

# Simplified water pollution tests

Buyer's guide of simplified  
**TEST KITS**  
FOR  
**AQUATIC ECOLOGY**  
AND  
**POLLUTION STUDIES**

DEVELOPED SPECIALLY FOR TEACHERS / CONSULTANTS / FISH FARMERS / BY HACH CHEMICAL COMPANY

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Test water at the source—lakes, rivers, streams. Anyone can run accurate determinations using Hach simplified kits. Pertinent tests are detailed in colorful 20 page *Buyer's Guide of Simplified Test Kits for Aquatic Ecology and Pollution Studies*. Critical tests such as phosphate, detergents and many others are included. Send for your copy today.



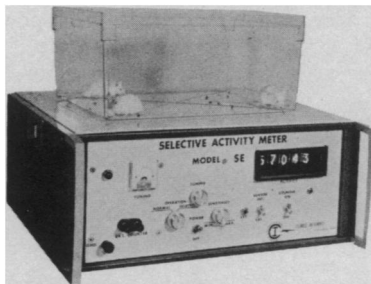
First in Water Analysis

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## SELECTIVE ACTIVITY METER



MEASURE TOTAL ACTIVITY OF  
A GROUP OF ANIMALS OR ACTIVITY  
OF ONE OR MORE ANIMALS  
IN A GROUP  
MEASURE MOVEMENT OF  
HUMAN SUBJECTS IN  
SLEEP STUDIES

- Ordinary standard animal cages are used for animals housing.
- Printing counter available as optional equipment.
- Measure in natural surroundings
- Independent of room lighting
- Animals are not disturbed by measuring technique

*A useful experimental tool in pharmacological, physiological and psychological experiments.*

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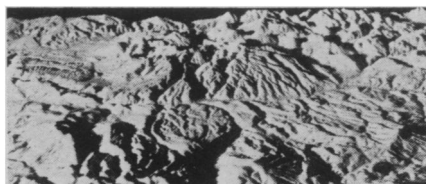


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## films OF THE WEEK

**DRUGS ARE LIKE THAT.** 16mm, color, sound, 17 min. The younger child, while still of latency age concerning drug abuse, can be psychologically reinforced to resist a first temptation to experiment with drugs. In six episodes to which a young child can relate, he perceives the nature of: becoming dependent on something, a habit which is hard to break, why a law has its reasons, impaired performance, fun activities with hidden dangers, the risks of tinkering with the body's "machine." The recurring theme is "drugs are like that." Audience: grades 2 through 5. Purchase \$250 or rental \$25 from Benchmark Films, Dept. SN, 145 Scarborough Rd., Briarcliff Manor, N.Y. 10510.

**FUTURE SHOCK.** 16mm, color, sound, 42 min. Based on the best-selling book by Alvin Toffler, and narrated by Orson Wells, the film documents the phenomenon of the premature arrival of the future, the inability of individuals to cope with the rapidity of change which they find in the experience of 20th-century living. The film touches all bases, examines the areas where change most affects our lives, where new discoveries, new modes of living cause insecurity, confusion, fear and an inability or unwillingness to assimilate this change at the rate at which it is being produced. Author and social futurist Alvin Toffler does not propose passive resignation. We are on a collision course with the future, but by perceiving the situation, understanding the ramifications, and controlling the effects, man can still dominate his environment and control his own destiny. Audience: senior high, college, adult. Purchase \$575 or rental \$35 from McGraw-Hill Films, Future Shock, Dept. SN, 1221 Avenue of the Americas, New York, N.Y. 10020.

**INTRAVENOUS HYPERALIMENTATION TECHNIQUE.** 16mm, color, sound, 30 min. Realizing the need for a practical means of sustaining life over long periods, Dr. Stanley Dudrick has developed the intravenous hyperalimentation technique of delivering carbohydrates, vitamins and protein-rich solutions via a subclavian catheter. Using this technique, tissue synthesis and growth can be achieved in the patient debilitated by an inability to take adequate amounts of food orally. The film depicts the Dudrick technique with special emphasis on the surgical and nursing aspects of placement and care of the indwelling catheter. Audience: physicians, surgeons and nurses. Free loan to medical professionals only from Abbott Motion Picture Library, Dept. SN, Department of Professional Relations, Abbott Park, North Chicago, Ill. 60064.

**STEEL: THE RECYCLED MATERIAL.** 16mm, color, sound, 10 min. Using animation, live-action and special techniques, the film shows how electromagnets are being used in many large cities to "mine" steel cans from refuse. The reclaimed steel cans are being sold at a profit by many communities. However, as the film points out, steel reclamation programs in use today are just a beginning and that much must be done if the country is to solve its solid waste disposal crisis. Unmanaged waste has become so urgent a problem that it has been given top priority under the Resources Recovery Act. Audience: conservation and ecological groups, community service organizations, political and community action groups, business and industry, university. Loan information from Association-Sterling Films, Dept. SN, 866 Third Ave., New York, N.Y. 10022.

*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.*