

Films of The Week

Listing for readers' information of new 16mm and 8mm films on science, engineering, medicine and agriculture for professional, student and general audiences. For further information on purchase, rental or free loan, write to distributor.

CHEM STUDY: INFORMATION FOR EDUCATORS. 16mm, color, sound, 19 min. A factual presentation by Professors G. C. Pimentel, J. A. Campbell, and Dr. R. J. Merrill who answer the questions most asked by educators and administrators who are considering the use of CHEM Study. Audience: high school teachers and administrators. Free loan from Modern Learning Aids, 1212 Avenue of the Americas, New York, N.Y. 10036.

DISCOVERY AT SHEEP ROCK. 16mm, b&w, sound, 28 min. Documents an archaeological excavation being made in central Pennsylvania under almost "too-good-to-be-true" conditions: a moisture-free ledge has resulted in an orderly chronicle of 8-10,000 years of human habitation. Audience: archaeology students, general. Purchase \$125 or rental \$5.50 from Psychological Cinema Register, Pennsylvania State University, University Park, Pa. 16802.

EARLY DETECTION OF ORAL CANCER. 16mm, color, sound, 16 min. Points out that oral cancer can often be cured quite effectively when discovered early, and shows how the dentist samples cells in patients mouth and how these cells are processed for cytological examination. Audience: general. Free loan from Public Health Services Audio Visual Facility, Atlanta, Ga. 30333.

ILL WINDS ON A SUNNY DAY. 16mm, color, sound, 28½ min. Points out how air pollution has evolved over the past few decades from a relatively simple and obvious smoke problem, primarily of local concern, to a more complex and dangerous problem affecting the entire nation. Audience: general. Free loan from Public Health Services Audiovisual Facility, Atlanta, Ga. 30333.

MAGNETISM: AN INVISIBLE FORCE. Seven films in either 8mm or Super 8mm, color, silent, each film between 2-4 min. Experiments on film to help the student visualize invisible magnetic fields; discover where magnets are strongest; understand the laws of magnetism; and how to make temporary and permanent magnets. Audience: elementary grades. Purchase \$14 per film for 8mm or \$16 per film for Super 8mm from Systems for Education Inc., 612 North Michigan Ave., Chicago, Ill.

PLANTS ARE DIFFERENT AND ALIKE. 16mm, color or b&w, sound, 11 min. How plants are alike in their need for food, and the different ways in which plants produce food from leaves, stems, and roots. Audience: grades 1-3 science. Purchase \$120 color or \$60 b&w from Coronet Films, 65 E. South Water St., Chicago, Ill. 60601.

A SONG OF ARTHUR, OR HOW ARTHUR CHANGED HIS TUNE AND SOLVED A WEIGHTY PROBLEM. 16mm or 35mm, color, sound, 21 min. An educational film set to music, presented in the form of a Broadway-type musical designed to encourage overweight viewers to undertake safe programs of weight control. Audience: community organizations, professional groups, service clubs, health agencies, and school groups. For more information, write Metropolitan Life Insurance Company, One Madison Ave., New York, N.Y.

TRANSPORTATION BY SHIP. 16mm, color, sound, 11 min. How a ship's crew provides food and service for the passengers, and background on the instruments used to aid navigation. Audience: general. Purchase \$120 or rental \$6 from Bailey Films, 6509 De Longpre Ave., Hollywood, Calif. 90028.

WORLD POPULATION. 16mm, color, sound, 4 min. The population explosion presented in terms of dots popping on a map of the world. Audience: general. Purchase \$50 or rental \$5 from Southern Illinois University, Film Production, Carbondale, Ill. 62901.

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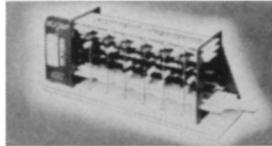
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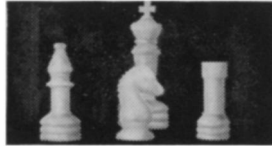
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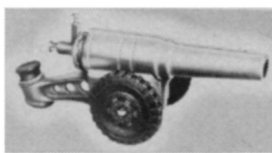
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