS RECORDED TAPE

Some of our greatest popular songs — "Full Moon and Empty Arms," "Till the End of Time," "Stranger in Paradise" — took their melodies from the classics. Eight of these lovely themes — in their original classical setting — are the basis for "Classics that Made the Hit Parade."

This unusual program, professionally recorded in sparkling full fidelity on Audiotape, is available RIGHT NOW from Audiotape dealers everywhere. (And only from Audiotape dealers.) Don't pass up this unique opportunity to get a fine recorded tape at a bargain price.

**audiotape**

Manufactured by **AUDIO DEVICES, INC.**  
444 Madison Ave., New York 22, New York  
Offices in Hollywood & Chicago

### DETAILS OF THE PROGRAM

Prokofiev	Polovtsian Dances from Prince Igor (Stranger in Paradise)
Chopin	Symphony No. 5 in E (Moon Love)
Beethoven	Espana Waltz (Hot Diggity)
Chopin	Polonaise No. 6, In Ab Major (Till the End of Time)
Prokofiev	Symphony No. 6 in B (The Story of a Starry Night)
Chopin	Piano Concerto No. 2 in C Minor (Full Moon and Empty Arms)
Chopin	Fantasia Impromptu in C # Minor (I'm Always Chasing Rainbows)
Prokofiev	Romeo and Juliet Overture (Our Love)

### DETAILS OF THE OFFER

This exciting recording is available in a special bonus package at all Audiotape dealers. The package contains one 7-inch reel of Audiotape (on 1½-mil acetate base) and the valuable "Classics that Made the Hit Parade" program (professionally re-

corded on Audiotape). For both items, you pay only the price of two reels of Audiotape, plus \$1. And you have your choice of the half-hour two-track stereo program or the 55-minute monaural or four-track stereo versions — all at 7½ ips.

See your Audiotape dealer now!

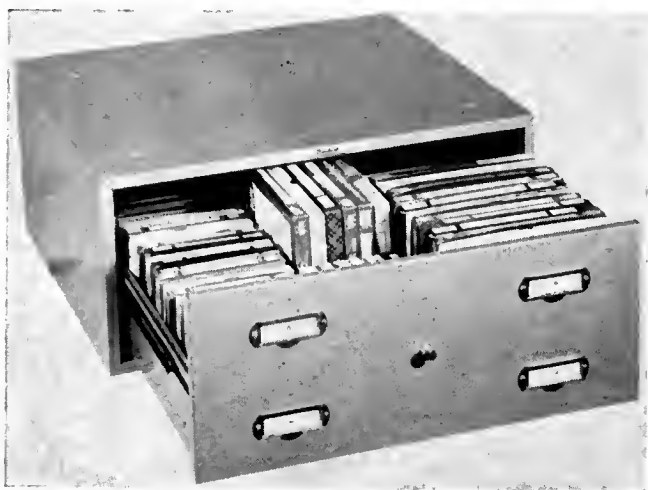
*The New Administration in Washington* (single strip, black and white; produced by Educational Department, New York Times, Times Square, New York 36, N. Y.; \$2.50 single strip, \$15 for complete monthly series of which this strip is the October, 1960, unit). Whatever the outcome of the current election the new president and new administration will have many domestic and foreign problems to meet. Every new administration faces these problems, and the student of history needs to realize what part is played by

the president himself as compared and contrasted with other branches of the government. This is basically a discussion-news filmstrip, and it serves to provide a basis on which to organize consideration of the form of government under which we live today.

*Understanding Electricity* 7 strips, color; produced by Jam Handy Organization, 2821 E. Grand Boulevard, Detroit 11, Michigan; \$36.50 per set, \$5.75 single strips). It would be hard

to imagine a world without electricity yet all too few of us really understand the nature of electricity and how it is produced. The separate strips of the set go, in detail, into the nature of electricity itself, and also into the ways in which electricity is used in the home. The set is therefore valuable for science and for safety units.

We see how static electricity affects us; experiments are given to illustrate how a generator is developed and how electric magnets differ from other magnets. The strips dealing with use of electricity in the home, and the safety precautions to observe in using electric power are well done and very practical for general use. Basic science concepts are clearly presented and the material is well organized for upper elementary and junior high science units.



**New...for Your Language Laboratory—an Add-a-Unit Tape File**

*Matches and lock-stacks with your Standard Filmstrip Library Plan cabinet*

One new Standard Recording Tape Add-a-Unit drawer file provides a more convenient way to safely file up to eighty-four 5-inch or sixty 7-inch tape reels in original cartons. It meets the need of the starting, small, growing, or a large recording tape library. Add-a-Unit as your tape library grows, one on another.

**Flexible**

Has three adjustable filing rows for 5-inch tape in the 3 rows, or one row

Order a No. 38 Standard Add-a-Unit Recording Tape Drawer file from your A-V

of 5-inch tape (24 reels) and one row of 7-inch tape (24 reels) in cartons, or 2 rows of 7-inch reels. Center row in combination filing holds an additional twelve 5-inch or twelve 7-inch reels in cartons.

Lock-stacks with matching Standard Filmstrip Library Plan cabinets Nos. 360D, 4E, 24, 400, 400E, 1080, 1200, 1200E and EB Films 2-drawer cabinets, in use in thousands of schools.

{ Thirty-six, 400-foot, 16mm films in cans }  
instead of tape may be stored in the Add-  
{ a-Unit, if desired.

Finished in hammerloid grey with 4-inch tabs. Drawer opens and closes easily due to MB extension arms. All reels accessible. One unit bolts to another or to a filmstrip cabinet.

Size 9"H x 19 1/2"W x 17 1/2"D. Made of heavy-gauge steel, electronically welded. Wt. approx. 30 lbs. Mobile steel floor bases available for this tape file.

Add-a-Unit Recording Tape dealer, complete . . . . \$36.80

Standard Audio-Visual Library Plans for . . . . .

- filmstrips
- sound filmstrips
- disc records
- recording tape
- 2" x 2" slides

*Catalog mailed upon request*

**JACK C. COFFEY CO., Inc.**  
710 Seventeenth St., NORTH Chicago, Ill.

**N  
E  
W  
EDUCATIONAL  
DOCUMENTARY  
HISTORICAL  
COMPREHENSIVE**

*16mm Sound Color*

Photography, narration and on-site sound effects by noted travel lecturer. Up-to-the-minute coverage. Suited for classroom instruction, informal education and recreation.

**PUERTO RICO**  
**THE VIRGIN ISLANDS, U.S.A.**

**OUR TEXAS HERITAGE**

**SICILY** Island of the Sun

**ICELAND** Capri of the North

**BELGIUM** Gateway to Europe

**CYPRUS** The New Republic

Sale: Color \$150 (Virgin Islands \$110)

1 1/2 reels      1 1/4 reels

Black and White \$75 each

*Send for Descriptive Brochure*



**PRODUCTIONS**

**Box 512**

**Cary, Illinois**

# AV industry news

## Second Polaroids

Development time on Polaroid's 1000 speed film has been stepped up from 60 seconds to ten. Pictures of normal contrast are now completed in from 8 to 10 seconds, additional exposure (even up to the traditional 60

## Industry Section, Illinois AVA

Audiovisual dealers, commercial film librarians, and manufacturers and producers' field and staff personnel have, for years, held equal membership rights with educators in the Illinois Audiovisual Education Association. At the recent state meeting in Aurora, an Industry Section meeting was held parallel with those of the



eruco, Inc., is following up its NAVA trade show debut with an exhibit of language laboratory equipment at the Berlin Industries Fair. Picture above shows James K. Bramblett (seated), one of 28 honor students chosen to represent the United States, getting operating instructions from project engineer Terry Marbin.

conds) resulting in cumulatively greater contrast. According to Robert Casselman, vice-president for films, the film's ability to resolve high contrast detail has been increased by percent, while in the low contrast areas where most films have their greatest difficulty, resolution has been more than doubled. Price is unchanged; newer stock is identified by a star next to the date stamp and by new instruction sheets.

## Filmstrip Replacement Policy

It may be that other filmstrip processors follow a similar policy but this announcement from Family Films happens to be the first that "registered" are. *The Good News*, a dealer-circulated, consumer-aimed house organ, states: "Your church never has to rely on worn-out or damaged filmstrips. Just return filmstrip in can, together with 50 cents in coin to your dealer." The one-page, 8½x11, two-color issue is done up in replica newspaper style. Each filmstrip announced as a separate "news" story, properly headed to fit its story content.



AWARD WINNER  
1960 Film Festivals  
VANCOUVER • CANNES

## UNIVERSE

A fascinating trip through space to explore the solar system; beyond our Milky Way to the infinity of other galaxies.  
16mm B&W Sound • 28 min.  
Rental: \$7.00 • Sale: \$130  
Send For Our Latest Catalog

### Contemporary films inc.

267 W. 25th St., Dept. ES, N. Y. 1, N. Y.  
Oregon 5-7220 Midwest Office:  
614 Davis St., Evanston, Ill. DAvis 8-2411

## PHILCO advances the science of visual education

### WITH NEW TRANSISTORIZED CLOSED CIRCUIT TV SYSTEMS

Visual education, through the use of closed circuit TV, is being adopted rapidly by schools throughout the nation. Philco's broad experience in educational TV is your assurance of obtaining the greatest flexibility and economy. Philco's new all-transistor equipment is your guarantee of maximum reliability, freedom from maintenance and ease of operation. Write today for information and your copy of the Philco Closed Circuit TV Systems Planning Guide.

#### Government & Industrial Group

4700 Wissahickon Ave., Philadelphia 44, Pa.  
In Canada: Philco Corp. of Canada, Ltd., Don Mills, Ont.



**Philco Closed Circuit TV Systems** permit multi-group instruction, with full audience participation.

# PHILCO®

Famous for Quality the World Over

# AV industry news

(Continued from Page 607)

three other groups comprising the association—college and university AV specialists, elementary and secondary school directors and coordinators, and school and public film librarians.

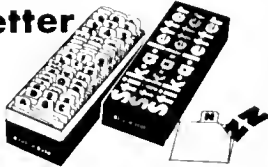
It was decided that the chairman and vice chairman of the industry group be chosen each year from the area in which the association holds its spring and fall meetings; the industry group offers to handle physical equipment needs at these meetings. With the next spring meeting scheduled for Springfield, Gerald Heckler, AV dealer there, was chosen chairman. The fall meeting in Chicago will be covered by the new vice chairman, Elgin Wollman of the SVE field staff.



The "Electronic Student Desk"

## Stik-a-letter

PROFESSIONAL  
LETTERING  
TECHNIQUE



Write for literature

Stik-a-letter Co. Rt. 2, Box 1400, Escondido, Calif.

## "Electronic Student Desk"

This device reportedly was premiered at the Mexico City meeting of the International Association of Universities early in September, where the visiting "four hundred presidents, rectors and vice-chancellors from uni-

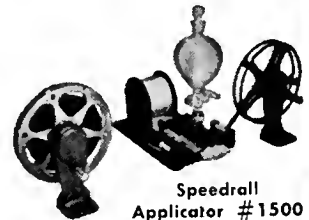
versities in 70 countries" were given a chance to respond to motion picture tests in history, chemistry and French. "The learned educators will have to be alert," according to the report, "since the motion picture lecturer will ask numerous verbal questions requir-



DR. IRENE CYPHER, Associate Professor of Education at New York University, past-President of the METROPOLITAN AUDIO VISUAL ASSOCIATION, and A-V Editor of INSTRUCTOR Magazine, demonstrates the unique advantages of the NORELCO 'Continental' Tape Recorder to a group of student teachers at N.Y.U. Selection of the NORELCO for inclusion in the exhibits in N.Y.U.'s "Model Classroom" was based upon performance standards of fidelity, reliability, versatility and functional simplicity. The NORELCO 'Continental' is a product of North American Philips Co., Inc., High Fidelity Products Division, Dept. 1S11, 230 Duffy Ave., Hicksville, L. I., New York.

## New ECCO Improve Model D For 16mm & 35mm

Cleans — Lubricates — Prevents Dust Static



Speedrall Applicator #1500

Clean and inspect your film in one easy operation. Operates effectively at several hundred feet per minute. Save time, fluid, labor, money. Lifetime bakelite construction. Eliminates waxing. Absolutely safe and NON-TOXIC. NON-INFLAMMABLE. Widely used by schools, colleges and film libraries. **\$33.00**

Ecco No. 1500 Applicator ..... \$33.00  
Ecco No. 1500 cleaning fluid, quart, ..... \$3.00  
Gallon ..... \$12.00

Ecco No. 2000 cleaning fluid for  
NEGATIVES ..... quart, ..... \$1.00  
Gallon, ..... \$4.00

### ALL FILM HANDLING SUPPLIES IN STOCK

Acetone, per quart ..... \$1.00  
Per gallon, ..... \$4.00  
Ethylid Film Cement, pint ..... \$1.00  
Film Handling gloves, per dozen ..... \$1.00  
Golco Filmmeter stop watch, Swiss jewelled movement. Measures equivalent footage for 16mm and 35mm film ..... \$2.00

### THE CAMERA MART

1845 Broadway (at 60th St.) N. Y. 23  
PLaza 7-6977

g immediate responses. Each dele-  
te will be automatically graded on  
s responses and the punched tape  
cord of his results, feeding out of  
e machine, will certainly stir up  
ely comments from his associates as  
his aptitude."

"The basic objective of the new de-  
velopment," according to the head of  
e firm that makes it, Williams Re-  
arch Corp., "was to imitate, as close-  
as possible, the functions of a 'live'  
acher."

### th Seminar-Workshop

The Tecnifax Corporation held its  
th Seminar Workshop in Visual  
ommunication at its plant in Hol-  
ke, Mass., Oct. 25-27. Their 20-page  
2x11 illustrated book describes a  
ost impressive 12-group consumer,  
ining program.

### avis In New Building

Ainslee Davis, NAVA past presi-  
nt, has joined the growing ranks of  
ccessful audiovisual dealers who,  
m modest beginnings, have expand-  
into new buildings of their own de-  
n. A most attractive, highly func-  
ional building now houses the Davis  
udiovisual, Inc., enterprise at 2149  
uth Grape, Denver 22, Colo.

### eps" At Church Meet

The AV "Industry" was well repre-  
ented at the 17th annual "Green  
ke" confab on church audiovisuals.  
mong the equipment manufacturers  
resented were Beseler, Bell & How-  
Centron, DuKane, Eastman, and  
rward.

Among the film producers were  
thedral, Charter-Oak, Coronet, Eye  
te, Family, Jam Handy, SVE and  
rldwide, in addition to many of  
denominational film makers.

Next year's meeting will be on  
the stamping grounds at the "real"  
een Lake, in Wisconsin, starting  
pt. 3, 1961. There is likely to be an  
en larger industry representation  
re, at the most important top-level  
nd interested grass-roots) religious  
meeting of the year.

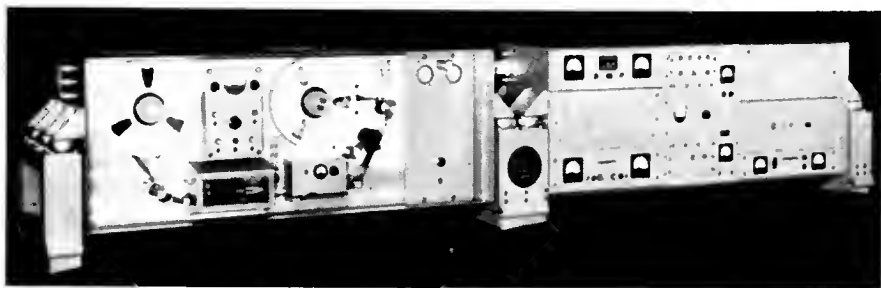
## ET DOWLING PICTURES SCIENCE FILMS (IN COLOR)

For Elementary Through  
High School Grades

— SALE ONLY —

Write for List of New Releases  
and Study Guides and Previews

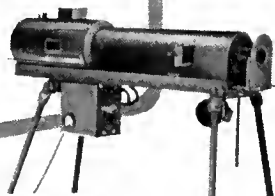
56 So. Robertson Blvd., Los Angeles 35, Calif.



A specially designed RCA video tape recorder, measuring only 20x20x100 inches, a 60 percent space reduction over current commercial equipment, was part of the equipment of the U.S. Navy nuclear submarine "Seadragon," which recently trail-blazed a possible military and commercial Northwest passage under the Arctic ice. It uses the regular 2-in. wide tape developed by Minnesota Mining and Manufacturing Company.



Our professional  
Know-how helps  
solve your  
AUDIO-VISUAL  
Problems.



#### Strong Arc Slide Projector

Projects 2" x 2" and 3 1/2" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.

#### Why is CECO the Audio Visual Equipment Center?

Because CECO spans the *entire* complex field. We sell and service every professional type equipment on the market—cameras, projectors, screens, slide projectors, animation equipment, sound recorders, timers, tripods, etc.

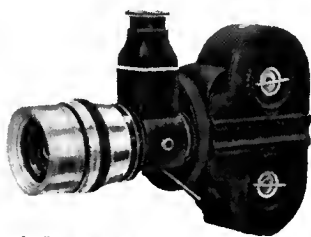
More important, we provide *solutions* to problems, no matter how intricate. We charge for the products. We make no charge for our experience. That's why most AV experts come to CECO.



#### Weinberg Watson Analyst Projector

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

SALES • SERVICE • RENTALS



#### Single Frame Eyemo

35mm filmstrip camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—trademark of  
Camera Equipment Company

## CAMERA EQUIPMENT CO., INC.

Dept. E68, 315 West 43rd St., New York 36, N. Y. • JUdon 6-1420

Gentlemen: Please rush me FREE literature on  
CECO Products for Audio-Visual use:

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# TRADE DIRECTORY FOR THE AUDIOVISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

**COLOR FILM DEVELOPING & PRINTING**

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

**FILMS**

**Association Films, Inc.** (PD)  
Distributor of Free-Loan and Rental Films.  
Headquarters:  
347 Madison Ave., N. Y. 17, N. Y.  
Regional Libraries:  
Broad at Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Bailey Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Chapel Films** (PD)  
Div. McMurry Audio Electronics, Inc.  
P. O. Box 179, Culver City, Calif.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Film Research Company** (PD)  
Onamia, Minnesota  
Forest Indian and Science Films

**Ideal Pictures, Inc.** (D)  
Home Office:  
58 E. South Water St., Chicago 1, Ill.  
Branch Exchanges:  
1218 Comer Bldg., Birmingham, Ala.  
1840 Alcatraz Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 — 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
55 NE 13th St., Miami 32, Fla.  
52 Auburn Ave., N.E. Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
15 E. Maryland St., Indianapolis, Ind.  
614 — 616 So. 5th St., Louisville 2, Ky.  
1303 Prytania Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
42 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
3400 Nicollet Ave., Minneapolis 8, Minn.  
1402 Locust St., Kansas City 6, Mo.  
3743 Gravais, St. Louis 16, Mo.  
6509 N. 32nd St., Omaha 11, Neb.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio  
2110 Payne Ave., Cleveland 14, Ohio.  
119 Ninth St., Pittsburgh, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 Sa. Third St., Memphis 3, Tenn.  
2434 S. Harwood, Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Beretania St., Honolulu, T.H.

**International Film Bureau** (PD)  
332 S. Michigan Ave., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Magull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Boyshore Dr., Miami, Fla.

**FILMSTRIPS**

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Christian Education Press Filmstrips** (PD)  
Religious Subjects  
1505 Race St., Philadelphia 2, Pa.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 14

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

**FILMSTRIP, SLIDE & OPAQUE PROJECTORS**

**DuKane Corporation** (M)  
St. Charles, Illinois

**ELECTRONIC TRAINING KITS**

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

**FLAGS, BANNERS, BUTTONS, AWARDS**

**Ace Banner & Flag Company** (M)  
224 Haddon Rd., Woodmere, L.I., N. Y.  
All sizes—U.S., State, Foreign, etc.—immed. del.

**GLOBES — Geographical**

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

**BIOLOGICAL MODELS & CHARTS**

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

**LABORATORY SERVICES**

**Byron Motion Pictures, Incorporated**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

**MOTION PICTURE PROJECTORS & SUPPL**

**Bell & Howell Co.**  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company**  
Rochester 4, New York

**Victor Division, Kalamit Co.**  
Plainville, Conn.

**MAPS — Geographical, Historical**

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

**MICROSCOPES & SLIDES**

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

**PRODUCTION EQUIPMENT**

**Camera Equipment Co., Inc.**  
315 W. 43rd St., New York 36, N. Y.  
6510 Santa Monica Blvd., Hollywood, Cal.  
**Camera Equipment Co., Inc., of Florida**  
1335 E. Tenth Ave., Hialeah, Fla.

**READING IMPROVEMENT**

**Psychotechnics, Inc.**  
105 W. Adams St., Chicago 3, Ill.  
Mfgs. of SHADOWSCOPE Reading Pacer

**RECORDS**

**Broadman Films**  
127 Ninth Ave., North, Nashville 3, Tenn.

**Curriculum Materials Center**  
5128 Venice Blvd., Los Angeles 19, Cal.  
Records, Tape Recordings, Filmstrips, Books

**Enrichment Materials Inc.**  
246 Fifth Ave., New York 1, N. Y.

**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Heirloom Records**  
Brookhaven, N. Y.  
(History through Ballads & Folksongs)

**Monitor Recordings, Inc.**  
413 W. 50th St., New York 19, N. Y.

**Russian, French, Spanish Language Materials**

**Music Education Record Corp.**  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra demonstrated)

**Spencer Press, Inc.**  
179 N. Michigan Av., Chicago 1, Ill.  
National Sch. & Lib. Distributor Columbia  
Records and Audio Books. Send for free cat

**RECORDERS — PLAYERS**

**Allied Radio Corporation**  
100 N. Western Ave., Chicago 80, Ill.

**SCREENS**

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Morton Grove, Ill.

**SLIDES**

**Key: Kodachrome 2 x 2. 3/4 x 4/8 or**

**Keystone View Co.**  
Meadville, Pa

**Meston's Travels, Inc.**  
3801 North Piedras, El Paso, Texas

**Walt Sterling Color Slides**  
224 Haddon Rd., Woodmere, L. I., N. Y.  
4,000 (scenic & maps) of teacher's world

**SOUND SYSTEMS**

**Allied Radio Corporation**  
100 N. Western Ave., Chicago 80, Ill.

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIOVISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Ill.**



# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Sources, page 618. For more information about any of the equipment and materials announced here, use the enclosed reader service postcard.

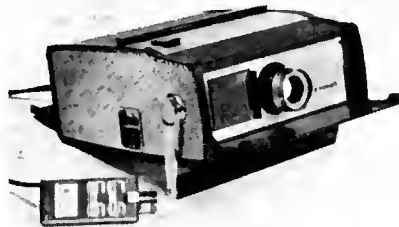
## NEW EQUIPMENT

### PROJECTORS, Movie, TV

**Auto Load 8mm Projector** offers automatic self-threading film transport system; gear-driven swing-out (400°) reel arms; 100-lumen lamp; loop setter; reverse; power rewind; permanent factory lubricated; 1" f/1.6 lens and carrying case \$119.95; with zoom lens \$139.95. B&H

For more information circle No. 101 on return postal card.

**Magnetic-Optical Sound Projector**, Bolex S-221, speeds variable 16 to 24 ips; overplay feature permits recording one track directly over another without erasing, thus building and testing a complete cumulative sound track right on film at either sound or



Bell & Howell "Explorer" Projector

second automatic timer; safety-lock editing device; 500-watt; 4" f/3.5 lens; \$119.95. With built-in remote control pointer-ray \$179.95; with 3½" to 4½" zoom lens, add \$30. B&H

For more information circle No. 103 on return postal card.

**6,000 lumen Slide Projector**— improved optics reportedly give 50 per cent increase in light output from Genarco's new model SM 3. New special lenses and other accessories also announced in new A-V catalog. SM-3 with roto single-slide holder \$1,030; with manual slide-changer \$1,084; with electric 70-slide changer \$1,398. GENARCO

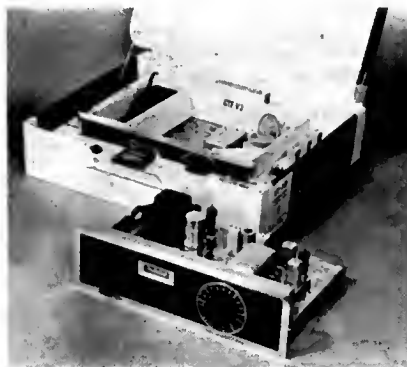
For more information circle No. 104 on return postal card.

### LANGUAGE LAB

**Portable Tape Recorder**, suited to language lab use. Records half-track; 3-speed 1½ to 7½ ips; two built-in speakers and output jack for external speaker; footage counter; 7" reel; wt less than 25 lb; 8½x14½x16"; \$179.50. RCA

For more information circle No. 105 on return postal card.

**Laboratory FM Tuner Kit** comes with front end pre-assembled, sockets etc pre-mounted; full color instruction



Scott "Kit-Pak"

book mounted in cover, designed for student and hobbyist. The first from this source. \$89.95. SCOTT.

For more information circle No. 106 on return postal card.

**Mobile Lang-Lab** Wheeled cabinet houses tape recorder, teacher controls and eight individual amplifiers and student position connections. Students hear own voices in comparison with recorded master. 8-watt amplifier, 10" speaker; AC power line for projector connection. Serves also as movable P.A. system. Complete with mikes, headphones, for 8 students and teacher. \$750. MOBILE-TRONICS

For more information circle No. 107 on return postal card.

### SOUND EQMPT.—& Accessories

**"Crown-o-Matic"** A-51 monaural tape player, designed for heavy-duty continuous operation in music systems, plays up to 16 hours unrepeatable time at 3¾ ips, 8hr at 7½; 1¾ips on special order; suitable for 19" rack mounting, 42 lb., \$695. INTERAD.

For more information circle No. 108 on return postal card.

**Dynamic cardioid microphone**, made in Austria, offers base attenuation switch that cuts 8 db at 200 cycles when needed. Built-in folding table stand. Under \$30. ELECTAP

For more information circle No. 109 on return postal card.

**Four New Microphones** in Astatic 330 series. Model 335H dynamic, high impedance, 50-12,000 cps; lavalier and stand adaptor, on-off switch, \$26.50. Model 335L, same specs, low impedance; \$23.50. Model 333, ceramic, high impedance, 30-12,000 cps; \$17.90. Model 331, ceramic, high impedance, 300-5,000 cps, built-in momentary-on switch, \$17.90, for communications and 25 mc citizen's band use. ASTATIC

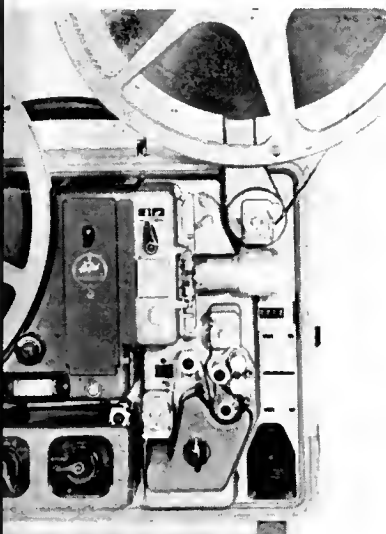
For more information circle No. 110 on return postal card.

**4-Channel "Add-A-Track" Recorder** permits user to record on one track, rewind and record on the second channel while listening to what he has put on the first, and then play back both simultaneously. The master channels are non-erasable by the student. Especially recommended for language drill and music practice, all four tracks play monophonically and will also play stereo tapes. \$225. Auxiliary amplifier-speaker Model 166 \$75. V-M.

For more information circle No. 111 on return postal card.

**"Lyceum" Classroom TV**, 21", high grade chassis, 20 kw high voltage supply reportedly gives 25% brighter picture, glare minimized by tinted glass and built-in light shield. Pre-set fine tuning and stay-set volume control; lock door over controls; two 8" speakers front mounted to the two sides and close in front of set when not in use. 5'0" above floor. RCA

For more information circle No. 112 on return postal card.



Bolex 16mm Projector

silent speed; 15-watt amplifier; built-in mixer permits playing outside sound source simultaneously with that on film; adjustable scanning beam; 2000 foot capacity; built-in stroboscope; with 8" speaker in lid, microphone, earphone, and cover \$1250. BOLEX.

For more information circle No. 102 on return postal card.

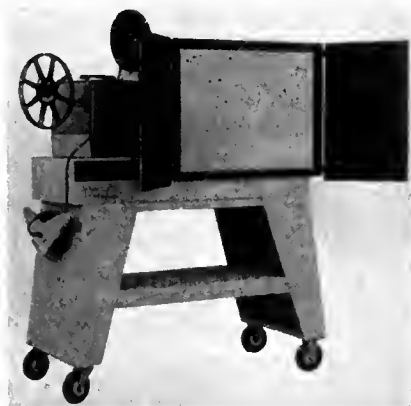
### PROJECTORS, Still

**Focus-Tronic Slide Projector** provides remote control focus as well as advance and repeat; built-in 3 to 30

**FREE**  
**Allied**  
444-PAGE 1961  
**ELECTRONICS**  
**CATALOG**

**SAVE MOST** on language labs, Stereo hi-fi, recording and phono equipment, school sound systems, training kits, electronic parts. Write for Catalog.  
**ALLIED RADIO**  
100 N. Western Ave., Chicago 80, Ill.

**Something Worth Looking Into . . .**



**AUDI-VIEWER SOLVES YOUR FILM PROJECTION PROBLEMS WITH ONE COMPACT, EASY-TO-OPERATE UNIT!**

Yes, Audi-Viewer is worth looking into. It will revolutionize your film-viewing program. Now you can show films in any lighted room through the magic of rear-projection viewing. Students **stay** in their classrooms! Windows are **open** for ventilation; There is **light** for note-taking! Supervision is **easy!**

Developed by teachers to fill a long-felt need in the field of film presentation, the Audi-Viewer will more than please you.

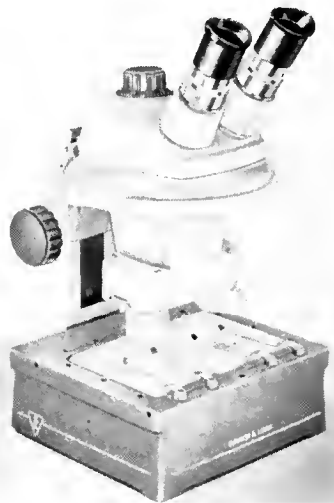
You can put an Audi-Viewer to work for you right away by contacting your nearest dealer or writing to us directly.  
**SARASOTA AUDIO-VISUAL CORP.**  
P.O. Box 3637 Sarasota, Fla.

**MISCELLANEOUS EQUIP.**

**Exposure Control Cap for Polaroid "3000"** in daylight, has tiny aperture which cuts the stop to approximately f:90 and the film speed to ASA 200. Sharp pictures from 4 ft. to infinity. \$1.50 TIFFEN

For more information circle No. 113 on return postal card.

**Zoom Stereoscope.** Two rhomboidal prisms permit dual image viewing, one superimposed precisely over the other; continuous (zoom) variable magnification from 0.7x through 3.0x;



Bausch & Lomb "Zoom 70"

no loss of focus or image blackout between changes; base is combination stage and light box; eye pieces adjustable; \$750. Various accessories available, B&L.

For more information circle No. 114 on return postal card.

**Flo-Tronic Copier 300** Desktop copier that reportedly combines convenience of dry-type machine with photographic accuracy of solution type. CORMAC

For more information circle No. 115 on return postal card.

**"Sun Gun" Movie Light,** a single halogen lamp in a 2¾ inch reflector, is reported to give as much light as 1 conventional 18" light bar with four R-30 photofloods. Draws 650 watts; color temperature, 3400 Kelvin, sun Type A Kodachrome without a filter as well as black and white. \$24.95; placement lamps \$7.98. SYLVANIA

For more information circle No. 116 on return postal card.

**Portable Darkroom** features "Unibat" single solution developer-fixing tank (means of a changing bag), fixed tank and removal in daylight. "Unibat" speeds drying. Other solutions available, all in unbreakable plastic bottles. Handsome packaging of kits. CORMAC.

For more information circle No. 117 on return postal card.

**Project-O-Stand,** cast aluminum platform 11x19", with legs adjustable 24" to 41" \$37.88; 32" to 56" \$39.75. SAFETY LOCK

For more information circle No. 118 on return postal card.

**Publications Display Rack,** 28"x54", 18" depth or fastened to wall; shows entire face of 22 books, or 110 publications stacked 4-6 deep. Wt 12 lb. \$15.95. BILLERETT.

For more information circle No. 119 on return postal card.

**Sound Tape Filing Cabinet,** capacity 100 reels; 19½x16x17"; lock-stacks with other record, filmstrip and film cabinets in this maker's extensive line \$49.50. BRADFORD.

For more information circle No. 120 on return postal card.

**Trans-Scan** televises transparencies from remote receivers without employing camera. 36"x39½"x50" high, including 14" built-in monitor. CCCA.

For more information circle No. 121 on return postal card.

**Educational Television Guidebook**

By Philip Lewis, Board of Education, Chicago

Ready in January, 1961

This guidebook presents, in a single compilation, data and information covering the field of educational and instructional television, particularly from the systems, equipment, and educational applications point of view. This is the first book to approach this neglected area in television development. For pre-service preparation of new teachers; in-service orientation of administrators, supervisors, and teachers; curriculum specialists; and can be used as a general source-book for teachers.

Send for your on-approval copy

McGraw-Hill Book Company, Inc.

330 West 42nd St., N. Y. 36, N. Y.

**RADIO-MAT**

TALK from your SCREEN with your quickly TYPEWRITTEN MESSAGES on RADIO-MAT SLIDES in WHITE-AMBER-GREEN ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR OWN SLIDES on your own TYPEWRITER by using RADIO-MATS**

Regular size 3½x4 or the New Duplex 2x2. Sold by Audio-Visual, Photo & Theatre Supply Dealers. For FREE SAMPLE WRITE: **RADIO-MAT SLIDE CO., Dept. V, 222 Oakridge Blvd., Daytona Beach, Fla.**

## NEW MATERIALS

### KEY TO ABBREVIATIONS

- p—motion picture
- filmstrip
- s—slide
- r—recording
- 33-1/3 r.p.m. microgroove record
- m—minutes (running time)
- f—frames (filmstrip pictures)
- silent
- sound
- rent
- bw—black & white
- c—color
- 1—Primary
- 2—Intermediate
- 3—Junior High
- 4—Senior High
- 5—College
- Adult

## AGRICULTURE

**The 4-H Leader** mp UCLA 27 min col \$247.50. Indoctrination and recruitment of adult leaders for the 4-H movement. A TT JH SH

For more information circle No. 122 on return postal card.

**Soil Conservation Pays** mp FEDRES 18 min col loan. Importance of the proper use of land as basis for prosperity in rural areas, and its impact upon extension of credit by country banks and business. Produced by the Federal Reserve Bank of Cleveland. SH C A

Write direct.

## CINEMA and COMMUNICATION ARTS

**More Than Words** mp STRAUSS 14min col \$185 r\$17.50 for 3 days. Cartoon presentation of verbal and non-verbal communication dynamics. A C SH

For more information circle No. 124 on return postal card.

## BUSINESS EDUCATION

**A Day at the Federal Reserve Bank of Cleveland** mo FEDRES 22min b&w loan. Guided tour shows daily operations. For banking students and bank employees. SH C A

Write direct.

**Golden Link** mp MFAIC 17½min col. The story of insurance from first records of Chinese merchants (ca. 5000 B.C.) to present is told as a mural is painted dealing with the subject. The art phase is also developed in detail. JH-A

For more information circle No. 125 on return postal card.

## SCIENCE FILMSTRIPS

SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
BIOLOGY ATOMIC ENERGY  
PHYSICS GENERAL SCIENCE  
CHEMISTRY MICROBIOLOGY  
BIKE SAFETY BUS SAFETY

Science filmstrips available under NDEA—Title III.

## VISUAL SCIENCES

Box 599E Suffern, New York

# LUXOUT®

# DRAPERIES

... offer your BEST choice of effective light control



(Photo illustrates "NASSAU" exclusive print on LuXout DIM-OUT draperies.)

**BETTER BECAUSE LUXOUT Draperies offer COMPLETE effective light control:**

LUXOUT TRANSLUCENT draperies eliminate glare in offices, lounges, corridors and where audio-visual instruction is not given.

LUXOUT DIM-OUT draperies diffuse sunlight and darken rooms for projected pictures.

LUXOUT BLACK-OUT (opaque) draperies give absolute darkness when preferred for science rooms, auditoriums, or all-purpose rooms.

**Widest selection of colors, patterns, materials!**

**Consult your LuXout distributor, or contact:**

**Free brochure, folders and color samples available upon request.**

**Plastic Products**  
INCORPORATED

Department ES  
1822 East Franklin St.  
Richmond 23, Virginia

## THE FILM DOCTORS®

**SPECIALISTS**  
in the science of  
**FILM**  
**REJUVENATION**

RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"

**rapid**

**FILM TECHNIQUE INC.**

Founded 1940

37-02C 27th St., Long Island City 1, N.Y.



Send for Free Brochure

### MICROBIOLOGY

Source Data Information on all phenomena. Mature single-purpose films presenting the most significant microbiological phenomena disclosed in living organisms by the Nobel winning Phase-Contrast method.

Write for descriptive folders

**ARTHUR T. BRICE**

Phase Films Sonoma, California

## POLY-CONS

### MODERN FILMSTRIP CONTAINERS



First with hinged lid.

First unbreakable, moisture-proof, polyethylene filmstrip container. Lightweight. Six colors. Labels printed for all filmstrip containers. Send copy for quotation.



