

films OF THE WEEK

Listing is 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.

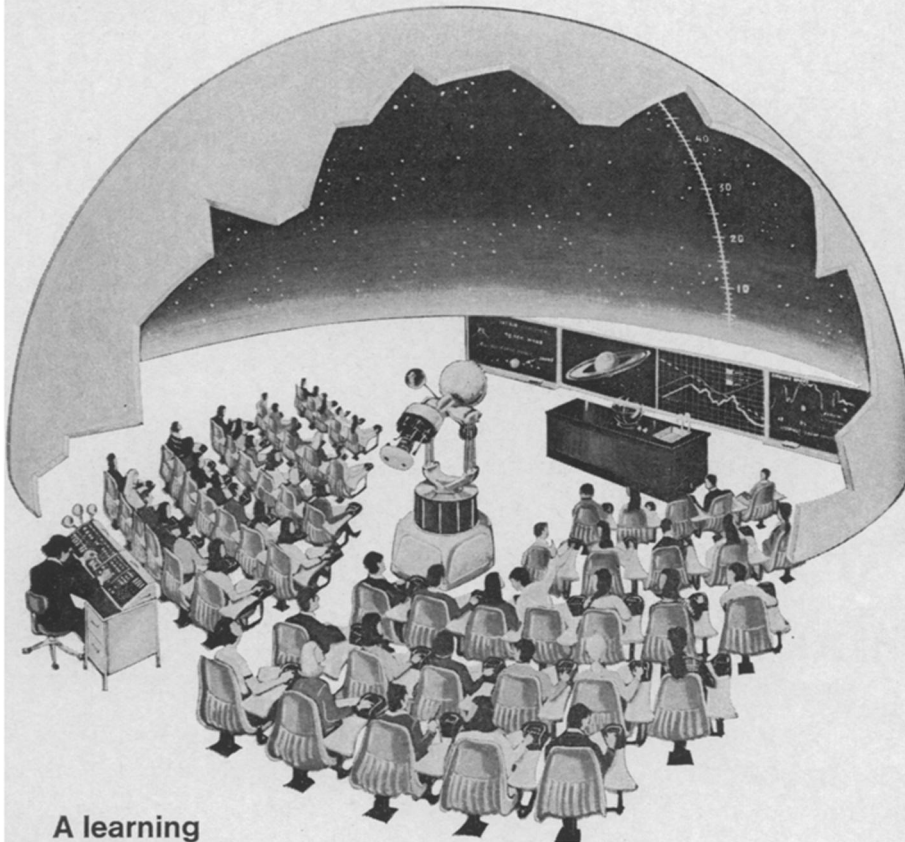
NATURE EPISODES. Eight films on 8mm or Super 8mm, color, silent with 7 in. 33 $\frac{1}{3}$ rpm record, 6 min. each. Titles include "The Antlered Denizens of the North Country," "Black Bears," "Squirrels and Trumpeter Swans," "Rocky Mountain Animals and the Blue Grouse," "Rocky Mountain Sheep and the White-Tailed Ptarmigan," "Birds and Beasts of Pond and Swamp," "Mating and Nesting of the Grebe and Coot," "Camera Studies of Robins, Cardinals and Mourning Doves," "The Self-Important and Busy Grackle," "Birds of All Seasons in the Finger Lakes Area of New York State," "The Birds of the Northern Prairies," and "All About the Bird Called Killdeer." Audience: children, adults. Purchase information from Mr. Grey Larison, 1212 Auburn St., Locke, N.Y. 13902.

PEOPLE OF THE RIVER NERETVA. 16mm, b&w, sound, 18 min. The Neretva River is in Yugoslavia. Its delta extends into the Adriatic Sea. Some 2,000 years ago, the Romans built a city, Naron, on this fertile land, and portions of the city still remain. The people of the river are ambitious, living both on land and water. In boats called trupice, they are cradled as infants, married as adults, carried to their fields to work and carried to their graves when they die. The film provides a record of a traditional way of life that may soon be gone forever. Audience: high school social studies, adult. Purchase \$130 or rental \$12.50 from Contemporary Films/McGraw-Hill, Dept. DF, 330 West 42nd St., New York, N.Y. 10036.

WHO SHALL REAP? 16mm, color, sound, 28 min. Dramatizes the never-ending struggle of farmers the world over to protect their crops and livestock from the ravages of insects, diseases, weeds and other pests. It contrasts the primitive ineffectual pest control methods still in use in many parts of the world with sophisticated modern control technology developed in this country, and the substantial benefits to the consumer and to the nation resulting from the use of this technology. Audience: general. Purchase \$130 or free loan information from Motion Picture Service, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

WEIRD WORLD OF ROBOTS. 16mm, color, sound, 26 min. Generally speaking, there are two types of robots—the simulators, which mimic human performance and the augmentors, which assist man in the performance of tasks. Both types enable man to accomplish things that human beings cannot or should not attempt. This film provides visual evidence of the kinds of performance to be obtained from robots now and in the future, and stimulates creative thinking about the potential achievements of the more extensive partnerships between man and machines in prospect before 2000 A. D. Includes visits to a number of laboratories to see examples of robots. Audience: general. Purchase \$300 or rental \$16 from McGraw-Hill Films, Dept. DF, 330 W. 42nd St., New York, N. Y. 10036. (Part of CBS-TV 21st Century series).

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*To paraphrase Marshall McLuhan

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