



SOME  
PEOPLE WILL  
THINK YOU'RE  
**cuckoo**  
TO PAY \$25 FOR  
"JUST" A CLOCK!

■ They're the same people who don't mind living with "the approximate" time or walking into a Five-and-Dime every six months to buy another new \$8.95 wind-up alarm clock.

■ This **12-Month Clock** is not "just" a clock. It is a most elegant tabletop timepiece from West Germany with the following attributes:

■ There is the calendar. When you wake, you'll know what day it is. (This sometimes comes in handy!) Around back you will see no handle for winding...no cord for plugging in. An ordinary flashlight battery powers the completely transistorized mechanism...for a year or more. Accurate? You can regulate it to within 2 seconds' accuracy in 24 hrs. It is a rare wrist-watch that can be set to such a fine degree. Now about the alarm: It's not the alarming kind! Just very effective. Even Rip Van Winkle would be stirred by its gently insistent ring. Needless to say, the **12-Month Clock** is absolutely noiseless. No tick, no tock, not even a purr. Luminous dial, of course!

■ The **12-Month Clock** measures in at a compact 5x3x2½". It comes in two handsome versions designed to "go" anywhere. It also makes a fine travel clock and a wonderful gift to help a son or daughter be the "early bird" to classes.

■ Our usual 10-day-money-back-guarantee applies (if you are not delighted in every way). Beyond that, there is the Manufacturer's Warranty covering parts and workmanship for a full year.

■ So, if you can afford to indulge your appreciation of fine things, this indeed is the timepiece that should bid you "Good Morning" every day. Be a wise owl. Order yours today.

Please send me the **12-Month Clock**. I enclose \$25.95 (\$24.95 plus \$1 for postage & insurance). Calif. residents add 5% sales tax.

**White Model:** White case, midnight blue dial,

**Grey Model:** Grey case, white dial.

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## 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.

**A COMMUNITY MENTAL HEALTH CENTER.** 16mm, color, sound, 9½ min. In a nation where the mentally ill were sent to large institutions where nearly half of them stayed 10 years or more, a group of people discover a community that has a better way to treat the mentally or emotionally ill—a modern community mental health center. This animated film shows what the center does for the citizen, describes the essential services and gives the steps needed to bring such a center to a community. Audience: community groups, clubs, church groups, mental health associations. Free loan from National Medical Audiovisual Center (Annex), Station K, Atlanta, Ga. 30324.

**HIGH-TEMPERATURE MICROSCOPY.** 16mm, b&w, magnetic sound, 23 min. High-temperature microscopy generally consists of the observation of flat ground and polished surfaces at temperatures above the ambient temperature. Film shows the dynamic changes in metals in high-temperature environments, phase transitions, grain growth, and other temperature-dependent phenomena. Audience: scientists, engineers. Purchase and rental information from William J. Hacker & Co., P.O. Box 646, West Caldwell, N.J. 07006. (Transcription of the spoken text and other particulars also available.)

**HOW LIFE BEGINS.** 16mm, color, sound, 46 min. Tells the story of procreation in plants and animals. Though presented in such a way as to be understood by elementary school students, the information will also have value for more mature audiences. Illustrates the nature of reproduction from amoeba to man, including science of a calf, dog, red kangaroo and child being born. Other sciences reveal the nature of fertilization in man, plants and animals, and the stages of development of the human embryo. Audience: elementary through adult. Purchase \$530 or rental \$35 from McGraw-Hill Films, Dept. DF, 330 W. 42nd St., New York, N.Y. 10036. (Produced by ABC-TV News.)

**A NEW LOOK AT AN OLD PLANET.** 16mm, color, sound, 27 min. Through the eyes of a family on the Texas Gulf Coast, the film examines the everyday benefits of weather, communications, navigational and earth resources satellites. It shows how satellites have been used to detect approaching storms, discusses the potential for studies of natural resources of large areas, and outlines prospects for long-range forecasting, exact navigational information, and direct broadcast of television. Audience: general. Free loan from NASA field libraries, or for information, write to NASA Headquarters, Code FAD, Washington, D.C. 20546.

**PROJECT SALT VAULT.** 16mm, color, sound, 11 min. By the end of this century, half of all the electricity in the United States will be supplied by nuclear plants—plants that will produce radioactive wastes which must be disposed of. Project Salt Vault deals with a study on the feasibility of permanent disposal of these high-level wastes in vacated salt mines, and the key steps in such disposal at an abandoned salt mine in Kansas. Audience: professional. Purchase \$36.13 from Calvin Productions, 64106 Truman Rd., Kansas City, Mo. 64106, or free loan from AEC field libraries or Audio-Visual Branch, Department of Public Information, U.S. Atomic Energy Commission, Washington, D.C. 20545.

**WE EXPLORE MOUNTAIN LIFE.** 16mm, color or b&w, sound, 11 min. A family's trip up a mountainside in the Rocky Mountain range provides pupils with an opportunity to observe four different life zones. Children see plant life change from grasses, to deciduous trees, to coniferous trees and finally to the very small plants which grow in mountain meadows. Also shown are animals of the mountainside. Audience: elementary. Purchase color \$130 or b&w \$65 from Coronet Films, 65 E. South Water St., Chicago, Ill. 60601.

**WORKING WITH SCALE.** 16mm, color, sound, 10½ min. In this live-action film, the student is introduced to some of the concepts and practical uses of scale. A scale model car is carefully compared to the full-size car, and the methods of writing scale are shown and explained. Other examples of the use of scale, as shown in the film, are laying out a floor plan from a scale drawing, and finding locations on a map after measuring the distances by interpretation of the map scale. Audience: elementary/junior high. Purchase \$135 from Film Associates, 11559 Santa Monica Blvd., Los Angeles, Calif. 90025.