Specify POLY-CONS FOR PROTECTION PLUS SALES APPEAL

Send quantity for quotation and FREE sample.

**RICHARD MFG. CO.**

P. O. BOX 2041, VAN NUYS, CALIF.

## SLIDE MAKING EQUIPMENT

### ● IDEAL 3 1/4 x 4" LANTERN SLIDE MATS

The Professional Standard For 50 Years!

Package - 25 mats ..... 50c  
Box - 100 mats ..... \$1.85  
1000 in bulk (not assorted) ..... \$15

● "RIGHT SIDE UP" Red Spot Identification Labels: Quality-White-gummed-Acceptis Ink No. 4008 Box of 250 ..... \$3



● Type Your Own Slides on B&J RADIO MATS  
Special carbon for writing or typing titles - transparent cellophane and masking mat included. White, amber or green.

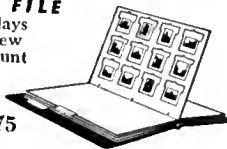
2x2" (100 slides) \$2 - 3 1/4 x 4" (50 slides) \$1.50

### ● NEW SLIDE FILE

Notebook style-displays 12 slides in full view The VUE-FILE mount fits standard 3-ring binder. No. 4010.

Box of 25 ..... \$8.75  
Box of 100 \$35.00

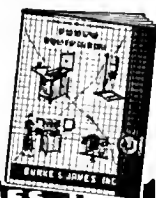
SPECIAL - #G4010 to fit glass mounted slides.  
Box of 100 ..... \$40.00



● LANTERN SLIDE FILE BOX Individual slide grippers hold 76-3 1/4 x 4" slides. Leatherette-covered wood. Handle.  
No. 4011 ..... \$7.50

FREE CATALOG - 132 Pages of Photo Equipment  
62nd ANNIVERSARY  
Greatest Lens Offerings!  
Cameras - Regular, Industrial and Scientific! Enlargers - Solar etc.! Lighting, etc.! Accessories - Write to: "ESAG 11/60."

**BURKE & JAMES, INC.**  
321 S. Wabash Chicago 4, Illinois



Establishing Work Standards in Sampling mp UCLA 25min col \$250. Work sampling measurement technique and its use in setting standards for activity difficult to measure by conventional means. TT C A

For more information circle No. 126 on return postal card.

Through the Mirror mp JAM 27min b&w \$145. Examples of good and bad selling through the eyes of the customer. Revised version of "The Face in the Mirror." SH A

For more information circle No. 127 on return postal card.

## EDUCATION

Can America Afford Better Schools? mp NEA 13 1/2 min col \$45. Local news-hawk digs into why school costs have gone up and why they will continue to rise. Produced by Committee on Educational Finance, National Education Association. SH-A

For more information circle No. 128 on return postal card.

Secret of Freedom mp NEA 60min b&w \$100. Archibald MacLeish tells about the defeat of a school bond issue in a typical American town. NBC program. JH-A

For more information circle No. 129 on return postal card.

Planning Creative Play Equipment for Young Children mp UCLA 10min col \$137.50. How one community pooled available talents and resources to make and use these materials. TT A

For more information circle No. 130 on return postal card.

Teaching Language Skills II 3fs 2rec UCLA 50min col LP. Titles: Background for Written Expression in Kindergarten; Beginning Writing; Independent Writing-Primary Grades; Creative Writing-An Essay (record only). TT

For more information circle No. 131 on return postal card.

The World of Helen Keller mp HARVEST 13 1/2 min b&w loan. Narrated by Katherine Cornell, who also appears in it, this film commemorates the 80th birthday of one of the most famous women of the century. Miss Keller is seen in her home and on trips abroad in the service of the blind of many nations. The observance of her 80th anniversary at the United Nations is featured. JH SH C A

For more information circle No. 132 on return postal card.

## FUN -PLAYING VOLLEYBALL

P.E. majors demonstrate skills, techniques and team strategy of new official 6-girl team sport 1960 release 11min sound  
Color \$100 r\$5 B&W \$60 r\$3.50

**MARJORIE E. FISH**

1723 Oak St., Orange Gardens, Kissimmee, Fla.

## HEALTH, SAFETY

Journey in Health mp SMART 22min col \$50 b&w \$10. Importance of having the family doctor regularly and continually supervise a child's health. SH-A

For more information circle No. 133 on return postal card.

Story of the Bloodstream mp MOOD 29min (Part I); 24min (Part II); each part \$220 r\$10. Part I deals with the heart as a pump and the circulator system as pipelines, with phenomena; pictures of the heart valves in action and comparison of bodily functions to those of the family automobile. Part II traces radioactive iodine through the body; shows respiratory function of the red cell and factors influencing its form. JH SH C

For more information circle No. 134 on return postal card.

## INDUSTRY

Industries flat pix INPRO set of 10 pi 11x14" \$2.50 Titles: Petroleum (2) Tuna (2); Oranges and Lemons (2) Vegetable and Melon Crops (2), Int.

For more information circle No. 135 on return postal card.

## LANGUAGES

Basic Russian Through Conversation rec/tape WILMAC Two 7" 7 1/2 ips \$14.95. Two 12" LP \$9.95. Exercise material fits into any Russian course JH through C. Vocabularies are followed by slowly spoken dialogs, with spaces for student repetition.

For more information circle No. 140 on return postal card.

Beginning Audio Lingual Material tapes UCOLO available on 600' or 1200' reels, acetate or plastic tape single or dual track. Priced accordingly. 7 1/2 ips. Produced with NDEA aid these Glastonbury tapes may be purchased and used only by persons trained in NDEA language training institutes. Qualify under NDEA Title III. German (62 lessons); French (69) Spanish (63); Italian (46); Russian (52).

For more information circle No. 136 on return postal card.

Beginning Spanish mp-tapes CBEF films and 4 tapes, 72p manual \$36 r apply. Correction, 4 filmstrips announced Sept. 1960 as part of this unit are not included in current package. JH-A

For more information circle No. 137 on return postal card.

Language Newsreels mp TFC 6-8min b&w series (16 during academic year) \$250 or series of 8 @ \$130. BA cooperation of Fox Movietone News and MPA these are now available in English, French, German, Italian, Russian and Spanish, and when sufficient demand develops other languages will be added. Classroom tested under Modern Association auspices. EI JH SH C A

For more information circle No. 138 on return postal card.

## LANGUAGE ARTS

**Riddle-A-Rhyme** 9fs EYEGATE col \$25. Eight strips are on consonants and their combinations, the ninth on vowels and diphthongs. Designed for speech therapy, language arts. Pri Int.

For more information circle No. 139 on return postal card.

## MATHEMATICS

**Model Kits SCIMAT** complete with all parts and instruction manuals. **Calculo Analog Computer** kit \$16.95; **Brainiac K-30 Computer Circuits Lab** \$18.95; **Space Spider**, 18 black 6x6" perforated planes with coordinate index system, on which geometric forms in 2- and 3-dimension are outlined in fluorescent cord of 6 colors. \$12.95. JH SH

For more information circle No. 141 on return postal card.

## MEDICAL and ALLIED SCIENCES

**Introduction to Tissue Culture Techniques** sfs UWF col fr 8min \$9.10. Producing and maintaining a monkey tissue culture. C Lab Technicians

For more information circle No. 142 on return postal card.

**Techniques of Laboratory Diagnosis of Influenza** mp UWF Training film for lab technicians. Revision of earlier film of same title. C A

For more information circle No. 143 on return postal card.

## MUSIC, General

**The Revolution** rec COLREC 12" LP with 62p illustrated book \$10. Cantata based on music of the American colonies. For further description see this title under "Social Studies—History." JH-A

For more information circle No. 144 on return postal card.

## PHYSICAL ED, SPORTS

**High Country Holiday** mp COTTON 15min col loan. Camping and Boating vacation in Great Smoky Mountains National Park. JH-A

For more information circle No. 145 on return postal card.

## RELIGION, ETHICS

**Good News to All People** sfs CONCORDIA col 42fr. The spreading of Christianity at home and in distant lands; includes several hymn frames for audience participation. Pri-A

For more information circle No. 146 on return postal card.

**The Greater Guilt** mp BROADMAN 28min b&w \$180. A lawyer's unusual experience brings him to realize the wrong of judging others in disregard of one's own faults. Modern application of Luke 6:37-42. JH-A

For more information circle No. 147 on return postal card.

**Household of Faith** mp BFC 26min col r \$12 b&w r \$8. Lease col \$240 b&w \$160. Rajkumari, noted Indian leader, explains the Asian Christians one-church concept as exemplified in various joint mission activities. Produced cooperatively by 12 denominations for the interdenominational foreign missions study theme (1960-61) "Into All the World Together." JH-A

For more information circle No. 148 on return postal card.

**Journey to Nazareth** mp NOVIK 27½ min col sale. Christmas in the Holy Land, air-borne pilgrims, Nazareth, Hanaan, Christmas morning with Nazareth children. JH-A

For more information circle No. 149 on return postal card.

**A Mighty Fortress** rec WORDREC 42 min monaural \$3.98; stereo \$4.98. Also 35 other titles of similar suitability for church group use, by Wheaton College, Baylor Choir, Northwestern University, World Vision Quartette, Youth for Christ, etc.

For more information circle No. 150 on return postal card.

**Seventy Times Seven** mp BROADMAN 28min b&w \$180. Modernized version of the parable of the unmerciful servant. JH-A

For more information circle No. 151 on return postal card.

**Shadow of Tomorrow** mp BROADMAN 28min b&w \$180. The self-centered thoughtlessness of a young wife comes close to wrecking her marriage. SH-A

For more information circle No. 152 on return postal card.

**This Night** mp BROADMAN 28min b&w \$180. Dramatic version of the parable of the rich fool. (Luke :12) JH-A

For more information circle No. 153 on return postal card.

## SCIENCE, Biology

**Black Widow Spider** mp MIDDLEHAM 12min col sale. Life cycle of spider (and fly) in stop-motion photography. Also shown are the praying mantis and the alligator lizard. JH

For more information circle No. 154 on return postal card.

**We Explore the Stream** mp CORONET 11min col \$110 b&w \$60. Boy and girl find snails for their aquarium and observe interdependence of plant and animal life along a stream near their home. Pri.

For more information circle No. 155 on return postal card.

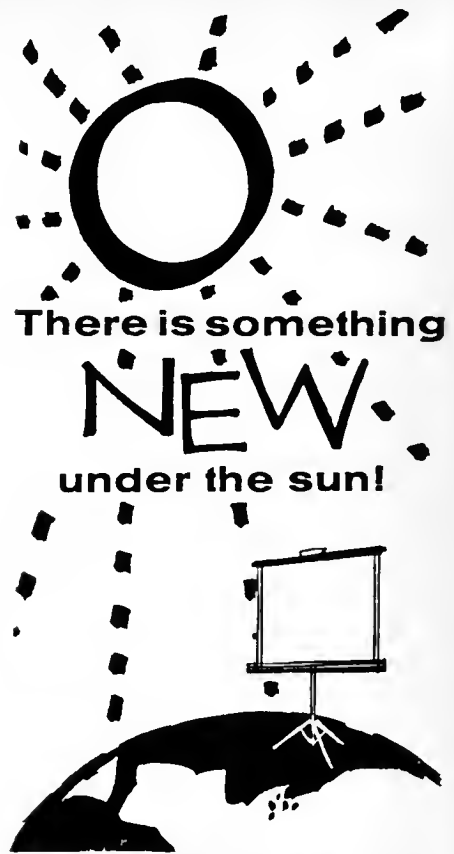
### NEW! The WILD RICE Story . . .

"Mahnomen—Harvest of the North"

. . . Selected as a U.S. Entry in the 1960 Edinburgh and Venice Festivals, this documentary film shows the ancient Chippewa "water" harvest of WILD RICE, stressing its importance, past and present, to the life of the northern forest Indians.

**History—Social Studies—Geography**  
17 Min. Color \$170

Preview prints from  
**FILM RESEARCH COMPANY**  
Box 1015, Minneapolis 40, Minn.



There is something  
**NEW.**  
under the sun!

**A new screen for viewing pictures in undarkened rooms**

It is true that you can project better pictures in darkened rooms—but there are many times when room darkening is inconvenient, difficult and costly. Now, with the new Radiant exclusive "truly lenticular" screen, which controls both horizontal and vertical light reflection, you can project slides and movies effectively in normally or partially lighted rooms where no unusual lighting conditions prevail. For schools—this enables viewers to take notes during showings, minimizes inattention and misbehavior, and permits simultaneous use of collateral material.



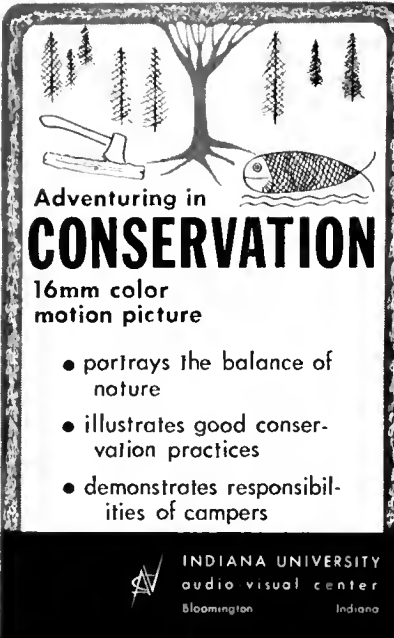
Send for Illustrated Booklet which gives the complete explanation of this new truly lenticular screen, also catalog giving specifications and prices of Radiant's complete line of lenticular and glass-beaded screens of every type for every purpose.

**RADIANT**  
*Lenticular*  
**SCREENS**

**RADIANT MANUFACTURING CORP.**  
P. O. Box 5640 • Chicago 80, Ill.  
Gentlemen: Please rush me free copy of your booklet "The Miracle of Lenticular Screens" and complete Radiant Screen Catalog.  
Dept. ES-116  
Name \_\_\_\_\_  
School \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**4 SPEED  
RECORD &  
TRANSCRIPTION  
PLAYERS**  
Write for illustrated  
catalog  
**AUDIO-MASTER**  
17 E. 45th St., New York



**Adventuring in  
CONSERVATION**  
16mm color  
motion picture

- portrays the balance of nature
- illustrates good conservation practices
- demonstrates responsibilities of campers

INDIANA UNIVERSITY  
audio visual center  
Bloomington Indiana

**COMPCO**  
professional quality reels and cans  
are preferred by...  
the customers  
of...  
**GEO. W. COLBURN  
LABORATORY, Inc.**



the most "Quality Conscious"  
16 mm film laboratory in America

Only CompcO offers "a new dimension in quality" recognized and accepted by leaders in the movie making industry. CompcO's superiority is attributed to a new, major advance in film reel construction—resulting in truly professional reels that run truer, smoother, providing lifetime protection to valuable film. CompcO reels and cans are finished in a scratch-resistant baked-on enamel, and are available in all 16 mm. sizes—400 ft. thru 2300 ft. For details and prices write to:

**COMPCO** corporation  
1600 N. Spaulding Ave., Chicago 47, Ill.

## SCIENCE, General

**Fundamentals of Science, Grades IV and V** 9fs EYEGATE col \$25. Titles range from **The Earth —A Great Storehouse to Electricity in Everyday Life**. Elem

For more information circle  
No. 156 on return postal card.

**Light for Beginners** mp CORONET 10-min col \$110, b&w \$60. Basic properties; sunlight compared with man-made illumination; shadows, reflections, rainbow. Pri.

For more information circle  
No. 157 on return postal card.

**Motograph Science Charts SCIMAT** to be assembled, with animated parts \$9. **The Eye; The Electric Bell; The Thermometer; The Seasons; Vending Machine; and How the Day Grows.** Designed by Harry Milgrom, Supervisor of Science, New York City schools. JH Int

For more information circle  
No. 158 on return postal card.

**Science Model Kits SCIMAT** complete with all parts and instruction books. **Science of Photography**, includes "Optibox" camera model and devices for 45 experiments with light. 72p and 32p illust. books. \$19.95 **Automat kit**. (mechanics, gear reductions) \$39.95. **Ultra-Violet Science Lab kit** \$16.95. **Pre-Electricity Physics kit** \$5.95. **Dynatron kit** on basic electronics \$19.95. JH SH

For more information circle  
No. 159 on return postal card.

**The Space Age** 9fs EYEGATE col \$25 Titles range from **Pioneers of Space to Stations on the Moon**. Int JH

For more information circle  
No. 160 on return postal card.

**The Planet Earth** mp AV-ED 10min col \$100 b&w \$50. Animation and effect photography depict origins of our planet. El-C

For more information circle  
No. 161 on return postal card.

**Scientific Method In Action** mp IFB 19-min col \$195. From Galileo to Dr. Jonas E. Salk; the six-step sequence is applied in the discovery and testing of the polio vaccine. General applicability of the scientific methods. JH SH C

For more information circle  
No. 162 on return postal card.

**Clean Film the Modern Way**  
**Edwal COLOR FILM  
CLEANER**



—Anti-Static  
—20 Times less toxic  
than carbon tetrachloride

Fast, Reliable, Economical  
4-oz. 65c 1-gal. \$8.25

Ask your dealer

**Edwal Scientific Products Corp.**  
555 W. 119th Street • Chicago 28, Illinois

**What Are Things Made Of?** mp CORONET 11 min. col \$110 b&w \$60. Matter—solid, liquid, gas; atoms and molecules; elements and compounds; physical and chemical change. Int JH

For more information circle  
No. 163 on return postal card.

**Work and Power** mp IFB 14min col \$150 A high school class in an amusement park find many applications of the principles they studied in their science class, pulleys, levers, inertia, momentum, centrifugal force, work, power. Color-coded animation visualizes significant relationships. JH SH

For more information circle  
No. 164 on return postal card.

## SCIENCE Physics, Chemistry

**Ballistic and Space Vehicle Systems** mp UCLA 28 hours. b&w R (for 15 weeks) \$2500. Film lecture series on fundamental, current R & D information on which to base a systems engineering approaches. C Scientists, Engineers.

For more information circle  
No. 165 on return postal card.

**Memory Devices** mp BELTEL 27min col loan. Basic concepts and terms; information storage devices used in modern computing machines; punched cards and tapes, relays, magnetic tapes and drums, ferrite cores and sheets; twistors, capacitor arrays, Barrier Grid Storage Tube, Flying Spot Store. SH C

Write direct.

**Physics and Fire Engines** mp AVIS 11-min col \$110. Fifth grade studies simple machines, use toy fire engine, applications of their principle and then makes a trip to the fire house for a "treasure hunt" to locate applications on the real thing. Elem.

For more information circle  
No. 166 on return postal card.

**Similarities in Wave Behavior** mp BELTEL 26½min b&w loan. Demonstration lecture by Dr. J. N. Shive of Bell Telephone Laboratories. JH C

Write direct.

## SOCIAL STUDIES, General

**The Federal Reserve Bank and You** mp FEDRES 30min b&w loan. High school class assignment takes student to president of his local bank, where the role and importance of the Federal Reserve System is explained. Produced by the Federal Reserve Bank of Minneapolis. SH A

Write direct.

**USED 16MM Sound Projectors**, also sound films, rental, sale, exchange. Write for free catalog. National Cinema, 71 Dey St., N. Y. C.

**You and Your Money** mp FEDRES 12½ min b&w loan. Elementary cartoon treatment of flow of money spent in retail purchase and its effects on the economy. Produced by the Federal Reserve Bank of Richmond, JH SH A

Write direct.

**Your Money's Worth** mp FEDRES 38 min col loan. Federal Reserve Bank official explains nature of money, and its role in inflation and deflation cycles. Produced by the Federal Reserve Bank of Richmond. C A

Write direct.

**The Cowboy** 2fs FILMSCOPE col ea \$5. I: The Rodeo. II: On the Ranch, where the cowboys use the same skills in working together. Elem.

For more information circle No. 167 on return postal card.

**Where Were You** mp FORD 30min b&w free loan sale @ \$35. Behind the scenes story of American politics; how a small minority is able to dominate primary and eventually general election results through operation of party machinery due to the apathy of the mass of the American voters. JH SH C A

For more information circle No. 168 on return postal card.

## SOCIAL STUDIES, Geography, Travel

**The Soviet Union: An Introduction** mp GJP 18min col. Survey of the geographic and historical ideas of this massive land and its peoples. Indigenous sound. Color is recent, summertime; some b&w footage is pre-1917. SH-A

For more information circle No. 169 on return postal card.

**Middle East and India** 6fs EBF av50fr col set \$36 ea \$6. Titles: Bombay, Gateway to India; Village in India; Pakistan, East and West; Along the Rivers of Iraq; Mountain and Desert in Syria; Village and City in Turkey. El JH SH

For more information circle No. 170 on return postal card.

**The New Alaska** mp USDA 27¼min col b&w apply. How the U.S. National Forests contribute to the economy and well-being of the 49th State. The work of the Forest Service is emphasized. JH-A

Write direct.

**New Lives for Old** mp ETS 20min col \$210. Cultural anthropological study of changes in life patterns of the Manus people of the Admiralty Islands and their adaptation during a 25-year span. JH SH

For more information circle No. 171 on return postal card.

**Middle East and India** 6fs EBF av 50fr col set \$36 ea \$6. Titles: Bombay, Gateway to India; Village in India; Pakistan, East and West; Along the Rivers of Iraq; Mountain and Desert in Syria; Village and City in Turkey. El JH SH

For more information circle No. 172 on return postal card.

**The Rayattam** mp FILM IMAGES 18-min b&w \$95. Documentary film depicting ancient dance worship in south India. C A

For more information circle No. 178 on return postal card.

## NEW PUBLICATIONS

**Basic Facts and Figures** on education, culture and mass communications. 1959. UNESCO.

Write direct.

**Better Language Instruction—For More Students** brochure and bid specifications. Free. EDWARDS

For more information circle No. 173 on return postal card.

**Catalog of Family Films for Your Church.** 24pp free FAMILY.

For more information circle No. 174 on return postal card.

**Directory of Air Transport Films** lists 223 motion pictures from 27 airline sources, in 12 languages; prices, exhibition conditions, descriptions. 76 pp. Free. International Air Transport Association, Public Relations, 1060 University St., Montreal 3, Que., Canada.

Write direct.

**Educational Language Recordings.** List of readings and music suggested for use in study of Spanish under NDEA. Free. SPAMUS.

For more information circle No. 175 on return postal card.

### TENT LIFE IN BIBLE LANDS

Shows what daily life might have been like in early Bible days. Home environment, daily tasks, dress and family customs are shown. 14 color transparencies mounted in "childproof" Viewmaster-type

#### FILM DISC

For use with Primary grades and up. With script, study print, in sturdy folder \$1.65



Chapel Films

P O. Box 179, Culver City, Calif.

Advertisement

## HELPFUL BOOKS

**ADMINISTERING AUDIO-VISUAL SERVICES.** By Carlton W. H. Erickson. Covers administrative, supervisory, and technological problems, emphasizing competent performance in all service aspects. 479 pp., Illustrated. Macmillan Company, 60-5th Ave., New York 11, N. Y. \$6.95.

**AUDIO - VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 Illustrations 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**EDUCATORS GUIDE TO FREE FILM-STRIPS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Diffor. Twelfth Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertie Hanson Halsted, M. A. Sixth Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Diffor. Educational Consultant, John Guy Fowlkes. 20th Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$9.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 an approval.

Write direct.

100 Selected Films in Economic Education. Catalog. 34pp. 75c. JCECED.

Write direct.

Sound Language Teaching—The State of the Art Today. Holton, King, Mathieu, Pond. Handbook on the electronic classroom for modern language teaching. "100 Questions", with page references on where to find the answers. 210 pp \$5.50. UNPUB

For more information circle No. 176 on return postal card.

Sources of Free and Inexpensive Materials for Education prepared in cooperation with the College of Education, West Virginia University, by Esther Deuer. 204 Blueville Dr., Grafton, W.Va. 127pp mimeo \$1.

Write direct.

Television and Radio News, Bob Siller, Ted White, Hal Terkel. Three "pros" present the mechanics and career opportunities of broadcast journalism in clear, simple terms. This book should be of interest and value in speech, public relations and guidance in high school and college. 227p \$5.95. MACMILLAN.

For more information circle No. 177 on return postal card.

### SUBJECT: ROOM DARKENING

If your budget won't permit darkening of all classrooms for proper motion picture showing, we have the only answer in the simple, practical, and economical WILSON MOVIE-MOVER "RP." Easy-rolling, easy-to-use—brings educational films to the classroom without fuss.

Uses your present projector (any make)!

For Bell & Howell projectors, \$139.50; most others, \$159.50. Write

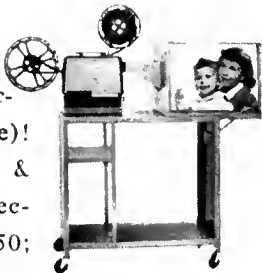
now for literature & full details.

## H. Wilson Company

106-E Wilson Street

Park Forest, Ill.

Complete line of sensibly-priced, high-quality projector tables



## Directory of Sources and Materials Listed on pages 611-618

ASTATIC CORP., Conneaut, Ohio.

AV-ED—7934 Santa Monica Blvd., Hollywood 46, Calif.

AVIS Films, Box 643, Burbank, Calif.

BELTEL—Bell Telephone Laboratories. Consult local telephone company.

BFC—Broadcasting and Film Commission, National Council of Churches of Christ in the USA, 475 Riverside Dr., New York 27, N. Y.

B&H Bell & Howell Co., 7100 McCormick Rd., Chicago 45.

BILLERETT Company, 1544 Embassy St., Anaheim, Calif.

BIRAD Corporation, 35 W. 53rd St., New York 19, N. Y.

B&L—Bausch & Lomb Optical Co., Rochester 2, N. Y.

BOLEX—Paillard, Inc., 100 Sixth Ave., New York 13, N. Y.

BRADFORD Products Co., 8106 N. Ridgeway, Skokie, Ill.

BROADMAN Press, 127 Ninth Ave., N., Nashville 3, Tenn.

C-BEF: C-B Educational Films, Inc., 690 Market St., San Francisco 4, Calif.

CCCA—Closed Circuit Corporation of America, 5397 Poplar Blvd., Los Angeles, Calif.

COLREC—Columbia Records, 799 Seventh Ave., New York 19, N. Y.

CONCORDIA Films, 3558 S. Jefferson Ave., St. Louis 18, Mo.

CORMAC Photocopy Corp., 80 Fifth Ave., New York 11, N. Y.

CORONET Films, 65 E. South Water St., Chicago 1, Ill.

COTTON—National Cotton Council, POB 9905, Memphis 12, Tenn.

EBF—Encyclopaedia Britannica Films, Inc., 1150 Wilmette Ave., Wilmette, Ill.

EDWARDS Company, Inc., 94 Connecticut Ave., Norwalk, Conn.

ELECTAP—Electronic Applications, Inc., Stamford, Conn.

ETS—Educational Testing Service, 20 Nassau St., Princeton, N. J.

EYEGATE House, Inc., 146-01 Archer Ave., Jamaica 35, N. Y.

FAMILY Films, Inc., 5823 Santa Monica Blvd., Hollywood 38, Calif.

FEDRES—Federal Reserve Bank—your nearest branch will probably have a film loan service for films produced by peer banks, and from other sources. Those listed in this issue, for example, are available from Federal Reserve Bank of Chicago.

FILM IMAGES, Inc., 1860 Broadway, New York 23, N. Y.

FILMSCOPE, Inc., Box 397, Sierra Madre, Calif.

FOLKWAYS Records and Service Corp., 117 W. 46th St., New York 36, N. Y.

FORD Motor Company, Motion Picture Dept., Dearborn, Mich.

GENARCO Inc., 9704 Sutphin Blvd., Jamaica 35, N. Y.

GJP—Grover-Jennings Productions, P.O. Box 303, Monterey, Calif.

HARVEST Films, 90 Riverside Drive, New York 24, N. Y.

IFB—International Film Bureau, Inc., 332 S. Michigan Ave., Chicago 4, Ill.

INPRO—Instructional Productions Company, 2527 Honolulu Ave., Montrose, Calif.

INTERAD—International Radio & Elec-

tronics Corp., S. 17th and Mishawaka Road, Box 123, Route 4, Elkhart, Ind.

JAM Handy Organization, 2821 E. Grand Blvd., Detroit 11, Mich.

MACMILLAN Co., The, 60-62 Fifth Ave., New York 11, N. Y.

MFAIC—MFA Insurance Companies, Columbia, Mo.

MIDDLEHAM—Ken Middleham Productions, P. O. Box 1065, Riverside, Calif.

MMM—Minnesota Mining and Manufacturing Co., 900 Bush St., St. Paul 6, Minn.

MOBILE-TRONICS, Westover Road, Morrisville, Pa.

MOODY Institute of Science, 11428 Santa Monica Blvd., Los Angeles 25, Calif.

NEA: National Education Association, National Commission on Safety Education, 1201 16th St., N.W., Washington 6, D. C.

NOVIK—David Novik Productions, 2468 Centenala Ave., Los Angeles 64, Calif.

PICBUS—Pictures for Business, 1937 Holly Drive, Los Angeles 38, Calif.

RCA Communications Products, Advertising Manager, Building 15-1, Camden, N. J.

SAFE-LOCK, Inc., Hialeah, Fla.

SCIMAT—Science Materials Center, 59 Fourth Ave., New York 3, N. Y.

SCOTIN—Scott Instrument Labs, Inc., 17 E. 48th St., New York 17, N. Y.

SCOTT—H. H. Scott, Inc., Dept. P, 111 Powdermill Rd., Maynard, Mass.

SMART Family Foundation, 65 E. South Water St., Chicago 1, Ill.

SPAMUS—Spanish Music Center, 127 W. 49th St., New York 36, N. Y.

STRAUSS—Henry Strauss Productions, 31 W. 53rd St., New York 19, N. Y.

SYLVANIA Electric Products Inc., 1740 Broadway, New York 19.

TFC—Teaching Film Custodians, Inc., 25 W. 43rd St., New York 36, N. Y.

TIFFEN Optical Co., 71 Jane St., Roslyn Heights, L.I., N. Y.

TVA—Tennessee Valley Authority Information Office, Knoxville, Tenn.

UCLA—University of California, Educational Film Sales Dept., Los Angeles 24.

UCOLO—University of Colorado, Tape Duplicating Service, Bureau of Audio-Visual Instruction, Stadium Bldg., Room 348, Boulder, Colo.

UFGA—University Film Producers Association, Motion Picture Div., Dept. of Photography, Ohio State University, 1885 Neil Ave., Columbus 10, Ohio.

UNESCO Publication Center, 801 Third Ave., New York, N. Y.

UNPUB—University Publishers, 59 E. 54th St., New York 22, N. Y.

USDA—U.S. Dept. of Agriculture, Motion Picture Section, Washington 25, D. C.

UWF—United World Films, 1445 Park Ave., New York 29, N. Y.

VALERIE Pictures, P. O. Box 3114, Cleveland 17, Ohio.

V-M Corporation, 305 Territorial Road, Benton Harbor, Mich.

WILMAC Recorders, 921 E. Green St., Pasadena, Calif.

WORDREC—Word Records, Inc., P.O. Box 1790, Waco, Texas.



Received  
NOV 29 1960

# AUDIOVISUAL

GUIDE

December, 1960



"Wendy's First Christmas Card"  
—International Film Bureau  
see p. 623

Two Views—1960 and 1961—page 636  
New Directions For AV Training—page 638

19-5-1321-5-61  
CLEVELAND PUB. LIBR.  
ORDER DEPT.  
325 SUPERIOR AV.  
CLEVELAND OHIO  
10-1321-5-61



# Special Offer FROM 3M

for language instructors!

**An exclusive taped report by leading educators who tell first-hand how tape recording helps them teach languages**

Now, a special tape recording. "First the Ear . . .", tells the exciting success story of the use of magnetic tape in today's language classrooms! With this new 30-minute tape from 3M Company, you hear first-hand accounts from instructors who now use tape to win keen student interest, enthusiasm *and concentration* . . . in both modern and classical languages, both beginning and advanced courses.

Whether you have a language laboratory, as shown at left, or simply use portable tape recorders, you'll find many valuable teaching ideas by listening to this new tape. For example, it tells how students become more proficient by hearing many native voices and accents . . . tells how both you and your students can better evaluate individual achievement . . . tells how you can pre-record practice drills, then spend more time making corrections and working with individual students.

"First the Ear . . .", prepared for professional educators with the counsel and participation of leading language instructors, is available to you for only \$1.50. Just return the coupon below to 3M Company . . . manufacturers of professional-quality "SCOTCH" BRAND Tapes, famous for perfect sound reproduction and available in a variety of types to meet all recording requirements.



**MINNESOTA MINING AND MANUFACTURING COMPANY**  
 . . . WHERE RESEARCH IS THE KEY TO TOMORROW



"SCOTCH" is a registered trademark of the 3M Co. ©1960 3M Co.

**MINNESOTA MINING AND MANUFACTURING COMPANY**  
 Magnetic Products Division (Dept. MCG-120) Box 3300, St. Paul 6, Minnesota  
**Please send the new 30-minute tape, "First the Ear . . ."**  
 Enclosed is check or money order for \$1.50. (Make check payable to Minnesota Mining and Manufacturing Company.)

NAME \_\_\_\_\_  
 SCHOOL \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## The Cover Scene

WENDY'S FIRST CHRISTMAS CARD highlights a little girl's excitement at receiving this novel Christmas greeting. The film then takes the viewer through the production processes involved in the card's creation. See the review on page 667 in the Industrial Arts section.

## The Authors

G. M. TORKELOSON is associate professor of education and chairman, instructional materials, at Pennsylvania State University. E. K. Oxhandler is an associate professor, Syracuse University.

RICHARD D. FOLTZ teaches 5th grade at the Woodridge Elementary School in Bellevue, Washington. He is a graduate student at Seattle University, working for his Master of Education in administration.

PHILIP L. BURGER is owner of Visual Education Equipment Co., Buffalo, New York. A progressive dealer in audiovisuals, he publishes his own VISUAL EDUCATION NEWS, distributed widely in the area.

MRS. ESTELLE HODES, housewife and grandmother, is on the administrative staff of the Newark, N. J., Board of Education. She acquired her knowledge of audiovisuals in parent-teacher work, recently gained a degree in sociology after 12 years of night school.

## EDUCATIONAL SCREEN & AVGUIDE

### EDITORIAL STAFF

PAUL C. REED, Editor. JAMES R. CUMMINGS, Managing Editor. WILLIAM S. HOCKMAN, Editor for the Church Field. I. C. LARSON and CAROLYN GUSS, Editors for Film Evaluations. MAX U. BILDERSEE, Editor for the Audio Field. IRENE F. CYPHER, editor for the New Filmstrips. PHILIP LEWIS, Technical Editor. WILLIAM F. KRUSE, Trade and Public Relations Consultant. IRENE THORSON, Editorial Assistant.

### BUSINESS STAFF

H. S. GILLETTE, Publisher. MARIE C. GREENE, WILLIAM LEWIN, Associate Publishers. THEA H. BOWDEN, Business Manager. OLIVE R. TRACY, Circulation Manager. PATRICK A. PHILIPPI, Circulation Promotion. WILMA WIDDICOMBE, Advertising Manager.

### Advertising Representatives

WILLIAM LEWIN, 10 Brainerd Road, Summit, N. J. (Crestview 3-3042)  
WILLIAM F. KRUSE, 2000 Lincoln Park West Bldg., Chicago 14, Ill. (Bittersweet 8-5313)

### EDITORIAL ADVISORY BOARD

JAMES W. BROWN, School of Education, Son Jose State College, California  
EDGAR DALE, Head, Curriculum Division, Bureau of Educational Research, Ohio State University, Columbus  
AMO DE BERNARDIS, Assistant Superintendent, Portland, Oregon, Public Schools  
MARGARET W. DIVIZIA, Supervisor in Charge, Audio-Visual Education Section, Los Angeles City Schools, Los Angeles, California  
W. H. DURR, Supervisor, Bureau of Teaching Materials, State Board of Education, Richmond, Virginia  
CHARLES F. HOBAN, Institute for Cooperative Research, University of Pennsylvania, Philadelphia  
EMILY S. JONES, Executive Secretary, Educational Film Library Association, New York City  
F. EDGAR LANE, supervisor, Instructional Materials Department, Board of Public Instruction, Dade County, Florida  
F. DEAN McCLUSKY, Professor Emeritus, University of California, P. O. Box 446, Nice, Calif.  
SEERLEY REID, U. S. Office of Education, National Defense Education Act, Washington

EDUCATIONAL SCREEN AND

# AUDIOVISUAL

GUIDE

December, 1960 Volume 39, Number 12, Whole Number 392

## EDITORIAL

635 Innovationism

## SPECIAL FEATURES

636 Two Views—1960—1961

672 Annual Index

## ARTICLES

638 New Directions for AV Training *G. M. Torkelson, E. K. Oxhandler*

641 A Community Resources File *Richard D. Foltz*

642 School Holds Preview Party *Philip L. Burger*

644 AV Aids Make Teaching Easier *Estelle W. Hodes*

## NEWS REPORT

632 Industrial AV Meeting

## DEPARTMENTS AND FEATURES

623 The Authors

623 Cover Scene

626 News

632 Letters

646 AV in the Church Field *William S. Hockman*

649 Audio *Max U. Bildersee*

652 Filmstrips *Irene F. Cypher*

655 Film Evaluations *L. C. Larson, Carolyn Guss*

659 AV Industry News

662 Trade Directory

663 New Equipment and Materials

670 Helpful Books

671 Directory of Sources

675 Index to Advertisers



Founded in 1922 by Nelson L. Greene

**BUSINESS & EDITORIAL ADDRESS:** EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE, 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Contents indexed in the Wilson Educational Index. For microfilm volumes, write University Microfilms, Ann Arbor, Michigan.

