

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.

ELECTROMAGNETS: ELECTRICITY MAKES MAGNETS. Standard 8mm or Super 8mm, color, silent. Seven cartridge-loading films for the Technicolor projector on "Does a Wire Carrying Electricity Act Like a Magnet?," "Does a Coil of Wire Carrying Electricity Have Poles?," "How Do You Make an Electromagnet?," "How Can You Increase the Strength of an Electromagnet?," "Do the Poles of an Electromagnet Act Like the Poles of a Magnet?," "How Does Electricity Turn a Motor? Part 1," "How Does Electricity Turn a Motor? Part 2." Audience: intermediate grades, junior high. Purchase Standard 8mm \$112 or Super 8mm \$126 from Rand McNally and Co., P.O. Box 7600, Chicago, Ill. 60680.

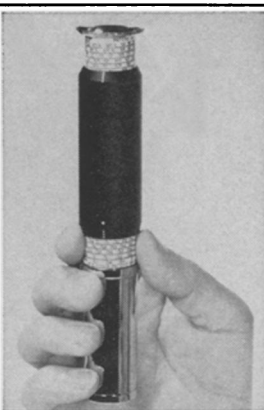
THE NAVAJO: A STUDY IN CULTURAL CONTRAST. 16mm, color, sound, 15 min. How has the Navajo culture remained virtually without change while the vast segment of society is experiencing constant change? How can the study of the Navajo culture bring a clearer understanding of ourselves? To answer these questions, the film journeys to the southwestern desert region, the home of the Navajo. It views the environment, family structure, traditions, ceremonies and art forms of a people untouched by modern civilization. Audience: high school. Purchase \$150 from Journal Films, 909 West Diversey Parkway, Chicago, Ill. 60614.

THE POND, PART II: ANIMAL LIFE IN FRESH WATER. 16mm, color, sound, 27 min. Illustrates the diversity of life found in a pond and explains the basic habitats of a pond, including the surface film, the neustonic zone, the open water habitat (planktonic) and the pond bottom. Shows how adaptive radiation has taken place at the bottom of the pond, and illustrates the competition exclusion principle with such examples as annelid worms, water tigers, damsel nymphs, rotifers and protozoa. Audience: senior high school, college. Purchase \$340 or rental \$16 from McGraw-Hill Films, Dept. DF, 330 West 42nd St., New York, N.Y. 10036.

SMOKING: PAST AND PRESENT. 16mm, color, sound, 15 min. Outlines the history of tobacco and smoking, emphasizing how smoking damages the lungs and heart. Film is designed to promote discussion afterwards, and a discussion guide is included with the film. Audience: grades 5-8. Free loan from local units of the American Cancer Society, or from American Cancer Society, 219 East 42nd St., New York, N.Y. 10017.

THE VIOLENT UNIVERSE. 16mm, b&w, sound, 148 min. Thirty distinguished astronomers are visited at their observatories throughout the world in this comprehensive report of astronomical theories, research and discoveries. Sequences treat pulsars, infrared galaxies, red giants, white dwarfs, cosmic rays and redshift and include the first motion picture view of a quasar. Two opposing theories concerning the origin of the universe are explained. Proponents of the "big bang" theory believe the universe started suddenly and may end in the same way while "steady state" theorists believe the universe to be infinitely large, old and capable of lasting forever. Audience: secondary, college, adult. Purchase \$475 or rental \$27.50 from Field Services, Indiana University, Audio-Visual Center, Bloomington, Ind. 47401.

YOUR ENVIRONMENT IS THE EARTH. 16mm, color, sound, 12 min. Commencing with the basic concept of man's dependence on his surroundings, the film illustrates such environmental factors as food, air and comfortable temperature that help to sustain life. From arctic ice caps to tropical rain forests, from arid deserts to temperate grasslands, the various climatic zones found on the surface of the earth are identified and described. Shows how certain plants and animals are uniquely adapted to survival in even the harshest surroundings, but when exploration takes man beyond his earthly home, to the ocean's depths or to the moon, he must take his environment with him. Audience: intermediate grades, junior high. Purchase \$140 from Journal Films, 909 West Diversey Parkway, Chicago, Ill. 60614.



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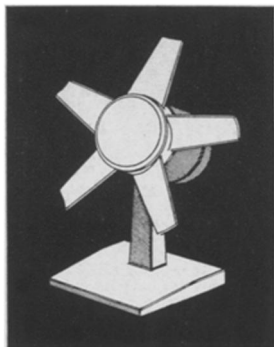
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