

# 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 or circle the appropriate number on the Readers' Service Card.

**MASTERMINDING THE COMPUTER.** 16mm, color, sound, 14 min. Shows how the Auditape System saves time and money by printing out exactly what is needed. Formerly, it had been necessary in many applications to obtain a full printout from a computer to secure specific information. Audience: students of accounting and other management sciences. Free loan to colleges and universities only at this time from Association Films, 600 Grand Ave., Ridgefield, N.J. 07657 or from other regional centers. (Film sponsored by Haskins & Sells.)

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**POWER FOR PEOPLE.** 16 mm, color, sound, 28 min. Stresses the similarity in the daily lives of people the world over and reveals one American company's diverse efforts to unlock the door to a better life for them. Five continents of scenic panoramas and of faces under "hard hats" working with sampans, ships and trucks, in service stations, and research centers are shown. Audience: general. Free loan from Association Films, 600 Grand Ave., Ridgefield, N.J. 07657 or from other regional centers. (Film sponsored by Gulf Oil Co.)

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**SIX SOURCES OF ELECTRICITY.** 16 mm, b&w, sound, 28 min. A "contraption" consisting of a record player, spoon, funnel, slide projector, static electricity generator, balloon, motor, bike wheel, railroad signal, mouse trap, lamp chimney and pitcher is an elaborate "automatic volume control" in which are hidden six different ways to generate electricity. Separate demonstrations identify the types represented: friction, magnetic, chemical, photo, thermal and piezo. When the sources have been found, the contraption is started and each source in turn produces a current which sets the next off. Audience: upper elementary, junior high. Purchase \$130 from Prism Productions, 220 E. 23rd St., New York, N. Y. 10010. (From Inquiries in Science Series, with Mr. Wizard.)

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november 15, 1969

# books OF THE WEEK

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**HANDBOOK OF SURGERY**—John L. Wilson, M.D., Ed. — Lange Medical Pubns., 1969, 4th ed., 781 p., illus., tables, \$6. Provides concise summary of the essential features of the more common surgical disorders, includes basic information on diagnosis and management, preoperative and postoperative care.

**INDUSTRIAL ORGANIZATIONS AND HEALTH, Vol. 1: Selected Readings**—Frank Baker, Peter J. M. McEwan and Alan Sheldon, Eds.—Tavistock (Barnes & Noble), 1969, 699 p., tables, \$14.50. Concerned with the social environment of the industrial organization and the interaction between this environment and the health behavior of the individuals within it.

**INTELLIGENCE AND CULTURAL DIFFERENCES: A Study of Cultural Learning and Problem-Solving**—Kenneth Eells and others—Univ. of Chicago Press, 1969, 388 p., illus., \$12.75. Reprint of 1951 dissertation analyzing the responses of pupils from high and low social-status backgrounds to more than 650 items in eight widely used intelligence tests.

**MEMOIRS OF A NATURALIST**—Herbert L. Stoddard, Sr.—Univ. of Okla. Press, 1969, 303 p., photographs, color plates, \$6.95. Recollections of a long and productive life as conservationist, museum taxidermist, field collector and ecologist.

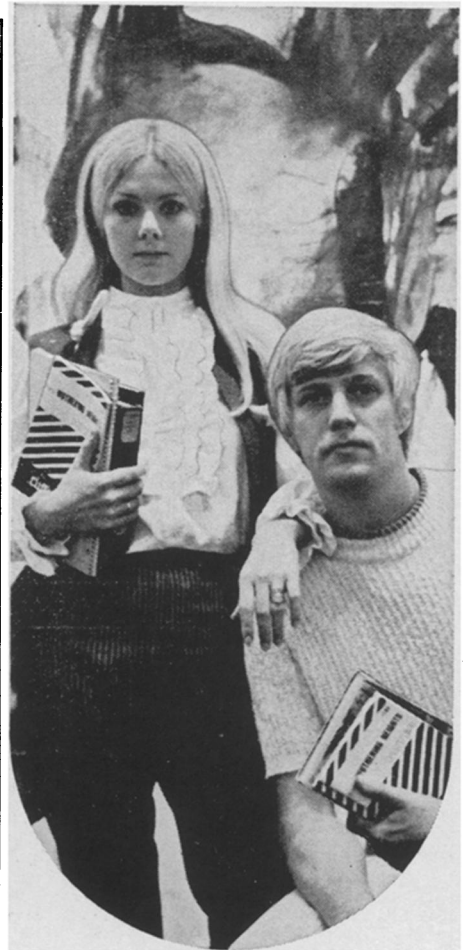
**NEW ZEALAND**—Keith Jackson and John Harre—Walker, 1969, 224 p., 32 photographs, maps, \$6.50. About Maori culture, the European impact, the economy, ethnic minorities, and contemporary New Zealand culture.

**POWER**—Adolf A. Berle—Harcourt, 1969, 603 p., \$10. Postulates and discusses five laws of power: that power invariably fills any vacuum in human organization, that it is invariably personal, based on system of ideas or philosophy, exercised through institutions, and that power invariably is confronted with a field of responsibility.

**SECRETS OF PLANT LIFE**—Marcel Sire, transl. with preface by M. E. Godward—Viking Press, 1969, 240 p., 400 color plates, drawings, charts, \$19.50. Close-ups of seedlings, buds and blossoms, with botanical information.

**WILDLIFE: Tame but Free**—H. G. Hurrell—David & Charles (Transatlantic Arts), 1968, 188 p., photographs, illus. by author, \$9.50. Close-up observations of birds and animals—martens, otters, foxes and small mammals—comparing the behavior of ranch-bred with wild animals.

**THE WORLD ELECTRIC POWER INDUSTRY**—N. B. Guyol—Univ. of Calif. Press, 1969, 366 p., maps, graphs, \$20. Presents country-by-country survey of electricity supply, demand and utilization; nature and capacity of generating plant; patterns of fuel consumption; extent of government control and price of power.



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455