**SUBSCRIPTION PRICE** (U. S. currency or equivalent): Domestic—\$4 one year, \$6.50 two years, \$8 three years. Canadian and Pan-American—\$0 cents extra per year. Other foreign—\$1 extra per year. Single copy—45 cents. Special August Blue Book issue—\$1.00. **CHANGE OF ADDRESS** should be sent immediately to insure uninterrupted delivery of your magazine. Allow five weeks for change to become effective.

CHARLES F. SCHULLER, Director, Audio-Visual Center, Michigan State College, East Lansing, Michigan  
ERNEST TIEMANN, Director, Visual Instruction Bu-

**EDUCATIONAL SCREEN & AUDIO-VISUAL GUIDE** is published monthly by Educational Screen, Inc. Publication office, Louisville, Kentucky. Business and Editorial Office, 2000 Lincoln Park West Building, Chicago 14, Illinois. Printed in the U. S. A. Entered as second-class matter November, 1959, at the post office at Louisville, Kentucky, under the Act of March 3, 1879.

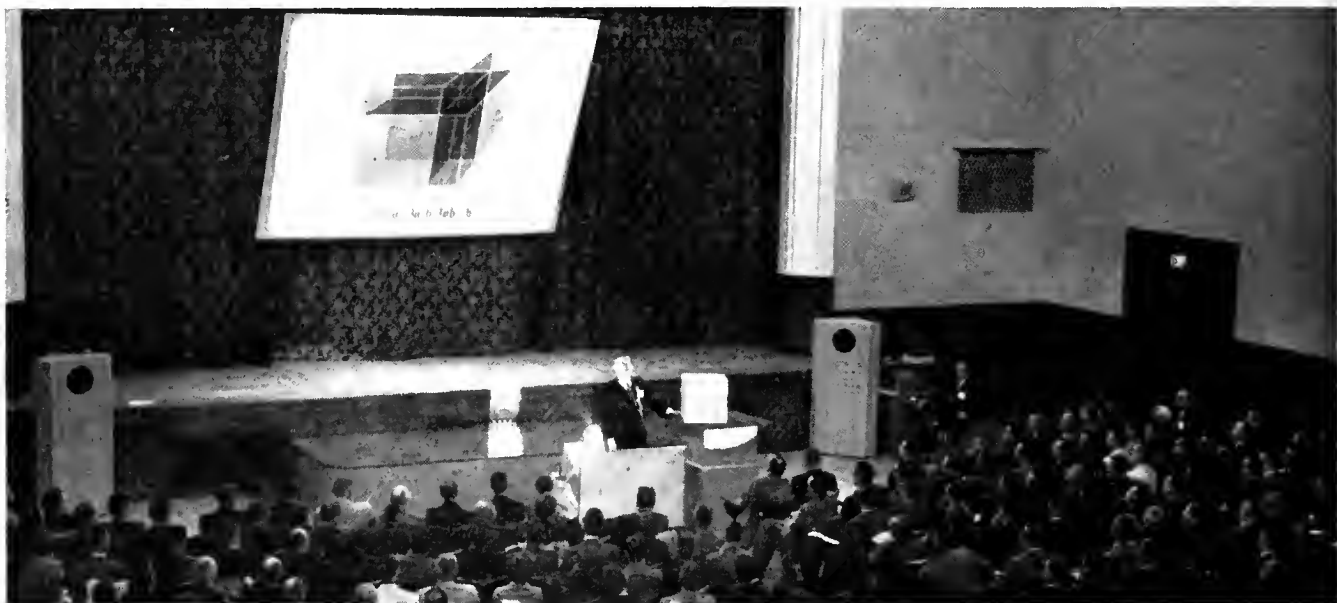
**ADDRESS ALL MAIL** (Subscriptions, Change of Address, Forms 3579) to: 2000 Lincoln Park West Bldg., Chicago 14, Illinois. Second-class postage paid at Louisville, Kentucky.

ENTIRE ISSUE COPYRIGHT 1960 BY  
THE EDUCATIONAL SCREEN, INC.

reau, Associate Professor, Division of Extension, The University of Texas, Austin  
DON WHITE, Executive Vice President, National Audio-Visual Association, Fairfax, Virginia

# YOURS FOR THE ASKING!

Tecnifax Corporation is continuously developing in its Visucom Laboratories new and interesting techniques for using the "overhead" projector. Training in these techniques is available to you, without charge for materials, facilities or instruction, through the following services:



**SEMI-ANNUAL SEMINAR-WORKSHOPS** . . . at these hard-working, three-day seminar-workshops, over 500 attendees acquire information, exchange ideas, and use new visual techniques to solve communication problems . . . 16 held to date.



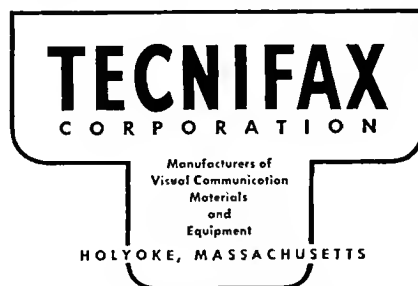
**VISUCOM PROGRAM** . . . this continuing training program provides first-hand experience in the preparation of "overhead" projectuals . . . five-day course . . . small classes . . . facilities for working out specific projects.

**TECNIFAX LITERATURE** . . . a series of brochures published by Tecnifax to provide useful and interesting information for workers in the field of visual communication.

FOR ADDITIONAL INFORMATION, call or write Tecnifax Corporation, Holyoke, Massachusetts.

Tecnifax equipment and materials are approved for purchase under the National Defense Education Act.

**BRANCH WORKSHOPS** . . . projectual-making workshops are also conducted at Tecnifax' twenty-six sales branches . . . registrations are accepted for groups or individuals.



**"Nous sommes en train d'étudier le français élémentaire."**

"We are studying elementary French."

**"Nous étudions le français intermédiaire."**

"We're working on intermediate French."

**"Ce système-ci nous permet d'apprendre d'autant plus rapidement, nous suivons des cours de français plus avancés."**

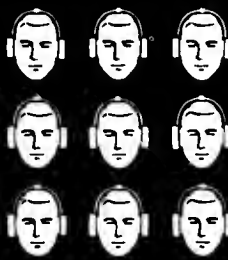
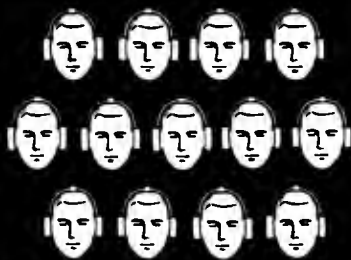
"This system enables us to learn so much faster, we are taking more advanced French lessons."

**"Nous avons manqué la classe hier et nous rattrapons les leçons que nous avons manquées."**

"We were absent yesterday and are making up the lessons we missed."

**"Hacemos tareas en español durante nuestro período de estudios."**

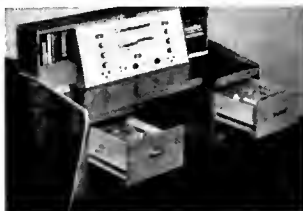
"We're working on Spanish assignments during our study period."



**One classroom...one console...five different activities!**

## EDWARDS LANGUAGE LABORATORY

In this typical classroom situation, one 30-position, 2-channel Edwards Language Laboratory serves five simultaneous activities (4-channel models available when required). 13 beginners work on a master lesson using Lesson Channel 1. Nine intermediate students work on a second lesson using Channel 2. Three more advanced students work with tapes saved from an advanced class, recording their responses while erasing old practice material recorded by previous students. Three absentees make up work on tapes saved from a previous lesson. Two students use a free period for some independent lab work. The language laboratory is utilized to the fullest extent. Any number of separate lesson activities or subjects may be handled. The instructor has complete control over all 30 booths and can monitor or communicate with any student at any time. The instructor can utilize the Edwards



Language Laboratory's extreme flexibility to include visual presentations, channeling sound for films, slides, TV, etc. through the lesson channel's auxiliary input. He can use the function selector's RECITE position to channel the recitation of one student (or a conversation between himself and one student) to the rest of the group. The instructor may pick up any student tape he desires to check, or to hold as a master tape for later use. There are many language laboratories, but only Edwards offers such versatility and ease. Write today for detailed literature on this more effective teaching tool for

creative language instruction. EDUCATIONAL EQUIPMENT DIVISION: Edwards Company, Inc. Dept. A-10. Norwalk, Connecticut; Edwards of Canada, Limited, Owen Sound, Ontario. Better Language Instruction, For More Students, The Most Effective Way. © 1960 EDWARDS COMPANY, INC.

## ALA Exhibit At 1962 Fair Will Include AV Equipment

Receipt of a \$30,991 grant to the American Library Association from the Council on Library Resources, Inc., Washington, D. C., for use in planning a "Library of the Future" exhibit at the forthcoming Century 21 Exposition in Seattle has been announced by David H. Clift, executive director of the ALA.

The Century 21 Exposition, first international exposition to be held in the United States since 1939, will be held from April 21 to October 21, 1962. The new grant, which is in addition to a \$2,000 grant this past May from the Council on Library Resources for a feasibility study, will be used to develop plans for participation by the ALA in the Exposition.

The ALA exhibit, as envisaged, will display in a library environment random access data processing machines, film storage and retrieval machines, audiovisual devices, teaching machines, film viewers and printers, communication devices including distant television transmission, and machine translators. The exhibit will indicate what the technical proficiency of the machines can contribute.

## Education Groups Plan Two European Tours in 1961

Two trips abroad will be made during the summer of 1961 under auspices of the Comparative Education Society and Phi Delta Kappa's Commission on International Education. One, June 18-July 22, covers Denmark, Sweden, Finland, the Soviet Union, Poland and Czechoslovakia. The second, Aug. 13-Sept. 16, includes Denmark, Holland, Germany and Belgium. In charge of arrangements is Gerald H. Read, Kent State University, Kent, Ohio.

## FCC Permits ETV To Use Microwave Facilities

The Federal Communications Commission, in an important decision, has responded to NAEB's petition to grant an exception in behalf of educational broadcasters regarding the use of microwave facilities for inter-city TV relays. The significance of this decision is that now education can establish its own microwave facilities to link educational TV systems in widely separated communities, rather than resorting to common carriers. The rul-

ing, which excepted non-commercial educational users only, should have profound influence in development of state and regional ETV networks and closed circuit systems.

## Keynoters Mark AV Trends At Texas AV Meeting

Dr. Chester Babcock, executive director, division of instruction and curriculum, Seattle Public Schools, delivered the keynote address when the Texas Audio-Visual Education Association held its ninth annual meeting October 30 through November 1 at the Windsor Hotel in Abilene.

Participating in a panel discussion on the keynote address were a curriculum director, audiovisual specialists on public school and college levels, a school librarian, a superintendent and an educational psychologist.

Moderated by Dr. Harold E. Wigen, director of audiovisual education of the Houston Independent School District, these were Miss Susan Crutchfield, director of curriculum of the Galveston Public Schools; Wiley

Angelo; and Weldon Barnett of Abilene.

Subject of the keynote address, as well as other aspects of the program, were in line with the conference theme: "TEXAVED Looks Ahead: The Impact of New Technological Developments on Curriculum and Teaching and the Uses of Instructional Resources."

## Utah State Univ. Will Produce Taped Lessons

A television studio at Utah State University is being equipped to turn out tape recorded courses for broadcast to the student body and the home viewer.

A major benefit of the on-campus tape recording operation, according to university president Daryl Chase, will be elimination of the twice-a-week treks taken since 1954 by Utah State faculty members 80 miles over the mountains from the University at Logan to the nearest television transmitters in Salt Lake City.

"Frequently truck-loads of special equipment, laboratory animals and experimental devices have accompanied the instructors and production group on the 160-mile round trip, even in rugged weather," Chase said. "With our new studio equipment we will be able to produce material here and mail the finished tapes to both commercial and education television stations in Salt Lake."

The studio is being equipped by RCA.

## EFLA Board Elects Officers, Plans New Membership Drive

The Educational Film Library Association reports that its new president, elected for a one-year term, is Frederic A. Krahn, assistant director of the East Meadow Public Library, Long Island, New York.

Re-elected as vice president is Galon Miller, director of audio-visual education of the School City of South Bend, Indiana, who will also serve as chairman of EFLA's membership committee. New secretary is Iola B. Tryon, director of the film department of the Russell Library, Middletown, Connecticut. Together with administrative director Emily S. Jones, these officers will serve as the association's executive committee.

EFLA's general membership of over

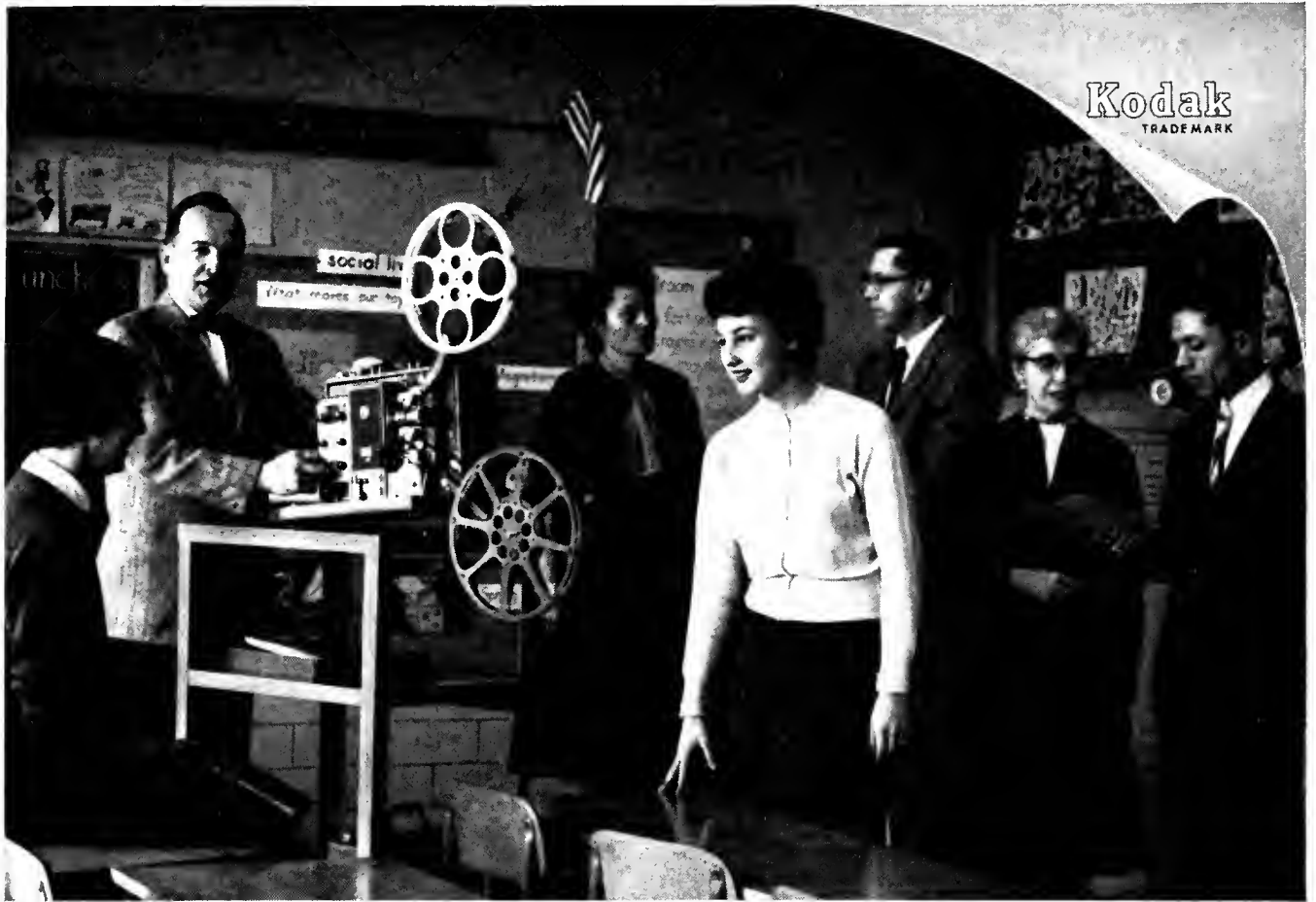
(Continued on page 628)



Dr. Frederick J. C. Mundt has assumed duties as assistant to the director of the University of Texas visual instruction bureau, according to an announcement by Dr. Ernest F. Tiemann, director. Dr. Mundt had been doing teaching and research at the University of Wisconsin.

Embry, consultant of audiovisual education of the Dallas Independent School District; Quincy L. Atha, director of audiovisual education, East Texas State College, Commerce; Travis Tyer, president of the Texas Association of School Librarians, Sennole; Supt. J. B. Wadzeck of San

**Kodak**  
TRADE MARK



**“We saw how practical a teacher can be about A-V aids before we selected this Kodak Pageant Projector.”**

*Says John M. Chilcoat,*

Principal at the new Norwood Elementary School, Baltimore County, Md., selected by A.A.S.A. for its exhibit of outstanding school designs:

“From our teachers’ point of view, classroom order and pupil attention are basic requisites before any learning can take place.

“A-V aids, they feel, must contribute to the entire learning experience—should not disrupt order, nor distract attention. When attention is held, the learning process is quickened, the subject more thoroughly understood.

“Our teachers expressed themselves on these matters when we were examining projectors. Then they selected the Kodak Pageant Projector as their practical choice.

Easy to set up, the Pageant meant programs started promptly. Quiet, the Pageant didn’t distract students by machine noise.”

Because reel arms, belts and cords are all permanently attached in place, the Pageant sets up easily. Operation is so simple that many teachers leave it entirely to the children.

To see a demonstration of the Kodak Pageant’s brilliant screen image, its high quality sound, and its other practical features, call a nearby Kodak A-V dealer. Or, write for Pageant Bulletin V3-22. No obligation, of course.

*Kodak Pageant Projector* } **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**





DR. IRENE CYPHER, Associate Professor of Education at New York University, past-President of the METROPOLITAN AUDIO VISUAL ASSOCIATION, and A-V Editor of INSTRUCTOR Magazine, demonstrates the unique advantages of the NORELCO 'Continental' Tape Recorder to a group of student teachers at N.Y.U. Selection of the NORELCO for inclusion in the exhibits in N.Y.U.'s "Model Classroom" was based upon performance standards of fidelity, reliability, versatility and functional simplicity.

Now **Norelco**® adds the **CONTINENTAL '300'** to their line of Tape Recorders designed for the classroom

**NEW!** The Norelco **CONTINENTAL '300'**  
4-Track Stereo Playback, Monophonic Record-Playback • Completely self-contained, including wide-range Norelco speaker and dynamic microphone • 3 speeds • Monitoring facilities for 'listening in' on student • Rugged construction for constant classroom use • Mixing facilities • Built-in accidental erasure prevention.

**NEW!** The Norelco **CONTINENTAL '400'**  
4-Track Stereo Record-Playback, Monophonic Record-Playback • Completely self-contained, including two Norelco speakers and dual-element dynamic stereo microphone!

**Write for illustrated and detailed brochure.**



MRS. MARY LOU PLUGGE, Chairman of the DEPARTMENT OF SPEECH AND DRAMATIC ARTS AT ADELPHI COLLEGE in New York, finds her NORELCO 'Continental' tape recorder an essential tool in speech instruction. Says MRS. PLUGGE, "My NORELCO tape recorder is valuable to me for a number of reasons. There is an impressive tone quality in its reproduction of sound. Concomitant with this is the aid of the mechanical pause button which allows me to stop to analyze progress without turning off the machine." The NORELCO 'Continental' is a product of North American Philips Co., Inc., High Fidelity Products Division, Dept. 1S12, 230 Duffy Avenue, Hicksville, Long Island, New York.

600 major institutions and organizations recently re-elected President Krahn for a second three-year term as a director. Also re-elected was Erwin C. Welke, director of audiovisual extension at the University of Minnesota; and a new member of EFLA's board is Donald Smith, director of audiovisual education of the Kansas City Public Schools.

Reporting EFLA's program for the new year, Krahn emphasized plans for expansion of the third annual American Film Festival, to be sponsored again by EFLA April 19-22 at the Barbizon-Plaza Hotel in New York City.

### Univ. of Colorado Named Tape Duplication Center

The University of Colorado has been designated a major tape duplication center for modern language institutes throughout the nation.

Dr. Robert E. de Kieffer, director of the Bureau of Audio-Visual Instruction, said his office has begun reproducing foreign language tapes as of Sept. 1. The purpose behind the program is to provide teachers who have attended the modern language institutes with tapes to aid them in their classroom work.

De Kieffer said his office will produce complete sets of tapes in Russian, Spanish, German, Italian and French. There are 45 to 65 tapes in each set.

### Video Tape Exchange Plan For Practicing Physicians

The Council on Medical Television, with the aid of a grant from Eli Lilly & Company, will initiate a project intended to develop and expand the use of standard broadcast television as a means of supplementing the continuing education of the nation's practicing physicians.

During the first phase of this project, each of three medical schools will prepare a "course" consisting of four half-hour segments, or "cores," recorded on video tape. A syllabus, containing self-testing material to supplement each televised presentation, will be prepared also. These courses will be designed primarily for the general practitioner. Production, distribution and transmission will be handled by the National Educational Television and Radio Center (NET) and its affiliated stations. The cores will carry an acknowledgement to the pharma-

(Continued on page 630)



## Add TV Scope to Teaching...



**Elgeet**  
of Rochester

### Now Closes The Cost "Gap" On Closed Circuit TV

A COMPLETE system, including a research microscope, TV camera, and 17" monitor with 300 line horizontal resolution is now available from Elgeet of Rochester for **UNDER \$1500**. A COMPLETE system with 600 line resolution is available for **UNDER \$2200**.

SEE US AT THE AAAS SHOW  
BOOTH 99, BILTMORE HOTEL  
New York City, December 26-31

Elgeet Closed Circuit Television Microscope-Integrated Systems, at these AMAZINGLY LOW prices, are the finest quality teaching tools that educators can buy for student-training programs.

For full details, write TODAY for Elgeet Booklet TV58-1.

**Elgeet** OPTICAL CO., INC. . . . SCIENTIFIC INSTRUMENT AND APPARATUS DIVISION  
838 SMITH STREET • ROCHESTER 6, NEW YORK  
*"Quality is our watchword . . . Precision Engineering our constant goal"*

ceutical sponsor but no product advertising.

After each school has shown its own course in its local area, an exchange of tapes will begin—ending after each school has had an opportunity to show all three courses.

## Oklahomans Hear Discussion On Audiovisual Matters

Those attending the fall meeting of the Audiovisual Coordinators of Oklahoma at Oklahoma City, October 28, heard a panel discussion among educators and AV specialists from the state's colleges and secondary schools and from the state department of education.

Up for discussion were the following topics: qualified coordinators, allocation of time, acquisition of materials, distribution of equipment and materials, proficiency of teachers.

**STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF Educational Screen & Audiovisual Guide published Monthly at Louisville, Kentucky, for October 1, 1960.**

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, H. S. Gillette, 2052 N. Lincoln Park West, Chicago, Ill.; Editor, Paul C. Reed, 116 Crosman Terrace, Rochester, N. Y.; Managing editor, James R. Cummings, 2052 N. Lincoln Park West, Chicago, Ill.; Business manager, Thea H. Bowden, 2052 N. Lincoln Park West, Chicago, Ill.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Educational Screen, Inc., 2052 N. Lincoln Park West, Chicago, Ill.; H. S. Gillette, President, 2052 N. Lincoln Park West, Chicago, Ill.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: H. S. Gillette, 2052 N. Lincoln Park West, Chicago, Ill.; Marie C. Greene, 5836 S. Stony Island Ave., Chicago, Ill.; Paul C. Reed, 116 Crosman Terrace, Rochester 20, N. Y.; M. J. Sturdy, 4115 S. Packers, Chicago, Ill.; Patrick A. Philippl, 1669 Timberland Road, N. E., Atlanta, Ga.; June Hehrlich, 219-C S. Maple Ave., Oak Park, Ill.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 6500.

THEA H. BOWDEN  
(Signature, business manager)

Sworn to and subscribed before me this 28th day of September, 1960.

IRENE M. THORSON  
Notary Public

(My commission expires October 6, 1962.)

# FOR COMPLETE DEMONSTRATION OF THE PR-10

## SEE YOUR AMPEX PROFESSIONAL DEALER

**ALABAMA**  
BIRMINGHAM  
Ack Radio Supply Co.  
3101 - 4th Avenue So.

**ARIZONA**  
PHOENIX  
Bruce's World of Sound  
2711 E. Indian School Rd.

**CALIFORNIA**  
EL MONTE  
Audio Supply  
543 So. Tyler Ave.  
FRESNO  
Tingey Co.  
847 Divisadero St.

**HOLLYWOOD**  
Franklin Electronics  
1130 El Centro St.  
Rialto Co.  
849 No. Highland Ave.

**LONG BEACH**  
Scott Audio Co.  
266 Alamitos St.

**LOS ALTOS**  
Audio Center, Inc.  
293 State St.

**LOS ANGELES**  
Arco Electronics  
111 So. Vermont Ave.  
California Sound  
310 No. Hoover St.  
Craig Corporation  
3410 So. La Cienega Blvd.  
Kierulff Sound Corp.  
1015 So. Figueroa St.  
Magnetic Recorders Co.  
7120 Melrose Ave.

**PALO ALTO**  
Mardix Co.  
2115 El Camino Real  
SACRAMENTO  
McCurry Co.  
8th & I St.

**SAN DIEGO**  
Radio Parts Co.  
2060 India St.  
SAN FRANCISCO  
Magnetic Recorders Inc.  
1081 Mission St.

**SAUGUS**  
Sylmar Electronics  
26000 Bouquet Canyon Rd.

**CDLORADO**  
DENVER  
Davis Audio Visual Inc.  
2149 So. Grape  
Electric Accessories  
1260 Blake

**CONNECTICUT**  
NEW HAVEN  
Radio Shack Corporation  
230 Crown St.

**DISTRICT OF COLUMBIA**  
WASHINGTON  
Shrader Sound, Inc.  
2803 M Street, N. W.  
Wilson Gill, Inc.  
1 Thomas Circle, N. W.

**FLORIDA**  
INDIALANTIC  
McHose Music  
145 Fifth Ave.

**JACKSONVILLE**  
Fidelity Sound Inc.  
1427 Landon Ave.  
Southeast Audio Co.  
1125 Roselle St.

**MIAMI**  
East Coast Radio of Miami  
1900 N. W. Miami Ct., N. W.  
Flagler Radio Co.  
1068 W. Flagler St.

**ORLANDO**  
East Coast Radio of Orlando  
1012 Sligh Blvd., S. W.

**PENSACOLA**  
Grice Electronics Inc.  
300 E. Wright St.  
TAMPA  
Burdett Sound  
3619 Henderson Blvd.

**GEORGIA**  
ATLANTA  
Ack Radio Supply Co.  
331 Luckie St., N. W.  
Electronic Equipment Inc.  
526 Plaster Ave., N. E.

**HAWAII**  
HONOLULU  
John J. Harding Co., Ltd.  
1514 Kona St.  
Precision Radio Co.  
1160 So. King St.

**ILLINOIS**  
CHICAGO  
Allied Radio Company  
100 N. Western Ave.  
Fried's Incorporated  
3801 W. 26th St.  
Newark Electronics Corporation  
223 W. Madison St.  
QUINCY  
Gates Radio Company  
123 Hampshire

**INDIANA**  
INDIANAPOLIS  
Radio Distributing Company  
814 N. Senate  
SOUTH BEND  
Colfax Company, Incorporated  
747 S. Michigan

**IOWA**  
CEDAR RAPIDS  
Collins Radio Company  
5200 C Avenue

**LOUISIANA**  
BATON ROUGE  
Southern Radio Supply Co.  
1112 North Blvd.  
NEW ORLEANS  
South Radio Supply Co.  
1909 Tulane Ave.

**MARYLAND**  
BALTIMORE  
High Fidelity House  
5127 Roland Ave.

**MASSACHUSETTS**  
BOSTON  
De Mambro Radio Supply  
1095 Commonwealth Ave.  
Radio Shack Corporation  
730 Commonwealth Ave.

**CAMBRIDGE**  
Hi Fi Lab  
1071 Massachusetts Ave.  
NEEDHAM HEIGHTS  
Industrial Electronic Supply  
150 A Street  
SPRINGFIELD  
Del Padre Supply Co.  
999 Worthington St.

**WELLESLEY**  
Music Box  
58 Central Ave  
WORCESTER  
De Mambro Radio Supply  
222 Summer St.

**MICHIGAN**  
ANN ARBOR  
Wedemeyer Electronic Supply  
215 N. 4th Ave.  
DETROIT  
K. I. Laboratories, Inc.  
7375 Woodward Ave.

**Pecar Electronics**  
11201 Morang  
Reiss Public Address Systems  
7629 E. Jefferson

**GRAND RAPIDS**  
Kaminga Electric Company  
1337 Judd Avenue S. W.

**MINNESOTA**  
MINNEAPOLIS  
Lew Bonn Company  
1211 LaSalle Ave.

**MISSOURI**  
KANSAS CITY  
B-A Hi Fidelity  
301 East 55th St.  
Burstein-Appleba Company  
1012 McGee St.

**NEBRASKA**  
OMAHA  
House of Hi Fi  
4628 Oodge St.

**NEVADA**  
LAS VEGAS  
Rugar Electronics  
517 Tumbleweed Lane

**NEW JERSEY**  
CAMDEN  
Radio Electric Service Co.  
of New Jersey  
513 Cooper St.  
PATERSON  
Magnetic Recording Co.  
344 Main St.

**NEW MEXICO**  
SANTA FE  
Sanders & Associates  
70 West Marcy St.

**NEW YORK**  
BUFFALO  
Buffalo Audio Center  
161 Genesee St.

**NEW YORK CITY**  
Camera Equipment Co.  
315 West 43rd St.  
Harvey Radio Co.  
103 West 43rd St.  
Lang Electronics  
507 Fifth Ave.  
Sonocraft Corp.  
115 West 45th St.  
Visual Electronics  
356 West 40th St.

**ROCHESTER**  
Rochester Radio Supply  
600 East Main St.  
SYRACUSE  
W. G. Brown Sound  
521 East Washington St.

**TUCKAHOE**  
Boynon Studio  
10 Pennsylvania Ave.

**NORTH CAROLINA**  
WINSTON-SALEM  
Dalton-Hage Incorporated  
938 Burke St.

**OHIO**  
CINCINNATI  
Customcrafters Audio, Inc.  
2259 Gilbert Ave.

**COLUMBUS**  
Electronic Supply Corporation  
134 E. Long St.  
DAYTON  
Custom Electronics Incorporated  
1918 S. Brown St.  
Spreco, Incorporated  
314 Leo St.

**TOLEDO**  
Warren Radio  
1002 Adams St.

**OKLAHOMA**  
NORMAN  
Thomson Sound Systems  
315 W. Boyd

**OREGON**  
SALEM  
Cecil Farnes Co.  
440 Church N. E.

**PENNSYLVANIA**  
PHILADELPHIA  
Austin Electronics Inc.  
1421 Walnut St.  
Radio Electric Service Co. of Pa.  
7th and Arch Sts.

**ROSLYN**  
Grove Enterprises  
1383 Easton Rd.

**RHODE ISLAND**  
PROVIDENCE  
De Mambro Radio Supply  
1292 Westminister St.

**SOUTH CAROLINA**  
COLUMBIA  
Dixie Radio Supply Co.  
1700 Laurel St.

**SOUTH DAKOTA**  
SIOUX FALLS  
Warren Supply Co. of So. Dakota  
115 S. Indiana Ave.

**TENNESSEE**  
MEMPHIS  
W & W Distributing Co.  
644 Madison Ave.

**NASHVILLE**  
Nicholson's High Fidelity Center  
113 - 19th Avenue So.

**TEXAS**  
ARLINGTON  
Audio Acoustic Equipment Co.  
130 Fairview Drive

**ODALLAS**  
Audio Acoustic Equipment Co.  
5645 N. Central Expressway

**EL PASO**  
Sanders & Associates  
1225 East Yandall St.

**HOUSTON**  
Busacker Electronic Systems Inc.  
1216 W. Clay St.  
Gates Radio Co.  
2700 Polk Ave.

**MIOLAND**  
Midland Camera Co.  
317 N. Colorado St.

**SAN ANTONIO**  
Modern Electronics Co.  
2000 Broadway

**UTAH**  
SALT LAKE CITY  
Standard Supply Co.  
225 E. 6th Street South

**VIRGINIA**  
NORFOLK - RICHMOND - ROANOKE  
Radio Supply Co. Inc.

**RICHMOND**  
J. M. Stackhouse Co.  
5803 Patterson Ave.

**WASHINGTON**  
SEATTLE  
Electrcraft, Incorporated  
1408 - 6th Ave.  
Western Electronics Supply Co.  
717 Dexter St.

**SPOKANE**  
20th Century Sales Inc.  
West 1621 First Ave.

**WISCONSIN**  
MILWAUKEE  
Beacon Electronics Division  
715 N. Milwaukee St.  
Steffen Electro Art Company  
5101 W. Lisbon

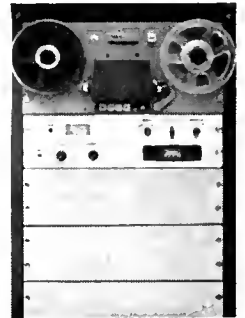
AUDIO PRODUCTS DIVISION  
**AMPEX PROFESSIONAL PRODUCTS COMPANY**  
934 Charter Street • Redwood City, California

**AMPEX**

# ALL NEW FROM AMPEX

*In sound quality, in operating principle and in features, this is the compact professional recorder that will set the standards for all others. New in every detail and Ampex throughout, the PR-10 is all you expect of the name. It is a worthy companion of the big Ampex recorders that make the master tapes of nearly all the recorded performances sold in the world today. To a heritage of excellence, the PR-10 adds the completely new electrodynamic frictionless tape handling system that makes possible studio-quality performance in a compact machine. Your dealer has it. See it operate soon.*

**FEATURES AND ESSENTIAL DATA** PR-10-2 stereo/monophonic model records and plays back stereophonic, monophonic, sound-on-sound, cue-track, selective track and mixed or unmixed two-microphone sound • PR-10-1 monophonic available full track or half track • Pushbutton controls of professional relay/solenoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, phone jacks and output circuits • Separate erase, record and play heads • 4-track stereo playback optional on open fourth head position • Two speeds with options: 15 and 7½ ips or 7½ and 3½ ips • Hysteresis synchronous motor • Electrodynamic tape handling for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders.



## PR-10



Complete descriptive literature available from Ampex. Write Dept. ES-1

AMPEX PROFESSIONAL PRODUCTS COMPANY • AUDIO PRODUCTS DIVISION • 934 Charter St. • Redwood City, Calif.

To the Editor:

I thought you would be interested in the letter we got from Dr. A. Perlberg of the Department of General Studies, Israel Institute of Technology in Haifa, Israel. The letter is self-explanatory, but I thought it would be of interest to you to know how wide your readership is and the way they follow through on the things that they read in *Educational Screen*.

We saw that the information which he requested was sent to him.

Keep up your good work; you're making a real contribution to this field.

Very truly yours,

W. D. Brumbaugh, Director  
Audio Visual Bureau  
University of Utah.

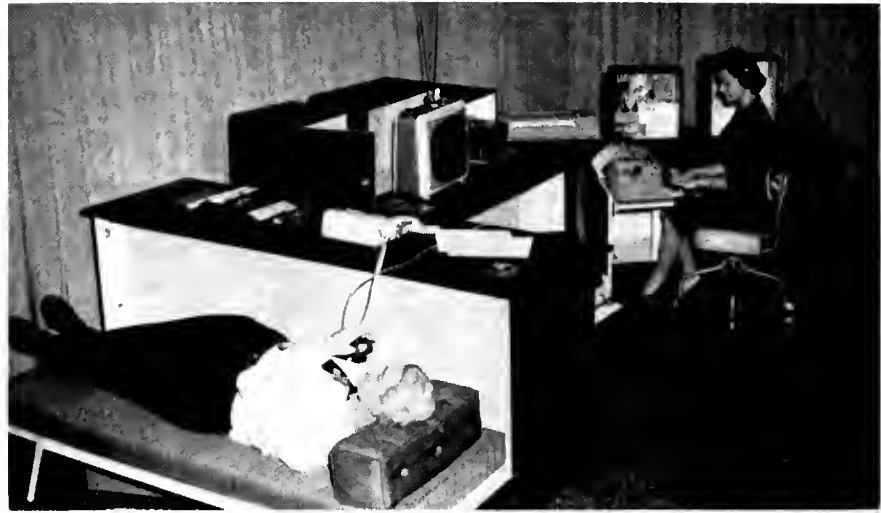
To the Editor:

The All-Soviet National Library of Foreign Literature is the central repository of foreign literature in the Soviet Union. In its collections there are more than 2,500,000 copies of all branches of knowledge.

One of the sources of acquisition of literature into the library is the international book exchange which is conducted with 625 libraries, scientific foundations, publishing houses and other organizations in 57 countries.

We are very much interested in the broadening of exchange of publications with organizations of your country and will be glad if you are agreed to sending to our library the journal you publish, "*Educational Screen*," in exchange for Soviet periodical publications that you need.

