

# Films of the Week

**THE ALASKA HIGHWAY.** 16mm, color, sound, 22 min. Story of the Alaska Highway and its construction, its use, its impact, and what it is like to drive it in good weather and bad. Audience: upper elementary, high school, college, and adult. Purchase for \$250 from Northern Films, Box 98, Main Office Station, Seattle, Washington 98111.

**ATOMIC POWER TODAY: SERVICE WITH SAFETY.** 16mm, color, sound, 28½ min. Explains the growing need for electricity, shows how a nuclear power plant is designed, built and operated, and describes safeguards for such plants. Audience: high school students, utility company management, and general adult. Free loan information from Audio-visual Branch, Division of Public Information, U.S. Atomic Energy Commission, Washington, D.C. 20545.

**BEHAVIOR THEORY IN PRACTICE.** 16mm color, sound, four reels each 20 min. Basic research in Skinnerian behavior theory and extension of these findings outside laboratory. Reel I: Respondent (reflex) behavior, operant behavior, operant conditioning. Reel II: Schedules of reinforcement, shaping various operantes, programmed instruction. Reel III: Discrimination, motivation. Reel IV: Sequences of behavior. Audience: college classes in introductory psychology, experimental psychology, psychology of learning, and educational psychology. Purchase \$700 for series or \$200 each. Rental \$45 for series of 15 each for one week. From Appleton-Century-Crofts, 440 Park Ave South, New York, N.Y. 10016.

**THE CHANGING PICTURE IN GRADUATE EDUCATION FOR HOSPITAL ADMINISTRATION.** 16mm, b&w, sound, 15 min. The history and development of graduate education for hospital administration and on future trends (recording of panel discussion at 1966 annual meeting of American Hospital Association). Audience: hospital administrators. Rental \$5

for 3 days from American Hospital Association Film Library, 840 North Lake Shore Drive, Chicago, Ill. 60611.

**THE HALOGENS.** 16mm, color, sound, 16 min. Demonstrates the physical and chemical properties of fluorine, chlorine, bromine, and iodine, free and in compound. Audience: grades 10-12 and college science. Purchase \$180 color, \$90 b&w from Coronet Films, 65 E South Water St., Chicago, Ill. 60601.

**THE IDEAL TRANSPORT STORY.** 16mm, color, sound, 22 min. Story of the development of 5½ mile overland belt conveyor system from land surveys through construction to full operation. Free loan from Lin-Belt Company, Free Film Library, Prudential Plaza, Chicago, Ill. 60801.

**LAWN AND GARDEN INSECT CONTROL.** 16mm, color, sound, 14 min. Tells how to identify lawn and garden insects, the damage they can cause, and how to control them. Audience: general. Free loan or purchase for \$40 from Velsicol Chemical Corporation, 341 East Ohio Street, Chicago, Ill. 60611.

**THE MODERN CHEMIST — DIAMOND SYNTHESIS.** 16 mm, color, sound, 13 min. Designed to motivate students' interest in chemistry, the film documents the work of Dr H Tracy Hall showing how he was able to utilize his understanding of the atomic structure of carbon, graphite and diamond to achieve a goal which had eluded chemists for centuries. Audience: high school students. Purchase for \$130 or rental for \$10 per week from Sutherland Educational Films, 201 N Occidental Boulevard, Los Angeles 28, Cal.

**MOVING WITH THE CENTER OF MASS.** 16mm, b&w, sound, 26 min. Demonstrates the validity of the conservation of energy and momentum of several magnetic Dry Ice puck interactions as viewed in two difference frames of references. Audience: high school physics students. Rental or sales information from Modern Learning Aids, 1212 Avenue of the Americas, New York, N.Y. 10036.

**NARCOTICS: THE DECISION.** 16mm, color, sound, 30 min. Follows a young junkie from birth to addiction. Audience: high school or college students, general. Purchase information from American Temperance Society, 6840 Eastern Ave, Washington, DC 20012. Rental from Association Films, Inc., 600 Grand Ave., Ridgefield, N.Y. 07657.

**PERMANENT TRANSVENOUS PACING OF THE HEART.** 16mm, color, sound, 14 min. Shows the technic for permanent transvenous implantation of the pacemaker as developed at Newark Beth Israel Hospital. Audience: surgeons, medical groups, medical students. Rental and purchase information from Center for Mass Communications, 1125 Amsterdam Ave, New York, N.Y. 10025.

**SAFETY FIRST.** 16mm, b&w, sound, 21½ min. Shows how accessories in automobiles are designed with safety in mind, and simulated accidents to test passenger safety. Audience: general. Free loan Mercedes-Benz Film Library, Creativision Inc., 1780 Broadway, New York, N.Y. 10019.

**VOLUNTEERS IN HOSPITALS.** 16mm, b&w, sound, 15 min. Discussion of role of the volunteer, changing volunteer requirements, and new demands on volunteer leaders (recording of speech at 1966 annual meeting of American Hospital Association by Mrs. Charles Balfanz, chairman of AHA Council on Volunteer Services). Audience: hospital administrators, hospital volunteers. Rental \$5 for three days from American Hospital Association Film Library, 840 North Lake Shore Drive, Chicago, Ill. 60611.

**THE WATER FAMINE.** 16mm, b&w, sound 54 min. Examines the problems of water supply and its relation to world growth, world health, and industry. Audience: high school, college, general. Purchase for \$250 from Carousel Films Inc., 1501 Broadway, New York, N. Y. 10036 (Produced originally as one of "CBS Reports" series).

**ZERO HOUR IN THE REDWOODS.** 16mm, color, sound, 18 min. Introduction to special ecology of California's coastal redwoods and the status of the surviving stands of virgin redwoods. Audience: general. Loan or purchase information from Sierra Club, 1050 Mills Tower, San Francisco, Cal.

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**MUSHROOMS AND FUNGI.** Comprehensive list free. LEW's, 2510 Van Ness Avenue, San Francisco, California 94109.

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