In the event of your agreement, we ask that you let us know what publications you would like to receive



The fourth annual Industrial Film and AV Exhibition, held in New York City October 10-13, drew broad attendance from government, industry and education. One of the hits of the show was this "Audiovisual Executive Desk" containing dictating machine, tape recorder, slide projector, screen, typewriter, electric rotary file, photocopy machine, stereo hi-fi, TV, even a bar, safe and bed.



Two Ed Screen and AV Guide editors participated as panel members at one of the general meetings. They are Dr. Irene F. Cypher, associate professor of education at New York University, and Dr. Max U. Bilderee, president of Audio Cardalog—second and third from left. Panel member at left is David Landman, assistant director, division of adult education, Cooper Union, and Miss Temima Gezari, art instructor at Jewish Theological Seminary.

ВСОЮЗНАЯ ГОСУДАРСТВЕННАЯ Библиотечная Ассоциация Институты Москва, М-12, ул. Рязань, 12

№ 122/4

Г-ну редактору журнала "Эдукационал Скрин", Вашингтон, Колумбия, США

Уважаемый господин редактор,

Наша государственная библиотека иностранной литературы является крупнейшей библиотекой в Советском Союзе, а ее состав образуют более двух с половиной миллионов иностранных книг и периодических изданий по всем отраслям знания.

Одна из основных источников литературы в библиотеку является международный книгообмен, который ведется с 625 библиотечными, научными учреждениями, академиями и другими организациями в 57 странах.

Мы крайне заинтересованы в расширении обмена изданиями с организациями Вашей страны и будем рады, если Вы согласитесь послать нам в обмен на издание "Эдукационал Скрин" журнал "Эдукационал Скрин" и список на будущее.

В случае Вашего согласия прошу сообщить, какому изданию Вы хотели бы послать в обмен библиотеке в соответствующий срок.

Наш адрес: СССР, Москва, М-12, ул. Рязань, 12

С уважением,  
Директор  
Маргарита Рудомино

from our library in the exchange arrangement.

Our address is: 12 Razin Street, Moscow K-12, USSR.

Sincerely,

/S/ Margareta Rudomino  
Director

To the Editor:

My thanks for drawing to my attention an error in the statistics in the books and periodical publications in article entitled "Saskatchewan's Vis-Ed Branch." There was a typing error

in the manuscript regarding the total number of pupils attending secondary schools. The 400,000 pupils should read 40,000. I have had inquiries about this from different people across Canada and have made the correction.

Sorry that this error had to creep in. Best regards.

Sincerely,

E. F. Holliday,  
Supervisor,  
Visual Education Branch,  
Department of Education  
Regina, Saskatchewan

# NEWCOMB



## pronunciator

MODEL AV-LSV



*a new, compact, portable, economical language trainer*

The Newcomb Pronunciator is a four-speed, variable-speed, compact phonograph with an earphone-microphone headset. It is designed primarily as a pronunciation comparator in foreign language teaching, but it will undoubtedly find many additional applications in libraries, laboratories, reading rooms, and other classrooms. The Pronunciator is an efficient teaching tool for pupils of all ages. When the student repeats a word into the microphone, he hears exactly how his voice sounds to others as well as how closely his pronunciation approximates that of the recorded voice. Circuit of vocal sound through microphone-amplifier-headphones in effect bypasses hearing through bone conduction—the usual means of subjective perception—and gives an accurate, objective representation of how the student's voice really sounds. There are separate volume controls for phono and microphone. The Pronunciator is equipped with the Newcomb Acra-Set tone arm lifter. This permits, with the turn of a knob, introduction of a pause between words and simplifies repetition of a passage. It also

protects the record. The Pronunciator capitalizes on the advantages inherent in disc recordings—ready availability, low cost, and ease of operation. Virtually all students are already familiar with phonographs and will know how to operate the Pronunciator with only a minimum of instruction. Not only is the acquisition cost low, but the Pronunciator requires no architectural modification or expensive construction. Yet it is surprisingly versatile, has an input jack for audio signals from a tape recorder, radio, or teacher's amplifier, also has an output jack to teacher's monitor and an a.c. outlet for film projector. It requires little maintenance, is as ruggedly built and dependable as all Newcomb Audio equipment. It weighs just 12½ pounds, can be easily carried from one room to another or taken home for special assignments. It takes up little room in storage—measures 6¾" x 9¾" x 14¾". It plays any size record up to 12". Write for your free copy of Bulletin AV-11 which describes the Pronunciator in detail. Handy bid specifications are also available to qualified personnel.



NEWCOMB AUDIO PRODUCTS COMPANY, DEPT., C-12, 6824 LEXINGTON AVENUE, HOLLYWOOD 38, CALIFORNIA



*Charlie  
the Destroyer*

# ALUMINUM THAT WITHSTANDS USE AND ABUSE

LEVOLOR aluminum slats are made from virgin aluminum and alloyed to insure mechanical strength and maximum resistance against corrosion. It is the finest aluminum slat for the school.

Information that insures the best installation possible is a service all LEVOLOR representatives will give you. They will submit a prospectus covering every detail of your Venetian Blind installation—help with the specifications and make a final inspection *after* the blinds are installed. It is a service that guarantees good specifications and good Venetian Blinds.

**LEVOLOR** TRADE MARK OF LEVOLOR LORENTZEN VENETIAN BLINDS  
AUDIO-VISUAL                      CONVENTIONAL                      SKYLIGHT

Levolor Lorentzen, Inc., 720 Monroe St., Hoboken, N. J.

## Innovationism

Paul C. Reed

Traditionally the year's end is a time for inventory and stock taking. In our field it's a time when we can count all the countable things we've done for the past year. We can count the new AV equipment acquired. We can count the AV materials circulated and used. We can count money spent and money saved. We can also count the existing needs and use this as a basis for new budgets and new plans for the coming year.

Year's end is also a time for introspection. A time when even normally extroverted people can take a good look at themselves and try to answer such questions as "How 'm I doing?" and "Where 'm I going?" What better time than this, then, at the end of 1960, for audiovisual people to take an introspective peek at their own roles?

Throughout this past year, from all sides, we have heard of the challenging and almost fantastic promises of the coming decade. It's an unbelievable technological age we're moving into, they say. In the next ten years we can expect greater advances than in the past forty. The implications of known technological development for changes in education and educational methods are already staggering to normally stable educators. But new breeds of educators are rising up to meet these challenges, and organizational shifts are being made to accommodate them.

There's a "re-tooling" going on in some educational circles that's more than the building of new schools and the purchase of new equipment. It's a change of attitude, a break away from assuming that it has to take a generation for a new idea to become accepted practice in education.

Dr. Walter Crewson, dynamic associate commissioner of New York's State Education Department, urged New York's superintendents to get set to experiment:

*"We all know the roadblocks by heart. But you—are you finding orderly means of challenging old practices? Have you appointed a vice president in charge of educational heresy? Do you look hard at a new idea, or do you discard it without a glance? Sometimes I wish we were all a little less sophisticated in the art of educating. Then we wouldn't be so wise in all the rationalizations against the new and unproven. The Department is tooling up for a real journey into the unknown. Will you join us?"*

When I first read these words from Dr. Crewson, I scribbled on the margin, "This is really what AV leadership is all about!" And that it is. All these years the true audiovisual leaders *have been* the unappointed "vice presidents in charge of educational heresy." They've been the discoverers of the new for education and have been the ones who have proved the values of the unproven. They have led pioneering teachers on journeys into the unknown. Lantern slides, stereographs, motion pictures, radio, sound pictures, tape recording, language laboratories, television, learning machines, all have been journeys into the unknown.

This, then, is becoming the more clearly defined role for audiovisualists as we move forward to meet the technological challenges of the sixties. Audiovisual administrators must become far more concerned with innovation than with administration.

New products of technology from all fields must be examined with critical imagination to discover their applications to education. The promising must be applied creatively to the solution of educational problems. The unproved must become tested and proved. Then, finally, the new proved tools must be promoted and put to work in the increasingly complex tasks of educating the uneducated.

Educational innovation is the new primary role of audiovisual leadership. Audiovisualists should become innovationists.

# Two Views:

0091 1960  
Front 1961

An "Ed Screen" Staff Report

**T**HE year 1960 marks the close of an exciting decade of growth and the opening of a new decade that promises to be even more lively. The final curtain call of the 50's was well summarized by NAVA president W. G. Kirtley in the August convention issue of *Educational Screen and Audiovisual Guide*, when he also pointed to "the certainty that by 1970 we will be using wonderful, yet undreamed of audiovisuals."

Many new resources of today and tomorrow have been publicized in our pages during the past 12 issues. The editorial of the convention issue dealt with one of them: the 8mm sound motion picture . . . . .

"Here's a new communications tool. A real audiovisual challenge for the Sixties. What are people saying about it? What do you think? How are you going to find your answer? Or is your mind already made up?"

With big guns like Eastman and Fairchild making 8mm sound projectors, and at least two sources of 8mm (entertainment) sound films, this medium has definitely arrived.

There were three 8mm sound-on-film projectors on display in the 1960 NAVA trade show, along with one single system camera for shooting 8mm talkies. Many other relatively new items were there also—language labs, technamation, teleprompters, vidicon just-plug-it-in cameras, teaching machines, wireless intercom for language lab use, special receivers for stratovision reception, etc. And just beyond the 1960 show were such promises as sound-on-filmstrip, color videotape, thermonuclear recording, and culture storage and problem solving computers.

A similar display of technological advance was seen at the DAVI convention five months earlier. Fourteen language lab manufacturers vied for the attention of the visiting AV professionals with nine producers of language-teaching material, eleven makers of tape recorders, nine record players and eight teaching machines.

Ever since the first magic lantern was set to instructional use, the "newest" has always drawn the biggest house. Our Audio department editor "Pat" Bildersee wrote of this in reporting the Cincinnati show:

"But the really busy exhibitors were showing teaching machines. These were simple machines, some of them, which required the skills of reading, writing and pushing buttons. Others were highly complex electronic equipment that even timed the responses and scored the student accordingly. But, as in the case of the language laboratories not too long ago, there was an admitted need for more and still more program material for the teaching machines. Just as each new complex machine comes into the market there is demonstrated again the need not only for equipment but also for adequate and superior materials. Machines are lasting, materials are used and gone insofar as the individual student is concerned, and the new materials must be supplied all the time."

While the educational psychology theorists are far from certain as to the sequence or format of these teaching machine "programs" (don't say "instructional materials"! ) film producers and textbook publishers (including their American Institute of Graphic Arts) have jumped into this field without qualm. "Programs" in arithmetic, grammar and other conformist skill areas are promised for next fall by Encyclopaedia Britannica Films—and in two versions, too, so that they may be sold either with or without "machines." McGraw-Hill has named Godfrey Elliott head of a special department to serve this field, and Coronet's tie-in with Kalart's sound-on-filmstrip may provide the best current means of audiovisualizing what until now has been primarily a verbal drill device. There are plenty of manufacturers to make these machines and audiovisual dealers to demonstrate and sell all that the schools will take. They have been doing this for a long time; one of the first of these firms, Victor Animatograph Corporation, is observing its 50th anniversary this year.

As with every innovation in teaching tools and techniques, there are blocks in the path of broad and speedy acceptance. The first, probably much exaggerated, is the alleged reluctance of classroom teachers to change their teaching patterns from those by which they themselves were taught. There is not likely to be as much resistance to a simple tin-boxed, self-scoring workbook as there was to the relatively complicated motion picture projector or tape recorder.

A more insidious obstacle may result from extreme, immoderate claims for innovations by their protagonists. Few math teachers, however progressive, would be attracted by the claim that the full four-year math course can be mastered



via machine in one year of night school. Nor by the boast that "in ten years there will be no more teaching by people," made by a psychology professor spending \$49,000 for machines to teach his 100 pupils. Such statements recall the Edisonian dicta of a half-century ago that educational motion pictures would displace both teachers and books.

This over-pressing attitude is reflected in theoretical discussions among AV professionals in a lofty dismissal of all past progress as "pre-technological." The projection of picture and/or sound was as potent a manifestation of technology as is airborne videotape or the digital computer today. Only those improvements which proved satisfactorily applicable to educational purposes were absorbed by the education of their day. The new developments will similarly be absorbed in ours.

The educator may well be wary, however, of a possible monopoly of mass communication if nationwide stratovision were tied into uniform compulsory testing machine scores, electronically graded for conformity to pre-set patterns of thought. He may look askance, too, at the new philosophy that explains human thought by analogy to the workings of machinery supposed to approximate human thinking—a philosophy which dreams up apparatus that proves only that man's senses can be fooled.

But there are many other technological developments that are sure to strengthen rather than further atomize the group culture so basic to democratic society. For instance, a double-8 sound projector, running 90 minutes of feature film encased in a dust-proof, no-rewind magazine, was demonstrated at the 1960 meeting of the Society of Motion Picture and TV Engineers. A somewhat similar 20-minute endless loop projector has reportedly been developed under the auspices of the MIT physical science study committee. Also seen at NAVA was a radical redesign of the Graflex 16mm motion picture projector, embodying a new light source and meeting numerous demands often voiced by educator-users.

Cameras that simplify school and other group film production are seen in such new models as the Magnasync dual track magnetic single system, and the Rapromatic camera attachment that develops a film as fast as it is shot. Polaroid's "3000" speed film, instantaneous projection slides, and promise of color soon to come have many school applications. Improvements in transparency-making techniques by Ozalid, Tecnifax and Thermofax are further examples.

Most encouraging were the stories about novel adaptations by classroom teachers of familiar AV equipment: the overhead projector for group correction of theme papers; a math teacher's homemade tapes to teach three algebra classes at once, with special attention to slow and fast learners; the speech teacher's homemade teleprompter to coach a student speaker so that his classmates were not aware of the prompting; a guidance counselor's taping of talks by visiting college representatives and by former graduates to tell their job experiences to the new student crop—these and many more were reported in the pages of *EdScreen and AV Guide*.

We followed the progress of NDEA adminis-

tration, NAVA's improved liaison with the National Association of School Boards, the meetings of DAVI and its state affiliates, EFLA's second successful Film Festival and its branching out into regional meetings, NAVA's increased interest in distribution of entertainment films, AVCO-PI's coordination of AV public relations for its nine constituent national groups. The effect of the National Defense Education Act will long be felt not only in the large volume of AV equipment and materials it put into use under Titles III and V, but as initiator of over 80 research projects and more to come, under Title VII.

The interrelationship of audiovisual work in church and school involves no church-state separation issue. Our February editorial, "No Day of Rest," urged secular teachers to put their professional skills to use in AV activity in the church.

William S. Hockman's Church department each month offered helpful reviews and sage editorial counsel. Why is church AV usage down? Hockman said one reason was that distributor-librarians did not know enough about what was inside the cans they handled. In analyzing this year's "Green Lake" meeting (at Boulder) he pointed out that there is now no shortage of either equipment or materials, but that utilization is lagging.

All these and more paraded across the pages of *Educational Screen and Audiovisual Guide* during the past year, just as they had during 38 previous years. The forecast? More and better. It's reassuringly "mature" that we take ourselves seriously. Just let it not be 'too' seriously.



Courtesy "Vectors"—Hughes Aircraft Co.

# New Directions For AV Training

by G. M. Torkelson

and E. K. Oxhandler

**T**HE current intensive self-evaluation being undertaken in the field of teacher preparation in the United States has been marked by controversy over directions for the future.

One group in our society feels that teachers are best prepared through a liberal arts, general education background without requiring any professional course work or preparation. Another group feels that many professional courses such as those in methods of teaching, educational psychology, tests and measurements and audiovisual education must be required of all. Characteristic of recent trends, however, are programs which embody an extension of the liberal arts, general education background of all pre-service teachers—while retaining a basic minimum of professional courses. To maintain proper balance in this latter approach, certain economies of time and effort, particularly in course offerings and course structure are essential.

One of the professional content areas now in the center of this dichotomy of ideas is that of audiovisual communications. Some professional educators feel that the essential elements of communication and the use of instructional materials can be absorbed almost by osmosis from other courses and that no formal professional training is necessary. The opposing point of view insists on a required separate course in audiovisual education.<sup>1</sup>

To determine the relative effectiveness of these divergent approaches, an NDEA research project is being undertaken at The Pennsylvania State University entitled, "An Experimental Study of Patterns for Improving the Preparation of Pre-Service Teachers in the Use of Instructional Materials and of the Effects of Optimal Use of Instructional Materials Upon Pupil Learning and Teacher Use," G. M. Torkelson, director.

The study is divided into four major patterns for improving teacher skills in audiovisual communications. These are:

1. A separate course in audiovisual communications.
2. The integration of audiovisual communications into general methods courses.
3. A pattern where all content is self-taught through appropriate self-study aids.
4. Audiovisual communications taught in combination with student teaching.

The population for the study is composed of students in the Elementary and Secondary curriculums at The Pennsylvania State University. In most instances students were assigned to the patterns on a random basis. Where circumstances prevented complete randomization, groups were equated statistically.

All students were given a battery of tests including: a multiple-choice information test; an illustrated matching information test; a mechanical comprehension test;<sup>2</sup> a short answer, completion test on equipment, identification, opera-

---

<sup>1</sup>Commonwealth of Pennsylvania, Department of Public Instruction, State Council of Education meeting, October 10, 1934: "A resolution passed requiring all applicants for permanent teaching certificates, on and after September 1, 1935, to present evidence of having completed an approved course in Visual and Sensory techniques."

<sup>2</sup>Bennett, George K., *Mechanical Comprehension Test, Form BB*, The Psychological Corporation, New York, 1951.

tion and trouble shooting; and an attitude scale. Upon completion of the course of study (either 8 or 16 weeks), these same tests were readministered with the addition of a timed performance test on audiovisual equipment. Since the mechanical comprehension test was used only as an equating instrument, it was administered only at the beginning of each semester.

The materials of instruction (films, filmstrips, charts, etc.), the syllabus for the course and the time for presentation were kept equivalent for each pattern. If variations in approach were necessitated by characteristics of the pattern, anecdotal notes were kept to record the differences. It is the purpose of this article to describe the student teaching pattern and to evaluate the findings to date.

In this pattern, the basic audiovisual content is taught "on location" during the eight weeks of student teaching. Laboratory instruction and practice with equipment is integrated into the daily schedule of the student teacher.

In general, the procedures are as follows:

1. Students meet with their audiovisual instructor initially within the first week.
2. Four hours per week are scheduled for discussion sessions.
3. Individual appointments are arranged between instructor and students for laboratory practice in the schools where their teaching occurs.
4. Each student is required to record his activities on several forms. Form No. 1 is used in reporting time spent in using audiovisual equipment; form No. 2 in reporting his classroom use of instructional materials. On form No. 3 the student orders such instructional materials as films and filmstrips from the Audiovisual Aids Library at The Pennsylvania State University.
5. Each instructor spends part of each of two days per week at the center observing the students using audiovisual materials in their classrooms.
6. Conferences are held with students concerning their experiences.
7. Near the end of eight weeks, the examinations mentioned previously are administered.

The student teaching pattern is further modified by saturating one center while leaving the other as is. "Saturation" means that equipment and teaching materials are added to the supply already in the schools, thus approximating a situation where materials and equipment are obtainable by the student teachers with minimum delays.

An example of this facet of the student teaching pattern: In one center which has students in six elementary schools, each school was supplied with a motion picture projector, filmstrip-slide projector, overhead projector, opaque projector, tape recorder, record player, projection stand and portable tripod screen. A lantern slide projector was available on short notice. This equipment supplemented that already owned by the school system. On occasion, different makes of the projectors were "traded" among the schools to provide the students with experience on different equipment.

The "as is" or non-saturated center used the equipment available in the school system. Occasionally some equipment was brought in only for purposes of familiarizing the students with different models. None of this equipment was left for use in the center.

Results show that combining a course in audiovisual communications with student teaching has an obvious advantage over the other patterns in the intrinsic motivation that comes from using instructional material during actual teaching. While the students taking the required course on campus range in their reactions from being negatively rebellious to being actively interested, the reactions of those taking the course while student teaching indicate somewhat less negativism, plus numerous expressions that the course is necessary and interesting. This interest is maintained by many even though the students must meet for lecture sessions late in the afternoon or in the evening.

Student comments bear out the basic premise of the student teaching pattern that the time to teach instructional materials and communication is when these concepts are most needed and relevant! Typical student reactions are:

"We can really understand the reason for using these materials when we see the children respond to the things we are trying to do."

"The things we talk about we can use in the classroom the next day."

"Although it makes an awfully long day, I'd much rather take the audiovisual communications course this way; it is more meaningful."

"As student teachers we were able to have questions answered as situations occurred concerning visual aids and equipment. I feel that this advantage is not offered to students taking the course on campus."

On the negative side, comments were concerned mainly with the addition of the course content to workload in student teaching. Ideally, one would expect that the adding of an audiovisual course to student teaching would not mean the equivalent of two separate experiences but rather a commonality of experiences which minimizes the repetition inherent in the objectives of both student teaching and an audiovisual course. During the continuation of this experiment over the academic year 1960-61, attention is being directed toward improving this combination.

What, then, may be concluded from our experimenting thus far? On the positive side, one could conclude that:

1. Audiovisual instruction during student teaching offers almost immediate classroom application of principles and materials presented in the course.
2. The combination with student teaching is more economical in a time sense since two similar educational objectives are being achieved concurrently.
3. The demands of immediate use of materials and equipment in student teaching offers increased motivation for learning.
4. The teaching of an audiovisual course "on location" has the secondary advantage of stimulating the regular teachers to "take

stock" of their own procedures, particularly where adequate materials and equipment are available. As a result of this form of "in-service" education, some of the regular teachers have introduced new techniques in their classrooms and have requested that the school administration supply additional and newer types of equipment.

5. At this point in the experiment, it is not possible to make conclusive statements concerning relative amounts of learning and acceptable performance among student teachers attributable to any pattern or combination. The authors suspect, through their experience in the student teaching patterns, that the acquisition of knowledge, skills and attitudes relative to the incorporation of audiovisual materials into teaching will be enhanced by combination with student teaching.

On the negative side, there are several judgments that can be made.

1. As constituted in the experiment, i.e., with the audiovisual instructor traveling and teaching at the center, the pattern is prohibitive on the basis of per pupil expenditure for instruction. The audiovisual instructor spends two days each week on location in this procedure with 25 students as a maximum. This problem may be offset by some combination of self-study materials with the student teaching supervisor assuming responsibilities for the audiovisual instruction. As presently structured, however, this would place an extra obligation upon

the supervisor, one which unfortunately could be detrimental for audiovisual content since skill as an audiovisual instructor is not always, in practice, a sine qua non for the employment of a student teaching supervisor.

2. A second problem, economic and also logistic, concerns the need for adequate supplies of equipment and materials to provide proper teacher preparation. Where equipment and materials can be concentrated in a curriculum materials center on campus, such convenience can insure thoroughness of training. On the other hand, varying supplies and locations complicate the task of thoroughness of instruction when those materials may be incomplete and spread inconveniently among the buildings of a public school system. In comparison with this situation, consider how many students might be prepared in basic audiovisual skills in the course on campus during two days as compared with an instructor teaching 25 students on location.

Since the experiment is continuing in this academic year, with some revisions in the student teaching pattern, it is not possible to conclude categorically that the pattern in question is the best way to prepare teachers to use audiovisual materials. Continued experimentation is being coupled with observation of student teachers in action once they have achieved their first jobs. This report, therefore, should be considered only as an interim judgment and final statements must be delayed for a later publication.



Photo courtesy Charles Beseler Co.

An overhead projector in use during an English class. Equipment such as this is widely used for classes such as spelling, language arts and typing.

# A Community Resources File

by Richard D. Foltz

A useful addition to administration in any school district is a catalog listing those who are specialists in a given area. Often these are non-teaching people, such as lapidarists, musicians, dancers or collectors. A class frequently can benefit from a lecture or classroom visit by one of these.

My first experience with this idea of a community resource file was in the Bellevue, Washington, school district. It was felt that this highly professional community had a wealth of supplementary knowledge to offer the school. This knowledge could be valuable because not many teachers, for example, can present a collection of rocks for a science unit in geology. Likewise, not many classrooms can produce a set of slides with a commentary on "Buildings in Rome." Perhaps the community could produce not only these but an ever wider range of information.

Under the supervision of Patricia Foster, director of instructional material, a questionnaire was circulated to parents of the school children. The questionnaire asked parents to list any special experience they had in the arts, music, sports, drama, dancing, mechanics and writing, as well as other fields. They also were asked to check an applicable hobby such as stamps, coins, bird watching, weaving, photography or gardening. Other items asked parents to describe their occupations and list any interesting trips they might have taken. Finally, space was provided to list any other persons who might have a specialty and who would be willing to donate their time and talent to the schools.

The questionnaires were then sorted and arranged according to subject in a catalog with

other classroom aids and were distributed to the teachers. The 30-page section listing community personnel who would be willing to donate their time and service covered 15 subjects, including arts and crafts, drama, English, geography, history, science and travel.

Other school units across the nation have similar catalogs or projects. Communication with Benjamin C. Willis, general superintendent of Chicago schools, revealed that in one of the city's southeastern schools . . . "The district superintendent, working with the University of Chicago and representatives of the steel plants, is devising methods by which the technical, mathematical and scientific genius of men in research laboratories might bring unique academic talents to assist in the educational program of the high school."

Correspondence with J. Wayne Wrightstone, director of educational research with the New York City schools revealed that their *Guidance News* lists such persons in that city.

The Los Angeles city schools have a seven-page list of programs including animal acts, puppets and magicians. These entertainers have been previewed and rated by a committee. A fee is charged by many of these entertainers.

Is this community resource file available only in the large cities? To the contrary, even a small community should have several persons with an interesting occupation or hobby. Are these people willing to give of their time? Usually if approached properly and invited at a time convenient, they are willing. Of course they should know the age level of the group to be addressed and the length of the class period.

# New York School Holds Preview Party

by Philip L. Burger

**T**HE Preview Party is gaining in popularity as a means of selecting filmstrips to be added to a school's library of audiovisual materials. At such a party, all the teachers in a building are invited to get together after school and spend a couple of hours viewing a large number of filmstrips.

By this means the process of selection which might otherwise stretch over a period of weeks or even months is accomplished in one afternoon. It has been called a party because it is usually voluntary, and some refreshments are served.

Recently I was asked to stage a preview party at the Alexander Central School. Alexander is a small community in western New York about half way between Buffalo and Rochester. The Central School comprises two buildings, one housing the elementary school with 24 teachers and the other housing the junior and senior high schools. Separate preview parties were held in each school, one on Monday in the elementary school and on Tuesday in the high school.

In advance of the preview party, the audiovisual director, Mrs. Dorothy Fritts, queried the teachers as to their interests in filmstrips to be added to the school's library—which already consisted of about 500 filmstrips.

This list was reviewed with the filmstrip dealer, who handles four major lines of filmstrips offering a total selection of some 5000 titles. He made further suggestions of new or outstanding filmstrips and arranged to have these available on the day of the preview party. He also arranged to supply eight previewers and four filmstrip projectors to supplement those available at the schools.

The library room was used in the elementary school, and filmstrips were set out on six tables divided by grade level and subject area. Each table had at least one previewer and projector and other tables were set up with previewers and projectors so that all 24 teachers could be accommodated.



Mrs. Dorothy Fritts, audiovisual director, and the dealer select about 50 titles for viewing.



The dealer explains the operation of one of his projectors to some of the teachers.



A group of primary teachers look over filmstrips on children's stories.



Teachers compare several filmstrips from the same subject area.

Simple evaluation forms were provided so that teachers could make notes and designate their choices. They were asked to indicate their prime choices so the list could be reduced if necessary to stay within the funds available.

The atmosphere of the preview party was extremely informal and teachers worked either singly or in groups as they desired. Coffee and cookies were available during the afternoon. Typical reactions of the teachers were:

"We have never had the opportunity of seeing so many filmstrips."

"This was an interesting break from our usual teacher's meetings."

"We didn't realize there were so many good filmstrips available."

From the standpoint of the audiovisual director, it saved her a good deal of time as compared with the methods previously used. This had involved getting filmstrips in as they came to her attention, then distributing them to interested

teachers, keeping records of what had been received and making sure they were returned when previewing was over.

From the dealer's standpoint it meant that he could make available to the school many more titles than he was able to do if the filmstrips were left with the school for a period of time. This he can do with a smaller investment in filmstrips than if he were to leave them at many schools for some period of time. To make it economically advantageous for him to stage a "preview party," he usually has an understanding with the school that they are ready to buy a quantity of filmstrips.

One note of caution: From the school's standpoint, a preview party is a frustrating experience for teachers unless their selections are added to the library. Also, this kind of preview does have the limitation that the filmstrips cannot be tried out in the classroom with a class, but in most cases this is outweighed by the advantages.



A group of teachers gather for consultation on some of their recommendations.



The principal, Miss Mary Judge, acts as hostess in serving coffee and cookies.

# How Audiovisual Aids Make Teaching And Learning Easier

by Estelle W. Hodes

*This article received an honorable mention award in a recent contest conducted by Viewlex, Inc., on the above subject.*

AMONG the goals of education are the developing of the pupil's ability to deal with environmental factors and forces, and promoting his growth in an appreciation of his cultural heritage. Others we could include are the fostering of an intelligent allegiance to American ideals and active participation in democratic practices, and guiding the student in gaining an understanding and appreciation of the contributions made to human welfare by individuals and by the various national, religious and racial groups.

The teacher who makes intelligent, effective use of the wealth of audiovisual materials available to him can make subject matter vividly interesting and exciting, and can offer an enriched and much broader program of study. These teaching aids can help the student acquire better understandings, provide him with vicarious experiences and motivate him in the learning process. They provide the student with many learning opportunities through which he can see, examine, hear and participate in classroom activities. Thus audiovisual aids play an important part in teaching, particularly since verbal descriptions do not always make clear the thing described, and often a lack of background experiences of the student prevents full comprehension.

For example, filmstrips are easily projected and studied in the classroom and are extremely valuable in teaching, among other things, understandings of word symbols, vocabulary building, symbols involved in maps and in arithmetic. The many and varied education filmstrips make possible group instruction in learning skills, developing aesthetic appreciations or providing in visualized form reproduced factual information which might otherwise not be directly observed. A single frame may be repeated and discussed, and when the teacher wishes to emphasize a particular point, he can control the timing and vary the speed to meet the needs of the students or adjust the commentary to the level of the students. Filmstrips and equipment are small, compact, not too expensive and easy to operate. The filmstrip projector may easily be operated by stu-

necessary viewing equipment is in the forefront of educational-technological development; he dents and therefore an excellent opportunity is afforded for participation by students in this class activity. A filmstrip used during the first part of a period may be best utilized if discussion takes place at the end of the period, after the viewing experience has been thoroughly explored. Since filmstrips do not need to be shown in total darkness, students may be encouraged to take notes in preparation for further discussion or follow-up research.

Another good teaching aid is the slide projector, which utilizes 2 by 2 inch slides. Though slides are somewhat more difficult to handle than filmstrips, they are extremely flexible in that the teacher may determine the sequence according to the special needs of a particular class. Slide sets may be easily revised and kept up to date simply by replacing outdated pictures with newer materials, or adding individual slides made by the teacher or student. The teacher should, of course, preview the slides and prepare a preliminary plan of the slides to be used for a given lesson.

Other projection materials adaptable for classroom use are 3¼ by 4 inch lantern slides, stereo reels and microfilms. The lantern slides have a larger area of transparency image, with more detail and screen brilliance and are particularly good for use in reading instruction with a tachistoscopic attachment on an overhead slide projector. The stereoscopic 3D slide reel may be used either in a hand viewer or a special projector, and it helps to create an illusion of reality. The low cost and ease of handling by individual students make stereo reels a desirable medium for special enrichment studies.

The imaginative teacher tries to make use of the many types of still pictures obtained readily and inexpensively from magazines, newspapers, books and other sources all around us. The opaque projector provides the teacher with the means for enlarging pictures for viewing and extended study and to develop a common learning experience through sequence collection. Pictures can be easily understood, have great value as a medium of communication, and can serve as an international language for the social studies program.

The teacher who can avail himself of the great variety of educational motion picture films and



virtually is in the position of bringing the world to the classroom. Through dramatized films, the teacher is able to help recreate the past in teaching ancient, recent or contemporary history. He can present geography in a vivid way through travelogs and can span time and space through use of time-lapse photomicrography in teaching science. The alert teacher keeps informed of sources for obtaining these films and encourages school administrators and interested parent groups to make them available to the school.

Radio and recordings also play an important part in helping the teacher achieve many worthwhile educational goals, and through them, the teacher is able to bring to his classroom the full range of the "world of sound." Through discs and tape recordings, the teacher can relate the student to his present day world as he weaves a continuous story of the political, economic and social development of our country — how our social institutions and democratic principles came into being; how customs of other nations helped to build our own; and how the citadel of democracy, the United Nations, became a reality. Appreciation of other cultures and desirable attitudes toward ethnic groups may be fostered through recordings of music of other lands, and at the same time "how to listen to music" may be another desirable outcome.

Good citizenship can be taught and emotional responses to the American ideal evoked through the vitalizing recordings about the lives of famous men in history. The history lessons may be effectively dramatized and students made to feel that "they were there" as the illusion of reality is created through use of recordings of history-making speeches. The voices of famous news analysts; the oratory of Winston Churchill; the dramatic voice of Franklin Delano Roosevelt as he spoke to his people and the people of the world through the difficult war years, and then the recording of his funeral procession; the boom-

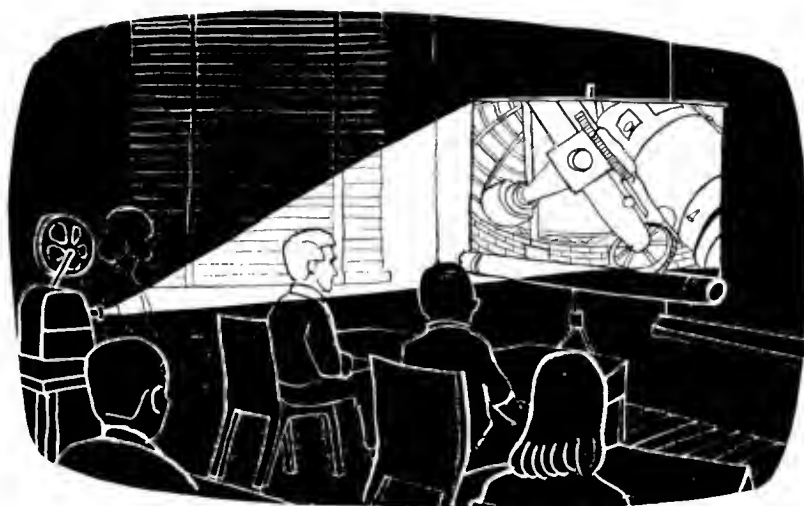
ing, dictatorial voice of Adolph Hitler, the sound of the Nazi storm troopers marching; the epoch-making occasion of the acceptance by Douglas MacArthur of the Japanese surrender; and the voice of the then secretary of state, Edward Stettinius, as the San Francisco conference of the United Nations is opened—all of these and many more, including musical recordings, are at the disposal of the teacher.

These vital events, which are permanently "alive" through recordings, plus the beautiful music of our land and of other cultures, should be fully utilized by the teacher so that they may serve the students of today and will also be available to serve the children of the future.

Recordings may be used for integrating subject matter with the total school program and varied activities such as dramatics, to develop the student's poise and overcome personality problems; English, to develop interest in good literature and poetry and foster habits of good speech; music, to acquaint students with various types of music and songs of other lands; physical education, dance instruction and sports, to develop rhythm in exercise, skill in games, or for teaching synchronized swimming.

School can and should be fun for the young, and the properly trained, alert teacher draws upon the vast reservoir of the old and introduces the new tools for learning—films, filmstrips, field trips, textbooks, references, newspapers, magazines, slides, flannel boards, pictures, exhibits, and others to make the school day come "alive" with meaningful experiences.

Teachers are in the enviable position of early and continuous contact with children and youth and of having the opportunity to give them the benefit of the enriching, stimulating audiovisual materials which will help them to develop to their full potential and thus nurture the nation's greatest assets—its young who are learning to be the citizens of tomorrow.



# AV in the Church Field

by William S. Hockman

## May We Comment, Please!

• Gabriel Courier, commenting on the news in the October 1960 *Christian Herald* magazine says: "A Sunday school booklet for nursery and kindergarten classes, part of the United Church of Christ's new religious education curriculum, shows Christ and his followers in 'Bermuda' shorts or slacks and sport jackets, with slight beards and short hair." May we make two comments: After receiving some years ago a scoutmaster version of Jesus' life and work to come out as a 'church' film, we predicted that it would be the film people who would first give us a modern-dress version of Jesus. Let me apologize to the film folks right here! Secondly, how silly can we get! Suppose now we are to get Paul in a power boat!

• We are for research. We are for research in the field of communication. We want the findings of research brought fruitfully into the production of the media which the church uses in getting the Gospel into the minds and lives of boys and girls, youth, and adults. We want the validated findings of research made available to those who devise and use techniques for the church hall and the classroom.

But may we comment that we are not now perishing in the church field for more and better 'communication research.' What we don't have is educational imagination. What we lack is knowing *how* to relate good AV materials to our jobs. It takes educational imagination, experience and understanding to set educational material, whatever the media, into the experience continuum of the child, the youth, the adult, whether in church, church school or school. No amount of research will stimulate local church leaders to use what is already available, nor will it motivate local churches to provide abundant AV materials for teachers who would use it

if it were more easily available for preview and study. Lastly, what we really need is to catch up with the research we already have! We need motivation, let's face this unpleasant fact.

## Notable Achievement

A decade from now we may say that it was the United Church of Canada which showed the way to better and broader utilization of audio and visual materials. As we look back on 1959 and 1960 we may be able to see that it was the skillshop program of this great church which started the use-curve upward on the graphs. Certainly, this denomination has been pioneering in the area of better and wider usage of AV materials in advancing the total program of the church.

Just concluded is their fifth skillshop for those church leaders who have specific responsibility in certain conferences and areas for education, missions, men's work and women's work. At Grand Falls, in Newfoundland, close to 40 church-men and church-women met for two evenings and two days to learn about the vast AV resources which were available to them in furthering the goals of the local church and the denomination. To this was added knowledge of how audio and visual materials can aid the church's work in all areas of its concern. And to this was added one more very significant thing: how these people, one by one, could go back to their own presbyteries and conferences and put on similar skillshops for the people in the local church.

This intensive program was taken in earnest. Out of four previous skillshops come encouraging results. In Alberta just about every conference of the church is holding or planning AV skillshops for local church leaders. New leaders are found. The AV movement is getting down to the grass roots of the church. But it all started when the AV leaders of the denomination resolved to do something and when the General Council approved this far-seeing and already-fruitful pioneering.

## A Remarkable Film

If you are convinced that your five senses report to you adequately on the extent and nature of the universe, then don't see the 60-minute color film *Windows of The Soul*. If you would like to miss seeing one of the finest and most interesting 'science films' made to date, then don't bother about this newest release from the Moody Institute of Science, Hollywood 25 California.

After seeing this film, this reviewer has the impression that it will be some time before its beautiful content organization and its general technical excellence will be equalled or surpassed. One by one the five senses are taken up. We are shown how wonderful they are. We are shown, also, how inadequately each of our senses report the objective world. This may come as a jolt to some. It will stir the mind and exalt the spirit of others. "Shown," we have said. Let that be emphasized! It is these experiments which make up much of the content of the film, each one carefully designed and beautifully recorded by the camera. There is fineness in all aspects of this job.

When it comes to total impact we are shown that all the wonderful technological apparatus which we have today has been called into existence to supplement, correct and extend our senses as they attempt to report reality. And none of this was possible before man took a 'scientific' attitude toward his tangible world where the senses operate. Post-scientific in one area of life, man has made great progress; pre-scientific in his attitudes toward spiritual values, he has about the same general stance as Ab, The Cave-man.

To get down to today: he dreams of peace but plans for war. He has a technology for one and not the other. In one there are bold ventures; in the other timidity and paralyzing hesitation to venture. Well, you see the film for yourself and it will start you thinking—and planning to present it to the adult and youth groups of your church.

## We Hate To Say This

Try as I would, I could not like the motion pictures *Exploring Ancient Cities* and *The Dead Sea Scrolls* as much as I did the filmstrips *Bible Cities* and *Bible Scrolls*. There must be a reason why, and this reason may be completely personal and invalid. It shall not be dogmatic.

First, the filmstrips were fine filmstrips. They had good technical qualities—photography, color balance, editing and commentary rated fine to excellent. They reported the data; they

---

*Comments and materials for review should be sent to the department editor—William S. Hockman, 12 June Drive, Glens Falls, N. Y.*

ot across what they set out to deliver. here was no motion and they delivered none.

Secondly, the films could deliver little more than the still pictures by the very nature of the subject matter. The filmstrips mopped up all the meaning. There was nothing extra for the films to get. Camera-action here could not help much. The subject was static and could not be given the life of motion by the camera.

In the third place we must acknowledge that there are many users who will assume that if the filmstrips are good the films must be a great deal better. That's the slant of their thinking and nothing will change it. Family Filmstrips, Inc., knows this and has provided a film-version for those who must have everything in this media. Until we users wise up on the inherent nature of the several audio and visual media the producer will need to serve up still-picture material in the more expensive and less effective moving-picture form. The essential nature of a given body of subject matter calls for a certain audiovisual media and to translate it into any other media is a risky procedure—in my not-so-umble judgment!

## Fine Format

Most seeing is interesting. Much hearing is dull. Most interesting things will be entertaining. There is such a thing as an interesting film. There is no entertaining film. Entertainment is a product of interest. There is no happiness-activity. Happiness comes out of an activity of a certain kind and which has a certain structure.

Now all this is to say that we need new ways to make films, especially in the religious field. We have some mighty interesting things to report. If we show them they may be interesting. If we talk about them, in either spoken or printed words, they may be pretty dull. We certainly know that showing gets the greatest hold on the attention.

It must have been this sort of reasoning that guided those who made the 30-minute color film *Island In Time*. Could you talk 30 minutes about four training centers of your denomination? Could you be lively enough to make the places and people come alive? Could you make people glad that they had given money to such work? Could you get more money to extend this work?

Could you tell how people found in these training centers what they needed to release their personality and spiritual energy, to give them new views of themselves and their friends, to set free their spirits so that living became more meaningful and service to their churches and communities more significant and blessed with more tangible results?

I'll answer for you: You could *not*! But this film gets the job done. It does it with a new interview format. There is no jerkiness. It flows smoothly. These people, who speak many different times, get the story of the training centers told, and tell us, too, what happened to them as persons while they were there—some for a week, some for several months. A good film for denominational film planners to see. From Berkeley Studios, 315 E. Queen Street, Toronto 2, Ontario, Canada.

## Young Teens Looking At Life

How can the mirror be held up to Junior High young people so they see themselves and life, so they see themselves in relation to both their big and little problems and get a glimpse of

**JUST OFF THE BOARD**

**FROM BESELER**



## NEW BESELER MASTER VU-GRAPH (Series 7700) LOWEST COST LOW SILHOUETTE OVERHEAD PROJECTORS

The new Beseler Master Vu-Graph Series 7700 provides the brilliance, power and capacity of largest overhead projectors in a unit with an extremely low silhouette—at the lowest cost of any comparable equipment. As with larger units, it projects in fully lighted rooms from 10" x 10" transparencies to a uniformly brilliant 13' x 13' image. Yet, projection head and overall dimensions are so compact that it eliminates virtually all obstruction to eye-contact between class and instructor. Equally important, it insures perfect visibility of the image from every seat in largest classrooms or auditoriums.

Features of this unique projector include:

- Compact Projection Head only 7" x 6"
- Projection Head Height only 17½" maximum
- Overall Size only 23" x 12½" x 12½"
- 1000 Watt Brilliance
- Internal Cellophane Writing Device
- Maximum Portability

Your Beseler A-V Dealer will gladly arrange a free demonstration of this advanced Beseler product. For complete specifications write:



**CHARLES BESELER COMPANY**  
212 S. 18th St., East Orange, New Jersey

themselves as they may become?

Doing this, and giving some of the answers, seems to be what Family Filmstrips, Inc., was trying to do in its four-unit "Young Teens and Life Problems" series. The 42-frame *Who Am I?* is to help young teens get acquainted with themselves physically, mentally, spiritually—as children of God and as having a purpose to fulfill. Dorothy Severance writes the commentary and the stylized cartoon art is by Jerry Bowen. Tammy Windsor and Richard Gerring voice the commentary. The teenager and her mother, from across the street, who sat in on the preview of this series, thought this the best of the set.

*What Can I Believe?* That's a teenage problem of first magnitude! Here we see a teenage boy and girl trying to evaluate several different philosophies of life. A narrator keeps the continuity intact and supplies some of the slants. At last these several life-stances are compared with that of the Christian, which looks pretty sensible. In this 'philosophy' there is something to try and to believe. The above team is joined by Stan Warwick who helps with the narration. The mother said: "Not quite as clear as the first." Her daughter: "Gee, I'd have to see that several times. I didn't quite get it." Well, why not? Good usage can surely take care of that!

Now we come to the tough job *Christian Commitment*. It is brought off by the same team as the first above and I think they do pretty well. The producer says we should look for these things on the filmstrip: "Some cause to which people dedicate their lives—results of dedicating one's life to worthy goals; changes that come when a person accepts Christ as Lord and Savior." Are these things touched upon? They are. How well? Now that the rub! How well in a short filmstrip can this broad and deep subject be explored. We think good enough, and we think the follow-up can easily take up where the filmstrip leaves off. After all, that is what the filmstrips are for—getting the subject before the group for discussion, not to stop in Education is what educators bring to pass. In getting results, they use a sorts of materials.

Should Young Teens look ahead to college and career? They certainly should. A lot of them, according to some pretty reliable findings, will wind up doing in adult life what they dreamed themselves doing when they were around 13 years old. *Looking Ahead To College and Career* was turned out by writer Robert L. Danner, artist Richard Moore and narrator Marx Hartman. The mother and daughter from across the street like this one, and the teenager *was* thinking about career and college. Two things were accented: the idea that we are stewards before God of our lives and our talents, and that there are things we can do *now* about college and career. Good job!

Each of these filmstrips uses two frames to state what they are driving at. That's a help. Each one has discussion bands. These are pretty good. Each has a fine leader's guide, to be taken seriously by the user. Technically, all four meet the test of good quality.

Now for use: Junior High young people should see them. Not too fast please. One each week might be too much. Try presenting one a meeting with assigned follow-up activities for the group and discussion the next week. I'd string them over four months. This allows the group to mature some and voids that overstuffed feeling teenagers often get when the same theme or meeting format is used too long.

Lastly, I'd use them with the parents. My neighbor was sure that parents ought to see them in order to talk out some of the ideas presented. I think she was dead right on this. So get and use this top-grade series. From your AV dealer, of course.

**Rugged construction plus ease of handling equals...**

Everyone working with audio-visual equipment knows that your best buy is *the best you can buy!* In the case of projection screens, that's Da-Lite... a full line of wall-type and tripod models with exclusive features developed over the past 50 years by men who specialize in improved picture projection. See the all-new Da-Lite Jr. Electrol—the finest electrically-operated medium-sized wall screen ever produced. Your Da-Lite A-V dealer will gladly demonstrate!



*Write today!*

For complete information on Da-Lite Vidiomaster Screens and name of Da-Lite Franchised A-V dealer near you!

**Specially engineered for use by schools and industry**



**Da-Lite®**  
SCREEN COMPANY  
Warsaw, Indiana



\*Trademark

# AUDIO

by Max U. Bildersee

## "The Old Order Changeth . . .

. . . yielding place to new . . . ." wrote Alfred Lord Tennyson and this statement is true particularly regarding the field of recording and the school use of records.

About a quarter of a million words ago—in September, 1948, in the first of these columns—we wrote: "LP or 'long-playing' records, on which the conventional three-disc, six-sided album can be reproduced on one side of a single 12-inch record, represent a technical advance in the recording art."

Perhaps this, in retrospect, is the cautious and conservative understatement worthy of review because the introduction of microgroove recording has revolutionized an entire industry. More than that, it has also revitalized an industry which had faded from the social scene, having been replaced by other media, and was then facing the impact of total television. Yet, today, 12 years later, the long playing record has become so commonplace in home and school that it is difficult or impossible to find a single person who still uses the older '78' rpm records except to replay recordings of nostalgic value.

Schools, in 1948, boasted many record players, all of them solely adapted

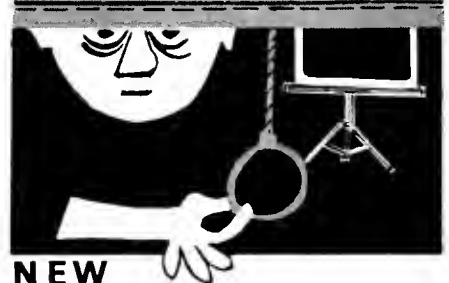
*Comments and materials for review should be sent to the department editor—Max U. Bildersee, 36 Holmes Dale, Albany 3, N. Y.*

to the standard groove record. There were dual speed players adapted to standard records and 16 inch, 33.3 rpm transcriptions. But the record we know today was then unknown. It may be possible that today's freshman in a teacher training institution has never heard a shellac 78 rpm record! Such is the change in the industry. Today we doubt that a school exists—certainly not a multi-room school—which does not have and use a record player. And the records in use are all—or practically all—33.3 or 45 rpm microgroove records.

There are two exceptions worthy of mention. Some schools are also using the even newer 16.67 rpm records on which almost one full hour of sound can be etched on one side! And some schools are using 78 rpm records for health and physical education classes in which much rapid student movement is involved. And this is logical because in the larger groove, the larger styli ride more evenly under such extremes as folk and square dancing.

Back in the early days of the column—again in 1948—we reported that "more than 30 record companies produce records which will be useful in schools." Today the number has doubled and again doubled, and the end is far from being. In the past few months we have heard and reported on the product of twice this number of companies and we have but scratched the surface, for we believe it to be our responsibility to bring to your at-

# "DON'T GLOOM UP" ROOMS



**NEW**  
projection screen  
now enables you  
to view pictures in  
semi-darkened rooms

It is true that you can project better pictures in darkened rooms—but there are many times when room darkening is inconvenient, difficult and costly. Now, with the new Radiant exclusive "truly lenticular" screen, which controls both horizontal and vertical light reflection, you can project slides and movies effectively in normally or partially lighted rooms where no unusual lighting conditions prevail. For schools—this enables viewers to take notes during showings, minimizes inattention and misbehavior, and permits simultaneous use of collateral material.

Send for Illustrated Booklet which gives the complete explanation of this new truly lenticular screen, also catalog giving specifications and prices of Radiant's complete line of lenticular and glass-beaded screens of every type for every purpose.



## RADIANT

### Lenticular

## SCREENS



Radiant Manufacturing Corp.  
P. O. Box 5640, Chicago 80, Ill.

Gentlemen: Please rush me free copy of your booklet "The Miracle of Lenticular Screens" and complete Radiant Screen Catalog. .5-126

Name \_\_\_\_\_  
School \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State. \_\_\_\_\_

## Audio CARDALOG® Record Reviews on Cards

Edited by Max U. Bildersee

# 1063

INDIVIDUAL CROSS-INDEXED CARDS ALREADY ISSUED!

SUBSCRIBE NOW — \$25.00 a year

Audio CARDALOG — Box 1771, Albany 1, New York

— A WORLD OF SOUND ON FILE —



**This man  
can  
demonstrate  
the "new"**

**SWITCHCRAFT<sup>®</sup>  
INC.**  
**CONCEPT IN  
LANGUAGE LABORATORY  
COMPONENTS**

**... right in your own office**

Now, for the first time, you can see and operate a Language Laboratory before you buy.

There is a Switchcraft Distributor in your area who will gladly call and demonstrate this new concept to you.

**Switchcraft Language Laboratory Components give you many advantages including:**

1. A classroom can be turned into a Language Laboratory in minutes.
2. No permanent installation required.
3. All units especially constructed for classroom use.
4. A system that is low in cost and can be used with your present Tape Recorder or Sound System.



**Developed by Switchcraft — one of the top manufacturers of Quality Electronic components.**

Write or use coupon.

**SWITCHCRAFT, INC.**  
Language Laboratory Division  
5593 N. Elston Ave., Chicago 30, Ill.

Have your specialist call to demonstrate Language Laboratory Components.  
 Send full details.

Name \_\_\_\_\_  
Position \_\_\_\_\_  
School \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

tention the worthwhile product and not the second rate material.

Catalogs of records have changed in appearance and content over this period, too, and the record companies are working hard not only to create school-valuable discs but also to supply schools with reliable information about their recordings. We urge you to seek the new, revised educational record catalogs published by RCA Victor (155 East 24th Street, New York 10) and by Capitol Records (1750 North Vine Street, Hollywood 28). These are but two of many but they have been issued very recently and if you do not already have them, they are worth acquiring.

Some of the more active producers in the field whose catalogs you may want to have at hand are Folkways Records (117 West 46th Street, New York 36), Audio Education (55 Fifth Avenue, New York 3), Columbia Records (799 Seventh Avenue, New York 19), Spoken Arts (95 Valley Road, New Rochelle, N. Y.), Spoken Word (10 East 39th Street, New York 16), Caedmon Records (277 Fifth Avenue, New York 16), Decca Records (445 Park Avenue, New York 22), Enrichment Records (246 Fifth Avenue, New York 1), Carrillon Records (202 Davenport Avenue, New Haven, Conn.) and Weston Woods Studios (Weston, Conn.).

Of course no such list is exhaustive and it does not mention, much less emphasize, the great contributions made by producers who offer a very few titles. These, too, should be investigated and should be known to audiovisualists and teachers.

The world of records for instruction is growing up, and whereas the bulk of yesterday's contribution was directed at the elementary school the weight of today's record product is on an 'egghead' level and is designed to

appeal to much more mature students and to adults.

There are good reasons for this. First, there is a growing realization of the potential contribution of recordings to instruction on all levels, perhaps spurred by the language explosion of recent months in which the recording has come into its own as a tool for use by both student and teacher. Another reason—a strong one—is that many more libraries are circulating records as a factor of the library loan service. It is probable that considerably more than 2,000 public and college libraries support spoken record collections and circulate them to the listening public, to schools, and use them in a variety of ways to increase traffic at the loan desk. Much of this progress can be traced to the development of long playing or microgroove records less than 20 years ago!

Schools can and should borrow some library techniques themselves and use them to increase listening—purposeful listening—on the part of their students. For instance: has your school library a listening corner where students can sit with headphones and hear masterpieces of literature as they are interpreted by great artists? Has your library offered students the opportunity thus to hear history as it was made through the last double decade? Our young people are interested in what goes on about them; they are capable listeners and should have this opportunity.

Do you schedule a daily, or weekly, voluntary audio program for interested students? Have you thought that you might schedule a complete Shakespearean play over a five week period, presented serially, act by act, for interested student listeners? It can be done and should be done. Have you planned for your students to

## Audio CARDALOG<sup>®</sup> Record Reviews on Cards

Box 1771 — Albany 1, New York

- Please enter our \_\_\_\_\_ 1 year subscription(s) to Audio CARDALOG. 400 cards-10 issues-\$25.00
- Please send us full information about Audio CARDALOG.

Name \_\_\_\_\_

Organization or School \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

hear C. Northcote Parkinson discuss political science, John Mason Brown explore the humanities, Samuel Eliot Morison relate in detail his association with and interest in American history, Charles Frankel reveal his philosophical attitudes and Ashley Montagu report on the meanings of anthropology as he sees them?

Do you schedule readings of prose and poetry as a voluntary extra for your students? Do you bring them such artists as Basil Rathbone, Orson Welles, Alexander Scourby, Nancy Wickwire, Blanche Yurka, Anew McMaster, Howard Da Silva, Hiram Sherman and many others interpreting the work of Poe, Shelley, Mark Twain, Shakespeare, Byron, Keats, Whitman, Longfellow, Milton, Masefield and too many others to mention? Indeed, what have you done about using records to acquaint your students with the sounds of modern American poets? You can profitably use the address we gave you for Carillon Records and discover a wealth of material in just this little area available to you now!

You may ask, "Where can we borrow these for our students to hear?" You are aware that loan libraries of records do not exist as do film libraries. But the per unit cost of records is parallel with the per unit cost of books, and schools without adequate library facilities today are depriving students of learning and of experiences which are integral to growth. Borrowing records for this purpose is undesirable; the recordings should be on hand and readily available for the variety of in-class, out-of-class and home listening opportunities which are ever present.

Most homes today boast record players, few have 16 mm sound projectors. Most students have access to a variety of essential equipment for their audio learning, and little access to machines essential for film projection. As we teach the 'whole' child, so we must offer him the 'whole' experience through every medium at our command and indeed make it easy for the student to know the variety of experience available to him.

Newspapers most recently have been headlining the problem of learning in the area of English. Such statements as "Colleges To Fight Decay In English" and "National Program Set Up To Overhaul English Teaching" indicate the seriousness of the problem. But too often the college looks not at itself but at lower institutions in decrying current efforts. The College Entrance Examination Board recently started "the first nationwide program to halt the deterioration of high school English instruction." The

CEEB is urging that English teachers stress first and foremost the formal teaching of language, composition and literature while underscoring the need for knowledge of grammar and a maximum of clear, descriptive writing where demanded.

The CEEB, we hope, has not lost sight of the importance of language as a communications tool. Teachers listening to the 'off the cuff' remarks of the presidential candidates these few months past have perhaps been horrified and dismayed at some of the sentences (a generous use of the word) employed. Yet comprehension was complete. The listener knew what attitude was being expressed and what ideas were being expounded.

### Some Self-Examination

We hope that the colleges will look unto themselves, too, in this examination. We have been told that education in the art of communication, study in English to be specific, is hardly significant in a technically oriented institution preparing students for other than intellectual pursuits. Just as we urge a broad listening program upon the secondary schools, so we urge similar programs intensified by maturity upon the colleges so that their highly trained individual may also be appreciative of letters and able to use both the written and the spoken word effectively in communications.

We are not, fundamentally, in difference with the CEEB, but rather we urge that each of us look to the institution wherein we serve and ask the searching questions which evolve into "What more can we do, now and tomorrow, to offer all of our students

the greatest opportunity to become acquainted with the literary heritage and creation of a vibrant society?"

Books and records together offer the greatest opportunity we have, as schoolmen, to achieve the desired end. A literate body politic will be discriminating, expressive and responsive. Thinking will become a discipline, a self-discipline if you please, in which the questions of "how" and "why" become commonplace. No student should reach or leave college unprepared to read intelligently, to listen intelligently and to communicate.

Dr. Edward S. Noyes, acting president of the CEEB, expressed the hope that Congress would extend and enlarge the National Defense Education Act to include and to emphasize the study of English so that it would retain its proportionate value and position in the educational plan of the nation. With this we heartily agree providing that, in accepting federal support, no community is required to abandon any facet of its control over the scope of matter studied in the classrooms but rather is encouraged to reassert this control and to expand offerings to meet the demands.

Further, in the establishment of these forms of aid designed to make dramatic contribution to educational progress, the Congress must establish more adequate safeguards so that no small, ambitious, self-seeking clique of empire builders, no matter where or in what position of responsibility and prominence, can seek to gather unto themselves educational control which deprives the local community and the hardworking school board and local school administrator of ultimate authority and responsibility.

# FORSE THE RIGHT DARKENING DRAPES AND SHADES for Classrooms and Auditoriums



Forse Drapes and Shades meet every requirement for light control and room darkening. Choice of decorative colors.

Inexpensive . . . Guaranteed for 10 years . . . Used throughout the United States since 1917.

DETACH AND MAIL THIS COUPON

**Forse** MANUFACTURING COMPANY  
2347 Sullivan Ave. • St. Louis 7, Mo.

Send free samples and literature.

NAME \_\_\_\_\_

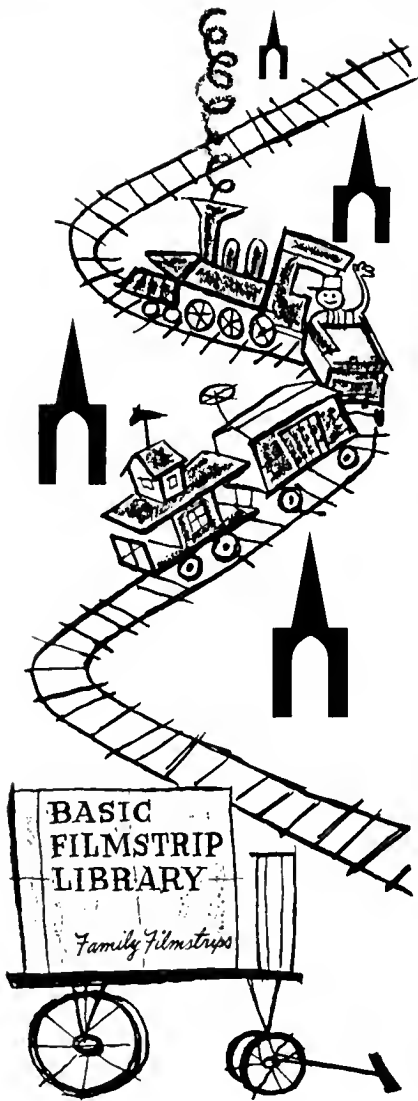
INSTITUTION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# FILMSTRIPS

by Irene F. Cypher



...there goes another Family Filmstrip Basic Filmstrip Library delivery...and another Sunday School will reap the benefits of this well planned library of audio-visual materials. ....full details at your Family Filmstrips dealer. Or write for free brochure.



Every so often it is apparently wise to repeat a theme, reiterate a word of caution, review something said in the not too distant past. With no apologies therefore, we wish to recall the fact that everyone concerned with the production of filmstrips has at one time or another warned of the danger which lies in making filmstrips too long, the danger of including too many frames in any one strip.

A filmstrip that is over-long can be a deadly failure in the classroom. Teachers tend to project a strip in its entirety, no matter how often they hear it said that effective utilization occurs if you use only a few frames at a time, or project only a section of a strip at a time. The teacher who actually gets material and projection equipment together for a lesson usually proceeds to show a filmstrip through to the bitter end, and if the strip is 50 or 60 frames in length, chances are the class will be happy when the lesson is over.

My grandfather used to say "Enough is as good as a feast" and that certainly applies to the number of frames included in any one filmstrip. In the past few months we have seen a number of rather long filmstrips, and we hope the producers stop to consider the wisdom of keeping classroom viewing situations in mind before they make either sets of strips or single units. Gilbert and Sullivan have advised us to "make the punishment fit the crime," and we think this good advice to keep in mind when editing filmstrips material.

*Creative Cookery With Cereals* (single strip, color; produced by the Cereal Institute, 135 South LaSalle St., Chicago 3, Ill.; available without charge to high school economics departments.) An interesting filmstrip, coordinated to a cook book pamphlet, with some good information about how to use cereals in many kinds of cookery. It is interesting to note that the filmstrip constantly turns our attention to the cook book, and sets the

*Comments and materials for review should be sent to the department editor—Irene F. Cypher, New York University, 26 Washington Square, New York 3, N. Y.*

stage for actual cooking experiences. We are given some facts about the nutritional value of cereals, a daily food guide, and an account of the grains from which we derive our familiar cereals. This is a useful combination of filmstrip and printed material, particularly good for junior and senior high school work.

*Growing In Citizenship* (six strips, color; produced by Young America and available from McGraw-Hill Book Co., 330 West 42 St., New York 36; N. Y.; \$33.50 set; \$6.50 single strip). Understanding of the responsibilities of citizenship is the basis for the successful continuance of our own way of life. This series shows how the good citizen carries out his part by obeying rules and laws, by cooperating with others, by respecting property and by living honestly.

The stories and facts are presented in terms that will be meaningful to pupils of grades 4 through 7. The situations are normal class elections, social events, bus trips, writing and preparation of a class play. The individual is seen in relation to people and situations, and the stories seem true to life. There is good material for discussion and language arts work and also for citizenship education.

*Israel: The Land and The People* (7 strips, color; produced by Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.; \$42 per set, \$6 single strips). We have always thought it important to understand the environmental background in order to understand any nation and this series gives us a very good picture of the land behind the new Israeli nation. One strip presents an over-all story of Israel; other strips take up the story by showing us what the various sections and groups are like: Galilee, Haifa and the Valley of Jezreel, The Negev, Tel Aviv and the Coastal Plain, the Jordan Valley, Jerusalem and the Judean Hills.

Always we see what the land means to the people, and how the people have cultivated the land for better living. Photographs for the pictures were taken in Israel today, so we see things as they actually are now. The facts are well presented and the ma-



# PHOTOPLAY FILMSTRIPS

Prepared by William Lewin, Ph.D.



*A scene in the filmstrip starring Kirk Douglas as Ulysses.*

**Ulysses**—In full color, 64 frames, a pictorial guide to the new Paramount screen version of Homer's *Odyssey*, produced in Italy. An invaluable aid to the study of the classic. \$7.50. With guide, \$7.80.

**The Vikings**—In full color, 47 frames, based on the Kirk Douglas production. \$7.50. With guide, \$7.80.

**A Lesson in Mythology**—Explains Andromeda, the Minotaur, Iphigenia, etc., based on M-G-M's *The Living Idol*. 25 frames, color. \$7.50. With guide, \$7.80.

**Julius Caesar**, set of 2 filmstrips in black-and-white, presenting 97 scenes in the M-G-M screen version of the play. \$7.00. With guide, \$7.30.

**Knights of the Round Table**—A set of two filmstrips. Part One, black-and-white, 25 frames, explains the background of the story, its theme, its significance as an early attempt to organize a league of nations and how the United Nations Security Council is the Round Table of today. Part Two, full color, 28 frames, tells the colorful story of the great legend, based on the M-G-M photoplay. \$7.50.

**The Glass Slipper**—The charming fairy tale of Cinderella, told in a new way, based on the M-G-M photoplay. 36 frames in full color. \$7.50. With guide, \$7.80.

**Romeo and Juliet**—Shakespeare's great love story illustrated in color from the J. Arthur Rank production filmed on location in Verona and other Italian cities. 44 frames. \$7.50. With guide, \$7.80.

**Richard III**—Based on Laurence Olivier's colorful screen version of Shakespeare's famous play. 48 frames. \$7.50. With guide, \$7.80.

**Alexander the Great**—Biography of the first man to conquer the civilized world, based on the photoplay. Shows Alexander's effort to unite Europe and Asia, a task with which the U.N. is still faced. 55 frames. \$7.50. With guide, \$7.80.

**Adventures of Robinson Crusoe**—In full color, 50 frames, a clear pictorial guide to the Defae classic, based on the United Artists screen version. \$7.50. With guide, \$7.80.

**Columbus**—Black-and-white, based on the J. Arthur Rank production starring Fredric March. 55 Frames. \$4.00.

**Hansel and Gretel**—In full color, 42 frames, the highlights of the beloved fairy tale as performed by the charming Kine-mins of Michael Myerberg's screen version, released by RKO Radio Pictures. \$7.50. With guide, \$7.80.

**Greatest Show on Earth**—In full color, a lively pictorial guide to the circus, based on Cecil B. DeMille's Technicolor photoplay, which won the Academy Award in 1953 as the best picture of the year. 40 frames. \$7.50.

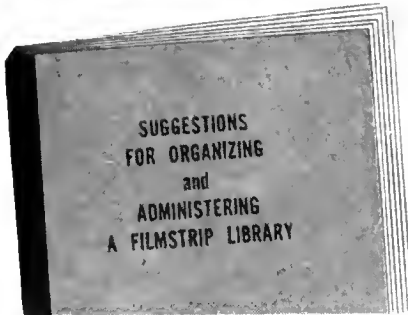
---

Money-back guarantee

---

EDUCATIONAL & RECREATIONAL GUIDES, Inc.

10 Brainerd Road, Summit, New Jersey



... in thousands  
upon thousands  
of schools—

... in every state in the USA, many foreign countries, you will find Standard Filmstrip Libraries in use.

### The Plan Provides These Schools With —

1. A simple, easy method for organizing filmstrips by title, subject matter and grade level.
2. An efficient, space-saving, easy-to-use system for storing filmstrips when not in use.
3. A convenient, foolproof way to keep track of what filmstrip is being shown where and by whom.

In short . . . a Plan to make filmstrip handling as simple and effortless as possible.

### They have . . .

- No more lost, strayed or misplaced filmstrips.
- No more unwieldy, time-consuming booking methods.
- No more hit-or-miss filing in easy-to-forget places.

Standard Audio-Visual Library Plans for . . .

- filmstrips
- sound filmstrips
- disc records
- recording tape
- 2" x 2" slides

. . . also Projector Tables . . . 9 sizes and types.

Shown below is the No. 400E, one of eleven (11) Standard Filmstrip Libraries.

### WRITE FOR CATALOG

SEE YOUR A-V DEALER or SCHOOL SUPPLY DISTRIBUTOR

**JACK C. COFFEY CO., INC.**  
710 Seventeenth St. NORTH Chicago, Ill.



material is very good for social studies, for social geography and for world history.

*Language Filmstrips: Elementary French For Young Americans and Elementary Spanish For Young Americans* (2 series: each set complete, 6 strips with 3 records; produced by Society for Visual Education, 1345 Diversey Parkway, Chicago 14, Ill.; \$35.10 for complete set; \$8 for single strip and record; \$13 for two filmstrips and record). Each of these sets is intended for elementary language study in grades 3 through 6. In each instance the student is introduced to French or Spanish boys and girls as they go about their daily activities in the school, at home, with their families and at play after school. The scenes and objects presented are familiar, and the situations portrayed are part of normal living in any country. This helps to give meaning to the language itself and makes it seem normal and natural. Opportunity is provided for repetition, for questioning and for conversation. The work is divided into sections for class use and can be adapted to many lessons. The approach to the language in each instance is by easy steps and vocabulary is increased as the story proceeds. The material is geared to introductory language study and arranged in terms of elementary pupil abilities.

*Party Themes and Party Recipes* (single strip, color; produced by Audio-Visual Associates for the Carnation Co.; available without charge from Audio-Visual Associates, Box

243, Bronxville, New York). With the holiday season just around the corner this filmstrip has interest value for young hosts and hostesses. The recipes are those which will appeal to the high school group. Attention is focused on the use of instant nonfat dry milk crystals in cooking. Some of the recipes are for adult family parties, and the strip might well be recommended for clubs and community groups as well as for school classes.

*Teaching Science In The Elementary School* (4 filmstrips, color, each with record and guide; produced by Long Filmstrip Service, 7505 Fairmount Ave., El Cerrito, Calif.; \$16.50 for filmstrip, record and guide). This is a series intended for in-service teacher education and also good for class use. The four units are "The World Is So Full of A Number of Things," "All About Milk," "Science in Our Daily Bread," "Science in the Magic Story of Water."

Here are basic, simple science stories, brought down to the level of the young scientists who are beginning to look at the world around them and to question and experiment. Suggestions are made for teacher direction of the study trips and experiments; simple science problems are outlined, and pupils are shown at work carrying out simple projects. The picture sequences have pupil interest appeal, and they also serve to give a teacher some good ideas on motivating pupils to further science study and work. The series is well planned and well presented.

*The Color Of Man* (single strip, color; produced by Pyramid Film Producers, 1636 No. Sierra Bonita Ave., Hollywood 36, Calif.; \$6 single strip.) The filmstrip is based on a motion picture of the same name, but does not need to be used with the film, for it is a complete unit in and of itself.

Basically, of course, the story is that of the problems presented by prejudice and discrimination based on the color of a man's skin. Considerable attention is focused on scientific theories relating to skin pigmentation; facts are presented about laws pertaining to segregation and integration. The presentation is straightforward, simple and thought-provoking. The subject area is a hard one to deal with, but this particular filmstrip could be used to assist in discussion of the problem with classes, in church, in community group meetings and in college workshops. Study guides are available to assist in presenting the material at the various group levels.



## THE STOWAWAY

Produced by The National Film Board of Canada

A delightful story of a boy, a bluenose schooner and adventure at sea.

16mm • Color • 15 Minutes  
Rental: \$7.50 • Sale: \$150.00

Send For Our Free Catalog  
Of Other Outstanding Films

**Contemporary films inc.**

267 W. 25th St., Dept. ES, N. Y. 1, N. Y.  
ORegion 5-7220 Midwest Office:  
614 Davis St., Evanston, Ill. DAVIS 8-2411

# FILM EVALUATIONS

by L. C. Larson and Carolyn Guss

## Poland: Land Under Communism

(*Encyclopaedia Britannica Films Inc., 1150 Wilmette Avenue, Wilmette, Illinois*) 22 minutes, sound, color and black and white, 1960. \$240 and \$120. Teachers guide available.

### Description

The struggle of the Polish people in their search for national identity in a communist society is depicted in *Poland: Land Under Communism*. Through the eyes of two families—one representing the agrarian way of life and the other symbolizing the new industrial order—come revealing glimpses of the past and present of this proud but oft-dismembered nation.

Scenes of a contemporary peasant family serve to link the past with the present, recalling Poland's former grandeur, the years of oppression and devastation and the ever-present problem of survival for the peasant faced with the threat of collectivization. In the classroom young Poles learn a significant geographical generalization reinforced by historical record: with no natural boundaries on either the east or the west, the very existence and disposition of Polish boundaries during the past two hundred years have been dependent upon the goals and policies of non-Polish governments.

A painting of a Polish king, Stephen Batory is a reminder that this 16th century monarch elected by the Polish *Sejm* or parliament invaded Russian domains as far as Pskoff, compelling the Russian Czar Ivan IV to sign the humiliating Treaty of Zapolsk. The career of Batory, termed the "foremost warrior of his time," suggests the intense and almost religious spirit of nationalism which has enabled the Poles to cling tenaciously to their native language, religion and culture through generations of foreign subjugation.

In spite of their domination by an anti-religious political creed, the Polish people have maintained their devotion to the Roman Catholic faith. In this connection it is interesting to remember that the Poles have tradition-

ally regarded themselves as the guardian of Latin Christianity and the outpost of western culture against eastern invaders from the time of the Polish victory over the invading Tatars in 1241 to the moment of Pilsudski's repulse of Russian Bolsheviks at the gates of Warsaw in 1920 in what has been called the "miracle on the Vistula."

Yet in a Poland where the present economy and disputed political frontiers depend on the Soviet Union there are the inevitable characteristics of an authoritarian state. Trips of children to a "Lenin House of Culture" and the presence of a state-owned newspaper are familiar aspects in the daily routine of a steelworker's family.

Views of Poland's industrial enterprises reflect the serious concern of party leaders in the rapid economic growth in heavy industry with relatively little production of consumer goods. However, in contrast with modern Silesian coal mines and the bustling harbor of Gdynia, almost half the population still remains on the land, struggling unsuccessfully to feed the other half—so it appears—with an inferior farm technology. The agricultural problem has not been alleviated, as the film emphasizes, by the reluctance of the peasants to embrace communist economic theories. Retaining their individual plots of land, the peasants have stubbornly resisted attempts at collectivization and have remained suspicious of the government.

The proposition that Communist efforts to regiment the Polish intellec-

tual community have failed appears to find some justification in this record. Some signs of an incipient intellectual freedom in universities are reported. Polish students are also portrayed as generally enamored of western ideas and innovations including jazz and novels—a reaction in part against the cultural isolation of the Stalinist period.

### Appraisal

Notwithstanding the nature of its subject matter, this survey of contemporary Polish life and commentary on historical influences strives for objectivity, avoiding the all too familiar pedagogical excess of exhortation and denunciation in developing attitudes about communism. Although the gains in economic growth under Communism are acknowledged, it is made clear that advances were secured at a great cost in human suffering.

The limitations of this film stem chiefly from the brevity inherent in any attempt to survey a complex problem. This is evident in the absence of any critical inquiry concerning the political and ethnic problems which shaped Polish history and the failure to consider carefully the impact of social and technological change upon Polish institutions and values. Moreover, in spite of the persistent theme of a resurgent Polish nationalism holding in check the advocates of formal Communist doctrine, there is, surprisingly, no effort to account for the success of the peaceful Polish "revolu-



A farmer plowing his field in this scene from "Poland: Land Under Communism" by Encyclopaedia Britannica Films.

tion" of October, 1956, against Moscow domination when contrasted with the disaster of "national communism" in Hungary a few weeks later.

The greatest educative value of *Poland: Land Under Communism* in the hands of the secondary school social studies teacher lies not merely in its ability to impart factual information but rather in its use as an instrument of reflective thinking, in posing questions about such crucial issues as co-existence, the nature of economic goals, factors in economic growth and the impact of cultural change. Technically above criticism, this production should be well adapted to relevant aspects of the social studies program, grades 9-12.

—John P. Lunstrum

## Universe

(National Film Board of Canada, 680 Fifth Avenue, New York 19, New York) 29 minutes, 16 mm, sound, black and white, 1960. \$130.

### Description

*Universe* is a profound treatment of man's position in the cosmos and of his efforts to learn more about the vast universe of which he is a part. As the sun rises over an earthly city and the people go about their respective tasks, life's dependence upon the outpourings of energy from the solar furnace is revealed. If, as the narrator points out, the Milky Way could be viewed from afar, the earth would be seen as one of nine known planets whirling about the sun, one star among the millions of stars in the galaxy.

Dr. Donald A. MacRae of the David Dunlop Observatory is pictured setting up the reflector telescope to photograph stars in an effort to learn more about the universe and the bodies therein. From the study of hundreds of thousands of such observations astronomers have, within comparatively recent times, begun to piece together an accurate picture of the universe. Already enough is known for man to journey in imagination to some of the bodies nearest our earth in space.

The closest of the interplanetary bodies to our earth is the moon. Close-ups of the moon's surface as seen through the eyes of our best telescopes are pictured. These reveal a stark, rugged, lifeless expanse. Man could not exist unprotected on the moon for even a few seconds. With no atmosphere to temper the withering outpourings from the sun, temperatures by day reach that of boiling water, by night a chilling 240° below zero.



Colin Law at work on models used in National Film Board of Canada's "Universe."

The moon whirls eternally about its master the earth. The earth in turn is dominated by the sun which is at the center of the nine known planets.

The planet Mercury is depicted as closest to the sun. Mercury keeps one face always toward its master. Being so close to the sun and too small to hold an atmosphere, conditions are too harsh for life on this barren planet.

Further out is the planet Venus, eternally shrouded in a dense cloud. Even though it is our nearest planetary neighbor, Venus is one of the least known.

Our earth is located between Venus and Mars. For more than a century man has looked toward Mars, the red planet, and wondered whether he is alone in space.

The alternating green and red which change with the Martian seasons would indicate the probable presence of vegetation. Whether other life exists is not known but, because of the lack of oxygen and water, it is certain that no creature such as man could exist there.

Beyond Mars, where theoretically there should be another planet, astronomers have found hundreds of rocky fragments. These range in size from that of a pea to one of more than 300 miles in diameter.

The huge planet Jupiter is shown next. It is larger than all the other planets combined. In keeping with its size, it dominates 12 moons. No human could live there however, because of the cold and the composition and great density of the atmosphere.

Beyond Uranus and Neptune is the last of the known planets, Pluto. So far is Pluto from the sun, more than 4

billion miles, that the sun appears as a mere star, one among many. Nothing exists in the perpetual cold and darkness of Pluto.

Another member of the Sun's family which is pictured is the comet. It is a nebulous aggregate of dust and gases which become luminescent as it approaches the sun. Often a filmy tail a million miles long is forced from it by pressure of the sunlight.

The center of the solar system, the sun, is depicted as a thermo-nuclear furnace which has raged with the energy of 1 million H-bombs per second for more than five billion years. A planet too close or too far away from this source of energy would be devoid of life. The earth at 93 million miles is ideally situated.

A montage representing life on earth is shown as the scene shifts to the observatory where the narrator explains the procedure for locating and training the telescope on a particular star in the heavens. It is not a portrait of the star which is desired, but a photograph of the spectrum of the star. Such photographs and other data are studied to learn the composition, movement, size, temperature, etc., of stars, because nothing can be learned of a star directly.

As the audience is taken on an imaginary journey to the stars, many differences are pointed out among those stars in the Milky Way. Some, as Beta in the Constellation Lyra, have another star circling them. These we call twins. There are multiple stars, such as Castor in Gemini. There are giants many times the size of the sun, and dwarfs where one cubic inch of matter would weigh 40 tons. In addi-

Comments and materials for review should be sent to Audio-Visual Center, Indiana University, Bloomington, Ind.

tion there are stars rotating at such a rate as to throw off huge rings of matter which move outward in an ever widening circle. Pulsating stars are pictured increasing and decreasing in brilliance. There are rare stars where temperatures reach 5 billion degrees resulting in an explosion to form a "novae" or "super novae." The Crab Nebulae in the constellation Taurus is the remnant of such an explosion which occurred more than ten centuries ago.

In addition to stars and such satellites of these as may exist, there is much dust and gas in interstellar space. The stars, dust and gases were thought until recently to be a chaotic aggregation. However, years of patient work have revealed that a pattern really exists.

If man could move with the freedom of a god and were to go beyond our own galaxy, the Milky Way, he would come to the edge of an endless sea filled with islands of stars called galaxies. Many types of galaxies are to be found, floating eternally in space. It is here that stars are formed from dust and gasses of interstellar space, here too that stars consume themselves. How many of the billions of stars must have planets as ideally suited for life as our own?

As the narrator indicates, when man looks this deeply into space he sees only a ghostly image of the past. The light which is seen began moving toward us millions of years ago, long before the dawn of life on earth. "In all of time," says the narrator, "of all the planets, of all the galaxies in space, what civilizations have arisen, looked into the night, seen what we see, asked the questions that we ask?"

The film ends with the sunrise. The work of the astronomer is ended and another day begins on the earth, our tiny island in the vast Universe.

### Appraisal

Both the junior and senior high school teacher will find *Universe* to be an excellent medium for the introduction or summation of a unit on astronomy. The film is also well suited for use in presenting basic information on the solar system. The college personnel on the previewing committee felt that the film might also be used in introducing a beginning undergraduate course in astronomy.

The first half of the production gives an excellent overview of the members of the solar system and presents much basic information concerning these bodies. The second half delves into the realm of the stars, presenting a summation of what man has learned about the stars and star systems.

The many areas touched upon contribute to the usefulness of the film as a device to motivate further study and discussion on the part of students. The treatment is such as to provoke deep thought and a feeling of awe toward the humble place of man in the cosmos.

—Donald Nicholas

## THE FILM DOCTORS® SPECIALISTS in the science of FILM REJUVENATION

RAPIDWELD Process for:  
• Scratch-Removal  
• Abrasions • Dirt • "Rain"



Send for Free Brochure

**rapid** FILM TECHNIQUE INC.

Founded 1940

37-02C 27th St., Long Island City 1, N.Y.

# LUXOUT® DRAPERIES

... offer your BEST choice of effective light control



(Photo illustrates "NASSAU" exclusive print on Luxout DIM-OUT draperies.)

**BETTER BECAUSE LUXOUT Draperies offer COMPLETE effective light control:**

LUXOUT TRANSLUCENT draperies eliminate glare in offices, lounges, corridors and where audio-visual instruction is not given.

LUXOUT DIM-OUT draperies diffuse sunlight and darken rooms for projected pictures.

LUXOUT BLACK-OUT (opaque) draperies give absolute darkness when preferred for science rooms, auditoriums, or all-purpose rooms.

**Widest selection of colors, patterns, materials!**

**Consult your Luxout distributor, or contact:**

Free brochure, folders  
and color samples  
available upon request.

**Plastic  
Products**  
INCORPORATED

Department ES  
1822 East Franklin St.  
Richmond 23, Virginia

## Conserving Our Forests Today

(Coronet Films, 65 East South Water Street, Chicago, Illinois). 11 minutes, 16mm, sound, color and black and white, 1960. \$110 and \$60. Teachers guide available.

### Description

*Conserving Our Forests Today* highlights not only the varied, inter-related uses that America's timberlands must serve, but also points out the role of the citizen and the forester in maintaining this resource.

The variety of products supplied by

trees are shown to include not only lumber but a host of pulp products ranging from paper to motion picture film and synthetic textiles. Other benefits that are pictured include use of western forest areas for livestock grazing, the function of forests in creation of a good watershed to provide adequate water for domestic and commercial uses, and the recreational benefits found in well maintained national and state forests.

With principal emphasis placed upon Pacific Coast and Southern forests, the comparative growing rates of the Douglas fir in the west and the Southern pine are graphically illus-

trated. While the Douglas takes nearly 125 years to mature, the Southern pine matures to commercial size in 30 years. The growth comparison is emphasized as a young boy of two stands beside a two-year-old pine seedling and then is shown along side it at various intervals until both are 30. The role of hardwood trees is also indicated as is the need for careful cutting of all trees to provide for sustained yield.

Modern means of fighting the forest's enemy, fire, are seen to include fire lookout towers and fire fighting crews operating from trucks, parachuted from planes or landed by helicopters. The other enemies of trees are insects, disease and improper logging. Aerial spraying plays an effective role against insects and disease.

Shown in detail is reforestation using seed orchards in which seed are harvested for aerial seeding, and also the raising of seedlings for transplanting to logged- or burned-over lands is presented in detail.

### Appraisal

For intermediate grade and lower junior high pupils, *Conserving Our Forests Today* provides a concise overview of timber conservation and use practices in two primary wood products regions of the United States. What is said of these regions is also applicable to other areas of the United States with only minor modifications.

At both age levels the film could be used to introduce or organize a unit on forest lands since it provides many avenues for further exploration and questioning by pupils. These include: "Are recommended forest-land grazing practices the same throughout the nation?" and "What is the difference in utilization practices between the slow growing western trees and those that mature more rapidly in the South?" These are two points that the teacher can use to develop new concepts with her pupils and prevent formation of erroneous ones from the film's too-simplified statements.

Quickly covering so much material in a seemingly unhurried manner, the film's excellent development and organization is apparent. Simple effects like the growth comparisons between the boy and the tree and numerous views of children of the audience's ages enjoying the forest areas would contribute to a sense of personal identification by the pupils seeing the film and are practices to be commended in films whose object is to motivate the interest required of citizens in development of intelligent concern about use of natural resources.

—Richard Gilkey

## LEARNING BY SEEING



## PHILCO advances the science of visual education

### WITH NEW TRANSISTORIZED CLOSED CIRCUIT TV SYSTEMS

Visual education, through the use of closed circuit TV, is being adopted rapidly by schools throughout the nation. Philco's broad experience in educational TV is your assurance of obtaining the greatest flexibility and economy. Philco's new all-transistor equipment is your guarantee of maximum reliability, freedom from maintenance and ease of operation. Write today for information and your copy of the Philco Closed Circuit TV Systems Planning Guide.

#### Government & Industrial Group

4700 Wissahickon Ave., Philadelphia 44, Pa.

In Canada: Philco Corp. of Canada, Ltd., Don Mills, Ont.



Philco Closed Circuit TV Systems permit multi-group instruction, with full audience participation.

**PHILCO**  
Famous for Quality the World Over

# AV industry news

## NAVA Convention Poll

A NAVA sustaining member poll as to convention site preference resulted in an almost 95-percent vote in favor of continuing to meet in Chicago, according to a report by Bob Maybrier and Erv Nelson to the NAVA board. A good sized majority favored continuing at the Morrison Hotel for the present, as against the Sherman or the Hilton at some increase in costs. The 1961 meeting is definitely scheduled for July 22-25 at the Morrison, and an option has been taken on dates there also for the 1962 meeting—subject, however, to the way promised improvements in service are carried out at the 1961 meeting.

Convention days and hours will be the same as in the 1960 program. No sales meetings or other counter-attractions are to be held on NAVA's convention days, except between 10:45 a.m. and 1 p.m. and after 5 p.m. They are to be limited to 3 hours, at or reasonably near the convention hotel in order to minimize the time participants are away from general convention and trade show activity.

An invitation will be extended to DAVI to hold its summer meeting, or at least board meeting, in conjunction with the other AV groups that, with NAVA, make this annual event the "Biggest AV Show on Earth." The very successful AV Education Forum initiated last July by the Illinois Audiovisual Association and cooperating groups is to be featured also in 1961.

NAVA's annual midwinter meeting will be held in Dallas, Texas, January 12-14. The national convention planning committee will meet there on the 12th. The annual western meeting will be held at San Diego, Feb. 21-23.

## Videotape Spread

Ampex Professional Products reports 93 TV tape installations in closed circuit TV systems in the United States, 416 in broadcast studios and production companies and another 194 in companies outside the United States.

## Mobile Lang Lab

The Edwards Company, Educational Equipment Division, is routing a language laboratory demonstration trailer on an itinerary that will cover 250 cities. Billed as an "electronic classrooms on wheels," the air-condi-

tioned trailers are 35 feet long and carry operating equipment for language laboratory, school clock and program system, fire alarm system, doctor's silent paging system, telephone intercom and other electronic communication.

## Good Kodak Show at PSA

A feature of the Houston, Texas, show of the Photographic Society of America was an excellent combination

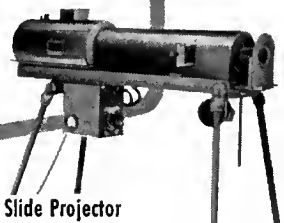
of product and process in the Eastman Kodak exhibit. An extensive lineup of product use demonstrations of exposure, finishing, color, travel and nature photography, etc., was topped by a 90-minute, 3-screen spectacular, "Photoscenic America." Planners of audiovisual exhibits are remembering more and more that a "show" should really *be* a show, not just a static showcase, however pretty.

## Solons To View NDEA Effect

Members of Congress, home "on leave" until January 3, are being urged to visit schools in their home district to see for themselves the good accomplished in bettering education through



Our professional  
Know-how helps  
solve your  
AUDIO-VISUAL  
Problems.



### Strong Arc Slide Projector

Projects 2" x 2" and 3 1/2" x 4" slides to a size and brilliancy comparable to finest theater projection. High intensity carbon arc lamp enables large screen projection, in difficult-to-darken rooms.



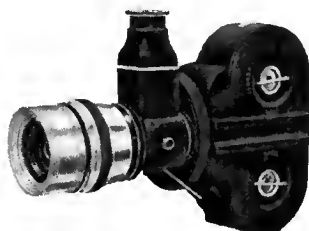
### Weinberg Watson Analyst Projector

Ideal for teachers, doctors, coaches, for studying recorded data. Continuous variable speed from 2 to 20fps. Single frame advance. Flickerless projection.

## Why is CECO the Audio Visual Equipment Center?

Because CECO spans the *entire* complex field. We sell and service every professional type equipment on the market—cameras, projectors, screens, slide projectors, animation equipment, sound recorders, timers, tripods, etc.

More important, we provide *solutions* to problems, no matter how intricate. We charge for the products. We make no charge for our experience. That's why most AV experts come to CECO.



### Single Frame Eyemo

35mm filmstrip camera with single frame advance mechanism. Reflex viewing and specially designed lens for slide film work.

CECO—trademark of  
Camera Equipment Company

SALES • SERVICE • RENTALS

CAMERA EQUIPMENT CO., INC.

Dept. E68, 315 West 43rd St., New York 36, N. Y. • JUdson 6-1420

Gentlemen: Please rush me FREE literature on CECO Products for Audio-Visual use:

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# AV industry news

(Continued)

grants provided under the National Defense Education Act. Invitations are extended, usually by AV directors or other school administration staff, with an assist at times from AV dealers and industry representatives where the lawmakers are personal friends.

## Pentron in New York

Pentron, Chicago audio manufacturer, has established a complete New York factory branch operation at 58-08 37th Ave., Woodside 77, Long Island, N. Y. Arthur Weiss is in charge. He was formerly eastern sales manager for DeJur-Amsco and before that for Ampro.

## New Films Outnumber Books

According to Crawley Films' (Canada) lively monthly news letter, 66 producers last year turned out 863 motion pictures, plus 5,300 other film items such as slidefilms, trailers, commercials, etc. There are 333 Canadian sources for free sponsored films.

## Shatterproof TV

A new Transvision 24-in. classroom TV receiver features shatterproof



glass protection for its picture tube. A set knocked over accidentally supplied the shattered fragments shown above.

## Teaching Machine via Recordak

Kodak has established an educational microfilm systems department. According to an announcement by James E. McGhee, vice president, "Microfilm provides the most versatile medium for preparing and utilizing

efficient systems of programmed learning." It is held that the new concept concerns itself less with teaching machines than with the teaching and training programs which are simplified through the use of appropriate equipment.

## AV Digest By Graflex

The first edition of the Graflex Audiovisual Digest has recently been published by Graflex, Inc., a subsidiary of General Precision Equipment Corporation, Rochester, New York.

The publication, prepared by and for the teaching profession, is said to have as its editorial objective the dissemination of information which will assist teachers in extending their knowledge and application of AV techniques and equipment. The 52-page paperback edition deals with such subjects as filmstrips, photographic hints and aids, international tape exchange, tachistoscopic training, television in education and many other authoritative articles.

## For Opinion Makers

A good example of intelligent public relations communication is Rheem-Califone's sending of suitable issues of its internal house organ, "Management News," to selective lists of opinion makers outside the company. A recent issue featured the company's showing of teaching machines at the NAVA trade show.

## "Good News" House Organ

Family Films calls its new dealer-consumer house organ "Good News." First issue includes poster listing, Christmas releases, all bright in traditional red and green. To encourage the use of AV Training Kit and the pastoral counseling filmstrips dealing with marriage problems, these two sets of sound filmstrips are offered as free premiums when "basic" (24 to 40 strip) filmstrip libraries are bought by a local church. Damaged color filmstrips are replaced at a cost of only 50 cents each to allay new users' fear of possible, but unlikely, costly damage.

## History Lives In Sound And Song

"Just about the most authentic pair of records in the field of Americana."

Herbert Mitgang—New York Sunday Times, August 28, 1960

"They are some of the most delightful history I have ever heard."

John Conly—The Atlantic Monthly, October, 1960

So speak two of the most distinguished record reviewers in America of HEIRLOOM RECORDS' first two releases:

**YANKEE LEGEND**, The Story of New England Through its Ballads and Songs (HL 500)

**THE AMERICAN REVOLUTION** through its Songs and Ballads (HL 502)

This opinion is shared by every critic who has reviewed them to date in both the lay and educational press—from Downbeat to Audio Cardalog.

**YANKEE LEGEND** consists of 18 songs of New England's farming, fishing, trading, lumbering—of her tragedy and humor—of her struggle for independence—skillfully woven into a logical narrative pattern by BILL BONYUN, Old Sturbridge Village Ballad Singer, whose years of experience in the classroom have enabled him to create this unique teaching tool.

Both records are complete with teacher notes and a well illustrated pamphlet for pupil use.

And now—Just Released—**SONGS OF YANKEE WHALING** (AHLP 1)

Heirloom Records is proud to have been chosen by **AMERICAN HERITAGE** to produce this exciting new record—complete with the sounds as well as the songs of whaling—to supplement "The Story of Yankee Whaling," an American Heritage Junior Library Book.

**HEAR**—the lookout's cry as the whale is sighted and the lowering of the boats to start the chase.

—sea shanties as actually sung with the sounds of the sea, the ship and the shouted orders as accompaniment for the shantyman and his choring crew.

—a South Seas song sung by a Tahitian girl just as it was sung long years ago for many a Yankee whalerman stopping at Polynesia for supplies.

—all tied together with a superb down-east, Yankee narration.

above records  
available at  
\$4.95 each at

**HEIRLOOM**

**RECORDS,**  
Brookhaven, N. Y.

In **THE AMERICAN REVOLUTION** Bill Bonyun sings and narrates the American side while J. A. SCOTT (chairman of the History Department of Fieldston School) counters with songs and narration of the British point of view—both with great spirit, and supported by a rousing male chorus and the 50 great drums and shrill fifes of the famous **MATTATUCK DRUM BAND**.

## TENT LIFE IN BIBLE LANDS

Shows what doily life might have been like in early Bible days. Home environment, daily tasks, dress and family customs are shown. 14 color transparencies mounted in "childproof" Viewmaster-type

### FILM DISC

For use with Primary grades and up. With script, study print, in sturdy folder \$1.65



**hapel Films**

P. O. Box 179, Culver City, Calif.



## Dictaphone Lang-Lab

A new entry into the language laboratory market is named "Dictalab." It features quarter-track recorders, with the master channel separated from the student-response recording and by a vacant channel that is put to the same use when recording in the opposite (Side 2) direction. Three



types of installation are offered, audio-passive, listen-respond, and listen-respond-record. Teacher may monitor at console or while roving the class.

## People

PAUL R. BUNKER has been named sales manager for the Magnecord line at Midwestern Instruments, Tulsa. HUGH J. DALY, vice president, is responsible for the marketing and sales program of the entire Magnecord line.

RAYMOND P. KROGEL, newly elected vice president of Encyclopaedia Britannica Films, will supervise activities in 12 northeastern states. "Ray" has been with EBF since 1948 and earlier was national educational manager for RCA-Victor.

RICHARD A. GOODROW has joined the Bell & Howell audiovisual sales staff as sales promotion manager for that department. He will be responsible for development of advertising and sales promotional materials, exhibits and dealer orientation. He was formerly with Ford and with *Life* magazine in merchandising and promotional posts.

The National Safety Council has named FITHIAN (JACK) FARIES staff representative for its safety education supervisors section. He was formerly director of audiovisual and safety education in the Lexington, Ky., public school system.

There are.....  
**85 French . . . 21 German**  
**...25 Italian...9 Spanish**  
**...48 Russian Language**

# FILMS

listed in the new  
**Brandon Price List**

**"MOTION PICTURES  
 FOR FOREIGN LANGUAGE  
 INSTRUCTION"**

**FREE!** A limited quantity of this list, containing films listed, identified, and graded in the official Materials List for teachers of foreign languages, published by the Modern Language Assn. of America. Offer expires January 5, 1961.

**BRANDON FILMS, INC.**  
 Dept. ES, 200 West 57th St.  
 New York 19, N. Y.

# NEW BONUS RECORDED TAPE

Some of our greatest popular songs—"Full Moon and Empty Arms," "Till the End of Time," "Stranger in Paradise"—took their melodies from the classics. Eight of these lovely themes—in their original classical setting—are the basis for "Classics that Made the Hit Parade."

This unusual program, professionally recorded in sparkling full fidelity on Audiotape, is available RIGHT NOW from Audiotape dealers everywhere. (And only from Audiotape dealers.) Don't pass up this unique opportunity to get a fine recorded tape at a bargain price.

**audiotape**

Manufactured by **AUDIO DEVICES, INC.**  
 444 Madison Ave., New York 22, New York  
 Offices in Hollywood & Chicago

## DETAILS OF THE OFFER

This exciting recording is available in a special bonus package at all Audiotape dealers. The package contains one 7-inch reel of Audiotape (on 1½-mil acetate base) and the valuable "Classics that Made the Hit Parade" program (professionally re-

corded on Audiotape). For both items, you pay only the price of two reels of Audiotape, plus \$1. And you have your choice of the half-hour two-track stereo program or the 55-minute monaural or four-track stereo versions—all at 7½ ips.

See your Audiotape dealer now!

## DETAILS OF THE PROGRAM

- Borodin . . . . . Polovtsian Dances from Prince Igor (Stranger in Paradise)
- Tchaikovsky . . . . . Symphony No. 5 in E (Moon Love)
- Waldteufel . . . . . Espana Waltz (Hot Diggity)
- Chopin . . . . . Polonaise No. 6, in Ab Major (Till the End of Time)
- Tchaikovsky . . . . . Symphony No. 6 in B (The Story of a Starry Night)
- Rachmaninoff . . . . . Piano Concerto No. 2 in C Minor (Full Moon and Empty Arms)
- Chopin . . . . . Fantasie Impromptu in C# Minor (I'm Always Chasing Rainbows)
- Tchaikovsky . . . . . Romeo and Juliet Overture (Our Love)

# TRADE DIRECTORY FOR THE AUDIOVISUAL FIELD

KEY: (P)—producers, importers. (M)—manufacturers. (D)—dealers, distributors, film rental libraries, projection services.

Where a primary source also offers direct rental services, the double symbol (PD) appears.

## COLOR FILM DEVELOPING & PRINTING

**Walt Sterling Color Slides**  
224 Haddon Road, Woodmere, L. I., N. Y.  
Authorized "Technicolor" dealer

## FILMS

**Association Films, Inc.** (PD)  
Distributor of Free-Loan and Rental Films.

### Headquarters:

347 Madison Ave., N. Y. 17, N. Y.

### Regional Libraries:

Broad of Elm, Ridgefield, N. J.  
561 Hillgrove Ave., La Grange, Ill.  
799 Stevenson St., San Francisco, Cal.  
1108 Jackson St., Dallas 2, Tex.

**Australian News and Information Bureau** (PD)  
636 Fifth Ave., New York 20, N. Y.

**Balley Films, Inc.** (PD)  
6509 De Longpre Ave., Hollywood 28, Cal.

**Bray Studios, Inc.** (PD)  
729 Seventh Ave., New York 19, N. Y.

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Chapel Films** (PD)  
Div. McMurry Audio Electronics, Inc.  
P. O. Box 179, Culver City, Calif.

**Coronet Instructional Films** (P)  
Coronet Bldg., Chicago 1, Ill.

**Family Films, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Film Research Company** (PD)  
Onamia, Minnesota  
Forest Indian and Science Films

**Ideal Pictures, Inc.** (D)  
Home Office:

58 E. South Water St., Chicago 1, Ill.

### Branch Exchanges:

1218 Comer Bldg., Birmingham, Ala.  
1840 Alcatraz Ave., Berkeley 3, Cal.  
2408 W. Seventh St., Los Angeles 57, Cal.  
714 — 18th Street, Denver 2, Colo.  
1331 N. Miami, Miami 32, Fla.  
55 NE 13th St., Miami 32, Fla.  
52 Auburn Ave., N.E. Atlanta 3, Ga.  
58 E. South Water St., Chicago 1, Ill.  
15 E. Maryland St., Indianapolis, Ind.  
614 — 616 So. 5th St., Louisville 2, Ky.  
1303 Prytonia Street, New Orleans 13, La.  
102 W. 25th St., Baltimore 18, Md.  
42 Melrose St., Boston 16, Mass.  
15924 Grand River Ave., Detroit 27, Mich.  
3400 Nicollet Ave., Minneapolis 8, Minn.  
1402 Locust St., Kansas City 6, Mo.  
3743 Gravois, St. Louis 16, Mo.  
6509 N. 32nd St., Omaha 11, Neb.  
1558 Main St., Buffalo 9, N. Y.  
233-9 W. 42nd St., New York 36, N. Y.  
1810 E. 12th St., Cleveland 14, Ohio  
2110 Payne Ave., Cleveland 14, Ohio  
119 Ninth St., Pittsburgh, Pa.  
1201 S.W. Morrison, Portland 5, Ore.  
18 So. Third St., Memphis 3, Tenn.  
2434 S. Harwood, Dallas, Tex.  
54 Orpheum Ave., Salt Lake City, Utah  
219 E. Main St., Richmond 19, Va.  
1370 S. Beretania St., Honolulu, T.H.

**International Film Bureau** (PD)  
332 S. Michigan Ave., Chicago 4, Ill.

**Knowledge Builders (Classroom Films)** (PD)  
Visual Education Center Bldg.,  
Floral Park, N. Y.

**Mogull's, Inc.** (D)  
112-14 W. 48th St., New York 19, N. Y.

**United World Films, Inc.** (PD)  
1445 Park Ave., New York 29, N. Y.  
542 S. Dearborn St., Chicago 5, Ill.  
6610 Melrose Ave., Los Angeles 38, Cal.  
287 Techwood Dr., NW, Atlanta, Ga.  
2227 Bryan St., Dallas, Tex.  
5023 N. E. Sandy Blvd., Portland 13, Ore.  
1311 N. E. Bayshore Dr., Miami, Fla.

## FILMSTRIPS

**Broadman Filmstrips** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Christian Education Press Filmstrips** (PD)  
Religious Subjects  
1505 Race St., Philadelphia 2, Pa.

**Family Filmstrips, Inc.** (PD)  
5823 Santa Monica Blvd., Hollywood 38, Calif.

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.

**Society for Visual Education** (PD)  
1345 Diversey Parkway, Chicago 14

**Teaching Aids Service, Inc.** (PD)  
Lowell Ave. & Cherry Lane, Floral Park, N. Y.  
31 Union Square West, New York 3

**Visual Education Consultants, Inc.** (PD)  
VEC Weekly News Filmstrips  
2066 Helena St., Madison, Wis.

## FILMSTRIP, SLIDE & OPAQUE PROJECTORS

**DuKane Corporation** (M)  
St. Charles, Illinois

## ELECTRONIC TRAINING KITS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## FLAGS, BANNERS, BUTTONS, AWARDS

**Ace Banner & Flag Company** (M)  
224 Haddon Rd., Woodmere, L.I., N. Y.  
All sizes—U.S., State, Foreign, etc.—immed. del.

## GLOBES — Geographical

**Denoyer-Geppert Company** (PD)  
5235 Ravenswood Ave., Chicago 40, Ill.

## BIOLOGICAL MODELS & CHARTS

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## LABORATORY SERVICES

**Byron Matton Pictures, Incorporated**  
1226 Wisconsin Ave., Washington, D. C.  
Complete 16mm & 35mm laboratory services.

## MOTION PICTURE PROJECTORS & SUPPLIES

**Bell & Howell Co.** (M)  
7117 McCormick Road, Chicago 45, Ill.

**Eastman Kodak Company** (M)  
Rochester 4, New York

**Victor Division, Kalart Co.** (M)  
Plainville, Conn.

## MAPS — Geographical, Historical

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## MICROSCOPES & SLIDES

**Denoyer-Geppert Company**  
5235 Ravenswood Ave., Chicago 40, Ill.

## PRODUCTION EQUIPMENT

**Camera Equipment Co., Inc.** (MD)  
315 W. 43rd St., New York 36, N. Y.  
6510 Santa Monica Blvd., Hollywood, Cal.  
**Camera Equipment Co., Inc., of Florida** (MD)  
1335 E. Tenth Ave., Hialeah, Fla.

## READING IMPROVEMENT

**Psychotechnics, Inc.**  
105 W. Adams St., Chicago 3, Ill.  
Mfrs. of SHADOWSCOPE Reading Pacer

## RECORDS

**Broadman Films** (PD)  
127 Ninth Ave., North, Nashville 3, Tenn.

**Curriculum Materials Center** (PD)  
5128 Venice Blvd., Los Angeles 19, Cal.  
Records, Tape Recordings, Filmstrips, Books

**Enrichment Materials Inc.** (PD)  
246 Fifth Ave., New York 1, N. Y.  
**Folkways Records & Service Corp.**  
117 W. 46th St., New York, N. Y.

**Heirloom Records** (PD)  
Brookhaven, N. Y.  
(History through Ballads & Folksongs)

**Monitor Recordings, Inc.** (PD)  
413 W. 50th St., New York 19, N. Y.  
Russian, French, Spanish Language Materials

**Music Education Record Corp.** (P)  
P.O. Box 445, Englewood, N. J.  
(The Complete Orchestra demonstrated)

## RECORDERS — PLAYERS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

## SCREENS

**Radiant Manufacturing Co.**  
8220 No. Austin Ave., Marton Grove, Ill.

## SLIDES

Key: Kodachrome 2 x 2. 3/4 x 4/4 or larger

**Keystone View Co.** (PD-4)  
Meadville, Pa.

**Meston's Travels, Inc.** (PD-2)  
3801 North Piedras, El Paso, Texas

**Walt Sterling Color Slides** (PD-2)  
224 Haddon Rd., Woodmere, L. I., N. Y.  
4,000 (scenic & maps) of teacher's world travel

## SOUND SYSTEMS

**Allied Radio Corporation** (MD)  
100 N. Western Ave., Chicago 80, Ill.

For information about Trade Directory advertising rates, write **EDUCATIONAL SCREEN & AUDIOVISUAL GUIDE**, 2000 Lincoln Park West Bldg., Chicago 14, Ill.

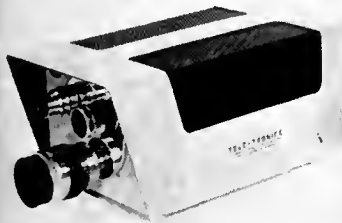
# New Equipment and Materials

For addresses of the sources supplying information on which these listings are based, refer to Directory of Sources, page 671. For more information about any of the equipment and materials announced here, use the enclosed reader service postcard.

## NEW EQUIPMENT

### CAMERAS, Movie, TV

**Plug-it-in" Vidicon Camera.** Will produce usable pictures with as low as 3 foot-lamberts of scene highlight brightness. Input 117v 60 cycle AC 65 watts. Signal output 3.0 volts peak video into 75 ohm load, sufficient to



"Plug-it-in" Camera

transmit signal over 3000' of cable. Automatic exposure compensator. Wt 19 lb. incl. f/1.9 25 mm lens. Model 700-S with built-in microphone and amplifier sound channel, \$1495. TELETRONICS

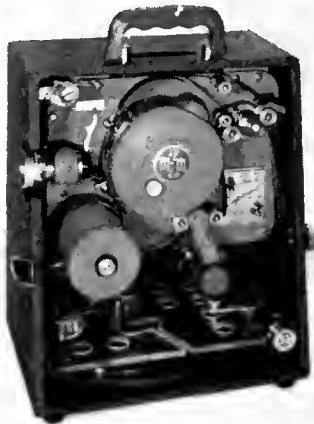
For more information circle No. 101 on return postal card.

**Self-processing Camera** for 35mm or 16mm motion picture film, promises "from exposure to viewing in less than 60 seconds." Film negative is developed and fixed in a magazine attached to the back of any roll film movie camera. Developing agent is a chemically pre-saturated paper material that winds with the exposed film onto a take-up spool in the magazine, which is only slightly larger than the movie camera. Separate portable "Rapromatic" processor models are also available. RAPROMATIC

For more information circle No. 102 on return postal card.

### PROJECTORS, Movie, TV

**Pre-Threaded Movie Repeater** holds up to 400ft of sound film in a transparent plexiglas magazine. Operates on 25 or 60-cycle AC or on DC current. Wt 22lb, bulk less than 1 cu. ft. TV type screen (in cover) or large size conventional projection. 5-watt output. 400-watt lamp. 2" f/1.6 lens. Elim-



#### Pre-Threaded Repeater

minimizes distraction of set-up and threading in classroom. With case, 10 ft. power cord and film magazine \$498. HARWALD.

For more information circle No. 103 on return postal card.

### PROJECTORS, Still

**Act-O-Matic Dual-Position Science Projector** with adjustable apparatus support for transparent cells, test tubes, meters. Shows transparencies up to 5x5"; 5'0 image 7' from screen. Changes instantly from horizontal to vertical throw without refocus. \$350. Projection milli-ammeter and volt

meter \$25.75. Writing attachment with 100' reusable roll \$49. Transparencies and manuals for 400 tested science experiments \$110. LABFURN.

For more information circle No. 104 on return postal card.

**Projecto-Lite Overhead** features a direct straight-through optical system which, according to the manufacturer gives more light with less heat than 1000watt designs. Entire head comes off for portability. Large focusing knob. Image tilting knob. All four legs separately adjustable for leveling. Double-duty side tables carry roll of clear plastic. Wt. with shelves 49 lb. 10x10" transparencies. \$495. OZALID.

For more information circle No. 105 on return postal card.

**Lower Profile Vuegraph.** The features of the large Vuegraph overhead projector are now available in a lower-profile model in which the projection head stands only 17½" above the base-bottom. The head (6"x7") and the projector housing (23"x12½"x-12½") indicate a compact unit that still accommodates 10x10" transparencies, 1000watt lamp, etc. BESELER.

For more information circle No. 106 on return postal card.

**Balomatic Slide Projector** shows up to 40 2x2's, intermixed, any standard mount, 3-way editor permits sequencing while projecting. All controls are

The KEYSTONE Standard Overhead Projector  
is available for purchase under the

## National Defense Education Act

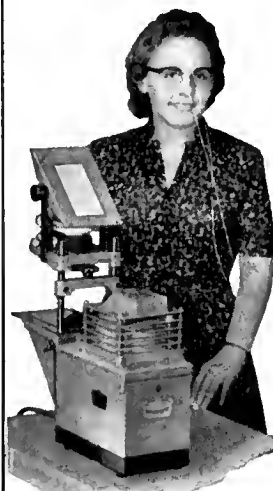
The Keystone Standard Overhead Projector is designed for the projection of Transparencies, Standard (3¼" x 4") Lantern Slides, Polaroid Slides, and Handmade Lantern Slides or, with appropriate accessories Tachistoslides (4" x 7"), 2" or 2¼" Slides, Strip Film, and Microscopic Slides.

It is useful —

In the Science Category with appropriate units of slides in Physics, Biology, General Science, Health, Hygiene, Physiography, and Elementary Science.

In the Mathematics Category in teaching Number-Combinations and Fraction-Combinations tachistoscopically; Solid Geometry with Stereograms.

In the Modern Languages Category in teaching French, Spanish, German and Russian with Tachistoscopic Units.



Write for Further Information or a Demonstration by our Local Representative.  
KEYSTONE VIEW CO., Meadville, Pa. Since 1892, Producers of Superior Visual Aids.

grouped around a translucent window that lights up to give a lighted working surface whenever a slide is not being projected. No need to refocus; slides do not "pop" from abrupt temperature change. Automatic timer at intervals continuously variable from 4 to 30 seconds. Screen goes dark during slide change. 500-watt. 5" f/3.5 with built in iris diaphragm light control. With case \$119.50. 4" and 7" lenses, 15ft remote control cord, and tape recorder synchronizer are accessories. B&L.

For more information circle No. 107 on return postal card.

## PROJECTION ACCESSORIES

Large glass rear-projection screens up to 18ftx9ft are now surfaced for rear projection. A projection wall of ¼, ⅜ or ½-inch thick glass shuts out the sound of equipment and may be written on by new types of erasable chalk.

Available also in lighter weight break-resistant Plexiglas, sizes up to 102 x 120 inches. POLACOAT.

For more information circle No. 108 on return postal card.

## SOUND, Equipment & Accessories

**Matched Stereo Pre-Amp and Tuner.** 28-watt pre-amplifier, push button controls, individual channel bass-treble controls, mono-stereo blender, center summed channel. \$119.50 with case. Tuner with special dial variable AFC, and variable inter-station muting control. \$99.95 with case. CROSBY.

For more information circle No. 109 on return postal card.

## LANGUAGE LAB

**Tape Clip,** plastic, to keep recording tape from flapping around, is now packed in each reel of 3M tape. The clips can be bought at 10 for 35 cents, retail. MMM.

For more information circle No. 110 on return postal card.

## MISCELLANEOUS EQUIP.

**Insulated metal student booth,** with formica working surface, integral conduit for audio and AC cables, perforated steel with 2" thick fibreglass sound-absorbing panels. Convertible top with double-acting hinge optional. CALIFONE.

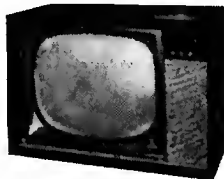
For more information circle No. 111 on return postal card.

**Low Power Microscope** with 5X, 10X and 20X lenses, 6" long, with 4½" horseshape base, wt. 4 lb. \$19.95. EDMUND.

For more information circle No. 112 on return postal card.

## BUILT ESPECIALLY FOR SCHOOL USE

- 24" Screen
- built-in adjustable antenna
- 9" front speaker
- 3 wire AC grounded cord
- SHOCK-PROOF WOOD CABINET



Packard Bell's Classroom TV Receivers are custom engineered for classroom use. Big, oversize screen provides easy visibility from any part of the classroom. You can rely on Packard Bell... quality manufacturers of electronic products for over 34 years. For full details, write:

*Packard Bell Electronics*

1920 South Figueroa Street  
Los Angeles 7, California  
Richmond 8-6103

**Mobile Science Demonstrator** bring lab into any classroom without special plumbing or electrical work. Maker states same unit may double as rear projection cabinet for showing slides and films, and as a tape recorder mounting. DESKAM.

For more information circle No. 113 on return postal card.

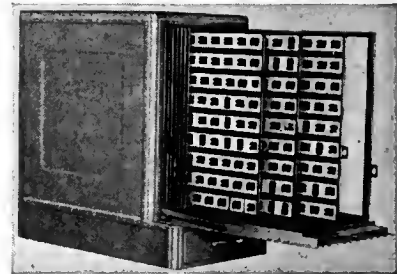
**Mounting Adhesives:** In handy 2 oz applicator bottles. No. 99 Cement non staining, flexible drying, waterproof one-coat, 39 cents. (Larger sizes available). Also White Vinyl Glue, Rubber Glue, Transparent Rubber Cement, ea. 29 cents. Samples of No. 99 available. TRITEX.

For more information circle No. 114 on return postal card.

**No-Heat Laminator** for plastic seal protection for cards, etc. Sample kit of 18 pieces from 3x4" to 5x7" \$1 ACE BANNER.

For more information circle No. 115 on return postal card.

**Slide Storage and Display,** steel cabinet with pull-out frames; holds up to 2340 2x2s or 780 4x3¼s (or any combination of these sizes). Door opens to serve as viewing shelf. Light diffusing



frame aids viewing. Roller-mounted base, storage compartment and other accessories available. Free catalog. Prices begin at \$139.50. MULPX.

For more information circle No. 116 on return postal card.

**12" Photocopier** makes copies of the width in any length with all types of diffusion transfer papers and films in ordinary office lighting or diffused daylight. \$259.50. AMPTO

For more information circle No. 117 on return postal card.

**Wheeled Projection Stand,** 20x24" plywood top, one shelf or two, \$25.88 to \$53.88. SAFELock

For more information circle No. 118 on return postal card.

**Stik-a-letter**  
PROFESSIONAL LETTERING TECHNIQUE

Write for literature  
**Stik-a-letter Co.** Rt. 2, Box 1400, Escondido, Cal

Just released . . . FIRST RUN!

# TAHITI

PEARL OF THE PACIFIC

16mm SOUND - COLOR - 45 min.

RENTAL: \$22.50 per day.

A beautiful COLOR feature showing what a tropical South Sea Island is really like! Shows its topography, its people and their occupations, and luxuriant plant and flower growth. Film concludes with a genuine Tahitian Hula dance. A top quality travel-adventure film. Book it in advance NOW.

for sale only . . .

### "PEOPLE AND SCENERY OF TAHITI"

400 ft. 16mm COLOR . . . \$59.95  
in sound . . . \$69.95  
in 8mm color . . . \$29.95

### "FLOWERS OF TAHITI"

95 ft. 16mm COLOR (silent only) . . . \$15.95  
in 8mm color . . . \$ 8.95

### "BOY OF TAHITI"

145 ft. 16mm COLOR (silent only) . . . \$25.95  
in 8mm color . . . \$12.95

He swims, paddles an outrigger canoe, and climbs a coconut palm.

### "THE TAHITIAN HULA"

215 ft. 16 mm COLOR . . . \$34.95  
in sound . . . \$39.95  
in 8mm COLOR . . . \$19.95

## COLOR SLIDES (2x2)

Mountains, flowers, people, scenery, historic spots and buildings of Tahiti. Set of 10 slides \$4.50; all 50 slides \$15.

\* All prices postpaid \*

*Films TROPICAL*

15566 Gulf Blvd.  
Redington Beach  
St. Petersburg 8, Fla.

## NEW MATERIALS

### KEY TO ABBREVIATIONS

- motion picture
- filmstrip
- slide
- recording
- 33-1/3 r.p.m. microgroove record
- minutes (running time)
- frames (filmstrip pictures)
- silent
- sound
- rent
- w—black & white
- color
- Primary
- Intermediate
- Junior High
- Senior High
- College
- Adult

## CINEMA ARTS

**ansel Adams, Photographer** mp IFB 20min b&w \$150. Philosophy as well as techniques of famed photographer, musician, mountaineer, writer. SH C A

For more information circle No. 119 on return postal card.

**Learning to Look** 6sfs FILMSCOPE ea. 33fr col LP with 6 separated bands; set \$36.50 indiv fs \$5.50 indiv rec \$5. Designed to stimulate appreciation in art, language and nature study. Titles: Trees; Lumber; Plants; Desert Flowers; Desert Textures; Desert Soil, Sand, Stone. EL JH SH

For more information circle No. 120 on return postal card.

## EDUCATION

**Can America Afford Better Schools?** mp NEA 13½min col \$45. Local news-hawk digs into why school costs have gone up and why they will continue to rise. Produced by Committee on Educational Finance, National Education Association. SH-A

For more information circle No. 121 on return postal card.

**Science Fair** mp IFB 14min col \$130. Students and teachers put on impressive project with support of PTA, business and civic groups. JH SH TT A

For more information circle No. 122 on return postal card.

**Science Project** mp IFB 14min col \$150. A boy's first science project; planning, research, building, and presentation. EI- SH TT

For more information circle No. 123 on return postal card.

**Secret of Freedom** mp NEA 60min b&w \$100. Archibald MacLeish tells about the defeat of a school bond issue in a typical American town. NBC program. JH-A

For more information circle No. 124 on return postal card.

**The Workshop Process** mp UCLA 12min b&w \$55. A powerful tool of adult

learning is pictured from the earliest pre-planning stage to final evaluation. As each participant defines his own problem he seeks out his own solution on the basis of the resources provided. SH TT C A

For more information circle No. 125 on return postal card.

## FEATURE FILMS

**The Would-Be Gentleman** mp CONTEMPORARY 86min r apply. Definitive performance of the Moliere classic by the Comedie Francaise. English titles. C A

For more information circle No. 126 on return postal card.

## NEW! The WILD RICE Story . . .

"Mabnomen—Harvest of the North"

. . . Selected as a U.S. Entry in the 1960 Edinburgh and Venice Festivals, this documentary film shows the ancient Chippewa "water" harvest of WILD RICE, stressing its importance, past and present, to the life of the northern forest Indians.

**History—Social Studies—Geography** 17 Min. Color \$170

Preview prints from  
**FILM RESEARCH COMPANY**  
Box 1015, Minneapolis 40, Minn.



# NEW

Deluxe self-contained  
Record Player  
at a **NEW**  
LOW in COST



The Califone  
**VARIANT Model 9VJ4**  
Variable Speed  
**CLASSROOM  
PHONOGRAPH**

► New extended range dual cone speaker and 12-watt double silicon powered amplifier is combined for the first time to offer the full audible range in a compact self-contained phonograph.

The VARIANT's Audio-Active feature for the teaching of foreign languages, its ruggedly built construction for long, hard use, and its facility for speed adjustment to pitch-pipe perfection, render this phonograph a superior investment for the classroom.

- 4-speed 9" turntable with cork top and built-in 45 RPM adapter
- High fidelity straight AC amplifier — 12 watts output
- Microphone input with mixer control.
- 4 outlet jacks for headphones for group listening

School Net . . . \$93.50 + \$5.80 excise tax

For greater economy where variable speed control is not necessary, the Califone ORATOR Model 9J4 is identical to the VARIANT except for the absence of variable speed.

School Net . . . \$83.50 + \$5.20 excise tax

For further information, write Dept. ES-12

Contact your Rheem  
Califone Dealer or  
write for free catalog.



**califone** CORPORATION  
1020 North La Brea Avenue Hollywood 38, California

## GUIDANCE, Personal

**Howard** mp IFB 27min b&w \$125. Clash between plans made by teen ager and conflicting arrangements made by his parents. Youthful anxiety when confronted with responsibility of own individual choice. (NFBC) SH-A

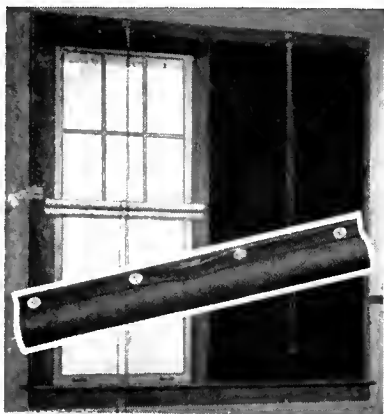
For more information circle No. 127 on return postal card.

**Joe and Roxy** mp IFB 27min b&w \$125. Contrasts teen agers' need to conform and hunger for absolute rules with confusion of adult standards. Effect of inadequate home life on adolescent adjustment. (NFBC production). SH-A

For more information circle No. 128 on return postal card.

**Who Is Sylvia?** mp IFB b&w \$125. Impromptu and unchaperoned get-together of young teens after school is backdrop for sensitive study of dreams, hopes, fears of 14-year-old

## How Many Classrooms Will One Set of PAKFOLDS Darken ?



## PORTABLE PAKFOLDS Serve Best - Cost Less !

Portable PAKFOLDS make every room a visual education room! One set of PAKFOLDS serves throughout the building. PAKFOLDS attach instantly . . . no ladders to climb; no screws or complicated mechanisms. Available for large or small windows, in any length or width.

WRITE FOR COMPLETE INFORMATION AND FREE SAMPLE OF PAKFOLD CLOTH

LUTHER O. DRAPER SHADE CO.  
P.O. BOX 402 SPICELAND, INDIANA



This little goat must decide what she can give to the new-born Christ Child—in "The Friendly Beasts" released by Grover-Jennings Productions, Inc. (See review in Religion section on page 669 and the Film Evaluations department, November "Ed Screen.")

girl. (NFBC production). SH C TT A

For more information circle No. 129 on return postal card.

## HEALTH, SAFETY

**Broken Doll** mp IFB 24min col \$250 b&w \$135. National Safety Council Award winner (1959). A citizen's council tackles the problem of adequate fire protection. JH-A

For more information circle No. 130 on return postal card.

**Electrical Safety in the Home** mp STOUT 14min col \$140. Schoolboy takes home an "Electrical Inspection Sheet" to check on safety conditions

in his own home, where he makes the check in cooperation with his father. Int JH A

For more information circle No. 131 on return postal card.

**Fire In Town** mp IFB 26min col \$250 Basic principles of community fire protection—abundant water, adequate apparatus, trained firemen, enforced building codes, and an efficient communications system. A town's reaction to a stark tragedy which might have been prevented. JH-A

For more information circle No. 132 on return postal card.

"69.3" mp IVC 13½min b&w loan. Medical progress since days of prehistoric man is shown responsible for increase in human life span to present 69.3 expectancy. Alistair Cooke, narrator. SH-A

For more information circle No. 133 on return postal card.

## HOME ECONOMICS

**Education in Essentials—The Story of Home Economics in Our Schools** sfs PILLSBURY col LP \$2.90. School board dispute over whether home ec belongs in the schools. Relationship of the study to total education of young women and some career opportunities. SH

For more information circle No. 131 on return postal card.

## INDUSTRIAL ARTS (incl. graphics)

**Automotive Electricity for Military Vehicles—The Ignition Circuit** mp UWF 11min b&w \$24.38. Army film with obvious application to civilian automotive training. In same series: **Principles of the Starting Motor** 12 min \$25.82. SH A

For more information circle No. 135 on return postal card.

Adventuring in  
**CONSERVATION**  
16mm color  
motion picture

- portrays the balance of nature
- illustrates good conservation practices
- demonstrates responsibilities of compers

INDIANA UNIVERSITY  
audio visual center  
Bloomington Indiana

**Painters on Servicing Ball and Roller Bearings** sfs JAM 64 fr 17min \$12.50. Various types of bearings; importance of cleanliness and correct use of the proper tools. SH A

For more information circle No. 136 on return postal card.

**Precision—The Measure of a Craftsman** sfs JAM 72fr 19min \$12.50. Care and use of micrometer, feeler gauge, dial indicator, and torque wrench. A SH

For more information circle No. 137 on return postal card.

**Vendy's First Christmas Card** mp IFB 10min col \$120. Little girl wonders about her first Santa Claus Christmas card—and learns about its production from the artist's original to the engraving of the several plates and the composite printing. Attractive presentation of the whole color printing process. Pri Elem

For more information circle No. 138 on return postal card.

## LANGUAGES

**French and Spanish Folk Songs** rec STAR LP set of 3 records \$12 indiv @ \$4.50. **French I:** 20 songs and games for K-6; **II:** 15 songs for JH-SH; **III:** 15 songs for SH-College; **IV:** 10 Noels from various provinces. **Spanish I:** 10 songs for younger people; **II:** 12 songs for HS-College; **III:** 10 Villancos (carols) suitable for all ages.

For more information circle No. 139 on return postal card.

**Language Unlimited** fs-rec EYEGATE 7 fs col; 8 LP 7" and manual \$50. Correlates with EDL First Year Spanish Program of controlled speed drillstrips. JH-C

For more information circle No. 140 on return postal card.

**On Parle Français** mp IFB 21min col \$225. Short sentences, simple constructions, high-frequency simple vocabulary or easily recognizable cognates mark this film, produced in Quebec, specifically for beginning French language learning. El-A

For more information circle No. 141 on return postal card.

## LANGUAGE ARTS

**First the Ear** tape MMM 30min 3-3/4ips half-track monaural. \$1.50. Language laboratory presentation of numerous applications of the tape recorder in the teaching of modern foreign languages, featuring the voices of the classroom teachers. TT C A

For more information circle No. 142 on return postal card.

**SENTENCES: Simple, Compound, Complex** mp CORONET 11min col \$110 b&w \$60. Analyzes structure and illustrates how shades of meaning may be expressed through choice of sentence form. JH SH

For more information circle No. 143 on return postal card.

## LITERATURE, DRAMA

**One Man In His Time** rec COLREC 12" LP \$4.98. Sir John Gielgud recites 21 selections from Shakespeare. SH C

For more information circle No. 144 on return postal card.

## MATHEMATICS

**Axioms in Algebra** mp IFB 13 min col \$135. Addition, subtraction, multiplication and division axioms explained and applied. JH SH

For more information circle No. 145 on return postal card.

**Formulas in Mathematics** mp IFB 10min col \$110. The formula  $D=RT$  is explained and manipulated under varying conditions to illustrate the time-saving practical value of formulae in problem solving. SH C

For more information circle No. 146 on return postal card.

## MEDICAL & ALLIED SCIENCES

**Incineration** mp UWF 13min col \$85.58 Filmograph designed to encourage municipal agencies, hospitals, etc to burn refuse wherever this method is suitable. C A

For more information circle No. 147 on return postal card.

<p><b>FREE</b> <b>ALLIED</b> 144-PAGE 1961 <b>ELECTRONICS</b> <b>CATALOG</b></p>	<p><b>SAVE MOST</b> on language labs, Stereo hi-fi, recording and phono equipment, school sound systems, training kits, electronic parts. Write for Catalog.</p> <p><b>ALLIED RADIO</b> 100 N. Western Ave., Chicago 80, Ill.</p>
--	---

## SCIENCE FILMSTRIPS

SINCE 1931 SINCE 1931  
MADE BY TEACHERS FOR TEACHERS  
**BIOLOGY** **ATOMIC ENERGY**  
**PHYSICS** **GENERAL SCIENCE**  
**CHEMISTRY** **MICROBIOLOGY**  
**BIKE SAFETY** **BUS SAFETY**

Science filmstrips available under NOEA—Title III.

## VISUAL SCIENCES

Box 599E Suffern, New York

**16** new 16mm COLOR films Produced by Visual Education Films, Inc.

Axioms in Algebra  
Formulas in Mathematics  
Language of Algebra  
Proportion at Work

The Astronomer  
Extending Our Senses  
Life from the Sun  
Myth, Superstition and Science  
Reaching into Space  
Science Fair  
Scientific Method in Action  
Science Project  
Understanding Matter and Energy  
What Are Stars Made Of?  
Wires to Our House  
Work and Power



INTERNATIONAL FILM BUREAU  
INC.  
332 S. Michigan Ave. / Chicago 4, Ill.

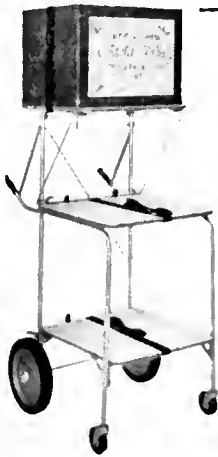
## PAT DOWLING PICTURES

Along with your use of microscopes you should have—

## MICROSCOPIC WONDERS IN WATER

16mm, color, \$110.00  
Write for previews:  
1056 So. Robertson Blvd., Los Angeles 35, Calif.

## The New Tri-level Wheelit-TV



—meets every  
TV teaching  
need.

Positions TV-set for  
any size class

Adjustable to  
point directly  
of viewers

Makes TV available  
to more classes

Moving set made  
easy, handling  
a pleasure.

Negotiates narrow  
halls, between desk  
rows, around  
corners, down  
short steps

Chromat, life-time  
finish

Non-vibrating plat-  
forms

Top shell at 50-inch height for large classes,  
folds out of way when 34-inch second shell is  
used. Lower shell for record player, reference  
materials, etc. Price \$79.50

Shipped complete assembled  
See your dealer or write—

**Gruber Products Co.**

Toledo 6, Ohio



## NOW!

## Primitive Man in Our World...

Shows the basic pattern of primitive  
life as it still exists in the Sepik River  
region of New Guinea. Here is  
a self-sufficient people living in a  
world almost untouched by modern  
civilization. The film pictures the daily  
lives of these people, showing how  
the jungle furnishes them with food,  
clothing, shelter, and transportation.  
For upper elementary and secondary  
social studies. An Americana production.

12 MINUTES. COLOR \$120. RENT \$6

Order your print today!  
Write for free catalog.



**BAILEY FILMS, INC.**

6509 DE LONGPRE AVE. HOLLYWOOD 28, CALIF.

**Management of the Leprosy Patient** mp  
UWF 19min col \$125.48. Intended for  
lay audiences to promote better ac-  
ceptance of the cured upon their dis-  
charge from hospital. Film points out  
that only public education can over-  
come this "archaic attitude" (that  
leprosy is highly contagious). SH A

For more information circle  
No. 148 on return postal card.

**Medicine and the Law** (series) mp  
MERRELL b&w loan (to professional  
groups). **The Medical Witness** 34min;  
**The Doctor Defendant** 30min; **The  
Man Who Didn't Walk** 32min; **No  
Margin for Error** 30min; **A Matter  
of Fact** 30min; **The Silent Witness**  
28min. Prof. Groups.

For more information circle  
No. 149 on return postal card.

## MENTAL HEALTH

**Anger at Work** mp IFB 21min b&w  
\$125. Side effects of anger shown in  
a number of dramatized examples.  
SH-A

For more information circle  
No. 150 on return postal card.

## MUSIC, General

**The Holly and the Ivy** rec COLREC  
12" LP \$4.98 Stereo \$5.98. The Mor-  
mon Tabernacle Choir present 17  
Christmas carols. El-A

For more information circle  
No. 151 on return postal card.

**Hungarian National Ballet Company** rec  
EPIC LP \$4.98. A program of songs  
and dances, conducted by Gabor  
Baross, Rezsó Lantos and others. SH  
C A

For more information circle  
No. 152 on return postal card.

## MUSIC, Instrumental

**Classics That Made the Hit Parade** tape  
AUDIO DEVICES 55min dual-track  
monaural or four-track stereo. Avail-  
able only as bonus at \$1 above price  
of two reels of blank tape. An un-  
usual musical anthology indicating the  
classical sources of many of our most  
popular songs. JH-A

For more information circle  
No. 153 on return postal card.

**Tchalkovsky's Nutcracker Suite** (a la  
Duke Ellington) rec COLREC \$3.98.  
Classic transposed into the unique

**RADIO-MAT**

TALK FROM YOUR SCREEN  
with your quickly  
TYPEWRITTEN MESSAGES  
ON  
RADIO-MAT SLIDES  
WHITE-AMBER-GREEN  
ACCEPT NO SUBSTITUTE

THE STATIONERY OF THE SCREEN

**MAKE YOUR  
OWN SLIDES**  
on your own  
**TYPEWRITER**  
by using  
**RADIO-MATS**

Regular size 3 1/4 x 4 or the New Duplex 2 x 2.  
Sold by Audio-Visual, Photo & Theatre  
Supply Dealers. For FREE SAMPLE write—  
**RADIO-MAT SLIDE CO., Dept. V,  
222 Oakridge Blvd., Daytona Beach, Fla.**

idiom of Ellington jazz, with even the  
titles of the several movements given  
modernized names. Played by a 16-  
man ensemble. SH A

For more information circle  
No. 154 on return postal card.

## MUSIC, Vocal

**Folk Songs of American History** m  
CORONET 13 1/2 min col \$137.50 b&w  
\$75. Chronological sequence of folk  
songs from early colonial days to  
late 19th century; a teacher explains  
each song's origin, as he sings it to  
his class. This origin is dramatized  
Int. Music.

For more information circle  
No. 155 on return postal card.

## ANNUAL INDEX

(Continued from page 674)

This and That from Boulder (article) .....	Oct. 55
This and That (article): SVE Religious Catalogue, Sticking Filmstrips, Tabletype Film- strip Previewers .....	Nov. 59
Treasure at Bethany .....	June 2
Two F's For the Primary (se- ries): Where Jesus Was Born, Where Jesus Worked, Where Jesus Lived .....	March 13
User Designs a Projector, The ..	June 28
Van Gogh, Vincent .....	Sept. 49
When There's a Will (article): Treasures in Heaven .....	March 13
Where Jesus Lived .....	June 28
Why Is Usage Down? (article) ..	June 28
Windows Of the Soul .....	Oct. 55
Yochanan Ben Zakkai: Teacher of Peace .....	April 18
Young Teens and Dating: First Dates, Whom Do I Date? Is It Love? How to Act On a Date .....	April 18
Youth Film Festival (article): The Reformation, One Love- Conflicting Faiths, I'll Sing, Not Cry .....	Jan. 2
Youth Workers AV Kit: Deci- sion Saturday Night, You for Youth, Double Identity, Through Faith and Fellow- ship, A Friend to Youth, That Youth May Know .....	April 18

## MISCELLANEOUS

<b>BLUE BOOK: EdScreen and AV Guide's Annual Presenta- tion of Audiovisual Materi- als .....</b>	July 343-399
<b>DIRECTORY OF AV EQUIP- MENT AND SERVICES: List- ing of Annual Directory ..</b>	Aug. 444-455
<b>NEWS REPORTS: Illinois AV Association Meets (580), Stu- dent Photo Winners 593) .....</b>	Nov. 580 and 593
<b>SPECIAL CONVENTION SEC- TION: National Audiovisual Convention (408), Audiovisual Education Forum (411), Au- diovisual Conference of Medi- cal and Allied Sciences (413), Illinois Training Directors' Association Audiovisual Work- shop (414), Industrial Audio- visual Association (415), List- ing of Exhibitors (418) ..</b>	Aug. 408-418



## PHYSICAL ED, SPORTS

**Beginning Tennis mp ALLAM** 14min col \$130 b&w \$70. Emphasis is on how to teach the sport. JH-A

For more information circle No. 156 on return postal card.

**Fundamentals of Badminton mp ALLAM** 12min b&w \$60. Correct body movements, drill, team play. Right handed and left handed players demonstrate. JH SH C A

For more information circle No. 157 on return postal card.

**Fundamentals of Volleyball mp ALLAM** 10min b&w \$50.85. Revised edition shows serving, receiving, setting, spiking and blocking fundamentals in regular speed and slow motion. JH SH C

For more information circle No. 158 on return postal card.

**Practice Makes Perfect mp ALLAM** 12min b&w \$45. A volleyball training film in regular and slow motion. JH SH

For more information circle No. 159 on return postal card.

## RELIGION, ETHICS

**Parables: The Romance of a New Beginning mp CONSERVATIVE** 30min col \$250 r min \$10 offering. The Kothara leprosy home and hospital in central India. Story involves Christian girl who goes to live with stricken Hindu. SH A

For more information circle No. 160 on return postal card.

**The Friendly Beasts mp GJP** 15min col \$150. The Christmas carol legend is brought to the screen by animal actors. A little wild goat comes to Bethlehem and together with the donkey, the dove, the sheep, the camel, and the cow does homage at the Manger. Pri-A

For more information circle No. 161 on return postal card.

**Let's Face It fs UChC** 70fr guide and script col \$6 r \$1.50. Research specialist reveals findings on what makes a church and its constituent groups grow. A

For more information circle No. 162 on return postal card.

**Let's Have a Party mp BROADMAN** 10min col \$100 r \$5. Sprightly color animation tells how to plan, run and then evaluate a party. Non-denominational, suitable for use by any group, church or lay. JH SH A

For more information circle No. 163 on return postal card.

**The Procession mp BFC** 30min b&w \$160 r \$8. The changing face of many communities and the impact on and of a changing church. The downtown transition; and a city slum. SH C A heart of a big city; a new booming suburb; a neighborhood in racial

For more information circle No. 164 on return postal card.

## SCIENCE, General

**Elementary Science Charts EATON** 14x-11 to 24x18". col \$5.95 to \$11.95. Magnetism; Eye, Light and Color; The Story of Rocks. El

For more information circle No. 165 on return postal card.

**Marshes of the Mississippi mp DAGGETT** 12min col \$120 b&w \$60. Delta-building work of the river; wildlife in the soggy wastelands along the Gulf of Mexico. El JH SH C

For more information circle No. 166 on return postal card.

**Myth, Superstition and Science mp IFB** 13min col \$135. Introduction to the "scientific method" as contrasted to superstition. El JH

For more information circle No. 167 on return postal card.

**Periodic System of Elements wall chart DENOYER** 84x55" 4-color paper \$12.50, muslin-mounted \$24.50 to \$45. Also student notebook desk size, 16x-11½" ea 85c. Main groups identified by black headings, transition elements blue, other color coding. Student edition has reverse side printed, showing structure of the atom, behavior of protons, electrons, energy levels, etc. SH C

For more information circle No. 168 on return postal card.

**Reaching Into Space mp IFB** 14min col \$150. Space research, modern Rocketry (including Newton's Third Law), satellites, flight under conditions of zero gravity. JH-SH

For more information circle No. 169 on return postal card.

**Science of the Sea mp IFB** 19min col apply. Oceanic influences on our daily lives. Produced by the Woods Hole Oceanographic Institution. SH C A

For more information circle No. 170 on return postal card.



**4 SPEED  
RECORD &  
TRANSCRIPTION  
PLAYERS**

Write for illustrated  
catalog  
**AUDIO-MASTER**  
17 E. 45th St., New York

## New ECCO Improved Model D For 16mm & 35mm

**Cleans — Lubricates —  
Prevents Dust Static**



Speedroll  
Applicator Model D

Clean and inspect your film in one easy operation. Operates effectively at several hundred feet per minute. Save time, fluid, labor, and money. Lifetime bakelite construction. Eliminates waxing. Absolutely safe and NON-TOXIC . . . NON-INFLAMMABLE. Widely used by schools, colleges and film libraries.

**\$33.00**

Ecco No. 1500 cleaning fluid, quart, . . . \$2.50  
Gallon . . . \$9.00

Ecco No. 2000 cleaning fluid for  
NEGATIVES . . . . . quart, \$1.95  
Gallon, \$6.50

**ALL FILM HANDLING SUPPLIES  
IN STOCK**

Acetone, per quart . . . . . \$1.40  
Per gallon, \$4.50

Ethylid Film Cement, pint . . . . . \$2.00

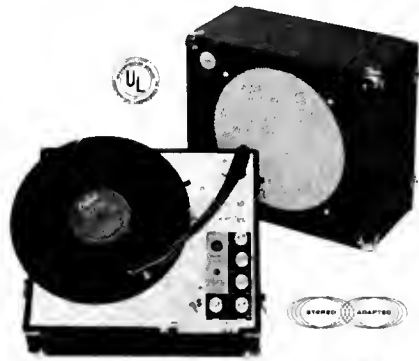
Film Handling gloves, per dozen . . . . . \$1.95

Galca filmeter stop watch, Swiss jewelled movement. Measures equivalent footage for 16mm and 35mm film . . . . . \$24.50

**THE CAMERA MART**  
1845 Broadway (at 60th St.) N. Y. 23  
Plaza 7-6977

# BIG PERFORMANCE

# BIG SAVINGS



**ATC 420VR** • The ATC 420VR four speed transcription player provides all key features at big dollar savings • Features: 20 watt push-pull Hi-Fi amplifier, transformer powered for complete safety • 12" armored basket heavy duty speaker with coaxial tweeter cone and 25' cable • Inputs for mike, radio, tape recorder or stereo kit • Scuff-resistant fabric covered ¾" plywood case, metal corners and knees, spring cushioned plastic feet • 4 speeds plus variable speed control, illuminated "Strobe O Scope" • Plays any size records up to 17¼" masters • Weighs only 22 lbs. • ATC 420R with 4 fixed speeds — weight: 22 lbs. • All ATC products are transformer powered for complete safety.

Ask your dealer about the ATC 420VR or write for complete specifications.

# AUDIOTRONICS

AudioTronics CORPORATION • BOX 505, NORTH HOLLYWOOD 6, CALIFORNIA

Advertisement

## HELPFUL BOOKS

**ADMINISTERING AUDIO-VISUAL SERVICES.** By Carlton W. H. Erickson. Covers administrative, supervisory, and technological problems, emphasizing competent performance in all service aspects. 479 pp., illustrated. Macmillan Company, 60-5th Ave., New York 11, N. Y. \$6.95.

**AUDIO-VISUAL MATERIALS: THEIR NATURE AND USE.** Revised Edition By Walter Arno Wittich and Charles F. Schuller. 570 pp. 249 illustrations 14 Color Plates. Harper & Brothers 49 E. 33rd St., New York 16, N. Y. 1957. \$6.50.

**EDUCATORS GUIDE TO FREE FILM-STRIPS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Dffor. Twelfth Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$6.00.

**EDUCATORS GUIDE TO FREE TAPES, SCRIPTS, AND TRANSCRIPTIONS.** Compiled and Edited by Walter A. Wittich, Ph.D., and Gertrude Hanson Halsted, M. A. Sixth Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$5.75.

**EDUCATORS GUIDE TO FREE FILMS.** Compiled and Edited by Mary Foley Horkhelmer and John W. Dffor. Educational Consultant, John Guy Fowlkes. 20th Annual Edition, 1960. Educators Progress Service, Dept. AVG, Randolph, Wis. \$9.00.

**STANDARDS OF PHOTOPLAY APPRECIATION.** A Course of Study in Photoplay Appreciation. By William Lewin and Alexander Frazier. Illustrated. Educational & Recreational Guides, Inc., 10 Brainerd Road, Summit, New Jersey. \$2.95 on approval.

## NEW PUBLICATIONS

**Astronomical, Surveying Instrument Manual,** pocket-sized, loaded with mathematical and astronomical tables, including the Solar Ephemeris and GHA Polaris, units of measurement, excellent illustrations of math formulae, celestial observations. Free. K&E

For more information circle No. 171 on return postal card.

Indispensable standard reference book of religious AV materials, evaluated nationwide by interdenominational committees and edited at National Council of Churches headquarters. Because of increased circulation, price is now only \$2.95. (Previous editions cost as much as \$10). DAVBE

Write direct

**A Catalog of Motion Pictures for Industry** Large list, well described, arranged under subject headings ranging from Accounting to Utilities. 44pp Free. WILDING

For more information circle No. 172 on return postal card.

**Catalog of Realia** collected in course of "Language Caravan" trip in Europe. Slides and recordings. Free. LTA

For more information circle No. 173 on return postal card.

**Film Catalog 1960-61.** A catalog of feature films and Hollywood-made short subjects, arranged under content classifications, and supplemented with excellent editorial matter on utilization of this type of film for more than recreational purposes. 144pp Free. FILMSINC.

For more information circle No. 171 on return postal card.

**Educators Guide to Free Tapes, Scripts and Transcriptions,** companion volume to similar directory of films, etc carries also editorial matter such as the Wittich article "Listening to the World." New 1961 edition. Free to educators and librarians. EDPROG

For more information circle No. 175 on return postal card.

**Films and Filmstrips on Audio-Visual Materials and Methods,** annotated list of nearly 200 items from more than 70 sources. 14pp. \$1. Free to members. EFLA.

Write direct

**Free and Inexpensive Pictures,** Pamphlets and Packets for air/space education. Third edition. 27pp. Free. National Aviation Education Council 1025 Conn Ave. NW, Washington D. C. Write direct

**A free sample sign** is offered to all directors who send for information of the Columbia Sign Maker. COLUMBIA SIGN

For more information circle No. 176 on return postal card.

**General Catalog of Microphones** 30 current microphones described in detail and their best specific application indicated. Also cartridges, pick-up recording heads, 28pp. Free. SHUR

For more information circle No. 177 on return postal card.

**Industrial Sound Systems catalog** applicable also to educational institutions, showing types of equipment installed at La Scala, NATO-Paris, etc Free. NAPHILIPS

For more information circle No. 178 on return postal card.

**Language Teaching Systems** brochure describing consoles, student unit classroom floor plans, 8pp free. HANCO

For more information circle No. 179 on return postal card.

**Loan Film Directory.** 45 science film many rather specialized. Sources indicated. Free. SCIAPP

For more information circle No. 180 on return postal card.



### "FIBERBILT" CASES "THEY LAST INDEFINITELY"

Equipped with steel corners, steel card holder and heavy web straps.

Only original Fiberbilt Cases bear this Trade Mark

Your Assurance  
of "Finest Quality"

For 16mm Film—  
400' to 2000' Reels

Sold by All Leading Dealers



**USED 16MM Sound Projectors,** also sound films, rental, sale, exchange. Write for free catalog. National Cinema, 71 Dey St., N. Y. C.

North Carolina ETV Network study of rebroadcast system for distributing the ETV programs of the University of North Carolina. 20pp free ADELEC

For more information circle No. 181 on return postal card.

**Outdoor Projection of Giant Images.** Brochure deals with image size, tilt, reflection surfaces, protection from weather hazards, also rear-projection of 8' image in brightly lighted interiors. Free. GENARCO

For more information circle No. 182 on return postal card.

**Publications of the National Education Association** Sept. 1960. Lists over 1000 books, etc, incl. audiovisuals. Free. NEA, 1201 16th St., NW, Washington 6, D. C. Write direct.

**Quality Films for Quality Education** 1961 catalog of entertainment feature films selected exclusively for their educational-cultural suitability. Also new Children's Films Collection No. 2. Free. BRANDON

For more information circle No. 183 on return postal card.

**Recommended Phonograph Records for School and Library Use** 48pp illustrated. Free. CAPREC

For more information circle No. 184 on return postal card.

## Directory of Sources and Materials

Listed on pages 663-671

**ACE BANNER & Flag Co.**, 222 Haddon Road, Woodmere, L. I., N. Y.

**ADELEC**—Adler Electronics Inc., 1 LeFevre Lane, New Rochelle, N. Y.

**AIREQUIPT Mfg. Co., Inc.**, 20 Jones St., New Rochelle, N. Y.

**ALLAM**—All American Productions, P. O. Box 801, Riverside, Calif.

**AMPTO**—Ampto Division, Anken Chemical & Film Corp., Newton, N. J.

**AUDIO DEVICES, Inc.**, 444 Madison Ave., New York 22, N. Y.

**BESELER Co.**, Charles, 211 S. 18th St., East Orange, N. J.

**BFC**—Broadcasting and Film Commission, National Council of Churches of Christ in the USA, 475 Riverside Dr., New York 27, N. Y.

**B&L**—Bausch & Lomb Optical Co., Rochester 2, N. Y.

**BRANDON Films Inc.**, 200 W. 57th St., New York 19, N. Y.

**BROADMAN Press**, 127 Ninth Ave., N., Nashville 3, Tenn.

**CAPREC**—Capitol Records Distributing Corp., 253 W. 64th St., New York, N. Y.

**COLREC**—Columbia Records, 799 Seventh Ave., New York 19, N. Y.

**COLUMSIGN**—Columbia Sign Equipment Co., Columbia, Pa.

**CONSERVATIVE Baptist Foreign Mission Society**, 353 Wellington Ave., Chicago 14, Ill.

**CONTEMPORARY Films, Inc.**, 267 W. 25th St., New York 1, N. Y.

**CORONET Films**, 65 E. South Water St., Chicago 1, Ill.

**CROSBY**—Crosby Electronics, 135 Eileen Way, Syosset, L. I., N. Y.

**DAGGETT**, Avalon, Productions, 441 N. Orange Drive, Los Angeles 36, Calif.

**DAVBE**—Dept. of Audiovisual & Broadcast Education, National Council of Churches, 475 Riverside Drive, New York 27, N. Y.

**DENOYER-Geppert Co.**, 5235 Ravenswood Ave., Chicago 40, Ill.

**DESKAM**—Desks of America, Inc., Bridgeport 6, Conn.

**EATON Scientific Corporation**, 119 S. Rosemead Blvd., Pasadena, Calif.

**EBF**—Encyclopaedia Britannica Films, Inc., 1150 Wilmette Ave., Wilmette, Ill.

**EDMUND Scientific Co.**, 101 E. Gloucester Pike, Barrington, N. J.

**EDPROG**—Educators Progress Service, Randolph, Wisc.

**EFLA**—Educational Film Library Association, 250 W. 57th St., New York 19, N. Y.

**EPIC Records**, 799 Seventh Ave., New York 19, N. Y.

**EYEGATE House, Inc.**, 146-01 Archer Ave., Jamaica 35, N. Y.

**FILMRES**—Film Research Company, Box 1015, Minneapolis, Minn.

**FILMSCOPE, Inc.**, Box 397, Sierra Madre, Calif.

**FILMSINC**—Films, Inc., 1150 Wilmette Ave., Wilmette, Ill.

**GENARCO Inc.**, 9704 Sutphin Blvd., Jamaica 35, N. Y.

**GJP**—Grover - Jennings Productions, P.O. Box 303, Monterey, Calif.

**HAMANCO**—Hamilton Manufacturing Co., Two Rivers, Wisc.

**HARWALD Company, The**, 1245 Chicago Ave., Evanston, Ill.

**IFB**—International Film Bureau, Inc., 332 S. Michigan Ave., Chicago 4, Ill.

**INDIANA University**, Audio - Visual Center, Bloomington, Ind.

**IVC**—Institute of Visual Communication, 40 E. 49th St., New York 17, N. Y.

**JAM Handy Organizational**, 2821 E. Grand Blvd., Detroit 11, Mich.

**K&E**—Keufel & Esser Co., Hoboken, N. J.

**LABFURN**—Laboratory Furniture Co., Inc., Old County Road, Minneola, L. I., N. Y.

**LTA**—Language Training Aids, Language Center, Boyds, Md.

**MERRELL**—Wm. S. Merrell Co., Film Library, Cincinnati 15, Ohio.

**MMM**—Minnesota Mining and Manufacturing Co., 900 Bush St., St. Paul 6, Minn.

**MULPLX**—Multiplex Display Fixture Co., 910 N. 10th St., St. Louis 1, Mo.

**NAPHILIPS**—North American Philips Co., 230 Duffy Ave., Hicksville, L. I., N. Y.

**NEA**: National Education Association, National Commission on Safety Education, 1201 16th St., N.W., Washington 6, D. C.

**OZALID Division**, General Aniline and Film Corp., 17 Corliss Lane, Johnson City, N. Y.

**PILLSBURY**—The Pillsbury Company, Junior Home Service Center, Minneapolis 2, Minn.

**POLACOAT, Inc.**, 9750 Conklin Road, Blue Ash, Ohio

**RAPROMATIC, Inc.**, Oak Drive, Syosset, L. I., N. Y.

**RHEEM-CAL**—Rheem-Califone Corporation, 1020 N. LaBrea Ave., Hollywood 38, Calif.

**SAFE-LOCK, Inc.**, Hialeah, Fla.

**SCIAPP**—Scientific Apparatus Makers Asso., 40 N. Wacker Drive, Chicago 6, Ill.

**SHURE Brothers, Inc.**, 222 Hartrey Ave., Evanston, Ill.

**STAR**—Star Educational Records, 1600 Pandora Ave., Los Angeles 24, Calif.

**STOUT State College**, Audio - Visual Center, Menomonie, Wisc.

**TELE - TRONICS Corporation**, 12786 Western Ave., Garden Grove, Calif.

**TRITEX**—Tri-Tex, Inc., Fort Washington, Wisc.

**UCLC**—United Church of Christ, 1505 Race St., Philadelphia 2, Pa.; Bureau of Audio Visuals, 1720 Chouteau Ave., St. Louis 3, Mo.

**UCLA**—University of California, Educational Film Sales Dept. Los Angeles 24, Calif.

**UWF**—United World Films, 1445 Park Ave., New York 29, N. Y.

**WILDING, Inc.**, Public Relations Dept., 1345 Argyle St., Chicago 40, Ill.

**NOW IN THOUSANDS OF CLASSROOMS!**



BEST . . . because it has passed the classroom test

AT A COST AS LOW AS **37c** PER PUPIL\*

**AVR RATEOMETER**

Tops the list of America's Reading Learning Aids because of its proven performance

**VERSATILE** . . . fits into any reading improvement program.

**ACCURATE** . . . Lifetime electric motor provides clock accuracy, trouble-free service.

**STUDENT CENTERED** . . . requires minimum assistance. Students master its use in minutes.

**EASY ON BUDGET\*** . . . Actual classroom experience over a 5-year period shows that costs run as low as 37c per pupil.

**Teachers say:** "Pupils love working with them" . . . "best of its type" . . . "more convenient" . . . "so quiet" . . . "flexible and adaptable" . . . "rate increase 70 to 300%."

Complete with manual, carry-case, \$39.95 to 9 units, ea. \$35.95 • 10 or more, ea. \$33.95

Satisfaction guaranteed or money refunded Send orders to

**AUDIO VISUAL RESEARCH**

Dept. U012 523 S. Plymouth Ct., Chicago 5  
FACTORY: Box 71, Waseca, Minnesota

**SIMPLE! EFFECTIVE! DURABLE!**

## Annual Index of Articles, Editorials, Reviews

(This December issue, not paged in time for inclusion in the index, should also be consulted.)

### EDITORIALS

- An Open Mind, Man!—The question is not 'are we for new AV tools,' but 'how can we use them' ..... Aug. 406
- Black Glass and Complacency—Development of a new glass that is impervious to light—and ideal for window walls... Jan. 12
- Cliché Blocks to Progress—Many educators use wornout excuses to impede their own progress in audiovisual education ..... May 218
- Concern For a Dynamic Image—Av educators should be concerned about the image they project of their own awareness of educational needs ... Nov. 582
- Four Letter Words—Suggestions on new departmental titles, such as DAFT—Department of Apparatus for Teaching ... Oct. 538
- No Day of Rest—Audiovisual people should extend their abilities in the field to the service of church education ... Feb. 66
- Saturation for Impact—What if teachers had opportunities for saturation use of AV equipment and materials ..... July 322
- Taxes Are Good!—The same standards of materials that children enjoy in their homes should be available in schools ..... June 270
- Tired Fears—Teachers still fret about losing their job to each new communication tool that comes along ..... March 114
- The Ultimate Up Until Now—Conference rooms at the new Kodak Center are the ultimate in equipment for AV presentation of information... Sept. 482
- Visual Without Audio—In the pages of "Ed Screen" 25 years ago, 'audio' had not yet become a fullfledged partner of 'visual' ..... April 172

### ARTICLES

- American Film Festival—Second annual event names 33 film and 17 filmstrip winners at April event in New York... June 285
- Applegate, Joseph R., New Lab for M.I.T.—Department head at M.I.T. creates a language lab designed specifically for teaching ..... April 176
- Barron, J. Roy, Individualized Learning—This is a picture story showing different applications of AV equipment for individual student use ..... Jan. 20
- Bathurst, Leonard H., Developing Map Skills—The 3-dimensional map and its use in early grade school classes ... Sept. 486
- Boardman, Thomas H., A New Style in Cataloging—Description of the preparation of a film library catalog for a large university ..... March 126
- Boulder Religious Conference—The 17th annual conference on the use of audiovisuals in the church, a la 'Green Lake' ..... Oct. 532

- Carlton, Helen, "I Can Dream, Can't I?"—Once upon a time, an AV director got to feeling that her lot was a hard one. .Sept. 490
- Carpenter, Melvin C., Tapes In Multiple Classes—The use of tapes in teaching multiple classes in the same school-room ..... May 224
- Cohen, Samuel, Audio and Visual Terminology—The growth and expanded use of these terms through the recent decades of audiovisual history... June 282
- Cohen, Samuel, 'Saturation' AV Gets Results—The report of one study in the use of 'saturation' AV materials and equipment ..... July 324
- Dent, An Interview with Ellsworth C. Dent, Educational Film Abroad—Prominent AV personality describes usage encountered on extended trip abroad ..... June 277
- DeVirgilio, James, The Diggle-switch—Teachers who are 'concept conscious' will not fall into the habit—or rut—as personified here by 'The D' ..... Nov. 590
- Film Rental Libraries Meeting—The 25th anniversary of film libraries specializing in the rental of recreational films ..... Oct. 535
- Finn, James D., Assignment: DAVI Personnel: 1970—Concerning people in the audiovisual field, and requirements for such professionals in the future ..... Aug. 430
- Grassell, E. Milton, AV Program In Action—A picture story on the workings of a good high school audiovisual program ..... March 116
- Grassell, E. Milton, Visualizing 50 States—A teacher calls attention to our country's history through a pictorial history of the flag..... June 280
- Grimes, Elizabeth M., Interviews by Telephone—The students in a social studies course draw upon their community for material ..... April 180
- Grossberg, Alan V., Lesson in Brotherhood—Class members create a pictorial representation of brotherhood in slides ..... March 122
- Hanley, Bernard T., Foreign Language Tapes—Students tape their correspondence to friends in foreign lands ... April 174
- Harmon, Millard, AV In Russian Schools—Survey of the use of audiovisual techniques in Russian classrooms ..... Jan. 18
- Hohlfeld, J. F., New Slant On Projectors—Ideas on more effective use of this unit by advantageous placement of projectors and screens ..... March 125
- Holliday, E. Fred, AV in Canada: Saskatchewan—Discussion of the program being carried out in the schools of this province ..... Oct. 540
- Huff, Charles A., The Audio-

- visual Wall—The wall between two classrooms can be made into a 2-way AV center ..... Nov. 584
- Keeley, Captain John B., AV at West Point—The Military Academy had made increasing use of AV programs to improve its teaching ..... Oct. 543
- Kelley, Gaylen B., Study of Teachers' Attitudes—Investigating the role and attitudes of the classroom teacher in AV instruction ..... March 119
- Krupsky, Channon H., Teaching the Constitution by Tape—An imaginative teacher employs AV methods to dramatize an important subject ..... Nov. 591
- Kruse, William F., AV at School Boards Meeting—Audiovisuals play important role at meeting of National School Boards group ..... June 272
- Kruse, William F., Closed-Circuit Conference—National-wide conference on current and future usage of closed-circuit TV in instruction ... Aug. 428
- Lanoue, Models for Learning—Using plastic scale model construction kits for classroom studies ..... Jan. 22
- McBride, through the courtesy of Dr. Otis McBride, head of Department of AV Education, Florida State University—Planning An AV Conference—Detailing of the schedule followed in the conduct of a well-planned and successful AV meeting ..... May 229
- Marks, Alfred H., The Progress of Visiomark—White chalkboard screens are used for projection of themes in English class ..... Jan. 24
- Medaris, Maj. Gen. J. B., We Must Educate For Survival of Democracy—Eminent military figure advocates increased technology in the teaching process ..... Aug. 426
- Moy, E. W., School Operators' Club—Reasons why there were 100 applications for ten openings in this club ..... June 278
- Nardelli, Robert R., CCTV: Campus Lab—This closed-circuit TV network invites 38 classrooms at San Diego State ..... Feb. 72
- NAVA Convention Report—New records in attendance and exhibitors at annual AV convention in Chicago ..... Sept. 484
- NAVA Meeting In Review—Language Labs lead parade of equipment at exhibitor booths at the convention ..... Oct. 530
- Reed, Janet S., Fine Arts—Middlebury College in New England offers a complete fine art course with the help of slides ..... Feb. 68
- Rubinstein, Samuel R., Film Earphones In Classroom—Earphones enable students to listen to records without disturbing other class members ..... Sept. 488
- Schlihs, Robert B., Meet the Telecoach—Students can look at the Telecoach—in the back of the room—for mid-talk pointers ..... Jan. 16
- Schultz, Gwen M., To See the World—Geography students

'see the world' through realia, field trips, home study aids	Jan. 14
Schutte, Donald, AV and Public Relations—Minnesota school brings its AV program to attention of parents, community, etc.	Feb. 76
Skornia, Harry J., The Voice of Silence—Silence can be used by the teacher as is the white space in a printed advertisement	April 179
Snively, Pearl C., Tape Recorded Teaching—A report on a phase of the AV experimentation in this school system	May 226
Stockman, Verne - Moler, Donald - Lister, James, AV Materials In Guidance—Projected materials, bulletin boards, etc., can play an important part in this rather 'off-beat' AV application	May 220
Udell, Gene, The Camera Lucida—Discussion of the operation, history and applications of this old-timer among audiovisual tools	June 274
Waddell, Ben, Classroom Spanish—Texas Southern Univ. uses dramatic presentations and oral-aural techniques in Spanish classes	Feb. 71
Wiseman, Robert, "Do-It-Yourself" Language Lab—How to make up and use a more inexpensive model for classroom use	Nov. 586

#### DEPARTMENTS

##### Evaluation of Films

About the Human Body	June 290
Adventures in Science—The Size of Things	Jan. 32
Be a Traffic Policeman	May 237
Electromagnets: How They Work	Sept. 495
Elephant Baby	June 289
Eskimo Family	Oct. 551
Friendly Beasts, The	Nov. 594
From Generation to Generation	Aug. 442
Happy Little Hamsters	Aug. 441
In Case of Fire—Fires and Fire Drills	May 238
Industrial Revolution in England, The	Oct. 550
Isaac Newton	Jan. 33
Journey Into Time, A	June 289
Microorganisms That Cause Disease	July 330
Mother Love	July 330
Musical Performance: Improvement for Snare Drum	Sept. 494
My Own Yard to Play In	Jan. 34
Origin of Weather	Sept. 464
Reading Music: Learning About Notes	March 128
St. Lawrence Seaway, The	July 333
Stanford-Binet Test, The	Jan. 32
Story of the Modern Storage Battery, The	Feb. 86
Story of the St. Lawrence Seaway, The	July 333
Telling Stories to Children	Oct. 552
Volumes of Cubes, Prisms and Cylinders	March 129
Way of Life, A	March 128
Weapons Revolution, The	Feb. 84
Weather Scientists	Nov. 595
What's Inside the Earth?	April 190
Wilderness Alps of Stehekin	April 190
World of Molecules, The	Feb. 894
You and Your Eyes	May 237

##### Filmstrips

Airplanes, Jets and Rockets	June 295
-----------------------------	----------

American History Series (Set No. 3)	April 186
Arithmetic Series	Aug. 437
Atlantic Region, The	Aug. 437
Audio-Visual Spanish Language Series	July 337
Aural Comprehension in French	Sept. 492
Bill of Rights, The—Its Meaning Today	Feb. 88
Birds and Their Songs	June 295
Birds of the City	Oct. 548
Bobby Visits the Farm	Oct. 548
Britain In the Modern Age	Jan. 30
Builders of America	Feb. 87
Canadian Parliament, The	May 231
Cat Stories	Aug. 437
Central Europe	March 130
Christmas Celebrated in Song	Nov. 604
Chronicle of America Filmstrips, The	March 131
Cities of Europe	Sept. 492
Community Helpers (Set No. 2)	July 338
Cowboy, The: Rodeo and Ranch	April 186
Darwin's World of Nature	Jan. 31
Dating Topics for Teens	July 338
Development of the American Republic, The—Modern American Republic	Sept. 493
Dollar Series, The	Feb. 89
Einhorn, David: The Father of the Union Prayerbook	June 295
Electing a President	Aug. 437
Elementary Science Series	Sept. 492
Elementary Science Series (Set No. 7)	March 130
Every Teacher . . . An Active Political Citizen	Nov. 604
Explorers of the New World	Nov. 605
Exploring With Science	Jan. 30
Founders of America	April 186
French Civilization As Reflected In the Arts	April 186
French Language Filmstrips	Sept. 492
Great Study Prints	Jan. 30
Hawaii	Jan. 30
Hawaii	June 295
How the West Was Won	Feb. 87
How To Conduct a Meeting Using Parliamentary Procedures	Jan. 30
How We Get Our Homes	April 186
India and Ceylon	May 230
Instruments of the Symphony Orchestras	Feb. 87
Language Filmstrips—French for Elementary Schools (Set No. 1) and Spanish for Elementary Schools (Set No. 1)	Feb. 88
Leaders of America	May 230
Learning About People	July 338
Learning to Look	Nov. 605
MacDonald, Sir John (Part I and Part II)	July 338
Magnets	March 130
Masters of Modern Art—Pierre Auguste Renoir	March 130
National Gallery of Art	June 295
New Administration in Washington, The	Nov. 606
New Nations In the World Balance	Feb. 88
Newswriting	March 130
90% You, The	Sept. 492
North American Buffalo, The	Jan. 31
Number Experiences	April 187
Our Ever-Changing Earth	May 230
Outlines of Natural Science	Feb. 88
Picture Book Parade	June 296
Picture Book Parade	Sept. 492
Polar Bear, The	April 187
Reading Meaning Into Maps Through the Camera Lens	Oct. 548
Reading Series	March 130
Revolution of Expectations, The	Oct. 549

St. Lawrence Seaway, The	Sept. 493
Sitting in School	July 338
Solar System, The	May 231
Space and Space Travel	June 295
Tabernacle As Described In the Bible, The	June 296
Turkey	Jan. 31
Understanding Electricity	Nov. 606
United Nations Material—International Court of Justice and The U.N. and the Refugees	Oct. 549
The UN Way to Freedom	March 131
Use Your Library	April 187
Wild Animals of Pioneer America	May 230
Winnie the Witch	Sept. 493
Wonder of Crystals, The	May 231

#### Audio—Reviews and Articles

Adventures in Music	June 293
An Introduction to the Ballet	March 132
Anatomy of Language, The	May 240
At the DAVI Meeting in Cincinnati (article)	May 240
At the Teachers College (article)	April 184
Audio Variety in School (article)	Jan. 35
Brown's Body, John	April 183
Caesar, Julius	Oct. 556
Campaign '56	Aug. 433
Campaign—1960 (article)	Aug. 432
College Entrance Exams English	March 134
Complete Orchestra, The	July 335
Death of a Salesman	April 183
Eisenhower, Dwight David—1953 and 1957	Aug. 433
Election Addenda (article)	Oct. 555
Eliot, T. S., Readings	June 293
Farley, Jim, interview by Howard Langer	Oct. 555
Frontier High School Program (article)	Feb. 81
Gabler, Hedda	April 183
Gateway to French	March 134
Gateway to French	May 240
Gateway to Russian	March 134
Gateway to Spanish	March 134
German Lyric Poetry	Jan. 37
Getting Underway (article)	July 334
Gloria and David: We Go to School; At Home; We Play at School; We Live in the City; We Visit the Country; Colors, Numbers and Objects and 8 other subjects	Jan. 37
Golden Treasury of De Nerval, Baudelaire, Verlaine and Rimbaud	June 293
Golden Treasury of Greek Poetry and Prose	Jan. 37
Great American Speeches	Aug. 433
Hamlet	April 183
History of Music in Sound, The	July 335
I Can Hear It Now (series)	Aug. 433
In the Library (article)	April 183
Instruments of the Orchestra, The	July 335
Instruments of the Symphony Orchestra	July 335
Invitation to Art	June 293
Invitation to Art	July 335
Invitation to German Poetry	July 336
Irish Folk Songs and Ballads	June 293
JB	April 183
Jeffersonian Heritage, The	April 185
King Lear	Oct. 556
Let's Look at Great Paintings	March 132
Let's Look at Great Paintings	May 240
Let's Look at Great Paintings	July 335

(Continued on next page)

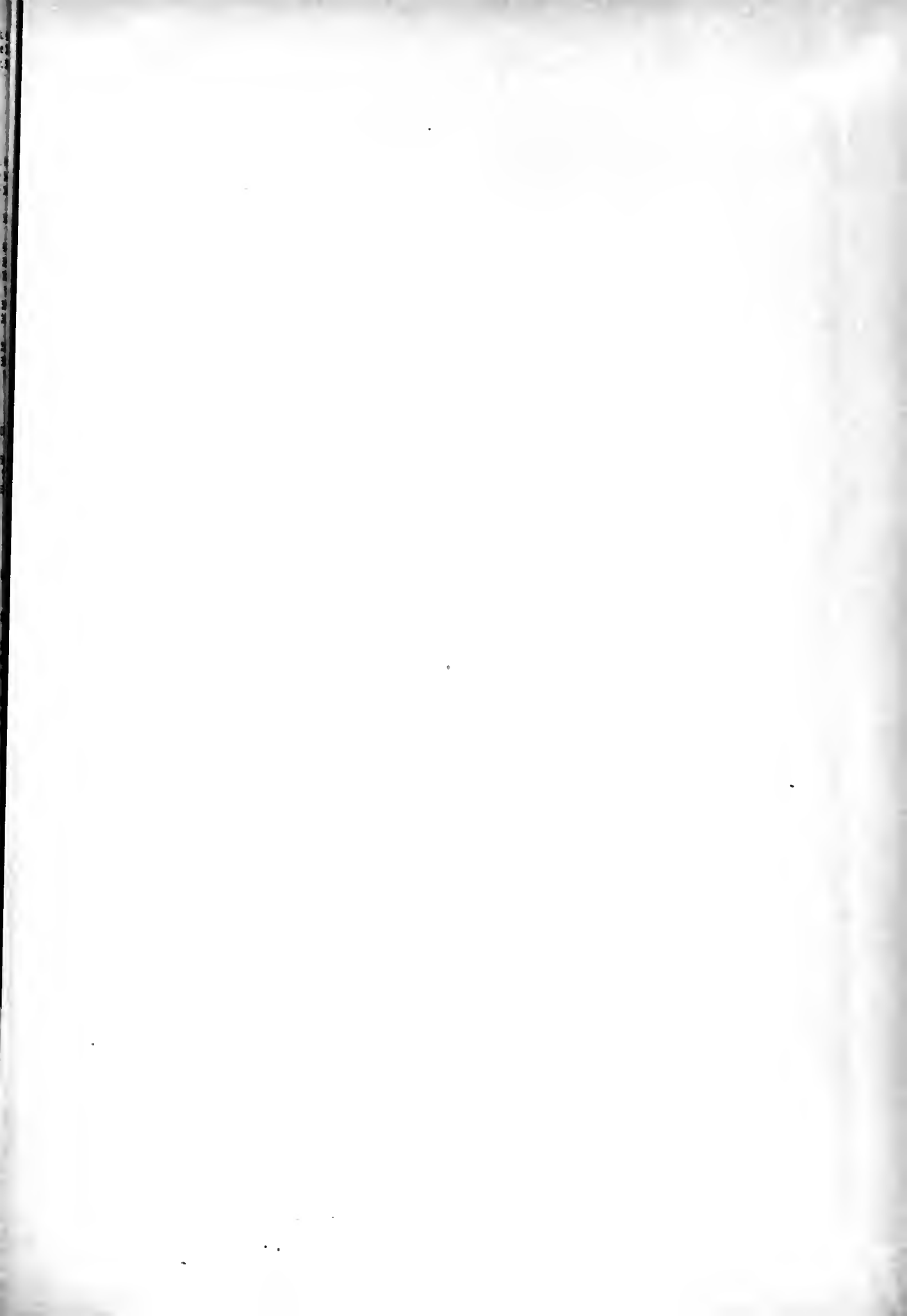
Let's Put On a Play	March	133
Magic of Music, The	July	335
Magnetic Sound on 8mm (article)	July	336
Man Without a Country, A	April	184
Merchant of Venice	April	183
Mr. President—FDR to Eisenhower	Aug.	433
Morison By Land and By Sea	Oct.	557
Music for Young Americans	July	334
The Nature of Human Nature	Oct.	557
Old Possum's Book of Practical Cats	May	242
Opera and Ballet Stories	July	335
Parkinson Recording, The	Nov.	602
People Under Communism	April	185
Philosophical Perspective, The	Oct.	557
Plastic Jacket Covers (article)	Jan.	36
Poems of Emily Dickinson, The	June	293
Politics: The Folklore of Government: The Political Climate of the Far East, The Theory of Political Cycles, Monarchy, Oligarchy, Democracy, Dictatorship, The Russian Theocracy, The Phenomenon of War, The Bureaucratic Malignancy	Oct. 557 and Nov. 601	
Potpourri (article)	June	293
Preamble to the United Nations Charter	Oct.	555
Read Me a Story (series)	June	293
Robin Hood	Oct.	557
Roosevelt, Franklin Delano—1933 and 1937	Aug.	433
Roosevelt, Franklin Delano—1941 and 1945 and Harry S. Truman—1949	Aug.	433
School for Scandal	April	183
Science of Sound, The	June	294
Senator Margaret Chase Smith interview by Howard Langer	Oct.	555
Space Songs	June	294
Speak My Language — Spanish for Beginners (series)	Jan.	37
Stability vs Volatility (article): Early 'Portables' Progress Made, Special Help	Sept.	499
Story of Ossian, The	June	293
Symphony No. 5 in C minor by Beethoven	July	335
Tale of Two Cities, A	April	184
Taste and Genius in the Arts	Oct.	557
Taste and Genius in the Arts: The World of the Theatre, What is Greatness?, The Artist and His Times, Laughter Development of Style, The Revelation of Character, Biography and Autobiography, What Is a Classic?, What Determines Taste?, Men and Ideas	Nov.	600
Thomas, Norman, Reminisces	May	242
Un-typical Politician, The	Oct.	555
Upcoming (article)	Aug.	434
Veep	Aug.	433
Visiting the Teachers (article)	April	183
Voices of the American Revolution	March	132
Voices of the American Revolution	April	183
Ways of Mankind, The	April	183
We Speak Through Music	May	241
Woodrow Wilson's Fourteen Points	Oct.	556
Word In Your Ear, A	April	183
Yale Series of Recorded Poets	June	294
Yale Series of Recorded Poets, The	July	336
Young Person's Guide to the Orchestra	July	335

### AV in the Church (Articles and Reviews)

Adventures in Personality Development: Tom Misses a Picnic, Janet Finds a Friend, Alan Minds His Manners	Sept.	498
Africa: Angola Awakens, Gifts of Healing, A School Bell Rings in Angola, Firelights of Angola	Feb.	80
Africa Disturbed	June	286
Angola Awakens	July	340
Beyond the Night	Nov.	599
Catholic AV On Increase (article)	May	232
Children Of the Living City	July	340
Christmas Gifts of Love	Nov.	598
Christmas In Folk Music	Nov.	597
Christmas in Sacred Music	Nov.	597
Comments on This and That: Audiovisuals In the Church (book), Wedding Chimes (record), What's New?	Jan.	29
Context Is Needed (article): The Rich Fool, A Time for Waiting, The Apple Orchard, The Fifth Plate	Jan.	29
Day In the Night of Jonathon Mole, A	Sept.	498
Dead Sea Scrolls	June	288
Devotional Filmstrip Number One	April	188
Donny Stories About Growing Up: Surprise, Something New, The Jolly Bus, The Star	March	136
Dr. Einhorn: Father Of the Union Prayerbook	July	341
Epistle From the Koreans	Sept.	497
Exploring Ancient Cities	June	288
Fair Chance	Sept.	497
Filmstrip Standards (article)	June	286
Firefighters of Angola, The	July	340
Flat Teaching Pictures (article)	Feb.	78
Flight Through Darkness	June	288
For God's Glory	March	136
Francisco	July	341
From Generation to Generation	May	233
From Generation to Generation	Oct.	554
Getting Feedback (article): The Secret, The Little Ball Bounces, And Gwendolin, Too	March	135
Getting Our Money's Worth (article): The Tyranny Of the Teenager	Feb.	78
Gifts of Healing	July	340
God's Wonders (series)	Nov.	599
Great Challenge, The	Nov.	598
Great Stories From the New Testament: The Story of the Nativity, Jesus Prepares for His Ministry, The Teaching Ministry of Jesus, The Healing Ministry of Jesus, The Triumphal Entry and Last Supper, The Trial of Jesus, The Story of the Crucifixion	Feb.	80
Heritage	Sept.	497
Holy Week in Jerusalem	Feb.	76
Household of Faith	June	288
Household of Faith	Nov.	597
How Vast Is Space;	Nov.	598
I Do	June	288
If Interesting, Entertaining (article): Retrievers At Work, By Map and Compass, Begone Dull Care, Poulette Grise	March	135
I'll Sing, Not Cry	June	286
In Summer Time (article): Subjects—The Local Church, Local Dealer, The Producer	July	339
Indian Summer	Nov.	598
Jerusalem, The Sacred City	Nov.	598
Jews In Distant Lands (series): The Soviet Union Part I	Nov.	598

Part II	Sept.	497
King's Man, The	June	286
Let's Have a Party	Nov.	599
Let's Talk About Vocation (series): Phillip's New House, Virginia's Day, Lucky Carolyn, Mike's Decision, Judy's Journey, Junior Businessman, Patty Goes To the Hospital, Heal the Sick	Aug.	440
Letter From Franco	July	340
Life and Customs	June	288
Light On the South (article): Face Of the South	March	135
Lit-Lit Makes Wishes Come True	Sept.	497
Little Man Stand Tall	Nov.	599
The Living Tree	April	188
Mary's Easter Lambs	Feb.	79
Masters Of the Congo Jungle	Nov.	598
Medical Mission	July	341
Meet the Press Secretary (article): Making It Work	May	236
Mission In Bolivia	Nov.	599
Mrs. Hen's Easter Surprise	Feb.	79
Molly Stories About Growing Up: House Next Door, Sandpile and Trike, Molly's Dollies, Molly's Blocks	March	137
New Experiences for Mentally Retarded Children	Nov.	598
Next Steps In Religion	Feb.	78
One Love—Conflicting Faiths	Oct.	554
Palestine: Easter In Jerusalem, At Home and At Work in Bible Lands, Shepherds in Bible Lands, Everyday Life in Palestine, Shepherd Life in Palestine	Feb.	80
Palestine Filmstrip Trio: Geography of the Holy Land, Bible Scrolls, Bible Cities	Jan.	28
Parents vs Children: Who Should Decide?	Jan.	28
Passport to Dehra Dun	Nov.	598
Pictorial Geography, A	June	288
Playing It Square In the Family	April	188
Preparing to Teach	Nov.	598
Procession, The	Nov.	597
Reaching the Shut-Ins (article)	Aug.	431
Religion via Science (article): Science Adventure Series	March	131
School Bell Rings In Angola, A July	340	
Seeing Motivates Use (article)	Feb.	77
Sell Utilization As Well (article): Rembrandt — Painter of Man	May	233
17th Workshop, The (article)	Oct.	551
Shepherd Life	June	288
Should You Drink?	June	28
Siam	May	23
Son of Ahmad	June	28
Sounds Of the Earth	June	28
Stewart the Steward and The Magic Offering Plate	April	18
Stop Driving Us Crazy	June	28
Stories About Church: We Go to Church, Happy Times at Church, Making Friends at Church, Gifts for Our Church	Nov.	59
Story the Bible Tells, The (series): In the Beginning, God's People, The Christ Child, Jesus Our Savior	June	28
Tabernacle As Described In the Bible, The	April	18
Talk-Back Series: The Victims	Nov.	59
Teaching the Word	Nov.	59
Theobold Faces the Facts	Nov.	59
They Looked For a City	Sept.	49
This Sustaining Bread	Feb.	78

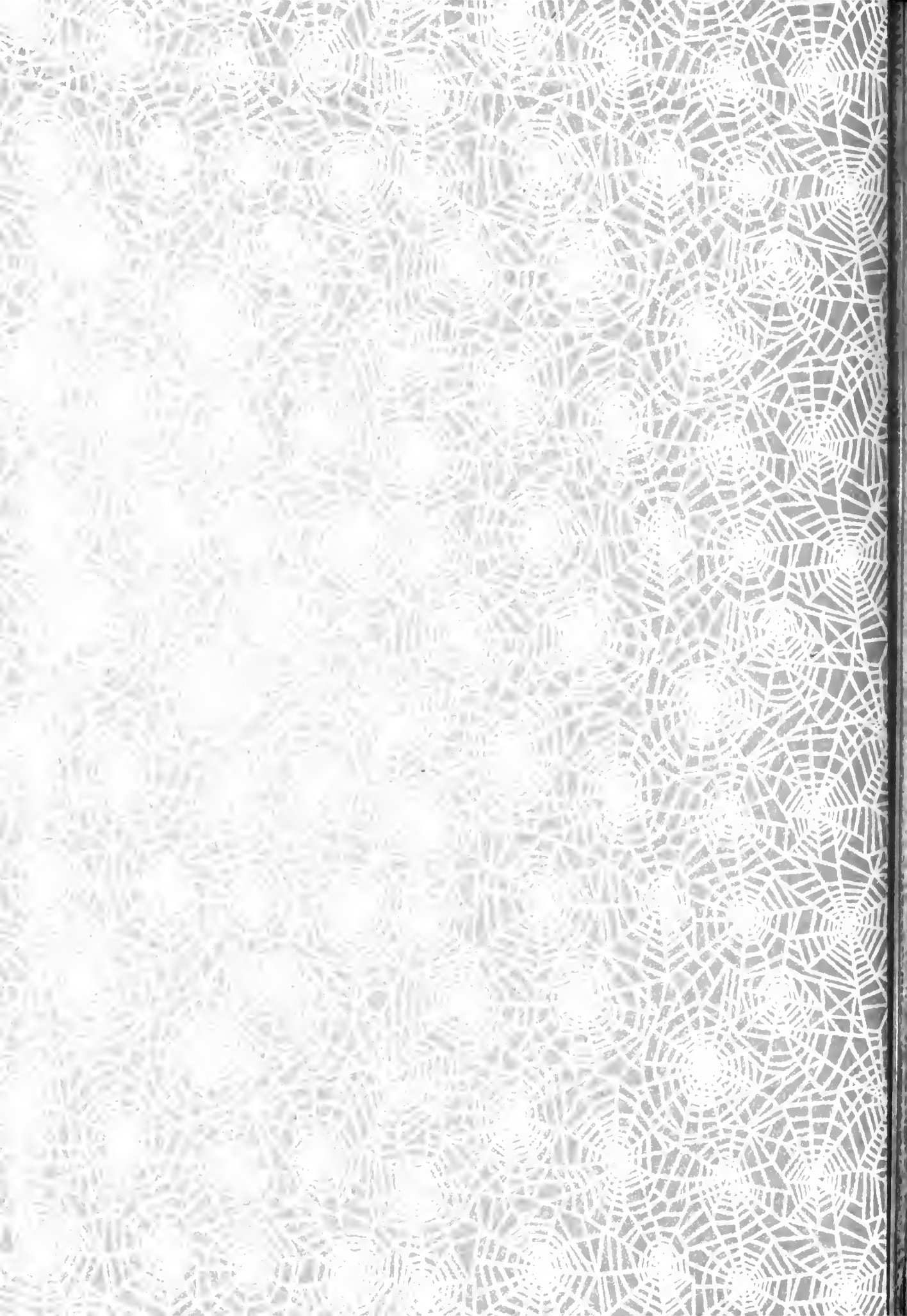
(The listing of the Annual Index is continued on page 668)











878  
MITHI PAPER



